IMPACT OF SOCIAL NETWORK FACEBOOK MARKETING PREDICTORS ON CUSTOMER PURCHASE INTENTION

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Abstract

Social networking sites especially Facebook is being increasingly used by marketers to conduct online promotion activities. Despite being the most important online marketing tool these days, many companies is begun thinking about how utilizing social network. Facebook could help in appealing customer's attention and to construct a profitable relationship with prospective people. Thus the objective of current research is to examine social network Facebook marketing predictors which help marketers to predict customer's purchase intention. The current study proposed a conceptual framework and it tested with the cross-sectional data gathered from 300 students who used social network Facebook with the help of a questionnaire. The present study empirically confirmed that social network Facebook marketing predictors are significantly related to customers purchase intention. In the same way, interactivity and information content has a substantial impact on performance expectancy. Moreover, performance expectancy has been shown to have a significant impact on customer purchase intention. The results revealed that performance expectancy while partly mediating the relationships between interactivity and customer purchase intention. Findings of structural equation modeling supported the validity and reliability of current study model. The research results offer various implications on how marketers can effectively plan and implement their ads on social network Facebook.

Keywords– Social Media, Social Media Marketing, Customer Purchase Intention, Performance Expectancy, Facebook.

1. Introduction

1.1 Background of Study

Social media is known as a consumer-generated media that spread wide variety of information resources created by users and intends to share information with others on any topic of interest (Kohli, Suri, & Kapoor, 2014). Now a day's social media has become a global phenomenon. In particular, people around the world are largely attracted and engaged with social media networks such as Facebook, and LinkedIn, micro blogs (Twitter), and content-sharing communities (YouTube and Instagram),(Logan, Bright, Gangadharbatla, Logan, & Bright, 2012). It is results of technological advances that have affected the lifestyles of consumer's and changed the nature of their interaction. Indeed, social media provides us the platform where we can interact with different people, exchange information, ideas, products, and services (Zeng & Gerritsen, 2014). Despite being the most important marketing tool these days, many companies are begun thinking about how utilizing social media could help in appealing customer's attention and construct a profitable relation with prospective people (Lin & Kim, 2016).

In the old days, the purpose of networking sites was to edit, write, and send information to their readers

through newspapers and books. In the mid-2000s, the web became the most attractive way of offering new functions in which consumers could participate. With the invention of modern technology, the rules of social interaction were changed in the younger generation and different businesses started conduct (Can & Kaya, 2016). As human experience changed, People became much socialized and involved themselves for different purposes (search for information, entertainment, and for participation in political spheres) towards social media, this is because the technological invention has been developed rapidly, and social media has grown up throughout its users. Currently, consumers go to social media, searching for information, and solve their problems (Correa et al., 2010). They preferred online platforms instead of shouting at the customer helpline. Now it's easier to access the stuff customer love with interactive advertising also help customers easily to buy the product which they liked because advertisement creates interaction between companies and consumers and companies are able to have tow-way communication(Wright et al., 2008). Consequently, social media advertising could support businesses to achieve numerous marketing objectives, such as creating customer's awareness, influencing their perceptions, and lead them to make an actual buying (Duffett et al., 2015).

Global social networks ranked several of users 2020; report lists dynamic accounts and provides information about famous social media worldwide by October 2020. Facebook found a market leader with over one billion registered accounts and currently has 2.41 billion. There are billions of monthly active users.

Table 1.1

Social Media Users in Pakistan from Dec 2019- Dec 2020	
Facebook	93.27%
Twitter	3.27%
Pinterest	1.02%
Instagram	1 %
YouTube	0.90%
Tumblr	0.54%

