



## Advertising on social media and its effect on influencing consumer Purchase Intention

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*Received: 29/09/2023*

*Accepted: 28/12/2023*

*Published: 23/01/2024*

### Abstract:

The main objective of this paper is to determine the degree of impact of advertising on social media on the formation of customer purchase intention, targeting the Algerian Internet population as the study sample. The choice of e-commerce as the study subject was motivated by its widespread use by the local population. To achieve the study's objectives, a descriptive qualitative approach was used; taking a convenience sample of 154 Algerian internet users, who use different social platforms, such as Facebook, Instagram, tiktok ... Analyses of the results obtained will be carried out using SPSS22 software. The results of this study show that advertising on social media has a positive impact on the formation of purchase intention.

**Keywords:** Social commerce; social media advertising; e-commerce; purchase intent.

**JEL Classification :** L70; L80; M31; M37.

## **Introduction**

Over time, social media have become an important lever in the virtual world, offering data, information and knowledge, with access to all areas. Platforms such as Facebook, Twitter, Instagram and Tiktok represent an important venue for companies seeking to promote their products and services. Advertising on social media has developed excessively, and has become an essential means of generating media coverage and reaching target audiences. These platforms, offering access to thousands of active users worldwide, represent enormous potential for influencing and steering consumer behavior.

As a result of this convergence, the use of social commerce has become a prominent reality, enabling companies to shrink the distance between themselves and their customers, as well as bringing them into the whole process, from product creation to consumption. This new marketing frontier can be described as the use of social media to promote products and services, facilitate transactions and encourage consumer engagement. It is based on the fundamental principles of e-commerce, but is distinguished by the integration of social interactions within the purchasing process. (Liang, Ho, & Turban, 2011).

Advertising, in turn, has become an essential pillar of the media landscape and modern marketing, as well as a highly effective tool for reaching its target audience. This form of communication is characterized by the delivery of targeted, interactive, and personalized promotional messages to social media users. It offers many advantages to advertisers, while presenting unique challenges.(Chaffey & Smith, 2017).

The intention to buy online is considered to be the consumer's intention to enter into a relationship with a seller in virtual space. (Zwass, 1998).

Lately, researchers have been focusing on the concept of online purchase intent, and the factors that influence it. In this paper, we'll be looking at how advertising on social media impacts the purchase intention of online web users. To gain a better understanding of this phenomenon, we'll rely firstly on a literature review of the subject, clarifying the key concepts of this article, such as social commerce, online advertising, social media, and purchase intent, and secondly, a qualitative study through an online questionnaire, aimed at Algerian Internet users, using various social platforms, such as Facebook, Instagram, Twitter, .... Etc.

## **1- Literature review**

### **1-1- Social commerce, a new marketing frontier**

In recent times, with changes in internet usage, a new form of direct marketing has emerged, based on social media, such as platforms like Facebook, Instagram, etc., blogs and virtual chat rooms. A strategy that blends aspects of e-commerce and social media, with the sole aim of developing new relationships, as well as strengthening existing ones (Sheldon, 2008).

Social commerce can be defined as the concept that combines elements of e-commerce and social media to facilitate interactions between consumers, brands and products. It allows consumers to share their shopping experiences, get reviews from their peers and interact directly with brands via online social platforms." (Kozinets, 2017).

Also as, a digital ecosystem in which consumers and brands interact and collaborate on social media platforms. Companies use user-generated data to personalize offers and enhance the shopping experience, while consumers benefit from targeted recommendations and more personalized interaction with brands." (Hajli, 2015).

Social media refers to the use of online platforms that enable individuals to create, share and interact with content, information, and other users within a virtual community. These platforms facilitate the building of social media, the establishment of relationships, and real-time communication, whether for personal or professional purposes. (Ellison, Steinfield, & Lampe, 2007).

According to Mercanti-Guérin (Mercanti-Guérin, 2010), a media is made up of three levels: a structural scale for the structure of actors, a relational scale for the density of relationships and an individual scale for the centrality of an actor. Media structure does not directly predict attitudes or behaviors, but it does predict similarities between attitudes and behaviors (Burt, 1995). It should be noted that the aim of social mediating sites is to bring together people with common interests and tastes, while trust plays a key role in this. (Stevens & Mauléon, 2009).

