The Impact of Social Media Marketing on Consumers Online Purchase Behaviour

Franck Tshauke Tshabukole

Final International University

July 2022

Girne, TRNC

The Impact of Social Media Marketing on Consumers Online Purchase Behaviour

by

Franck Tshauke Tshabukole

A thesis submitted to the Institute of Graduate Studies in partial fulfillment of the requirements for the Degree of Master of Business Administration

Final International University

July 2022

Girne, TRNC

FINAL INTERNATIONAL UNIVERSITY
INSTITUTE OF GRADUATE STUDIES

APPROVAL

Title: The Impact of Social Media Marketing on Consumers Online Purchase Behavior

We certify that we approve this thesis submitted in partial fulfillment of requirements for the degree of Master of Business Administration.

Approval of the Examining Committee:

Asst. Prof. Dr. Steven Bayighomog (*Chair*)

Asst. Prof. Dr. Aleksandr Zabolotnov

Asst. Prof. Dr. Ridhwan Olaoke(Supervisor)

Approval of the Institute of Graduate Studies:

Assoc. Prof. Dr. Mehmet Kanık
Director

Franck Tshauke

Tshabukole

franck.tshabukole@final.edu.tr

ORCID iD: **0000-0002-0064-280X**

To my brother J.P Kasongo and my sister Antho Mbiya for their love and support

ETHICAL DECLARATION

I, Franck Tshauke Tshabukole, hereby, declare that I am the sole author of this thesis and it is my original work. I declare that I have followed ethical standards in collecting and analysing the data and accurately reported the findings in this thesis. I have also properly credited and cited all the sources included in this work

Franck Tshauke Tshabukole

ACKNOWLEDGEMENT

I am grateful to my fellow course mate, friends and family for their warmly support, in writing this dissertation.

Firstly, I would like to say a very big thank you to my supervisor, Asst.Prof.Dr. Ridhwan Olatunji Olaoke for all his support, advice, and tolerance during my thesis. His contributions to the development of this thesis work are over whelming; both in terms of intellectual insight and comments were essentials for the success of this research.

Secondly, my warmest thanks to my family and closest friends for all their support, love and encouragement during my thesis.

My most sincere gratitude is directed to my able and wonderful tutor for his patience and endurance during my Thesis.

And I want you all to know that I couldn't have done it without you all.

ABSTRACT

The speed with which technology advancement is impacting the corporate world today has raised the level of competitiveness. Customers and company owners both now live by the same set of behaviours and procedures that are largely impacted by technology. In industrialized nations, online or digital marketing has grown tremendously and now forms the backbone of many businesses' total marketing plans to gain a competitive edge. Internets-marketing, blogs, SEO, social-media-marketing, contents-marketing, etc., have been the main focuses of digital marketing techniques. Therefore, it is important to look at how consumer online purchase intentions and social media marketing interact.

The purpose of this study is to examine how social media marketing affects consumers' plans to make online purchases using the Technology Acceptance Model (TAM) and Theory of Planned Behaviour (TPB). The study used a survey research methodology to gather data for the study by giving participants questionnaires to complete. The study's sample consisted of 400 respondents (180 men, 150 women, and 70 others) who are frequent users of social media. Statistical software for Social Sciences (SPSS) version 23 was used to analyse and explore the data that had been obtained.

According to the study's findings, customers' intentions to make online purchases were positively and significantly influenced by perceived usefulness, perceived ease of use, attitude, subjective norm, and relevant social media marketing contents. Businesses and individuals in the business world need to comprehend the value of social media as a tool for promoting products/services and incorporating different activities into their marketing plans.

Keyword: Online Purchase intention, Consumer Purchase Motivations, Social Media Marketing, Technology Acceptance Model, Theory of Planned Behaviour.

ÖZ

Teknoloji ilerlemesinin günümüzde kurumsal dünyayı etkileme hızı, rekabet edebilirlik düzeyini yükseltmiştir. Müşteriler ve şirket sahipleri artık teknolojiden büyük ölçüde etkilenen aynı davranış ve prosedürler dizisiyle yaşıyor. Sanayileşmiş ülkelerde, çevrimiçi veya dijital pazarlama muazzam bir şekilde büyüdü ve şimdi birçok işletmenin rekabet avantajı elde etmek için toplam pazarlama planlarının bel kemiğini oluşturuyor. İnternet-pazarlama, bloglar, SEO, sosyal-medya-pazarlama, içerik-pazarlama vb. dijital pazarlama tekniklerinin ana odakları olmuştur. Bu nedenle, tüketicilerin çevrimiçi satın alma niyetleri ile sosyal medya pazarlamasının nasıl etkileşime girdiğine bakmak önemlidir.

Bu çalışmanın amacı, Teknoloji Kabul Modeli (TAM) ve Planlı Davranış Teorisi'ni (TPB) kullanarak sosyal medya pazarlamasının tüketicilerin çevrimiçi satın alma planlarını nasıl etkilediğini incelemektir. Çalışma, katılımcılara doldurmaları için anketler vererek çalışma için veri toplamak için bir anket araştırma metodolojisi kullandı. Araştırmanın örneklemini, sosyal medyayı sık kullanan 400 katılımcı (180 erkek, 150 kadın ve 70 kişi) oluşturmuştur. Elde edilen verileri analiz etmek ve araştırmak için Sosyal Bilimler için İstatistiksel Yazılım (SPSS) sürüm 23 kullanıldı.

Araştırmanın bulgularına göre, müşterilerin çevrimiçi satın alma niyetleri, algılanan kullanışlılık, algılanan kullanım kolaylığı, tutum, öznel norm ve ilgili sosyal medya pazarlama içeriklerinden olumlu ve anlamlı bir şekilde etkilenmiştir. İş dünyasındaki işletmeler ve bireyler, ürün/hizmetleri tanıtmak ve farklı faaliyetleri pazarlama planlarına dahil etmek için bir araç olarak sosyal medyanın değerini anlamalıdır.

Anahtar Kelime: Online Satın Alma niyeti, Tüketici Satın Alma Motivasyonları, Sosyal Medya Pazarlaması, Teknoloji Kabul Modeli, Planlı Davranış Teorisi.

TABLE OF CONTENTS

LIST OF TABLES

LIST OF FIGURES

LISTS OF APENDICES

LIST OF ABREVIATIONS

TAM: Technology Acceptance Model

TPB: Theory of Planned Behavior

CPB: Consumer Purchase Behaviour

OPI: Online Purchase Intention

PEU: Perceived Ease of Use

PU: Perceived Usefulness

AT: Attitude

SN: Subjective Norms

SMM: Social Media Marketing

CHAPTER ONE

INTRODUCTION

1.1 Background to the Study

Over recent times, the availability of electronic buying has increased globally (Ha et al., 2019). Both the revenue earned by online retail businesses and the proportion of internet users who conduct their shopping online are continually rising (Ozen & Engizek, 2014). Accurate forecasts of the growth of online shopping are necessary for companies aiming to develop their online retailing operations, and also knowledge of the parameters that affect customers' online buying intentions (Ha et al., 2019). The authors claim that one of the two crucial elements that significantly affect consumers' purchase behaviour is their shopping intention

B2C e-commerce (business-to-consumer electronic commerce) is a technique for virtual sellers as well as their customers to conduct online transactions using commercial web-sites (Ajina, 2019). Many people have discovered the advantages of virtual-shopping, which includes time and effort conservation, simplicity, competitiveness in price, a wider range, and better information access (Kaur et al., 2018). It is critical to comprehend customer decisions surrounding the usage of online shopping in order to design a successful Web site that facilitates online transactions and services. The factors that impact such-decision might probably differ depending on the-sites, the person, as well as the situation. In the event that these concerns are discoverable, virtual merchants can take them into account while building their websites.

The technology acceptance model (TAM) and theory of planned behavior (TPB) have been widely employed in research on factors that influence the intention of online buying behavior. TAM has been effectively implemented as a theoretical framework for forecasting online shopping intention and behavior within this known range (Shim & Lee, 2011).

The world's usage of the internet and social media has increased dramatically as a result of ground-breaking developments in communication technology, and the consequent shifts have forced a reorganization of life and business. Ever since earliest

times, humans have interacted with one another through social networking sites. A social network is in fact created by bringing together family, acquaintances, as well as workplace. In every country in the globe, more people are using social media (Thota, 2018). Why individuals are lured to social media is explained by the Uses and Gratification Theory. For instance, Malik et al. (2016) used this method to examine the benefits that Facebook users received from their social media involvement, and they discovered that users enjoyed six different ways. They found that among other things, social influence, knowledge sharing, habits, and attachment are some of the ways that users of social media find fulfilment (Malik et al., 2016).

Furthermore, Korkmaz and Seyhan (2021) claimed that social media users are drawn to it because of a benefit known as cognitive absorption (CA). Social media, for instance, might provide temporal dissociation and diversion from the passage of time, so reducing boredom. Users can also immerse themselves in social media and escape harsh realities in life, according to Korkmaz and Seyhan (2021), and frequently feel empowered via a feeling of control. Consumers are empowered by social media because it gives them control over product selections, brand comparisons, and marketing information.

It is unsurprising that online social networks are ubiquitous in today's internet environment. Because social-media-sites provide a stage which allows industries to engage with prevailing and new consumers more quickly than older technological inventions, companies have begun to establish marketing strategies in this area in recent years (He & Harris, 2020). Because of the marketing activities conducted through social media, the e-commerce process has grown more active nowadays, and customer behaviour has been also altered in this novel imperative (Zheng, 2021). Social-media-platforms are being employed not just in the realm of commerce, it is also as an essential instrument for e-wom communications and as a spring of information to empower the consumer on a variety of concerns. Consumers use social media platforms to express not just their opinions and experiences regarding products/services, social media is likewise use to express their opinions and experiences on a variety of societal topics (Shahpasandi, Zarei & Nikabadi, 2020).

The rate at which technology innovation permeates the corporate world is extremely rapid, resulting in increasing competitiveness. Customers and company owners have adopted technology as a way of life, and it has had a significant impact on both sides' habits and practices throughout the pandemic (Saria & Abdulrahman,

2021). It has influenced how consumers think, behave, respond, shop, and make purchasing decisions, as well as how company Entrepreneurs engage in sales, business operations, contact with their target audience, and relationship marketing, to highlight a very few. To obtain a competitive edge, the phenomenal rise of broadband or advertising digitally has formed the cornerstone of multiple firms' whole promotional activities in numerous countries (Ulpiano et al., 2021). Internet marketing, blogging, search engine optimization, social media marketing, content marketing, and other digital marketing techniques were utilised. Customers can now, more than ever, purchase nearly whatever over the inter-net wherever in the globe which can be supplied right to the at the comfort of their own homes. As a result of this innovation, businesses have become increasingly competitive in terms of the tools and strategies they employ to raise brand recognition, win clients, and keep them (Alaimo et al., 2020). Social media marketing is one of the approaches and systems that organizations have implemented to reach their target market and create brand recognition.

Marketing through the tools of social media refers to the use of social media systems for boosting sales, build a brand, build a network, as well as develop a close connection with users (Nuseir, 2020). Facebook, Instagram, Twitter, LinkedIn, Snapchat, and other social media platforms are examples of these platforms. More than at any other point in human history, according to Lal et al. (2020), social media has provided customers with an unfathomable number of product and service possibilities. Consumers now have access to a diverse range of services, many of which may be accessed-from-the convenience of cell-phones. Such capabilities help companies, producers of content, as well as specialists raise trademark recognition, reach out to consumers, and attract new customers even in the event of a pandemic (Nuseir, 2020). Notwithstanding numerous inputs to such technique, it has seemed that number enterprises are inept to identify the most effective social-media channels for influencing client purchasing behaviour (Mason et al., 2021).

Consumer purchasing behaviour (CPB) has long been known as a complicated notion that arises from the interplay between the consumer and the environment (Ulpiano et al., 2021). As a result, a diverse range of reasons or incentives influenced purchase behaviour. Since the 1970s, academics have been interested in these incentives from a variety of angles (Ulpiano et al., 2021). Simultaneously, researchers tried to pinpoint a variety of traits, encompassing demographics, readily available resources, mentality, familial, cultural, income bracket and socioeconomic

background, mindset, as well as pattern recognition components (Hee et al., 2019). Multiple researchers have studied hedonic and utilitarian reasons associated to the restaurant sector, purchases, and shopping value. Coupey et al. (2021) and Abasi et al. (2020) divided motivations into hedonic, social, and utilitarian categories (Hee et al., 2019).

Numerous factors and objectives have an impact on CPB (Ulpiano et al., 2021). In their research, Zheng (2021) identified the following areas as potential sources of motivation: demography, easily available resources, personality traits, family influences, cultural background, socioeconomic status, mindset, as well as informational processing characteristics. Hedonic motivation, social motivation, and utilitarian motivation are the three categories into which these components fall according to a more accurate classification scheme recently proposed by other researchers (Ulpiano et al., 2021). In the discipline of CPB, this concept has been widely employed to change customer incentives toward product categories. Several researchers, for example, have recently focused on hedonic and utilitarian incentives (Akar, Yuksel, & Bulut, 2015; Gangwal & Bansal, 2016). Similar to this, Korkmaz and Seyhan (2021) explored the role of hedonic determinants and incentive determinants on online shopping behaviour in an effort to identify the traits that predict irrational and impetuous buys.

It is understood that behaviours as a person's discernible effort to implement out an intention, granted that the action would be taken in a situation where the surrounding circumstances are unchanging and also the person is assumed to be sane (Kusmaharani & Halim, 2020). Ulpiano et al. (2021) described CPB as the practices of exploring, procuring, consuming, appraising, as well as dumping goods and services. These actions were taken by consumers to satisfy their needs. Because of this, buyer process is a broad pattern of buying that is affected by 3 primaries extraneous environment: the cultural, social, and economic context of the consumer. In spite of the contextual modifications and emotional effects that arise in a crisis, CPB research has demonstrated that people act more logically in these circumstances (Ulpiano et al., 2021). Consumers preferred to focus their purchases on essential commodities instead of luxury items, as the authors demonstrated. Similarly, customers have shifted their perceptions of luxury goods, selecting things that meet their fundamental requirements rather than those that are more expensive. Customers

did not want to spend money on expensive goods during a crisis, even though they had the means to do so.

Along with the scholarships, the texts likewise contained thought-provoking-research on C-P-B vicissitudes in relative to the incidence of various sorts of crises, comprising financial-crises, country-of-origin crises (Stanciu et al., 2020). The investigations-establish that when a disaster happens, customers adjust their behaviours as well as opinions, nonetheless of the sort of catastrophe. A number of these vicissitudes persisted throughout time, despite the fact that others just vanished.

1.2 Statement of the Research Problem

Today's buzzword is social media. It's incredibly popular among young people of all ages, who seem to be catching up to this new technical marvel at a rapid pace. Businesses are using social media into their marketing strategies at an increasing rate. Since the 1960s, technology has been critical in transforming the travel and tourism industries. According to Sabanaeva (2017), the tourism industry has always been confronted by rapid technological advancement, which brings both opportunities and challenges. Sabanaeva (2017) also points out that computer reservation systems (CRSs) in the 1960s, global distribution systems (GDSs) in the 1980s, and the internet in the early 1990s all had a role in fostering the growth of the tourism industry. In this regard, the business world is undergoing a perpetual revolution as a consequence of different technological developments that allow both users and providers of products and/or services to have a one-of-a-kind experience.

Increased access to technology such as the internet and social media by consumers and producers of all products and services allows both providers and users of products and/or services to engage with one another at various levels. B2C e-commerce is indeed a platform for online sellers and buyers to do transactions through commercial Web sites. Although a sizable portion of consumers are aware of the benefits of online shopping, such as easiness, cost advantages, a broader variety, as well as simpler information access, consumers are occasionally hesitant to buy stuff because the constrained Web client affects their assessment of retailer honesty when compared to in-person interaction. Furthermore, in order to create a successful Web site that supports electronic transaction and services, it is essential to understand client decisions related to the use of online shopping. Depending on the Web sites, the

person, and the circumstance, several elements may influence this decision. Online merchants can address these issues if they can be found into account while building their websites.

In addition, the literature study found that there are a sufficient number of research that seek to characterize the function and influence of social-media-sites on consumers'-online shopping behaviour. The vast majority of these researches, on the other hand, use a micro approach, concentrating on a single social media application or a single social media category. Despite the benefits of such micro-approaches, the overall picture of social media's function and influence on consumer online purchase behavior and intentions remains hazy. Furthermore, this knowledge gap is exacerbated by the fact that social media adoption and usage patterns are continually evolving (Fotis, 2015; Madden et al. 2013; Dewey 2014). In order to offer feedback on the present state of influence and role of social media, it appears that a thorough research on the overall impact of social media on consumers' online purchase intentions, which is neither medium or application specific, is required.

As a result, the goal of this research is to look at the role of social media marketing in influencing customers' online purchase intentions and behaviours. Furthermore, this research fills a gap in the literature by using a micro strategy and platform to the examination of the influence of social media marketing on consumers' online purchase intentions.

1.3 Objective of the Study

As a consequence of the emergence of social media, the connection between businesses and customers is evolving, and this has transformed how marketing messages are communicated and received. Because social media is one of the most widely utilized technical applications in marketing, it has an impact on customer decisions. Chief devotion of this thesis is to look at the potential of social-media-marketing in influencing the buying-resolutions and intents of various customers if it is properly marketed utilizing the TAM and TPB models. Based on a review of the literature, the study's goals will be as follows:

   i.   To investigate the impact of social media marketing on consumers' online purchase intentions.

1.4 Significance of the Study

The following groups will benefit greatly from the findings of this study:

Business Owners: The findings of this study will give knowledge about crucial key performance indicators (KPIs) to utilize as a metric for boosting consumers' buying behavior during a pandemic epidemic to business owners on social media platforms.

Data Analysts and Marketers: are two types of people that work with data. The outcomes of this study will aid marketers and data analysts by giving statistical data on the influence of social media marketing on the buying behaviour during pandemic outbreaks. It will also assist them in gaining a better knowledge of consumer behavior and patterns, as well as the best ways and strategies to use on Facebook, Instagram, Twitter, and other social media platforms during a pandemic epidemic. Even after the epidemic, it will aid marketers in adapting their techniques and structuring their plans around customer wants and preferences.

Social-Media-Specialists: The outcomes will provide a policy for social-media-specialists to better comprehend the consumer market's behavioural features on social-media-platforms. It likewise will offer the specialists with important data that will help them decide whether to change or keep their present algorithm.

Researchers: It will add to the body of current knowledge and serve as a reliable reference resource, which will be helpful to many academics in the domains of marketing, e-commerce, information technology, and advertising as well as other researchers and students.

1.5 Research Questions

The central aim of this proposed study was to assess the impact that social media advertising has on the overall consumer online purchase intentions with the adoption of technology acceptance model (TAM) and theory of planned behaviour (TPB). In order to do justice to the objectives of the study, the study attempted to address the following research questions:

i. What is the impact of Perceived ease of use on the consumers' online purchase intentions?

ii. What is the impact of Perceived Usefulness on consumers' online purchase intentions?

iii. What is the impact of Attitude on consumers' online purchase intentions?

iv. What is the impact of Subjective norms on consumers' online purchase intentions?

v. What is the impact of social media marketing on consumers' online purchase intentions?

1.6 Definition-of-terms

Social-media-marketing: Social networking sites and applications are used as marketing tools in this form of Internet marketing.

Marketing**:** Each and every initiative made by a producer of products/services to raise consumer awareness of their goods and services in order to increase sales and profit from such dealings.

Content-creation: It's all giving the followers as well as users the kind of stuff they want to see, something they don't see very often.

Audience-Engagement: This talks about the cognitive-or-emotive-interactions which an organization's potential customers have had with company media content or branding as whole and, which breeds loyalty as well as a willingness to consume or purchase so much of a particular product or keep seeking a service.

Brand Awareness: Is ensuring that clients are aware of the presence of an enterprise's products/goods and/or service, as well as the way to obtain it.

Eye-Catching-Advertising: This is known as advertisers' endeavour to generate appealing sales promotional materials or events in order to raise consumer awareness, capture their attention, and keep existing customers.

Consumer Purchase Behavior: This relates to a customer's buying behaviours and patterns, as well as an examination of their internal convictions, information processes, and emotional conflicts before making a purchase choice.

CHAPTER TWO

LITERATURE REVIEW

Customer purchasing behavior had extensively been recognized to be such a complex concept (Hansenn et al.,2004) arising from the-consumer-environment-interaction (Stanciu et al., 2020). Consequently, a variety of factors or inducements swayed purchasing decisions. Scholars have been concerned in these incentives from a number of perspectives since the 1970s (Ulpiano et al., 2021; Close and Kinney, 2010). Concurrently, Scholars had worked on finding aspects related to demographics, readily available data, character, familial, cultural, socioeconomic status, mindset, as well as data processing. Countless academics have studied hedonic and utilitarian incentives, the restaurant sector, and the shopping value (Kazi et al., 2019; Kinney et al., 2016).

This chapter will evaluate existing and pertinent literatures on the consumer behaviour and motivations, as well as how these factors have influenced consumer purchasing decisions and the surge in the use of social media marketing during the epidemic. Also, this chapter will review literatures on theoretical models that governs consumers' acceptance and usage of technology with its underline effect on the online purchase intentions of consumers.

2.1. The Concept of Social Media Marketing.

The usage of social media has expanded dramatically in recent years (Thota, 2018). Further to that, the upswing of-social-media channels had altered the underlying forces of its online commerce by bring into being online platforms of consumers, influencers, as well as subject matter experts. When Kumar (2020) discovered that integrated marketing, promotional strategies could be influential in determining customers' perceptions of brand images and leading to consumption habits, they demonstrated the value of social media marketing.

Online networking marketing is a type of online marketing that uses social media tools to create, deliver, and trade products which provide the consumers with added value. Advertising strategies which are vital to advertising campaigns are built

into digital marketing strategy. Online networking marketing is a strategy which enables the firm to concentrate its scarce resources on the most promising opportunities and acquire a long-term competitive edge. The core idea of a marketing strategy should be that customer retention would be the primary goal.

A few of the main goals of online marketing should be to provide unique, interesting, relevant, inventive, and interesting content that engages consumers but also conveys the company's value. Their goal must be to raise brand recognition, engage with consumers on a much more direct and immediate basis, gather information from people, and broaden existing client base. To achieve corporate goals, companies must not only increase consumer happiness (or, better yet, consumer joy), but then also cultivate customers' loyalty. Quantifiable aspects that an organisation offers to improve customer confidence should include:

The Quality of goods and services offered to the people.

The Pricing Method.

The differentiation of such products and services.

An improved Benefit such as accessibility, innovating apps and so on.

And Value Preferences.

