



Research Article

Beyond Likes: Understanding the Mediating Role of Advertising Influence in Social Media Marketing's Impact on Purchase Intent

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Citation

Baig, F.J., Tufail H.S., Hussain, M., Khan S.M., & Kamran, M. (2024). Beyoing likes: Understanding the mediating role of advertising influence in social media marketing's impact on purchase intent. *Administrative and Management Sciences Journal*, 2(2),152-164

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ABSTRACT

In contemporary business landscapes, the strategic utilization of social media platforms and the perceptual inclinations of consumers towards promotional content represent significant challenges for enterprises seeking to augment individual purchase intentions. Consequently, to comprehensively elucidate the multifaceted dynamics surrounding advertising influence and consumer attitudes vis-à-vis purchase intention formation, this investigation scrutinizes the impacts of Entertainment (E), Informativeness (INF), and social media (SM) on Purchase Intention (PI, with a particular focus on the mediating influence of Advertising Influence (AI). The conceptual underpinnings of this study draw upon established theoretical frameworks, specifically the Theory of Reasoned Action (TRA) and the Uses and Gratification Theory (U&G). Empirical data were gathered from a sample comprising members of the general populace actively engaged in shopping pursuits within retail establishments situated in urban centers across both China and Pakistan. A total of 478 survey instruments were distributed and subsequently analyzed to discern underlying patterns and associations. The methodology employed convenience sampling techniques to facilitate data collection, while hypotheses were tested utilizing statistical analyses conducted through SPSS and Smart PLS SEM 3.0 software. Findings from this investigation underscore the profound transformative influence exerted by social media, entertainment, and in formativeness on individuals' lifestyles, as well as their perceptual orientations and behavioral predispositions towards online advertising within the context of Pakistan. The implications of these findings extend beyond mere theoretical contributions, resonating significantly within the marketing domain by elucidating the pivotal role assumed by marketing practitioners in effectuating attitudinal and behavioral shifts among consumers through strategic interventions leveraging these antecedent variables. Moreover, this study serves to address extant gaps within the scholarly literature, thereby enriching the collective understanding of consumer behavior dynamics. Looking ahead, future research endeavors must embrace the inclusion of additional innovative variables and theoretical frameworks, thereby facilitating the validation and contextual applicability of the proposed model across diverse cultural and geographical contexts.

KEYWORDS

Advertising influence, Social media, Entertainment, Informativeness, Purchase intention

1 | INTRODUCTION

Understanding consumer behavior lies at the heart of marketing endeavors, with purchase intentions serving as a critical indicator of consumer decision-making processes. In the contemporary marketplace, characterized by an abundance of choices and ubiquitous digital connectivity, deciphering the factors that influence purchase intentions has become a paramount concern for businesses seeking to thrive in competitive landscapes. Purchase intention,

defined as the predisposition of an individual towards buying a particular product or service, is shaped by a multitude of internal and external factors (Hamzah & Tanwir, 2021). These factors encompass an intricate interplay of psychological, social, cultural, and situational influences, each exerting its unique impact on consumer decision-making processes (Ahmed, Rashid, Baig, Humayon, & Sajjad, 2021). Over the years, scholars and marketers alike have dedicated significant attention to unraveling the complexities of purchase intentions, recognizing its pivotal role in driving consumer behavior and shaping market outcomes. From traditional consumer research methodologies to contemporary data analytics and behavioral economics frameworks, efforts to elucidate the determinants of purchase intentions have evolved in tandem with advancements in research methodologies and technological innovations.

Moreover, the emergence of digital platforms, particularly social media, has revolutionized the landscape of consumer engagement and purchase decision-making. With social media platforms serving as ubiquitous channels for information dissemination, brand interaction, and peer influence, understanding their role in shaping purchase intentions has become indispensable for marketers striving to leverage these platforms effectively (Dankwa & Advertising, 2021). In this context, this paper embarks on a comprehensive exploration of purchase intentions, aiming to shed light on the underlying mechanisms, influential factors, and implications for marketing strategy formulation. Through a synthesis of existing literature, empirical research findings, and contemporary insights, we endeavor to provide a holistic understanding of purchase intentions in the digital age, offering actionable insights for businesses seeking to optimize their marketing efforts and enhance consumer engagement. Join us on this journey as we delve into the intricate dynamics of purchase intentions and unravel its implications for contemporary marketing practices.