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Statista described social media started as a fun tool and raised as a powerful marketing tool. Now it offers multi-tasking ways to inform people and capture their time and attention (Logan et al., 2012). 70% of active users go to Facebook to find data related to a product they need to buy. Subsequently, social media is considered being a very effective and interactive tool in involving and linking with customers and gives opportunities to firms to bond purchasers with their brands (Arshad et al., 2019). Therefore, Organizations interact and communicate the right information through social network Facebook to their potential consumers more effectively than old media advertising (J. Lee & Hong, 2016). Successful utilization of a website provides competitive advantage and help companies for adopting new methods to focus on Physical, temperamental, and societal factors which represents customer's behavior. Because a website has different features that encourage users to respond (Jiang & Chan, n.d.). Such as, marketers have progressively utilized Facebook, which ranked the largest online community over the world, has such an ability to provide the latest information actively and in time to their users. Moreover, Facebook provides marketers with a new place to quickly advertise their products (Shareef et al., 2019). It connects marketers and peoples, and also communicates directly through their Facebook page. From previous years, the internet has positively enhanced sales during the online marketing period. It also minimizes the hurdles among sellers and buyers (Shareef and Mukerji, 2019).

Moreover, organizations have need to establish a wide range of interactive practices and tools through which they can enhanced their brand identity and marketing performance (Abdallah, Rana, Dwivedi, & Algharabat, 2017). As defined by Duffett et al., (2015) through effective marketing, a firm could gain many of its business aims. Firms could create perception related to their product or service and can influence consumer purchase intention through social media because online marketing is going to be tending in the future (Pütter et al., 2017). Lately, such phenomena required more research and researchers are trying to discover more social media marketing predictors which can change consumers' observations and reactions (Logan et al., 2012)

1.2 Problem Statement

Nowadays, online marketing has become a major tool for businesses. Technological innovation has grown over a few decades and modern technology make peoples enable to connect and discuss quickly to each other. Especially, introduction of 3G/4G in Pakistan, Social media has empowered people. Moreover, Firms spent a huge amount of money on online advertisement campaigns. Despite being the most significant marketing tool these days, some companies are still unsure about the idea of social media advertising. Particularly in Pakistan, where people belong to a different culture with a different attitude traditional marketing has been rooting for ages, social media marketing is always viewed with suspicion. A big challenge which marketers continuously met is how they could create their ads more informatively to gain profitable relation with the online audience. Consequently, the current study tries to identifying and examines the key predictors that can shape the customers' purchase intention, promoted using social media.

1.3 Research Question

There are some research questions of the current study which are stated as follow:
- ✓ Does social media marketing predictors influence customer purchasing intention?
- ✓ Does the performance expectancy mediate the relationships between interactivity, information content, and customer purchase intention?
- ✓ Which social media marketing predictors are caused to get customers purchase intention?

1.4 Research Objectives

Research Objectives of the current research are the following:
- ✓ To study the relationship between performance expectancy and customer purchase intention.
- ✓ To study the impact of information content on customer purchase intention.
- ✓ To study the relationship between information content and performance expectancy.
- ✓ To inquire about the effect of interactivity on customer purchase intention.
- ✓ To study the relationship between interactivity and performance expectancy.
- ✓ To examine the effect of entertaining content on customer purchase intention.
- ✓ To get to know the impact of vividness on customer purchase intention.

1.5 Significance of Study

Before few years, individuals almost know some brands however now due to social media marketing, they are aware of a variety of brands. Traditional marketing (door to door marketing) was used as a promotional tool. Today, marketers have made an impact on shifting traditional promotion to online promotion, and almost every organization uses social media as a promotional tool to increase their sales and get maximize profit. Online marketing promotes and communicates a company product or service and develop consumer interaction. By delivering all information related to a product/service on social media advertising, a company could even reach out to more viewers. Because the first aim of advertising is always known about their audience and to catch traffic as much as possible. Through interactive (two-way) communication with their customers, firms can know the positive or negative behavior of consumers towards social media advertising and get future guidelines for developing their advertisement to shape consumer purchase intention because the main reason for utilizing social media for advertising and communication is to build the customers dynamic procedure. Social media also keep a company updated about market trends and new techniques. Marketing management gets a way to communicate with other country's peoples through social media marketing. They have opportunities to merge their online marketing strategies globally and can expand their business.

1.6 The Novelty of the Study

This research leads to an existing knowledge in which social media marketing seems to have a major effect on customer purchase intention. However, plenty of recent research concentrated on promoting their products or services to potential customers, the current study considered major social media marketing predictors which are seem to have a vital role in accomplishing customer purchase intention and building profitable relationship with them. Current research has found convincing evidence through demonstrating the correlation among interactivity, entertaining content, vividness, and information content with the mediating construct of performance expectancy.