Media platforms marketing are particularly essential because it allows businesses to become more human. Through social networks, a company's character is visible in its contents, style, accent, colour palette, as well as responses to dispute and disagreement, among other things, so this provides a level of reliability among businesses and its consumers. Communication is possible through a variety of tools and methods mostly on media platform. Previously existing-writings had demonstrated that-social-media-allows clienteles to communicate with businesses that would else appear to be so far distant.

According to Clement (2019), digital marketing improves effective communication. Because the procedure would be more stringent if there had been no digital networking, it's indeed safe to argue that social media such as Instagram brings businesses closer to the consumer not only in terms of available to offerings, but also in terms of actual interaction. Consumer or community's relationship management is

a term used to describe this facet of society platforms (Rouse, 2019). Budgeting and publication, demand forecasting, policy, listings and participation, as well as advertisement are indeed the five primary elements of digital marketing, as per Okeinaye (2020).

Brand-customer communication is radically changing in response of social media involvement (Algharabat, et-al, 2018). Online presence, according to Zhu and Chen (2015), seems to be an essential motivation for developing consumer information. Customers can get help through media platforms, as well as have a place to talk and trade ideas. E - participation, as per Corbitt, Thanasankit, and Yi (2020), refers to individuals who engage in brand related platforms in order to connect inspired people, communicate with them, and communicate with them about certain brand/products. Content based social media, on the other end, focuses on the ideas, debates, and opinions on the submitted content.

Because of their techniques and research scope, existing studies have investigated the impact of digital marketing on consumer buying behavior which produce a wide range of results. For example, according to Duffett (2015), advertisements must be created in an interactive and engaging manner to establish satisfaction, therefore businesses must include social media in their "marketing communication plan" to realize its full potential. To evoke the intended influence on consumers, Okeinaye (2020) highlighted out that Facebook marketing advertisement must be humorous, inventive, and engaging. According to Okeinaye (2020), advertisers should create unique experiences for their target audiences in order to induce behavioural patterns. Digital marketing must no longer be viewed solely as a means of reaching customers, but as a vital and cost effective image building instrument. As a result, social media may one day challenge with more traditional marketing methods (such as television and newspapers) just like an efficient tool for creating emotional impact among businesses (Nuseir, 2020). This conclusion also implies that as digital technology advances and Web users become more complex, more advanced marketing campaigns which make excellent use of efficient, innovative web media could be required.

2.1.1 Functions of-Social-Media in Distinguishing Product/Services-Demands/Needs

Initial phase in the consumers' processes of making decisions is the identification of a demand/need for a product and/or service. Product/service-demand might arise whenever a customer's present circumstance and desired position of mind diverge (Mason, 2021). In line with the S.O.R. Model, if a consumer detects environmental factors like commercials, other customers, packaging design, etc., he or she may assume that they too have an unmet want and then become focused on seeking further information to meet the predicted need. Taking into account the health of a female client who learns from web sources about the health issues caused by the fact that many Americans do not consume enough minerals and vitamins in their diets. The consumer could feel there is a discrepancy between her anticipated position and her existing status (bad health) as a result of this information (improved health). As a result, the customer may experience intense psychological or emotional need (issue identification) that prompts her to look for a solution by locating the ideal product.

As per-what Thota (2018) asserts that enterprises may exploit social media to engage consumer-product/service-desires via fostering brand-tête-à-têtes that foster favourable views about goods/services, or concepts. Think about the Starbucks situation. Despite the company's widespread reach, Starbucks regularly engages the industry through social media to create experienced needs (i.e., problem identification) by retaining consumers' brand expertise. Additionally, Starbucks often employs virtual communications to increase consumers' affinity for its brand in the marketplace.

Social networking is a fantastic tool to spread the news. Thota (2018) estimates that 93% of American businesses use social media and networking sites like Facebook and Twitter. Social media has therefore given businesses digital channels to raise client awareness of their brand or product. Social networking platforms were always used to share brand or product feedback between consumers-(Thota,2018). Consequent upon this, social-media gives enterprises a platform to promote their products or services. Companies might, for example, run advertisements for their products and services on media that is under their control. Sponsored advertising, like Facebook boosted posts, may also be used to increase brand knowledge and fervor by bringing attention to a demand/need or problems which the business could settle. Furthermore, remarks made by influencers and-consumer-peers might act as impulses for brand promotion. Every image, video, comment, and other social media activity that people are exposed to, according to Jashari and Rrustemi (2017), "played the function of stimulus (incentive schemes) in recognizing a developing wants" (p. 4). As a result, companies may

encourage post-purchase transactions from clients in an effort to start the demand phase for their products.

Macro influencers are regularly used by businesses looking to develop Instagram accounts to help spread the word about their products. Businesses might work with outstanding influencers (celebrities and experts, for instance) to publish favourable content about their goods on social media (Wertz, 2019). This tactic works because a lot of highly compensated macro influencers (i.e., influencers) have sizable online fan bases. Every piece of material that these influencers publish has the power to affect how consumers make decisions.

2.1.2 The Function of Social Media in Searching for Product-Related-Information

Whenever a customer executes a search for products-information, the customers-enters second phase of-decision-making-cycle. Meaning that, when a projected demand/need is initiated, the customer becomes stirred to seek knowledge on the manner in which the needs/demands could be met. Customers become conscious of the comparative characteristics of competitive product-brands or items throughout this phase. Customers may start their search for information by approaching their platform's advocates (i.e., influencers) for the goods or services-suggestions. Favourable products-brands-information created by an enterprise could be look at with mistrust. Peer inspection process, contrarily, are seen very favourably since they are supposed to be more dependable than the info given by the advertiser (Jin & Lee,2014; Sher & Lee,2009).

The amount of relevance that a consumer accords to a commodity is referred to as the customer's involvement with it. The degree to which a consumer is familiar with a brand influences how they interpret the information in a customer review. According to Sher and Lee, intensely interested consumers interact in a systematic, thorough review of the product information (i.e., sophisticated analysis), but other intensely involved customers are more persuaded by the volume of comments provided by the other customers (2009). (i.e., dependent upon customer feedback).

The consumer won't invest much effort in looking for solutions unless they have a little involvement desire. Customers are more likely to obtain information through side channels and rely on indicators when participation is low than they are to go further into product specification specifics (Mason et al., 2021). The use of cues

including colors, pictures, and noises are crucial components in attracting consumers' attention while they are in a low participation position.

On the contrary, customers who are strongly committed to a product or purchasing strategy are so much more liable to produce in-depth informational enquiries. Customers are therefore more inclined to seek out detailed information from a range of sources and learn about the items through sales advertising (Mason et al., 2021). Customer interaction with prospective marketers is more likely to occur when there is a high degree of engagement (e.g., influencers, peers, sales reps, as well as other consumers, etc.). To improve customer interaction, communication effectiveness must be raised. Using a variety of social media channels to interact with customers and merchants in a high-quality, novel, or entertaining way might increase customer engagement (Rambe & Retumetse,2017).

2.1.3 The Function of Social Media in-Product-Alternatives-Evaluations

Individuals analyse product and brand choices from a range of evaluated options known as the evoked set throughout phase 3 of the customer's decision making phase. After completing their search for information, customers develop a mental conceptual definition of alternate stuffs which possibly will depress or eradicate their acknowledged needs/demands (Mason et al.,2021; Rambe & Retumetse, 2017). Customers analyse options available using a variety of decision algorithms, or intuitions, to result at an evoked choice. The lexicographic rules, the conjunctive principle, as well as the compensating principle are all possible heuristic (Rambe & Retumetse, 2017). Customers use the lexicographic principle to find the product which delivers the highest on the trait that they judge to be the utmost momentous. Customers searching for the lowest priced item option, for instance, may use pricing as a criterion. A conjunctive heuristic is used by a customer to remove product offerings which are judged to underperform on a key characteristic. For instance, a customer's preference for products aesthetic could be so strong that he or she will only contemplate a product which is regarded to be classy, even though it fails to meet essential criteria such as cost or convenience. While looking for the greatest "ultimate" functioning item, customers employ the compensating principle. The compensating rule requires the customer to examine a variety of product characteristics, including cost, longevity, and

design. This same customer therefore consciously calculates the weighted mean overall performance for each item in the evoked range based on the set of qualities.

Firms could exploit-social-media-techniques to proliferate positive information and tackle problems that have arisen which are pertinent to customers-decision-making-parameters. An enterprise's ability to have a multiple form of dialogues with shoppers is boosted by social media. In order to find out supplementary info about products offerings, budding customers be able to drop remarks on brands or products-pages or approach the enterprise openly via instant messengers. Clienteles may, for instance, utilize social media to bring up inquests concerning stuffs, so that the enterprise can respond immediately to the client's probes on the very same posting.

2.1.4 The Functions of Social Media in Purchase-Decisions

In the fourth step of the consumer decision-making process, the customer decides whether to buy anything. Whilst boosting service and product exposure is social media's main strength, few social networking platforms also permit clients to do direct business. The readiness of consumers to make purchases through these websites, on the other hand, has disappointed a number of businesses. For instance, Halzack (2016) found that during the 2015 holiday shopping season, social media platforms only accounted for 1.8 percent of internet purchases in the United States. However, it does make sense that as social networking sites develops their capabilities; their use for transactions will increase.

Amongst the most critical variables in the decision to buy is the customer's assessment of the risk that a particular good could not perform as anticipated. To reduce their impression of risk, consumers have just always talked to people, relatives, neighbours, institutions, or influencers for brand confirmation (Voyer & Ranaweera, 2015). Through social media, clients may now communicate virtually with a wider group of individuals than they could in person. In an effort to reduce their perception of risk, buyers may become more engaged with influencer marketing through the use of social media platforms. In other words, it is expected that social media will have a bigger impact on people's buying decisions.

2.1.5 The Post-Purchase Behaviour-Functions of-Social-Media

The customers participate in-post-buy-activities, like generating buying contentment or displeasure feelings in last phase of the-Customer-Decision-Making-Process. Client happiness is a central feature in the establishment of shopper relations and repeated purchasing habits, often known as consumer commitment (Mason et al., 2021). Whenever customers are displeased with a product, they frequently don't really communicate their discontent. Instead, they will alter their prospective purchasing or procuring lifestyles to embrace additional possibilities. Customers could exploit-social-media to communicate their positive or negative emotions with their spending and acquisitions. This thus means that social-media-provides firms with such a fast, effective, but fairly low method of receiving customer feedback, and also a modus operando of punctually solving issues.

Customers could exploit-social-media upon procuring a product/good/service to brag about it or share his or her new purchase. Whenever a buyer is gratified, such buyer might take advantage of the-social-media to spread the words about such products/goods/services. If indeed the goods are first-rate-products, as an example, the buyer might publish to show off their possession of the goods with the intention to increase their social-grouping. Customers may, therefore, articulate their despondency with an item or perhaps a procuring encounter. As per Athwal et-al. (2019), social-media-advertising could lessen discontent by gratifying customers' cognitive and emotional-demands. Customers' psychological wants for enjoyment (that is, pleasure, laughter, enthusiasm) have been satisfied by making use of social media as a source of info, while overall cognitive-demands have been satisfied by making use of social-media as a spring of info (Athwal et al.,2019).

2.2. Social Media and its Importance

"An Internet based applications unit which is founded on Web 2.0's conceptual and technical principles, which allow for the creation and dissemination of user-generated content, says Kaplan and Haenlein (2010). Media platforms appeal to consumers for a number of reasons. Malik et al. (2016) used the Means and Gratifications framework to examine the benefits Facebook users gained from participating in online networking. Researchers polled 368 Facebook users online and found six different types of enjoyment from submitting photographs. Researchers

found that routines, information sharing, transparency, self-promotion, attachment, and social power might all result in users' satisfaction.

Additionally, Agarwal and Karahanna (2000) found that those who use internet technology extensively have a syndrome known as cognitive immersion (C.A). C.A, according to Agarwal and Karahanna (2000), motivates customers to access social media for various of objectives. With one thing, social media allows for chronological detachment, reducing the customer's consciousness of the passage of time. Furthermore, social media helps consumers to immerse themselves in a focused environment, allowing them to disengage from humankind's unpleasant truths. Thirdly, successful engagement between the customer as well as the application might bring increased satisfaction through media platforms. Finally, social media offers consumers a sense of power, and this can satiate their curiosities by giving innovation and wonder.

Social networking sites are utilized by billions of individuals all over the globe, and it has swiftly become one of the defining innovations of modern day, as well as an essential part of today's society. As per the 2020 Global Network Forecast, more than 1 billion people worldwide utilize the-net, and also percentage of people making use of social media have surpassed billion. Such rise is expected to continue at a rate of 9.2 percent per year. Customers' perceptions of businesses are shaped by social media and customer chat groups, which have the power to both develop and damage businesses. For customers, a company's image could either climb to the top level or otherwise be shattered quickly based on social media networking. Due to the large customer base that spent the vast majority of its time on social networking sites on various channels, it's not surprise that advertising agencies would promote social media as a tool for marketing (Appel et al. 2020).

And over 2.6 billion active Facebookers (Statista, 2020) spend approximately over twenty minutes per day on the platform, whilst over 300 million Twitterers send over 450 million tweets on daily basis (Brandwatch, 2019; Omnicore, 2020). Instagram is indeed the third largest popular social media site, with over one billion users worldwide and over 4.1 billion daily views (Adespresso, 2019).

Innovation and inventive concepts characterize today's modern system, sometimes known as the "modern economy" or "digitalisation." The strength of people' social interactions plus overall devotion to social-media-networking tends to be majorly impacting on their behavior, thus it's critical for company managers to pay

greater attention to social media. Online customers are seen to have the capacity to disrupt competitive forces and also influence the admission of new players in a present marketplace. Both social media and the internet have altered behavior of customers as well as the manner firm operates. Firms can benefit from social media marketing by lowering expenses, increasing brand awareness, but also increasing revenues (Dwivedi et al., 2020; Ajina, 2019).

Various ecommerce websites have begun offering social networking tools in order to boost users contact and active online interaction, with the belief that increased user engagement will result to much more purchases. Consumers interact with and obtain information from one another in a social media network. Whenever a user wishes to buy something available on the internet, they could use their social media network to seek and receive further details about that. As a result, social media has shown to assume a crucial in e-commerce contexts of decision making of the consumer's contexts, serving as a unique kind of word-of-mouth promoting goods or suppliers (Ye et al.,2011).

The effects of all this global revolution can be seen in people's daily lives as well as on social media. Individuals share their experiences with certain other customers and communicate with enterprises. Consumers also spend even more time looking for product offerings details. As a result, firms try to adapt towards this shift in customer behavior by incorporating different social media platforms into its marketing business models (Stephen, 2016). According to a survey performed on Facebook, among the most widely used social media channels, 75percent of total of American consumers have been inspired by Comments on Facebook prior to actually purchasing a brand name they haven't ever tried previously, and 75percent of those who were inspired bought the brand - name item (Wang, 2015).

It's also no longer sufficient to open a real or virtual firm and hope for clients to arrive in today's modern marketplace. Alternatively, firms must seek out new ways to communicate with consumers and engage with them via commonly used communication channels (Lai, 2010). Because so many individuals utilize social networking sites, we might anticipate to observe greater buying behaviour as consumers' commitment to the brand and product grows. Social networking sites has already been utilized in trade and commerce to influence both views and prospective buying intentions.

Companies gain greatly from incorporating social media advertising into its overall marketing strategy. Companies use social media to engage with customers, promote the brand, influence customer views, gather comments, enhance product and service offerings, and increase profits (Lal-et al.,2020; Kaur-et-al.,2018; Kapoor-et al.,2018; Algharabat-et-al.,2018). Knowledge about what people enjoy, really do not like, and do need or don't need is developed as a result of some firms gathering social media user critical information. The primary goal of gathering data straight from people is to evaluate their demands and improve their living conditions.

Customers' shopping behavior has been influenced by the rising usage of social media, which has somehow boosted their engagement in sharing of information but it has also influenced their purchase behavior (Kapoor-et-al.,2018; Dwivedi-et-al.,2020). Businesses must to make considerable adjustments in coordination and management practices. For this narrative, social networking sites, printed and electronic news networks, and also social response exchange, have all helped to reduce competitiveness and influence businesses and consumer expectations.

2.3. Theoretical background to Consumer Purchasing Motivations and Behaviour

Several factors, including conditions and motives, have an impact on CPB (Ulpiano et al, 2021). These motivating factors were uncovered in a research by Blackwell et al. (2001), and they fall into the categories of demographics, readily available resources, personalities, families, cultures, social status, attitudes, and data processing characteristics. Recently, more accurate categorization methods have been presented by other researchers, who have divided these factors into three groups according to their motivational types: hedonistic, societal, as well-as-utilitarian (Voss-et al., 2003; Kinney et al., 2016). In the realm of CPB, this approach has been widely employed to change customer incentives towards product types. Several researchers, for example, have recently focused on-emotional-and-functional-incentives (Hleee et al., 2019; Picot-Coupey-et al.,2021). To identify the traits that predict impulsive and practical purchase, the authors also investigated the effects of emotional and functional reward factors on online shopping behavior.

We did understand behaviour patterns including a person's capabilities to carry out an actual intent— presuming the acts is executed in some surroundings where prior

circumstances are consistent as well as the individual is regarded perfectly logical derived on the actual research of (Fishbein & Ajzen 1975) as well as successive evaluations (Ajzen,1991; Ajzen,2015). As according Schiffman et al. (2010), CPB encompassed the actions of seeking, acquiring, using, assessing, and discarding products and services. These actions were taken by consumers to satisfy their needs. Consumer behavior is therefore a complex pattern of buying that is impacted by three primary extraneous factors: the customer's culture, social network, as well as economic environment.

Consumer behavior refers to "the cerebral, psychological, as well as behavioral processes people use to choose, acquire, consume, and discard goods and services to satisfy their wants and preferences" (Ulpiano et al., 2021). The phrase "customer purchasing behavior" describes the actions customers do before and after making a purchase, including choosing and purchasing a product (Rita, 2019). In the retail industry, customer behavior is an important aspect in predicting customers' actions and future purchases. It is critical to comprehend the psychological aspects of clients' purchasing decisions during the purchasing process in order to better understand their actions. The client purchase process can be divided into two categories: buying and shopping. When a customer has prior knowledge of a product, has targeted it, and purchased it directly for a need, this is referred to as buying. Although purchasing alludes to the pleasure and passion derived from the pursuit of a commodity which the buyer doesn't really require (Blachman, 2018).

Consumers, on the other hand, differ in terms of their style and personality, and also their level of trust. Customers have varied experiences in internet shopping platforms versus brick-and-mortar establishments (Chan et al, 2017). As a consequence, prospective purchasers' behavior fluctuates and adjusts to the circumstances around their present acquisitions (Rita, 2019). Likewise, clients' mistrust of payment systems, delivery performance, as well as description issues provides difficulties for online platforms. Virtual stores have an edge in the market since customers can look for and find the necessary items to encourage people to utilize digital platforms (Chan et al, 2017). Given the market digitalization, new customer behaviours appear.

Customers through offline channels, on the other hand, faced a several difficulties that affected their purchase choices. For instance, the limited amount and variety available in physical stores may have an impact on their purchasing decisions

(Nguyen, 2018). Similarly, as digital platforms continue to advance, more both new and returning customers are using them as a result of the expansion of consumer options and services made possible by newly developed technology. (Chan et al, 2017). Every platform provides clients with unique offerings and perspectives. The service quality and the pleasure of previous meetings might affect a customer's purchase decision (Chan et al, 2017). For instance, the opportunity of customization is offered in many ways through internet channels (Nguyen, 2018). On the other hand, offline platforms give qualified workers a range of experiences that boost customer satisfaction.

2.3.1 Influences on Consumer Behaviour

Consumers are critical to the success of any organization. Customer behavior has an impact on corporate planning and effectiveness in a variety of sectors and perspectives, according to Azad et al. (2013). To affect the consumers' performances and planning phases, all organizations must first understand the customer mentality and buying behavior. Customers' behavior could be shaped by a myriad of elements, which Morowatisharifabad et al (2020) divided into internally and externally impacts. Three distinct times during the purchasing process—before, during, and after—the factors can have an impact.

2.3.1.1 Internal Influences. Internal influences change from one client to the next, affecting behavior and the buying process. A variety of customer-related factors, such as cultural norms, individual traits, and customer loyalty, might cause such impacts. Ulpiano et al., 2021; Stanciu et al., 2020).

2.3.1.1.1 Culture. Culture is passed down to the next compeers, with each compeers tallying to, altering, as well as upholding a number of the tradition that has been handed down(Nayeem,2012). It exhibits itself in hominid acts and conduct, and also it has an impact on human choices and characteristics. Numerous ideals, methods, and camaraderie are shared by folks from similar culture (Hleee et al.,2019). The above social phenomena have all been found to have a big influence on consumer judgment and behavior. As a direct consequence, organizations are actively working to increase their understanding of both their customers as well as the social change and social players in the market to meet and exceed their shoppers' preconceptions (Picot-Coupey

et al.,2021). Buyer conduct is influenced by cultural variables, attitudes, as well as purchase actions, according to Lee and Kacen (2008).

Several academics, on the other hand, looked at the culture from various angles. On the one hand, Lee, and Kacen (2008) and Nayeem (2012) endorsed that conceivably the philosophy that sways buyer purchase-behavior might be shaped by the buyer's experience. For example, if the purchaser has collectivism traits which is capable of being shaped by families, neighbours, or workmates, but would rather prioritise other group obligations or needs than personality (Lee & Kacen, 2008). Furthermore, Nayeem (2012) explained how a consumer with a collectivist background might be influenced by society, specifically by status and reputation, which encourages the customer to engage in buying activities for no personal reasons rather than for the sake of appearance. Consumers with individualist qualities, on the other hand, may conduct in ways that lead to their happiness, according to Lee and Kacen (2008). As a result, as per Nayeem (2012), Individuals from individualist societies consider and investigate their options before making a purchase. On the other side, consumers from both collectivist and individualist cultures are more focused on branding, cost, and quality than they are on culture.

From a different angle, Nayeem (2012) explained the impact of culture on the client. As a result, separate communities could have a unified opinion on specific products, fashions, or trademarks. Consumers' behavior is influenced by societies by creating a metaphorical structure which most consumers in that society could adopt. This is demonstrated by the Swedish fashion, which is recognizable by the vast majority as having the same pattern and style (Hussey, 2013). According to Mccrory (2020), some distinctive principles and conventions, such as quality and colors, must be honoured in order to adapt the Swedish dress style. It focuses on the Swedish landscape, which is primarily covered in snow and requires a variety of color changes, with certain hues often denoting an occasion or theme as well as national products.

2.3.1.1.2 Personal factors. Most people are acting as per their personality and character qualities, that have really changed, grown, and been impacted throughout their life (Domie, 2013). Multicultural blending brought forth by globalization in the twenty-first century led to the formation of both new and developed features. Thus, a universal, multicultural human identity has developed. For individuals who are experts at predicting and concentrating on the activities and behaviours of their clients, market research has become more challenging (Domie, 2013).