Nonetheless, advertising constitutes a practice wherein compelling messages are typically conveyed to facilitate a transactional exchange between a company and a prospective consumer, thereby influencing consumer decision-making processes. It is imperative to recognize that advertising transcends mere scrutiny; rather, it intertwines with our societal fabric, becoming an integral component of the milieu to which we belong, and in turn, shaping our collective identity and perceptions (Buljubasic, 2023). Advertising can be divided into dualistic basis trade and consumer advertising. Trade factor refers to a country's economic activity and consumer factor is associated with lifestyles and value orientation and factors related to platform advertising and targeted promotion (Lubowiecki-Vikuk, Dąbrowska, Machnik, & consumption, 2021). The efficacy of advertising media depends upon the advertising source and targeted promotion that produces this information (O'Keefe & Reid, 2020). Advertising in the contemporary age has been the most significant hyping media. It becomes stiffer for imaginative people as deceitful advertisements can draw attention. Marketing communications support many manners to develop consumer information processing. The changing corporate world, media technologies, and cultural and ethical values come along with the innovative era of advertising in Pakistan. To intensify market advertising's role is significant in the Pakistani market. Cultural, economic, political, religious, and technological aspects can major impact advertising media effectiveness (Qalati, Ostic, Sulaiman, Gopang, & Khan, 2022).

Based on the above discussion following are the objectives of the study (i) To examine whether entertainment, informativeness, and social media affect the advertising influence of consumers living in Pakistan. (ii) To examine whether entertainment, informativeness, and social media affect the purchasing intention of consumers living in Pakistan. (iii) To understand whether advertising influence mediates the relationship between entertainment, informativeness, social networking platforms, and customers' purchase intention in Pakistan. The study will establish the relationship between the aspects of producing diverse advertising media and consumer purchase intention in Pakistan. The different cultural aspects will affect advertising influence and consumer purchase intention for trusting artifacts. Advertisers and marketing professionals will design their strategies based on consumer perception to target consumers in diverse advertising media. This study will examine and broaden the sensitivity of social media on advertising influence and purchase intention.

2 | LITERATURE REVIEW

In contemporary digital marketing discourse, social networks serve as dynamic platforms where diverse followers engage in the creation, reception, and electronic endorsement of communications related to specific brands (Odoom, 2023). Central to this phenomenon is a concerted effort to navigate the entire process with a nuanced understanding of social interconnectedness and user satisfaction. The research underscores the significance of emotional resonance in such interactions, noting its pivotal role in fostering emotional well-being, mitigating self-reported symptoms, and

enhancing mood states (Di Pompeo, D'Aurizio, Burattini, Bisegna, & Curcio, 2023). While traditional television remains a prominent medium with a relatively stable impact, social networks continually evolve, offering marketing managers opportunities for heightened promotional efficacy at reduced costs (Kapoor, Kapoor, & Themes, 2021). This evolution reflects the adaptive nature of social media platforms, which increasingly serve as pivotal arenas for brand engagement and consumer interaction.

2.1 | Theory of Reasoned Action (TRA)

According to the theory of reasoned action, the behavior of an individual is derived through his or her intentions which are shaped by the attitudes of the individual towards behavior and subjective norms (Kobylińska & Economics, 2022). Therefore, the actions of an individual are a demonstration of preceding attitudes and behavioral intentions. The behavior of an individual is reflected in his or her visible actions that result from the individual's rights in a particular scenario and a desired goal (Wood, Mazar, & Neal, 2022). The behavior of an individual is witnessed in various contexts and at different times for precise judgment. The forecasts of behavior are done through the intersection of particular variables wherein the relationship among all such variables is important to judge the behavior of a person (Sheykhfard et al., 2023). These behaviors determine how variables perform through the interface of personal behavioral intentions which are directed by attitudes and subjective norms. This process is explained through The Theory of Reasoned Action, which proclaims that the behavior of a person is obtained through his or her behavioral intentions. In consumer behavior of buying or purchasing intentions, the theory of reasoned action elucidated that consumer purchase decisions are made differently (Nomi & Sabbir, 2020). TRA offers a well-established theoretical foundation for examining the influence of advertising on purchase intention by emphasizing the role of attitudes, subjective norms, and their interaction (Hasan, Suciarto, & Environment, 2020). Its applicability lies in its ability to elucidate the cognitive mechanisms through which advertising shapes consumer perceptions and intentions, thus providing valuable insights for marketers seeking to optimize their advertising strategies and enhance their impact on consumer behavior (Alsharif, Salleh, Al-Zahrani, & Khraiwish, 2022).