Social commerce has a number of characteristics:

- **Online social interaction:** Social commerce is characterized by the possibility for users to interact with other individuals within the platform. These interactions and exchanges can take the form of comments, likes, shares, private messages, etc. (Ellison, Steinfield, & Lampe, 2007);

- Content sharing and content personalization: Social commerce users can share content, such as photos, videos, blog posts, links, etc., with their social media. The idea is to share ideas, opinions and points of view on products or services, as well as facts and situations of all kinds. (Hu & Kim, 2011);
- Creating virtual communities: Social commerce enables users to group together in virtual communities based on common interests, activities, brands, or points of interest. (McMillan & Morrison, 2006).

So, to sum it all up, social media, as they are conceived, fulfill three functions for users: personal, social and info-commercial.

Firstly, Internet users create an account with their personal data (names and photos) so they can comment, express themselves and share content, photos and opinions, moving from private to public life. Secondly, it creates a media of people who know each other virtually, becoming friends who share their everyday lives. And thirdly, it enables the dissemination of information and data that concerns everyone, such as the quality of products and services, sales periods, brand reviews, or what is known as electronic word of mouth (eWom). (Hossler, Murat, & Jouanne, 2014).

According to, (Llach, Marimon, Del Mar Alonso-Almeida, & Bernardo, 2013) the benefits of creating these profiles go beyond what has been said above:

- The power to personalize the messages users receive and redistribute them to the population - Keeping the target audience informed and up to date: given that social media users stay connected for most of the time, they'll be instantly informed of various news items, including the most urgent ones;
- Control your reputation: the profile or page becomes a place where the community can express itself. Users feel valued because they can give their opinions and suggestions and act on them, providing important direct feedback free of charge;
- Measuring the success of actions: the rapid development of social platforms means that media managers can measure the success or failure of their campaigns at any time and make any necessary adjustments.

## **1-2- Advertising on social media**

In recent times, with the emergence of the use of social media, advertising has become an essential element of the marketing landscape, with the massive consumer adoption of this type of platform, companies

have found a new opportunity in order to promote their goods and services, since it offers a space that allows brands to interact directly with the target audience, stimulate user engagement and influence their purchasing behavior, and for this reason the effectiveness of advertising has been the subject of endless debate for decades (Akbari, 2015).

For many people, advertising on the Internet and advertising on social media represent the same thing, and this is false, since the latter is part of the former, since Internet advertising can be said to be a tool used by all companies, whatever their size, that use web pages to advertise, it encompasses all forms of commercial promotion carried out online. It includes a variety of formats, such as graphic ads, text ads, video ads and contextual ads, displayed on various websites and online platforms. Its main objective is to reach a large and diverse audience who browse the Internet for various activities. While for social media advertising, it acts as a link to the Internet itself and websites; it focuses specifically on social media platforms such as Facebook, Instagram, Twitter and LinkedIn. It aims to exploit online social interactions to deliver targeted advertising messages. Social media advertising enables advertisers to precisely target specific market segments using demographic, behavioral and psycho-graphic criteria (Rallet, 2001).

There are many similarities between the two concepts, since they both use the web as a playground, in their methods and formats, but the small difference lies in the objective of each. For social media advertising, the aim is to stimulate user interaction, encourage engagement and sharing. Web advertising, on the other hand, is characterized by passivity, and remains focused on disseminating information.

To understand Internet users' reactions to Internet advertising, we must first examine their motivations for going online. For (Bradley, Thorson, Bothner, & Allen, 2000), it's necessary to understand the attitudes of Internet users (in this case, users of social media ads), primarily by considering the reasons why these users frequently visit these social media ads.