Besides, these results provide validation for the correlation among social media marketing predictors and customer purchase intention which are positive; it has traditionally relied upon that assertion which promotion features have a significant impact over the behavior of attitudes of customers. However, in recent studies' vividness and entertaining content mediation yet not empirically tested.

2. Literature Review and Hypothesis Development:

In a web-based social networking zone, it has been to a great extent resisted that people will remain progressively elaborate and busy with embracing innovative methods if they see as increasingly profitable, helpful, and ready to spare effort and time Shareef, Mukerji, Dwivedi, Rana, & Islam, (2019). Another examination looking at consumers' internet buying found that the consumer's perspectives and goal to purchase from online shopping centers are to a great expected by the usefulness perceived in social media marketing (Ahn et al., 2004). Concerning online advertising, individuals are almost certainly connected if they observe targeted advertising as increasingly helpful and significant (Rana, Dwivedi, Lal, Williams, & Clement, 2017). Further, Shareef et al., (2019) found, advertising value has positively correlated with customer purchase intention. Chang & Yu et al., (2015) experimentally identified usefulness is the element of online advertising which influenced performance expectancy on consumer preferences through liking and sharing online advertising. A new investigation led by C. A. Lin & Kim, (2016) has given additional proof supporting that perceived usefulness variable influenced consumer buying intention towards social media advertising.

Information content refers to a point to which any business could provide satisfactory information that helps consumers make purchasing decisions**.** Addressed byShareef et al., (2019) information content considered as a driving force that encourages customers to observe a higher value of the ads. Information content can change the attitude of consumers and significantly engage them in social media marketing and shopping intention (J. Lee & Hong, 2016). Taylor et al., (2011) also defined that in the online area, information content positively influenced customers' purchase intention toward online networking sites. Kim & Niehm, (2009) emphasized that the quality of information which is provided by a website significantly captured customers' e-loyalty intention. Accordingly, above all details, it is clear that the social media advertising predictors (information content) could empower customers to buy a product or service towards social media ads.

Indeed, online advertising offers numerous tools to marketers through which they posted information related to their product. Due to this, advertising posts make valuable and helpful from a consumer's point of view. As Taylor et al., (2011) defined that information content measured the main predictor which create favorable consumer's attitudes and positively influenced customers purchasing intent toward online ads. According to the argument existing by Logan et al., (2012) information content also measured the main feature which increased consumers' perception of ads value. In the same way Kim & Niehm et al., (2009) addressed that website information quality positively enhanced perceived value. Accordingly above all detailed, a significant relationship among information content and performance expectancy toward online advertising is found.

Interactivity is considered a critical feature related to online networking sites. Thus scholars take more interest in the online area for more investigation. Term interactivity discussed in various means. While Men & Tsai et al., (2015) defined it as interaction and engagement of consumers to each other through social media. Oh & Sundar et al., (2015) discussed that the interaction of social media advertising significantly impacts on customers' purchase intention. With technology innovation, people are interacting with online marketing with the incorporation of technical devices (Prof & Tuna, 2015). According to Media & Kiousis, (2015) interactivity is well-defined as, a level by which a platform can generate a mediated environment in which members could communicate, exchange information, and increase their awareness. Many scholars were found interactivity as a significant tool of online advertising that changed customers' behavior toward various technologies. Accordingly above all detailed, it argued that the interactivity level could be enhanced customers' attitudes toward online advertising.

Interactivity was expressed by Liu et al., (2002) as an attribute of a medium that influenced consumers to communicate with each other. Communication refers to an active, interdependent process between the sender and recipient (Media & Kiousis 2015). In the online area, interactivity has a positive and direct effect on customer's attitudes towards website products (Barreda, Bilgihan, Nusair, & Okumus 2016). In line with this thought Voorveld et al., (2013) said that Website interactivity has a critical role in positively enhancing customer's perception and changed their behavior regarding online promotion perspective. Early, in 2006 Lee, Fiore, & Kim, successfully demonstrated the statistics ef conversation about users' perceived usefulness, perceived ease of Use, and perceived

enjoyment perceptions of social networking sites. Accordingly above all detailed, it argued that the interactivity level could be enhanced customer's attitudes toward online advertising.