Many studies have used these traits, such as ages and financial condition, as well as personality, such as aspirations and pleasure, to influence customer behavior. Consumers come in a variety of ages, each with its own set of wants and hobbies. Nevertheless, as people get older, their urge to buy things decreases (Wadera & Sharma, 2018; Domie, 2013). Furthermore, variations in preference across ages, as well as between consumers' origins and environments, are immediately discernible (Domie, 2013).

As customers grow more satisfied, the joy of purchasing and shopping causes those behaviours to expand (Wadera & Sharma, 2018). Customers might opt to go shopping or make a purchase to feel better instead of having fun (Juaneda-Ayensa et al., 2016). The consumer's mindset shapes these actions and has a significant influence on consumer behavior, which might be seen as a drive to make the transaction as soon as possible (Wadera & Sharma, 2018). Additionally, customers who want to physically inspect and evaluate products may choose for a brick-and-mortar store, which provides them with much more comfort and joy. On the other hand, certain buyers might find offline shopping to be time-consuming. Customers thus have a significant preference for online merchants that provide them greater choice and time to make judgments (Juaneda-Ayensa et al., 2016).

Similar to this, the financial state of a consumer is capable of affecting their own economic situation and attitude to making buying decisions. Younger customers may thus have less chances to fulfill their shopping needs owing to their financial situation, which is determined by their financial resources, financial position, and reserves (Fraczek & Klimontowicz, 2015). On the other side, consumer purchasing decisions may be affected by their financial situation (Hoyer & Krohmer, 2020). Contrarily, consumers choose to drift toward particular stores or brands based on prior encounters that arouse emotional components and satisfy consumer needs, creating a brand recognition attitude (Mansoor & Jalal, 2011). Customer behavior in terms of recurrent and long-term purchases is heavily influenced by consumer loyalty (Fraczek & Klimontowicz, 2015). Customers' trust in a brand or retailer is based on a number of variables, such as the services offered, their quality and dependability, and their customer service practices, such as offering more information and details (Vebrová et al., 2016; Wadera & Sharma, 2018).

2.3.1.2 External Influences. Customers have little control over the factors that make up external effects, which are brought on by outside events that directly

affect their behavior and decision-making. For instance, the provider of the good or service might manage it. The community, motivating influences, social networks, and crises are examples of both controlled and uncontrollable factors that may have both favorable and unfavourable effects on businesses and clients (Azad et al., 2013; Wadera & Sharma, 2018; Domie, 2013).

2.3.1.2.1 Motivational impacts. In order to satisfy a desire or find inner satisfaction, several elements influence individual behaviours (Domie, 2013). Therefore, in order to recognize and satisfy that need, purchasers take action based on a variety of incentives. Customers' motivations for acting in a certain way fluctuate over time and are dependent on a variety of qualities that academics have dubbed complex (Domie, 2013). Pricing discounts are in fact a consumer benefit incentive that firms employ to persuade customers to make both physical and digital purchases, according to Azad et al. (2013). Marketers reach out to customers and attempt to persuade them to purchase both hedonistic and utilitarian goods by offering discounts and other incentives, which are theoretically viewed as persuasive techniques (Domie, 2013; Ling & Yazdanifard, 2015). In addition to discounts and other promotional strategies and activities that aim to influence consumers' subconscious minds, marketers utilize such techniques and behaviors to persuade customers to make larger purchases. Every marketing strategy in use affects consumer behavior and choices on the outside (Domie, 2013).

The objective of marketing tactics, according to Lee and Yazdanifard (2015) and Domie (2013), is to develop spontaneous purchasing behavior, which leads customers to purchase as well as order items and things depending on spur-of-the-moment judgments. Impulsive shopping and purchasing encompass a wide range of transactions, such as unanticipated or unplanned purchases which buyers don't really require. Impulse buying is characterised by decisions made in the heat of the moment that bring delight as well as fulfilment to the purchaser (Lee & Kacen, 2008). Consumers execute their unplanned buying via traditional and virtual retailers, as per Sirhindi (2010), that would be thought to be more advantageous than being convinced in reality. Contrariwise, Sirhindi (2010) indicated that the upsurge in electronic purchasers as well as internet marketing methods, such as offers and discounts, are causing platforms to become more efficient for internet shopping including newbies.

The reason or factor that persuades the consumer to execute such a purchasing procedure could come from an external cause instead of the buyer himself, such as a relative or a buddy (Ling & Yazdanifard, 2015). This kind of purchase is influenced by the personality and cognitive ability of the consumer. Social variables can therefore change the desire. The sort of purchase might be influenced by the consumer's financial situation, for instance, impetuous purchases can be impacted by the consumer's time-honoured budget, irrespective of how appealing or compelling the goods seems, or vice - versa (Domie, 2013). According to Akar et al. (2015), culture and values influence the buying behavior of customers with different backgrounds, i.e. individualistic, especially when making high-involvement transactions which demand extensive pre-purchasing deliberation. Furthermore, impulse buying behavior does have a variety of effects on individual consumers, such as disliking the acquisitions due to monetary considerations (Lee & Kacen,2008) or perhaps a lack of knowledge about the object acquired (Ling & Yazdanifard,2015).

One more external effect would be the positioning of brick-and-mortar establishments and its accessibility to consumers; this plays an important role in persuading customers to make purchases to meet a particular need or want (Domie, 2013). Customers are enticed to visit as well as spend because of the shop's diversity and abundance (Wadera & Sharma, 2018; Domie, 2013). Especially in the digital transition, online retailers, on the other hand, offer a greater variety and diversity of goods, as well as price cuts (Juaneda-Ayensa et al., 2016). However, the services provided by digital and physical businesses differ, but both cater to different client demands (Wadera & Sharma, 2018). Customers do appear to have access to a wide variety of physical and online stores, each of which meets a certain set of needs and interests. Customers are impacted by the highest level of support as a consequence, which seems more effective, gratifying, and inventive than some other stores and has more value (Wadera & Sharma, 2018; Azad, 2013).

2.3.1.2.2 Crisis. Disasters of this magnitude have been happening since 5000 BC and still do now. There have been wars, pandemics, plagues, and natural calamities throughout the history of human civilisation. Some of these catastrophes were brought on by nature, while others were brought on by mankind. Crisis situations have historically had a significant negative impact on societies, leading to severe shortages of essentials including food, medicine, housing, and other requirements of life (Akar et al., 2015). Such consequences affected how individuals behaved and lived in the

27

course of their numerous daily activities. Its most well-known illustration is the labour scarcity, which has led many people to re-evaluate their prior habits (Gangwal & Bansal, 2016). In spite of this, these impacts had an impact on customer behavior. According to some analysts, savings had risen while the percentage of purchases had declined. Consumer behavior changes brought on by crises have long-term effects that significantly contribute to maintaining the fresh purchaser behavior as well as passing a number of it on to upcoming compeers, which will still have an impact on their behavior (Akar et al., 2015).

2.3.2 The Impression of Crisis-Related-Information-on Consumers-Purchase-Behaviour

Considering the changing circumstances and psychological effect which occur throughout a crisis, CPB research has shown that people respond relatively rationally throughout these periods (Tanenhaus et al., 2005). Customers placed greater emphasis on expenditures on necessities instead of luxuries, as the findings showed. Customers now choose products that satisfy their fundamental requirements over more expensive ones, changing how they perceive luxuries (Athwal et al., 2019). Furthermore, even if they could finance it as well, customers didn't want to squander money during on expensive or high-value things (Halzack, 2016).

Customers' attentiveness wasn't really circumscribed to such present-day state, all the same; they generally articulated apprehension towards the coming years (Halzack, 2016). Lengthy, disasters be apt to alter-CPB-behaviours, and also, these alterations might in due course turn out to be alternative behaviors for customers or lead to significant inclinations towards businesses or items (Athwal et al., 2019). 2008 global financial crisis, Frączek and Klimontowicz (2015) recognized five new behaviours as well as patterns: (1) a desire for minimalism, (2) flexible savings, (3) volatile consumerism, (4) ecological consumption, as well as (5) sustainable utilization. Accordingly, customers are swayed not just financial-wise but also mental-wise (Korkmaz, S., Seyhan, 2021), however this consequence was perceptible both in short-term-and-long-term-consumption-patterns.

Amado et al. (2018) assert that social media sites significantly affect CPB. Furthermore, according to Nistorescu and Puiu (2009), CPB changes under stressful, demanding times of pressure as a result of a change in how risks are perceived, presuming that all catastrophes are directly related to risk. In times of crisis,

individuals were afraid due to the thought of uncertainty rather than actual physical risk, which is sometimes even true (Altheide, 2002). Most of this perspective is based on information provided by customers about disasters. Risk perception may be affected by the media consumed as long as the data sources continued to emphasize the event's significance (Wahlberg & Sjoberg, 2000). The more information buyers absorbed about an unexpected scenario, tougher conditions, increased unemployment, dropping income, or possibly a rise in ill people or fatalities, the more of an emotional impact the calamity may have on them (Amalia & Ionut, 2009).

Similar to the previous example, Garmaise et al. (2020) shown that even when the data is incorrect, major macroeconomic stunning news led to reductions in spending. But as Barrioss and Hochbergs (2020) shown in the context of the Covid19-situation, a person's awareness of the information's source—which is warped by political sentiments—can reduce the impact of such information. They found that a person's desire to comply with the authorities affected their estimates of risk. as well as afterwards behaviors in reaction to government remarks.

Furthermore, online platforms started increasingly becoming prominent Information-gathering-technologies have become increasingly important, playing a major role largely in dissemination and data search (Alarcon et al., 2018). Mason et al. (2021) discovered that 62 percent of U.S.A. people obtain headlines from the-social-media even though the knowledge that it can facilitate the quick and extensive transmission of incorrect information (i.e., news with intentionally-fake-info). Although the broad transmission of misleading information may have the ability to harm individuals and communities, it may also have psychological effects and affect how risks are perceived.

2.3.3 Consumer Buying Behaviour and Online Shopping

Consumer purchasing behaviour is indeed an important part of the research of online purchase intention. Among nine elements highlighted by Wagner, Schramm-Klein, and Steinmann (2018) in examining client perceptions of online buying includes perceived risk, authority, convenience, price, service quality, as well as difficulties while using the internet sites. Value of the item, customer surroundings, quality of service, as well as online ecommerce purchasing risk perceptions are just a few of the factors that might influence a customer's online purchasing behavior. Customer trust is also influenced by the size and trustworthiness of the brand (Zheng, 2021).

Consumer perception of online buying are also important aspects of e-commerce studies. According to a recent analysis by Saaksjarvi and Pol (2007), the growing usage of the Online World as a Business - to - customer commercial tool has sparked desire to understand the major challenges in creating online interactions with clients.

Numerous sociocultural factors and environmental characteristics, according to Wagner, Schramm-Klein, and Steinmann (2020), could impact customers' behavior, particularly during pandemics. Understanding customer behavior is crucial to the retailing products industry's growth (Lee et al. 2018). A firm's e-commerce approach will be effective if it understands the factors that influence consumer purchasing decisions. Even though only some few things attract to different customers, a digital strategy would focus on discovering potential customers' interests via group interviews, polls, and scientific investigation, allowing businesses to plan its strategic vision.

However, Zuelseptia, Rahmiati, and Engriani (2018) suggested that e-commerce customer purchase spending patterns might not even be uniform because consumer items move swiftly and have a shorter lifespan than those from several generations earlier. According to Algharabat et al. (2018), studying consumer behavior would allow businesses to improve their products and adapt distribution network tactics to changing conditions. According to Algharabat et al. (2018), the consolidation of e-commerce and the influence of the media, in which customers could indeed voice their views, seems to have had a considerable effect on consumers' perceptions collecting data regarding different options, selecting a given brand, and attempting to make a decision to purchase.

2.4 Theoretical Model and Hypotheses Development

Scholars in the field have presented a number of models to assess individual acceptance behavior when it comes to information technology and information systems (Surendran, 2012). A few of those encompass Unified Theory of Acceptance and Use of Technology (UTAUT), the Theory-of Reasoned-Action (TRA), the Theory of Planned Behavior (TPB), as well as the Technology Acceptance Model (TAM).

Per the TRA, each person's conduct is guided by behavioral goals that result from their perspective on the activity as well as the normative beliefs they have about how the behavior should be carried out (Surendran, 2012). The technological acceptance mode (TAM), which was used to describe individual acceptance behavior,

was developed using the theory of reasoned action (TRA). In his PhD dissertation, Davis (1989) suggested TAM. The Theory of Planned Behaviour will help us understand how people's behavior can be influenced. Human conduct is influenced by three factors, according to TPB: behavioural, normative, and control beliefs. TPB integrates certain TAM-related features. TPB, on the other hand, is not restricted to the use of information-systems-(IS).

PU-Perceived-usefulness as well as PEU-perceived-ease of-use are foremost drivers in system usage patterns, according to the TAM, which had been applied to investigate distinctive-technology-acceptance-behaviour in a variety of information-systems-(IS).

2.4.1 Technology-Acceptance-Model-(TAM)

For corporations, the existence of huge numbers of users' on-social-media-platforms is thrilling because it opens up unprecedented channels for connecting with customers as well as other important players. It shouldn't come as a surprise that companies everywhere are attempting to incorporate-social-media into their varied-business-activities (Fogel, 2010; Diffley et al., 2011). Customers have frequently used social networking sites to participate in marketing activities as a successful marketing approach (Fogel, 2010; Diffley et al., 2011). The use of social media, such as Facebook, Twitter, and YouTube, can assist crisis management professionals in overcoming the government's-challenges of an absence of behavioural-adjustments like personal preparation as well as swift reaction (Zuelseptia et al., 2018). When conventional communication and online advertising were contrasted, word of mouth on social media was found to have a significant influence on drawing visitors to the website (Zuelseptia et al., 2018). In sectors such as marketing, operations, and management, the new revolutionary influence of social media on businesses is still being felt.

Everyday involvement, photo sharing, self-presentation, and other technology-enabled social interaction activities on social-networking-sites demand novel-research-wits concentrating on the internet-enabled-media and platforms, as well as online-socializing tasks and procedures. The prevalence of these-social-media-platforms implies that consumers' acceptance and usage of internet technology in their personal, social, and professional lives is the reason why they are successful. Due to

the fact that individual users' use of social media is mostly voluntary, the drivers behind their behavior must be their own objectives and motives. Such emotional attitudes and intentions, as per Fishbein and Ajzen (1975), and Doll and Torkzadeh (1988), influence real system use. A widely acknowledged theory on how new technology is applied in practice is Davis's technology acceptance model (TAM) (1986, 1989).

The Technology Acceptance Model is one of the most extensively used research models for predicting individual users' usage and acceptance of information systems and technology. TAM has been well explored and verified in a number of studies that examine individual technology adoption behavior in a variety of information system designs. The TAM was influenced by another well-known social psychology theory, the theory of reasoned action (TRA; Fishbein & Ajzen, 1975), which explains a person's behavior by their intentions. Individual attitudes toward the action and societal norms, or the belief that particular individuals or groups would approve or disapprove of the behavior, determine purpose. TAM identified computer acceptance criteria which are general and suitable for characterizing user behavior along a wide range of end-user computing technologies and user populations, whereas-TRA-was meant to describe common-human-behaviour.

Because TAM is straightforward (parsimony), data-backed (verifiability), and flexible to foretell adoption as well as adoption and usage of new-technology(ies) across a variety of sectors (generalizability), it has grown in popularity (Lee et al.,2003; Hoof et al.,2005). In order to provide an adequate context and explanation of social media's enormous attraction among its users, studies and research accomplishments must be reassessed. The problem of user "buy in" to social media technology depends on how usage behavior is incorporated into individual users' thinking. TAM had appeared to be one of the utmost important-models in this field of study, according to a review of academic research on the acceptability and usage of information systems (Venktatesh et al., 2013).

TAM splits the TRA's attitude construct into two elements to reflect computer usage behavior: perceived usefulness (PU) and perceived ease of use (PEU). Davis (1989) contended that two beliefs, perceived usefulness (PU) and perceived ease of use (PEU) of the separate systems, were the driving forces behind behavioural-intents-to utilize a technological-system. The extent to which an individual believes that using a certain system would increase his or her job performance is referred to as perceived

usefulness. In the context of a company, usefulness may boost individual performance, leading to direct or indirect monetary (that is sales) as well as non-monetary (that is customer loyalty) advantages. Perceived ease of use refers to the degree to which a person believes that using a certain system would need no effort (Venktatesh et al., 2013). Individual attitudes toward technology adoption are impacted by perceived usefulness and perceived ease of use (intention). TAM asserts that a person's intention to use technology influences whether or not they do so (behaviour). Numerous studies have modified TAM to fit the context of the technology under investigation. The inclusion of social effect mechanisms in forecasting a new technology's user usage patterns was an imperative as well as a necessary-development of T-A-M-(Terenggana, et al., 2013). Building on previous research, the researcher employs T-A-M-models to explicate end users' intentional-usage of social-networking-sites in this study.

Numerous various sorts of social media platforms have developed since the late 1990s, and although some have succeeded and grown in terms of operators as well as the amount or bulk of info transmitted, numerous-others have failed and shut down. Because they were unable to gain acceptability and popularity within their target demographic, many of these websites collapsed. With 2.93 billion active monthly users as of the first quarter of 2022, Facebook has surpassed Twitter as the most popular social networking site, according to Statista (2022), with more than half of its active users logging in everyday and engaging with more than 1 billion items (groups, -community-pages, -etc.). Such strong and hyper personal connection demonstrates how generally upbeat customers are. Moreover, a favorable attitude toward social media should be the result of an overall positive social media experience. Continuous voluntary usage and participation in social-media-related activities will continue if and only if the perceived benefits of such behavior result in a positive attitude toward social media.

In this research, PU is defined as the degree to which a social media user believes that using a particular social media site helps the individual satisfy relevant goal-driven needs. Every social media platform offers a basic set of services as well as a number of tools and applications to improve the usability of its users (Rupak et al., 2014). For instance, LinkedIn is used for business networking, whereas Flickr is utilized for photo sharing. PU stands for successful outcomes as a consequence of the technology's advantages. Gains can be made in any of these areas: physiology,

behavior, society, or finances. How valuable this social media utilitarian value is viewed as being determines the PU. The advantage of utilizing technology for utilitarian purposes, according to Rouse (2019), is cognitively motivated, instrumental, goal-centered, and helps users complete a practical or functional task.

Every day, the number of people utilizing social media expands, as does their diversity (age, gender, etc) (Rupak et al., 2014). Because of the expanding diversity of individuals joining social media, registering a profile/an account and then making use of it to enjoy the-services should be rather simple and clear (Rupak et al., 2014). PEU denotes the ease with which a social networking site may be used. PEU is based on principle of least effort, which contends that each individual would pick the action that involves the least amount of labor on average (Rupak et al., 2014). This idea of least effort may be extended to predict that a social media user will appreciate the low effort required to grasp features, run programs, and engage in social media-related activities such as uploading and sharing video or networking with a professional. The significance of PEU demonstrates how simple an innovation is to understand, learn, and use. A user could score a website in the era of social media based on how user-friendly it is as well as how well it aids in achieving respective-social-media-objectives-(Rupak et al., 2014).

In order to service such a wide range of users, the design of modules, programs, and tools on these social media sites must be user-centric. A clear and concise overview of services, as well as smooth navigation and user interaction, must be included on the site. For first-time users, the social networking site should be simple to use and efficient in fulfilling tasks. An easy-to-use web site can improve the overall user experience, according to prior study (Rupak et al., 2014; Wertz, 2019). PU is frequently assumed to be closely connected to PEU in TAM studies (Surendran, 2021).

2.4.2 Theory of Planned Behaviour (TPB)

The pervasiveness of technology in everyday life is both a benefit and a burden. It can ease life as well as boost work performance, but it also calls for learning new skills in a setting that is changing swiftly, frequently involves intrusive privacy violations, and can help fraudsters commit identity theft and other crimes. It is crucial to comprehend how consumers respond to new technologies in order to provide effective therapies that assist people in changing their behavior in order to meet the needs of a high-tech society. This part applies theory to issues relating to behavior

prediction and change, which is in keeping with the emphasis of this study. The theory of planned behavior (TPB) (Ajzen, 1991, 2012) provides a conceptual framework that is discussed in detail.

The TPB begins by defining the behavior of interest in terms of its target, the activity involved, the context in which it happens, and the time period in which it occurs (Ajzen, 2020). Each of these aspects may be described in a variety of ways, depending on how detailed or generic they are. All the other constructs in the theory must, however, conform to the behaviour in all four parts after the behaviour has been described. The idea of compatibility refers to this (Ajzen, 1988). An investigator can define the behavior of interest as "installation (activity) of a webcam monitor at home (context) in the next three months (time frame)" in order to study technology adoption. Instead, the researcher may be more interested in the widespread adoption of technology and define the behavior as "buying (activity) an internet-connected device (target) in the next three months (period)." It's important to note that the target has been expanded to include more than just a camera and that the context has not been specified. The behavioural-delineation chosen influences how the TPB's constructs are to be developed and measured (Hsiu-Fen, 2007).

One of the most compelling ideas for explaining human behavior is the TPB (Salem and Nor, 2020; Venkatesh et al., 2013). It was first proposed by Ajzen in 1985, not just to explicate anthropoid-behaviours, it also to supplement the current idea of T-R-A. Features including P-B-C-(perceived behavioral control), attitudes, as well as S-N-(subjective-norm-are required in TPB to predict behavior (Salem & Nor, 2020). Apart from the addition of a new component, PBC, the TPB is similar to T-R-A. P-B-C is the level that one believes he or she has volitional control over whether or not to conduct the behavior in issue. According to the PBC, one's motivation is determined by how complex a behavior is considered to be, and also how well one can (or cannot) accomplish the action. Subjective norms (SN), on the other hand, is the assumption that a significant person or group of people will accept and support a particular behavior (Salem & Nor, 2020).

The theory of planned behavior (TPB) has been successfully used to explain and predict behavior in a variety of behavioral domains, including physical activity, drug use, recycling, mode of transportation, safer sex, consumer behavior, and technology adoption, to name a few (Hirschey et al., 2020; McDermott et al., 2015; Riebl et al., 2015). The TPB adds to the TRA to account for situations in which people

don't have perfect control over their actions (Hsiu-Fen, 2007). A-U-(Actual-usage) is governed by B-I- (behavioural-intents as well as P-B-C, according to the TPB. Three elements influence behavioral intention: attitude(A), S-N (subjective norms), as well as P-B-C (perceived behavioral control). Every one of these element is influenced by a variety of ideas and judgments.