2.2 | Social Media Advertising and Purchase Intention

Innovative advertising arrangements have performed in and along with the broadcast stream discovery, encouragement equally as of TV and Web layouts. Contemporary arrangements yield enlargement to reciprocal, which has converted dynamic now digital broadcasting (Filippetto et al., 2022). Transformation of conventional broadcasting to interactive means adopted by establishments such as good responsiveness might remain reimbursed towards special rank to allure as well as interactivity prevailing trendy networks (Barker, 2022). Likewise, advertising media efficacy can be accomplished by selecting precise media, according to a savvy audience (Mou, 2020). Due to changing thoughtfulness; Marketers, consumers, and social networks are bonded by the social advertising medium for communication. So, we can derive the hypothesis that

H1: Social media has a significant relationship with advertising influence.

As asserted by Kalam, Goi, Tiong, and Education (2023), Individual practice socializing alongside to make choice and convey the views through the accomplishment of gratification consider the prime utility of interaction. It is frequently practiced by the common people to make pleased in a present-day chaotic setting. Moreover, Jo (2022) mentioned that social gratification represents social collaboration, hedonic gratification represents delight, and utilitarian gratification is correlated to accomplishment. Another imperative facet of mass broadcasting is to humanize and inform the viewers about their elementary standards that require no meaning. Moreover, as identified by D'Lima and Higgins (2021) psychological drives are the most vital informative social media networks users' assertiveness. Agreeing to Kim (2021) the efficacy and influence of social means stimulating happening mainly is determined by exactly how the audience might notice, allure as well as express their outlooks to intent happenings in a social media networking context. Consumer attitude and inclinations toward an artifact or brand are predicted through preceding studies suggested by consumers "Purchase intention is the grouping of Consumer notice in as well as the prospect of securing a product" (Khan, Baig, Umair, Ashraf, & Noman, 2021). Consumer cognition key factor, including purchase intention that basically displays an individual anticipate to securing a definite product (Tufail, Yaqub, Ramzan, Baig, & Economics, 2022). Therefore, on basis of the provided arguments we can hypothesize that

H2: Social media has a significant relationship with purchase intention.

It is often stressed that the displays of the web and the shared media networking have an underway commending approach to persons and initiatives communicated through the ambitious viewers. Marketer concerns when implementing social media strategies and consumer immersion, thoughtfulness, indulgence, and intent are taken into account for noticeable acquiring of the advertising objectives influenced by the marketing exertions accompanied by social media means (Sharma, Mohan, Gupta, & Review, 2023). Moreover, (Dutta & publications, 2020) forecasted that augmentation of social media networks in academia has been greater impact. End users are accepted with the new technologies. Online social broadcasting, and display place (i.e. Facebook, MySpace, YouTube, Weibo, Twitter, where chat many dialog forums, have settled into a virtual domain where users and businesses share content (Zhang & Informatics, 2022). The impact of social media can achieve communication, dissemination and widespread consistency, awarding customers more with the corporate products. As Danesi (2024) refers to customer impelling factors to changing advertising media to cyberspace. Further investigated by Dhawan, Hegelich, Sindermann, Montag, and Reports (2022) consequently, social networking presentations professed as exclusive, consider the great efficient relative to others. According to Zhao, Lee, Li, and Sun (2022) Psychological drives are the most vital informative social media networks users' assertiveness. Agreeing to (Duffett, 2015) the efficacy and influence of social means stimulating happening mainly is determined by exactly how the audience might notice, allure as well as express their outlooks to intent happenings in a social media networking context. Hence, in the light of the presented studies, we conclude that

H3: Advertising influence mediates the relationship between Social media and purchase intention.

2.3 | Entertainment, Advertising Influence and Purchase Intention

According to (Tu & Jia, 2024) design and content is crafting gratification and satisfaction which is accomplished by augmenting customer hedonic prerequisites, advertising media efficacy can be accomplished by selecting precise media, according to a savvy audience (Gupta, 2020) (Samad, Izani, Razak, & Mustafa, 2023). Likewise, magazines, flyers, radio, and TV stated by scholars Audience attachment has progressed towards social media networks due to swift accessibility, and delight as compared to conventional media settings (Ayodeji, 2021). Therefore, on the basis of the provided scholarly support we derive the hypothesis that

H4: Entertainment has a significant relationship with advertising influence.

Personalization measures supported; individual involvement beside fact properties which is the most anticipated aspect in their acquiring choices (Zafar, Shen, Shahzad, Islam, & Consumption, 2021). Customer is the main proprietress of the marketers to incorporate his plans and strategies according to customers' needs in term of contentment. (Muhammad, Dey, Kamal, & Alwi, 2021) claimed that advertising aims to combine consumer regards and societal concern as core preferences of delight. Social media happens to be the most cost-effective medium for devising entertaining ads that could trigger consumers psychology and initiate purchase on their end (DAMTEW, 2020). Hence it can be concluded that

H5: Entertainment has a significant relationship with purchase intention.