Much research, including the one conducted by Stafford, Stafford, et Schkade (2004), has addressed these reasons, showing that content factors (i.e. value of information, entertainment value, etc.), structural factors (i.e. time filling) and socialization factors (i.e. social bonding) constitute Internet users' motivations for going online. (Stafford, Stafford, & Schkade, Determining uses and gratifications for the Internet., 2004)

There are many characteristics of advertising on social media:

- **Direct interaction:** Direct interaction in social media advertising refers to the ability of users of these platforms to engage in direct actions with advertisements. This can include actions such as clicking on a link, commenting on a post, liking a post, sharing content or even interacting directly with the brand or company behind the ads. This feature allows advertisers to create a more engaging and interactive relationship with their target audience, rather than simply delivering a one-sided message. (Ashley & Tuten, 2015);
- **Performance measurement:** Social media platforms offer tools to accurately measure the effectiveness of ads in terms of engagement, clicks, conversions and other metrics. These performance measures can include engagement rate, conversion rate, cost per click (CPC), and return on investment (ROI) (Olsson & Phelps, 2004);
- **Multifunctionality:** social media serve as versatile platforms accessible through various devices such as Smartphone, computers, and tablets;
- **Temporal Flexibility:** Unlike traditional advertising campaigns, which often span weeks or even months, social media campaigns can be tailored to specific needs or real-time events, lasting from just a few hours to minutes as required. For instance;
- **Fostering Loyalty:** Establishing a genuine connection with the audience is a core objective for businesses, aiming to foster a more interactive and amicable relationship while enhancing brand affinity. Advertising campaigns executed on social media tend to be more effective in bringing customers closer to the brand;
- **Tracking:** Using social media as an advertising medium allows companies to monitor and analyze the campaign to see how money has been spent and what needs to be improved to achieve better results. (Gordoa, Dedeu, & Boda, 2019).

### **1-3- Purchase intention**

Purchase intent is an important stage in the decision-making process, which is why it has become a subject of interest for many researchers and professionals, particularly in the marketing field. With the spread of digital media, particularly social media, advertising on these platforms plays a key role in influencing consumers and their online purchasing decisions. To better understand this concept, we need to go back to Darpy's definition, which clearly explains that intention represents the moment when the individual declares whether or not he or she is ready to adopt a behavior, i.e. the moment between detecting the need and taking action. The same author

also considered that intention is a response to desire as part of the decision-making process. Desire represents the feeling of attraction for an object and the need to attain it. It should be stressed that intention is formed in several stages: first, the existence of the desire and its detection, then the acceptance of this desire, followed by the intention and its planning, and finally the promise of realization (Darpy, 1997).

Numerous studies have looked at purchase intention in an electronic environment, particularly in the context of advertising on social media. The key aspects of user experience in this context are ease of use, aesthetics, interactivity, relevance, personalization, and engagement. Enhanced user experience can lead to higher levels of engagement, attention, and interaction with advertisements, ultimately impacting satisfaction levels and influencing purchase intentions. (Hassenzahl & Tractinsky, 2006).

For Chen and Xie (2008), satisfaction with advertising on social media affects users' opinions, either positive or negative, of the advertisements they encounter on these platforms. A high degree of satisfaction regarding the advertisements can result in a favorable disposition toward the brands or products being promoted, boost purchase intent, and cultivate a positive rapport between consumers and advertisers. (Chen & Xie, 2008).

To summarize the elements that affect online purchase intent concerning advertising on social media, we can outline them as follows:

- **Relevance of Advertising:** This factor refers to how well the content of an advertisement aligns with the needs, interests, and preferences of consumers. When ads are relevant, they have a higher chance of capturing the attention and interest of consumers, thereby potentially boosting their purchase intent. (Li, Daugherty, & Biocca, 2002);
- **Credibility of the Source:** Source credibility relates to the level of trust consumers have in the advertiser or the social mediating platform displaying the advertisements. When consumers view the advertiser or platform as credible, they are more likely to perceive ads as trustworthy and be swayed by them. (Ohanian, 1990);
- **Social Influence:** Social influence signifies the effect of opinions, endorsements, and actions of other users on online purchase intent. Recommendations and positive feedback from fellow consumers on social media have the potential to enhance consumer trust and positively impact purchase intent. (Cheung, Lee, & Rabjohn, 2008).

