NEAR EAST UNIVERSITY
INSTITUTE OF GRADUATE STUDIES
DEPARTMENT OF BUSINESS ADMINISTRATION

EXAMINING THE INFLUENCE OF SOCIAL MEDIA ADVERTISING ON CUSTOM-ER PURCHASING INTENTIONS – A CASE STUDY OF THE LIBERIA CLOTHING INDUSTRY

MBA THESIS

SAVIOUR FAITH OUTLAND

Nicosia
JANUARY, 2023

SAVIOUR FAITH OUTLAND
EXAMINING THE INFLUENCE OF SOCIAL MEDIA ADVERTISING ON CUSTOM-ER PURCHASING INTENTIONS – A CASE STUDY OF THE LIBERIA CLOTHING INDUSTRY
Nicosia JANUARY, 2023

NEAR EAST UNIVERSITY
INSTITUTE OF GRADUATE STUDIES

DEPARTMENT OF BUSINESS ADMINISTRATION

EXAMINING THE INFLUENCE OF SOCIAL MEDIA ADVERTISING ON CUSTOM-ER PURCHASING INTENTIONS – A CASE STUDY OF THE LI-BERIA CLOTHING INDUSTRY

MBA THESIS

SAVIOUR FAITH OUTLAND

Supervisor
Professor Dr. Serife Eyupoglu

Nicosia
JANUARY, 2023

Approval

We certify that we have read the thesis submitted by **SAVIOUR FAITH OUTLAND** **"EXAMINING THE INFLUENCE OF SOCIAL MEDIA ADVERTISING ON CUSTOMER PURCHASING INTENTIONS. A CASE STUDY OF THE LIBERIAN CLOTHING INDUSTRY"** and that in our combined opinion it is fully adequate, in scope and in quality, as a thesis for the degree of Master of Business Administration.

Examining Committee	**Name-Surname**	**Signature**
Head of the Jury:	Asst. Prof. Dr. Tijen Zeybek	.....
Committee Member:	Dr. Ayşe Hyusein	.....
Supervisor:	Prof. Dr. Serife Eyupoglu	.....

Approved by the Head of the Department

14./02./2023

.....

Prof. Dr. Serife Eyupoglu

Head of Department

Approved by the Institute of Graduate Studies

...../...../2023

Prof. Dr. Kemal Hüsnü Can Başer

Head of the Institute

Scanned with CamScanner

Declaration

I hereby declare that all information, documents, analysis, and results in this thesis have been collected and presented according to the academic rules and ethical guidelines of the Institute of Graduate Studies, Near East University. I also declare that as required by these rules and conduct, I have fully cited and referenced information and data that are not original to this study.

Saviour Faith Outland

…../…../2023

Day/Month/Year

Acknowledgments

The Almighty God, who has bestowed upon me numerous blessings during the course of my time spent learning and conducting research at Near East University, deserves my highest praises and gratitude.

I would like to express my sincere gratitude to Professor Dr. Serife Eyupoglu, Dean of the Faculty of Economics and Administrative Sciences, chairperson of the business administration department, who also served as my supervisor in conduct this research work at the prestigious Near East University. She has been a major source of inspiration for me because of her vigor, vision, sincerity, and drive. It was a highly respectable and meaningful chance to work and learn under her guidance. I am really appreciative of everything she has done for me.

I'd want to thank my former boss, Cllr. Samuel R. Clark, for all of the love, prayers, concern, financial support, and sacrifices he made to help me finish my education and getting me ready for the future.

More importantly, I am very much thankful to Mr. Reagan Weah for all of his help, inspiration, and support, as well as for his massive financial support and the sacrifices he made ensuring that I acquire top-notch education. He also showed a genuine interest in love, prayer, and caring.

My parents also deserve my sincere thanks for all the love, concern, and sacrifices they have made for me in order to further my education and prepare me for the future. I am grateful to my son for his love, patience, prayers, and ongoing support as I have been working on this research. Finally, my thanks go to all the people who have supported me to complete my study and the research work directly or indirectly.

Saviour Faith Outland

…../…../2023

Abstract

Examining the Influence of Social Media Advertising on Custom-Er Purchasing Intentions – A Case Study of the Liberia Clothing Industry

SAVIOUR FAITH OUTLAND

MBA.Department of Business Administration

January, 2023 Page134

This study investigated the impact that social media advertising has on the purchasing intention of adult consumers in the clothing industry in Liberia.

The study ran a Spearman Correlation due to the fact that the data was not normally distributed and found a strong, positive Significant correlation between consumer buying intentions and Identification, Attention, Enthusiasm, absorption, Interaction, Entertainment, Informativeness, Promotional rewards, and Social media dependency which are the subscales that were used to measure social media advertising.

In the regression aspect of the analysis, The R^2 of social media advertising and customer buying intention was 33%. It means that 33% of the variation in customer buying intentions can be explained by social media advertising. The findings tell us that social media advertising positively and significantly influences customer buying intention.

The study included two types of quantitative research designs: descriptive and causal. The data was collected through a structured questionnaire. The questionnaire used was adapted with permission from its authors Ji, C., Mieiro, S. and Huang, G. (2022). Version 21 of SPSS was used for the analysis of the data in this research study. The study provided the following recommendations base on its findings: The Liberian clothing industry pays serious attention to social media advertising so as to boost its sales. Liberia produces clothing that is special and reflects some traditional value that people around the world would like to buy but cannot see which design to choose due to their locations, they can see and order those items if they are seen on social media platforms due to the wider usage.

That the government or other organizations help to establish a special social media platform that will incorporate only Liberian clothing of different designs that all businesses that are dealing in clothing can advertise on so that the industry can be well known worldwide and help promote smaller businesses thereby strengthening the capacity of her citizens.

***Key words**:* Social media advertising, Purchase intentions, clothing industry, adult consumers

Özet

Sosyal Medya Reklamcılığının Müşterilerin Satın Alma Niyetleri Üzerindeki Etkisinin İncelenmesi – Liberya Giyim Sektörü Üzerine Bir Vaka Çalışması

SAVIOUR FAITH OUTLAND

MBA.İşletme Bölümü

Ocak, 2023 Sayfa 134

Bu çalışma, sosyal medya reklamcılığının Liberya'daki giyim endüstrisindeki yetişkin tüketicilerin satın alma niyeti üzerindeki etkisini araştırmıştır.

Çalışma, verilerin normal olarak dağıtılmaması ve tüketici satın alma niyetleri ile Özdeşleşme, Dikkat, Coşku, özümseme, Etkileşim, Eğlence, Bilgilendirme, Promosyon ödülleri ve Sosyal medya arasında güçlü, pozitif ve anlamlı bir ilişki bulması nedeniyle bir Spearman Korelasyonu yürütmüştür. sosyal medya reklamlarını ölçmek için kullanılan alt ölçeklerdir.

Analizin regresyon yönünde, sosyal medya reklamcılığı ve müşteri satın alma niyetinin R2'si %33'tür. Bu, müşterinin satın alma niyetindeki değişimin %33'ünün sosyal medya reklamcılığıyla açıklanabileceği anlamına geliyor. Bulgular bize, sosyal medya reklamcılığının müşterinin satın alma niyetini olumlu ve önemli ölçüde etkilediğini söylüyor.

Çalışma, tanımlayıcı ve nedensel olmak üzere iki tür nicel araştırma desenini içermektedir. Veriler, yapılandırılmış bir anket aracılığıyla toplanmıştır. Kullanılan anket, yazarları Ji, C., Mieiro, S. ve Huang, G.'nin (2022) izniyle uyarlanmıştır. Bu araştırma çalışmasında verilerin analizinde SPSS 21 versiyonu kullanılmıştır.

Çalışma, bulgularına dayanarak şu tavsiyelerde bulundu: Liberya giyim endüstrisi, satışlarını artırmak için sosyal medya reklamlarına ciddi bir önem veriyor. Liberya, dünyanın dört bir yanındaki insanların satın almak isteyip de bulundukları konum nedeniyle hangi tasarımı seçeceklerini göremedikleri bazı geleneksel değerleri yansıtan ve özel giysiler üretiyor. daha geniş kullanım için.

Hükümetin veya diğer kuruluşların, yalnızca giyim ticareti yapan tüm işletmelerin reklamını yapabileceği farklı tasarımlara sahip Liberya giysilerini içerecek özel bir sosyal medya platformunun kurulmasına yardımcı olması, böylece sektörün dünya çapında iyi tanınması ve daha küçük işletmelerin teşvik edilmesine yardımcı olması ve böylece güçlenmesi vatandaşlarının kapasitesi.

Anahtar kelimeler: Sosyal medya reklamcılığı, Satın alma niyeti, giyim sektörü, yetişkin tüketiciler

Table of Contents

Approval i
Declaration ii
Acknowledgements iii
Abstract iv
Özet v
Table of Contents vi
List of Tables ix
List of Figures ix
List of Abbreviations x

CHAPTER **I**

Introduction 11
Statement of the problem 18
Purpose of the Study 19
Research Questions 20
Significance of the Study 20
Definition of Key Terms 21
Social Media Advertising 21
Business Activity Promotion 24

CHAPTER II

Literature Review 26
Introduction 26
Discussion on Social Media Advertising 26
Types of social Media Advertising 26
Advantages of Social Media Advertising 28
Cost-Related 29
Social Interaction. 29
Interactivity 30
Targeted Market 31
Customer Service 31
Disadvantages of Social Media Adverting 32
Time Intensive 33
Trademark and Copyright Issue 33
Trust, Privacy and Security Issue 34
User-generated content 24

Negative Feedback 36
Customer Attitude toward social media advertising 36
Credibility 37
Materialism 38
Value Corruption 38
Corporate Reputation 39
Theory of Social Media Advertising 39
The theory of Planned Behavior 40
The Uses and Gratification Theory (U&G) 41
Theory of Reasoned Action 42
The impact of Social Media Advertising on the Liberian clothing industry 43
Purchase Intention 44
Customer Purchasing Intension Processes 44
Problem Recognition 45
Information search 45
Alternative Evaluation 46
Factors that influence clothing interest 46
Self-concept and clothing interest 47
Brand image and clothing interest 48
WOM and clothing interest 48
Relationship between Social Media Advertising and Customers Purchase Intentions 50
Relationship between brand equity and customer's purchase intention. 53
Relationship between Brand Engagement and Customers Purchase Intentions 54
Relationship between Informativeness and Purchase Intentions 55
Relationship between Entertainment and Purchase Intentions 58
Relationship between Identification and Purchase Intentions 59
Relationship between Enthusiasm and Purchase Intentions 60
Relationship between Attention and Purchase Intentions 60
Relationship between Absorption and Purchase Intentions 61
Relationship between Interaction and Purchase Intentions 61
Relationship between social media dependency and Purchase Intentions 62
Hypothesis 64

CHAPTER III

Data and Methodology 65
Introduction 65

Research Design 65
Population 66
Data Collection Tools 66
Data Collection Procedure 67
Data Analysis Plan 67

CHAPTER IV

Finding and Discussion 69
Number of Respondents 69
Demographic Data. 69
Reliability Test 71
Measuring social media advertising 71
Consumer Purchasing Intention/ Consumption Intention. 71
Identification 72
Enthusiasm 74
Absorption 75
Interaction 76
Entertainment 77
Informativeness 77
Promotional Rewards 78
Social Media Dependency 79
Correlation Analysis 79
Regression 82
Simple Linear Regression 82

CHAPTER **V**

Discussion 94
Introduction 94
Conclusion 96
Recommendations 97
Recommendations for further research 98
Limitations of the study 98
Reference 99
Appendixes 113
Plagiarism Report 118

List of Tables

Table 4.1 Respondent's Demographic Data 69
Table 4.1 Mean and Standard deviation of Consumer purchasing intention 72
Table 4.2 Mean and Standard deviation of Identification 72
Table 4.3 Mean and Standard deviation of Attention 73
Table 4.4 Mean and Standard deviation of Enthusiasm 74
Table 4.5 Mean and Standard deviation of Absorption 75
Table 4.6 Mean and Standard deviation of respondents on Interaction 76
Table 4.7 Mean and Standard deviation of adult response on Entertainment 77
Table 4.8 Mean and Standard deviation of adult response on Informativeness 77
Table 4.9 Mean and Standard deviation of adult response on Promotional reward 78
Table 4.10 Mean and Standard deviation of adult response on Social media dependency 79
Table 4.13 Spearman's Correlation Coefficient Matrix between Social Media Advertisement on Customer purchasing Intention 80
Table 4.14 Regression coefficients of Social media advertising and customer purchasing in-tentions 82
Table 4.15 Regression coefficients of identification and customer's buying intention 84
Table 4.17 Regression coefficients of Enthusiasm and customer purchasing intention 86
Table 4.18 Regression coefficients of absorption and customer purchasing intention 87
Table 4.19 Regression coefficients of interaction and customer purchasing intention 88
Table 4.20 Regression coefficients of entertainment and customer purchasing intention 89
Table 4.21 Regression coefficients of informativeness and customer purchasing attention 90
Table 4.22 Regression coefficients of Promotional rewards and customer purchasing intention 91
Table 4.23 Regression coefficients of Social media dependency and customer purchasing intention 92

List of Figures

Figure 4.1 Conceptual Frameworks 63

Abbreviation

SMA: Social Media Advertising

Ads: Advertisings

PI: Purchasing Intension

SD: Sustainable development

TPB: Theory of Planned Behaviour

U&G: Uses & Gratification

TRA: Theory of Reasoned Action

Chapter 1

Introduction

This chapter is focused on the introduction of social media advertising on purchasing intention, statement of the problem, and purpose of the study, the research question, the significance of the study and definition of key terms.

Social networking sites have evolved into a channel that businesses may utilize to spread their marketing efforts to a wider audience in today's technologically advanced world. Each party benefits from this. Social media marketing is described as "linking businesses and customers while providing a personal channel and currency for user-cantered networking and social engagement" by Chi (2011, 46). Social media marketing, according to Chi, does this by "connecting businesses and customers." The methods and tools for interacting with clients have drastically changed as a result of social media's explosive growth in popularity. As a result, organizations must develop the abilities required to use social media in a way that is compatible with the business strategy they have established (Mangold and Faulds 2099). The likelihood that members of Generation Y—sometimes referred to as "Boomerang Kids"—will utilize different social media platforms is rising (Beresford Research, 2009; Kaplan & Haenlein, 2010). Globally, there has been a huge shift that has occurred as a direct result of the Internet's advent. The era of businesses building websites and using them as online brochures is long gone; in its place, we now live in a world where people create their own content. The increase in user-generated material is to blame for this.

The impact of social media advertising on organizations or businesses worldwide has started thinking about how using these platforms could help in attracting customers and building a profitable marketing relationship with those customers over the course of the last few decades, as research has shown and proven. This is a result of social media advertising's recent surge in popularity. Businesses are able to use a variety of marketing strategies on social media platforms, according to Alalwan et al. (2017). Advertising, client relationship management, electronic word-of-mouth (e-WOM), and branding are some of these tactics. On the other hand, both academics and business experts have shown a great deal of interest in social media marketing from the standpoint of advertising (Alalwan, Dwivedi, Rana, & Williams, 2016)

It is hard to research social media without encountering the phrase "social networking." This is due to the close relationship between the two ideas. As an immediate

consequence of the assertion in the preceding phrase, this article will address both of those concepts. Social media are defined as "forms of electronic communication (such Web sites for social networking and blogging) via which people construct online communities in order to exchange information, ideas, personal messages, and other content (such as videos)," according to Merriam-Webster. According to the same source, networking is "the exchange of information or services among individuals, organizations, or institutions; more particularly: the creation of fruitful connections for employment or business."

Advertising in the Liberian clothing industry has put a significant amount of emphasis on a number of different social media influencers. Advertisements on both video and images commonly feature the participation of social media influencers. They will be compensated by the company in order to promote a certain product, and the reliability of each social media influencer is extremely important in connection to a customer's inclination to buy. According to Saima (2020), there is a connection between social media influencers and the buying intent of customers, and social media influencers play an important part in persuading customers to make purchases.

The impact of social media advertising on consumers' plans to make purchases in every aspect of our daily lives is getting more and more infused with social media. As a direct result of this tendency, users of popular social media sites like Facebook, Google+, Snapchat, YouTube, and Twitter are becoming more engaged. (Algharabat, Alalwan, Rana, & Dwivedi, 2017) This has an important impact on our interactions with our close friends as well as the public and private organizations we are a part of overall. In reality, social media platforms offer a fresh setting for interactions between people, groups, and even governments in the fields of business, society, politics, and education. The interchange of concepts, information, products, and services is also possible in this new context. Because social media platforms enable users to connect with one another in real time, this is feasible (Hawkins and Vel, 2013; Rathore, Ilavarasan, & Dwivedi, 2016).

As time goes on, the globe is advancing toward the digital era. These days, people access the internet using a variety of devices, including their cell phones, laptops, and desktop computers. Numerous people consider social networking to be an absolute must in their day-to-day lives, and a good number of them log into their online account’s multiple times each day. As a result, it should not come as a surprise that platforms for social media have lately turned into major instruments for market-

ing (Jin et al., 2019). As a direct result of the meteoric rise in popularity of social media platforms, a brand-new kind of cutting-edge digital marketing known as "Social Media Influencer Marketing" has evolved in a short amount of time (Jin et al., 2019). On the one hand, social media influencers are regular people who become well-known online for their knowledge and experience on a specific topic, such as food, fashion, technology, travel, education, ratings, music, movies, sports, and so on. On the other hand, social media influencers have the ability to sway others' opinions and behaviors in a manner that can be beneficial to others. On the other hand, while it is not uncommon for companies to hire well-known public personalities or celebrities to promote their products and services through traditional types of advertising platforms, companies are increasingly turning to influencer marketing (Lou & Yuan, 2019).

Both Liu et al. (2018) and Keller and Fay (2012) assert that the influence of social media is rapidly becoming an important part of contemporary marketing. Since its inception, social media has experienced explosive growth, which has translated into a substantial impact on the field of marketing with the so purpose of customers buying intention. Recent research indicates that the influence of the social media marketing industry is worth billions of dollars all around the world. Marketing through social media is useful for businesses because it helps them communicate directly with their clients, build a solid brand identity, and ultimately enhance product sales. In the year 2020, the concept of marketing through social media is scarcely innovative. However, further research is needed to analyze the influence of social media on customers’ marketing activity in the clothing industry and how it affects purchase intention through brand equity and involvement. This is the case because the clothing industry is a relatively new area of study.

The cosmetics business is one of the consumer markets that is expanding at the fastest rate. The cosmetics and skincare sectors are the primary contributors to this industry's growth. The shift in customer age distribution that results from an increase in the proportion of younger clients is the fundamental force behind this substantial growth. The shift is further helped along by developments in areas such as e-commerce and social media, all of which have a long-term effect on consumers' purchasing patterns in relation to beauty products (Statista, 2020). The percentage of people in South Korea who use the internet is 96%. (Internet State of the World Report, 2020) By the year 2020, there will be 49.23 million people using the internet in

South Korea.

According to the findings of Cooley and Parks' (2019) research on millennial students, Instagram and YouTube are by far the most popular social media sites for searching for and purchasing cosmetics and other types of personal care products. According to Hoffman and Fodor's (2010) research, the majority of managers still consider social media applications to be "just another" traditional commercial communications channel. That statement is not accurate. The majority of the social media landscape is controlled by the users themselves. In light of the extraordinary growth in the number of businesses that utilize social media platforms for marketing purposes, researchers are investigating the usage of social media in an effort to comprehend the factors that contribute to its popularity (Kim and Ko, 2010; Kim and Ko, 2012; Yadav and Rahman, 2017; Chen and Lin, 2019). In early research, the primary focus was on whether or not SMMA had an effect on the equity or pleasure of consumers (Kim and Ko, 2012; Seo and Park, 2018; Chen and Lin, 2019).

However, the existence and continued growth of social media platforms like Facebook, WhatsApp, Instagram, LinkedIn, and YouTube have made it possible for a variety of businesses to use those platforms to advertise their products and services. These businesses do this in the hopes of influencing customers to make purchases from them or to make use of their services (Mutinga et al., 2008). This is a result of the fact that a significant number of individuals, businesses, and other kinds of organizations have taken an intense interest in marketing their goods and services in recent years (e-marketer 2013).

The influence of social media is slowly creeping into every aspect of our lives. Customers are participating in key social media sites like Facebook, Google+, Snapchat, YouTube, and Twitter at a higher rate than in the past (Alalwan, Rana, Dwivedi, & Algharabat, 2017; Kapoor et al., 2017; Kim & Kim, 2018; Shareef, Mukerji, Dwivedi, Rana, & Islam, 2017). This has a tremendous impact on the character of our relationships with both our personal friends and the public and private organizations with which we are affiliated. Indeed, social media platforms create a new area for individuals, groups, and even governments to communicate with one another and share information, ideas, goods, and services on a variety of levels, including economic, social, political, and educational (Hawkins and Vel, 2013; Rathore, Ilavarasan, & Dwivedi, 2016; Usher et al., 2014; Zeng and Gerritsen, 2014; Zhu and Chen, 2015). As a consequence of this, companies all over the world have started to

consider the ways in which utilizing these platforms can assist them in attracting customers and building profitable marketing relationships with those customers (Alalwan, Rana, Algharabat, & Tarhini, 2016)

According to Alalwan et al. (2017), businesses have a variety of options available to them when it comes to marketing strategies on social media platforms (for example, advertising, e-WOM, customer relationship management, and branding). However, both researchers and practitioners have shown a strong interest in the social media marketKamboj, 2018).ing in terms of advertising (for example, Alalwan, Dwivedi, Rana, and Williams, 2016; Alalwan et al., 2017; Braojos-Gomez et al., 2015; Duffett, 2015; Jung, Shim, Jin, and Khang, 2016; Kamboj et al., 2018; Shareef, Mukerji, Al, and Kambo This interest is also demonstrated by the huge amounts of money that businesses spend on advertising campaigns; for instance, Statista reports that in 2016, over $524.58 billion USD was invested for this reason. (2017a). According to Statista (2017b), a comparable level of interest was displayed in advertisements on social media. In 2016, around 32.3 billion USD was spent on a combined desktop and mobile social media ads. This, in turn, raises questions about the company's capacity to carry out such activities, which might be problematic. More importantly, marketers are continuously faced with the task of developing and creating advertising for social media platforms in a manner that is both more effective and more appealing. In a similar vein, Jordan is considered to be one of the nations with one of the fastest-growing populations in terms of the number of users of social media. This is proven by the significant interest that Jordanian businesses have in engaging in social media marketing operations. Research conducted by the Pew Research Center in 2016 indicates that the number of people using social media platforms in Jordan has reached around 7.2 million (Alghad, 2016). As a direct consequence of this, Jordanian organizations face a substantial obstacle in terms of the successful use and design of advertising campaigns conducted via social media (Alalwan et al., 2017).

In addition, there are essential commercial features in social media that enable customers to evaluate products or services, and customers can make recommendations to contacts or friends by sharing links, information, or any of their purchases through their social media profiles. In addition, there are essential commercial features in social media that enable customers to evaluate products or services (Kumar et al., 2013). In addition, it is essential to do further research that demonstrates the influence that marketing through social media has on consumers' intent to make a pur-

chase. In addition, the vast majority of companies operating in Liberia are heavily promoting their wares and services through the use of various social media platforms. This is analogous to the practice of proprietors of small businesses advertising their products and services on social media sites such as Facebook and Instagram (Sido, 2017).