Customer is the main proprietress of the marketers to incorporate his plans and strategies according to customers' needs in term of contentment (MOHAMMED, 2021); Shweyi .Advertising aims to combine consumer regards and societal concern as core preferences of delight (Baig, Ramzan, Akhtar, Tufail, & Nargis, 2022). Scholars exemplify the indication that advertising is an effort to retail users' lifestyle besides a product establishment (Ma, Zhao, & Mo, 2023). As, most of organizations forecast future consumer inclination by measuring purchase intention is an attitudinal adjustment. Constructive advertising impacts purchase intention in case of advertising on social networking forums (Riaz et al., 2021). While according to the (Dubey, Bajpai, Guha, & Kulshreshtha, 2020) combined value of customer delight is the ability to user essentials for pleasures, the emotional bond and by allowing customer involvement and interchange of information in social circles. Hence, in light of the prior studies and made arguments we hypothesise that

H6: Advertising influence mediates the relationship between entertainment and purchase intention.

2.4 | Informativeness, Advertising Influence and Purchase Intention

Information is an integral part of the advertisement. The marketer can promote their product or services through the gateway of communication (Wawrowski & Otol, 2020). As advertising is a practice that usually delivers promising messages to establish a trade between company and prospect and supplement the consumer decision. Policymaker tends to convey their information through advertising communication to their respective audience (John, De'Villiers, & Services, 2020). That advertising influence is often affected by the antecedents for instance when consumer seeks for information, entertainment and social media network services usage then they got influences and build purchase intention. The individuals have varying control on their buying behavior due to different emotional states and others influence (Szymkowiak, Gaczek, Jeganathan, & Kulawik, 2021). On basis of the provided information, we can thus, hypothesize that

H7: Informativeness has a significant relationship with advertising influence.

According to Broockman & Kalla, (2023) discussed that the informational theme is tremendously substantial for persuading. Scholars suggest that informativeness creates consumer disclosure using any form of advertisement media (Weismueller, Harrigan, Wang, & Soutar, 2020). Whether conventional or contemporary, informativeness is commanding to generate customer experience, consideration, and constructive sensitivity towards the advertising influence (Allil, 2024). Permitting to U&G theory, user significance attributed to advertising information can be seen as an accepted allowance and a need-satisfying drive (Coyle, 2022). Policymakers tend to convey their information through advertising communication to their respective audience. Whereas, for users personalization measures that support individual involvement are the most anticipated aspect for them, acquiring choices (Kurdi et al., 2022). Additionally, customers are the main proprietress of the marketers, to cooperate their plans and strategies accordingly to customers' needs in term of contentment. Hence, advertising aims to combine consumer regards and societal concern as core preferences of delight. Hence we can conclude that

H8: Informativeness has a significant relationship with purchase intention.

Advertising is not something we scrutinize; it is also not something separate from us, but it is a part of something we belong to, and that something becomes a part of us (Berger, 2020). In this study advertising influence is a reason to bring change in the purchase intention of the consumer. In addition, (Riaz et al., 2021) have mentioned that the constructive advertising impacts purchase intention in case of advertising on social networking forums. Hence, advertising influence is often affected by the antecedents for instance when consumer seeks for information, entertainment and social media network services usage then they got influences and build purchase intention. So, in light of the prior studies and stated facts we can derieve the hypothesis that

H9: Advertising influence mediates the relationship between informativeness and purchase intention.

2.5 | Advertising Influence and Purchase Intention

According to Intellectuals; Hedonic benefit is a significant forecaster for potential consumers to be influenced by an advertisement (Prajogo & Purwanto, 2020). Tenets stand foundation towards engagements, assertiveness in addition to verdicts interrelated to marketing domain and advertising influence is vital components which eventually turns into a consumer contentment level (Merhi, 2022). Consumer attitude and inclinations toward an artifact or brand are predicted through preceding studies suggested by consumers "Purchase intention is the grouping of Consumer notice in as well as the prospect of securing a product". In addition, (Tufail et al., 2022) have mentioned that constructive advertising impacts purchase intention in case of advertising on social networking forums. Hence, we conclude that

H10: Advertising influence has a significant favorable positive effect on purchase intention