The entertainment value of social media advertising is also an important factor in its use (K. Y. Lin & Lu, 2011). Entertainment (e.g. Facebook) provides unlimited resources on Social media, including discussion, expression, sharing, and brand building (Muntinga et al., 2011). Entertaining ads positively influenced customers' attitudes toward online marketing that is seeming to be amusing, exciting, calm, and glitzy (Taylor et al., 2011). Hence, if the content of an advertising post is more interesting than the participation or encouragement of consumers for its consumption, they are fulfilled. Therefore, consumers might have more positive behavior for entertaining advertising than non-entertaining advertising, thus generating higher popularity. Accordingly above all detailed, it argued that the interactivity level could be enhanced customer's attitude toward online advertising.

One way to increase the value of salience advertising is to incorporate vivid features. Vividness reflects the greatness of an advertising formality. in other words, this is a level in which a brand post motivates divergent senses (Steuer, n.d.). Vividness can be attained by adding clear animations, contrasting color, or image (Goodrich, 2011). The level of vividness can vary in the manner that it motivates numerous senses (Coyle & Thorson, 2001). For instance, a video ad is more vibrant than an image since the former not only stimulates viewer, but also the listener. The previous Study displays that very clear advertising is more effective with the intention of clicking on a banner (Cho, 1999). Furthermore, a high level of vividness is very effective in enhancing customer's behavior toward a website (Fortin & Dholakia, 2005). We can say that social media creates more positive consumer attitudes towards online advertising through more vivid ads. Accordingly above all detailed, it argued that the interactivity level might be enhanced customer's attitude toward online advertising.

H1: Performance expectancy is positively correlated to customer purchase intention.
H2: Information content is positively correlated to customer purchase intention.
H3: Information content is positively correlated to performance expectancy.
H4: Interactivity is positively correlated to customer purchase intention.
H5: Interactivity is positively correlated to performance expectancy.
H6: Entertaining content is positively correlated to customer purchase intention.
H7: Vividness is positively correlated to customer purchase intention.

3. Data, Variable And Estimation Strategy

3.1 Collection of Data

Primary data was collected through survey research method. A structured questionnaire was employed and the questions were close-ended and were made in a way that it can be easy to understand by respondents. Through self-administered questionnaire data was filled to generate an appropriate and quick decision. This research used a convenience sampling method. The sample was included mostly higher education students. Total 300 questionnaires were distributed, and 271 arrived on the scene which 370 came out filled and duly appropriate to operate the tests and draw conclusions. The others questionnaires were either maybe not dully filled or had been showing the results that are untrue.

Table 3.1

Questionnaires Distribution		
Total Questionnaires Distributed	Unusable Questionnaires	Total Useable Questionnaires
300	29	271

3.2 Time Horizon

The current study used cross-sectional period and the required data was collected between January 2021 and February 2021.

3.3 Target Population

The required data was collected from the students of international Islamic University and Quaid e Azam University, a major city in Pakistan. Data was collected from those students who have a social media account.

3.4 Type of Study

The present study is exploratory and is proposed to gain a better understanding of the relationship between customer purchase intention and social media marketing predictors that are interactivity and information content with the mediation effect of performance expectancy.

3.5 Unit of Analysis

In current study unit of analysis examined individually. Without the clarity of unit of analysis, the researcher cannot define grounds, questions, and hypothesis of the study (Kumar, 2018).

3.6 Sampling Technique

The data of current study used simple random sampling technique and the data was collected from those students who had awareness of social network Facebook marketing.

3.7 Sample Size

For a research purpose, sample size should be maximum greater than 30 and minimum lesser than 500 for any particular research, because it generate positive results. Therefore, we collected 271 questionnaires.

3.8 Measurements

The questionnaire composed two parts; the first part included questions about respondent's demographics, and in the second part; a seven-point Likert scale Ranged from 1= (strongly disagree) to 7= (strongly agree) was made and all constructs were examined by using this seven-point Likert scale.