In the milieu of online-purchases, attitude(A) talks about a Buyer's overall emotions of favourability or disfavorability toward using the internet to shop (Hsiu-Fen, 2007). The TPB employs an-expectancy-value-framework to designate the construction of an attitude towards an activity. It is particularly supposed that an individual's attitude towards a particular activity is a result of readily-existing-thoughts regarding the behavior's predicted aftermaths, branded as-behavioural-beliefs. A-behavioural-belief refers to an individual's subjective likelihood that partaking in a given activity will lead to a specific outcome or deliver a specific experience, such as when shopping and purchasing online.

Furthermore, subjective norms apply to consumer perceptions of online shopping based on the opinions of the referent group (such as friends or colleagues). It's a person's perception of societal pressure to do or refrain from performing certain behaviours (Ajzen, 1991). This thesis refers to S-N- as a person's experience of societal-weight to make purchases through internet shopping. Several studies have discovered a link between SN and behavioral objectives. (Karahanna & Straub (1999), as cited by Salem and Norris (2002)) discovered a positive relationship between SN and behaviour intention (2020). The S-N- echoes the impact of prominent people on-acceptance-decisions. Significant people might include family members, relatives, friends, classmates, and co-workers. As a result, if one's social expectations are that he or she should make online purchases during the pandemic, one is more inclined to do so.

Injunctive and descriptive normative beliefs are the two categories of normative belief (Ajzen, 2020). An injunctive normative perspective is the anticipation or subjective likelihood that a certain referent individual or group (e.g., friends, family, spouse, co-workers, one's physician or supervisor) will approve or disapprove of undertaking the activity under debate. On the other hand, descriptive normative beliefs are opinions on whether or not significant individuals themselves engage in the behavior. The general feeling of social pressure to conform to the behavior or subjective standard is influenced by both types of beliefs. Each accessible normative

belief (n) with regard to a specific social referent, whether injunctive or descriptive, contributes to subjective norm (SN), and the subjective norm is directly proportionate to the sum of the n^xs. products. This contribution depends on the referent's importance or significance to the individual.

Consumer views of the availability of information, resources, and opportunities required for online buying are referred to as P-B-C. Even as attitudes are regarded to be grounded on accessible-behavioural-beliefs, P-B-C- is known to depend on controllable control beliefs, and subjective norms on controllable normative beliefs. These viewpoints are concerned with the possibility of external factors that either support or interfere with conduct. Control aspects include things like necessary aptitudes, the presence or absence of time, money, and other resources, other people's participation, and so forth. A control belief is a person's subjective likelihood that a certain facilitating or inhibiting factor will be present in the situation of interest. Each control belief adds to the perception of behavioural control together with the factor's perceived ability to help or hinder behavior performance. The aggregate-tally generated by adding the-products of control-belief-strength(c) multiplied by the-perceived-power(p) over-all available-control-components is directly related to perceived behavioural control (PBC).

In the TPB, real behavioural control is supposed to regulate the effect of intention on behavior, whereas perceived behavioural control is assumed to moderate the effect of attitude and subjective norm on intention. That is, persons with a positive attitude and a supporting subjective norm are said to have positive behavioural intentions to the degree that they feel they are capable of doing the activity concern. As previously stated, persons are supposed to be able to carry out their intentions to the extent that they have influence over the behavior's execution. When information about real behavioural control is limited, perceived behavioural control can be used as a proxy to help in behavioural prediction, assuming that perceived control accurately represents the actual control.

2.4.3 Conceptual Framework for Social-Media-Marketing

Social media demand has increased in this day and age (Saaksjarvi, 2007). Moreover, the growth of online networks among users, opinion leaders, and subject matter experts has altered the fundamentals of the online market. They showed the

benefits of social media marketing when Kumar (2020) observed that integrated marketing promotional messages may be successful in influencing consumers' views of a product's image and ultimately affecting their consumption patterns.

According to Mason et al. (2020), the effect of in-store advertising materials on customers' browsing and buying habits will drop which will cause people to spend less time in stores. They also discovered that as social media usage increases, consumers may also be affected by external entities, agreeing to S-O-R-Theory as well as the-Consumer-Decision-Making-Model. That is, consumers are influenced by society and, as a result, are prone to emulate others' behaviour. A person's buying choice is frequently influenced by suggestions from a reliable source.

There is also a significant development for internet-based enterprises, according to Dubbelink et al. (2013), since an increasing number of people purchase online. They also stated that the majority of young customers have switched to internet shopping, which has influenced how firms must function since young consumers are more inclined to purchase through social media. As a result, the digital marketing environment is getting more competitive as more customers and organizations adapt to purchasing and selling through online channels.

When considering the condition of digital marketing, a specific focus should be placed on Social Media Marketing (SMM), which provides a diverse set of tools for better targeting consumers (Dubbelink et al., 2013). Social media has had a significant impact on online buying, and because social media marketing aims to create connections with customers in digital settings where they already spend time, businesses may improve their customer experience by monitoring customers' dialogues.

Businesses are starting to use social media as a tool for communication, sales, and interactions with their customers. Such two-way communication tool is ideal for exchanging ideas and information. Because it conveys what the brand is rather than trying to manage its image, social media is thought to be more honest with customers. This form of engagement improves brand perception, promotes commitment, and strengthens purchase intent (Hutter et al., 2013). Furthermore, it has been discovered that social media has an impact on brand sales (Zhang, 2021). Furthermore, Kim (2021) discovered that Social Media Marketing Activity Influences Purchase Intention. In the publication Measuring consumer perception of social media marketing activities in the e-commerce industry: Scale development and validation,

Yadav and Rahman (2017) published research on the effect of Social Media Marketing on Purchase Intention, with the findings indicating that Social Media Marketing positively influence Purchase Intention.

Based on the literature review on theoretical models above, the following hypotheses have proposed in this study:

H₁: Perceived ease of use has a positive and significant effect on consumers' online purchase intentions.

H₂: Perceived usefulness has a positive and significant effect on consumers' online purchase intentions.

H₃: Attitude has a positive and significant effect on consumers' online purchase intentions.

H₄: Subjective norms have a positive and significant effect on consumers' online purchase intentions.

H₅: Social media marketing has a positive and significant effect on consumers'-online-purchase-intentions.

The graphical representation of the research model is presented in figure 2.1 below:

Figure 1

Research Model
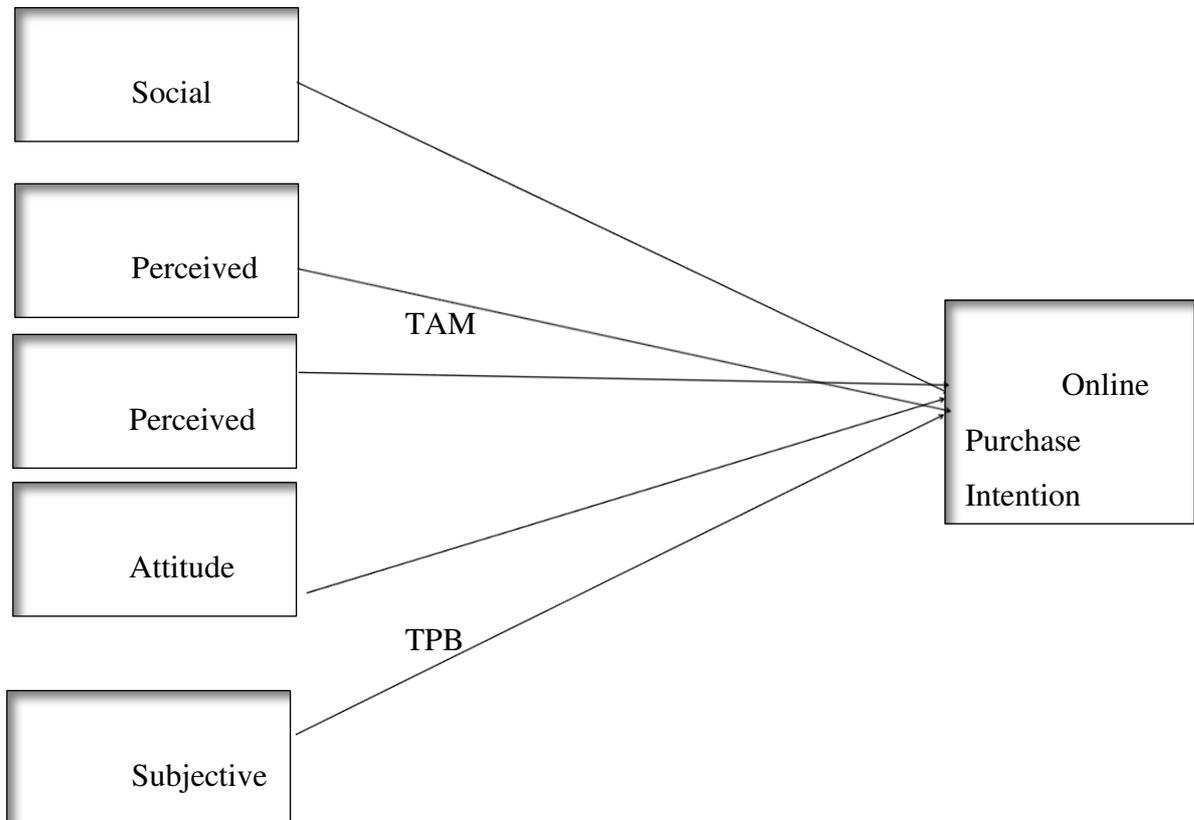
2.5 Summary

This chapter included a study of pertinent literature on customer purchase motivations and behaviours, social media usage, as well as digital marketing. Customer expectations, intentions, and purchasing behaviours have evolved substantially. Globalization, the connectivity of countries and markets with its unparalleled exposure by digital and traditional media made this global disaster stand out. In addition, the usage of a digital marketing strategy has been spurred by the wide impact of the technology advancement and wider acceptation of e-Commerce. Consumers and business proprietors have embraced internet as a tool of existence, and has influenced both parties' habits and behaviour. To give some few instances, it really has changed how consumers feel, act, interact, purchase, as well as make decisions, and how shop owners promote, transact, communicate with their target audience, as well as recruit buyers.

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Introduction

Methodologies and data collection procedures were explained in this chapter. In this chapter, the overall strategy for handling research problems and the processes as well as procedures used to create responses to research questions are explained. Among them are the study design and the data collection procedure; study population; sample size determination; sampling strategies; research equipment; dependability of the research instrument; and the data analysis procedure.

3.2. Research Method and Design

Study design is the science of determining the best methods for conducting research in order to get the most accurate results (Vogt, 1993). To put it another way, a research design could be qualitative, quantitative or mixed approach depending on the nature of the research study, all which provides answers to all the questions being asked. It includes the creation of techniques that would be employed in the research study field (Tanenhaus et al., 2005). This study employed a survey research technique. The researcher does not intend to alter or manipulate any of the factors under investigation, according to (Onwumere, Ibe, & Ugbam, 2012). The core data for this research was collated with the use of survey questionnaires, which are a common data collection tool in research study. After just a few days, the questionnaires were obtained from multiple social media users like (Facebook messenger, Twitter, Instagram, WhatsApp, etc.) after they had been completed and distributed via multiple emailing attempts.

Survey's population for this research were spread throughout a big area, so this methodology was chosen because it allows for researchers to assess items which are spread across a wide area. Considering (Taherdoost, 2016) says that it involves acquiring data on the target audience and generalizing the research results to the general populace, the study takes this technique into consideration. It is also a low-cost method, with questionnaires serving as the primary data collection tool. Another

advantage of this approach is that it generates data based on actual field observations, ensuring that the conclusions drawn from it are factual.

In addition, this study employs a qualitative research approach. The link between cause and effect is established through qualitative study. This is a causal methodology, observational and documented studies in which the independent variables have a direct impact on the dependent variables. An illustration of this would be keeping tabs on the impact of one factor on another. Because it helps solve a problem at hand, it's tremendously useful method for study.

3.3. Population and Scope of the Research Study

People or things that are part of a study's population are used in research (Creswell and Creswell, 2017). It might also be characterized as a collection of individuals who a researcher is engrossed in learning further about (Taherdoost, 2016). The participants in this research are Northern Cyprus based online buyers who use social networking platforms such as Facebook, Twitter as well as Instagram.

3.4 Sample Size Determination and Sampling Technique

In research, sampling refers to the process of picking individuals or things from a significant number to represent the entire community. Sampling could be defined as the process of picking a subset of the sample population in-order to take into consideration the features of the complete population (Singhs & Masuku, 2014). Using a high number of observations increases the likelihood that research findings would be easier to decipher and apply (Mugenda, 2008). Krejcie and Morgan (1970) developed a sample size determination table (see Appendix B) that was used to select and determine the size of the research population understudy. Additionally, a Ninety-Five percent (95%) confidence interval and a five percent 5% margin of error were used to compute the sample size. Because of this, the study's representative sample is 400, which represents a total number of populations under study.

3.5. Sources and Instrument of Data Collection

Data collection is the process of acquiring adequate and relevant information to meet specific analytical research objective. A researcher has two choices of data: either primary or secondary (Mugenda, 2008). A primary data source is one which was gathered specifically for the goal of solving the problem at hand. According to (Singhs & Masuku, 2014), primary data is mostly derived from first-hand accounts of events,

questionnaire responses, as well as other means. For this research, questionnaires were utilized to gather primary data. A survey questionnaire was selected as the research instrument in this research since it allows for a large range of people to be approached. The (SPSS vs, 23) which is the Statistical Package for Social Sciences were utilized to classify and also analyze the information.

Secondary data sources, on the other hand, are data sources that, while necessary for the present investigation, were principally acquired from another study. Secondary data for this study came from an examination of publications that were relevant to the topic. Textbooks, periodicals, yearly reports, and unpublished research papers.

3.6. The Format and Contents of the Questionnaire

A five part closed-ended, structured questionnaires with a predetermined set of answers were used in the research. The questionnaire was developed in relation to the study questions mentioned inside the study's chapter one. Section A Contained Eleven (10) questions that were used to collect demographic information from the study's respondents, and consent of the respondent to participate in the study, section B contained six (6) questions that were used to measure perceived usefulness (PU), while section C contains six (6) measuring perceive ease of use (PEU). Furthermore, section D contains three (3) questions that were used to measure Attitude, and section E contain five (5) questions measuring subjective norms, section F contains ten (10) questions measuring social media marketing, and lastly, section G contains four (4) questions measuring purchase intentions. The survey component was rated on a five (5) point Likert-scale in an effort to make the research methodology and data analysis straightforward. Strongly disagree was represented with 1 (one), Disagree position is characterized with 2, Neutral position is characterized with (three) 3, agree is characterized with (four) 4, and strongly agree position is characterized by (five) 5.

The study's demographic profile is labelled in this style throughout: for consent to participate in the study; 1=yes, and 2=no. Male=1, Female=2 and Others=3 in the case of gender. For the age range, 1 = 20–25 years of age while 2 = 26–30 years of age and the third number which is 3 equals 31–35 years, 4 equals 36–40 years, and 5 equals above 40 years. For employment status, 1 denotes employed, whereas 2 denotes self-employed, 3 denotes unemployed, 4 denotes retired, and 5 denotes students. For information on household gross income, 1 corresponds to $12,000 – $23,999 annually,

2 corresponds to \$24,000 – \$35.999 annually, 3 corresponds to \$36,000 – \$59,999 annually, 4 corresponds to \$60,000 – \$119,999 annually, and 5 corresponds to \$120,000 annually or more. To know if the participants use social networking platforms like Facebook, Instagram, LinkedIn, Twitter, Tiktok, 1=yes, and 2 =no. For the number of years, the respondents have been on social media, 1 equals lesser than a year, while 2 equals 1 to 5 years, 3 equals 6 – 10 years, and lastly 4 equals More than 10 years. To gather information on how long the respondents you social networking sites daily, 1 equates 1-3 hours, while 2 equates 4 - 6 hours, and 3 equates 7 - 9 hours, and lastly 4 equates more than 10 hours. Lastly, to gather information on how often the participants use hotels, airlines and restaurants services, 1=One in a while, 2=Very often, 3=Often, and 4=All the time.

3.6.1 Data Collection Procedure

The data collection procedure was on this wise; the questionnaire was first created using Google form, then the Google form link was then sent to the participants of the study who had been already contacted and indicated interest in participating in the study via different mails and forwarded to them different social networking sites like WhatsApp, LinkedIn, Facebook, Twitter as well as Instagram.

3.6.2 Consent

The consent of the participants was sought for partaking in the study. The consent was included with the questionnaire, and all the participants gave their consent to partake in the survey as shown in table 3.1 below:

Table 1

Participant Consent to Participate in the Study

		Frequency	Percentage (%)	Valid-Percentage(%)	Cumulative-Percentage(%)
Validity	yes	400	100.0	100.0	100.0

3.7 Validity of the Research Instrument

To put it simply, validity is the degree with which a measuring instrument performs the function in which it was created when it is employed (Onwumere, Ibe, & Ugbam, 2012). Throughout this research, content validity was employed. When it

comes to measuring instruments, content validity refers to how well they capture the variables of interest in a given research. It is possible to attain content validity in practice by using previously verified research constructs in a new study. By employing established and validated constructs, the researcher guaranteed that the survey instrument employed in this study is valid. Furthermore, the research instrument is able to accurately measure its intended notion.

3.8 Reliability of Research Instrument

The degree with which measurements consistently yield the same result over time is what is meant by its reliability. According to Onwumere, Ibe, and Ugbam, (2012) reliability attribute to the extent with which a study instrument over and over again generates the identical results under varying situations. As defined by (Ojo, 2003), "reliability" includes an instrument's capacity to maintain its accuracy and consistency across time. When the findings of multiple tests are consistent, the measures are considered reliable (Ojo, 2003).

Connecting one measurement with another in order to uncover the relationships that exist between all pairwise connections is part of Cronbach's alpha. A researcher's instrument's dependability can be assessed using Cronbach's alpha, according to (Ojo, 2003), another method for testing reliability. Research shows that a dependability of at least 0.70 is considered satisfactory. A high Cronbach's alpha score reflects the validity, reliability, and trustworthiness of the research instrument according to (Singhs & Masuku, 2014). Table 3.1 shows the study's reliability score.

Table 2

Reliability Figures

Components	Valid Cases	Cronbach's Alpha	Number of Items
Perceived Usefulness (P.U)	400	0.845	6
Perceived ease-of-use (P.E.U)	400	0.893	6
Altitude(AT)	400	0.799	3
Subjective norms (S.N)	400	0.874	5
Social Media Marketing(SMM)	400	0.930	10
Purchase intentions (PI)	400	0.831	4

Source: Field Survey

3.9 Measurement of Variables and Instruments: Factor Analysis

According to (Sekaran & Bougie 2013), it's necessary to quantify the constructs being studied. The questionnaires used in this study were analyzed using factor analysis. If each question can be assigned to a specific variable, then factor analysis would be utilized to resolve the legitimacy of the research instruments. A five (5) point likert-scale were utilized to assess responses as previously indicated; the responses were assessed on a five (5) point likert-scale, with 1 standing as "strongly disagree" while the last number which is 5 stand as "strongly agree." Furthermore, the results of the factor analysis are presented in (Appendix C).

3.9.1 Perceived Usefulness (PU)

There are six (6) items measuring this construct. To test the questionnaire's relevance in the study, this study used an exploratory factor analysis (EFA) through principal component extraction as well as varimax rotation based on eigenvalues greater than 1. The questions contained in the questionnaire, which formed the measurement items, were adopted from previously validated studies such as Salem and Nor (2020) and Lin (2007). These questions were adapted and modified to create a questionnaire for this study. The EFA findings indicated only one component was extracted and all of the components were highly correlated with other. In addition, the

EFA findings indicated that the six (6) items were clustered into one factor that was well loaded and in great congruence with itself (see Appendix C).

3.9.2 Perceived Ease of Use (PEU)

There are six (6) items measuring this construct. For the purpose this research, (E.F.A) exploratory factor analyses were done to determine whether the scale measuring the perceived ease-of-use was relevant and whether the items were applicable in the study's context. The questions contained in the questionnaire, which formed the measurement items, were adopted from previously validated studies which include (Salem & Nor 2020) and Lin (2007). The questions were adapted and modified to create a questionnaire for this study. The EFA was carried out using principal component analysis with varimax rotation based eigenvalues greater than one, and the findings indicated that the six (6) items were classified into a single factor and loaded well with each other (see Appendix C).

3.9.3 Attitude

There are three (3) items measuring this construct. To test the questionnaire's relevance in the study, this study used an (E.F.A) exploratory factor analysis as well as principal component extraction method and varimax rotation based on eigenvalues greater than 1. The questions contained in the questionnaire, which formed the measurement items, were adopted from previously validated study such as Lin (2007). The questions were adapted and modified to create a questionnaire for this study. The EFA findings indicated only one component was extracted and all of the components were highly correlated with other. In addition, the EFA findings indicated that the three (3) items were clustered into one factor that was well loaded and in great congruence with itself (see Appendix C).

3.9.4 Subjective Norms

There are five (5) items measuring this construct. To test the questionnaire's relevance in the study, this study used an (E.F.A) exploratory factor analysis as well as principal component extraction method and varimax rotation based on eigenvalues greater than 1. The questions contained in the questionnaire, which formed the measurement items, were adopted from previously validated studies such as Salem and Nor (2020) and Lin (2007). The questions were adapted and modified to create a questionnaire for this study. The EFA findings indicated only one component was

extracted and all of the components were highly correlated with other. In addition, the EFA findings indicated that the five (5) items were clustered into one factor that was well loaded and in great congruence with itself (see Appendix C).

3.9.5 Social Media Marketing

There are ten (10) items measuring this construct. To test the questionnaire's relevance in the study, this study used an (E.F.A) exploratory factor analysis as well as principal component extraction method and varimax rotation based on eigenvalues greater than 1. The questions contained in the questionnaire, which formed the measurement items, were adopted from previously validated studies such as Aji, Nadhila and Sanny (2020). The questions were adapted and modified to create a questionnaire for this study. The EFA findings indicated only one component was extracted and all of the components were highly correlated with other. In addition, the EFA findings indicated that the ten (10) items were clustered into one factor that was well loaded and in great congruence with itself (see Appendix C).

3.9.6 Purchase Intentions

There are four (4) items measuring this construct. To test the questionnaire's relevance in the study, this study used an (EFA) exploratory factor analysis as well as principal component extraction method and varimax rotation based on eigenvalues greater than 1. The questions contained in the questionnaire, which formed the measurement items, were adopted from previously validated studies such as Aji, Nadhila and Sanny (2020). The questions were adapted and modified to create a questionnaire for this study. The EFA findings indicated only one component was extracted and all of the components were highly correlated with other. In addition, the EFA findings indicated that the four (4) items were clustered into one factor that was well loaded and in great congruence with itself (see Appendix C).