## 2- Conceptual model and hypotheses

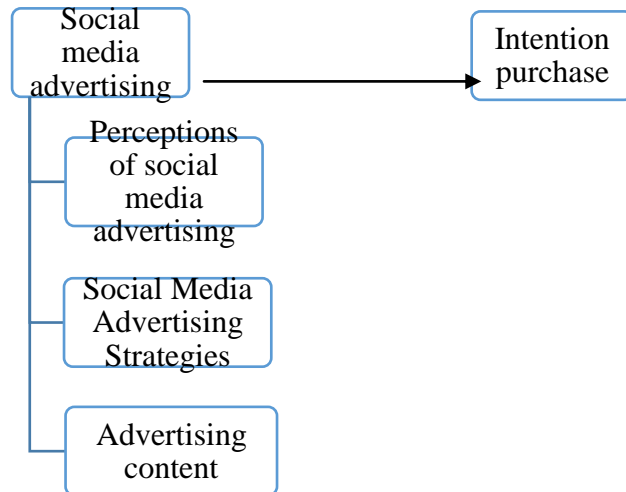
In 2012, Smith, Fischer, and Yongjian draw attention to the wide array of user-brand interactions on social media, underscoring notable distinctions among YouTube, Facebook, and Twitter. These discoveries hold immense value for marketers aiming to fine-tune their social media strategies to align with the distinct platforms and the particular goals of their target demographic. (Smith, Fischer, & Yongjian, 2012)

Ducoffe (Ducoffe, 1995), demonstrates that consumers who derive entertainment from advertisements tend to also find them informative. When advertisements are entertaining, they are more likely to capture the audience's attention and be appreciated. A study from Taylor and al., (Taylor, Lewin, & Strutton, 2011) revealed that social media users' perception of social media advertisements as both entertaining and educational positively influences their attitudes toward SMAs.

More recent research investigates the determinants of consumer advertisement avoidance on social media platforms. It extensively examines the various elements contributing to users disregarding or bypassing advertisements in digital spaces. The results concluded that comprehending these determinants holds significant importance for marketers and advertisers who aspire to enhance the effectiveness and engagement of their social media campaigns while minimizing advertising avoidance. (Ferreira, Michaelidou, Moraes, & McGrath, 2017)

Figure 1 show the proposed model tested in this study.

**Figure number (1): conceptual model**



**Source: designed by the authors**



According to the studied literature, it is imperative to evaluate these dimensions outlined in the model for several compelling reasons. These dimensions serve as invaluable tools for obtaining a profound comprehension of how advertisements on social networks are perceived by users. They shed light on the intricacies of advertisement design and the content being conveyed. Additionally, they aid campaigns in honing their targeting precision, aligning more closely with individual preferences. Through the analysis of these dimensions, advertisers gain the ability to discern which strategies and content types wield the most influence over purchase intent. Such insights empower advertisers to fine-tune their advertising campaigns, rendering them more effective. Furthermore, the creation of advertisements that are both relevant and engaging elevates the overall user experience on social networks.

Our analysis of the literature and our proposed model allow us to formulate the following hypothesis:

H1: Purchase intention is positively impacted by the social media advertising.

Considering that social media advertising is assessed using various dimensions, we can formulate sub-hypotheses to assess and validate our main research hypothesis.

- H1a: Consumers' perceptions of social media advertising positively affect their purchase intentions.
- H1b: The aspect of social media advertising strategies has a favorable impact on consumers' purchase intent.
- H1c: The content of social media advertising (SMA) positively impacts consumers' purchase intentions.

### **3- Study methodology**

We conducted our study on a convenience sample of 154 people, spread over a period from 01/07/2023 to 25/08/2023. We ensured that these people were Algerian users of social media. The questionnaire was distributed and shared online via "Google Form".

To measure the various independent and dependent variables in our study, we used the study by Taylor and al., (Taylor, Lewin, & Strutton, 2011), for the independent variable of advertising on social media, with its three dimensions (see Figure 1), while the dependent variable of purchase intention is measured using the scale proposed in the study by Mikalef and al., (Mikalef, Giannakos, & Pateli, 2013).

#### **4- Results and discussion**

##### **4-1- Demographic data**

Descriptive statistics for the dataset are presented below (Table 1), including descriptions of the distribution of each gender, age group and level of education.