The use of social media is rapidly becoming the most successful marketing tool for businesses and companies that want to increase customer buying, attract new consumers, and retain existing consumers. In addition, businesses make use of social media to cultivate new relationships with clients in an effort to boost levels of consumer satisfaction (Farook & Abeysekara, 2016; Maecker, Barrot, & Becker, 2016). According to Erragcha and Romdhane (2014), social media advertising is the practice of using social media platforms, such as Instagram, Twitter, Facebook, Myspace, and LinkedIn, to promote a company's products or services and make contact with a larger customer base. Therefore, the action of marketers engaging with people and providing their goods and services to various stakeholders through the use of various social media technologies, platforms, and software is the definition of social media advertising.

According to Mohsan et al. (2011), customer satisfaction is defined as an emotional reaction to the differences between the customer's expectations and what the firm gives them about the fulfillment of the customer's needs, wishes, or offers made by the organization. In other words, "customer satisfaction" refers to the emotional reaction that a customer has when their expectations are not met. According to Mohd (2017), the level of satisfaction a consumer has with a company has a significant impact or influence on the purchasing intentions, loyalty, and behaviors of that customer.

The significance of social media in both our private and professional lives continues to expand. Companies and businesses communicate with their customers and consumers on a daily basis through various social media channels which have a great influence on the buying intention of customers. The transformation brought on by social media application development has changed the way in which individuals and businesses engage with one another. In this context, the Liberian clothing industry has communicated a great interest in integrating social media platforms such as Facebook, Instagram, and YouTube into their business operations (Koch and Tritscher, 2017). Because the clothing industry must now operate in a very competi-

tive climate, it is absolutely essential to make use of social media technologies in order to maintain competitive advantages in the market (Oliverwyman, 2017). The increasing prevalence of such applications has had a substantial impact on the manner in which businesses attract new customers. The quickening speed of technological advancement has also had an effect on the online behaviors of consumers. Because consumers spend a significant amount of time on social media and take part in online conversations or share their experiences with other customers, businesses are becoming more active in cyberspace to conduct their advertising and marketing campaigns. This is done in an effort to reach as many potential customers as possible (Evans, 2010; Ismail, 2017; Phau and Meng Poon, 2000). The strategy of marketing through social media presents new opportunities and challenges for companies that want to enhance the likelihood that their consumers will make a purchase from them (Ismail, 2017). According to research conducted by Hinz et al. (2011), consumers place a significant amount of weight on the comments and reviews posted on social networking sites when making a purchasing decision. According to the findings of a number of studies, social networks are fantastic places for interaction that complement marketing efforts in the online world (Kamboj, 2018; Kim and Ko, 2010; Lopez et al., 2016).

The consumer's feelings, thoughts, experiences, and the factors in his environment that he took into consideration before making a purchase all contribute to what is known as the "buy intention." The purchase intention of consumers reflects and communicates individual behavior as well as the manner in which they make purchasing decisions (Fishbein & Ajzen, 1975). Purchase intentions describe and influence the consumer's decision to buy the offering.

The bigger the cause, the more expensive it will be to acquire that contribution. Consumer comments, feedback, and participation can reveal information about their purchasing intentions. Customers that are truly involved in the process exemplify an exceptionally high rate of purchasing Dodds and colleagues published their findings in 1991; Schiffman and Kanuk published theirs in 2000.

Because of its impressive capabilities in terms of two-way communication, social media advertising has emerged as a more alluring platform for both individuals and businesses. Not only is social media being used more and more for marketing, but also for developing long-term relationships between businesses and their customers, and this trend is expected to continue (Baird & Parasnis, 2011). The

number of people using social media platforms is continuously growing across the world. For instance, the penetration rate is 60.60 percent in Asia, 45.3% in Liberia 74.69% in Europe, and 70.2 percent in the United States (Chan & Guillet, 2011 organizations businesses and organizations are making use of social media in order to improve their interactions with their clients or customers, to sell or advertise their services and goods, to promote their brands or images, and to attract new potential consumers. As the number of users of social media grows to billions, this trend is expected to continue. As a realization of the widespread of these advantages, an increasing number of companies are investigating the ways in which they may profit from marketing via social media (Iblasi et al., 2016). The importance of social media marketing cannot be overstated in the process of redefining the relationship between businesses or firms—such as e-commerce businesses—and their customers, as well as in the process of innovating the social media activities of the firm in order to not only attract more customers but also increase the level of satisfaction experienced by those customers (Bhaskar & Kumar, 2017). It is necessary to have a clear and comprehensive understanding of consumer desires for social media marketing to be effective in increasing customer satisfaction. Liang et al. (2016) say that this is only possible if you first have a good understanding of how social media marketing activities make customers happier.

A corporation creates a number of methods to compete with its rivals and to improve the performance of various social media platforms in order to achieve its main goal. These tactics aim to increase the platform's ability to disseminate or carry out more corporate advertising.

Therefore, the goal of this study is to examine the impact that various facets of social media advertising have on customers' intentions to buy.

Statement OF the Problem

Young people in today's environment use social media platforms like Facebook and Twitter an increasing amount of time. The development in the usage of social media has provided businesses with the opportunity to concentrate their marketing efforts, but it has also presented a challenge about how to properly engage with their customers. The problem with this rise in the use of social media is that the vast majority of users, in particular those who use it for news and product or business assessments, have the ability to either positively or negatively affect a company's

reputation and the amount of money it makes. These initiatives have now begun to have an impact on the way the company conducts business. Studies (Edosomwan, 2011 and Taneja, 2014) have shown that businesses that participate in social media may help them increase their profitability and foot traffic, nurture customer loyalty, avoid social media attacks, and more. It would appear that companies are going to have to adjust to the prevalence of social media if they hope to thrive in the twenty-first century. This is because social media is used on such a large scale.

Purpose of the Study

This research purpose is to make a significant contribution to understanding the key aspects and manifestations of the impact of social media advertising components that have an effect on customers' buying intentions. However, the research will point out the intimacy between the overriding impact of social media advertisement and customers' buying intentions in the Liberian clothing industry. This will enable the reader to understand the main aims of the study. Moreover, the purpose of this study is to examine the influence of social media advertising on customers buying intentions. The research will also focus mostly on the perspectives of social media advertising and how it influences consumer decision-making on purchases. In spite of the fact that a number of studies have been conducted on the monetary advantages of social media advertising.

Additionally, there are important business aspects of social media that enable customers to evaluate goods and services. Customers can recommend goods or services to contacts or friends by posting links, information, or any purchased goods through their social media profiles (Kumar et al, 2013). Additionally, it's critical to do additional research that clarifies how social media advertising affects consumers' purchase intentions. Additionally, the majority of businesses in Liberia are utilizing social media to market their goods and services. This is comparable to those running small businesses that promote their goods and services on Facebook and Instagram (Sido, 2017)

Research Question

1. What is the relationship between social media advertisement and consumers' purchase intention?
2. What is the impact of social media advertising on the profitability of a business?
3. How does brand Equity influence consumers' purchase intention?
4. What are the best factors to reinforce the function of social media influencers to lead to customer purchase intention?
5. Is there a relationship between informative and customer purchase intention?

Significance of the Research

This research will examine the influence of social media advertising on customers' purchase intentions helping commercial firms identify more effective competitive tactics and concentrating on the distinctive aspects of advertisements to attract a large audience and increase sales.

The findings of this study will assist businesses in the development of technology marketing structures. This is because social media today plays an essential part in the equity of consumers and the profitability of businesses. Because of the widespread nature of technology and social media in today's culture, it is essential for companies to be abreast of the trends that have the potential to result in an expansion of their commercial operations. The conclusions of this study will aid companies in the future with the implementation of their social media marketing strategies, which might lead to the companies' increased likelihood of success. This study has the potential to be helpful in detecting possible weak spots in the social media marketing strategies used by firms. This study may give business owners improved ways to promote their products or services via social media

The study is important because it will help throw light on how social media influencers pick the themes for social media marketing communications, and it will also aid in increasing the efficiency of online ICT strategies and the development of online enterprises. In addition to this, it will show how to make effective use of social media influencers and offer a basic overview of how to select an excellent social media influencer that the general public would see as trustworthy.

Definition of Key Terms

Social media advertising

It a type of digital marketing that utilizes social networks such as Facebook, Twitter, and Instagram to deliver paid ads to your target audience? Social media ads are a quick and effective way to connect with your consumers and boost your marketing campaigns.

The research published to date offers a plethora of recently formulated definitions of social media marketing (SMM). According to Pentina and Koh (2012), social media marketing (SMM) facilitates consumer-to-consumer viral communication across online communities, brand and fan pages, and promotion-related content developed by businesses and organizations on well-known networking sites such as Twitter, Facebook, and many others. Jara et al. (2014) define social media marketing as a new-generation marketing approach that makes use of social networks to drive increased consumer attention and participation. SMM is also known as social media marketing. According to Kim and Ko (2012), social media marketing (SMM) is classified as communication driven by empathy aimed at youthful customers, with efforts being directed toward consumers in higher age groups.

On the other hand, according to Richter and Schafermeyer (2011), social media marketing (SMM) is a strategy for conducting marketing that makes use of social media platforms in order to foster two-way engagement with clients. SMM can be defined as a dialogue that is frequently started by customers or audiences, or a business, product, or service that circulates among the stated parties to start revealing communications on some promotional information, or to learn from one another's use experiences, ultimately benefiting either party. This definition was developed by combining the knowledge found in the literature (Jara et al., 2014; Kim and Ko, 2012; Pentina and Koh, 2012; Richter and Schafermeyer, 2011).

Social media

The literature that has been documented on social media appears to be described in an effort to raise community knowledge of this relatively new but rapidly growing worldwide communication tool. According to Odhiambo, the framework that transforms with each new technology is not only the picture that is contained within the frame; rather, social media itself is the framework (2012). This is a very general definition that does not go into detail about what social media truly are or

how they function.

According to the definition provided by Moncrief et al. (2015), social media is the collective term for many websites and online sources that may be used for generating and sharing information as well as for communication. This was made clear by the fact that social media is the collective term for many websites and online sources. The definition offers a comprehensive understanding of what social media truly are and how they function in today's world. In addition, it provides the essential aspects of social media, which are highly beneficial in this study because of the nature of the research. They make it possible for such concerns to be expressed while also easing the process of developing and exchanging material. According to Zahoor and Qureshi (2017), social media are web-based and mobile technologies that enable the creation, sharing, and consumption of information and knowledge without any social, political, geographical, or demographical limits. This is accomplished through public interaction in a participatory and collaborative manner. This definition is consistent with the one provided by Moncrief et al.

Service

Even though there isn't necessarily a shift in property ownership, the provision of services as a form of intangible merchandise is becoming increasingly widespread among commercial enterprises. The exchange of services typically involves the actions of one party (let's say, the provider) against those of another (let's say, the receiver) during the course of the transaction.

A system that is organized by the government or a private organization to deliver anything that the general public requires is referred to as a service in the seventh edition of the Oxford Advanced Learner's Dictionary. Examples of these services are civil services, diplomatic services, fire services, health services, internal revenue services, security services, and social services. Other examples include security services and social services. According to Kolter and Keller (2012), a service is any act of performance that one party can provide to another that is fundamentally intangible, does not result in the ownership of anything, and may or may not be connected to a tangible good. This definition of service can be found in their article "What Is a Service?"

Purchase intention

Also known as buyer intent, describes the extent to which customers are willing and inclined to buy a product or service from you within a certain period of time, typically over the next 6 or 12 months. The term "purchase intent" describes a customer's willingness to buy a particular product or service in the near future. The intention to make a purchase is a dependent variable that is influenced by a variety of factors, both internal and external. Purchase intentions are a good indicator of how a respondent feels about making a purchase or using a service because they reveal their mindset.

The consumer's intention to buy is an important factor in marketing. In point of fact, the practice of promoting goods and services based on consumer intentions, also known as intent marketing, is the act of promoting goods and services based on the consumer's intent to accept, purchase, or utilize a specific good or service that may or may not have been explicitly mentioned by the business or brand. Intention marketing is a subset of marketing that is based on consumer intentions. It is helpful to create marketing campaigns or promotions based on measurements of consumers' intentions to make purchases. It may be very easy to precisely repeat what kind of content should be presented in an advertisement based on the intent of a consumer, and this can make the process very efficient.

Advertising

In the early days of the business, advertising was initially defined as "the spreading of information concerning an idea, service, or product to induce action in accordance with the interest of the advertiser." This definition has been with the industry ever since. According to this interpretation, advertising may be defined as any type of communication that has the purpose of promoting a certain product, service, or idea. However, it excludes a significant number of aspects of advertising that are quite important. Given this information, the most appropriate definition of advertising is as follows: "any paid-for non-personal communication employed with persuasive intent by identified sponsors across diverse media to market goods, services, and ideas, etc."

These days, advertising can be found in every nook and cranny of our life. It is all around us in every direction. It is impossible for us to avoid looking at it or hearing about it. Even when we are not consciously looking at or listening to advertising, the

message still manages to get through to us and have an effect. It is typically filed away in the depths of our minds, and we pull it out whenever we are making a purchase or looking for a certain service.

All throughout the day, we make advantage of the items and services that are being given. Breakfast consists of toast with butter and jam, a cup of coffee or tea to start the day, brushing our teeth with toothpaste and an electric toothbrush, and reading the newspaper. The things that are being advertised, such as machinery, computers, and other electronic devices, may also be found in our place of business. According to the observations of advertising made by professors James E. Littlefield and C.A. "mass delivery of information meant to convince customers in order to maximize the profit," as described by Kirkpatrick, is an advertising strategy. To reiterate, this definition is not all-inclusive in any way. The American Marketing Association (AMA) defines advertising as "any presentation of products, services, or call-to-actions that is clearly supported by a sponsor and does not include the personal involvement of the advertiser." The techniques and practices used to bring products, services, opinions, or causes to public notice for the purpose of persuading the public to respond in a certain way toward what is advertised.

Business Activity Promotion

Promotion is defined as "various activities performed by the company to transmit and promote its products to the target market" by Kumar et al. (2006). According to Andersson (2018), promotion is a method of marketing communication that has the dual purpose of informing people about goods, services, and brands and persuading them to purchase them. When these ideas are applied to the service industry, marketing is confined to transmitting and advertising the company's various offerings to customers. According to the findings of this investigation, the term "promotion" refers to any type of communication (aided by social media) that is conducted with the intention of informing and convincing communities and consumers to make use of an organization's products or services.

The promotional activities of service organizations are expected to make use of social media in order to encourage the production and dissemination of relevant and captivating messages, information, images, or videos regarding the services that are available on the company's websites. The purpose of internet marketing is to increase

client knowledge of the services that are being given, build interest in those services, generate sales, or promote brand loyalty among customers (Kotler and Keller, 2011).

CHAPTER II

Literature Review

Introduction

The primary objective of this chapter is to examine the linked theories and concepts that are significant to the research variable, in addition to reviewing the past research on the influence of advertising on social media platforms on consumers' intentions to make purchases. On the other hand, this chapter makes use of the most recent information that is available in order to collect vital data on the role that social media plays in the marketing of services on the customers buying intention toward the clothing industry in Liberia. The primary component of this research is broken down into three distinct parts: the first part discusses the literature review, the second part discusses the theoretical framework, which contains related theories, and the third part discusses related research that is associated with the research topic.

Discussion on Social Media Advertising

Social media advertising is web advertising that uses user-submitted content, such as photos, in the advertisement (IAB, 2009). Social media advertising accounts for 23% of all online advertising, according to a study by Cormier (2010). It has been utilized by several museums to promote their offerings and draw more visitors.
(Kidd, 2011). Businesses have the chance to offer their products on a worldwide scale through social media at a more affordable price (Okazaki, Taylor, & Zou, 2006). The majority of marketers (56%) presently use social media to sell their goods and services, according to research released in 2010 by the Social Media Marketing Industry (Neti, 2011). This may be because, although occasionally being viewed as an intruder," it gives customers the chance to obtain personalized information (Stone, 2010). Twitter, Facebook, LinkedIn, and blogs are the most well-known social media platforms that marketers have used to advertise their goods and services throughout the years (Neti, 2011).

Types of social Media Advertising

Static image ads

Photos are widely used in social media advertising because they allow users to give an eye-catching illustration of the products or services they are promoting. Images are more likely to pique people's attention than words, hence visual advertising are more likely to do so. By integrating "Shop Now" buttons in their photo adver-

tising, businesses may send customers directly to their website for a simpler purchase experience. When using picture advertising as a part of your marketing strategy, you should be careful to publish high-quality photographs and make sure that the advertisements are appropriate for the content you generate naturally.

Video Ads

Similar to photo advertising, aesthetically appealing material is preferable for video commercials. You only have a little time to hold viewers' attention in the videos you submit because a lot of people are just interested in watching brief video commercials. Social media sites like Facebook and Instagram, which also provide people the option to create these movies, allow people to view and comment on short films quickly while scrolling through their feeds.

Stories Ads

On a number of networks, such as Facebook, Instagram, LinkedIn, and Twitter, there are alternatives to stories advertising that may employ either still images or moving pictures. These ads fill the full screen and are displayed for a fixed amount of time that varies depending on the platform and the type of ad. Users can view a photo that is part of a Facebook story for a total of six seconds; however, videos can only be viewed for a maximum of fifteen seconds. For either photos or videos, Instagram Stories commercials can last up to one minute and twenty seconds. When these commercials are displayed, users have the choice to swipe up to access the advertiser's website. In order to promote limited-time sales on goods or services, advertisers can benefit from the fact that Stories adverts are only seen for 24 hours.

Messenger Ads

Facebook commercials, sometimes referred to as "Messenger advertising," now show in the Chats tab of the Messenger app rather than in users' news feeds. When a consumer chats with a business using messenger, it is considered a one-on-one conversation between the customer and the business. They may be used to automatically start conversations with potential customers, immediately respond to their questions, or provide links to your company's website.

Advantages of Social Media Advertising

With the popularity of digital marketing increasing, many firms are looking at how social media may help them promote their goods and services to both current and future clients, according to Watson et al. (2002), which was quoted by Sheth and Sharma (2005). This is due to the growing popularity of digital marketing, according to Sheth and Sharma (2005). The growth of social networking sites like Facebook and Twitter has had a direct impact on how certain businesses see advertising. Some businesses place more emphasis on getting customers to visit their social media pages than they do on getting them to visit their own websites. Utilizing social media for marketing has some very clear advantages, but there are some drawbacks as well (Watson et al. 2002; Sheth & Sharma 2005).

The two main advantages of employing social media marketing are the decrease in costs and the increase in reach. The cost of using a social media platform is frequently less expensive when compared to the costs of other marketing channels, such as face-to-face salespeople, intermediates, or distributors. Additionally, social media marketing helps companies to interact with customers who would not otherwise be approachable due to limitations placed on conventional distribution techniques in terms of both time and location. Social media platforms, according to Watson et al. (2002) and Sheth and Sharma (2005), increase reach while cutting costs in three key areas of consumer benefit.

The marketing firm can first provide clients with an infinite quantity of information without the use of humans. When compared to other ways of getting in touch, this approach has the advantage of allowing for the provision of far more information than is possible through any other kind of communication. Most importantly, the information may be provided to the clients in a way that is easy for them to absorb and fully grasp. It can be difficult to design and manage reservation and scheduling systems that are specific to the needs of each passenger. Additionally, due to the complexity of the scenario, it is challenging to deliver the alternatives in a way that is preferable than the web-based format (Watson et al. 2002; Sheth & Sharma 2005).

Second, a social media marketing company may create interactions by creating material that is specific to each client's requirements. Customers may create items and services that are customized to their unique requirements thanks to this. For instance, there are choices available online for seat assignment and online checking. Finally, as

is the case with successful businesses like Dell and Amazon.com, the usage of social media platforms may expedite commercial transactions between customers and corporations, which would typically entail direct human engagement (Watson et al. 2002; Sheth & Sharma 2005).

There are five main advantages of social media marketing that you should be aware of in order to be successful in this industry:

Cost-Related

According to Weinberg (2009), social media marketing's cost-related benefit is its main selling point. The costs associated with social media marketing are quite low when compared to those of other marketing tactics. The majority of social media platforms offer free access as well as the ability to create accounts and publish content. Even while traditional marketing campaigns may easily cost millions of dollars, many social media platforms are entirely free to use, even for business purposes. Businesses may start incredibly effective social media marketing campaigns with very little investment. The ability to reach your target audience for little to no money is a huge advantage, and if you provide your material to those that want it, they will readily join or follow you.

Pay-per-click advertisements on social networking sites like Facebook are "geo-targeted" utilizing a set of criteria in order to engage with the relevant audience. Social media's viral nature implies that each person who views your postings has the ability to spread the news farther within his own network, which increases the likelihood that information will quickly reach a large number of people (Weinberg, 2009).

Social Interaction

One of the most notable implications of these technologies is the emergence of new forms of social interaction as a result of the spread of new media. People spend more than 25% of their time online on communication-related tasks (for example, emails, instant messaging conversation, and social networks). This duration is comparable to the total amount of time spent online for entertainment and general leisure (Riegner, 2007). 2011 (Hill & Moran). Social networking websites currently rank among the most popular websites overall because to their extensive user base (Burmaster, 2009). The advent of new media has undoubtedly changed how frequently individuals connect online, but it has also increased the number of people

they contact with and created new channels through which actions may be influenced (Burmaster, 2009). Consumer behavior studies show that people pay more attention to advice and information given online and spend more time on websites that offer third-party assessments (Huang et al. 2009). According to other research (Awad et al. 2006; Weiss et al. 2008), even if the information comes from just "virtual" sources, it can nevertheless have a direct impact on purchasing decisions (Huang et al. 2009). 2011 (Hafele). In fact, a lot of the alleged advantages of using new media (such as enhanced reputation, anticipated reciprocity, and more) are directly connected to its social interaction qualities (Kollock 1999; Arthur et al. 2006). These advantages were emphasized by (Hafele, 2011).

Interactivity

The interactivity of new media, in accordance with Steuer (1992), who was quoted by Ronald P. Hill and Nora Moran (2011), enables consumers to become more than merely passive recipients of stimulus. This contrasts with more conventional media consuming practices like watching television or listening to the radio. The degree to which users actively participate in changing the shape and content of a mediated environment in real time is referred to as "interactivity." A broader definition of interaction is "the degree to which users contribute in changing the shape and content of a 1992 (Steuer). Interactivity is one of the defining features of new media technologies since it not only increases users' access to information but also promotes increased user interaction and control over social media content (Fiore et al. 2005). 2011 (Hill & Moran).

The degree of engagement will depend on the circumstance. In the context of online social networking, interaction with computers, messages, or other users is referred to as "interactivity," with a focus primarily on the "experience" aspect of networking (Liu & Shrum 2002, as stated by) (Hill & Moran, 2011).

Interactivity can be simple and uncomplicated in certain circumstances (such as just filling out forms or clicking links), but it can also be complicated and extensive. Giving people the chance to produce their own internet content is one instance of this (Murugesan, 2007). 2011 (Hill & Moran). Increased levels of interaction have been linked to better levels of involvement, more favorable perceptions of websites, and higher source trustworthiness, according to studies (Bucy, 2003; Kalyanaraman & Sundar, 2003; Hill & Moran, 2011). Moran & Hill (2011). (Hill & Moran, 2011;

Fogg, 2003).