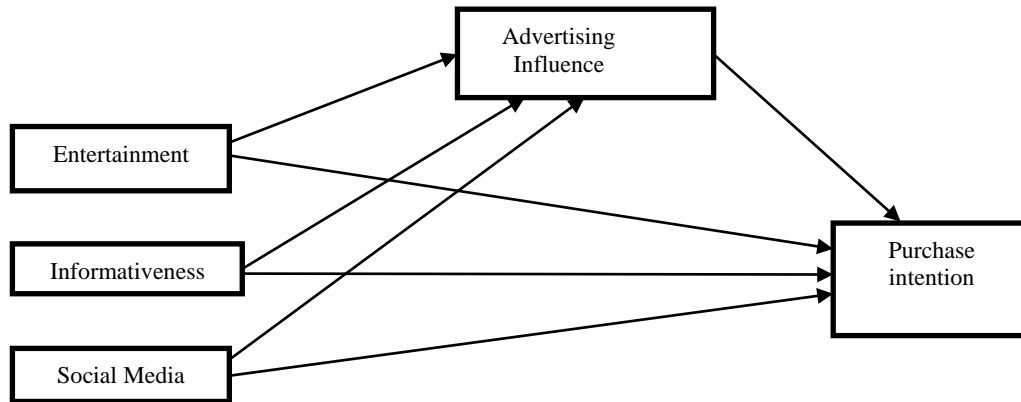


Figure1: Research Framework

3 | METHODOLOGY

The research methodology of this study involves research design, data collection techniques, sampling strategy, study instrument, variable and data calculation techniques and interpretation. Furthermore, it is imperative in research that the methodology is adequately designed, and planned so that research conducting process and methodology is clearly decided (Pandey & Pandey, 2021). The objective of this research study is to investigate the change of advertising Media Paradigms and its Comparative influence of advertisement thresholds and attitude enlargement”: A cross-cultural study. Hence, the study has chosen to attempt descriptive research type. The present study used quantitative research methods and descriptive research approach. To conduct this research study, quantitative methods are used for research including data collection and analysis. Consequently, to serve the purpose, the data is collected through a structured and planned questionnaire during a survey. Secondary data incorporates textbooks, reports, articles, publications, newspapers, surveys, and audiovisual records etc. The sampling technique used in this research study is non-probability convenience sampling so that the analysis of the sample is predictor of characteristics of entire population (Hussain et al., 2023). The target population of this research endeavor consists of internet users irrespective of their race, age, and profession. The sampling structure involved the criteria of commonly used advertisements through ordinary media and the social media platforms. The technique used to select the sample of the present research study is non-probability sampling. Moreover, the sample size of the present research study is selected as 300 respondents on basis of rule of thumb prescribed by (RVSPK, Priyanath, & Megama, 2020).

The formal questionnaire format is used with multiple choice questions asked on a five-point Likert scale. In the first section, a precise introduction of the research objectives is described. The survey consists of two parts. Part (1) is designed to extract demographic information from the respondents which include nationality, gender, age, city, and education level. Part (II) of the research questionnaire is designed to extract information on the effect of Informativeness, Entertainment, and social media on advertising influence and purchase intention. These questions were presented with five points on a Likert scale ranging from (1) “strongly disagree” to (5) “strongly agree”. Several data quality concerns must be considered for conducting research. These quality concerns are developed based on legitimacy, trustworthiness, and generalizations. Highlighting research design: consistency and legitimacy of research reduces any probability of getting the wayward or wrong results (Holtfreter, Reising, Pratt, & Mays, 2020). The reliability of research study involves strategies of data collection and data analysis which will draw steady conclusions (Mezmir & sciences, 2020). Reliability of the present research study conducted on marketing media in Pakistan is measured. The validity of the research results are concerned about the legitimacy of the results that they are actually measuring what they were originally intended to measure (Oliveira, Jackson, Murphy, & Bradford, 2021). Hensel and Tatarynowicz (2024) specified that Generalizability can too be alluded to as outside legitimacy. It reflects the scope of the study which describes the generalizability of the research study. It means to assess the results of the study for pertinence to different research settings like organizations etc. Factor analysis is

the use of a numerical method for simplifying correlated variables to final designs among collection of various variables(Lorenzo-Seva, 2022). Endeavoring to determine the best interpretation technique of acquired data is called parsimony, which is the actual goal of factor analysis(Harman & Flake, 19762022).

4 | DATA ANALYSIS

As the data is our main source of acquiring results and drawing conclusions based upon our study, it is highly recommended that the data should be cleaned and be prepared for further analysis. For data screening purpose outliers, missing values and normality are determined. These changes and amendments are made before using the data for inferential analysis. PLS-SEM is used in which a two-step process is proposed by(Taleb, Pheniqi, & Sciences, 2023). One is assessing the measurement model, and the second is assessing the structural model. The measurement model assessment is the first stage of analysis in PLS-SEM, also referred to as the outer model. The measurement model is mandatory to examine all cross-loading, reliability, validity and loading of all variables. Since items of 4 variables were adopted, the items were adapted from previous studies, this study undertook confirmatory factor analysis (CFA) by using Smart-PLS. Moreover, (Baharum et al., 2023)recommend that 150 is the minimum sample required for CFA. The study has used 375 items in current study.