**Table number (1): demographic data**

| <b>Item(s)</b>         | <b>Category</b> | <b>Number</b> | <b>Percentage</b> |
|------------------------|-----------------|---------------|-------------------|
| <b>Type</b>            | Men             | 65            | 42,2%             |
|                        | Woman           | 89            | 57,8%             |
| <b>Age</b>             | 16-20           | 39            | 25,3%             |
|                        | 21-30           | 21            | 13,6%             |
|                        | 31-40           | 55            | 37,7%             |
|                        | 41-50           | 27            | 17,5%             |
|                        | Over 50         | 12            | 7,8%              |
| <b>Education level</b> | Medium          | 15            | 9,7%              |
|                        | Secondary       | 44            | 28,6%             |
|                        | University      | 95            | 61,7%             |

**Source: SPSS data with reorganization by the authors**

Our sample is made up of 58% women and 42% men. In terms of age, the most dominant category is in their thirties, after the youngest, aged 16 to 20. So we can group the age category that uses social media, if between 16 and 40, as well as most of them have a university level.

##### **4-2- Reliability test**

To test the validity of the results obtained, we used Alpha Cronbach's coefficient. We note that most of the variables have a satisfactory index, and reflect a degree of homogeneity.

**Table number (2): reliability test**

| <b>Dimensions</b>                                | <b>Alpha Cronbach</b> |
|--|-----------------------|
| perceptions of social media advertising (3items) | 0.740                 |
| social media advertising strategies (4items)     | 0.282                 |
| content of social media advertising (3items)     | 0.756                 |
| Purchase intention (5items)                      | 0.750                 |

**Source: SPSS data with reorganization by the authors**

According to the results of the dimension reliability test, we find that the dimensions of social media advertising strategies cannot be accepted

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because their reliability is too low. Consequently, hypotheses H1b will not be tested. On the other hand, the other dimensions (perceptions of social media advertising, content of social media advertising and purchase intention) will be accepted, as their reliability rate (Cronbach's Alpha) is greater than 0.7.

With this in mind, we can now begin our descriptive analysis of the data, using cross-tabulations and, more specifically, the Chi-square test to test our hypotheses. The Chi-square test<sup>2</sup> of independence is a statistical hypothesis used to determine whether two categorical or nominal variables are likely to be related or not. After transforming our ordinal scale (Likert scale) into a categorical scale for purchase intention. Our results on the relationship between our independent variables and the dependent variable, and their interpretations, are presented in the tables below.

**4-3- Analysis of responses to items on content of (SMA), perceptions of (SMA) and purchase intention**

**Table number (3): Analysis of content of social media advertising item responses (average, standard deviation and median)**

| <b>Items</b>  | <b>N</b> | <b>Average</b> | <b>Standard deviation</b> | <b>Median</b> |
|---|----------|----------------|---------------------------|---------------|
| Ads on social media are a valuable source of information on products and services | 154      | 3,72           | ,844                      | 4,00          |
| Ads on social media are a convenient source of product/service information.       | 154      | 3,52           | ,965                      | 4,00          |
| Announcements on social media help me keep up to date                             | 154      | 3,44           | ,855                      | 4,00          |
| N valid (list)  | 154      |                |                           |               |

**Source: SPSS data with reorganization by the authors**

This table shows that the mean of the content of social media advertising items is close to 3.50, with a standard deviation ranging from 0.80 to 0.95, and a median of 4.00. All represent a high degree of acceptance. All represent a high degree of acceptance. In particular, this confirms that advertising on social media remains a valuable source of information on products/services, as well as a valuable aid in keeping customers abreast of all the latest news concerning these same products/services.

**Table number (4): Analysis of responses to the perceptions of social media advertising items. (Average, standard deviation and median)**

| <b>Items</b>   | <b>N</b> | <b>Aver.</b> | <b>Sta/de<br/>viation</b> | <b>Median</b> |
|--|----------|--------------|---------------------------|---------------|
| I love product and brand banner ads posted on social media.                                      | 154      | 3,40         | ,829                      | 4,00          |
| I like profiles created by users who sponsor the product or brand on social media.               | 154      | 3,37         | ,921                      | 4,00          |
| I like videos created by the company sponsoring the product or brand and posted on social media. | 154      | 3,55         | ,751                      | 4,00          |
| N valid (list)   | 154      |              |                           |               |

**Source: SPSS data with reorganization by the authors**

This table summarizes data on the mean, standard deviation and median of attitude items towards perceptions of social media advertising. The values confirm that Internet users admire online advertising banners, in addition to the profiles created for them and the videos that follow their creation. The results confirm a very high degree of acceptance. As a result, respondents positively affirmed the questions posed on this variable of Internet users' attitudes towards advertising on social media.