3.10 Method of Data Presentation and Analysis

S.P.S.S (vs23) was utilized to compile and evaluate the quantitative data. In addition to assisting the researcher in recognizing data entry mistakes, this software package was selected for a multitude of reasons. Additionally, drop-down options for functions like frequency, inferential, and descriptive analysis make it easier to get to the information you need. Another benefit of using SPSS is that it can aid in statistical data analysis. The fourth factor to consider is the option of charts, graphs, as well as

drop-down tables. The data was also analyzed utilizing the descriptive statistics technique. Additionally, to test the research hypothesis developed for study, the simple linear and multiple regressions were employed to examine the correlation between the independent variables as well as dependent variables. Frequencies charts, Distribution table as well as their percentages was employed to summarize the collated information.

3.11 Summary

Data acquisition is covered in this chapter, which explains and demonstrates the study methodologies employed for this study in depth. Various data methods were also mentioned in the chapter, such as a survey approach that involved the use of a survey questionnaire and was deemed appropriate for the study. The analyses of the collated data would be explained in the following chapter.

CHAPTER FOUR

DATA ANALYSES AND FINDINGS

4.1 Introduction

Detailed analyses of data acquired from a field survey via the administration of questionnaires are carried out in this chapter. The questionnaire is divided into seven (7) Section: A, B, C, D, E, F as well as G. Part A contained eleven (10) questions that was used to collect demographic information from the study's respondents, and consent of the respondent to participate in the study, section B contained six (6) questions that were used to measure perceived usefulness (PU), while section C contains six (6) measuring perceive ease of use (PEU). Furthermore, section D contains three (3) questions that were used to measure Altitude, and section E contain five (5) questions measuring subjective norms, section F contains ten (10) questions measuring social media marketing, and lastly, section G contains four (4) questions measuring purchase intentions. The questionnaires enjoy 100% response rate as all the questionnaires that were sent to the participants through Google form link were all duly completed and returned.

4.2 Demographic Details of the Participants

The demo-graphic information of the survey participants is described in this section. The frequency distribution in terms of gender, age, employment status, household gross income, the length and frequency of social media usage, etc. are depicted in the tables in the following sub-sections.

4.3.1 Gender Demographic

Table 4.1 below shows that 45.0% of the participants (180 in total) were male, while 37.5% were female (104 in total), and others are 17.5% (70 in total).

Table 3

Responders' Gender Distribution

	Frequency	Percentages (%)	Valid percentages	Cumulative percentages
Male	180	45.0	45.0	45.0
Female	150	37.5	17.5	82.5
Other	70	17.5	17.5	100.0
Total	400	100.0	100.0	

Source: Field Study

4.3.2 Age Distribution

Table 4.2 below shows that 38.5% of participants or 154 people are between the ages of 20 and 25, 29.3%, or 117 people, are between the ages of 26 and 30, 12. 8%, or 51 people, are between the ages of 31 and 35, and 9.8%, or 39 people, are between the ages of 36 and 40. Finally, 9.8% of the participants, or 39 people, are above the age of 40.

Table 4

Participants' Age Range Distribution

	Frequency	Percentages (%)	Valid-Percentages	Cumulative-Percentages
20-25	154	38.5	38.5	38.5
26-30	117	29.3	29.3	67.8
31-35	51	12.8	12.8	80.5
36-40	39	9.8	9.8	90.3
40+	39	9.8	9.8	100.0
Total	400	100.0	100.0	

Source: Field Study

4.3.3 Employment Status

Table 4.3 below shows that 14.0% or 56 of the respondents are employed, 19.3% or 77 respondents are self-employed, 12.3% or 49 respondents are unemployed, while 5.5% or 22 respondents are retired and 49.0% or 196 respondents are students.

Table 5

Respondents' Employment Status Distribution

	Frequency	Percentages (%)	Valid-Percentages	Cumulative-Percentages
Employed	56	14.0	14.0	14.0
Self-Employed	77	19.3	19.3	33.3
unemployed	49	12.3	12.3	45.5
Retired	22	5.5	5.5	51.0
Student	196	49.0	49.0	100.0
Total	400	100.0	100.0	

Source: Field Survey

4.3.4 Respondents' Household Gross Income

As per table 4.4 below, the gross household income of 20.5% or 82 respondents is less than $1,200 annually, while that of 27.5% or 110 ranges from $1,200 – $2,500 annually, while the household gross income of 20.5% of the respondents (82 respondents) ranges from $2,500 – $5,000 annually, and that of 17.5% of the respondents or 70 respondents have their income ranging from $5,000 – $10,000 annually. Also, 9.0% of the respondents or 36 respondents have income ranging from $10,000 - $100,0000, and lastly, the household gross income of 5.0% of the respondents, amounting to 20 respondents is $120,000 or more annually.

Table 6

Participants' Household Gross Income Distribution

	Frequency	Percentages (%)	Valid-Percentages	Cumulative-Percentages
Less than $1,200	82	20.5	20.5	20.5
$1,200-$2,500	110	27.5	27.5	48.0
$2,500-$5000	82	20.5	20.5	68.5
$5000-$10,000	70	17.5	17.5	86.0
$10,000-$100,000	36	9.0	9.0	95.0
$120,000 and more	20	5.0	5.0	100.0
Total	400	100.0	100.0	

Source: Field Study

4.3.5 Usage of Social Networking Site

The participants were asked whether they use any of the social media platforms like LinkedIn, Facebook, WhatsApp, Twitter, YouTube, Instagram, etc. Table 4.5 below reveals that all the respondents are using either one or all of the social media platforms. This is an expected phenomenon; given the age and time we are in now where social media has become buzz word in the society.

Table 7

Usage of Social Networking Platforms

	Frequency	Percentages (%)	Valid- Percentages	Cumulative- Percentages
Yes	400	100.0	100.0	100.0

4.3.6 Length of Social Media Usage

As per table 4.6 below, 3.8% or 15 respondents have been using social for less than a year, 26.3% or 105 respondents have been using social for a number of years ranging between 1 and 5 years, 44.3% or 177 respondents have been using social for a number of years ranging between 6 and 10 years, and 25.8% or 103 respondents have been using social for more than 10 years.

Table 8

Length of Social Media Use

	Frequency	Percentages (%)	Valid- Percentages	Cumulative- Percentages
Less than a year	15	3.8	3.8	3.8
1-5 years	105	26.3	26.3	30.0
6-10 years	177	44.3	44.3	74.3
10 years & above	103	25.8	25.8	100.0
Total	400	100.0	100.0	

Source: Field Survey

4.3.7 Daily Usage of Social Media

As per table 4.7 below, 12.8% or 51 respondents spend from 1 to 3 hours daily using social media sites, 40.3% or 161 respondents use the social media sites for 4 to 6 hours daily, while 30.3% or 121 respondents spend from 7 to 9 hours daily on the social media sites, and lastly, 16.8% or 67 respondents are lively on the social networking sites for more than 10 hours daily.

Table 9

Daily Use of Social Media Distribution

	Frequency	Percentages (%)	Valid-Percentages	Cumulative-Percentages
1-3 hours	51	12.8	12.8	12.8
4-6 hours	161	40.3	40.3	53.0
7-9 hours	121	30.3	30.3	83.3
10 hours & above	67	16.8	16.8	100.0
Total	400	100.0	100.0	

Source: Field Survey

4.4 Test of Normality

This study used the Kolmogorov-Smirnov and Shapiro-Wilk tests for test of normality for all the variables. From the table 4.8 below, the Sig. value of the variables is lower than the alpha value for both the Kolmogorov-Smirnov and Shapiro-Wilk tests. The result therefore indicates that the data significantly deviate from a normal distribution.

Table 10

Tests of Normality

	Kolmogorov-smimov[a]			Shapiro-Wilk		
	Statistic	df	Sig	S tatistic	df	Sig
SMM	.096	400	.000	.941	400	.000
OPI	.094	400	.000	.954	400	.000
PU	.122	400	.000	.934	400	.000
PEU	.125	400	.000	.916	400	.000
AT	.178	400	.000	.893	400	.000
SN	.100	400	.000	.957	400	.000

a. Lilliefors Significance Correction

4.5 Correlations

The correlations coefficients from the correlation result in table 4.9 below show that there is a positive relationship between all the dependent variable and all the independent variables. The result further indicates that as one variable increases, the other variable also increases and vice versa.

Table 11

Correlations

		O PI	P EU	S MM	P U	A T	S N
OPI	Pearson correlation	1	.683**	.704**	.697**	.551**	.472**
	Sig.(2-tailed)		.000	.000	.000	.000	.000
	N	400	400	400	400	400	400
PEU	Pearson correlation	.683**	1	.642**	.716**	.676**	.507**
	Sig. (2tailed)	.000		.000	.000	.000	.000
	N	400	400	400	400	400	400
SMM	Pearson correlation	.704**	.642**	1	.763**	.417**	.291**
	Sig. (2tailed)	.000	.000		.000	.000	.000
	N	400	400	400	400	400	400
PU	Pearson correlation	.697**	.716**	.763**	1	.539**	.394**
	Sig. (2tailed)	.000	.000	.000		.000	.000
	N	400	400	400	400	400	400
AT	Pearson correlation	.551**	.676**	.417**	.539**	1	.620**
	Sig. (2tailed)	.000	.000	.000	.000		.000
	N	400	400	400	400	400	400
SN	Pearson correlation	.472**	.507**	.291**	.394**	.620**	1
	Sig. (2tailed)	.000	.000	.000	.000	.000	

N	400	400	400	400	400	400

4.6 Hypotheses Testing, Discussions and Findings

During the course of this study, five (5) hypotheses were formulated, these are reproduced below:

H1: Perceived ease of use have a significant and positive effect on customers' online purchase intentions.

H2: Perceived usefulness has a significant and positive effect on customers' online purchase intentions.

H3: Attitude has a significant and positive effect on customers' online purchase intentions.

H4: Subjective norms have a significant and positive effect on customers' online purchase intentions.

H5: Social media marketing has a positive as well as significant impact on customers' online purchase intentions.

The hypothesis was examined utilizing the regression analyses. For the regression analysis, the alternative hypothesis is Supported while the null hypothesis is no Supported if the significant (sig) value is lesser than 0.05 for a 95% percent confidence level or lesser than 0.01 for a 99% percent confidence level.

Hypothesis 1:

H1: Perceived ease of use have a significant and positive impact on consumers' online purchase intentions.

Regression model: $OPI = a + bPEU + \mu_i$

Where: OPI is Online Purchase Intentions

PEU is Perceived Ease of Use

a is constant factor

b is coefficient of PEU

μi is Error term

The result of the regression analysis is illustrated in the tables below:

Table 12

Model Summary of PEU on OPI

Model	R	R Square	Adjusted R square	Std. Error of the Estimate
1	.683[a]	.467	.466	.59674

a. Predictors: (Constant), PEU

Table 13

ANOVA of PEU on OPI

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	124.255	1	124.255	348	.000
	Residual	141.725	398	.356	.940	[b]
	Total	265.980	399			

a. Dependent Variable: OPI

b. Predictors: (Constant), PEU

Table 14

Coefficients of PEU on OPI

Model	Unstandardized Coefficients		Standardized coefficient	T	Sig.
	B	Std. Error	Beta		
1 (constant)	.752	.166		4.539	.000
PEU	.759	.041	683	18.680	.000

a. Dependent Variable: OPI

Discussion

From the result in table 4.8a above, R = 0.683, indicating a substantial and positive association between perceived ease of use (PEU) as well as customers' online purchase intentions (OPI). Furthermore, the data shows that R-squared = 0.467, indicating that perceived ease of use accounts for 46.7% of variations in online purchase intentions.

The ANOVA Table in Table 4.8b also shows a significant level of relationship between PEU and OPI. Since the computed ANOVA p-value which is (0.000) is lesser than the given alpha value of 0.05, So therefore, the ANOVA p-value illustrate that P.E.U have a significant impact on the model. This implies that there is a significant correlation between PEU and OPI.

As corroborated by the coefficient values in Table 4.8c, PEU has an impact on OPI. Furthermore, this research shows that OPI is predicted by PEU at 0.752 (constant) and 0.759 (PEU). The result therefore shows that PEU is a significant predictor of OPI, as demonstrated through linear regression below:

Online Purchase Intention (OPI) = 0.752 + 0.759PEU.

It means that, all other factors being equal, each unit change in PEU correspond to a change in OPI of 0.759 units.

Summarily, PEU exerts a significant as well as positive impact on OPI, therefore the alternative hypothesis is Supported.

Hypothesis 2:

H$_2$: Perceived usefulness have a significant and positive effect on customers' online purchase intentions.

Regression model: OPI = a + bPU + μ_i

Where: OPI is Online Purchase Intention

PU is Perceived Usefulness

a is constant factor

b is coefficient of PU

μ_i is Error term

The result of the regression analysis is illustrated in the tables below

Table 15

Model Result of PU on OPI

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.697[a]	.486	.484	.58623

a. Predictors: (Constant), PU

Table 16

ANOVA of PU on OPI

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	129.200	1	129.200	375.943	.000[b]
	Residual	136.780	398	.344		
	Total	265.980	399			

a. Dependent Variable: OPI

b. Predictors: (Constant), PU

Table 17

Coefficients of PU on OPI

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1(constant)	.563	.169		3.324	.001
PU	.804	.041	.697	19.389	.000

a. Dependent Variable: OPI

Discussion

From the result in table 4.9a, R = 0.697, indicating a substantial and positive association between the perceived usefulness (PU) and online purchase intention (OPI). Furthermore, the data shows that R-squared = 0.486, indicating that PU accounts for 48.6% of the variations in consumer online purchase intentions.

The ANOVA Table in Table 4.9b also shows a significant level of relationship between PU and OPI. Because the computed ANOVA p-value which is (0.000) is lesser than the given alpha value of 0.05, so therefore, the ANOVA p-value illustrate that PU have a considerable impact on the model. This clearly state that there is a significant correlation between PU and OPI.

As corroborated by the coefficient values in Table 4.9c, PU has an impact on OPI. Furthermore, this research shows that OPI is being predicted by PU at 0.563 (constant) and 0.804 (PU). As a result, PU is a significant predictor of OPI. This is demonstrated through linear regression, as seen in the equation below:

Online Purchase Intention (OPI) = 0.563 + 0.804PU.

It means that, all other factors being equal, each unit change in PU correspond to a change in OPI of 0.804 units.

In summary, PU exerts a significant and positive effect on OPI hence the alternative hypothesis is Supported.

Hypothesis 3:

H3: Attitude does have a positive and significant impact on consumers' online purchase intentions.

Regression model: $OPI = a + bAT + \mu i$

Where: OPI is Online Purchase Intention

AT is Attitude

a is constant factor

b is coefficient of AT

μi is Error term

The outcome of the regression analysis is illustrated in the tables below:

Table 18

Model Summary of AT on OPI

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.551[a]	.303	.301	.68238

a. Predictors: (Constant), AT

Table 19

ANOVA of AT on OPI

Model		Sum of Square	Df	Mean Square	F	Sig.
1	Regression	80.652	1	80.652	173.204	.000[b]
	Residual	185.328	398	.466		
	Total	265.980	399			

a. Dependent Variable: OPI

b. Predictors: (Constant), AT

Table 20

Coefficient of AT on OPI

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (constant)	1.563	.173		9.029	.000
AT	.563	.043	.551	13.161	.000

a. Dependent Variable: OPI

Discussion

From the result in table 4.10a above, R = 0.551, indicating a substantial and positive association between attitude (AT) and consumers' online purchase intentions (OPI). Furthermore, the data shows that R-squared = 0.303, indicating that AT accounts for 30.3% of variations in OPI.

The ANOVA analysis in Table 4.10b also shows a significant level of relationship between AT and OPI. Since the computed ANOVA p-value which is (0.000) is lesser than the given alpha values of 0.05, so therefore, the ANOVA p-value illustrates that AT has a considerable effect on the model. This illustrates that there is a huge relationship between AT and OPI.

As corroborated by the coefficient values in Table 4.10c, AT has an impact on OPI. Furthermore, this research shows that OPI is predicted by AT at 1.563 (constant) and 0.563 (AT). The result therefore shows that AT is a significant predictor of OPI, as demonstrated through linear regression below:

Online Purchase Intention (OPI) = 1.563 + 0.563AT.

It means that, all other factors being equal, each unit change in AT correspond to a change in OPI of 0.563 units.

Summarily, AT exerts a significant as well as positive effect on OPI, therefore the alternative hypothesis is Supported.

Hypothesis 4

H4: Subjective norms have a significant and positive effect on consumers' online purchase intentions.

Regression model: OPI = a + bSN + μi

Where: OPI is Online Purchase Intention

SN is Subjective norms

a is constant factor

b is coefficient of SN

μi is Error term

The outcome of the regression analysis is illustrated in the tables below:

Table 21

Model Summary of SN on OPI

Model	R	R Square	AdjustedR Square	Std. Error of the Estimate
1	.472[a]	.223	.221	.72048

a. Predictors: (Constant), SN

Table 22

ANOVA of SN on OPI

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	59.381	1	59.381	114.395	.000
	Residual	206.598	398	.519		[b]
	Total	265.980	399			

a. Dependent Variable: OPI

b. Predictors: (Constant), SN

Table 23

Coefficient of SN on OPI

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std.error			
1 (constant)	2.172	.156		13.918	.000
SN	.446	.042	.472	10.696	.000

a. Dependent Variable: OPI

Discussion

From the result in table 4.11a above, R = 0.472, indicating a substantial and positive association between subjective norms (SN) and consumers' online purchase intentions (OPI). Furthermore, the data shows that R-squared = 0.223, indicating that perceived ease of use accounts for 22.3% of variations in OPI.

The ANOVA analysis in Table 4.11b also shows a significant level of relationship between SN and OPI. Since the computed ANOVA p-value which is (0.000) is lesser than the alpha value of 0.05, so therefore, the ANOVA p-value illustrates that SN has a significant effect on the model. This illustrates that there is a significant correlation between SN and OPI.

As corroborated by the coefficient values in Table 4.11c, SN has an impact on OPI. Furthermore, this research shows that OPI is predicted by SN at 2.172 (constant) and 0.446 (SN). The result therefore shows that SN is a significant predictor of OPI, as demonstrated through linear regression below:

Online Purchase Intention (OPI) = 2.172 + 0.446SN.

It means that, all other factors being equal, each unit change in SN correspond to a change in OPI of 0.446 units.

Summarily, SN exerts a significant as well as positive effect on OPI therefore, the alternative hypothesis is Supported.

Hypothesis 5

H₅: Social media marketing have a significant and positive impact on consumers' online purchase intentions.

Regression model: OPI = a + bSMM + μi

Where: OPI is Online Purchase Intention

SMM is Social Media Marketing

a is constant factor

b is coefficient of SMM

μi is Error term

The result of the regression analysis is presented in the tables below:

Table 24

Model Summary of SMM on OPI

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.704[a]	.496	.495	.58022

a. Predictors: (Constant), SMM

Table 25

ANOVA of SMM on OPI

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	131.991	1	131.991	392.065	.000[b]
	Residual	133.989	398	.337		
	Total	265.980	399			

a. Dependent Variable: OPI

b. Predictors: (Constant), SMM

Table 26

Coefficient of SMM on OPI

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(constant)	1.063	.141		7.534	.000
	SMM	.697	.035	.704	19.801	.000

a. Dependent Variable: OPI

Discussion

From the result in table 4.12a above, R = 0.704, indicating a substantial and positive relationship among social media marketing (SMM) as well as customers'

online purchase intentions (OPI). Furthermore, the data shows that R-squared = 0.496, indicating that social media marketing accounts for 49.6% of variations in online purchase intention.

The ANOVA analysis in Table 4.12b also shows a significant level of relationship between SMM and OPI. Since the computed ANOVA p-value which is (0.000) is lesser than the alpha value of 0.05, so therefore, the ANOVA p-value illustrates that SMM has a noteworthy effect on the model. This illustrates that there is a significant correlation between SMM and OPI.

As corroborated by the coefficient values in Table 4.12c, SMM has an impact on OPI. Furthermore, this research shows that OPI is predicted by SMM at 1.063 (constant) and 0.697 (SMM). The result therefore shows that SMM is a significant predictor of OPI, as demonstrated through linear regression below:

Online Purchase Intention (OPI) = 1.063 + 0.697SMM.

It means that, all other factors being equal, each unit change in SMM correspond to a change in OPI of 0.697 units.

Summarily, SMM exerts a significant as well as positive effect on OPI therefore, the alternative hypothesis is Supported.

Table 27

Hypotheses Testing Summary

Hypotheses	Standardized coefficient (Beta)	P.value (Sig)	
H1	.683	0.000; P< 0.05	Supported
H2	.697	0.000; P< 0.05	Supported
H3	.563	0.000; P< 0.05	Supported
H4	.472	0.000; P< 0.05	Supported
H5	.704	0.000; P< 0.05	Supported

Using Multiple Regression

The hypotheses were examined utilizing multiple regression analyses. For the regression analysis, the alternative hypothesis is accepted while the null hypothesis is

rejected if the significant (sig) value is lesser than 0.05 for a 95% percent confidence level or lesser than 0.01 for a 99% percent confidence level.

The Regression model is stated below:

$$OPI = a + bPEU + bPU + bAT + bSN + bSMM + \mu_i$$

Where: OPI is Online Purchase Intentions

PEU is Perceived Ease of Use

PU is Perceived Usefulness

AT is Attitude

SN is Subjective Norms

SMM is Social Media Marketing

a is constant factor

b is coefficient of the independent variables

μ_i is Error term

The result of the regression analysis is illustrated in the tables below:

Table 28

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the estimate
1	.793[a]	.629	.624	.50068

a. Predictors: (Constant), SN, SMM, AT, PEU, PU

Table 29

ANOVA[a]

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	167.214	5	33.443	133.410	.000[b]
	Residual	98.766	394	251		
	Total	265.980	399			

a. Dependent Variable: OPI

b. Predictors: (Constant), SN, SMM, AT, PEU, PU

Table 30

Coefficients[a]

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (constant)	-.144	.160	.372	-.904	.367
SMM	.368	.048	.176	7.605	.000
PU	.202	.062	.189	3.251	.001
PEU	.210	.058	.081	3.596	.000
AT	.082	.048	.149	1.730	.084
SN	.141	.037		3.770	.000

a. Dependent Variable: OPI

Discussion

From the result in table 4.8a above, R = 0.793, indicating a substantial and positive association between dependent variable (OPI) and the independent variables. Furthermore, the data shows that R-squared = 0.629, indicating that the independent variables accounts for 62.9% of variations in the dependent variable (OPI).

The ANOVA analysis in Table 4.8b, which determines whether the model is significant enough to determine the outcome, also shows a significant level of interaction between the independent variables and OPI. Since the p-value which is 0.000 from the ANOVA table is lesser than the alpha value of 0.05, therefore the result significant. This implies that there is a statistically significant relationship between the independent variables and the OPI.

Furthermore, F-ratio from the ANOVA table 133.410, this represents an improvement in the prediction of the variable by fitting the model after considering the inaccuracy present in the model. The value in the above table represents a good result.