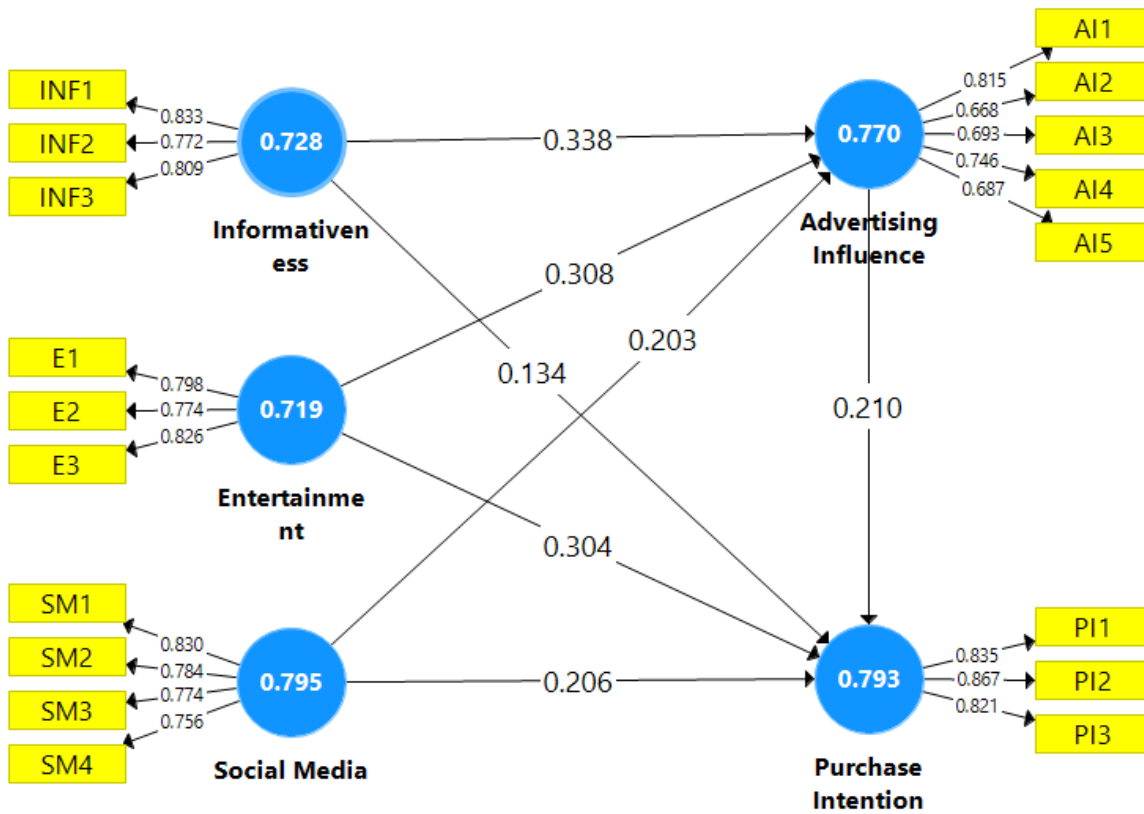


Figure 2: Measurement Model

Furthermore, (Saeed, Tasmin, Mahmood, & Hafeez, 2022)presented that the rule of thumb for outer loadings loading should be 0.501 and above, while the average variance extracted (AVE) should be more than 0.5. any item loading less than 0.5 should be deleted. Convergent validity could be established when the factor loadings of all the items are more than 0.5 and rule of thumb for outer loadings should be 0.4 and above (Rönkkö & Cho, 2022). Thus, indicating that outer loadings are above 0.4 and average variance must be above 0.50.

Table 1
Measurement Model Assessment

Variables	Cronbach's Alpha	Composite Reliability	Average Variance Extracted (AVE)
Advertising Influence	0.770	0.845	0.524
Entertainment	0.719	0.841	0.639
Informativeness	0.728	0.847	0.648
Purchase Intention	0.793	0.879	0.708
Social media	0.795	0.866	0.618

Discriminant validity measures the extent to which a particular latent variable is different from other latent constructs. AVE is used to measure discriminant validity. Discriminant validity was judged by comparing the correlation between the latent variables with the square root of AVE (Yusoff, Peng, Abd Razak, & Mustafa, 2020). Thus, Table 2 summarizes that the average square root is larger than the correlations between latent variables indicating acceptable discriminant validity. After performing CFA, none of the variables of this study was dropped. Furthermore, (Cardella, Hernández-Sánchez, & Sánchez-García, 2021) suggest that if the HTMT value is below 0.90, then discriminant validity has been established between constructs, a more stringent cut-off of 0.85. Thus, Table 3 represents the Heterotrait-Monotrait ratio of correlation (HTMT) which meets the cut-off value defined by (Cardella et al., 2021), that HTMT values should be below 0.90. Table 4 represents the cross loadings of the data. The outcome revealed that there are no serious issues in the data and factors are loadings within their given brackets of variables.