Customers may engage in personal social networking because of this user engagement, which gives them the freedom to decide on the topic, posting frequency, and mode of communication for their postings. Users have more agency while using some social media platforms, which enables them to actively participate in decision-making and have two-way interactions. Active control is something that takes place inside the social networking structure, and it requires the attention and involvement of all the parties involved, whether they be individual users, communities or organizations of networked people, or businesses (Li, Daugherty, & Biocca 2002).

Targeted Market

Thanks to social media, marketers may now target audiences and consumers based on the specific interests of website users as well as the products that their friends choose to buy. For instance, if you mention on a social networking site that you enjoy listening to country music, you'll probably see adverts for country music events and artists. Certain websites' advertising will also highlight which country bands your friends like, giving you a closer connection to the information. By using such "smart" marketing and advertising techniques, marketers are able to effectively connect with the individuals who are most interested in what they have to offer. Additionally, using social networking sites increases the effectiveness of word-of-mouth marketing over advertising alone (Hill, Provost & Volinsky, 2006).

One of the most popular viral marketing examples combines implicit advocacy with network targeting of the market: The hyperlinked advertisement, "Get your free email at Hotmail," was included at the bottom of each email sent using the free email service Hotmail. This used the implied endorsement of every active user to target their social neighbors (Montgomery, 2001).

Certain client demographics are not interested in typical marketing techniques. It appears that certain customers place a great value on seeming to be "in the know" or on the cutting edge, and as a result, they enjoy seeing new and fascinating products promoted (Hill, Provost & Volinsky 2006).

Customer Service

Another crucial element of social media marketing is offering clients exceptional service (Helmsley, 2000). Web designers may find themselves impossible to

avoid a certain level of complexity in the site's underlying architecture. Because of this, having a well-thought-out customer support structure is crucial. When attempting to direct customers through the selecting or purchasing process, links to Frequently Asked Questions (FAQs) and connections to online agents are useful. The services of a marketer should not be restricted to internet help. Customers will discover that calling a company is frequently the most practical choice. Offering a toll-free phone number is a possibility that need to be looked at for customer support, claim Gommans et al. (2001).

According to Gommans et al., order fulfillment and quick delivery methods are as crucial to the development of e-loyalty as the other factors (2001). The satisfaction that a customer has as a consequence of a creative logistics system that guarantees a prompt delivery after the conclusion of the checkout procedure increases customer loyalty. Although delivery time is crucial, the logistics system should also be able to handle different ways of distributing the goods. Some customers strongly prefer to have their purchases delivered to them via a package delivery service like FedEx or UPS. Others could decide to make a purchase in a physical store in order to speak with a real person there (Gommans et al., 2001).

Customers who shop over the internet are unable to touch, smell, or otherwise interact with the goods before making a purchase, which places them at a considerable disadvantage compared to customers who make the purchase in person. This will make a customer feel anxious about their buying choice. Social media marketers might highlight well-known brands, great product quality, and, of course, money-back guarantees to help ease some of this concern (Gommans et al., 2001).

Disadvantages of Social Media Adverting

Due to the complexity and challenges that the online world creates in addition to its opportunities, social media marketing is made more challenging. Material obtained online is accessible to anyone and everyone due to the open nature of the web, which stresses the necessity of maintaining consistency in the strategy, design, implementation, and control of online marketing communication (Hart et al., 2000). The five most significant downsides of social media marketing that should be considered are as follows:

Time Intensive

It shouldn't be surprising that people communicate on social media, but serious effort is needed to have good, two-way dialogues. When it comes to social networks, marketing takes on a new shape with a focus on creating long-lasting connections that may lead to a rise in sales. Each network has to have someone in charge of keeping an eye on things, answering customer questions and comments, and providing information on products that customers find useful (Barefoot & Szabo, 2010).

If companies don't have a way to control their social media presence, they won't be able to compete. Social media marketing requires a lot of time, which is the main preliminarily and perhaps the one that is of the highest relevance (Barefoot & Szabo, 2010). Since this is the common trend, expecting to get significant results by merely dabbling in a few social media platforms is not practical. According to Barefoot and Szaboo (2010), a corporation must first accept the time commitment that is required before determining whether or not that commitment is reasonable for the operation of the business.

Trademark and Copyright Issue

According to Steinman and Hawkins, protecting one's own copyrights and trademarks is of the utmost importance for businesses when using social media to advertise their brands and products (2010). In many cases, the value of a company's trademarks and other types of intellectual property is nearly equal to the cost of the products or services the business offers. Social media's capacity to enable casual and unplanned communication, usually in real time, may be advantageous for companies in spreading copyrighted content and promoting their brands, but it can also make it simpler for third parties to infringe on a company's trademarks and copyrights (Steinman & Hawkins, 2010).

Marketers should frequently check the usage of their trademarks and copyrights while utilizing social media, whether through a third-party source or the company's own social media channels. This holds true regardless of whether the marketer uses social media through an independent platform or one of the business's own social media channels. Companies have a need to keep an eye on both their own social media platforms and those offered by other parties. This is carried out to make sure that those who provide content to social media platforms do not misuse the business's intellectual property. Services exist that may keep an eye on how your company's

trademarks and copyrights are being used on other websites. One such tool searches social networking sites for user names or profile names that are identical to or strikingly similar to your company's names or brands. These services are available online (Steinman & Hawkins, 2010).

If this kind of corporate imitation is let to go unnoticed, it may harm a company's brand and image, claim Steinman and Hawkins (2010). On the other hand, this form of monitoring can be a reliable indicator of a company's success. Businesses should carefully consider reserving user names on the main social media platforms that are identical to or extremely close to their trade names and trademarks (Steinman & Hawkins, 2010).

Additionally, companies need to define the terms and conditions for their own social media platforms. The regulations governing the proper use of intellectual property owned by the business or by a third party should be outlined in these terms and conditions. Marketers that undertake specific sorts of social media marketing campaigns, notably promotions and user-generated content campaigns, should be subject to regulations that contain explicit restrictions against trademark and copyright infringement and impersonation. The use of social media for marketing purposes should be subject to these regulations (Steinman & Hawkins, 2010).

Trust, Privacy and Security Issue

Someone exposes oneself to possible dangers related to trust, privacy, and data security when they use social media to sell their company, their goods, or their services. Businesses must be aware of these issues and take the appropriate safeguards to lower the risk of legal action resulting from the collection, use, and maintenance of personal information.

For social media marketers, trust—and more especially, the particular elements of transactional security and privacy—play a crucial role in the process of building customer loyalty. The results of a study by Ratnasingham (1998) indicate that one of the main reasons customers have not done more online shopping is because they are worried about falling victim to online credit card theft (Ratnasigham, 1998). Additionally, privacy concerns have dragged major social media marketing firms to their knees in terms of PR, which has caused a huge loss in brand image (Advertising Age, 2000).

Social media companies, like Facebook and Twitter, frequently have their own pri-

vacy policies that govern how they use consumer data and how third parties act on the social media platform when it comes to personal information.

Marketers that make use of social media platforms made available by third parties are accountable for making sure that their advertising campaigns don't persuade consumers or any other parties to do actions that are against the social media company's privacy standards. Additionally, marketers must make sure that they are upholding the regulations themselves. Businesses that run their own blogs or other social media platforms must to keep detailed policies that outline their data collecting, usage, and storage procedures as well as any obligations that third parties may have with regard to the privacy and security of consumer data (Steinman & Hawkins, 2010).

The act of trust, which is closely related to the idea of security, is a crucial part of the online purchasing process. Most of the time, you won't be able to smell, touch, or otherwise sense the material. You are not allowed to look the salesperson in the eyes (Steinman & Hawkins, 2010). As a result, many techniques for building trust on the internet are forbidden. A general decrease in uncertainty may frequently be linked to the trust people have in a brand. Trust is another quality that contributes to the mental attitude of loyalty. It shouldn't be surprising; therefore, that brand loyalty in general and trust in particular may help mitigate some of the negative aspects of the internet. Overcoming the notion that the internet is an untrustworthy, dishonest, and unsafe marketplace is one example of this. In actuality, these myths continue to deter potential customers from engaging in online business transactions. Trust may be developed through techniques like "third party approval" (Gommans et al. 2001).

User-generated content

People have been more willing to share their information, viewpoints, and ideas with one another online throughout the course of the last several years as well as spending more time online. Additionally, the internet now offers new tools for creating content, interacting with others, and collaborating. When using social networking sites or other kinds of social media, user-generated material, or UGC, is regularly included into the realm of marketing strategy (Filho & Tan 2009). Internet users may offer comments in a number of media, such as photos, videos, podcasts, ratings, reviews, essays, and blogs, thanks to user-generated content (UGC) (Filho & Tan 2009). Whether UGC takes the form of a photo or video that is published to a website or messages that users of the website send to other people in their network, it

has a lot of potential to be utilized as a marketing tool.

Additionally, consumer perception of user-generated material is that it has a pretty high level of trustworthiness, particularly if it was made by a person or was a tweet between friends. Consumers are more likely to believe material produced by someone they personally know. It is advisable to be aware of the possible dangers involved in soliciting user-generated content when creating a marketing strategy, one of which is the potential for legal liability for any content created by a participant in the campaign. However, by taking particular steps, marketers can lessen the legal risks associated with marketing activities that involve the transmission of user-generated content via social media (Gommans et al. 2001).

Negative Feedback

Depending on how a firm is portrayed online and the caliber of the goods and services offered to the client, consumers may exert either positive or negative pressure on a company, its products, and its services (Roberts & Kraynak 2008). In a way, social media transforms consumers into advertising and marketers. The quantity of user-generated content on the internet, including product evaluations, photos, and tags, has significantly increased since the advent of Web 2.0 technology. These forms of user-generated content provide clients who are making product decisions online a useful source of information (Ghose, Ipeirotis, & Li 2009). Additionally, the development of internet commerce has been significantly influenced by various kinds of user-generated content (Forman, Ghose, & Wiesenfeld 2008).

One aspect of social networking that has the potential to be very detrimental to marketing operations is the prevalence of adverse post comments. There isn't much a marketer can do to stop unfavorable reviews, articles, or films from being posted online by displeased customers or rivals in the same industry, claim Cheung, Lee, and Thadani (2009). However, it is impossible to ignore feedback that is not constructive in any manner. Even while this necessitates effective management, it takes more time to keep an eye on social networks and reply and delete harmful remarks as soon as they are posted (HennigThurau et al. 2004).

Customer Attitude toward social media advertising

In addition to being "a learned tendency to respond in a constant positive or unfavorable manner toward an advertisement," an attitude is defined as "a learned

propensity to respond in a manner that is consistently favorable or negative toward advertising in general" (MacKenzie & Lutz, 1989, p. 49).

Similar to this, Ajzen (1991) defined attitude as an individual's favorable or unfavorable assessment of using a certain service. So, whether or not a customer enjoys viewing commercials on their mobile devices may be used to represent their attitude toward mobile advertising. One of the most significant variables in determining the effectiveness of marketing efforts is how consumers view commercials (Mehta, 2000). The results of Voorveld and van Noort (2014) show that using social networking sites and television together in a single campaign generates a greater favorable response than using either one of these media alone. They observed that compared to when each type of media is utilized alone, people find advertising to be less persuasive when the two forms of media are combined. This suggests that the type of advertising media used affects the behavioral response of consumers and potential consumers. It has been demonstrated that a wide range of factors affect how customers view advertisements on social media networks. Credibility, materialism, value corruption, and corporate reputation were taken into account in order to achieve the objectives of this inquiry.

Credibility

According to Moore and Rodgers' (2005) research, the degree of credibility or believability of the media influences how consumers perceive the veracity of the information being offered. In other words, a consumer's degree of faith in a social media commercial is closely correlated with their level of faith in the social medium. Customers are also less likely to pay attention to the information or the goods being marketed if they do not trust or believe the media (Johnson & Kaye, 1998; Zha, Li & Yan, 2015).

Researchers Schleser et al. (1999) found that some academics believe internet advertising to be more reliable than traditional media advertising. Todd (1998), on the other hand, thinks that Internet users are very worried about the veracity of the stuff they find online. According to Brackett and Carr (2001), there is a link between consumers' perceptions of internet advertising's dependability and the advertising's actual dependability. Therefore, it is plausible to infer that consumers' opinions about the veracity of advertising posted on social media will impact their attitudes toward those commercials.

Materialism

According to Belk and Pollay (1985), materialism is the belief that a person's possessions are crucial to their happiness as well as the growth of society as a whole and are a source of joy. Similar to this, materialism was described as a "set of firmly held attitudes about the significance of possessions in one's life" by Richins and Dawson (1992). (p. 308). In addition to placing a strong focus on wealth and material possessions, Ashikali and Dittmar (2012) define the term "materialism" as the desire for a way of life that is connected with image, success, and popularity. All of these characteristics are included in this definition of materialism. Earlier, Pollay (1986) proposed that exposure to advertising causes consumers to become more materialistic.

According to Lasch (1978), advertising also generates its own product, which is that it makes customers constantly feel dissatisfied, restless, nervous, and bored. Lasch further claims that people are encouraged by advertising to find the significance of their life in the goods they purchase. Traditional media and a customer's level of materialism can be related, according to prior study (Ger and Belk, 1999). This is in part because conventional media provides information that consumers may use to make decisions. Chang and Zhang (2008) made a similar discovery when they found that materialism had a role in consumers' perceptions of online gaming. Materialism is a causal variable for consumer attitudes and actions with relation to online buying and purchases, according to study by Park, Burns, and Rabolt from 2007. Thus, one may draw the following conclusion: Consumers' reactions to social media advertising are correctly predicted by materialism.

Value Corruption

Advertising appeals are better at reinforcing the seven deadly sins—namely, greed, lust, gluttony, envy, sloth, pride, and anger—than the seven cardinal and theological virtues, according to Pollay and Mittal's (1993) value corruption. Advertising appeals work effectively to strengthen the seven cardinal and theological virtues, according to Pollay and Mittal (1993), who prioritize corruption (that is, prudence, temperance, justice, fortitude, faith, hope and charity).

Internet advertisements may be detrimental to the morals and values that parents want their children to imbibe. Internet advertising has the power to influence users' values, which has the potential to taint the values of people who watch it.

However, Bridis (1998) argued that value corruption is a big consumer problem, which in turn led to the creation of an entirely new market segment: "ad blocker" software, which prevents advertisements from showing on websites. Online advertising, including advertising on social media platforms, has the capacity to shape the values held by Internet users, and as a result, corrupts such values, claim Wolin, Korgaonkar, and Lund (2002). According to Pollay and Mittal (1993), value corruption has a detrimental effect on consumers' opinions about advertising. Therefore, it is plausible to argue that there is a bad relationship between value corruption and consumers' attitudes about social media advertising.

Corporate Reputation

Fombrun (1996) defined corporate reputation as a person's entire emotional commitment to a company. Additionally, it takes into account how clients and other stakeholders see a certain company generally.

It has also been defined as the level of confidence in (or lack thereof) a company's ability to meet customers' expectations for a specific attribute (Nguyen & Leblanc, 2001). As a result, a company's reputation closely correlates to its "value" in the eyes of its customers. According to Hsieh, Pan, and Setiono's (2004) research, a company's reputation affects consumer behavior. It is debatable if a company's reputation in this particular situation affects consumers' views toward social media advertising. [As an example, consider how it influences how they assess the accuracy of the information offered on social media] (de Ruyter & Wetzels, 2000). Given these elements, it is reasonable to infer that a company's reputation plays a substantial role in how customers perceive social media advertising.

Theory of Social Media Advertising:

Advertisers previously had complete control over where and when customers saw their message, owing to social networking sites and advertising. Customers were exposed to the message at specified times, which made this possible. Traditional forms of advertising (like those found in the press, radio, television, and magazines) and new forms of advertising have both been incorporated into marketing strategies as a result of advancements in the Internet and information and communication technologies (ICTs), in order to increase coverage of the demographic being targeted. The initial placement of material is now in the hands of advertisers, but the growth of

the internet has created great potential for today's dynamic enterprises to connect and forge lasting relationships with the clients they seek to attract.

Since 2014, it has seen a 14% annual worldwide growth rate, making it the form of communication that is developing most quickly (ZenithOptimedia, 2015). In addition, it serves as a blueprint for one of the long-term investments in information infrastructure that is both productive and sustainable. Traditional businesses have evolved into networks as a result of the internet, and conventional systems have grown into enormous substructures.

Since social media advertising is still considered to be a relatively new phenomenon, we are waiting for new discoveries, spreads, and conclusions (Okazaki & Taylor, 2013). About 45% of the 2013 social media advertising research that were conducted had a clear theoretical underpinning, according to Knoll's analytical meta-analysis (2015; Knoll).

The theory of Planned Behavior

The idea of reasoned action (Ajzen and Fishbein, 1980), which was created by Ajzen, is expanded upon in the theory of reasoned behavior (TPB) (2011). It was one of the earliest and most prominent theories to use people’s beliefs to forecast human behavior, and it are being applied today (Hegner et al., 2017). According to the TPB, a variety of elements, such as attitude, subjective norms, and behavioral control, can have an impact on a person's desire to take a certain action. In this theory, purpose plays a key role as a variable that mediates between customers' personal dynamics and their behavior. Additionally, it is believed that intention precedes behavior.

According to the TPB, attitudes, subjective norms, and levels of control in respect to the behaviour all have a direct bearing on intents (Ajzen, 2011).

Subjective norms are those that are influenced by a person's perception of the prevailing social pressure. A person is more likely (or less likely) to attempt to exhibit the behavior in issue if they perceive that others approve (or disapprove) of the particular action. An individual may have positive or negative attitudes toward a certain behaviour as seen by their positive or negative assessments of a particular action. According to this theory, having positive feelings about the conduct in issue will considerably increase a person's willingness to engage in that behavior (Armitage and Conner, 2001). The phrase "behavioral control factors" refers to the perception

of the influence that different components have on whether or not a specific activity is enabled or inhibited.

According to Ajzen (2011), emotions are a result of one's beliefs and have an impact on one's intentions and behavior. The fact that the TPB is highly logical and ignores the emotional and cognitive factors that have a considerable influence on people's decisions and behaviors is one of the strongest arguments against it. One of the TPB's most important criticisms is this (Hegner et al., 2017). As a result, adding new variables to a single model in addition to the determinants listed by the TPB offers academics, fashion researchers, and the advertising industry an engaging research avenue.

The Uses and Gratification Theory (U&G)

The U&G theory examines the entire media consuming process and recognizes users of various media by identifying which media are most suited to satisfy their changing needs (Katz, Blumler, & Gurevitch, 1974). This user-centric functionalist theory uses an approach that is oriented on the user to explore the impacts of using social media from the viewpoint of an individual. The suggested model makes full use of this idea in order to understand not just "how people use media," but also "why people use media." If engaging in a certain media activity may help accomplish a specific goal, then engaging in that activity can be seen as a way to encourage the intended goal-directed behavior (Pervin, 1989). The theoretical connection between attitudes and the intentions to conduct in a particular way is not well explained by the U and G theory. The importance of TRA is highlighted by writers Muk, Chung, and Kim (2014). A previous study by LaRose and Eastin (2004) found that customers' satisfaction demands are ineffective predictors and interpreters of their behaviors and intentions.

The Theory of Reason-Action was created as a direct result of this. To better integrate consumer beliefs, motives, attitudes, and behavioral intentions, one may use the behavioral theory created by Ajzen and Fishbein in 1980. It would assess both the strong cognitive processes that increase a customer's ability to carry out that behavior as well as the volitional elements that influence a customer's desired action, and it would consider both of these concurrently. The non-volitional component of "perceived behavioral control," on the other hand, is included in Ajzen's (1985, 1991) Theory of Planned Behavior (TPB), which influences behavior indirectly via the in-

teraction of individuals with their surrounding social settings. By concentrating on both an individual component (consumer attitudes) and a social component (social context), the suggested research would employ TRA to better understand the behavioral intentions of customers (peer influence). The Theory of Reasoned Action has undergone several revisions on a regular basis, as was previously stated. Ajzen (1985, 1991) further evolved the Technology Readiness Assessment (TRA) into the Technology Readiness Assessment Board (TPB), while Davis and others created the Technology Acceptance Model (TAM) (1985). In order to accomplish the study goals of getting theoretical and applied insights into consumer attitudes and behavioral intentions around social media advertising, the TRA and the U&G theory will be merged in the advised research project.

By Rodgers and Thorson, the "Interactive Advertising Model" (IAM) was created (2000). From the perspective of information processing, this model looked at how people interact with online advertising as well as the activities in which they engage. They said that in order to understand how people respond to advertising, it is crucial to understand why they use the internet. In a similar line, it's crucial to look into why people use social media in order to understand how they feel about advertising on these sites. The study that has been proposed attempts to combine TRA and U&G in order to create an interactive "Social Media Advertising Model" based on this hunch (SMAM).

Theory of Reasoned Action

The effective integration of two theories into a single model results in the provision of new theoretical insights, expanding the body of knowledge on social media advertising. The U and G hypothesis, which is used to social media marketing, examines customer beliefs and motives in connection to their quest of pleasure. But after a customer has been exposed to social media advertising channels, the TRA element establishes a firm foundation for determining their behavioral intentions. The recommended model, which adopts a holistic approach and includes additional, previously unidentified consumer beliefs and motives, provides important and practical consumer insights that may be helpful to practitioners and marketers when developing their social media campaigns.

The impact of Social Media Advertising on the Liberian clothing industry

Many changes in taste and in how individuals dress are occurring in the fashion industry in Liberia and the world at large; these trends have drawn a sizable portion of younger generations. Millennial are often the generation driving change in the fashion industry due to their greater capacity to spend money. The industry is renowned for its original and creative designs, the majority of which are created with the goal of satisfying the demands of the consumer market. In order to influence consumers' purchase intentions and actions, the industry also uses social media platforms. In order to attract the younger generation and offer value for the money, numerous fashion brands, according to Kilian, Hennigs, and Langner (2012), use a number of strategies. Utilizing people who have a sizable following on social media is one of these strategies for influencing consumers' opinions, actions, and purchasing choices.

While Helal, Ozuem, and Lancaster (2018) found that social media platforms have a significant impact on brand perceptions in the fashion apparel and accessories industries, Sudha and Sheena (2017) contend that the fashion industries on social media have a significant impact on influencing the purchasing decisions of women. According to Sudha and Sheena (2017), social media's fashion industries significantly affect how women choose their products. Similar to this, Kim and Ko (2012) performed research and found that there is a favorable association between social media marketing and customers' intentions to make purchases in the luxury apparel sector. As a result, the more money a company spends on social media marketing, the more of an impact it has on customers' intentions to make purchases. The results of a research by Ahmad, Salman, and Ashiq (2015) show that social media has a significant impact on the fashion sector. Social media serves as a conduit between the fashion business and the public, influencing both the public's intention to buy and the actual behavior they exhibit when doing so. The influencer marketing effort was successful in attracting an increased rate of 73% users of previously established luxury fashion enterprises, according to Klaer's (2019) study results. Additionally, Instagram gives firms in the fashion industry the chance to get client feedback on their goods and services in the form of comments and testimonials. According to study by Lim et al., some businesses are still having problems breaking through, despite the promise of social media influencer marketing for the fashion industry (2017). The fashion industry's trends and developments are continually changing, claims Chatzigeorgiou (2017).

Due to their wider range of fashion preferences, the millennial generation is the largest demographic with a significant spending power and should be targeted with clear marketing techniques.