**Table number (5): Analysis of purchase intention items responses (Average, standard deviation and median)**

| <b>Items</b>  | <b>N</b> | <b>Aver.</b> | <b>Sta/dev</b> | <b>Median</b> |
|---|----------|--------------|----------------|---------------|
| After some thought, I buy one or more products that I've seen ASM                 | 154      | 3,35         | ,860           | 4,00          |
| I buy products that I've seen ASM   | 154      | 3,71         | ,756           | 4,00          |
| I buy some of the products or services I've seen on social media.                 | 154      | 3,41         | ,837           | 4,00          |
| Some of my recent purchases are based on information I found via ads on s/ media. | 154      | 3,36         | ,877           | 4,00          |

**Source: SPSS data with reorganization by the authors**

The same applies to this table, which groups the purchase intention items on one side, and the results for the mean, median and standard deviation of each item on the other. We can see that the average varies between 3.30 and 3.71, with a median of 4.00 and a standard deviation of 0.75 to 0.87, all of which confirms a very high level of approval, based on Internet users' reflection of the triggering of the desire to buy products or services, already seen via ads on social media, as well as their assertion that

their purchases are the basis of some of the information on these same products/services, collected via social Ads.

#### **4-4- Examination of research hypothesis**

The main objective of this paper is to determine the nature of the impact of advertising on social media on purchase intention, after proposing a main hypothesis and three sub-hypotheses, we kept just two hypotheses, concerning content of (SMA) and perceptions of (SMA), and to help us achieve our objective, the authors adopted a chi-square test to test the combination of the content of SMA/purchase intention variable and the perceptions of social media advertising/purchase intention variable. It should be noted that the chi-square test is widely used in marketing, more specifically in studies that deal with the relationship, dependence or association between qualitative variables, which is why we chose this method in our article.

##### **4-4-1- Test of hypothesis H1A**

In this hypothesis, we will study the relationship between content of social media advertising with its three items (Ads on social media are a valuable source of information about products and services, Ads on social media are a convenient source of information about products/services and Ads on social media help me stay informed) and purchase intention. The results of the combination are as follows:

**Table number (6): Test of hypothesis H1A**

| <b>Content of (SMA) x purchase intent</b> | <b>Value (Chi2)</b> | <b>Sig (Chi2)</b> | <b>Cramer's V</b> |
|---|---------------------|-------------------|-------------------|
| Item1 x purchase intent                   | 55.560              | 0.018             | 0.498             |
| Item2 x Purchase intent                   | 51.001              | 0.042             | 0.678             |
| Item 3 x purchase intent                  | 45.624              | 0.041             | 0.676             |

**Source: SPSS data with reorganization by the authors**

After running our survey results through SPSS 2.0, we cross-tabulate the content of social media advertising variable with purchase intention. The result of the Chi-square test shows that there is a strong relationship between the content of social media advertising and purchase intention, with a Chi-square value varying between 0.018 and 0.042 for the three items, well above the 0.05 significance level, which allows us to reject the null hypothesis. The interest of Cramer's V is to measure the strength of the link

between these two variables; it varies between 0 and 1, to affirm that there is a strong relationship. In our case, Cramer's V exceeds the value of 0.6 for the last two items, compared with nearly 0.5 for the first item. This leads us to affirm the strong relationship between the two variables, since they reach the average of 0.6 required to affirm this kind of relationship. We can therefore accept and confirm the hypothesis that the content of the Social Media Advertisement has a positive influence on consumers' purchase intention.

#### **4-4-2- Test of hypothesis H1C**

In this hypothesis, we will address the link between the variable of perception towards advertising on social media with its three items (I like advertising banners of products and brands posted on social media, I like profiles created by users who sponsor the product or brand on social media and I like videos created by the company sponsoring the product or brand that are posted on social media) and the variable of purchase intention. The results of the combination are as follows:

**Table number (7): Test of hypothesis H1C**

| <b>Perception of (SMA)x purchase intent</b> | <b>Value (Chi2)</b> | <b>Sig (Chi2)</b> | <b>Cramer's V</b> |
|---|---------------------|-------------------|-------------------|
| Item1 x purchase intent                     | 59.929              | 0.008             | 0.402             |
| Item2 x Purchase intent                     | 41.654              | 0.014             | 0.567             |
| Item3 x purchase intent                     | 39.546              | 0.040             | 0.668             |

**Source: SPSS data with reorganization by the authors**

We can see on the table above that the Pearson chi-square for the item dealing with advertising banners is 0.008, a significant value indicating a slight relationship between the two variables, since it is close to the 0.05 significant value threshold; for Cramer's V value, we see that it is below 0.5, so it is imperative to affirm the weak relationship between these two variables.