Table 3.2

Seven Point Likert Scale.						
1-Strongly Disagree	2-Mostly Disagree	3-Disagree	4 Neutral	5-Agree	6-Mostly Agree	7-Strongly Agree

The current study has following measurements constructs, 1= interactivity, 2= information content, 3= entertaining content, 4= vividness and customer purchase intention is dependent while performance expectancy is used as mediating. The five measurement Items for interactivity were used from the work Jiang, Chan, Tan and Chua (2010). The five-item scale measuring information content was taken from the work of Logan et al., (2012). The scale items of performance expectancy were adapted from the work of Venkatesh et al., (2012). Measurement items of customer purchase intention were adapted from Duffett et al., 2015. Furthermore, the four-item scale of entertaining content was adapted from the work of Taylor et al., (2011) for measuring the influence of entertaining content on customer purchase intention. Finally, four measurement scales were adapted from the work of Arshad et al., (2019) to analyze the impact of vividness on consumer's buying behavior.

Table 3.3

Variables Used in Study				
Sr. No	Constructs	Types of Variable	No of Items	Adapted from
1	Interactivity	Independent Variable	5	Jiang et al., (2010)
2	Information Content	Independent Variable	5	Logan et al., (2012)
3	Entertaining Content	Independent Variable	4	Taylor et al., (2011)

4	Vividness	Independent Variable	4	Arshad et al., (2019)
5	Customer Purchase Intention	Dependent Variable	4	Duffett et al., 2015
6	Performance Expectancy	Mediating	4	Venkatesh et al., (2012)

3.9 Conceptual Framework

The conceptual framework is a major part and without a conceptual framework no one can describe vision and structure of any research (Grant, 2014). It is a concept that focuses on theory establishment within a particular field of research and clarifies the image of the study. We can say that the conceptual framework directs the investigators. Conceptual framework presents, there are four independent variables (Interactivity, Information content, Entertaining content and Vividness), one mediating variable (Performance expectancy), and one dependent variable (Customer purchase intention) as shown in statistics.
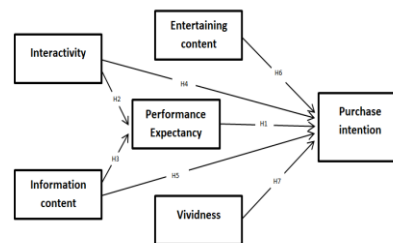

Figure 3.1 Conceptual Framework

4   Data Analysis and Interpretation of Results

In the current study, the conceptual framework was analyzed using PLS-SEM (partial least square structural equation modeling). Ali, Florida, Rasoolimanesh, & Ringle, (2018) suggested that PLS-SEM test is used for investigating complex models, with mediation analysis, the hypothesis tested, and predictive orientation compared to conventional convenience-based structural equation modeling as its high statistical strength. Thus the present study incorporates all of these theories for this model complexity, hypothesis testing and statistical strength to forecast expected statistical structure, making it essential to use smartPLS3.0 to implement PLS-SEM techniques. Therefore, PLS-SEM is suitable for this research.

4.1 Profile of Respondents

Table 4.1 shows details about the respondents' demographics. According to gender, 35.05% were Male and 64.94% were female. According to age, 32.47% were Less than 20 years. More than half 64.57% were between 21 and 30 years. 1.47% were between 31 and 40 years, 0% were between 41 and 50 years, and 1.47% were above 50 years. Matriculation's students were 0%, 5.90% of students hold an intermediate's degree, whereas 48.33% of students hold an undergraduate's degree, 13.28% of students hold a graduate's degree, 30.99% of students hold a master's degree, and 1.47% of students hold a doctorate's degree. The income relevance showed that approximately 74.16% were between 10,000-20,000Rs. Furthermore, 5.90% were between 20,000-30,000Rs. 7.74% were between 40,000-50,000Rs and 6.64% were 50,000Rs and above. Moreover, 6.27% of respondents were employed, 1.47% of respondents had their own business, while more than half (92.25%) respondents were students.