Purchase Intention

According to Belch G. and Belch A. (2003), purchase intention is predominantly based on a consistent set of purchase reasons with the individualities or appearances of brands that are under replication. Furthermore, the construction of these purchase reasons includes several individual sub-procedures such as inspiration, view, attitudes establishment, and assimilation. Acquire intention can also be defined as a person's deliberate plan to produce an effort to purchase a good, as purchase intention is an important index for assessing consumer behavior that indicates the quantity or possibility of a consumer would purchase. Acquire intention can also be defined as a person's deliberate plan to produce an effort to purchase a good.
In addition, purchase intention was described by Dodds, Monroe, and Grewal (1991) as a possibility that lies within the control of the customer or buyer on whether or not to acquire a certain product. It is possible to interpret this as the purchaser's choice to acquire a thing. In addition, Kanuk (2009) demonstrates that customers' choices about the acquisition of a product or service are typically impacted by the product's worth and importance, which are verified by the experiences of other customers who have used the product or service. In addition, Areeba T and colleagues (2017) discovered that marketers in Pakistan need to adopt a strategic approach toward customer interactions in order to stimulate purchasing decisions. This is due to the fact that marketers in Pakistan give additional assistance to customers through their social media pages. Once more, the findings of the study suggested that consumer purchase decisions might be effectively influenced by the use of social media platforms as marketing tools. In addition, social networking websites are equipped with one-of-a-kind features that make it possible for users to share more details about their own experiences and obtain supplementary data by doing internet searches for certain companies, goods, or services.

Customer Purchasing Intension Processes

The bulk of theories that have been established to explain how customers choose what to buy assume that there are several stages involved in the decision-

making process. Although it could differ from product to product or service to service, clients generally follow the same process. Because of this study, marketers will have a better grasp of the many steps that make up the overall decision-making process of customers before those consumers actually make purchases of the products of their choice.

Problem Recognition

The first step in a customer's intension-making process is deciding whether or not they have a need for a certain service or good. The reaction to recognizing a need is always the same: a wish. This holds true regardless of whether an internal or external need is recognized. After consumers identify a need, the following step is for them to gather data to determine how they might meet that need, which gets us to step 2. (2012) (Keller & Kotler).

But how precisely can you influence consumer sentiment at this point? Instead of focusing on the internal stimulus, which comes from inside and includes basic desires like hunger or a change in lifestyle, your sales and marketing efforts should be focused on the external stimulus.

If you want people to identify your firm and have trust in it, develop a comprehensive marketing strategy with the aim of raising brand awareness and recognition. You want them to believe that their issue is one that only you can solve. This is quite important. (2012) (Keller & Kotler).

Information search

Customers explore the various options accessible to them and consider internal and external factors as well as their past interactions, both positive and negative, with a particular product or brand. During the research stage, the person can look into the options in a physical location or explore the topic using online resources, such Google or online reviews (kotler & keller,2012).

In the event that prospective consumers decide to purchase your product or service, it is your duty as a brand to give them access to the information they require. Create a pipeline and consider the many types of content that consumers will need. Establishing oneself as a trustworthy source of knowledge and information can help one make a positive impression.

Word-of-mouth advertising is another key strategy; because consumers place more

trust in their fellow consumers than they do in businesses, it's critical to have user-generated content on your website in the form of customer evaluations and video testimonials (kotler & keller,2012).

Alternative Evaluation

Potential buyers have developed criteria for what they want in a product and what they don't want in a product at this point in the decision-making process for customers. People are now contrasting their possible selections with other possibilities that are similar to them.

The appearance of alternatives can occur in a variety of ways. They might take the form of lower prices, more product benefits, product accessibility, or even something as individual as color or style preferences. Your marketing materials should focus on persuading readers that your product is better than the alternatives on the market. Prepare yourself to handle any objections that may be raised; for instance, while making sales calls, become familiar with your competitors so that you can respond to questions and contrast their advantages (kotler & keller,2012).

Factors that influence clothing interest

The word "clothing interest" refers to a person's "attitude and thoughts about clothes, the knowledge they have about their own clothing and the attention they devote to it, as well as the care and curiosity a person has about his or her own clothing and that of others." (Gurel 1974, 12). People's habits in terms of how much they experiment with their clothes, how much time, money, and effort they are willing to spend on it, as well as how much they are aware of current fashion, may be used as indications of how interested they are in clothing (Gurel 1974; Kaiser 1997; Lukavsky, Butler, and Harden 1995). The people' knowledge of emerging fashion trends may also be used to infer [clothing desire]. To put it another way, a person's level of interest in clothing is strongly correlated with their opinions, attitudes, knowledge, focus, and curiosity about it. Additionally, clothing serves as a kind of communication that enables one to project a socially acceptable image (Kamenidou, Mylonakis, and Nikolouli 2007; Kumar, Kim, and Pelton 2009). Customers' interests in apparel are extremely important to the fashion industry's producers and retailers. These industry participants are curious in what elements can spark consumers' interest in a particular type of garments for purchase (Zeb, Rashid, and Javeed 2011).

Need for Uniqueness and clothing interest

The term "unique" gives the definition of "the only one of a specific kind" (Dictionary.com 2014). People are frequently motivated by the need to project their sense of individuality onto other people as well as the need to retain their own sense of identity (Snyder and Fromkin 1980). People who desire uniqueness more often also frequently feel the need to set themselves apart from others (Lynn and Harris 1997).

Younger customers have a larger predisposition to seek for originality at some time in their lives, claim Bao and Shao (2002). As a result, this generation of customers has developed a universal craving for distinctiveness. Additionally, it was said that the uniqueness of the products (in this example, garments) may have a "cool" and "wow" effect on the younger segment of the market.

Researchers Tian, Bearden, Hunter, and Tian and McKenzie (2001) and Tian and McKenzie (2001) discovered that consumers who have a high need for uniqueness also tend to have a high interest in new products and brands and are constantly searching for products that can stand out from the crowd and are timeless. Consumers that place a high value on originality frequently show a keen interest in emerging companies and items. Customers who want to stand out from the crowd almost often buy things in the clothing area to show off their uniqueness and social image (Kumar, Kim, and Pelton 2009; Vikkraman and Sumathi 2012; Workman and Kidd 2000). The results of Kumar, Kim, and Pelton's (2009) study on 411 undergraduate students who took part in the survey in India showed that the degree of the students' need for uniqueness grew in direct proportion to the amount of interest in clothing among those students. This study supports the claim made by Workman and Kidd (2000) that people pick their clothing in an effort to stand out from the crowd and be recognized as unique.

Self-concept and clothing interest

A person's self-concept may be described as how they take ownership of their own thoughts, feelings, behaviors, and interactions with other people as well as how they interpret the world around them (Farber 1983; Stryker 1987). According to Kumar, Kim, and Pelton's (2009) study, a person's self-concept is the feeling they have when they believe and feel like they are different from other individuals. People commonly use certain items from the consumer market to demonstrate their person-

alities or characters, even if they may not be very useful or of high physical quality (Kumar, Kim, and Pelton 2009). For instance, they might wear clothing from a certain brand to present the image of themselves that they desire to the people around them. You may express yourself via your wardrobe (Kumar, Kim, and Pelton 2009; Phau and Lau 2001). Customers frequently show a high level of interest in the clothing they purchase, especially when they are worried about their self-concept and social identity, according to Kumar, Kim, and Pelton (2009). There is also proof that a person's self-concept and interest in clothing are related, according to studies by Banister and Hogg (2004), Bye and McKinney (2007), Piacentini and Mailer (2004), Tuncay and Otnes (2004), and others (2008).

Brand image and clothing interest

When we discuss a brand's image, we imply a collection of opinions about a product as reflected by the consumer's memory of the brand association with the product (Keller 1993). The brand of a product is heavily emphasized during the marketing process. It serves as a source of information that enlightens customers about the product's distinguishing features (Aaker 2009). Different facets of a brand's image are valued differently by consumers. It helps buyers digest information about the product, identify one product from another, come up with justifications for purchasing it, get pleasure from using it, and provide the groundwork for continuing use of the product (Rajagopal 2006). Additionally, a brand's reputation may be leveraged to attract customers to a specific item or service that is being promoted. Numerous studies have found that consumer interest in a certain commodity or service is closely correlated with how familiar they are with a particular brand (Koh and Fang 2012; Matthiesen and Phau 2010; Zeb, Rashid, and Javeed 2011).

WOM and clothing interest

Any informal, person-to-person communication process between a perceived non-commercial communicator and a receiver regarding a service, an organization, a brand, or a product is referred to as word of mouth (WOM). Any informal, person-to-person communication process between a perceived non-commercial communicator and a receiver is referred to as word of mouth (Harrison-Walker 2001, 63). It refers to remarks made by one individual to another describing the caliber of their interaction with a certain item or service, regardless of whether such remarks are favorable

or unfavorable. In other words, word-of-mouth marketing is a type of personal discussion about a certain company, product, or service. The information may influence another person to purchase a certain good or service even when the presenter of the information has no intention of profiting from it (Arndt 1967). (Harrison-Walker 2001; Hung and Li 2007). Due to the substantial influence it has on consumers' purchase decisions, word-of-mouth (WOM) has been identified as one of the most effective drivers of business success (Martin and Jacob 2010). As a very informal persuasive strategy for building a relationship between the product and the client, businesses like Johnson & Johnson, L'Oréal, and Nestlé have acknowledged the validity of word-of-mouth marketing (Nielsen 2009).

The data that is currently available indicates that word-of-mouth (WOM) can have an impact on consumers' attitudes, actions, expectations, and perceptions (Trusov, Bucklin, and Pauwels 2009). Schindler and Bickart (2012) assert those word-of-mouth influences customers' purchase choices, especially when it sparks interest in certain items. Numerous research have revealed a substantial positive link between WOM and interest in apparel (Kiecker and Cowles 2002; McKinney et al. 2004). Word-of-mouth (WOM) created by the reference group will have a direct impact on the behavior and interest of customers in the United States when it comes to apparel selection, according to the findings of a research done by McKinney et al. (2004).

Perceived Quality and clothing interest

We speak of a product's "perceived quality," which is the consumer's evaluation of the product's overall performance or superiority, as opposed to the quality of the product in and of itself (Zeithaml 1988). After developing a belief system about the product, consumers will assess its quality using a range of informative markers. Extrinsic and intrinsic informational signals can be divided into two groups within the context of the product (Zeithaml 1988). Extrinsic attributes include things like the company's standing, the brand's perception, and the price. In contrast, intrinsic attributes refer to the product's physical characteristics and include things like its features, specifications, design, size, shape, composition of materials, and anticipated lifespan. When people go clothes shopping, they frequently become interested in a certain type based on their sensory assessments of the appearance, texture, and feel of the many clothing items. This is customary behavior.

The sensory inspection would give a sense of how well-made or poorly-made the clothing would be in terms of the fabric, the design, and the workmanship used (Tsiotsou 2006). Customers' degree of interest depends on how they judge the quality of the products they are purchasing, according to earlier study (Cook 2010; Ruban 2002). According to studies done in the clothing industry (Kawabata and Rabolt 1999; Lee and Burns 1993), there is a strong link between a customer's opinion of a product's quality and their interest in buying it. The quality of the clothing will affect consumers' willingness to buy clothing in the United States and Japan, according to study by Kawabata and Rabolt (1999).

Relationship between Social Media Advertising and Customers Purchase Intentions

According to Alalwan et al. (2017), businesses have a variety of options available to them when it comes to marketing strategies on social media platforms (for example, advertising, e-WOM, customer relationship management, and branding). However, both researchers and practitioners have shown a strong interest in social media marketing in terms of advertising (for example, Alalwan, Dwivedi, Rana, and Williams, 2016; Alalwan et al., 2017; Braojos-Gomez et al., 2015; Duffett, 2015; Jung, Shim, Jin, and Khang, 2016; Kamboj et al., 2018; Shareef, Mukerji, Al, and Kambo. This interest is also demonstrated by the huge amounts of money that businesses spend on advertising campaigns; for instance, Statista reports that in 2016, over 524.58 billion USD was invested for this reason. (2017a). According to Statista (2017b), a comparable level of interest was displayed in advertisements on social media. In 2016, around 32.3 billion USD was spent on combined desktop and mobile social media ads. This, in turn, raises questions about the company's capacity to carry out such activities, which might be problematic. More importantly, marketers are continuously faced with the task of developing and creating advertising for social media platforms in a manner that is both more effective and more appealing. In a similar vein, Jordan is considered to be one of the nations with one of the quickest-growing populations in terms of the number of users of social media. This is proven by the significant interest that Jordanian businesses have in engaging in social media marketing operations. Research conducted by the Pew Research Centre in 2016 indicates that the number of people using social media platforms in Jordan has reached around 7.2 million (Alghad, 2016). As a direct consequence of this, Jordania organi-

zations face a substantial obstacle in terms of the successful use and design of advertising campaigns conducted via social media (Alalwan et al., 2017).

Previous empirical research on the influence of advertising on social media platforms on the intention of consumers to make purchases is incorporated here. The research was conducted in Nigeria by Oludare, O et al. (2007), and it involved three different universities there. The three establishments were selected on purpose, and a survey design along with a multistage sample strategy was utilized in this research. In addition, a questionnaire was utilized to collect responses from students enrolled at those universities. According to the findings of that research, advertising on social media can influence users' decisions to make purchases; nevertheless, the ability of social commercials to influence purchasing decisions among young people in Nigeria is often limited. According to the findings of the poll, Africa, and more particularly Nigeria, are not left out, as an increasing number of marketers are becoming concerned about what happens on social networking websites**.**

Bangalore, Harshini C. S. (2015) conducted research to determine the effect that social media marketing has on the purchase intentions of customers. It is becoming easier to forgo more traditional forms of media such as magazines, radio, and television in favor of searching for information on social media platforms due to the increasing number of people who use these platforms. In addition, businesses need to create workable online public relations programs in order to capitalize on the fragmentation of the market. This may be done by incorporating effective structures into their online advertising, particularly on social media. According to what was read, one of the digital advertisements that have become a significant technique of conducting marketing communication as the internet has extended across the country and around the world is online advertising. According to the findings of this study, there are many different types of online advertisements that can be found on the internet. These advertisements have the potential to reach a larger audience; therefore, managers need to take into consideration how important the quality and quantity of information are.

The research was conducted in Pakistan on the "impact of social network marketing on consumer purchase intention in Pakistan, by Areeba T et al. (2017). In order to collect information and responses pertaining to the study, the researchers employed a quantitative method called sampling as well as questionnaires that were filled out by 300 participants. The findings of the survey indicate that marketers in

Pakistan need to take a strategic approach to the way in which they interact with customers when it comes to the formation of purchasing decisions. This is because marketers provide additional assistance to customers through the social media pages that they maintain. The study's findings suggested that marketing techniques could potentially be used on social media platforms to successfully influence client purchase decisions. In addition, social networking websites are equipped with one-of-a-kind features that make it possible for users to share more details about their own experiences and obtain supplementary data by doing internet searches for certain companies, goods, or services.

The use of social networks, the importance of which was initially brought about by early instances such as Facebook and Myspace, has become an essential component of our day-to-day lives. A whole generation's view on what a healthy physique should look like has been negatively impacted as a result of the amount of time spent on social media platforms throughout the formative years. Following an investigation into the matter, Alyssa Siaphoo and Zahra Vahedi (2019) came to the conclusion that there are 3.5 billion active users on social media platforms all over the world. This number continues to climb on an annual basis, as does the average amount of time spent on social media platforms each day (259). Jean M. Twenge (2017) found that more than 92% of teens and young people in the United States were 14 in 2015, and that percentage has continued to climb since then. Children are starting to use mobile phones and various forms of social media at younger and younger ages, according to the findings of a group of researchers led by Jasmine Fardouly (2018). The age group most prone to participate in appearance-based comparisons, often known as comparing one's own look to that of others, is that of teenagers, specifically adolescents between the ages of 13 and 17. This leads to a negative body image, happiness, and even a decrease in the enjoyment that may be taken from life (1457). By spreading unrealistic body standards, social media has led to a bad impression of our own bodies as well as our ideas of what our bodies should be. This in turn has contributed to a negative perception of what our bodies should be. The harm that is being caused by social networking is very new, but it is very real, and our society is currently attempting to combat it.

Relationship between brand equity and customer's purchase intention.

In the 1980s, several enterprising business strategists and marketing managers were inquisitive about a concept that would later become known as "brand equity" (Aaker, 2013). Equity in the brand is a source of competitive advantage for a company, resulting in increased earnings and sales as well as reduced operating costs. There are several ways in which one may explain brand equity. In the literature on marketing, brand equity is typically discussed in terms of the effects of marketing on the brand. For instance, when specific outcomes are achieved by the marketing of a product or service because of the name of the brand, yet those results would not occur if the identical product or service did not have that name. This phenomenon is known as "name recognition" (Wood, 2000; Atilgan et al., 2005; Keller, 1993). Aaker's definition of brand equity is the one that is recognized most commonly among those that are available (2013). "A customer views the equity of a brand as the value given to the functional product or service by linking it with the brand's name," he explained. "A brand's equity may be measured in terms of a company's ability to attract and retain customers." Keller (1993) identifies financial motive and strategic motivation as the two primary general motivations for investigating brand equity. Financial motivation is the more common of the two.

Obtaining an accurate assessment of the value of the brand name is the financial motivation. An improvement in marketing productivity is the objective of the strategy-based motivating approach. According to Dillion et al. (2001), the consumers, not the brand, are where the brand's equity should be located. As a consequence of this, the demand to explore the consumer's perspective on brand equity in a cosmetic business is one of the aspects of this study that is among the most significant and crucial. On the basis of earlier literature reviews, brand equity has been investigated in a number of different fields. It is believed that marketing initiatives carried out on social media have the ability to directly increase brand equity (Bilgin, 2018).
Brand equity is described as the customer's knowledge and awareness of the brand, and this knowledge offers various commercial ideas. This definition comes from a strategic point of view. In a study that was conducted across several cultures on the topic of brand equity, it was found that one of the most important factors that play a role in defining brand equity in a different cultural context for the same products or services is cultural variations (Hanaysha et al., 2013).

Understanding the concept of brand equity is essential in order to know the objectives, activities, and total impact that marketing operations have (Reynold & Philips, 2005). According to Aaker (1991), brand equity is a collection of brand assets and liabilities associated with a brand, its name, and symbol that contribute to or remove from the value supplied by a product or service to a business and/or that firm's customers. These brand assets and liabilities can either contribute to or detract from the value supplied by the product or service. According to Yoo and Donthu (2001), the difference in consumer choice between a certain branded product and an unbranded product with the same degree of product features is what constitutes brand equity. As a consequence of this, brand equity results in the creation of value for consumers and aids businesses in the establishment of defendable competitive positions, which are tough to switch to competing brands (Pitta & Kastsanis, 1995). Many different strategies, including advertisements, sales forces, public relations, slogans, and symbols, have been implemented by businesses in their efforts to build up their brand equity (Aaker, 1991). Yazdanparast et al. (2015) state that marketing activities based on social media platforms are an effective marketing strategy for constructing brand equity in this day and age of digitalization. As a direct consequence of this, businesses have begun integrating marketing via social media into their overall marketing plans in order to forge enduring bonds and relationships with their clientele (Erdogmus & Cicek, 2012).

Relationship between Brand Engagement and Customers Purchase Intentions

In recent years, social brand engagement, often known as SBE, has garnered more attention in both practice and, academic research. In the past, "brand engagement" has been described as a multidimensional concept that includes cognitive, emotional, and behavioral aspects (Brodie et al., 2013; Osei-Frimpong and McLean, 2018). Osei-Frimpong and McLean (2018) created the term SBE from the social presence, and theoretical views, taking into mind the rapidly expanding role of social media in consumer brand engagement practices as well as the crucial relevance of social media in this role. According to Osei-Frimpong and McLean (2018), the firm-consumer and consumer-firm brand engagement processes may benefit greatly from the utilization of social media as a helpful medium.

The amount to which a consumer considers engaging with a company's social media touchpoint," as described by McKay (2017), is the definition of "social brand en-

gagement." Participation on the part of customers in the brand not only generates a store of valuable information but also provides businesses with assistance in shaping a brand that is able to relate to the needs of customers (Kuvykaite and Piligrimiene, 2014). This type of interaction may take the form of like, commenting on or sharing the profile of a brand (e.g., Instagram Page). Customers are more likely to visit a brand's social media channels and interact with posts produced by the brand if the brand creates material that is interesting and compelling, which in turn leads to positive opinions and attitudes towards the firm (Osei-Frimpong and McLean, 2018). Before being brought into the world of marketing around eight years ago, engagement was initially thought of and researched in the domains of psychology and organizational behavior (Liu et al., 2018). According to research conducted by Wang et al. (2012), the level of involvement that a consumer exhibit has a significant effect in determining whether or not they intend to make a purchase. According to the findings of their research, utilizing social media dramatically enhanced buyers' intention to make a purchase.

The term "social brand engagement" refers to the repeated interactions that take place between consumers and businesses, with the goal of cultivating an emotional, psychological, or physical connection to the brand and the organization (Phang et al., 2013; Hollebeek et al., 2014; Harrigan et al., 2017). According to Kozinets (2014), brand knowledge and loyalty are no longer sufficient. Instead, managers need to pursue emotional commitment and brand love, utilizing the orientation of emotional branding, and incorporating it into the engagement ideas of social media marketing. Kozinets argued that brand knowledge and loyalty are no longer sufficient because of this. Consumer participation is unusual in the field of cosmetic research; hence, there is a need to investigate the role of social brand engagement in the context of social media marketing. Social media produces consumer involvement.

Relationship between Informativeness and Purchase Intentions

The term "informative" refers to the power of marketing to inform customers about product replacements in order to facilitate the largest number of sales transactions possible. When it comes to urging customers to change their behavior, nothing is more convincing and reliable than online posters that present information that is both pertinent and understandable. As a consequence of this, marketing and advertis-

ing executives should examine the significance of quality and information capacity on internet locations while they are developing their websites for marketing purposes.

Informativeness was defined by Rotzoll and Haefner (1990) as the degree to which a company is able to deliver suitable information to consumers so that they may make more informed purchasing decisions. Pavlou, Liang, and Xue (2007) considered informativeness to be more of a perceptual dimension, and they used a self-reported scale to evaluate it. This construct, in actuality, is more tied to the sender's power to rationally draw the customer's reaction since it helps the consumer to cognitively assess the adoption of information and messages that are presented to them (Lee and Hong, 2016). Gao and Koufaris (2006) found that there is a large function of informativeness in the realm of digital commerce, which highlights the effect that this construct has on the views of customers. According to the findings of Taylor et al. (2011), there is a positive correlation between informativeness and positive customer views in the realm of social media.

Another study, conducted by Phau and Teah (2009), investigated how customers' perceptions of the informativeness of mobile marketing content were affected by the content's level of detail. In a similar vein, Lee and Hong (2016) conducted research that offered empirical evidence of the positive influence that informativeness has on customers' responses to social media advertising and, as a consequence, their willingness to acquire the things that are presented in social media advertisements. According to research conducted by Kim and Niehm (2009), there is a significant positive correlation between the quality of the information that is made available on a website and the e-loyalty intention of clients. In general, the level of the informativeness that is present in social media advertising may enable customers to have improved purchasing behavior and, as a consequence, increase their willingness to make a purchase.