Table 2
Discriminant Validity

Variables	AI	ENT	INF	PI	SM
Advertising Influence	0.724				
Entertainment	0.657	0.799			
Informativeness	0.659	0.634	0.805		
Purchase Intention	0.626	0.664	0.593	0.841	
Social Media	0.617	0.661	0.621	0.620	0.786

Table 3
Hetero-Trait Mono-Trait values of correlation

Variables	AI	ENT	INF	PI	SM
Advertising Influence					
Entertainment	0.825				
Informativeness	0.785	0.815			
Purchase Intention	0.798	0.822	0.780		
Social Media	0.784	0.795	0.806	0.773	

Table 4
Cross Loadings

Items	AI	ENT	INF	PI	SM
AI1	0.815	0.531	0.527	0.518	0.484
AI2	0.668	0.472	0.450	0.346	0.409
AI3	0.693	0.416	0.455	0.480	0.474
AI4	0.746	0.521	0.502	0.475	0.411

AI5	0.687	0.431	0.446	0.432	0.453
E1	0.502	0.798	0.521	0.541	0.516
E2	0.470	0.774	0.483	0.476	0.548
E3	0.593	0.826	0.516	0.568	0.526
INF1	0.492	0.501	0.833	0.488	0.480
INF2	0.496	0.529	0.772	0.460	0.460
INF3	0.596	0.502	0.809	0.484	0.553
PI1	0.496	0.571	0.491	0.835	0.506
PI2	0.509	0.589	0.507	0.867	0.536
PI3	0.573	0.514	0.500	0.821	0.523
SM1	0.512	0.584	0.535	0.572	0.830
SM2	0.438	0.527	0.424	0.431	0.784
SM3	0.439	0.422	0.458	0.441	0.774
SM4	0.538	0.533	0.521	0.489	0.756

According to (Estriegana et al., 2024) rule of thumb, if t – value for one-tailed relations is greater than 1.64, then the relationship is considered significant. Coefficient of determination (R-squared), effect size (F-squared), and predictive relevance of the model were assessed for the direct relationships and then hypothesized relationships were examined in the inner model. All the direct hypotheses have been found significant.