As corroborated by the coefficient values in Table 4.8c, OPI is predicted by the independent variables at -0.144 (constant) and 0.368 (SMM), 0.202 (PU), 0.210 (PEU), 0.082(AT) and 0.141 (SN). However, only PEU, PU, SN and SMM) have significant effect on OPI given that their P-values of 0.000, 0.001, 0.000 and 0.000

respectively are all less than 0.05 alpha value. Whereas, the P-value of Attitude (AT) is 0.084 which is more than the 0.05 alpha value, indicating that Attitude (AT) does not have a significant effect on OPI.

Summarily, SMM, PU, PEU and SN, except AT, exert a significant as well as positive impact on OPI; therefore, the alternative hypotheses 1, 2, 4, and 5 are Supported while alternative hypothesis 3 is No Supported.

Table 31

Hypotheses Testing Summary

Hypotheses	Standardized coefficient (Beta)	P.value (Sig)	
H1	.189	0.000; P< 0.05	Supported
H2	.176	0.001; P< 0.05	Supported
H3	.081	0.084; P> 0.05	No Supported
H4	.149	0.000; P< 0.05	Supported
H5	.372	0.000; P< 0.05	Supported

4.7 Summary

It was the focus of this chapter to illustrate and analyse the findings of this research. Regression analyses were utilized to examine the research hypotheses in this chapter, and the findings were quickly presented. Similarly, the next chapter will include a summary of the findings, recommendations, conclusions as well as further suggestion for additional study.

CHAPTER FIVE

SUMMARY OF FINDINGS, RECOMMENDATIONS AND CONCLUSIONS

5.1 Introduction

The outcomes of the research study are summarized in this chapter. In addition, the findings, conclusions, suggestions, information contribution, study suggestions, and study limitations are all summarized in this section of the study chapter. This research looks at how social media marketing affects customers' online purchase intentions and behaviours.

In addition to the background to the study, Chapter 1 includes study's aims and objectives, statement of the research problems, the study significance, research questions, and the definition of terms. The second chapter is devoted to a survey of relevant literature on the topic of the research, as well as theoretical models and hypotheses development. The methodological approach for this study was laid forth in Chapter 3. The researcher used a survey method to collect data in an effort to satisfy the study objectives. For the purpose of this research, the data collection instrument was questionnaires. In addition, chapter four involves data presentation and analysis, as well as the testing of the five (5) hypotheses developed in the research using SPSS version 23. The hypothesis testing results and discussions were also reported in the chapter.

5.2. Summary of Research Findings

For the purpose of answering the research questions posed in this research, five hypotheses were developed during the course of this investigation using SPSS v23, regression analysis was also utilized to test these hypotheses. The summary of these findings were illustrated in sub-section 5.2.1, 5.2.2 as well as 5.2.3 below.

5.2.1. The Impact of Perceived Ease of Use on Online Purchase Intentions

Consumers' online purchase intentions was found to be significantly as well as positively inclined by their perception of ease of use in this study. Perceived ease of

use does have a significant and positive impact on customers' online purchase intentions, per the outcome of the study. As we have seen in recent times and periods, ease of use was seeming to be an important predictor of online purchase intentions. The level at which individual understood that a specific system is effortless is one element of the TAM model. How easy is it to buy things online? That's what this study measures, in reference to the definition of perceived ease-of-use. It assesses how much mental effort a prospective user believes the target applications will require. The ease of mind that comes with online shopping, as demonstrated in this study, encourages more adoption behavior. Researchers also discover a strong correlation between ease-of-use as well as e-commerce adoption intentions.

All those results were in conformity with those of (Ha et al. 2019), who discovered that consumers' online shopping intentions were inclined by their perceptions to ease of use. As a result, online retailers must make their websites as user-friendly as possible so that customers can easily search for products, make purchases, and complete the payment process. In order to help customers quickly find the best fit solutions, the selling website must be organized in a sophisticated way with integrated search and comparison tools. According to the current global market frame of reference, consumers of online retailers come from all over the world, so the website needs to be in various languages to better cater to a wider variety of prospective consumers from around the world.

Furthermore, (Ramayah & Ignatius, 2018) concluded that perceived ease of use (PEU) do have an encouraging impact on online shopping intention. That is, the above finding is consistent with this research. E-shoppers are more likely to buy if the technology is easy to use and they are happy with their online shopping experience, as per this study. According to the findings of this research, people will only use the Internet to make purchases if the process is both pleasurable and simple to complete. As (Ramayah et al. 2003) discovered, perceived ease of use have been linked to the customer's communication, surfing and purchase activities. To put it another way, the greater impact of PEU indicates that the actual intent to carry out transactions online hinges on creating a simple web - based interface.

The latest research by (Zuelseptia et al. 2018) also lends credence to the conclusions of this one study. Customers' attitudes toward online shopping was positively inclined by perceived ease of use, according to the researchers. To put it in another way, if customers enjoy the convenience of making purchases online, they'll

be more likely to do so in the future. When customers feel that online transactions are incredibly hard, they may have a negative view of online purchases. Customers' attitudes toward online shopping is being inclined by the perceived ease of use. Consumers' perceptions of online shopping's convenience lead to a more positive outlook.

5.2.2. The Effect of Perceived Usefulness on Online Purchase Intentions

Perceived usefulness was found to positively affect and considerable impact on customers' online purchase intentions throughout this research. Customers' online purchase intentions were found to have a statistically meaningful correlation with a product's perceived usefulness. In addition, customers' online transaction intentions were found to be strongly inclined by their perceptions of a product's usefulness. Because of the technologies underlying effectiveness, customers believe that they'll be able to improve as well as simplify their own shopping online processes and experience as a result of adopting it.

Gatautis et al. (2014) found and come to the conclusion that perceived usefulness (PU) does have significant as well as positive influences on customers' intention to utilize e-commerce. Expressively the above finding result is in accordance with this research. In addition, the researchers found that the perceived usefulness of e-commerce influences users' decision to use it. Correspondingly, (Al-dwairi 2017) also concluded that perceived usefulness of e-commerce significantly influenced Jordanians' intentions to use it. Moreover, the research reveals that the TAM is a strong theory for predicting customers' behavior toward the acceptance of e-commerce acceptance. Perceived usefulness (PU) was discovered to be one of the TAM model's two most important drivers of users' willingness to engage in online commerce. In other words, if customers believe that e-commerce will speed up their shopping experience, they are more likely to make use of it. According to previous research, the above findings support (Shen & Eder, 2011; Hajli, 2013; Gatautis et al., 2014; Hajli & Lin, 2015).

Similar to this study, (Salem & Nor, 2020) discovered and come to the conclusion that perceived usefulness act a significant role in motivating people to adopt purchases online or e-commerce. As a result, consumers would be likely to use e-commerce when they find it convenient. Further evidence for the study's findings was also provided for by (Ha et al, 2019), Perceived usefulness was also discovered to

have an effect on consumers' online shopping intentions. Customers' Behavioral Intention to Accept and Use Online Purchases or E-Commerce is strappingly linked to their perception of the effectiveness of social networking media.

5.2.3 The Impact of Attitude on Consumers' Purchase Online Intentions

To test this hypothesis, researchers found that consumers' online purchase intentions were significantly affected by attitude (A), a component of the theory of planned behavior (TPB). Behavioral beliefs were also considered to play a significant role in shaping one's attitude toward an activity, especially when it comes to a specific one. As with internet purchases, a person's subjective probability that participating in a specific activity will result in some accomplishment or provide some perception is known as a behavioral assumption. According to the result of the research, customer online purchase intentions are influenced by attitude (A). Additionally, it was found that attitude (A) does indeed has a statistically important impact on customers' online purchase intentions which is also a burly predictor of consumers' approval and use of internet shopping or e-commerce.

A similar conclusion was reached by several other researchers. The findings of (Zuelseptia, Rahmiati, & Engriani 2019) show that consumers' attitudes (A) dies have a positive as well as significant impact on shopping online interest. That would be, if a customer has positive attitude toward online shopping it leads to an increase in internet purchases. In contrast, if the customer has an unenthusiastic attitude toward online shopping, then the number of people interested in shopping online will decrease. According to (Elkaseh, Wong, & Fung, 2016), a person's attitude (A) towards a peculiar behaviour does has a significant impact on their objective to act in that behaviour. In other words, the behavioral decision to accept and use online purchases is affected by consumer attitudes toward online purchases or e-shopping. This is widely accepted that a positive attitude toward ICT is a prerequisite for its successful implementation. According to (Bataineh & Lrahman 2016), customers' attitudes toward using advanced technologies for e-transactions have a direct correlation to their success in doing so. Another finding from the same study was that people are more likely to try out new advanced technologies if they have a positive attitude toward that (Lee, Cheung, & Chen, 2015).

5.2.4 The Impact of Subjective Norms on Customers' Purchase Intentions

When a person believes that they are under social demands to act in certain manner, this is referred to as the "subjective norm" (SN). An individual's sensitivity of social demands to engage in online shopping is the subject of this research, which is called SN. As a result, it was proposed in this research that consumers' purchase online intentions are inclined by subjective norms in a positive and statistically significant way. Consumers' purchase online intentions are inclined by subjective norms (S.N), as per the finding of this research. Subjective norms have also been shown to exhibit a statistically considerable impact on consumers' online purchase intentions as well as being an important predictor for online transactions or e-commerce acceptance.

Several studies have examined, acknowledged, and documented the connection among both subjective (SN) and behavioral intentions. The authors (Salem & Nor 2020) discovered a correlation between consumers' subjective norms (S.N) and their plans to conduct online shopping. Subjective norms (S.N) are a significant factor in deciding whether or not an individual will use e-commerce or internet shopping. This same researcher concluded that the subjective norm (S.N) takes into account the important impact lots of other people have on admittance choice. Members of the family, close family members, peers, schoolmates, and co-workers are all examples of important others. Thus, if social norms dictate that one should purchase or order products via e-commerce, the latter are more highly probable to do just that.

To be sure, this research discovered a considerable correlation between consumers' online purchase intentions as well as subjective norms (S.N), however the findings of (Morowatisharifabad, 2020), who found that S.N is not really a significant determinant of intention in accepting e-commerce, don't really support the above. A small effect of the subjective norm (S.N) on the overall public's technology acceptance behavior was all that the author claimed.

5.2.5 The Impact of Social Media Marketing on Online Purchase Intention

This research hypothesized that social media marketing influences customers' online purchase intentions in a positive and statistically significant way. In the study findings, it was discovered that social media marketing does have an influence on the customer purchase online intentions. Another discovery was that social media marketing has a considerable statistical impact on customer purchase online intentions and seems to be a significant indicator of consumers' acceptance and use for internet

transactions. When it comes to product and company information, social media is an excellent source. Before making a purchasing decision, customers typically gather all of the necessary information regarding a specific product or service. Traditional e-commerce relies on the merchant's website as the primary source of such information. Customers can now collaborate and share suggestions, relevant data and perceptions about brand names, businesses, goods and services before making their final decisions in the era of e-commerce.

As (Matak Aji et al 2020) discovered, social media marketing activities are indeed a crucial component in stirring up purchaser interest in making an on-line purchase. And That social media could influence customer interest in online purchases is a promising sign. Researchers (Yadav & Rahman, 2017) as well as (Khan, 2019) have found that social media marketing tends to amplify attention of the customers and confidence in brands and products, leading to an increase in the likelihood that customers will purchase those products or brands in the future. Social media has given customers a place to communicate with a brand in a much more personal way, according to the researchers, which then in turn helps create a strong brand image.

As a result, customers will be more likely to spread the word about a product by inviting friends and family to try it, as well. Information about products and services spreads faster and more widely with a better user-friendly social media structure that allows customers to share their understanding of brands and their products as well as services more easily. As social media usage grows around the globe, customers may be more inclined to turn to it for product and service information, which could increase their likelihood of purchasing those items.

According to (Rudez & Vodeb, 2015), social media platforms on internet sites have a significant impact on consumer behavior. Social media incorporated communications on online booking have quite a productive impact on purchase online intentions, according to (Aluri et al. 2016). Further study revealed as well as indicated by (Chang et al. 2015) that the practical excellence of social media marketing can amplify awareness which, in turn, would then increase the desire to buy an item online, in addition, (Leung, 2019) explained how users of social media who liked a product's Facebook page were more liable to make a certain purchase online. Koo and colleagues (2016) revealed that social media experience can have an encouraging effect on customers' enthusiasm to procure an item or services.

The results of the study of (Balakrishnan, Dahnil, & Yi, 2014) show that people's purchase intentions can be increased by comments or customer feedback from social networking sites, and this re-validates their assertion. According to a previous study by (Abzari, Ghassemi, & Vosta, 2014), consumers' purchasing decisions could be inclined by social media. Based on the outcome of this study, it has been demonstrated that social media marketing could indeed influence consumers' intentions to adopt and then use online purchases, which further confirms the findings of previous research.

5.3. Conclusion

The major goal of this study is to determine the effect of social media marketing on the purchase online intentions of customers. This research showed how social media marketing directly impacts customers' willingness to use and embrace e-commerce and e-shopping, which in turn leads to online purchases. Commercial enterprises that sells wide ranges of goods and services available on the internet need to make their social media marketing activities quite appealing and interactive in order to attract new customers. The communication between both the internet community of prospective consumers as well as the management must not only take the position of information sharing, and must also create a much more interactive platform.

Studies by (Erkan & Evans, 2016), (Zhuh et-al. 2016), as well as (Hamilton et-al. 2016) have reiterated the growing impact of social media on consumer buying behavior, which have the opportunity to alter many sectors from the economic system to politics, from as well as from academic achievement to wellbeing. A recent study by (Nuseir, 2020) found out that the exchange of ideas and opinions on social networking sites like Instagram, Facebook as well as Twitter could influence customer purchasing decisions. An influential role for social media was also found in the development of purchasing behavior on Facebook, according to (Shahpsandi et al. 2020). Researchers found that social media webpage supervisors could indeed assist them use their resources as well as marketing capabilities in a way that results in consumers' online shopping intention.

By engaging in multiple communication channels whilst also shopping online, (Wu et-al. 2020) indicated that social media platforms plays a significant function of exciting purchases beyond personal as well as commodity concerns. Customers are more willing to make impulse purchases within social media environment when

presented with stimuli like price promotions, limited promotional activity, and appealing product appearance. Unanticipated purchases made through social media are a lucrative opportunity for businesses. As a result, businesses must take advantage of this massive increase in social media activity to persuade consumers to buy their goods and services while using social networking platforms. Additionally, the procedures must also be intended to boost customer confidence in those who undertake digital marketing processes as well as formulate appropriate strategies.

Nowadays, social networking is indeed an essential part of our daily lives because it allows us to communicate our own consumption behavior, desires, as well as perspectives with others. To advertise things, major corporations have a number of advantages in this wide-ranging field of telecommunication, including cheaper prices and quicker delivery, as well as the ability to reach a larger number of customers easily. In current age, a growing amount of enterprise have started implementing their own social media brand profiles and implementing activities aimed at engaging customers through the dissemination of information about their products, discounted rates, and other forms of advertising and marketing. As a result, the company's marketing strategy should include social media strategies to expand brand networks, create a sense of community, as well as increase consumer engagement. The long-term goal is to increase revenues and enhance brand recognition by promoting products and services on social networking sites, and building good relationships with customers via online communities.

The objective of this study was to get an improved knowledge of how customer thinks about online purchases in relation to social media marketing. This study demonstrated that social media marketing does have a momentous influence on customers' enthusiasm to use e-commerce or e-shopping and make purchases. Furthermore, current technology is a significant component in creating a competitive edge and accomplishing goals in this challenging age of globalization. It speeds up the production and decision-making process, making it more convenient. As a result, companies are constantly looking for new ways to improve their operations, obtain a competitive advantage, reduce costs, and significantly enhance the worth of its goods and services through the implementation of cutting-edge technological advancements.

It has been pointed out that the achievement of Internet Shopping implementation is hugely reliant on how widely it is used and eventually accepted by potential customers (Venkatesh, Morris, & Davis, 2003). Consumers' online shopping

intentions are influenced by factors such as perceived convenience and perceived usefulness, according to this study. As a result, e - commerce websites must make their websites as user-friendly as possible so that customers can easily search for products, make purchases, and complete the payment process. In order to help customers quickly identify the best fit alternatives, the selling webpage must be coordinated in a detailed manner with incorporated search and comparison techniques. According to the current globalization frame of reference, consumers of e - commerce websites come from all over the world, so the website needs to be in numerous languages to better cater to a wide range of potential clients from all around the world.

Customers' attitudes and peer influences or group influences are also found to have a momentous effect on purchasing online involvement, according to the findings of the study. Customers' perceptions of online shopping convenience lead to a more positive outlook. For this reason, it is imperative that customers feel more in control toward internet purchases and alter their usual purchasing habits from offline business to online business, making transactions more convenient.

According to these research results, social media users' purchasing decisions are heavily influenced by the content they see on their feeds. In order to effectively promote their products as well as incorporate different activities into their marketing techniques, businesses and entrepreneurs must recognize the significance of social media. Hence, social media marketing would be an efficacious tool for marketing products that cater to a wide range of customers from where they can also obtain information in order to make purchases.

5.4. Pedagogical Implications

In recent years, mobile apps and social networking sites have indeed been credited with influencing consumers' behaviour patterns (Ramos, Rita & Moro, 2019). While the Internet and online shopping have made it easier for many more products and services to be purchased, they have significantly altered the customer journey map, necessitating a new understanding and adaptation by businesses towards this new adventure (Ulpiano et al., 2021). Nevertheless, for several business owners, this implied an insurmountable obstacle, as they were forced to undergo a change process and modification that involved transforming their offline businesses into internet companies almost over-night. Furthermore, companies were forced to restructure their online capability at the cost of its offline businesses, such as human resources,

shipment, equipment, suppliers, as well as their inventory administration. Such lifestyle changes and priorities are likely to stick around for a while—a finding made in a research project by (Kim, 2020) who studied the effects of exposure to new experiences. When faced with difficult circumstances, such as those brought on by a global recession, it makes sense to encourage a proactive approach to development.

This section outlines a number of important implications derived from the findings, which seem to be pertinent to individuals and corporate organizations as well as online marketers. Enterprises and brand managers are presumed to discover consumer behavior deeper understanding in order to develop effective as well as efficient marketing policies and tactics.

According to this study, social media are the instruments and channels that allow marketing professionals accommodate and communicate with a wide range of customers. As well as passively following the customer, enterprises and brand managers must ensure that they can provide platforms and content for a consistent, systematic communication with customers, resulting in active engagement of customers by having to listen, reacting, discussing, establishing trust, advisory and inevitably promoting products and services to customers.

In relation to the findings of this research, the following suggestions for interaction and content activities through social media protocols have been proposed:

i. To reach a broad range of customers, organizations and brand managers using social media platforms must consider both the businesses they symbolize as well as the products and services on offer. It's important to design social media contents in a manner that encourages customers to take action, like surfing for relevant data regarding the product or service, feeling really good about themselves, and putting the product or service in their consideration state of mind.

ii. In terms of social media, enterprises and brand managers must guarantee that their blogs as well as social networking webpages are user-friendly for collaborative efforts. Techniques that allow customers to save and distribute information about the products or service and perhaps other valuable information should be included in web-pages and their own personal pages.

iii. The results demonstrate that customers are constantly using social networking site to discover their product requirements, which means that companies

must regularly engage its customers, demonstrate its goods encouraging characteristics as well as demonstrate how the goods meets the need of customers. As a final point, commercial enterprises should start encouraging their followers on social media to post about how their product lines meet the needs of the consumers. Using social networking sites to compare different products, assess product risks, as well as buy products was also found to be an increasing trend. Commercial enterprises can utilize social networking data tools to determine the interests of their consumers in order to communicate more effectively with them on social media. After that, the company can use the customer's interest to generate publicity and enthusiasm and then develop the product needs of customers through the various social media platforms via tweets, videos, as well as noteworthy product activities.

iv. As a result, social media is a dominant instrument for constructing a firm's image and attracting new customers. Companies can expand their product's value by collecting and publishing positive customer feedback. As an illustration, consumers can show their support for opinion leaders by "liking" their tweets and sharing their positive feedbacks and opinions. Retweeting and liking positive feedback from customers could also help boost a company's online reputation. It is possible to create brand recognition, appreciation, and perhaps even sales by sharing nice feedback or video content from an important and powerful influencer. Creating new and exciting brand content that entertains, enlightens, and enhances social interactions is also another way to build brand recognition.

v. A company's CSR efforts could be publicized via social networking platforms like Instagram, Facebook as well as Twitter. By encouraging customers to participate in brand-related exercises offline and afterwards uploading them on social networking sites, businesses can develop positive customer relationships. A retailer of outdoor equipment, for instance, could perhaps encourage customers to be using their goods outdoors with family and friends while also engaging in social distance. Customers could perhaps participate in a video contest to determine the best outdoor brand related recordings. Promoting a brand through sharing photos and videos has also

been shown to strengthen interpersonal bonds and boost the public's perception of the promoter (Dhir et-al., 2017; Eftekhar et-al, 2014).

vi. There may be culturally specific differences in how people use social media, but there may also be differences based on the social media channels people utilize. If you want your business to succeed in a particular nation, you need to know which social networking sites and communication techniques to use in order to get the most out of your marketing efforts. New social networking sites are likely to grow in popularity as more people have access to the internet. As a result, it really is suggested that firms keep an eye out for and incorporate the most popular social media platforms into their overall strategy.

vii. Last but not the least, businesses, especially the ones in supplementary product industry, were forced to rethink its firms' operations. To consider taking total benefit of the gains provided by technological innovation and embrace the necessary modernization, many businesses must modify and rebrand themselves in response to changing consumer behavior (Antonetti et-al., 2019; Brown et-al., 2013).

5.5. Limitations and Recommendations for Further Studies

This research has numerous limitations that necessitate future studies. First and foremost, this study targeted respondents who had previously purchased goods via the internet. According to the literature on information systems (I.S), the level of consumer experience is a significant component in ascertaining the envisioned behavioral change. It is therefore essential to carry out additional study in order to verify the study framework using a sample of both high and low-experienced customers.

Because this study focused on hotels, airline and restaurants, it's quite not obvious if the result could be practical to other online market-places, such as Amazon or eBay. Because customers' attitudes, subjective norms, as well as perceived behaviour influence to shopping online are context dependent which might even be linked to particular goods or brands, further study could indeed implement the two concepts (T.A.M and T.P.B approaches).

In addition, this research failed to examine the connection between online purchase intention as well as perceived risk. As a result, this study could be expanded

in the years ahead to study the impact of consumer perceptions of risks on their intentions to purchase online.

Because the study population was gathered in Northern Cyprus, there may be cultural issues in online purchase intention that limit universal applicability. This means that further validation of the two competing frameworks is necessary, so that this testing will provide a deeper examination on the concepts.