In point of fact, social media websites provide marketers with more techniques and resources for customizing adverts and the material that is given to users. As a direct consequence of this, advertising through social media has grown more useful and important to customers (Jung et al., 2016). According to Ducoffe (1996), Gao and Koufaris (2006), Rathore et al. (2016), and Taylor et al. (2011), one of the primary factors of advertising effectiveness that primarily impact the customer's opinions regarding social media advertisements is informativeness. In addition, buy-

ers may see advertisements posted on social media platforms as having greater value if the information included in such advertisements is more comprehensive and up-to-date. In this particular setting, Logan et al. (2012) provided validation for the significance of informativeness in the process of boosting customers' views of the value of advertising. Similarly, Kim and Niehm (2009) found that the importance of the quality of content on a website has a significant influence in determining how much value is perceived. According to the argument that came before it, advertising on social media that has a high level of informativeness may also be perceived by customers as being more valuable and efficient.

According to Belch G. E. and Belch M. A. (2003), well-written petitions have a tendency to be informational, and promoters who use them often try to persuade customers that their product or service has certain features and is responsible for an express benefit that meets their needs. Their goal is to convince the audience they are aiming to buy the brand because it is superior to anything else on the market or because it satisfies an improved version of a need that customers have.

The credibility of an advertising campaign is directly tied to its level of success because this is the channel via which clients communicate any issues or problems they may have. The consistency is steadily increasing, which is appropriate given the various worries that purchasers have about the dependability of the adverts and the general facts they include. This is due to the fact that buyers perceive that some kinds of advertisements are more trustworthy than others (Johnson & Kaye, 1998). In addition, a number of scholars, like as Lee et al. (2011), believe that social networks have been purposefully designed to serve as a venue for the cultivation of trustworthy influencers who can generate brand magnetism. According to the findings of a recent study, customers are more likely to see dealer-produced communications as messages that should be supported via humanism rather than customer-produced statements on social networks.

In addition, Yoo and Maclnnis (2005) proposed that an optimistic emotional state toward an online announcement increases the trustworthiness of the advertisement, whereas a negative emotional state results in unfavorable appraisals of the marketing. This idea was developed in light of the observation that people tend to be more trusting of advertisements when they are in a positive emotional state. Additionally, Brackett and Carr (2001) legalize and enlarge Ducoffe's model to incorpo-

rate credibility. This is done because to the fact that credibility is demonstrated to be strongly connected to advertising value and attitude toward advertising.

Relationship between Entertainment and Purchase Intentions

One meaning of "entertainment" is the level of enjoyment one experiences a certain message. According to Teixera, Picard, and Kaliouby (2013), the level of amusement in a commercial includes engaging, friendly, and amusing elements. These elements all add to the commercial's overall appeal and make it enjoyable to watch Entertainment is a crucial element that may affect an advertisement's efficacy, claim Motwani and Haryani (2018). For advertising to have a positive impact on consumers' attitudes, it must be engaging and pleasant.

Additionally, according to Rukuni et al. (2017), the quantity of entertainment that may be thought to be provided by stimuli like humor and entertaining elements in advertisements can be seen as an example of entertainment. This implies that humorous communications will boost the message's dissemination. Eisend (2011) found that comedy serves as an attention-grabbing feature that will lessen negative viewpoints rather than having an influence. It is necessary to provide compelling content for visitors to share and spread the word. This implies that the level of amusement provided by the communication's content directly influences both the consumers' opinions and their behavior. If the viral marketing strategy also includes amusing content, people will be motivated to spread the word further. Karimiyazdi and Mokhber (2015) assert that the value of entertainment has a significant impact on whether or not people spread viral messages to other people. Cohen, E. L. (2014).

Consumers are more likely to respond favourably to entertaining viral messaging (Rukuni et al., 2017). Engaging commercials, in the opinion of Lou and Yuan (2018), effectively capture the cognitive and emotional characteristics of the target audience. In order to bring attention to a certain brand and the outstanding traits it contains, the main goal of viral marketing is to create a buzz in the marketplace. According to Najib, Kasuma, and Bibi's (2016) research, amusing advertising will make viewers feel good, which has a positive effect on their perceptions of the advertisement and the business as a whole. The entertainment value affects people's inclination to propagate viral marketing campaigns via word of mouth (Karimiyazdi & Mokhber, 2015). The results of this study indicate that customers' decisions about their purchases are significantly influenced by the value of entertainment.

Relationship between Identification and Purchase Intentions

Customer identity is an important yet underutilized notion (Bhattacharya, Rao, & Glynn, 1995; Bhattacharya & Sen, 2003). Understanding the connection between employees and their organization through customer identification (Berger, Cunningham, & Drumwright, 2006; Kramer, 1999). Additionally, it clarifies how consumers and the companies they choose to use interact (Underwood, Bond, & Baer, 2001). Customers' identification with a brand community, or a niche group of people who are lovers of a certain brand and come together virtually, is thought to have an impact on brand-related buying habits and the longevity of the community, according to brand researchers (Algesheimer, Dholakia, & Herrmann, 2005). The journal Algesheimer, Dholakia, and Herrmann reported these findings.

According to Bhattacharya and Sen (2003), some of the strongest customer-company bonds develop when customers associate themselves with businesses that meet one or more of their primary self-definitional demands. They support this with the help of organizational identification theory and social identity theory (e.g., self-continuity, self-distinctiveness, and self-enhancement).

In order to express their sense of self, people often establish a social identity in addition to their personal identity (Brewer, 1991). In addition, people may identify with organizations even if they are not official members of those groups. This is the argument's central tenet (Pratt, 1998; Scott & Lane, 2000). Entities with their own identity, personality, and image include organizations (Melewar & Karaosmanoglu, 2006; Mokhiber & Weissman, 2003; Simoes, Dibb, & Fisk, 2005). (Simoes, Dibb, & F; Melewar & Karaosmanoglu, 2006; Mokhiber & Weissman, 2003; Customers of a business must thus define themselves and might do so by forging relationships with other people who identify with them. Products, services, brands, and businesses play crucial roles in how people define and refer to themselves, which makes them key components of social identity. Additionally, these components offer reliable objectives for finding among pertinent clients (Kleine, Klein, & Keman, 1993; Underwood et al., 2001). Similar to this, in the context of the B2B market, transaction partners play an important role in the social identities of organizational consumers and serve as suitable identification targets.

Although this is a different concept than consumers identifying with the company itself, customers may also identify with a company's brand, target markets, and archetypal consumer. For instance, when a business (like Procter & Gamble) or organ-

ization (like General Electric) uses a multi-brand strategy for all of its goods or services, the way that customers identify with the company as a whole will be very different from the way that they identify with a specific brand owned by the business. a company that significantly sways its clients' purchase decisions (Katrichis, 1998). Customers who are more likely to make further purchases in the future and who are also willing to pay a higher price are more likely to stay in touch with the supplier for longer and are less sensitive to price changes. For instance, Bendixen, Bukasa, and Abratt (2004) and Kumar, Bohling, and Ladda (2003) are two recent instances of research that demonstrate the crucial role that price premium plays as both a large source of firm income and a positive attribute of consumer commitment.

Relationship between Enthusiasm and Purchase Intentions

The term "enthusiasm" refers to the drive and desire that customers have to work as closely as possible with employees in the provision of services (Budiono & Yasin, 2020:3769). High levels of excitement are a sign of hard work, adaptability, willingness to put in extra effort, and the ability to complete things quickly and effectively. Additionally, enthusiasm shows a high level of dedication (Ariani, 2013: 47). (So et al., 2014:308) contends that although excitement represents the high levels of energy, activity, and mental flexibility when working for the service provider, enthusiasm concentrates on the involvement and enjoyment of customers with the company. Vivek, S. D. (2009) (2008): 187 (Bakker & Leiter).

Relationship between Attention and Purchase Intentions

Participation from consumers improves the relationship with them and gives them the idea that the business cares about them. Customers who participate in the activity show more loyalty to the business's other clients, and the business experiences higher levels of client satisfaction, empowerment, communication, emotional connection, trust, and commitment (Aluri et al., 2019:80). Participation from customers helps the firm generate more revenue and profits. Toreini et al. (2020:5) claim that the worry is a sign that the service provider worries a lot about paying attention to the client's needs and that the service provider makes every attempt to complete the duties that are required.

Relationship between Absorption and Purchase Intentions

Service providers who are totally engrossed in and entirely focused on the performance of obligations are referred to as "absorbers" (Milhem et al., 2019:46). It is a favourable mental state that depicts the attitude of service providers during the service meeting on the client's absorption in order to fulfill the needs and goals of the client. Abstraction indicates a healthy mental condition. Active customers have more influence over company events in general and their professional lives in particular, according to Baran and Sypniewska (2020:4). This results in favourable reactions in terms of appreciation and organizational success at the expense of high activity and flexibility to adapt to events. Active consumers have more of an impact on company-related events in general and their professional lives in particular (Baran and Sypniewska, 2020:4). (Lauring & Selmer, 2015:633).

.

Relationship between Interaction and Purchase Intentions

Customers may discuss the quality of services received from service providers with their peers, and they can communicate with other customers who are like them and look out for them. The level of client participation in corporate operations on their own is referred to as interaction (Van Tonder & Petzer. 2018:10). Additionally, (van der Velden BEng, 2013:1) it is feasible to improve the interactive exchanges between the service provider and current and potential customers in order to develop new commodities for the business.

Businesses achieve their short-term sales goals through promotion, which is a component of the promotional mix. Kotler (1991) asserts that the commercial sector employs a large variety of promotional strategies that have been shown to have a negative effect on the degree of customer loyalty (Rothschild, 1987; Winer, 1986; Dodson et al., 1978). However, several research has revealed that such promos have minimal effect on consumers' inclination to remain loyal (Neslin and Shoemaker, 1989; Ehrenberg et al., 1994).

We shall use the following definition for the duration of this investigation: The phrase "transaction-oriented promotion" describes the technique of giving more transient and transient economic incentives to end users in an effort to increase transient purchase behavior. In order to clarify the relationship between promotion and client loyalty, this style of promotion also includes relationship quality as a bridging component. The airline industry would engage in a variety of sales-oriented activities,

such as lowering ticket prices during off-peak travel periods, etc.

Relationship marketing, according to Copulsky and Wolf (1990), involves merging marketing tactics including advertising, promotion, public relations, and direct marketing to create customer-reach techniques that are more effective and time-effective. It aims to develop long-lasting relationships by offering a variety of important services. According to Merlin et al., promotional activities to encourage customer purchases are motivated by both internal and external factors (1996). The American Marketing Association defines promotional activity as any type of marketing that encourages consumer purchases and the effects of vendors. This is not the same as personal selling, advertising, sales promotion, or public relations. Promotional activity is a type of transient marketing activity that is carried out by both producers and merchants, according to Aaker (1973).

The purpose of it differentiates it from both personal selling and advertising since it is to induce customer purchase. Kolter (1991) asserts that promotional activity is made up of a range of incentive tools, most of which are meant to be used for a brief time. Its main objective is to persuade consumers and merchants to select certain purchases of goods early in the supply chain.

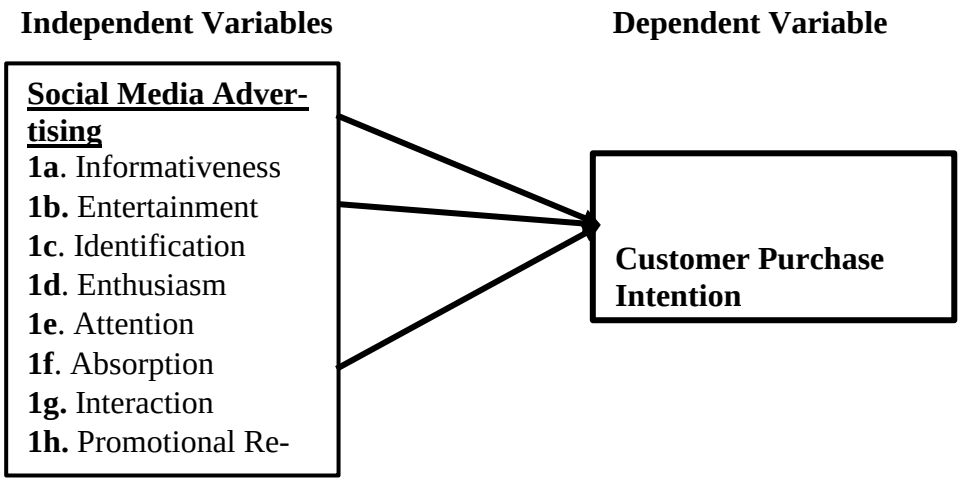
Relationship between social media dependency and Purchase Intentions

Through the usage of social media, people may satisfy their needs for social connection and information searching (Chen, 2011). On the other side, widespread access to social media accelerates the rate of excessive consumption, which may result in problematic usage. With the introduction of smart smartphones and other communication devices, this access has expanded in scope. According to reports, a sizable portion of users often checked their Weibo displays every few seconds to see newly posted information. They may have spent the entire day on Weibo while making excuses for their lack of restraint because they would get excited whenever someone liked, retweeted, or followed their postings (Wang et al., 2015). Media addiction (Larose, Lin, & Eastin, 2003), media reliance (Thadani & Cheung, 2011), and technology addiction are a few labels that have been used to describe media dependence (Thadani & Cheung, 2011). 2002 (Charlton). Although many research on dependency produces contradictory findings, scholars are coming to the conclusion that dependence is a psychological condition and addiction is a behaviour that is connected to that state (Thadani & Cheung, 2011). A person is considered to have psycho-

logical reliance when they experience emotional and motivational withdrawal symptoms after being exposed to a stimulus (Nestler, 2013). The hallmark of behavioural addiction is a compulsive need to engage in a rewarding activity that does not include the use of drugs, even while doing so might be harmful to one's physical, mental, social, or financial well-being (Robison & Nestler, 2011). LGBT persons who are addicted to social media have a "soft" type of addiction that is more likely to be perceived as a normal and socially acceptable activity than other types of addiction, such as compulsive gambling or excessive auction bidding. LGBT groups look to their usage of social media to reduce anxiety and give them a feeling of fulfilment because they nearly always experience bad moods and a lack of social support (Wright, 2006). Because of this, LGBT users get to depend psychologically on using social media in a regular way, which leads them to devote most of their time and energy to doing so.

Conceptual Frameworks

The following conceptual framework is developed to clarify the relationship between independent and dependent variables as we see social media advertisement variables consists of Informativeness, Entertainment, Identification, Enthusiasm, Attention, Absorption, Interaction, Promotional Reward, Social Media Dependency as an independent variables and customers buying Intension as dependent variables. The independent variables are adopted from Chunli Ji and Susana Mieiro (2021).



Hypothesis

Hypothesis1. There is a direct relationship between social media advertising and customer purchasing intentions

H1a. Social media advertising with regard to Identification has a positive influence on consumer purchasing intention

H1b. The attention of social media advertising has a positive influence on customer purchasing intentions

H1c. The level of social media advertising Enthusiasm has a direct relationship with customer purchasing intention**.**

H1d. Absorption in social media advertising has a favourable effect on customer purchasing intention

H1e. Interaction has a significant impact on customer purchasing intention.

H1f. Entertainment has a positive significant impact on customer purchasing intention.

H1g. Informativeness has a significant impact on customer purchasing intention.

H1h. Promotional rewards have a significant impact on customer purchasing intention.

H1i. Social media dependency has a significant impact on customer purchasing intention.

CHAPTER III

Data Methodology

Introduction

This chapter is focused on the methodology and instrument that will be used in the process of carrying out this investigation are covered in this chapter along with its description. Both of these aspects of the research would be carried out in order to answer the research question. Presented in this chapter are Research Design, the Participants/Population and Sample, the Data Collection Tools/Materials, and the Data Analysis Procedures.

Research Design

The quantitative research design was employed for this study. Organizational growth calls for the use of quantitative research methods. Decisions about the company's future benefit greatly from the insights revealed by advanced numerical data and analysis. (www.questionpro.com/blog/research-design). The study included two types of quantitative research designs: descriptive and causal. Descriptive research aims to provide a clear picture of the state of affairs so that businesses may make educated choices and track development. In order to gather data that can be examined numerically, it follows a standard structure by asking close ended question, making it quantitative in nature. The data acquired allows them to develop inferences and connections about the market as a whole. (www.cfrinc.net/cfrblog/types-of-market-research). Descriptive statistics for the demographic data will be provided, as will the means and standard deviations for the various scales of the dependent variable, consumers' intentions to make purchases or consume products, and the independent variable, the extent to which they have been exposed to social media advertisements, along with their respective subscales. In order to determine whether or not one variable caused another, researchers use a causal study design. Like descriptive studies, causal studies may be measured quantitatively. Experiments are at the heart of causal research, which may be used to make predictions and test hypotheses regarding a company's goods and advertising campaigns.

Scientists attempt to produce a desired outcome by influencing a subset of the available factors. A company may conduct an experiment to determine the impact of new packaging or ads on product sales, for instance. (www.cfrinc.net/cfrblog/types-of-market-research). Researchers used these techniques to examine how social media

marketing influences our study's dependent variable—respondents' propensity to make a purchase—over the course of the study.

Population

The population of this study comprises the adult consumers of Liberia. According to (worldometer 2022), the population of Liberia is 5. 3 million. Based on that population, 384 adult consumers were sampled. According to (Krejcie & Morgan 1970) table of sample size determination a population of 1 million and above should have a sample size of 384 at a 95% confidence level. Due to the study population, the time and cost involved in getting the respondents, the researchers employ a non – probability sampling method known as convenience sampling strategy that involves gathering data from accessible participant in order to acquire the required representation.

Data Collection Tools

The data was collected through a structured questionnaire. The questionnaire used was adapted with permission from its authors (Ji, C., Mieiro, S. and Huang, G. 2022). The questionnaire was made up of three different sections which were enough to gather the necessary information from the respondents. The questionnaire collected information pertinent to their demographics, the independent variable which is Social media advertising which had subscales and the dependent variable which is customer Purchasing intention.

Section one collected information on the following: Gender, Age range, marital status, and Educational level.

Section two collected information on the independent variables by mean of a Likert scale questionnaire that had five level from 1 to 5**. 1=Strongly Disagree 2 = Disagree 3=Neutral 4=Agree 5= strongly Agree.** The independent variable which is social media advertising had the following subscales all measure on a Likert scale: 1. Identification which had four questions. One of the questions ask is “When someone criticizes the SMA of integrated resorts, it feels like a personal insult”. 2. Attention which had 5 questions. This is one of the questions asked “I pay a lot of attention to anything about SMA of integrated resorts” 3. Enthusiasm which had 5 questions. The study ask question like “I am passionate about SMA of integrated resorts”

4. Absorption which had six questions. Examples of some of the questions are" When I am interacting with SMA of integrated re-sorts, I get carried away and In my interaction with SMA of integrated resorts, I am immersed" 5. Interaction had five questions. Example question was " I am someone who likes to discuss actively SMA of integrated resorts with others" 6. Entertainment had 3 questions. Example question is "Social media advertisements of integrated resorts can provide me fun and pleasure" 7. Informativeness had 3 questions. This question was asked " I can get accurate and reliable advertising information from SMA of integrated resorts" 8. Promotional rewards had 3 questions. One questions asked was " SMA of integrated resorts can offer me premiums" and 9. Social media dependency which 3 questions. This question was asked "Using social media is one of the most important things that I do each day".

Section three collected information of the dependent variable which is customer buying intention that had **1=Strongly Disagree 2 = Disagree 3=Neutral 4=Agree 5= strongly Agree. This section had 4 questions.** It had four questions. Two of those questions asked was "I will definitely buy products/services from the integrated resort with SMA in the near future and I will likely visit and spend money at the integrated resort with SMA in the near future".

Data Collection Procedure

This research was undertaken with consent from the ethics committee of the Near East University by mean of the consent letter. The questionnaires were distributed to respondents via online platforms such as Facebook, tweeter, Instagram, WhatsApp, Snapchat, and Tiktok. Participation was voluntary as was indicated in the consent statement at the beginning of the questionnaire and respondents were not paid for their time.

Data Analysis Plan

Version 21 of SPSS was used for the analysis of the data. Percentages and frequency were found for the demographic aspect of the questionnaire since they are qualitative variables. The means and standard deviation were generated for the Likert scale variables of the questionnaire which comprises of the independent variable's social media advertising and all the subscales and the dependent variable which is customer buying intentions since they are all quantitative variables in this study.

Testing of Reliability using Cronbach's alpha was done for the quantitative study variables. Pearson correlation was done to see the relationship without regard to causation between social media advertisemt and customer buying intentions. Regression analysis was done to see the impact of the independent variables which is social media advertising which had 9 subscales on the dependent variable customer buying intentions.

CHAPTER IV

Findings and Discussion

This chapter analyses and interpret the data that was collected for this research and also answers the research hypotheses that have been developed. It analyses the research participants' demographic information, has the mean and standard deviation of the various Likert scale questionnaire, and a correlation and regression analysis.

Number of Respondents

The actual sample size of our research was 384, but 340 questionnaires were filled out and returned. That constitutes an 88.5% response rate in this poll. This level of participation is enough to draw conclusions from the research. Several demographic parameters were considered because of their significance in understanding the replies. Among them were the respondent's gender, age range, marital status, and level of education of adult consumers of the clothing industry in Liberia.

Demographic Data

It is important in research study to collect demographic information about the participants of the study. In table 4.1 below are information's about respondent's gender, age range, educational status, and frequency of internet usage.

Table 4.1 Respondent's Demographic Data

Variable	Categories	Frequency	Percentage
Gender	**Male**	**140**	**41**
	Female	**200**	**59**
	Total	**340**	**100**
Age Range	**18 – 24**	**40**	**11.8**
	25 - 29	**62**	**18.2**
	30 - 34	**63**	**18.5**
	35 - 39	**87**	**25.6**
	40 – 44	**55**	**16.2**
	45 - 49	**22**	**6.5**

	50 and Above	**11**	**3.2**
	Total	**340**	**100.0**
Marital Status	**Single**	**214**	**62.9**
	Married	**126**	**37.1**
	Total	**340**	**100**
Educational Level	**College Student**	**104**	**30.6**
	High School graduate	**43**	**12.6**
	Less than high school	**5**	**1.5**
	University Graduate	**188**	**55.3**
	Total	**340**	**100.0**

Table 4.1 The respondents were asked to indicate their gender, which is important to this research. 200 of the respondents were male (59 %), while 140 (41%) of the respondents in the study were female. Respondents who are consumers of the clothing industry in Liberia were asked to indicate their age range. The results enable the researcher to present the following finding; 40 respondents (11.8%) were between 18 to 24 years, 62 (18.2%) were between 25 – 29 years, 63 of the respondents, which constitute (18.5%) were from 30 – 34. From 35 – 39 were 87 (25.6%). From 40 years to 44 total 55(16.2%), from 45 to 49 were 22 (6.5) and from 50 years and above were 11(3.2%). The marital status shows that out of the 340 respondents, 214 or 62.9% were single while the rest of the 126 or 37.1% were married. The educational status of the adult consumers are as follows: 104 of the respondents which is (30.6%) were college students, 43 (12.6%) of the respondents were high school students, 5 (1.5%) were less than high school graduate, and 188 (55.3%) which constitute the highest percentage of the total respondents were University graduate.

Reliability Test

Table 4.2 The results of Cronbach's alpha analysis for the study variables are revealed in the table below

Variables	**No. of Items**	**Cronbach's Alpha**
Consumer Buying Intention	**4**	**.84**
Identification	**4**	**.75**
Attention	**5**	**.76**
Enthusiasm	**5**	**.83**
Absorption	**6**	**.86**
Interaction	**5**	**.85**
Entertainment	**3**	**.76**
Informativeness	**3**	**.78**
Promotional Rewards	**3**	**.80**
Social Media Dependency	**2**	**.73**
Total	**40**	**.96**

To test the reliability of our scale, Cronbach's alpha analysis was used. The reliability coefficient are as follows: Identification .75 or 75%, Attention is .76 or 76%, Enthusiasm is .83 or 83%, Absorption is .86 or 86%, Interaction is .85 or 85%, Entertainment is .76 or 76%, Informativeness is .78 or 78%, Promotional rewards is .80 or 80%, Social media Dependency is .73 or 73% and Consumer buying intention is .84 or 84%. These measures' results show that our scales are reliable.