For the other two items, the Chi-square values, when crossed with the rest of the attitude variable, in this case (profiles created by users who sponsor the product or brand on social media, and videos created by the company sponsoring the product or brand that are posted on social media) clearly exceed the significant value of 0.05, (0.014, for the first item and 0.040 for the second). In this case, the authors assert the existence of a relationship between the perceptions variable and purchase intention, as

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shown and confirmed by Cramer's V index, which exceeds the mean of 0.5, and supports the claim of a strong relationship.

**Table number (8): Cross-tabulation**

|  |                   | <b>I buy products that I've seen ads on s/media.</b> |         |          |                | <b>Total</b> |
|--|-------------------|--|---------|----------|----------------|--------------|
|  |                   | No agreement   | Neutral | I agree. | Strongly agree |              |
| <b>I find ads on social media intrusive.</b> | Strongly disagree | 3  | 0       | 3        | 0              | 6            |
|  | No agreement      | 4  | 6       | 10       | 0              | 20           |
|  | Neutral           | 3  | 6       | 39       | 0              | 48           |
|  | I agree.          | 6  | 12      | 50       | 12             | 80           |
| <b>Total</b>                                 |                   | 16   | 24      | 102      | 12             | 154          |

**Source: SPSS data with reorganization by the authors**

Table 8 confirms the impact of intrusive social media advertising on the intention to buy, since according to the feedback from our online survey, over 66% of respondents agree with this crossover, compared with 10% who disagree. As a result, there is a strong, positive impact between advertising and its nature on social media on customers' intention to buy these products or services.

Summarizing the discussion of the results, the authors were able to confirm the two sub-hypotheses examined in this descriptive study, by showing firstly the existence of a strong relationship between the content of social media advertising and consumers' purchase intention, since the results obtained affirm the existence of a positive impact between the two variables. Secondly, the study of the relationship between consumers' perceptions towards social media advertisement and purchase intention, the authors ended up proving that there is a positive relationship, and intention is positively impacted by the attitude variable.

To conclude, and based on the study of the two sub-hypotheses addressed in this article, we can affirm the main hypothesis, which assumes that advertising on social media positively influences consumers' purchase intention.

## **Conclusion**

Through this research, we have found that advertising on social media plays a very important role in the formation of purchase intention, through its positive impact on attitude towards these online advertisements, and the required information provided by said advertisements.

It's imperative that companies make use of this type of advertising, which has become an indispensable tool for communication, information and sales, since online platforms have become a business that generates very significant sales, particularly in our country, where the spread of this type of commerce is moving at a very rapid pace. Today's consumers are increasingly turning to the Internet to satisfy their various needs, such as obtaining information about products or services, and waiting for feedback on them through eWOM (electronic word-of-mouth), the important role played by online advertising in shaping the purchasing intentions of consumers in general, and the Algerian consumer more specifically, since the results of this study evoked the importance of the information provided by companies about their products and services, as well as the attitude of customers towards these ads. Commercial players in this field need to make considerable efforts in this kind of communication, by increasing the quality of their online ads, as well as the right segmentation of their customers, by better targeting their segments, will guarantee good communication concerning the products offered for sale, and automatically increase the company's sales and turnover.

To better understand this phenomenon, and the nature of the relationship between online advertising and purchase intention, the authors suggest other paths to follow, by including other variables in the model proposed in this study, to make it more complete, and to enable specialists to better understand the mechanisms underlying this relationship. Such as: type of ad, target audience, feelings and emotions caused by the ad, duration of the spot, brand trust, product or service characteristics, etc....

Recently, AI (artificial intelligence) is taking on an ever-greater role in our daily lives, and major companies are using this tool as an integral part of their systems. The authors therefore suggest integrating the various artificial intelligence tools into their product marketing, particularly in their communications policy, which is largely online and through the various social media.



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