Table 4.1

Demographic1Information (n=271)		
Demographic factors	**F**	**%**
Gender		
Male	95	35.05
Female	176	64.94
Age		
Less than 20	88	32.47
21-30	175	64.57
31-40	4	1.47
41-50	0	0
Above 50	4	1.47
Qualification		
Matriculation / O Level	0	0
Intermediate / A Level	16	5.9
Undergraduate	131	48.33
Graduate	36	13.28
Master	84	30.99
Doctorate	4	1.47
Occupation		
Employee	17	6.27
Own Business	4	1.47
Student	250	92.25
Income		
10,000-20,000	201	74.16
20,000-30,000	16	5.9
30,000-40,000	15	5.53
40,000-50,000	21	7.74
50,000 and above	18	6.64

Note(s): F = Frequency of the Factors, % = In Percentage

4.2 Measurement Model

The measurement model analyzed validity and reliability of the constructs items. SFL (standardized factor loadings) is tested to examine the scale validity and reliability of the individual load. Loadings of all indicators expect two were founded over the threshold of 0.70 as suggested by Adamu et al., (2020). Therefore, all the loadings are proved reliable through results as shown in (Figure 5.1). Stability of each variable is also tested by cronbach's alpha (α) test and it expressed values between 0 and 1. The cronbach's alpha threshold for the variable reliability is 0.7 as shown in (Table 4.2) and maximum validity for constructs is near to 1. Therefore, all constructs showed minimal validity and the measurement model is perfect for current study.

Table 4.2

Constructs	Items	Statements	SFL	CR	AVE	α
		Convergent Validity				
Interactivity	IN 1	Social news marketing and advertising is effective in gathering customers' feedback.	0.713	0.842	0.516	0.768
	IN 2	Social media marketing makes me feel like it really wants to hear its customers.	0.770			
	IN 3	Social media marketing and advertising motivates consumers to offer feedback.	0.698			
	IN 4	Social media advertising facilitates interaction that is two-way the clients and also the firms.	0.655			
	IN 5	Social media marketing and advertising offers customers the opportunity to talk-back.	0.751			
Information content	IC 1	Social news marketing is a good way to obtain item information and products item information this is certainly relevant.	0.752	0.838	0.509	0.761
	IC 2	Social media advertising provides information that is timely.	0.716			
	IC 3	Social news advertising is really a supply that is great of product information.	0.687			
	IC 4	Social media advertising is really a resource that is convenient of data.	0.763			
	IC 5	Social media advertising supplies product information that is full.	0.644			
Entertaining content	EC 1	Social media advertising are fun to watch or read.	0.792	0.855	0.597	0.780
	EC 2	Social media advertising are clever and quite entertaining.	0.742			
	EC 3	Social media advertising do not just sell—they also entertain me.	0.777			
	EC 4	Social media advertising are often amusing.	0.777			
Vividness	V 1	Colorful, bright and vibrant social media advertising attract me.	0.734	0.878	0.643	0.816
	V 2	I like to share vivid (colorful, glowing, lively) posts on my Facebook page.	0.803			
	V 3	I like to have vivid (colorful, glowing, lively) profile and cover photos on my social media account(s).	0.811			
	V 4	I like vivid (colorful, glowing, lively) advertisement posts on Social Media.	0.855			
Performance Expectancy	PE 1	I find social networking marketing and advertising useful during my everyday life.	0.760	0.846	0.579	0.759
	PE 2	Utilizing news which can be personal increases my likelihood of achieving jobs that are crucial that you me personally.	0.804			
	PE 3	Utilizing media being personal helps me accomplish tasks quicker.	0.748			
	PE 4	Using social media advertising increases my productivity.	0.733			
Customer Purchase Intention	CPI 1	I will buy products which are advertised on social media marketing.	0.714	0.884	0.658	0.825
	CPI 2	I desire to get items that are promoted on ads on social media marketing.	0.851			
	CPI 3	I am expected to get products that are promoted on social media.	0.851			
	CPI 4	I intend to purchase products which are promoted on				

			social networking.				