Measuring social media advertising

The aim of the study was to examine the influence that social media advertising has on customer buying intentions of adult consumers of the clothing industry in Liberia. Five was for "Strongly Agree," four was "Agree," three was "Neutral," two was "Moderately Disagree," and one was "Strongly Disagree. Below is the result.

Consumer Purchasing Intention/ Consumption Intention

Consumer purchasing intention, which is our dependent variable and is affected by social media advertisement mean and standard deviation as applied to the

data, is written below in table 4.1

Table 4.1 Mean and Standard deviation of Consumer purchasing intention

Variable	**Mean**	**Std. deviation**
I will definitely buy products/services from the integrated resort with SMA in the near future	3.918	1.1153
I intend to visit and spend money at the integrated resort with SMA in the near future	4.094	1.0117
I will likely visit and spend money at the integrated resort with SMA in the near future	4.053	1.0176
I expect to visit and spend money at the integrated resort with SMA in the near future	4.209	.9441
Average mean of consumer purchasing intention	4.0685	

Responses of the dependent variable of adult consumers of the clothing industry in Liberia on consumer purchasing intention are: I expect to visit and spend money at the integrated resort with SMA in the near future has the highest mean of 4.21, I intend to visit and spend money at the integrated resort with SMA in the near future mean is 4. 094, I will likely visit and spend money at the integrated resort with SMA in the near future mean is 4.05, and finally I will definitely buy products/services from the integrated resort with SMA in the near future. The average mean for consumer purchasing intention is 4.0658.

Identification

one of the subscales of social media advertising is Identification, table 4.3 below presents the mean and standard deviation of Identification.

Table 4.2 Mean and Standard deviation of Identification

Variable	Mean	Std. deviation
When someone criticizes the SMA of integrated resorts, it	3.479	1.3335

feels like a personal insult		
When I talk about SMA of integrated resorts, I usually say a lot	3.888	1.0302
SMA of integrated resorts is closely related to me	3.800	1.0453
When someone praises SMA of integrated resorts, it feels like a personal compliment	3.879	1.1052
Average mean for Identification	3.762	

Table 4.2 The independent variable which is social media advertising have various subscales that we use to measure the impact of social media advertising. The first subscale is identification. The means of : When I talk about SMA of integrated resorts, I usually say a lot is 3.89 it the highest, it is follow by When someone praises SMA of integrated resorts, it feels like a personal compliment with the mean of 3.888, SMA of integrated resorts is closely related to me mean is 3.80 and lastly When someone criticizes the SMA of integrated resorts, it feels like a personal insult mean is 3.479. On the average, majority of the participant agree that identification has an impact on customer buying intention with the mean of 3.762.

Attention

Table 4.3 below presents the mean and standard deviation of another subscale of social media advertising which is attention.

Table 4.3 Mean and Standard deviation of Attention

Variable	**Means**	**Std. deviation**
I like to learn more about SMA of integrated resorts	4.094	.9547
I pay a lot of attention to anything about SMA of integrated resorts	4.024	.9804
Anything related to SMA of integrated resorts grabs my attention	4.082	.9589
I concentrate a lot on SMA of integrated resorts	3.888	1.0157
Compared to other ads, I pay more attention to SMA of integrated resorts	3.832	1.0746
Average mean of Attention	3.984	

Table 4.3 is showing the mean and standard deviation of the independent variable

subscale of attention. The mean to the questions under attention are: I like to learn more about SMA of integrated resorts has the highest mean of 4.10, I pay a lot of attention to anything about SMA of integrated resorts mean is 4.02, Anything related to SMA of integrated resorts grabs my attention show a mean of 4.08, I concentrate a lot on SMA of integrated resorts mean is 3.89 and lastly, Compared to other ads, I pay more attention to SMA of integrated resorts has the least mean of 3.83. On average, majority of the respondents agree that attention influences a customer buying intentions. It's mean is 3.984.

Enthusiasm

The mean and standard deviation of enthusiasm, a subscale of the independent variable social media advertising is presented in table 4.4 below.

Table 4.4 Mean and Standard deviation of Enthusiasm

Variable	**Mean**	**Std. deviation**
I am heavily into SMA of integrated resorts	3.824	1.1149
I am passionate about SMA of integrated resorts	4.018	1.0159
I am enthusiastic about the SMA of integrated resorts	3.988	.9925
I feel excited about the SMA of integrated resorts	4.015	.9730
I love SMA of integrated resorts	4.006	.9655
Average mean of Enthusiasm	3.9702	

Adult consumers of the clothing industry responses on enthusiasm are: I am passionate about SMA of integrated resorts has the highest mean of 4.02, I feel excited about the SMA of integrated resorts has the second highest mean of 4.01, I love SMA of integrated resorts mean is 4.00, I am enthusiastic about the SMA of integrated resorts mean is 3.99 and lastly, I am heavily into SMA of integrated resorts with the least mean of 3.82. The average mean of enthusiasm is 3.9702, which indicate that majority of the respondents agree that enthusiasm has impact on buying intention.

Absorption

Presented below in table 4.5 is the mean and standard deviation of absorption, a sub-scale of the independent variable of social media advertising.

Table 4.5 Mean and Standard deviation of Absorption

Variable	**Mean**	**Std. deviation**
When I am interacting with SMA of integrated resorts, I forget everything else around me	3.674	1.1909
Time flies when I am interacting with SMA of integrated resorts	3.891	1.0821
When I am interacting with SMA of integrated resorts, I get carried away	3.832	1.1044
When interacting with SMA of integrated resorts, it is difficult to detach me	3.741	1.1511
In my interaction with SMA of integrated resorts, I am immersed	3.912	1.0410
When interacting with SMA of integrated resorts intensely, I feel happy	4.065	.9724
Average mean of Absorption	3.8525	

The responses of the adult consumer of the clothing industry in Liberia on the question of Absorption : When interacting with SMA of integrated resorts intensely, I feel happy has the highest mean of 4.07, it was followed by In my interaction with SMA of integrated resorts, I am immersed mean is 3.91, When interacting with SMA of integrated resorts, it is difficult to detach me mean is 3.74, When I am interacting with SMA of integrated resorts, I get carried away has a mean of 3.83, Time flies when I am interacting with SMA of integrated resorts mean is 3.89 and lastly, When I am interacting with SMA of integrated resorts, I forget everything else around me mean is 3.67. The average mean for absorption is 3.8525 indicating that majority of the respondents agree that absorption of the product is good.

Interaction

Table 4.6 below is presenting the mean and standard deviation of the variable interaction, a subscale of the independent variable social media advertising which will be used to measure customer buying intentions.

Table 4.6 Mean and Standard deviation of respondents on Interaction

Variable	**Mean**	**Std. deviation**
In general, I like to get involved in the discussions of SMA of integrated resorts	4.050	.9657
I am someone who enjoys interacting with like-minded others in the SMA of integrated resorts	3.956	1.0536
I am someone who likes to discuss actively SMA of integrated resorts with others	3.891	1.0984
In general, I thoroughly enjoy exchanging ideas with other people in SMA of integrated resorts	3.968	1.0680
I often participate in activities of SMA of integrated resorts	3.871	1.1345
Average mean for Interaction	3.9472	

The responses of adult consumers of the clothing industry on the interaction of social media advertising are: In general, I like to get involved in the discussions of SMA of integrated resorts mean is 4.05, I am someone who enjoys interacting with like-minded others in the SMA of integrated resorts mean is 3.96, I am someone who likes to discuss actively SMA of integrated resorts with others mean is 3.89, In general, I thoroughly enjoy exchanging ideas with other people in SMA of integrated resorts has a mean of 3.97 and I often participate in activities of SMA of integrated resorts mean is 3.87. The average mean for interaction is 3.9472 which indicate that majority of the respondents agreed.

Entertainment

Entertainment mean and standard deviation is presented in table 4.7 below. It is one of the subscales of social media advertising.

Table 4.7 Mean and Standard deviation of adult response on Entertainment

Variable	**Mean**	**Std. deviation**
Social media advertisements of integrated resorts can provide me fun and pleasure	3.976	.9893
When I'm bored, social media advertisements of integrated resorts can help me get relief	4.024	1.0416
I can kill time by reviewing social media advertisements of integrated resorts	3.968	1.0199
Average mean for entertainment	3.989	

Responses of adult consumers of the clothing industry in Liberia on social media advertising as Entertainment are: When I'm bored, social media advertisements of integrated resorts can help me get relief has the highest mean of 4.024, Social media advertisements of integrated resorts can provide me fun and pleasure has the second highest mean of 3.97 and the least mean is I can kill time by reviewing social media advertisements of integrated resorts which has 3.96. The average mean for entertainment is 3.989.

Informativeness

Informativeness mean and standard deviation is presented in table 4.8 below. It is one of the subscales of social media advertising.

Table 4.8 Mean and Standard deviation of adult response on Informativeness

Variable	**Mean**	**Std. deviation**
I can get new advertising information from SMA of integrated resorts	4.012	1.0160
I can get accurate and reliable advertising information from SMA of integrated resorts	4.000	1.0219
I can get the information I want from SMA of integrated resorts	4.032	1.0257
Average mean for Informativeness	4.015	

Responses of adult consumers of the clothing industry in Liberia on social media advertising with regard to Entertainment are: I can get the information I want from SMA of integrated resorts mean is 4.02, I can get new advertising information from SMA of integrated resorts mean is 4.01, and I can get accurate and reliable advertising information from SMA of integrated resorts mean is 4.00. the average mean is 4.015 indicating that almost all of the participants agreed.

Promotional Rewards

Table 4.9 below is presenting the mean and standard deviation of promotional rewards. A promotional reward is one of the predictor's variable for buying intentions.

Table 4.9 Mean and Standard deviation of adult response on Promotional reward

Variable	**Mean**	**Std. deviation**
SMA of integrated resorts can provide me benefits	3.903	1.0887
SMA of integrated resorts can offer me premiums	3.938	1.0804
SMA of integrated resorts can give me rewards	3.844	1.1480
Average mean of promotional rewards	3.895	

Responses of adult consumers of the clothing industry in Liberia on social media advertising with regards to promotional rewards are: SMA of integrated resorts can offer me premiums mean is 3.94, it is the highest mean, SMA of integrated resorts can provide me benefits mean is 3.90, it has the second highest mean and lastly SMA of integrated resorts can give me rewards mean is 3.84. the average mean of promotional reward is 3.895 which shows that majority of the respondents agree that promotional rewards is important in social medial advertising.

Social Media Dependency

Table 4.10 below presents the mean and standard deviation of the independent variable social media dependency.

Table 4.10 Mean and Standard deviation of adult response on Social media dependency

Variable	**Mean**	**Std. deviation**
Using social media is one of the most important things that I do each day	4.062	1.0128
I would rather spend my leisure time on social media than somewhere else	4.050	1.0478
Average Mean of social media dependency	4.056	

Responses of adult consumers of the clothing industry in Liberia on social media advertising with regards to social media dependency are: Using social media is one of the most important things that I do each day mean is 4.06, and I would rather spend my leisure time on social media than somewhere else mean is 4.05. The average mean of social media dependency is 4.056 indicating that majority of the participants agree that social media dependency measures social media advertising.

Correlation Analysis

To understand as to whether there is a relationship between our independent variable social media advertising with all its subscales: Identification, Attention, Enthusiasm, absorption, Interaction, Entertainment, Informativeness, Promotional rewards, and Social media dependency and our dependent variable, which is customer buying intention correlation analysis was done. Since causal inference in regression analysis requires first establishing a link between variables, correlations are an essential first step.

Table 4.13 Spearman's Correlation Coefficient Matrix between Social Media Advertisement on Customer purchasing Intention

Variables	1	2	3	4	5	6	7	8	9	10
1 Consumer Buying Intention	r	0.517**	0.485**	0.517**	0.455**	0.53**	0.419**	0.523**	0.420**	0.489**
2 Identification	r		0.673**	0.619**	0.636**	0.629**	0.558**	0.549**	0.531**	0.477**
3 Attention	r			0.706**	0.638**	0.662**	0.582**	0.567**	0.560**	0.502**
4. Enthusiasm	r				0.693**	0.728**	0.637**	0.634**	0.597**	0.536**
5 Absorption	r					0.716**	0.661**	0.647**	0.726**	0.610**
6 Interaction							0.653**	0.656**	0.671**	0.589**
7 Entertainment	r							0.672**	0.611**	0.560**
8 Informativeness	r								0.648**	0.566**
9 Promotional Rewards	r									0.612**
10 Social Media Dependency										

Note: ** Correlation is significant at 0.01 level (2-tailed).

Spearman's correlation coefficient was used to show the relationships between the various variables, which are social media advertisement with: Identification, Attention, Enthusiasm, absorption, Interaction, Entertainment, Informativeness, Promotional rewards, and Social media dependency which are subscales of social media advertisement and the dependent variable which is customer buying intention. Spearman Correlation coefficient seen from above shows is interpreted as follow: There are strong, positive and significant correlation between consumer purchasing intentions and Identification($r = 0.517$, $p < 0.001$), Attention($r = 0.485$, $p < 0.001$), Enthusiasm($r = 0.517$, $p < 0.001$), absorption($r = 0.455$, $p < 0.001$), Interaction($r = 0.530$, $p < 0.001$), Entertainment($r = 0.419$, $p < 0.001$), Informativeness($r = 0.523$, $p < 0.001$), Promotional rewards($r = 0.420$, $p < 0.001$), and Social media dependency ($r = 0.489$, $p < 0.001$). There is also a strong positive correlation between identification and Attention ($r = .673$, $p < 0.001$), Enthusiasm($r = .619$, $p < 0.001$), absorption($r = .636$, $p < 0.001$), Interaction($r = .629$, $p < 0.001$), Entertainment($r = .558$, $p < 0.001$), Informativeness($r = .549$, $p < 0.001$), Promotional rewards($r = .531$, $p < 0.001$), and Social media dependency ($r = .477$, $p < 0.001$). Attention is positively correlated with Enthusiasm ($r = .706$, $p < 0.001$), absorption ($r = .638$, $p < 0.001$), Interaction ($r = .662$, $p < 0.001$), Entertainment ($r = .582$, $p < 0.001$), Informativeness ($r = .567$, $p < 0.001$), Promotional rewards ($r = .560$, $p < 0.001$), and Social media dependency ($r = .502$, $p < 0.001$). Enthusiasm has a positive relationship with absorption ($r = .693$, $p < 0.001$), Interaction ($r = .728$, $p < 0.001$), Entertainment ($r = .637$, $p < 0.001$), Informativeness ($r = .634$, $p < 0.001$), Promotional rewards ($r = .597$, $p < 0.001$), and Social media dependency ($r = .536$, $p < 0.001$). There is a positive statistical relationship between Absorption and the following: interaction ($r = .716$, $p < 0.001$), entertainment ($r = .661$, $p < 0.001$), informativeness ($r = .647$, $p < 0.001$), promotional rewards ($r = .726$, $p < 0.001$), social media dependency ($r = .610$, $p < 0.001$). Interaction has a positive and statistically significant relationship with Entertainment ($r = .653$, $p < 0.001$), Informativeness ($r = .656$, $p < 0.001$), Promotional rewards ($r = .671$, $p < 0.001$), and Social media dependency ($r = .589$, $p < 0.001$). Entertainment on the other hand, has a strong positive correlation with informativeness ($r = .672$, $p < 0.001$), promotional rewards ($r = .611$, $p < 0.001$), and social media dependency ($r = .560$, $p < 0.001$). Informativeness is positively correlated with Promotional rewards ($r = .648$, $p < 0.001$), social media dependency ($r = .566$, $p < 0.001$). and lastly, promotional rewards have a strong direct relationship with social media dependency (r =

.612, $p < 0.001$).

Regression

Simple Linear Regression

The general simple linear regression model formula used is as presented below:

$$\mathbf{Y = \beta 0 + \beta_1 x_1 + \varepsilon}$$

Where

Y is the value of the dependent variable

X_1 is the independent variable

$\beta 0$ = is the value that y will take when the independent variable is set to zero

$\beta 1$ – the constant regression coefficients. It shows the change in y when there is a one-unit change in the respective independent variable.

ε_1 is the random error that shows the variation in our estimation of y.

simple linear regression was conducted to separately show the impact of social media advertising and each of the subscales of the independent variable, which are: Identification, Attention, Enthusiasm, absorption, Interaction, Entertainment, Informativeness, Promotional rewards, and Social media dependency has on the dependent variable, which is customer purchasing intention.

Hypothesis 1: There is a direct relationship between Social media advertising and customer buying intentions

Table 4.14 Regression coefficients of Social media advertising and customer purchasing intentions

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.577[a]	.333	.331	.69090

a. Predictors: (Constant), Social_Media_Advertisement

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regres-sion	80.630	1	80.630	168.914	.000[b]
	Residual	161.342	338	.477		
	Total	241.973	339			

a. Dependent Variable: Consumer_Purchasing_Intention

b. Predictors: (Constant), Social_Media_Advertisement

Coefficients[a]

Model		Unstandardized Coeffi-cients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.174	.226		5.198	.000
	So-cial_Media_Advertise-ment	.737	.057	.577	12.997	.000

a. Dependent Variable: Consumer_purchasing_Intention

Table 4.14 shows the regression that was done to show the influence that Social media advertising marketing has on customer purchasing intentions. The R^2 tells us that 33% of the variation in customer purchasing intentions can be explained by social media advertising F (1, 338) = 168.914, p-value < 0.001. The findings tell us that social media advertising positively and significantly influences customer purchasing intention ($\beta = .737$, $p < .001$).

H1a. Social media advertising with regard to Identification has a positive influence on consumer purchasing intention

Table 4.15 Regression coefficients of identification and customer's buying intention

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.550[a]	.303	.301	.70656

a. Predictors: (Constant), Identification

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	73.235	1	73.235	146.699	.000[b]
	Residual	168.737	338	.499		
	Total	241.973	339			

a. Dependent Variable: Consumer_Purchasing_Intention

b. Predictors: (Constant), Identification

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.024	.173		11.699	.000
	Identification	.543	.045	.550	12.112	.000

a. Dependent Variable: Consumer_Purchasing_Intention

Table 4.15 shows the simple regression done to show the influence that identification has on customer purchasing intention. The R^2 value tells us that 30% of the variation or change in customer purchasing intention can be explained by identification F (1, 338) = 146.669, p-value < 0.001. The findings tell us that identification significantly and positively influences customer purchasing intentions ($\beta = .543$, $p < .001$).

H1b. The attention of social media advertising has a positive influence on customer purchasing intentions

Table 4.16 Regression coefficients of attention and customer purchasing intention

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.487[a]	.237	.235	.73911

a. Predictors: (Constant), Attention

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	57.327	1	57.327	104.940	.000[b]
	Residual	184.645	338	.546		
	Total	241.973	339			

a. Dependent Variable: Consumer_Purchasing Intention

b. Predictors: (Constant), Attention

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.758	.229		7.677	.000
	Attention	.580	.057	.487	10.244	.000

a. Dependent Variable: Consumer_Purchasing_Intention

Table 4.16 shows the regression done to show the influence that attention has on customer purchasing intentions. The R^2 value tells us that 24% of the variation or

change in customer purchasing intention can be explained by attention F (1, 338) = 104.940, p-value < 0.001. The findings tell us that attention significantly and positively influences customer purchasing intention (β = .580, p <.001).

H1c. The level of social media advertising Enthusiasm has a direct relationship with customer purchasing intention.

Table 4.17 Regression coefficients of Enthusiasm and customer purchasing intention

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.505[a]	.255	.253	.73043

a. Predictors: (Constant), Enthusiasm

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	61.641	1	61.641	115.536	.000[b]
	Residual	180.332	338	.534		
	Total	241.973	339			

a. Dependent Variable: Consumer_Purchasing_Intention

b. Predictors: (Constant), Enthusiasm

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.861	.209		8.895	.000
	Enthusiasm	.556	.052	.505	10.749	.000

a. Dependent Variable: Consumer_Purchasing_Intention

Table 4.17 shows the regression is showing the influence that enthusiasm has on customer purchasing intentions. The R^2 value tells us that 26% of the variation or change in customer purchasing intention can be explained by enthusiasm that social media advertising has F (1, 338) = 115.536, p-value < 0.001. The findings tell us that interaction significantly and positively influences brand image and brand awareness (β = .556, p <.001).

H1d. Absorption in social media advertising has a favourable effect on customer purchasing intention

Table 4.18 Regression coefficients of absorption and customer purchasing intention

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.400[a]	.160	.158	.77531

a. Predictors: (Constant), Absorption

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	38.800	1	38.800	64.548	.000[b]
	Residual	203.173	338	.601		
	Total	241.973	339			

a. Dependent Variable: Consumer_Purchasing_Intention

b. Predictors: (Constant), Absorption

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.503	.199		12.563	.000
	Absorption	.406	.051	.400	8.034	.000

a. Dependent Variable: Consumer_Buying_Intention

Table 4.18 shows the regression that absorption has on customer purchasing intention. The R^2 value shows that 16% of the variation or change in customer purchasing intention can be explained by the absorption in social media advertising F (1, 338) = 64.548, p-value < 0.001. The findings tell us that absorption significantly and positively influences customer purchasing intention (β = 2.503, p <.001).

H1e. Interaction has a significant impact on customer purchasing intention.

Table 4.19 Regression coefficients of interaction and customer purchasing intention

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.514[a]	.265	.263	.72553

a. Predictors: (Constant), Interaction

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	64.051	1	64.051	121.678	.000[b]
	Residual	177.922	338	.526		
	Total	241.973	339			

a. Dependent Variable: Consumer_Purchasing_Intention

b. Predictors: (Constant), Interaction

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.043	.188		10.881	.000
	Interaction	.513	.047	.514	11.031	.000

a. Dependent Variable: Consumer_Purchasing_Intention

Table 4.19 shows the impact that interaction has on social media advertising. The R^2 value shows that 27% of the variation or change in social media advertising can be explained by the interaction F (1, 338) = 121.678, p-value < 0.001. The findings show that interaction significantly and positively influences customer purchasing intention (β = .513, p <.001).

H1f. Entertainment has a positive significant impact on customer purchasing intention.

Table 4.20 Regression coefficients of entertainment and customer purchasing intention

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.370[a]	.137	.134	.78614

a. Predictors: (Constant), Entertainment

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	33.085	1	33.085	53.535	.000[b]
	Residual	208.888	338	.618		
	Total	241.973	339			

a. Dependent Variable: Consumer_Buying_Intention

b. Predictors: (Constant), Entertainment

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.580	.208		12.412	.000
	Entertainment	.373	.051	.370	7.317	.000

a. Dependent Variable: Consumer_Purchasing_Intention

Table 4.20 shows the impact that entertainment has on customer purchasing intention. The R^2 value shows that 14% of the variation or change in customer purchasing intention can be explained by the entertainment F (1, 338) = 55.535, p-value < 0.001. The findings show entertainment significantly and positively influences customer purchasing intention (β = .513, p <.001).

Hg. Informativeness has a significant impact on customer purchasing intention.