REFERENCES

Abzari, M., Ghassemi, R. A., & Vosta, L. N. (2014). Analysing the effect of social media on brand attitude and purchase intention: The case of Iran Khodro Company. *Procedia-Social and Behavioral Sciences*, *143*, 822-826.

Adespresso. (2019). The 43 Instagram Statistics You Need to Know in 2019. Retrieved on 10 May 2022 from https://adespresso.com/blog/instagram-statistics.

Agarwal, R., & Karahanna, E. (2000). Time flies when you're having fun: Cognitive absorption and beliefs about information technology usage. *MIS Quarterly*, 665-694.

Aji, H. M., Berakon, I., & Md Husin, M. (2020). COVID-19 and e-wallet usage intention: A multigroup analysis between Indonesia and Malaysia. *Cogent Business &Amp; Management*, *7*(1), 1804181.

Aji, P., Nadhila, V., & Sanny, L. (2020). Effect of social media marketing on Instagram towards purchase intention: Evidence from Indonesia's ready-to-drink tea industry. *International Journal of Data and Network Science*, *4*(2), 91-104.

Ajina, A. S. (2019). The perceived value of social media marketing: an empirical study of online word-of-mouth in Saudi Arabian context. *Entrepreneurship and Sustainability Issues*, *6*(3), 15-12.

Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, *50*(2), 179-211.

Ajzen, I. (2015). The theory of planned behaviour is alive and well, and not ready to retire: a commentary on Sniehotta, Presseau, and Araújo-Soares. *Health Psychology Review*, *9*(2), 131-137.

Ajzen, I. (2020). The theory of planned behavior*: A Bibliography*. Available at https:// people.umass.edu/aizen/tpbrefs.html

Ajzen, I. (2020). The theory of planned behavior: Frequently asked questions. *Human Behavior and Emerging Technologies*, *2*(4), 314–324. https://doi.org/10.1002/hbe2.195

Akar, E., Yüksel, H. F., & Bulut, Z. A. (2015). The impact of social influence on the decision-making process of sports consumers on Facebook. *Journal of Internet Applications and Management*, *6*(2), 5-27.

Alarcon, G. M., Lyons, J. B., Christensen, J. C., Bowers, M. A., Klosterman, S. L., & Capiola, A. (2018). The role of propensity to trust and the five factor model across the trust process. *Journal of Research in Personality*, *75*, 69-82.

Algharabat, R., Rana, N. P., Dwivedi, Y. K., Alalwan, A. A., & Qasem, Z. (2018). The effect of telepresence, social presence and involvement on consumer brand engagement: An empirical study of non-profit organizations. *Journal of Retailing and Consumer Services*, *40*, 139-149.

Alaimo, L. S., Fiore, M., & Galati, A. (2020). How the COVID-19 pandemic is changing online food shopping human behaviour in Italy. *Sustainability*, *12*(22), 9594.

Al-Dwairi, R. (2017). Social commerce adoption among Jordanian youth: *empirical study*. *International Journal of Business Information Systems*, *26*(3), 277-296.

Altheide, D. L. (2018). Creating fear: News and the construction of crisis. Routledge.

Aluri, A., Slevitch, L., & Larzelere, R. (2016). The influence of embedded social media channels on travelers' gratifications, satisfaction, and purchase intentions. *Cornell Hospitality Quarterly*, *57*(3), 250-267.

Amado, A., Cortez, P., Rita, P., & Moro, S. (2018). Research trends on Big Data in Marketing: A text mining and topic modeling based literature analysis. *European Research on Management and Business Economics*, *24*(1), 1-7.

Amalia, P., & Ionut, P. (2009). Consumers' reaction and organizational response in crisis context. *The Journal of the Faculty of Economics*, *1*(5), 779-782.

Amos, C., Holmes, G. R., & Keneson, W. C. (2014). A meta-analysis of consumer impulse buying. *Journal of Retailing and Consumer Services*, *21*(2), 86-97

Andrew, N. M., Narcum., J., Kevin, M. (2021). Social media marketing gains importance after Covid-19. *Cogent Business &Amp; Management*, *8*(1), 1870797.

Antonetti, P., Manika, D., & Katsikeas, C. (2019). Why consumer animosity reduces product quality perceptions: The role of extreme emotions in international crises. *International Business Review*, *28*(4), 739-753.

Appel, G., Grewal, L., Hadi, R., Stephen, A. T. (2020). The future of social media in marketing. *Journal of the Academy of Marketing Science*, *48*(1), 79-95.

Athwal, N., Istanbulluoglu, D., McCormack, S. (2019). The allure of luxury brands' social media activities: A uses and gratifications perspective. *Technology & People*, 32(3), 603–626.

Azad, N., Azizi, B., Asgari, H., & Bagheri, H. (2013). A study on important factors influencing customers' impulsive buying behavior: A case study of Shahrvand food chain. *Management Science Letters*, *3*(5), 1415-1420.

Balakrishnan, B. K., Dahnil, M. I., & Yi, W. J. (2014). The impact of social media marketing medium toward purchases intention and brand loyalty among generation Y. *Procedia-Social and Behavioral Sciences*, *148*, 177-185.

Blackwell, R. D., Miniard, P. W., & Engel, J. F. (2001). Consumer Behavior 9th. *South-Western Thomas Learning. Mason, OH*.

Brandwatch. (2019). 53 Incredible Facebook Statistics and Facts. Retrieved on 02, May, 2022 from https://www.brandwatch.com/blog/facebook-statistics/

Bryman, A. (2007). Barriers to integrating Quantitative and Qualitative Research. *Journal of Mixed Methods Research*, *1*(1), 8-22.

Chan, T. K., Cheung, C. M., & Lee, Z. W. (2017). The state of online impulse-buying research: A literature analysis. *Information & Management*, *54*(2), 204-217.

Chan, J. F. W., Yuan, S., Kok, K. H., To, K. K. W., Chu, H., Yang, J., ... & Yuen, K. Y. (2020). A familial cluster of pneumonia associated with the 2019 novel coronavirus indicating person-to-person transmission: a study of a family cluster. *The Lancet*, *395*(10223), 514-523.

Chang, Y. T., Yu, H., & Lu, H. P. (2015). Persuasive messages, popularity cohesion, and message diffusion in social media marketing. *Journal of Business Research*, *68*(4), 777-782.

Chen, Y., Lu, Y., Wang, B., & Pan, Z. (2019). How do product recommendations affect impulse buying? An empirical study on WeChat social commerce. *Information & Management*, *56*(2), 236-248.

Clement, J. (2019). Mobile internet usage Worldwide-Statistics & Facts. *Statista. Recuperado desde*: https://www. statista. com/topics/779/mobile-internet.

Corbitt, B. J., Thanasankit, T., & Yi, H. (2003). Trust and e-commerce: a study of consumer perceptions. *Electronic Commerce Research and Applications*, *2*(3), 203-215.

Creswell, J. W., & Creswell, J. D. (2017). *Research design: Qualitative, quantitative, and mixed methods approaches*. Sage publications.

Davis, F. D. (1989). Perceived usefulness, perceived ease of use, and user acceptance of information technology. *MIS Quarterly*, 319-340.

Davis, F. D., & Venkatesh, V. (1996). A critical assessment of potential measurement biases in the technology acceptance model: *three experiments. International Journal of Human-Computer Studies*, *45*(1), 19-45.

Dewey, C. (2014). Teens are officially over Facebook. *The Washington Post*.

Diffley, S., Kearns, J., Bennett, W., & Kawalek, P. (2011). Consumer behaviour in social networking sites: implications for marketers. *Irish Journal of Management*.

Digital (2020) *Global Overview Report. Retrieved on* 04, May, 2022 from: https://wearesocial.com/blog/2020/01/digital-2020-3-8-billion-people-use-social-media

Dhir, A., & Tsai, C. C. (2017). Understanding the relationship between intensity and gratifications of Facebook use among adolescents and young adults. *Telematics and Informatics*, *34*(4), 350-364.

Doll, W. J., Deng, X., RAGHUNATHAN, T. S., Torkzadeh, G., & Xia, W. (2004). The meaning and measurement of user satisfaction: A multigroup invariance analysis of the end-user computing satisfaction instrument. *Journal of Management Information Systems*, *21*(1), 227-262.

Domie, S. P. (2013). Assessing the factors influencing consumer switch from local to imported products: A case study of Kasapreko Company Limited-Ghana. Retrieved on 27, 05,2022 from: https://core.ac.uk/download/pdf/38090783.pdf

Dubbelink, K., Hillebrand, A., Stoffers, D., Deijen, J., Twisk, J., Stam, C., Berendse, H. (2013). Disrupted brain network topology in Parkinson's disease: A longitudinal magnetoencephalography study. *Brain*: a journal of neurology. 137. 10.1093/brain/awt316.

Duffett, R. G. (2015). Facebook advertising's influence on intention-to-purchase and purchase amongst Millennials. *Internet Research*, *25*(4), 498-526.

Dwivedi, Y. K., Ismagilova, E., Hughes, D. L., Carlson, J., Filieri, R., Jacobson, J., ... & Wang, Y. (2021). Setting the future of digital and social media marketing

research: Perspectives and research propositions. *International Journal of Information Management*, *59*, 102168.

Eftekhar, A., Fullwood, C., & Morris, N. (2014). Capturing personality from Facebook photos and photo-related activities: How much exposure do you need? *Computers in Human Behavior*, *37*, 162-170.

Elkaseh, A. M., Wong, K. W., & Fung, C. C. (2016). Perceived ease of use and perceived usefulness of social media for e-learning in Libyan higher education: A structural equation modeling analysis. *International Journal of Information and Education Technology*, *6*(3), 192.

Erkan, I., & Evans, C. (2016). The influence of eWOM in social media on consumers' purchase intentions: An extended approach to information adoption. *Computers in Human Behavior*, *61*, 47-55.

Fishbein, M., & Ajzen, I. (1977). Belief, attitude, intention, and behavior: An introduction to theory and research. *Philosophy and Rhetoric*, *10*(2).

Fogel, S. (2010). Issues in measurement of word of mouth in social media marketing. *International Journal of Integrated Marketing Communications*, *2*(2).

Fotis, J. N. (2015). *The Use of social media and its impacts on consumer behaviour: the context of holiday travel* (Doctoral dissertation, Bournemouth University).

Fraczek, B., & Klimontowicz, M. (2015). Financial literacy and its influence on young customers' decision factors. *Journal of Innovation Management*, *3*(1), 62-84.

Gangwal, N., & Bansal, V. (2016, April). Application of decomposed theory of planned behavior for m-commerce adoption in India. In *International Conference on Enterprise Information Systems* (Vol. 3, pp. 357-367). Scitepress.

Garmaise, M., Levi, Y., & Lustig, H. (2020). *Spending less after (seemingly) bad news* (No. w27010). National Bureau of Economic Research.

Gatautis, R., Tarutė, A. (2014). ICT impact on SMEs performance. *Procedia-social and Behavioral Sciences*, *110*, 1218-1225.

Ha, N., & Nguyen, T. (2019). The effect of trust on consumers' online purchase intention: An integration of TAM and TPB. *Management Science Letters*, *9*(9), 1451-1460.

Hajli, M. (2013). A research framework for social commerce adoption. *Information Management & Computer Security*.

Hajli, N., & Lin, X. (2015, August). Consumer adoption of social commerce. In *International Conference on HCI in Business* (pp. 279-287). Springer, Cham.

Halzack, S. (2016). Why the social media 'buy button'is still there, even though most never use it. *Business Magazine. Retrieved June*, *2*, 2020.

Hamilton, M., Kaltcheva, V. D., & Rohm, A. J. (2016). Social media and value creation: The role of interaction satisfaction and interaction immersion. *Journal of Interactive Marketing*, *36*, 121-133.

Hansen, F., Percy, L., & Hansen, M. H. (2004). Consumer choice behaviour: An emotional theory.

He, H., & Harris, L. (2020). The impact of Covid-19 pandemic on corporate social responsibility and marketing philosophy. *Journal of Business Research*, *116*, 176-182.

Hirschey, R., Bryant, A. L., Macek, C., Battaglini, C., Santacroce, S., Courneya, K. S., ... & Sheeran, P. (2020). Predicting physical activity among cancer survivors: Meta-analytic path modeling of longitudinal studies. *Health Psychology*, *39*(4), 269.

Hlee, S., Lee, J., Yang, S. B., & Koo, C. (2019). The moderating effect of restaurant type on hedonic versus utilitarian review evaluations. *International Journal of Hospitality Management*, *77*, 195-206.

Hoyer, W. D., & Krohmer, H. (2020). The retirement planning crisis: finding a way out with a consumer behavior perspective. In *Continuing to broaden the marketing concept*. Emerald Publishing Limited.

Hutter, K., Hautz, J., Dennhardt, S., & Füller, J. (2013). The impact of user interactions in social media on brand awareness and purchase intention: the case of MINI on Facebook. *Journal of Product & Brand Management*, *22*(5-6), 342-351.

Hussey, R. (2003). Business Research: a practical guide for undergraduate and postgraduate students. *New York: Paigrave Macmillan*.

Hsiu-Fen, L. (2007). Predicting consumer intentions to shop online: An empirical test of competing theories. *Electronic Commerce Research and Applications*, *6*(4), 433-442.

Jashari, F., & Rrustemi, V. (2017). The impact of social media on consumer behavior– Case study Kosovo. *Journal of Knowledge Management, Economics and Information Technology*, *7*(1), 1-21.

Jin, Y., Lee, H. (2014). Consumer responses toward online review manipulation. *Journal of Research in Interactive Marketing*, *8*(3), 224–244

Juaneda-Ayensa, M. (2016). Murillo, 2016 Juaneda-Ayensa, E., Mosquera, A., & Murillo, Y. (2016). Omnichannel customer behavior: Key drivers of technology acceptance and use and their effects on purchase ıntention."*Front Psychology*, *7*(1117), 1-11.

Khan, Z., Yang, Y., Shafi, M., & Yang, R. (2019). Role of social media marketing activities (SMMAs) in apparel brands customer response: A moderated mediation analysis. *Sustainability*, *11*(19), 5167.

Kaplan, A. M., & Haenlein, M. (2010). Users of the world, unite! The challenges and opportunities of Social Media. *Business Horizons*, *53*(1), 59-68.

Kapoor, K. K., Tamilmani, K., Rana, N. P., Patil, P., Dwivedi, Y. K., & Nerur, S. (2018). Advances in social media research: Past, present and future. *Information Systems Frontiers*, *20*(3), 531-558.

Karahanna, E., & Straub, D. W. (1999). The psychological origins of perceived usefulness and ease-of-use. *Information & Management*, *35*(4), 237-250.

Kaur, P., Dhir, A., Rajala, R., & Dwivedi, Y. (2018). Why people use online social media brand communities: A consumption value theory perspective. *Online Information Review*.

Kazi, A.G., Khokhar, A.A., Qureshi, P.A.B., & Murtaza, F. (2019). The impact of social media on impulse buying behaviour in Hyderabad Sindh Pakistan. *International Journal of Entrepreneurial Research*, *2*(2), 8-12.

Kukar-Kinney, M., Scheinbaum, A. C., & Schaefers, T. (2016). Compulsive buying in online daily deal settings: An investigation of motivations and contextual elements. *Journal of Business Research*, *69*(2), 691-699.

Kim, D. Y., & Kim, H. Y. (2021). Influencer advertising on social media: The multiple inference model on influencer-product congruence and sponsorship disclosure. *Journal of Business Research*, *130*, 405-415.

Kline, R. B. (2015). *Principles and practice of structural equation modeling*. Guilford publications.

Korkmaz, S., & Seyhan, F. The effect of social media on impulse buying behavior during the covid 19 pandemic. *International Journal of Health Management and Tourism*, *6*(3), 621-646.

Krejcie, R. V., & Morgan, D. W. (1970). Determining sample size for research activities. *Educational and Psychological Measurement*, *30*(3), 607-610.

Kumar, S., Maheshwari, V., Prabhu, J., Prasanna, M., Jayalakshmi, P., Suganya, P., ... & Jothikumar, R. (2020). Social economic impact of COVID-19 outbreak in India. *International Journal of Pervasive Computing and Communications*.

Kusmaharani, A. S., & Halim, R. E. (2020). Social influence and online impulse buying of Indonesian indie cosmetic products. *Jurnal Ilmiah Manajemen*, *10*(2), 237-248.

Laato, S., Islam, A. N., Farooq, A., & Dhir, A. (2020). Unusual purchasing behavior during the early stages of the COVID-19 pandemic: The stimulus-organism-response approach. *Journal of Retailing and Consumer Services*, *57*, 102224.

Lal, B., Ismagilova, E., Dwivedi, Y. K., & Kwayu, S. (2020). Return on investment in social media marketing: Literature review and suggestions for future research. *Digital and Social Media Marketing*, 3-17.

Lai, L. (2010). Social commerce – e-commerce in social media context, *World Academy of Science, Engineering and Technology*, (72)2.

Lee, J. A., & Kacen, J. J. (2008). Cultural influences on consumer satisfaction with impulse and planned purchase decisions. *Journal of Business Research*, *61*(3), 265-272.

Lee, M. K., Cheung, C. M., Chen, Z. (2015). Acceptance of Internet-based learning medium: The role of extrinsic and intrinsic motivation. *Information & Management, 42*:1095-1104.

Lee, E. S. T., & Yazdanifard, R. (2015). How the adaptation of evolving technology can cope with the ever changing demand of consumers? *Journal of Research in Marketing*, *4*(2)

Lee, Y., Kim, M., & Koo, J. (2016). The impact of social interaction and team member exchange on sport event volunteer management. *Sport Management Review*, *19*(5), 550-562.

Lent, R. W., & Brown, S. D. (2013). Social cognitive model of career self-management: toward a unifying view of adaptive career behavior across the life span. *Journal of Counselling Psychology*, *60*(4), 557.

Leung, X. Y., Sun, J., & Bai, B. (2019). Thematic framework of social media research: state of the art. *Tourism Review*.

Lim, P. L., & Yazdanifard, R. (2015). What internal and external factors influence impulsive buying behavior in online shopping? *Global Journal of Management and Business Research.*

Lin, H. F. (2007). Predicting consumer intentions to shop online: An empirical test of competing theories. *Electronic Commerce Research and Applications*, *6*(4), 433-442.

Malik, A., Dhir, A., Nieminen, M. (2016). Uses and gratifications of digital photo sharing on Facebook. *Telematics and Informatics*, *33*(1), 129–138.

Madden, M., Lenhart, A., Cortesi, S., Gasser, U., Duggan, M., Smith, A., & Beaton, M. (2013). Teens, social media, and privacy. *Pew Research Center*, *21*(1055), 2-86.

Mansoor, D., & Jalal, A. (2011). The global business crisis and consumer behavior: Kingdom of Bahrain as a case study. *International Journal of Business and Management*, *6*(1), 104.

McCrory, G., (2020). Sustainability-oriented labs in real-world contexts: An exploratory review. *Journal of Cleaner Production*, *277*, 123202.

McDermott, M. S., Oliver, M., Svenson, A., Simnadis, T., Beck, E. J., Coltman, T., ... & Sharma, R. (2015). The theory of planned behaviour and discrete food choices: a systematic review and meta-analysis. *International Journal of Behavioral Nutrition and Physical Activity*, *12*(1), 1-11.

Mason, A. N., Brown, M., Mason, K., & Narcum, J. (2021). Pandemic effects on social media marketing behaviors in India. *Cogent Business & Management*, *8*(1), 1943243.

Morowatisharifabad, M. A., Gerayllo, S., Karimiankakolaki, Z., Dehghan, A., Salehabadi, H. S., & Fallahzadeh, H. (2020). Determinants of self-care behaviors in patients with knee osteoarthritis based on the theory of planned behavior in Iran. *Indian Journal of Rheumatology*, *15*(3), 201.

Mugenda, A. G., & Mugenda, A. G. (2008). Social science research: Theory and principles. *Nairobi: Applied.*

Nemec Rudež, H., & Vodeb, K. (2015). Students' use of social media during the travel process. *Tourism and Hospitality Management*, *21*(2), 179-190.

Nistorescu, T., Puiu, S. (2009). Marketing strategies used in crisis - study case.

Nayeem, T. (2012). Cultural influences on consumer behaviour. *International Journal of Business and Management*, *7*(21), 78.

Nguyen, D. (2018). The university in a world of digital technologies: Tensions and challenges. *Australasian Marketing Journal*, *26*(2), 79-82.

Nuseir, M. T. (2020). The extent of the influences of social media in creating'impulse buying'tendencies. *International Journal of Business Innovation and Research*, *21*(3), 324-335.

Ojo, O. (2003). Fundamentals of research methods. *Lagos: Standard Publications*.

Okeinaye, B. M. (2020). *Impact of Covid-19 pandemic on social media marketing and buying behavior of online grocery shoppers in Dublin Ireland* (Doctoral dissertation, Dublin, National College of Ireland).

Omnicore. (2020). Twitter by the Numbers: Stats, Demographics & Fun Facts. Retrieved on 05, May, 2022 from https://www.omnicoreagency.com/twitter-statistics

Onwumere, J. U. J., Ibe, I. G., & Ugbam, O. C. (2012). The impact of working capital management on profitability of Nigerian firms: A preliminary investigation. *European Journal of Business and Management*, *4*(15), 192-201.

Ozen, H., & Engizek, N. (2014). Shopping online without thinking: being emotional or rational? *Asia Pacific Journal of Marketing and Logistics*, *26*(1), 78-93.

Pavlou, P. A. (2003). Consumer acceptance of electronic commerce: Integrating trust and risk with the technology acceptance model. *International Journal of Electronic Commerce*, *7*(3), 101-134.

Picot-Coupey, K., Krey, N., Huré, E., & Ackermann, C. L. (2021). Still work and/or fun? Corroboration of the hedonic and utilitarian shopping value scale. *Journal of Business Research*, *126*, 578-590.

Putro, H. B., & Haryanto, B. (2015). Factors affecting purchase intention of online shopping in Zalora Indonesia. *British Journal of Economics, Management & Trade*.

Rahmiati. (2017). The influence of individual and system characteristic toward digital library usage. *International Journal of Management and Applied Science*, 3(6), 99-102.

Ramayah, T., Jantan, M., & Aafaqi, B. (2003, July). Internet usage among students of institutions of higher learning: The role of motivational variables. In *The*

Proceedings of the 1st International Conference on Asian Academy of Applied Business Conference (pp. 10-12).

Ramayah, T., & Ignatius, J. (2005). Impact of perceived usefulness, perceived ease of use and perceived enjoyment on intention to shop online. *ICFAI Journal of Systems Management (IJSM)*, *3*(3), 36-51.

Rambe, P., & Jafeta, R. J. (2017). Impact of social media advertising on high energy drink preferences and consumption. *Journal of Applied Business Research (JABR)*, *33*(4), 653-668.