Note:SFL = Standardized Factor Loadings, **CR** = Composite Reliability, AVE = Average Variance Extracted, **α** = Cronbach's

The investigators examined the external model with reliability, and validity following Hair et al., (2017). In the follow-up, the standardized factor loadings, composite reliability and average variance extracted were reviewed for internal consistency and convergent reliability. The results showed SFL, CR, and AVE values above 0.70, 0.70, and 0.50 respectively (Hair et al., 2017) which presented adequate reliability and convergent validity in table 4.2. Furthermore, discriminant validity was recognized following Larcker's, (2016) method, by which AVEs square root was more than any other interconnection between latent constructs. Moreover, Hetrotrat-Monotrait ratio (HTMT inference) test was also performed to check the discriminant validity and it found positive results that support discriminant validity (Henseler, Ringle, & Sarstedt, 2015).

Table 4.3

Results of Hetrotrait-Monotrait Ratio Inference

Constructs	CPI	EC	IC	IN	PE	VI
CPI						
EC	0.430					
IC	0.238	0.391				
IN	0.277	0.540	0.637			
PE	0.511	0.672	0.403	0.449		
VI	0.377	0.404	0.464	0.488	0.542	

Note(s): In current study the AVE square roots of all variables are greater than the correlation factors. Therefore, the discriminant validity of Fornel-Larcker shows satisfactory results.

Table 4.4

Correlation of Latent Variables

Construct	CPI	EC	IC	IN	PE	VI
CPI	0.811					
EC	0.361	0.773				
IC	0.193	0.314	0.714			
IN	0.231	0.414	0.482	0.719		
PE	0.416	0.512	0.316	0.348	0.761	
VI	0.314	0.313	0.361	0.386	0.432	0.802

Note(s): CPI = Customer Purchase Intention, EC = Entertaining Content, IC = Information Content, IN = Interactivity, PE = Performance Expectancy, VI = Vividness

4.3 Structural Model Analysis

The structural model which also called the internal model helps to show the relationship between the model's frameworks (Hair et al., 2017). The experimental findings of the 5,000 bootstrap samples and 97.50% bias correlated confidence interval (CI) hypothesis presented that performance expectancy has a strong enthusiastic impact on customer purchase intention (H1-$\beta_{PE\text{ -> }CPI}$ = 0.260, t=3.316, p=0.001). Information content, on the other hand, has a significant effect on a user's purchasing intent (H2-$\beta_{IC\text{ -> }CPI}$ =0.003, t=0.045, p=0.964). Information content also has significant effect on performance expectancy (H3-$\beta_{IC\text{ -> }PE}$=0.193, t=2.699, p=0.007). Further, the results presented that one more predictor of social media marketing named interactivity also has a positive impact (H4-$\beta_{IN\text{ -> }CPI}$ =0.013, t=0.194, p=0.846) on customer purchase intention. Moreover the effect for H5, the findings showed that interactivity has strongly correlated (H5-$\beta_{IN\text{ -> }PE}$=0.255, t=3.586, p=0.000) with performance expectancy. Entertaining content also positively correlated with users purchasing intent (H6 $_{EC\text{ -> }CPI}$=0.179, t=2.728, p=0.006). Finally, the results showed that vividness is also an important predictor of social media advertising, which positively influenced users purchasing intent (H7-$\beta_{VI\text{ -> }CPI}$=0.142, t=1.912, p=0.056).

<div align="center">Table 4.5</div>

Results of Direct Relationships				
Paths Findings	**Path c0efficient**	**t-Values**	**p- Values**	
H1 PE -> CPI	0.260	3.316	0.001	Supported
H2 IC -> CPI	-0.003	0.045	0.964	Supported
H3 IC -> PE	0.193	2.699	0.007	Supported
H4 IN -> CPI	0.013	0.194	0.846	Supported
H5 IN -> PE	0.255	3.586	0.000	Supported
H6 EC -> CPI	0.179	2.728	0.006	Supported
H7 VI -> CPI	0.142	1.912	0.056	Supported

5   Conclusion, Recommendations and Future Research

In conclusion, the aim of current study was to analyze the influence of social media marketing predictors launched on the social network Facebook and it has been accomplished. From a theoretical perspective, this study used a theoretical framework for analyzing the influenced of online marketing predictors on consumer's purchasing intent because this study was an investigative study. The current research offers empirical evidence on the consequences of social network Facebook for customers purchase intention. Different predictors of social media marketing are used in this study and the results revealed that entertaining, informative, vivid, and interactive ads caused to captures the customer's purchasing intention and this leads them to make an actual purchase in future towards companies product or service that are promoted on social network Facebook. From a theoretical perspective, the study heightens the literature on the social media by examining the concept of performance expectancy as a mediating in the implementation of customer purchase intention. The results revealed that companies should use different predictors to accomplish their online advertising goals. It is just so, as this study findings showed the positive impact of people's behavior regarding social network Facebook advertising.