Table 4.21 Regression coefficients of informativeness and customer purchasing attention

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.501[a]	.251	.249	.73215

a. Predictors: (Constant), Informativeness

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	60.790	1	60.790	113.406	.000[b]
	Residual	181.182	338	.536		
	Total	241.973	339			

a. Dependent Variable: Consumer_Purchasing_Intention

b. Predictors: (Constant), Informativeness

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.075	.191		10.840	.000
	Informativeness	.497	.047	.501	10.649	.000

a. Dependent Variable: Consumer_Purchasing_Intention

Table 4.21 shows the impact that informativeness has on social media advertising. The R^2 value shows that 25% of the variation or change in social media advertising can be explained by the informativeness F (1, 338) = 113.406, p-value < 0.001. The findings show that informativeness significantly and positively influences customer purchasing intention ($\beta = .497$, $p < .001$).

H1h. Promotional rewards have a significant impact on customer purchasing intention.

Table 4.22 Regression coefficients of Promotional rewards and customer purchasing intention

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.371[a]	.138	.135	.78555

a. Predictors: (Constant), Promotional_rewards

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	33.395	1	33.395	54.117	.000[b]
	Residual	208.578	338	.617		
	Total	241.973	339			

a. Dependent Variable: Consumer_Purchasing_Intention

b. Predictors: (Constant), Promotional_rewards

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.761	.183		15.114	.000
	Promotional_rewards	.336	.046	.371	7.356	.000

a. Dependent Variable: Consumer_Purchasing_Intention

Table 4.22 shows the impact that promotional rewards have on social media advertising. The R^2 value shows that 14% of the variation or change in social media advertising can be explained by promotional rewards F (1, 338) = 54.117, p-value < 0.001. The findings show that interaction significantly and positively influence customer purchasing intention (β = .336, p <.001).

H1i. Social media dependency has a significant impact on customer purchasing intention.

Table 4.23 Regression coefficients of Social media dependency and customer purchasing intention

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.471[a]	.222	.220	.74639

a. Predictors: (Constant), Social_media_Dependency

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	53.676	1	53.676	96.350	.000[b]
	Residual	188.297	338	.557		
	Total	241.973	339			

a. Dependent Variable: Consumer_Purchasing_Intention

b. Predictors: (Constant), Social_media_Dependency

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.136	.201		10.624	.000
	Social_media_Dependency	.489	.050	.471	9.816	.000

a. Dependent Variable: Consumer_Purchasing_Intention

Table 4.23 shows the impact that Social media dependency has on social media advertising. The R^2 value shows that 22% of the variation or change in social media advertising can be explained by Social media dependency F (1, 338) = 96.350, p-value < 0.001. The findings show that Social media dependency significantly and positively influences customer purchasing intention (β = .489, p <.001).

No.	Hypotheses Developed for the Research Study	Decision
1.	**Hypothesis 1 test:** There is a direct relationship between Social media advertising and customer purchasing intentions	Supported
2.	**H1a**. Social media advertising with regard to Identification has a positive influence on consumer purchasing intention	Supported
3.	**H1b**. The attention of social media advertising has a positive influence on customer purchasing intentions	Supported
4.	**H1c**. The level of social media advertising Enthusiasm has a direct relationship with customer purchasing intention.	Supported
5.	**H1d**. Absorption in social media advertising has a favorable effect on customer purchasing intention	Supported
6.	**H1e**. Interaction has a significant impact on customer buying intention.	Supported
7.	**H1f**. Entertainment has a positive significant impact on customer purchasing intention.	Supported
8.	**H1g**. Informativeness has a significant impact on customer buying intention.	Supported
9.	**H1h**. Promotional rewards have a significant impact on customer purchasing intention.	Supported
10.	**H1i**. Social media dependency has a significant impact on customer purchasing intention.	Supported

CHAPTER V

Discussion

Introduction

In this part of the study, a discussion will be made on the result that this research has found and be compared with what other studies have said in relation to the topic of this research which has already been discussed in the literature review.

This study investigated the impact that social media advertising has on the purchasing intention of adult consumers in the clothing industry in Liberia. To measure social media advertising, identification, Attention, Enthusiasm, Absorption, Interaction, Entertainment, Informativeness, Promotional Rewards, and Social Media Dependency were the subscales of the independent variable social media advertising. The study found a strong positive and significant correlation between those variables and the dependent variable, customer buying intention with the following percentages: 52%, 49%, 52%, 46%, 53%, 42%, 52%, 42%, and 49% respectively.

In the regression aspect of the analysis, The R^2 tells value of social media advertising and customer buying intention was 33%. It means that 33% of the variation in customer buying intentions can be explained by social media advertising $F(1, 338) = 168.914$, p-value < 0.001. The findings tell us that social media advertising positively and significantly influences customer buying intention ($\beta = .737$, $p < .001$).

That is a significant finding of the study because lots of other studies verify this result. It has contributed to the already existing knowledge that social media advertising positively influences customer buying intentions. This study has also contributed theoretically by bringing the Liberian clothing industry under the spotlight by verifying what others have said concerning social media's powerful influence on customers' intentions to buy. Due to the advancement in technology, many people have switched to social media to communicate in a less expensive and convenient manner with that if an advertisement is done on social media, many people will see it, and as humans, our sense of sight can influence or override all the other senses. The practical application of this study can be in the fact that it has helped people who are dealing in clothing from Liberia and other countries to make use of social media by advertising their products there so that they can reach a wider audience and by seeing those materials continuously when they are surfing the internet, they will be influenced to by them. Several other studies done on this topic agreed with the finding of this study. Some of these findings are:

According to Alalwan et al. (2017), businesses have a variety of options available to them when it comes to marketing strategies on social media platforms (for example, advertising, e-WOM, customer relationship management, and branding). However, both researchers and practitioners have shown a strong interest in social media marketing in terms of advertising, this interest is also demonstrated by the huge amounts of money that businesses spend on advertising campaigns; for instance, Statista reports that in 2016, over 524.58 billion USD was invested for this reason. According to Statista 2017, a comparable level of interest was displayed in advertisements on social media. In 2016, around 32.3 billion USD was spent on combined desktop and mobile social media ads. The fact that such huge amount of money was spent on social media adverting and the aim of businesses is profit maximization, it clearly shows that social media advertising has an impact on customer buying intention.

Bangalore, Harshini C. S. (2015) conducted research to determine the effect that social media marketing has on the purchase intentions of customers. It is becoming easier to forgo more traditional forms of media such as magazines, radio, and television in favor of searching for information on social media platforms due to the increasing number of people who use these platforms. In addition, businesses need to create workable online public relations programs in order to capitalize on the fragmentation of the market. This may be done by incorporating effective structures into their online advertising, particularly on social media. According to what was read, one of the digital advertisements that have become a significant technique of conducting marketing communication as the internet has extended across the country and around the world is online advertising. According to the findings of this study, there are many different types of online advertisements that can be found on the internet. These advertisements have the potential to reach a larger audience; therefore, managers need to take into consideration how important the quality and quantity of information are.

Another research was conducted in Pakistan on the "impact of social network marketing on consumer purchase intention in Pakistan, by Areeba T et al. (2017). In order to collect information and responses pertaining to the study, the researchers employed a quantitative method called sampling as well as questionnaires that were filled out by 300 participants. The findings of the survey indicate that marketers in Pakistan need to take a strategic approach to the way in which they interact with customers when it comes to the formation of purchasing decisions. This is because mar-

keters provide additional assistance to customers through the social media pages that they maintain. The study's findings suggested that marketing techniques could potentially be used on social media platforms to successfully influence client purchase decisions. In addition, social networking websites are equipped with one-of-a-kind features that make it possible for users to share more details about their own experiences and obtain supplementary data by doing internet searches for certain companies, goods, or services.

Comparing Areeba T et al study to this study shows that they both investigated the impact that social media marketing has on consumer buying intention. They both come up with the same conclusion that social media marketing is directly related to consumer purchase intention. They both have contributed to the already existing literature supporting their findings. They are both different in a sense that they investigated the impact that social marketing has in two different countries, Liberia and Pakistan. Areeba et al., uses a mediating variable which is consumer engagement why this study has no mediating variable.

As we have seen from those other studies and this study conducted on social media advertising and customer buying intentions, it's evident that social media advertising has a great impact and will continue to have an impact due to the growing population that is using social media on customers buying intentions.

Conclusion

This study investigated the impact that social media advertising has on the purchasing intention of adult consumers in the clothing industry in Liberia. The study found a strong positive and significant correlation between social media advertising which is the overall independent variable and it has, identification, Attention, Enthusiasm, Absorption, Interaction, Entertainment, Informativeness, Promotional Rewards as it subscales and the dependent variable which is customer buying intentions. The correlation between customers buying intentions and identification, enthusiasm, informativeness = 52%, Attention, Social media dependency = 49%, entertainment, promotional rewards = 42%, Absorption = 46%, and Interaction = 53%.

The study ran regression and found the R^2 value of 33% between social media advertising and customer buying intention. It means that 33% of the variation in customer buying intentions can be explained by social media advertising $F(1, 338) = 168.914$, p-value < 0.001. The findings tell us that social media advertising positively and sig-

nificantly influences customer buying intention ($\beta = .737$, $p < .001$)

Base on the findings of the analysis done during the course of this study, it is concluded that customer buying intentions of adult consumer in the clothing industry is significantly influence by social media advertising. This study findings support other studies that has been done to know how social media advertising impact consumer buying intentions. Alalwan et al. in 2017 said" businesses have a variety of options available to them when it comes to marketing strategies on social media platforms (for example, advertising, e-WOM, customer relationship management, and branding). However, both researchers and practitioners have shown a strong interest in social media marketing in terms of advertising, this interest is also demonstrated by the huge amounts of money that businesses spend on advertising campaigns; for instance, Statista reports that in 2016, over 524.58 billion USD was invested for this reason.

Bangalore, Harshini C. S. (2015) conducted research to determine the effect that social media marketing has on the purchase intentions of customers. In their finding they said" It is becoming easier to forgo more traditional forms of media such as magazines, radio, and television in favour of searching for information on social media platforms due to the increasing number of people who use these platforms".

Recommendations

As we have seen from those other studies and this study conducted on social media advertising and customer buying intentions, it's evident that social media advertising has a great impact and will continue to have an impact due to the growing population that is using social media on customers buying intentions. This research recommends the following:

That the Liberian clothing industry pays serious attention to social media advertising so as to boost their sales. Liberia produces clothing that is special and reflects some traditional value that people around the world would like to buy but cannot see which design to choose due to their locations, they can see and order those items if they are seen on social media platforms due to the wider usage.

That the government or other organizations help to establish a special social media platform that will incorporate only Liberian clothing of different designs that all businesses that are dealing in clothing can advertise on so that the industry can be

well known worldwide and help promote smaller businesses thereby strengthening the capacity of her citizens.

Recommend that the Liberian government reduce tariffs and surcharges on data and smartphones so that many people can purchase data and smartphones that will enable them to visit social media platforms where they can view advertisements of Liberian clothes.

That the clothing industry is consistent with the advertisement of their clothing on social media platforms and responds quickly to those who will ask questions on the platform.

Carry on awareness and teach people how to use social media platforms for purchasing of Liberian clothes and that the clothing industry makes their platform easy to use when it comes to purchasing.

Recommendations for further research

This study's focus was on social media advertising in general and its effect on purchase intention in the Liberia clothing industry. This study did not concentrate on which social media platform has more impact on Customer buying intention, this study recommends that future research be conducted in that direction. Research should also be conducted on how the quality of the social media platform image of the clothing influences customer buying intentions and lastly, that research be conducted on how the response of social media advertisers in the clothing or other industries influences customer buying intentions.

Limitations of the study

This research is limited to the clothing industry in Liberia and might not reflect other countries that are not dealing in this industry. This research data collection process was done through google Forms and sent to participants who met the inclusion criteria, but it was possible that others whom the study was not intended for might have participated. Time was also a limit for this study. The entire sample size was not collected due to financial issues. People were not compensated for their responses which might have been a factor for which all of the participants did not respond.

Reference

Khorsheed, R. K., Othman, B., & Sadq, Z. M. (2020). The Impacts of Using Social Media Websites for Efficient Marketing. *Journal of Xi'an University of Architecture & Technology*, *12*(3), 2221-2235.

Bayram, P., Dilber Caglar, M. A., & Aljuhmani, H. Y. Social Media and Brand Loyalty: Does Generational Category Matter?.

Osagwu, A. O., & Okafor, E. G. (2022). Understanding the Nexus Between Advertising and Purchase Intention of Cryptocurrency Among Young Adults in Nigeria. *European Journal of Business and Innovation Research*, *10*(6), 34-70.

Alalwan, A. A., Rana, N. P., Dwivedi, Y. K., & Algharabat, R. (2017). Social media in marketing: A review and analysis of the existing literature. *Telematics and Informatics*, *34*(7), 1177-1190.

Saima, & Khan, M. A. (2020). Effect of social media influencer marketing on consumers' purchase intention and the mediating role of credibility. *Journal of Promotion Management*, *27*(4), 503-523.

Alalwan, A. A. (2018). Investigating the impact of social media advertising features on customer purchase intention. *International Journal of Information Management*, *42*, 65-77.

Alalwan, A. A., Rana, N. P., Dwivedi, Y. K., & Algharabat, R. (2017). Social media in marketing: A review and analysis of the existing literature. *Telematics and Informatics*, *34*(7), 1177-1190.

Liu, B., Zheng, D., Jin, Q., Chen, L., & Yang, J. (2019). VFDB 2019: a comparative pathogenomic platform with an interactive web interface. *Nucleic acids research*, *47*(D1), D687-D692.

Jin, S. V., Muqaddam, A., & Ryu, E. (2019). Instafamous and social media influencer marketing. *Marketing Intelligence & Planning*.

Farivar, S., & Wang, F. (2021, June). Influencer marketing: Current knowledge and research agenda. In *Digital Marketing & eCommerce Conference* (pp. 201-208). Springer, Cham.

Huo, H., Liu, Z., & Min, Q. (2020). Social media advertising reactance model: a theoretical review. *Internet Research*.

Choedon, T., & Lee, Y. C. (2020). The effect of social media marketing activities on

purchase intention with brand equity and social brand engagement: Empirical evidence from Korean cosmetic firms. *Knowledge Management Research*, *21*(3), 141-160.

Cooley, D., & Parks-Yancy, R. (2019). The effect of social media on perceived information credibility and decision making. *Journal of Internet Commerce*, *18*(3), 249-269.

Hoffman, D. L., & Fodor, M. (2010). Can you measure the ROI of your social media marketing. *MIT Sloan management review*, *52*(1), 41-49

Ebrahim, R. S. (2020). The role of trust in understanding the impact of social media marketing on brand equity and brand loyalty. *Journal of Relationship Marketing*, *19*(4), 287-308.

Zarei, A., Farjoo, H., & Bagheri Garabollagh, H. (2022). How Social Media Marketing Activities (SMMAs) and Brand Equity Affect the Customer's Response: Does Overall Flow Moderate It?. *Journal of Internet Commerce*, *21*(2), 160-182.

Blasco-Lopez, F., Virto, N. R., Manzano, J. A., & Delgado, D. C. (2019). Facebook's power: factors influencing followers' visit intentions. *Spanish Journal of Marketing-ESIC*.

Touchette, B., Schanski, M., & Lee, S. E. (2015). Apparel brands' use of Facebook: an exploratory content analysis of branded entertainment. *Journal of Fashion Marketing and Management*, *19*(2), 107-119.

Baabdullah, A. M., Rana, N. P., Alalwan, A. A., Algharabat, R., Kizgin, H., & Al-Weshah, G. A. (2018, June). Toward a conceptual model for examining the role of social media on social customer relationship management (SCRM) system. In *International Working Conference on Transfer and Diffusion of IT* (pp. 102-109). Springer, Cham

. Alalwan, A. A., Rana, N. P., Dwivedi, Y. K., & Algharabat, R. (2017). Social media in marketing: A review and analysis of the existing literature. *Telematics and Informatics*, *34*(7), 1177-1190.

Kamboj, S., Sarmah, B., Gupta, S., & Dwivedi, Y. (2018). Examining branding co-creation in brand communities on social media: Applying the paradigm of Stimulus-Organism-Response. *International Journal of Information Management*, *39*, 169-185.

Alalwan, A. A., Dwivedi, Y. K., Rana, N. P., & Williams, M. D. (2016). Consumer adoption of mobile banking in Jordan: Examining the role of usefulness, ease of use, perceived risk and self-efficacy. *Journal of Enterprise Information Management*

Kamboj, S., Sarmah, B., Gupta, S., & Dwivedi, Y. (2018). Examining branding co-creation in brand communities on social media: Applying the paradigm of Stimulus-Organism-Response. *International Journal of Information Management*, *39*, 169-185.

JORDAN, P. I. P. S. I. (2017). THE MODERATING EFFECT OF SOCIAL MEDIA USAGE ON THE RELATIONSHIP BETWEEN PERSONALITY TRAITS AND JOB.

Albanna, H., Alalwan, A. A., & Al-Emran, M. (2022). An integrated model for using social media applications in non-profit organizations. *International Journal of Information Management*, *63*, 102452.

Baumöl, U., Hollebeek, L., & Jung, R. (2016). Dynamics of customer interaction on social media platforms. *Electronic Markets*, *26*(3), 199-202.

Swallehe, O. (2021). The Determinants of Adoption of Social Media Marketing Among SMEs in Tanzania. *IUP Journal of Marketing Management*, *20*(1).

Farook, F. S., & Abeysekara, N. (2016). Influence of social media marketing on customer engagement. *International Journal of Business and Management Invention*, *5*(12), 115-125.

Maecker, O., Barrot, C., & Becker, J. U. (2016). The effect of social media interactions on customer relationship management. *Business Research*, *9*(1), 133-155.

Erragcha, N., & Romdhane, R. (2014). New faces of marketing in the era of the web: from marketing 1.0 to marketing 3.0. *Journal of research in marketing*, *2*(2), 137-142.

Mohsan, F., Nawaz, M. M., Khan, M. S., Shaukat, Z., & Aslam, N. (2011). Impact of customer satisfaction on customer loyalty and intentions to switch: Evidence from banking sector of Pakistan. *International journal of business and social science*, *2*(16).

Mohd Suki, N. (2017). Green products usage: structural relationships on customer satisfaction and loyalty. *International Journal of Sustainable Development & World Ecology*, *24*(1), 88-95.

Koch, S., & Tritscher, F. (2017). Social media in the airline industry: acceptance of social seating. *Journal of Hospitality and Tourism Technology*.

Moslehpour, M., Dadvari, A., Nugroho, W., & Do, B. R. (2020). The dynamic stimulus of social media marketing on purchase intention of Indonesian airline products and services. *Asia Pacific Journal of Marketing and Logistics*, *33*(2), 561-583.

Chafidon, M. A. A. Z., Margono, M., & Sunaryo, S. (2022). Social media marketing on purchase intention through mediated variables of perceived value and perceived risk. *Interdisciplinary Social Studies*, *1*(9), 1182-1195.

Yadav, M., & Rahman, Z. (2018). The influence of social media marketing activities on customer loyalty: A study of e-commerce industry. *Benchmarking: An International Journal*.

Vrontis, D., Makrides, A., Christofi, M., & Thrassou, A. (2021). Social media influencer marketing: A systematic review, integrative framework and future research agenda. *International Journal of Consumer Studies*, *45*(4), 617-644.

Moslehpour, M., Dadvari, A., Nugroho, W., & Do, B. R. (2020). The dynamic stimulus of social media marketing on purchase intention of Indonesian airline products and services. *Asia Pacific Journal of Marketing and Logistics*, *33*(2), 561-583.

Carrington, M. J., Neville, B. A., & Whitwell, G. J. (2010). Why ethical consumers don't walk their talk: Towards a framework for understanding the gap between the ethical purchase intentions and actual buying behaviour of ethically minded consumers. *Journal of business ethics*, *97*(1), 139-158.

Dodds, W. B., Monroe, K. B., & Grewal, D. (1991). Effects of price, brand, and store information on buyers' product evaluations. *Journal of marketing research*, *28*(3), 307-319.

Trocchia, P. J., & Janda, S. (2000). A phenomenological investigation of Internet usage among older individuals. *Journal of consumer marketing*, *17*(7), 605-616.

Dolega, L., Rowe, F., & Branagan, E. (2021). Going digital? The impact of social media marketing on retail website traffic, orders and sales. *Journal of Retailing and Consumer Services*, *60*, 102501.

Alves, H., Fernandes, C., & Raposo, M. (2016). Social media marketing: a literature review and implications. *Psychology & Marketing*, *33*(12), 1029-1038.

Iblasi, W. N., Bader, D. M., & Al-Qreini, S. A. (2016). The impact of social media as a marketing tool on purchasing decisions (Case study on SAMSUNG for electrical home appliances). *International Journal of Managerial Studies and Research*, *4*(1), 14-28.

George, A. S., Baskar, T., & George, A. H. (2022). A Comparative Analysis of India's Development of Electronic Marketing During the Pandemic of Covid 19. *Partners Universal International Research Journal*, *1*(4), 45-53.

Gao, H., Tate, M., Zhang, H., Chen, S., & Liang, B. (2018). Social media ties strategy in international branding: An application of resource-based theory. *Journal of International Marketing*, *26*(3), 45-69.

Malthouse, E. C., Haenlein, M., Skiera, B., Wege, E., & Zhang, M. (2013). Managing customer relationships in the social media era: Introducing the social CRM house. *Journal of interactive marketing*, *27*(4), 270-280.

Swallehe, O. (2021). The Determinants of Adoption of Social Media Marketing Among SMEs in Tanzania. *IUP Journal of Marketing Management*, *20*(1).

Dwivedi, Y. K., Kapoor, K. K., & Chen, H. (2015). Social media marketing and advertising. *The Marketing Review*, *15*(3), 289-309.

Doris, N. S. (2020). *Improving approaches to promoting business on the Internet* (Master's thesis, Sumy State University).

Kim, A. J., & Ko, E. (2012). Do social media marketing activities enhance customer equity? An empirical study of luxury fashion brand. *Journal of Business research*, *65*(10), 1480-1486.

Ganesh, R., & Haslinda, A. (2014). Evolution and conceptual development of service quality in service marketing and customer satisfaction. *International Review of Management and Business Research*, *3*(2), 1189.

Pansari, A., & Kumar, V. (2017). Customer engagement: the construct, antecedents, and consequences. *Journal of the Academy of Marketing Science*, *45*(3), 294-311.

Soedarsono, D. K., Mohamad, B., Adamu, A. A., & Pradita, K. A. (2020). Managing Digital Marketing Communication of Coffee Shop Using Instagram. *International Journal of Interactive Mobile Technologies*, *14*(5).

Li, M. L., & Green, R. D. (2011). A mediating influence on customer loyalty: The role of perceived value. *Journal of Management and Marketing research*, *7*, 1.

Boateng, H., & Okoe, A. F. (2015). Determinants of consumers' attitude towards social media advertising. *Journal of Creative Communications*, *10*(3), 248-258.

Padilla-Meléndez, A., & del Águila-Obra, A. R. (2013). Web and social media usage by museums: Online value creation. *International journal of information management*, *33*(5), 892-898.

Okazaki, S., Taylor, C. R., & Zou, S. (2006). Advertising standardization's positive impact on the bottom line: a model of when and how standardization improves financial and strategic performance. *Journal of Advertising*, *35*(3), 17-33.

Papasolomou, I., & Melanthiou, Y. (2012). Social media: Marketing public relations' new best friend. *Journal of promotion management*, *18*(3), 319-328.