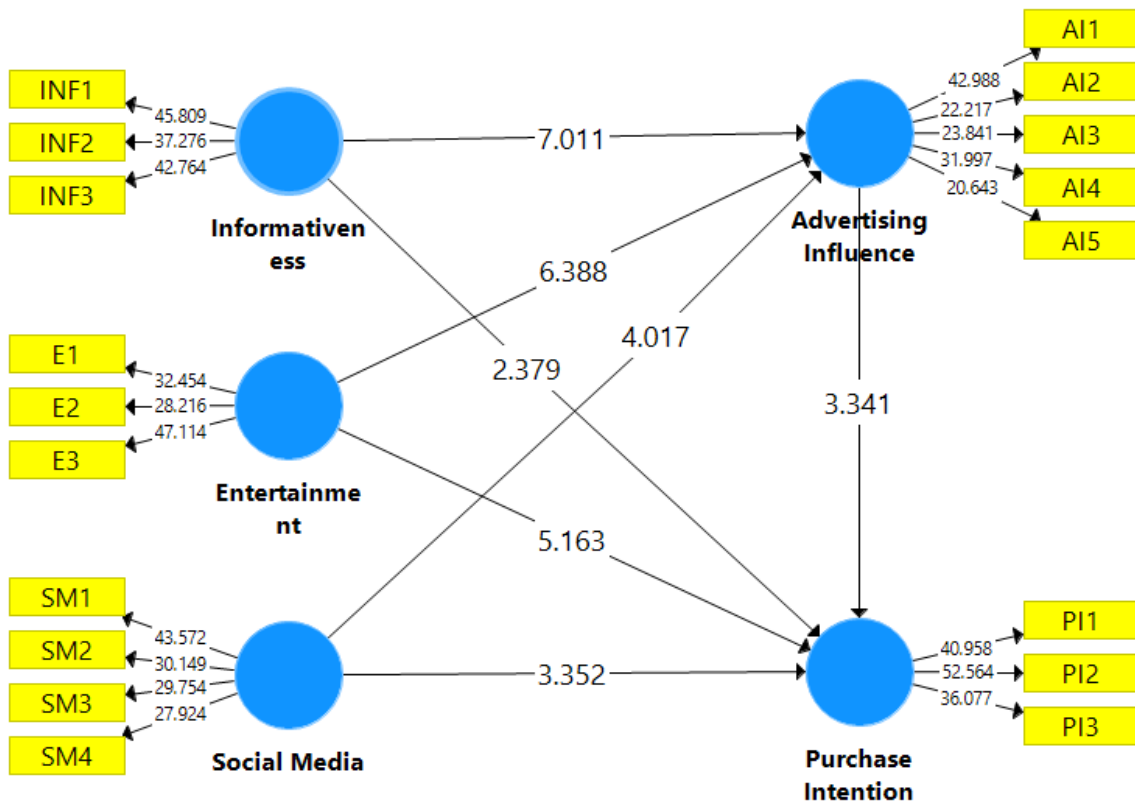


Figure 3: Structural Model

Table 5
Direct Hypothesis Results

Direct Hypotheses Testing	Beta	SD	T Stats	P Values	Decision
Advertising Influence -> Purchase Intention	0.210	0.063	3.341	0.000	Significant
Entertainment -> Advertising Influence	0.308	0.048	6.388	0.000	Significant
Entertainment -> Purchase Intention	0.304	0.059	5.163	0.000	Significant
Informativeness -> Advertising Influence	0.338	0.048	7.011	0.000	Significant
Informativeness -> Purchase Intention	0.134	0.056	2.379	0.009	Significant
Social media -> Advertising Influence	0.203	0.051	4.017	0.000	Significant
Social media -> Purchase Intention	0.206	0.062	3.352	0.000	Significant

Table 5 and figure 4 illustrates that all direct hypotheses except one were supported with a p-value less than 0.05 and a t-value greater than 1.64. Figure 3 is fully explained in above Table 5. As per (Tenggono, Soetjipto, & Sudhartio, 2024), the R² values of 0.75, 0.50, or 0.25 for the endogenous construct represent substantial, moderate, and weak variance, respectively. The results revealed substantial effects. Results revealed in following Table 6.

Table 6
R Squared Assessment

Variables	R Square
Advertising Influence	0.551
Purchase Intention	0.541

All the hypotheses are found significant in current study. Also explained in Table 7 of mediation hypotheses testing.

Table 7
Mediation Hypotheses

Mediation Hypotheses	Beta	SD	T Stats	P Values	5.00%	95.00%	Decision
Entertainment -> Advertising Influence -> Purchase Intention	0.065	0.022	2.902	0.002	0.033	0.107	Mediation
Informativeness -> Advertising Influence -> Purchase Intention	0.071	0.023	3.080	0.001	0.037	0.113	Mediation
Social media -> Advertising Influence -> Purchase Intention	0.043	0.017	2.490	0.006	0.020	0.077	Mediation

4 | DISCUSSION AND CONCLUSION

The study focuses on exploring the intricate relationships between social media marketing, advertising influence, and purchase intention among college and university students in Pakistan. Acknowledging Pakistan's diverse and complex media landscape, characterized by a burgeoning population of 35 million internet users, the research underscores the unique attributes of Pakistani consumers, particularly youth, whose consumption decisions are influenced by aspirations for status and luxury. With media playing a pivotal role in Pakistan, especially in the era of social networking, advertisers target youth through diverse advertising media to capture their attention. The study posits those three essential advertising aspects - entertainment, informativeness, and social media - significantly influence advertising effectiveness and subsequently trigger purchase intentions among consumers.

Drawing on the Theory of Reasoned Action (TRA), which emphasizes the role of behavioral intentions in shaping consumer behavior, the study hypothesizes relationships between social media, advertising influence, and purchase intention. Utilizing quantitative research design and statistical software, the study tests these hypotheses, finding

significant relationships between social media, advertising influence, and purchase intention. The theoretical implications highlight the study's contribution to understanding the interplay between social media, advertising influence, and consumer behavior, aligning with TRA and Uses and Gratifications (U&G) theory. Practically, the findings suggest tailored advertising strategies considering cultural and demographic factors to effectively target Pakistani consumers, especially youth, through social media platforms. Despite the study's contributions, limitations include the focus on a specific demographic (college and university students) and geographical region (Pakistan), warranting future research to explore diverse consumer segments and global contexts. Additionally, future studies could delve into the underlying factors enhancing advertising effectiveness and consider more mature audience segments to ensure broader generalizability and relevance.

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