Riebl, S. K., Estabrooks, P. A., Dunsmore, J. C., Savla, J., Frisard, M. I., Dietrich, A. M., ... & Davy, B. M. (2015). A systematic literature review and meta-analysis: The Theory of Planned Behavior's application to understand and predict nutrition-related behaviors in youth. *Eating Behaviors*, *18*, 160-178.

Rita, P., Ramos, R. F., & Moro, S. (2019). From institutional websites to social media and mobile applications: A usability perspective. *European Research on Management and Business Economics*, *25*(3), 138-143.

Rouse, M. (2019). AWS analytics tools help make sense of big data. Retrieved on 22nd April, 2022 from: https://searchsqlserver.techtarget.com/definition/datamining

Rupak, R., Rawski, G., Yang, J., & Johnson, B. (2014). Technology acceptance model (TAM) and social media usage: an empirical study on Facebook. *Journal of Enterprise Information Management*. 27. 10.1108/JEIM-04-2012-0011.

Saaksjarvi, M., & Pol, G. (2007). Consumer mind-sets and attitudes towards online marketing messages. *International Journal of Internet Marketing and Advertising*, *4*(1), 26-36.

Sabanaeva, L. (2017). *The role of social media in the tourism industry in Austria* (How does Austria implement the social media to attract tourists?). An unpublished master thesis submitted to Department of Tourism and Service Management, Modul Vienna University, Austria.

Salem, M. A., & Nor, K. M. (2020). The effect of COVID-19 on consumer behaviour in Saudi Arabia: Switching from brick and mortar stores to E-Commerce. *International Journal of Scientific & Technology Research*, *9*(07), 15-28.

Saria, A. J., Abdulrahman, C. (2021). *The Impact of Covid-19 on the Change of Customer Buying Behavior.* An unpublished master's thesis submitted to Jonkoping International Business School, Jonkoping University.

Schiffman, L. G., Kanuk, L. L., & Wisenblit, J. L. (2010). Consumer behavior. *London: Pearson Higher Education global ed.*

Sekaran, U. and Bougie, R. (2013) *Research methods for business: A skill building approach*. 6th Edition, Wiley, New York.

Shahpasandi, F., Zarei, A., & Nikabadi, M. S. (2020). Consumers' impulse buying behavior on Instagram: Examining the influence of flow experiences and hedonic browsing on impulse buying. *Journal of Internet Commerce*, *19*(4), 437-465.

Sharma, P., Sivakumaran, B., & Marshall, R. (2010). Impulse buying and variety seeking: A trait-correlates perspective. *Journal of Business Research*, *63*(3), 276-283.

Shen, J., & Eder, L. B. (2011). An examination of factors associated with user acceptance of social shopping websites. *International Journal of Technology and Human Interaction (IJTHI)*, *7*(1), 19-36.

Sher, P. J., & Lee, S. H. (2009). Consumer skepticism and online reviews: An elaboration likelihood model perspective. *Social Behavior and Personality: An International Journal*, *37*(1), 137-143.

Shim, S. I., & Lee, Y. (2011). Consumer's perceived risk reduction by 3D virtual model. *International Journal of Retail & Distribution Management*, *39*(12), 945-959.

Singh, A. S., & Masuku, M. B. (2014). Sampling techniques & determination of sample size in applied statistics research: An overview. *International Journal of Economics, Commerce and Management*, *2*(11), 1-22.

Sirhindi, A. (2010). *A critical review of in-store and online impulse purchase behavior* (Doctoral dissertation, Oklahoma State University).

Stanciu, S., Radu, R. I., Sapira, V., Bratoveanu, B. D., & Florea, A. M. (2020). Consumer Behavior in Crisis Situations. Research on the Effects of COVID-19 in Romania. *Annals of the University Dunarea de Jos of Galati: Fascicle: I, Economics & Applied Informatics*, *26*(1).

Statista. (2022). "Number of Monthly Active Facebook Users Worldwide as of 1st Quarter 2020". Retrieved on 2 May 2022 from https://www.statista.com/statistics/264810/number-of-monthly-active-facebook-usersworldwide/.

Schramm-Klein, H., Steinmann, S. (2018). The impact of pricing on consumer Decision-Making for and evaluations of premium private labeled brands in grocery retailing. In *Advances in National Brand and Private Label Marketing* (pp. 143-149). Springer, Cham.

Surendran, P. (2012). Technology acceptance model: A survey of literature. *International Journal of Business and Social Research*, *2*(4), 175-178.

Tanenhaus, M. K., & Dahan, D. (2005). Looking at the rope when looking for the snake: Conceptually mediated eye movements during spoken-word recognition. *Psychonomic Bulletin & Review*, *12*(3), 453-459.

Taherdoost, H. (2016). Sampling methods in research methodology; how to choose a sampling technique for research. *How to Choose a Sampling Technique for Research* (April10, 2016)?

Tenenhaus, M., Vinzi, V. E., Chatelin, Y. M., & Lauro, C. (2005). PLS path modeling. *Computational Statistics & Data Analysis*, *48*(1), 159-205.

Terenggana, C. A., Supit, H., & Utami, C. W. (2013). Effect of value, consumer trust and attitudes towards intention buy environmentally friendly air conditioners product in South Sumatera. Retrieved from www.journals.savap.org.pk on 2nd April, 2022.

Thota, S. C. (2018). Social media: A conceptual model of the why's, when's and how's of consumer usage of social media and implications on business strategies. *Academy of Marketing Studies Journal*, *22*(3), 1-12.

Vázquez-Martínez, U. J., Morales-Mediano, J., & Leal-Rodríguez, A. L. (2021). The impact of the COVID-19 crisis on consumer purchasing motivation and behavior. *European Research on Management and Business Economics*, *27*(3), 100-166.

Vebrová, T., Venclová, K., & Rojík, S. (2016). Customer segmentation by factors influencing brand loyalty and customer involvement. *Acta Universitatis Agriculturae et Silviculturae Mendelianae Brunensis*, *64*(5), 1797-1804.

Vogt, C. A. (1993). *The role of touristic information in the pre-trip experience*. Indiana University.

Venkatesh, V., Morris, M. G., Davis, G. B., & Davis, F. D. (2003). User acceptance of information technology: Toward a unified view. *MIS Quarterly*, 425-478.

Venkatesh, V., Ramesh, V., & Massey, A. P. (2003). Understanding usability in mobile commerce. *Communications of the ACM*, *46*(12), 53-56.

Voss, K. E., Spangenberg, E. R., & Grohmann, B. (2003). Measuring the hedonic and utilitarian dimensions of consumer attitude. *Journal of Marketing Research*, *40*(3), 310-320.

Voyer, P. A., & Ranaweera, C. (2015). The impact of word of mouth on service purchase decisions: Examining risk and the interaction of tie strength and involvement. *Journal of Service Theory and Practice*, *25*(5), 636-656.

Wadera, D., & Sharma, V. (2018). Impulsive buying behavior in online fashion apparel shopping: An investigation of the influence of the internal and external factors among Indian shoppers. *South Asian Journal of Management*, *25*(3), 55.

Wahlberg, A. A., & Sjoberg, L. (2000). Risk perception and the media. *Journal of Risk Research*, *3*(1), 31-50.

Wang, H. (2015). Analysis on the changes in consumer behavior and marketing countermeasure. In *SHS Web of Conferences* (Vol. 17, p. 01007). EDP Sciences.

Wagner, G., Schramm-Klein, H., & Steinmann, S. (2020). Online retailing across e-channels and e-channel touchpoints: Empirical studies of consumer behavior in the multichannel e-commerce environment. *Journal of Business Research*, *107*, 256-270.

Wertz, J. (2019). How business and influencers are monetizing Instagram. *Forbes*.

Yadav, M., & Rahman, Z. (2017). Measuring consumer perception of social media marketing activities in e-commerce industry: Scale development & validation. *Telematics and Informatics*, *34*(7), 1294-1307.

Ye, Q., Law, R., Gu, B., Chen, W. (2011). The influence of user generated content on traveller behavior: an empirical investigation on the effects of e-word-of-mouth to hotel online bookings, *Computers in Human Behavior*, 27(2), 634-639.

Zheng, Q. (2021). *The impact of the epidemic on consumer behavior: people's conception of medical products in the post-epidemic era* (Doctoral dissertation, ISCTE-Instituto Universitario de Lisboa (Portugal)).

Zhu, Y. Q., & Chen, H. G. (2015). Social media and human need satisfaction: Implications for social media marketing. *Business Horizons*, *58*(3), 335-345.

Zuelseptia, S., Rahmiati, R., & Engriani, Y. (2018, July). The Influence of Perceived Risk and Perceived Ease of Use on Consumer's Attitude and Online Purchase Intention. In *First Padang International Conference On Economics Education, Economics, Business and Management, Accounting and Entrepreneurship (PICEEBA 2018)* (pp. 550-556). Atlantis Press.

APPENDIX A

RESEARCH QUESTIONNAIRE

I am a Masters student in the Department of Business Administration of Final International University, Turkish Republic of Northern Cyprus. I am conducting a research on the 'The ***Impact of Social Media Marketing on Consumer Online Purchase Behaviours".*** You are invited to participate in my study, this study will help me understand the reasons behind the difficulties involved in purchasing goods and services online and also how the pandemic has influenced social media marketing.

There is not any single or incorrect answer for the items. Please provide an answer based on your opinions. You are free to withdraw from the research at any time if you feel uncomfortable. I assure you that the information provided by you will be treated in utmost confidence and it will be kept confidential.

Your participation in this research is highly appreciated. Please contact me should you have any question.

Thank you for your anticipated participation and co-operation.

Yours faithfully

Frank.

SECTION A

RESPONDENTS' DEMOGRAPHIC DATA

Please tick the appropriate box to answer the questions in this section.

1. I accept to participate in this research: ☐   ☐

2. Gender: M ☐   Fem ☐

3. Age: 20 – 25 years ☐
         26 – 30 years ☐
         31 – 35 ye ☐
         36 – 40 ye ☐
         Above 40 ☐

4. Employment Status: Emp ☐   Self-Emp ☐

Unemployed ☐   Retired ☐   Student ☐

5. Household Gross Income
    $1,200 – $2,500 annually ☐
    $2,500 – $5,000 annually ☐
    $5,000 – $10,000 annually ☐
    $10,000 – 100,000 annually ☐
    $120,000 annually or m ☐

6. Do you use social media platforms such as Facebook, Instagram, LinkedIn, Twitter, YouTube etc.?? ☐   ☐

7. How long have you been using social media platforms?
    Less than ☐   1 – 5 ☐   6 – 10 ☐

More than 10 years ☐

8. For how long do you use social media sites daily?

100

9.   How often do you use hotels, airlines and restaurants services?

One in □ □ □   □ □ often   □ Often   □
All the time

SECTION B: Perceived Usefulness

Please mark the appropriate scale in the table to answer the questions in this
section.

TABLE 32

Perceived Usefulness

		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
PU1	Undertaking online purchases would facilitate comparison shopping.					
PU2	Undertaking online purchases would provide access to useful shopping information.					

PU3	Undertaking online purchases would save me time.	
PU4	I think that undertaking online purchases would enable me to accomplish my shopping healthier	
PU5	I think undertaking online purchases enhance my health safety performance	
PU6	Overall, I think that undertaking online purchases.	

SECTION C: Perceived Ease of Use

Please tick the appropriate scale in the table to answer the questions in this section.

TABLE 33

Perceived Ease of Use

		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
PEU1	Learning to undertake online purchases would be easy for me.					
PEU2	It would be easy for me to become skilled at using online shopping.					
PEU3	Learning to make online purchases is easy.					
PEU4	Purchasing online through E-commerce is easy					
PEU5	There is flexibility of interaction in online purchases					
PEU6	My interaction in online purchases is clear and understandable.					

SECTION D: Attitude

Please tick the appropriate scale in the table to answer the questions in this section.

TABLE 34

Attitude

		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
A1	I feel making online purchases is a good idea.					
A2	I feel making online purchases is a wise idea.					
A3	I like to use online purchases.					

SECTION E: Subjective Norms

Please tick the appropriate scale in the table to answer the questions in this section.

TABLE 35

Subjective Norms

		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
SN1	People who influence my behavior would encourage me to use online purchases.					
SN2	People who are important to me would encourage me to use online purchase.					
SN3	People who are important to me think that I should use online purchase					
SN4	People who have influence over me think that I should use online purchase					
SN5	People whose opinions are valued to me prefer that I make online purchases					

SECTION F: Social Media Marketing

Please tick the appropriate scale in the table to answer the questions in this section.

TABLE 36

Social Media Marketing

		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
SMM1	Social media marketing is a good source of product information and supplies relevant product information					
SMM2	Interacting with the brand's social media is fun and trendy					
SMM3	Content of the brand on social media is Interesting					
SMM4	This brand's social media enables information sharing with others					
SMM5	It's easy to deliver my opinion through the brand's social media page					
SMM6	This brand's social media provide the information that I needed					
SMM7	The content shared to the social media of this brand is the newest information					
SMM8	I can easily obtain information that I need thanks to the directions					

		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
	on this brand's social media					
SMM9	I like the ads that this brand has published on social media					
SMM10	Social media ads of this brand positively affect my attention for the Brand					

SECTION G: Purchase Intention

Please tick the appropriate scale in the table to answer the questions in this section.

TABLE 37

Purchase Intention

		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
PI1	Interacting with this brand's social media help me make decisions better before purchasing their products and services					
PI2	Interacting with this brand's social media increase my interest in buying their products and services					
PI3	I will definitely buy products as marketed on this brand's social media					

PI4	I have a high intention to become this brand customers		

SOURCES OF QUESTIONNAIRE

TABLE 38

Sources of questionnaire

	Constructs	Number of items	Sources
1	Perceived Usefulness	6	Salem and Nor, 2020; Lin, 2007
2	Perceived Ease of Use	6	Salem and Nor, 2020; Lin, 2007
3	Attitude	3	Lin, 2007
4	Subjective Norms	5	Salem and Nor, 2020; Lin, 2007
5	Social Media Marketing	10	Aji, Nadhila and Lim Sanny, 2020
6	Purchase Intention	4	Aji, Nadhila and Lim Sanny, 2020

APPENDIX B

Population

Table for Determining Sample Size from a Given Population

TABLE 39

Population

N	s	N	s	N	s
10	10	220	140	1200	291
15	14	230	144	1300	297

N	S	N	S	N	S
20	19	240	148	1400	302
25	24	250	152	1500	306
30	28	260	155	1600	310
35	32	270	159	1700	313
40	36	280	162	1800	317
45	40	290	165	1900	320
50	44	300	169	2000	322
55	48	320	175	2200	327
60	52	340	181	2400	331
65	56	360	186	2600	335
70	59	380	191	2800	338
75	63	400	196	3000	341
80	66	420	201	3500	346
85	70	440	205	4000	351
90	73	460	210	4500	354
95	76	480	214	5000	357
100	80	500	217	6000	361
110	86	550	226	7000	364
120	92	600	234	8000	367
130	97	650	242	9000	368
140	103	700	248	10000	370
150	108	750	254	15000	375
160	113	800	260	20000	377
170	118	850	265	30000	379
180	123	900	269	40000	380
190	127	950	274	50000	381
200	132	1000	278	75000	382
210	136	1100	285	1000000	384

Note.-N is population size, S is sample size.

APPENDIX C

Factor Analysis Output

1. Social Media Marketing

TABLE 40

Social media marketing_communalities

	Initial	Extraction
SMM1 Social media marketing is a good source of product information and supplies relevant product information.	1.000	.504
SMM2 Interacting with the brand's social media is fun and trendy.	1.000	.658
SMM3 Content of the brand on social media is Interesting.	1.000	.602
SMM4 This brand's social media enables information sharing with others.	1.000	.572
SMM5 It's easy to deliver my opinion through the brand's social media page.	1.000	.538
SMM6 This brand's social media provide the information that I needed.	1.000	.650
SMM7 The content shared to social media of this brand is the newest information.	1.000	.670
SMM8 I can easily obtain information that I need thanks to the directions on this brand's social media.	1.000	.640
SMM9 I like the ads that this brand has published on social media.	1.000	.666
SMM10 Social media ads of this brand positively affect my attention for the Brand.	1.000	.654

Extraction Method: Principal Component Analysis.

TABLE 41

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	6.154	61.543	61.543	6.154	61.543	61.543
2	.642	6.420	67.963			
3	.577	5.766	73.729			
4	.538	5.381	79.110			
5	.436	4.361	83.471			
6	.410	4.099	87.570			
7	.368	3.681	91.251			
8	.324	3.242	94.493			
9	.302	3.020	97.513			
10	.249	2.487	100.000			

Extraction Method: Principal Component Analysis.

TABLE 42

Component Matrix[a]

	Component
	1
SMM7 The content shared to social media of this brand is the newest information.	.819
SMM9 I like the ads that this brand has published on social media.	.816
SMM2 Interacting with the brand's social media is fun and trendy.	.811
SMM10 Social media ads of this brand positively affect my attention for the Brand.	.809
SMM6 This brand's social media provide the information that I needed.	.806

	.800
SMM8 I can easily obtain information that I need thanks to the directions on this brand's social media.	.800
SMM3 Content of the brand on social media is Interesting.	.776
SMM4 This brand's social media enables information sharing with others.	.757
SMM5 It's easy to deliver my opinion through the brand's social media page.	.734
SMM1 Social media marketing is a good source of product information and supplies relevant product information.	.710

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

2. Purchase Intention

TABLE 43

Purchase intention Communalities

	Initial	Extraction
PI1 Interacting with this brand's social media help me make decisions better before purchasing their products and services.	1.000	.623
PI2 Interacting with this brand's social media increase my interest in buying their products and services.	1.000	.724
PI3 I will definitely buy products as marketed on this brand's social media.	1.000	.698
PI4 I have a high intention to become this brand customers.	1.000	.625

Extraction Method: Principal Component Analysis.

TABLE 44

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.670	66.740	66.740	2.670	66.740	66.740
2	.646	16.146	82.886			
3	.371	9.264	92.150			
4	.314	7.850	100.000			

Extraction Method: Principal Component Analysis.

TABLE 45

Component Matrix[a]

	Component
	1
PI2 Interacting with this brand's social media increase my interest in buying their products and services.	.851
PI3 I will definitely buy products as marketed on this brand's social media.	.835
PI4 I have a high intention to become this brand customers.	.790
PI1 Interacting with this brand's social media help me make decisions better before purchasing their products and services.	.790

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

3. Perceived Usefulness

TABLE 46

Communalities

	Initial	Extraction
PU1 Undertaking online purchases would facilitate comparison shopping.	1.000	.541
PU2 Undertaking online purchases would provide access to useful shopping information.	1.000	.641
PU3 Undertaking online purchases would save me time.	1.000	.619
PU4 I think that undertaking online purchases would enable me to accomplish my shopping healthier.	1.000	.539
PU5 I think undertaking online purchases enhance my health safety performance	1.000	.502
PU6 Overall, I think that undertaking online purchases.	1.000	.561

Extraction Method: Principal Component Analysis.

TABLE 47

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.403	56.716	56.716	3.403	56.716	56.716
2	.898	14.971	71.687			
3	.547	9.109	80.796			
4	.459	7.643	88.439			
5	.380	6.325	94.764			
6	.314	5.236	100.000			

Extraction Method: Principal Component Analysis.

TABLE 48

Component Matrix[a]

	Component
	1
PU2 Undertaking online purchases would provide access to useful shopping information.	.801
PU3 Undertaking online purchases would save me time.	.787
PU6 Overall, I think that undertaking online purchases.	.749
PU1 Undertaking online purchases would facilitate comparison shopping.	.736
PU4 I think that undertaking online purchases would enable me to accomplish my shopping healthier	.734
PU5 I think undertaking online purchases enhance my health safety performance	.709

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

4. Perceived Ease of Use

TABLE 49

Communalities

	Initial	Extraction
PEU1 Learning to undertake online purchases would be easy for me.	1.000	.650
PEU2 It would be easy for me to become skilled at using online shopping.	1.000	.636
PEU3 Learning to make online purchases is easy.	1.000	.676
PEU4 Purchasing online through E-commerce is easy	1.000	.670

PEU5 There is flexibility of interaction in online purchases.	1.000	.651
PEU6 My interaction in online purchases is clear and understandable.	1.000	.631

Extraction Method: Principal Component Analysis.

TABLE 50

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.915	65.252	65.252	3.915	65.252	65.252
2	.567	9.448	74.700			
3	.506	8.440	83.140			
4	.365	6.075	89.216			
5	.332	5.535	94.751			
6	.315	5.249	100.000			

Extraction Method: Principal Component Analysis.

TABLE 51

Component Matrix^a

	Component
	1
PEU3 Learning to make online purchases is easy.	.822
PEU4 Purchasing online through E-commerce is easy	.818
PEU5 There is flexibility of interaction in online purchases.	.807
PEU1 Learning to undertake online purchases would be easy for me.	.806
PEU2 It would be easy for me to become skilled at using online shopping.	.798
PEU6 My interaction in online purchases is clear and understandable.	.795

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

5. Attitude

   TABLE 52

   Communalities

	Initial	Extraction
AT1 I feel making online purchases is a good idea.	1.000	.754
AT2 I feel making online purchases is a wise idea.	1.000	.774
AT3 I like to use online purchases.	1.000	.637

Extraction Method: Principal Component Analysis.

   TABLE 53

   Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.165	72.164	72.164	2.165	72.164	72.164
2	.516	17.201	89.365			
3	.319	10.635	100.000			

Extraction Method: Principal Component Analysis.

   TABLE 54

   Component Matrix[a]

	Component
	1
AT2 I feel making online purchases is a wise idea.	.880
AT1 I feel making online purchases is a good idea.	.869
AT3 I like to use online purchases.	.798

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

116

6. Subjective Norms

   TABLE 55

   Communalities

	Initial	Extraction
SN1 People who influence my behaviour would encourage me to use online purchases.	1.000	.625
SN2 People who are important to me would encourage me to use online purchase.	1.000	.645
SN3 People who are important to me think that I should use online purchase.	1.000	.715
SN4 People who have influence over me think that I should use online purchase.	1.000	.713
SN5 People whose opinions are valued to me prefer that I make online purchases.	1.000	.638

Extraction Method: Principal Component Analysis.

   TABLE 56

   Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.336	66.723	66.723	3.336	66.723	66.723
2	.823	16.468	83.190			
3	.340	6.799	89.989			
4	.283	5.663	95.652			
5	.217	4.348	100.000			

Extraction Method: Principal Component Analysis.

TABLE 57

Component Matrix[a]

	Component
	1
SN3 People who are important to me think that I should use online purchase during COVID-19 pandemic.	.845
SN4 People who have influence over me think that I should use online purchase.	.844
SN2 People who are important to me would encourage me to use online purchase.	.803
SN5 People whose opinions are valued to me prefer that I make online purchases.	.799
SN1 People who influence my behaviour would encourage me to use online purchases.	.791

Extraction Method: Principal Component Analysis.

a. 1 components extracted.