5.1 Theoretical Contributions

By capturing some of the key factors in the present study model, this investigation had the power to give an important theoretical involvement for investigators in the field of interest. This is in line with Venkateshet al., (2012) in which he has proposed extending the applicability of his model to new systems and applications (online promotion and consumer purchasing intent). In current study information content, interactivity, vividness, and entertaining content have been examined in contributing performance expectancy to understand the main content factors that could shape customers' attitudes regarding their perceptions and expectations toward social media advertising. Such associations have been experimentally proven, as presented in the results section.

5.2 Implications for Managers

From a practical perceptive, the Results of present research have shown evidence about main features that would exist the focus of attention for marketers who are engaged in social media ads. Social media also keep a company updated about market trends and new techniques. Interactivity considered two-way communications and is founded essential feature contributing to performance expectancy and purchase intention. Therefore, marketers should expand their community over social media and respond timely to their customer comments, response, queries coming from customers' side. By posting comments and adding reviews about products or services, managers could attract other consumers. Live communication between the customer service team and consumers could provide more interactivity. Online marketing promotes a company product or service and develops consumer interaction. Through delivering all information related to product or service a company could reach out to more audiences. Information content was shown as another important feature. Comprehensive and up-to-date information covers all aspects such

as product features, price, discounts, delivery, and availability. Therefore, marketers need to put maximum effort into quality, the quantity of information, and focus on whatever product is advertised. Information on online advertising should be presented using audio, video, and graphics because an interactive ad attracts consumer attention. In the present study, interesting aspects were also found in entertaining advertisements. Entertainment ads that are fun, cool, interesting and appealing have a positive effect on the behavior of consumers. Thus, Entertainment leads people to contribute content online. If an ad is entertaining, the customer will be attracted to the engagement. This, in turn, will help marketers gauge the interest of their customers. Plus, marketers can attract their customers through fun ads on social media because people love interesting and concise ads. Social media users in Sahiwal are seen pulling prominently at Internet-based life alerts, statistics, current issues, news, and turnaround posts, while also agreeing that content factors are vivid, cheerful, and cheerful. In this manner, for social media marketing managers, it is advisable to keep their activities or posts as attractive, beautiful, engaging, and appropriate as possible, rather than just simple content or casual. The social networking site has become a fast-growing marketing communication tool, but it is up to the marketers to constantly change the expectations, needs, and aspirations of Pakistani consumers and hence it should be used to impress in a good way.

5.3 Limitations and Future Research

This study has a few limitations that should be noted. First, Convenience sampling is used in this research. Future researchers are advised to implement more sampling methods and increase different types of sampling in the same field. Second, this study described that information content, interactivity, entertaining content, and vividness are some predictors that change consumer behavior toward online marketing. This study suggests that future scholars should focus on other factors i.e. perceived relevance and position, which influence consumers' purchase intention. Third, Behavior characters (image, advertising creativity, privacy concern) did not measure in this research. This study suggests the future researcher should make a study on behavior characters. Fourth, in the current study the Lahore district of Pakistan state is covered. This study suggests that future researchers should be conducted this study in other areas of Pakistan. Fifth, in this study, the respondents were primarily students. This study shows that, in addition to students, it can be conducted in different populations, which can give a better picture of the impact of online promotion on the general public. Sixth, the data sample was small, indicating the limited generality of the research. To further generalize able results, the sample size should be increased as it will cover a wider segment of society and help create a more general picture. Seventh, the research considers Facebook to be the most popular social networking site in online marketing. Future studies may include other social networks such as Instagram, Google Plus, Twitter and other social networking sites.

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