Sajid, S. I. (2016). Social media and its role in marketing.

Harb, A. A., Fowler, D., Chang, H. J. J., Blum, S. C., & Alakaleek, W. (2019). Social media as a marketing tool for events. *Journal of Hospitality and Tourism Technology*.

Parbanath, S. (2011). *Personal information security: legislation, awareness and attitude* (Doctoral dissertation).

Monica, B., & BalaÅŸ, R. (2014). Social media marketing to increase brand awareness. *Journal of Economics and Business Research*, *20*(2), 155-164.

Nadaraja, R., & Yazdanifard, R. (2013). Social media marketing: advantages and disadvantages. *Center of Southern New Hempshire University*, 1-10.

Gubasheva, D. T., & Nazerke, M. (2019). SOCIAL MEDIA MARKETING AS A MODERN BUSINESS TOOL.

Weinberg, T. (2009). *The new community rules: Marketing on the social web* (pp. I-XVIII). Sebastopol, CA: O'Reilly.

Hill, R. P., & Moran, N. (2011). Social marketing meets interactive media: Lessons for the advertising community. *International Journal of Advertising*, *30*(5), 815-838.

Nadaraja, R., & Yazdanifard, R. (2013). Social media marketing: advantages and disadvantages. *Center of Southern New Hempshire University*, 1-10.

Huang, P., Lurie, N. H., & Mitra, S. (2009). Searching for experience on the web: An empirical examination of consumer behavior for search and experience goods. *Journal of marketing*, *73*(2), 55-69.

Steuer, J. (1992). Defining virtual reality: Dimensions determining telepresence. *Journal of communication*, *42*(4), 73-93.

Alalwan, A. A., Rana, N. P., Dwivedi, Y. K., & Algharabat, R. (2017). Social media in marketing: A review and analysis of the existing literature. *Telematics and Informatics*, *34*(7), 1177-1190.

Morris, M. H., Schindehutte, M., & LaForge, R. W. (2001, August). The emergence of entrepreneurial marketing: Nature and meaning. In *15t*

Hill, S., Provost, F., & Volinsky, C. (2006). Network-based marketing: Identifying likely adopters via consumer networks. *Statistical Science*, *21*(2), 256-276.

Nadaraja, R., & Yazdanifard, R. (2013). Social media marketing: advantages and disadvantages. *Center of Southern New Hempshire University*, 1-10.

Akhter, S., & Bashir, M. K. (2008). Importance of Web site design and customer support services in online purchase.

Gommans, M., Krishman, K. S., & Scheffold, K. B. (2001). From brand loyalty to e-loyalty: A conceptual framework. *Journal of Economic & Social Research*, *3*(1).

Ratnasingham, P. (1998). The importance of trust in electronic commerce. *Internet research*.

Quesenberry, K. A. (2020). *Social media strategy: Marketing, advertising, and public relations in the consumer revolution*. Rowman & Littlefield Publishers.

Rainie, H., & Anderson, J. Q. (2008). *The Future of the Internet: Ubiquity, mobility, security* (Vol. 3). Cambria Press.

Akar, E., & Topçu, B. (2011). An examination of the factors influencing consumers' attitudes toward social media marketing. *Journal of internet commerce*, *10*(1), 35-67.

Muehling, D. D., Laczniak, R. N., & Stoltman, J. J. (1991). The moderating effects of ad message involvement: A reassessment. *Journal of Advertising*, *20*(2), 29-38.

Ajzen, I. (1991). The theory of planned behavior. *Organizational behavior and human decision processes*, *50*(2), 179-211.

Ajzen, I. (2011). The theory of planned behaviour: Reactions and reflections. *Psychology & health*, *26*(9), 1113-1127.

Moore, J. J., & Rodgers, S. L. (2005). An examination of advertising credibility and skepticism in five different media using the persuasion knowledge model.

In *American Academy of Advertising. Conference. Proceedings* (p. 10). American Academy of Advertising.

Moore, J. J., & Rodgers, S. L. (2005). An examination of advertising credibility and skepticism in five different media using the persuasion knowledge model. In *American Academy of Advertising. Conference. Proceedings* (p. 10). American Academy of Advertising.

Zha, X., Li, J., & Yan, Y. (2015). Advertising value and credibility transfer: attitude towards web advertising and online information acquisition. *Behaviour & Information Technology*, *34*(5), 520-532.

Schleser, G. H., Helle, G., Lücke, A., & Vos, H. (1999). Isotope signals as climate proxies: the role of transfer functions in the study of terrestrial archives. *Quaternary Science Reviews*, *18*(7), 927-943.

Heckman, J. J., Ichimura, H., & Todd, P. (1998). Matching as an econometric evaluation estimator. *The review of economic studies*, *65*(2), 261-294.

Yang, K. C., Huang, C. H., Yang, C., & Yang, S. Y. (2017). Consumer attitudes toward online video advertisement: YouTube as a platform. *Kybernetes*.

Richins, M., & Fournier, S. (1991). Some theoretical and popular notions concerning materialism. *Journal of Social Behavior and Personality*, *6*(6), 403-414.

Roberts, J. (2000). CONSUMING IN A CONSUMER CULTURE: COLLEGE STUDENTS, MATERIALISM, STATUS CONSUMPTION, AND COMPULSIVE BUYING. *Marketing Management Journal*, *10*(2).

Ashikali, E. M., & Dittmar, H. (2012). The effect of priming materialism on women's responses to thin-ideal media. *British Journal of Social Psychology*, *51*(4), 514-533.

Chan, K., Zhang, H., & Wang, I. (2006). Materialism among adolescents in urban China. *Young Consumers*.

Chan, K. (2006). Criticism and public opinion of advertising. *Advertising and Hong Kong Society, Chinese University Press, Hong Kong*, 77-94.

Boateng, H., & Okoe, A. F. (2015). Determinants of consumers' attitude towards social media advertising. *Journal of Creative Communications*, *10*(3), 248-258.

Chang, H. H., Wong, K. H., & Chu, T. W. (2018). Online advertorial attributions on consumer responses: materialism as a moderator. *Online Information Review*.

Kamal, S., Chu, S. C., & Pedram, M. (2013). Materialism, attitudes, and social media usage and their impact on purchase intention of luxury fashion goods among American and Arab young generations. *Journal of Interactive Advertising*, *13*(1), 27-40.

Chu, S. C., Kamal, S., & Kim, Y. (2013). Understanding consumers' responses toward social media advertising and purchase intention toward luxury products. *Journal of Global Fashion Marketing*, *4*(3), 158-174.

Ariffin, S. K., Aun, T. L., & Salamzadeh, Y. (2018). How personal beliefs influence consumer attitude towards online advertising in Malaysia: To trust or not to trust?. *Global Business & Management Research*, *10*(1).

Joseph, W. B., Cook, R. W., & Cook, K. J. (2015). Measuring Internet Marketing Productivity: A Study of Fortune 1,000 Companies. In *Proceedings of the 1999 Academy of Marketing Science (AMS) Annual Conference* (pp. 410-414). Springer, Cham.

Wang, Y., Wilkinson, T. J., Pop, N. A., & Vaduva, S. A. (2009). ROMANIAN CONSUMERS'PERCEPTIONS AND ATTITUDES TOWARD ONLINE ADVERTISING. *Marketing Management Journal*, *19*(1).

Karaosmanoğlu, E., Baş, A. B. E., & Zhang, J. K. (2011). The role of other customer effect in corporate marketing: its impact on corporate image and consumer-company identification. *European Journal of Marketing*, *45*(9/10), 1416-1445.

Nguyen, N., & Leblanc, G. (2001). Corporate image and corporate reputation in customers' retention decisions in services. *Journal of retailing and Consumer Services*, *8*(4), 227-236.

Hien, N., Phuong, N., Tran, T. V., & Thang, L. (2020). The effect of country-of-origin image on purchase intention: The mediating role of brand image and brand evaluation. *Management science letters*, *10*(6), 1205-1212.

De Ruyter, K., & Wetzels, M. (2000). Customer equity considerations in service recovery: a cross-industry perspective. *International Journal of Service Industry Management*, *11*(1), 91-108.

Elawadi, İ. (2016). Digital marketing and social media: Challenges and solutions. *Journal of Technology*, 1-7.

Okazaki, S., & Taylor, C. R. (2013). Social media and international advertising: theoretical challenges and future directions. *International marketing review*.

Knoll, L. J., Magis-Weinberg, L., Speekenbrink, M., & Blakemore, S. J. (2015). Social influence on risk perception during adolescence. *Psychological science*, *26*(5), 583-592.

Al-Suqri, M. N., & Al-Kharusi, R. M. (2015). Ajzen and Fishbein's theory of reasoned action (TRA)(1980). In *Information seeking behavior and technology adoption: Theories and trends* (pp. 188-204). IGI Global.

Beldad, A. D., & Hegner, S. M. (2018). Expanding the technology acceptance model with the inclusion of trust, social influence, and health valuation to determine the predictors of German users' willingness to continue using a fitness app: A structural equation modeling approach. *International Journal of Human–Computer Interaction*, *34*(9), 882-893.

Ajzen, I. (2011). The theory of planned behaviour: Reactions and reflections. *Psychology & health*, *26*(9), 1113-1127.

Chetioui, Y., Benlafqih, H., & Lebdaoui, H. (2020). How fashion influencers contribute to consumers' purchase intention. *Journal of Fashion Marketing and Management: An International Journal*.

Blumler, J. G. (1979). The role of theory in uses and gratifications studies. *Communication research*, *6*(1), 9-36.

Bagozzi, R. P., & Dholakia, U. (1999). Goal setting and goal striving in consumer behavior. *Journal of marketing*, *63*(4_suppl1), 19-32.

Chung, N., Lee, H., Kim, J. Y., & Koo, C. (2018). The role of augmented reality for experience-influenced environments: The case of cultural heritage tourism in Korea. *Journal of Travel Research*, *57*(5), 627-643.

Hartmann, T., Jung, Y., & Vorderer, P. (2012). What determines video game use? The impact of users' habits, addictive tendencies, and intentions to play. *Journal of media psychology: Theories,*

Kalu, F. (2019). *The Impact Of Social Media Influencer Marketing On Purchase Intention From An Irish Male Millennial's Perception: A Case Study Of Irish Fashion Industry* (Doctoral dissertation, Dublin, National College of Ireland).

Lim, X. J., Radzol, A. M., Cheah, J., & Wong, M. W. (2017). The impact of social media influencers on purchase intention and the mediation effect of customer attitude. *Asian Journal of Business Research*, *7*(2), 19-36.

Lisichkova, N., & Othman, Z. (2017). The impact of influencers on online purchase intent.

Dodds, W. B., Monroe, K. B., & Grewal, D. (1991). Effects of price, brand, and store information on buyers' product evaluations. *Journal of marketing research*, *28*(3), 307-319.*ethods, and applications*, *24*(1), 19.

Chen, Y. H., Hsu, I. C., & Lin, C. C. (2010). Website attributes that increase consumer purchase intention: A conjoint analysis. *Journal of business research*, *63*(9-10), 1007-1014.

Husnain, M., & Toor, A. (2017). The impact of social network marketing on consumer purchase intention in Pakistan: Consumer engagement as a mediator. *Asian Journal of Business and Accounting*, *10*(1), 167-199.

Keller, K. L., & Kotler, P. (2022). Branding in B2B firms. In *Handbook of business-to-business marketing* (pp. 205-224). Edward Elgar Publishing.

Gurel, L. M. (1974). *DIMENSIONS OF CLOTHING INTEREST BASED ON FACTOR ANALYSIS OF CREEKMORE'S 1968 CLOTHING MEASURE*. The University of North Carolina at Greensboro.

Cham, T. H., Ng, C. K. Y., Lim, Y. M., & Cheng, B. L. (2018). Factors influencing clothing interest and purchase intention: a study of Generation Y consumers in Malaysia. *The International Review of Retail, Distribution and Consumer Research*, *28*(2), 174-189.

Zeb, H., Rashid, K., & Javeed, M. B. (2011). Influence of brands on female consumer's buying behavior in Pakistan. *International Journal of Trade, Economics and Finance*, *2*(3), 225.

Farrugia, S. (2014). *What a female therapist should know: appearance matters* (Master's thesis, University of Malta).

Vignoles, V. L., Regalia, C., Manzi, C., Golledge, J., & Scabini, E. (2006). Beyond self-esteem: influence of multiple motives on identity construction. *Journal of personality and social psychology*, *90*(2), 308.

Lynn, M., & Harris, J. (1997). The desire for unique consumer products: A new individual differences scale. *Psychology & Marketing*, *14*(6), 601-616.

Reiley, K., & DeLong, M. (2011). A consumer vision for sustainable fashion practice. *Fashion Practice*, *3*(1), 63-83.

Kumar, A., Kim, Y. K., & Pelton, L. (2009). Indian consumers' purchase behavior toward US versus local brands. *International Journal of Retail & Distribution Management*.

Chen, A. C. H. (2001). Using free association to examine the relationship between the characteristics of brand associations and brand equity. *Journal of product & brand management*, *10*(7), 439-451.

Mukherjee, D. (2009). Impact of celebrity endorsements on brand image. *Available at SSRN 1444814*.

Rajagopal. (2006). Brand excellence: measuring the impact of advertising and brand personality on buying decisions. *Measuring Business Excellence*, *10*(3), 56-65.

Ip, L. W. (2018). *The Influences of Electronic Word-of-Mouth, Argument Quality, and Source Credibility on Consumers' Perceptions and Intentions on Online Travel Agencies* (Doctoral dissertation, Universidade de Coimbra).

Gargiulo, R., Bifulco, F., & Russo Spena, T. (2021). Digital Targeted Communication: An Integrated Approach. In *Digital Transformation in the Cultural Heritage Sector* (pp. 199-219). Springer, Cham.

TUNG, B. Y. (2016). *Determinants of engagement in virtual social networks in Singapore* (Doctoral dissertation, University of Canberra).

Yu, C. M. J., Wu, L. Y., Chiao, Y. C., & Tai, H. S. (2005). Perceived quality, customer satisfaction, and customer loyalty: The case of Lexus in Taiwan. *Total Quality Management & Business Excellence*, *16*(6), 707-719.

Kirmani, A., & Zeithaml, V. (1993). Advertising, perceived quality, and brand image. *Brand equity and advertising: Advertising's role in building strong brands*, 143-161.

Tsiotsou, R. (2006). The role of perceived product quality and overall satisfaction on purchase intentions. *International journal of consumer studies*, *30*(2), 207-217.

Zeithaml, V. A. (1988). Consumer perceptions of price, quality, and value: a means-end model and synthesis of evidence. *Journal of marketing*, *52*(3), 2-22.

Tsiotsou, R. (2006). The role of perceived product quality and overall satisfaction on purchase intentions. *International journal of consumer studies*, *30*(2), 207-217.

Cham, T. H., Ng, C. K. Y., Lim, Y. M., & Cheng, B. L. (2018). Factors influencing clothing interest and purchase intention: a study of Generation Y consumers in Malaysia. *The International Review of Retail, Distribution and Consumer Research*, *28*(2), 174-189.

Yeo, S. F., Tan, C. L., Lim, K. B., Leong, J. Y., & Leong, Y. C. I. (2020). Effects of Social Media Advertising on Consumers' Online Purchase Intentions. *Global Business and Management Research*, *12*(1), 89-106.

Ferry, R. T., & Astuti, R. D. (2021, May). Analysis of Urban Male Consumers Attitude and Behavioral Intention Towards Skincare Product in Indonesia. In *International Conference on Business and Engineering Management (ICONBEM 2021)* (pp. 124-136). Atlantis Press.

Alalwan, A. A., Dwivedi, Y. K., Rana, N. P., & Williams, M. D. (2016). Consumer adoption of mobile banking in Jordan: Examining the role of usefulness, ease of use, perceived risk and self-efficacy. *Journal of Enterprise Information Management*.

Alalwan, A. A. (2018). Investigating the impact of social media advertising features on customer purchase intention. *International Journal of Information Management*, *42*, 65-77.

Duffett Mr, R. G., & Wakeham Dr, M. (2016). Social media marketing communications effect on attitudes among millennials in South Africa. *The African Journal of Information Systems*, *8*(3), 2.

Jung, J., Shim, S. W., Jin, H. S., & Khang, H. (2016). Factors affecting attitudes and behavioural intention towards social networking advertising: a case of Facebook users in South Korea. *International journal of Advertising*, *35*(2), 248-265.

Jung, J., Shim, S. W., Jin, H. S., & Khang, H. (2016). Factors affecting attitudes and behavioural intention towards social networking advertising: a case of Facebook users in South Korea. *International journal of Advertising*, *35*(2), 248-265.

Al-Shibly, M. S., & Mahadin, B. K. The Influence of eWOM on Facebook on the Jordanian Consumers‟ Intentions Towards Restaurants. *International Journal of Applied Business and Economic Research*, *15*(3), 67-85.

Alalwan, A. A., Rana, N. P., Dwivedi, Y. K., & Algharabat, R. (2017). Social media in marketing: A review and analysis of the existing literature. *Telematics and Informatics*, *34*(7), 1177-1190.

Latela, D. (2019). *Assessment on the Influence of Social Media Advertisements towards Consumers' Purchase Intention. A Case Of Institute Of Finance Management, Dar Es Salaam* (Doctoral dissertation, Mzumbe University).

Arora, T., Agarwal, B., & Kumar, A. (2018). A study of millennials's preferences for social media advertising in Delhi NCR. *Indian Journal of Marketing*, *48*(10), 34-51.

Husnain, M., & Toor, A. (2017). The impact of social network marketing on consumer purchase intention in Pakistan: Consumer engagement as a mediator. *Asian Journal of Business and Accounting*, *10*(1), 167-199.

Saiphoo, A. N., & Vahedi, Z. (2019). A meta-analytic review of the relationship between social media use and body image disturbance. *Computers in human behavior*, *101*, 259-275.

Twenge, J. M. (2017). Have smartphones destroyed a generation. *The Atlantic*, *9*, 2017.

Fardouly, J., Willburger, B. K., & Vartanian, L. R. (2018). Instagram use and young women's body image concerns and self-objectification: Testing mediational pathways. *New media & society*, *20*(4), 1380-1395.

Choedon, T., & Lee, Y. C. (2020). The effect of social media marketing activities on purchase intention with brand equity and social brand engagement: Empirical evidence from Korean cosmetic firms. *Knowledge Management Research*, *21*(3), 141-160.

Zahoor, S. Z., & Qureshi, I. H. (2017). Social Media Marketing and Brand Equity: A Literature Review. *IUP Journal of Marketing Management*, *16*(1).

Aaker, D. A., Biel, A. L., & Biel, A. (2013). *Brand equity & advertising: advertising's role in building strong brands*. Psychology Press.

Appendixes

Appendix 1

Participant Information Sheet and Informed Consent Form

Greetings Participant,

I am a student from the Near East University conducting an Academic survey on **“examining the influence of social media advertising on customers' buying intentions**” and I would like to ask you these questions. We are inviting your kind participation in this study, which involves a questionnaire form. This survey might take you 15 - 20 minutes to complete. Your participation in this survey is completely voluntary, and if you choose to stop without completing the survey you are free to quit.

Please help me in answering these questions. The response will only be used for research purposes and participants’ confidentiality, as well as research ethics, will be maintained.

Thank you in advance for your cooperation and assistance.

Research Team

SAVIOUR FAITH OUTLAND (Master Student)
Department of Business Administration
Near East University
TRNC
Email: saviourzuo@gmail.com

Prof. Dr. Serife Eyupoglu (Supervisor)
Department of Business Administration
Near East University
TRNC
Email: serife.eyupoglu@neu.edu.tr

No.	Factor and indicators	SD	D	N	A	SA
Identification		**1**	**2**	**3**	**4**	**5**
1	When someone criticizes the SMA of integrated resorts, it feels like a personal insult	**1**	**2**	**3**	**4**	**5**
2	When I talk about SMA of integrated resorts, I usually say a lot	**1**	**2**	**3**	**4**	**5**
3	SMA of integrated resorts is closely related to me	**1**	**2**	**3**	**4**	**5**
4	When someone praises SMA of integrated resorts, it feels like a personal compliment	**1**	**2**	**3**	**4**	**5**
Attention						
5	I like to learn more about SMA of integrated resorts	**1**	**2**	**3**	**4**	**5**
6	I pay a lot of attention to anything about SMA of integrated resorts	**1**	**2**	**3**	**4**	**5**
7	Anything related to SMA of integrated resorts grabs my attention	**1**	**2**	**3**	**4**	**5**
8	I concentrate a lot on SMA of integrated resorts	**1**	**2**	**3**	**4**	**5**
9	Compared to other ads, I pay more attention to SMA of integrated resorts	**1**	**2**	**3**	**4**	**5**
Enthusiasm						
10	I am heavily into SMA of integrated resorts	**1**	**2**	**3**	**4**	**5**
11	I am passionate about SMA of integrated resorts	**1**	**2**	**3**	**4**	**5**
12	I am enthusiastic about the SMA of integrated resorts	**1**	**2**	**3**	**4**	**5**
13	I feel excited about the SMA of integrated resorts	**1**	**2**	**3**	**4**	**5**
14	I love SMA of integrated resorts	**1**	**2**	**3**	**4**	**5**
Absorption						
15	When I am interacting with SMA of integrated resorts, I forget everything else around me	**1**	**2**	**3**	**4**	**5**
16	Time flies when I am interacting with SMA of integrated resorts	**1**	**2**	**3**	**4**	**5**

17	When I am interacting with SMA of integrated resorts, I get carried away	**1**	**2**	**3**	**4**	**5**
18	When interacting with SMA of integrated resorts, it is difficult to detach me	**1**	**2**	**3**	**4**	**5**
19	In my interaction with SMA of integrated resorts, I am immersed	**1**	**2**	**3**	**4**	**5**
20	When interacting with SMA of integrated resorts intensely, I feel happy	**1**	**2**	**3**	**4**	**5**
Interaction						
21	In general, I like to get involved in the discussions of SMA of integrated resorts	**1**	**2**	**3**	**4**	**5**
22	I am someone who enjoys interacting with like-minded others in the SMA of integrated resorts	**1**	**2**	**3**	**4**	**5**

23	I am someone who likes to discuss actively SMA of integrated resorts with others	**1**	**2**	**3**	**4**	**5**
24	In general, I thoroughly enjoy exchanging ideas with other people in SMA of integrated resorts	**1**	**2**	**3**	**4**	**5**
25	I often participate in activities of SMA of integrated resorts	**1**	**2**	**3**	**4**	**5**
Entertainment						
26	Social media advertisements of integrated resorts can provide me fun and pleasure	**1**	**2**	**3**	**4**	**5**
27	When I'm bored, social media advertisements of integrated resorts can help me get relief	**1**	**2**	**3**	**4**	**5**
28	I can kill time by reviewing social media advertisements of integrated resorts	**1**	**2**	**3**	**4**	**5**
Informativeness						
29	I can get new advertising information from SMA of integrated resorts	**1**	**2**	**3**	**4**	**5**
30	I can get accurate and reliable advertising information from SMA of integrated resorts	**1**	**2**	**3**	**4**	**5**
31	I can get the information I want from SMA of integrated resorts	**1**	**2**	**3**	**4**	**5**
Promotional rewards						
32	SMA of integrated resorts can provide me benefits	**1**	**2**	**3**	**4**	**5**
33	SMA of integrated resorts can offer me premiums	**1**	**2**	**3**	**4**	**5**
34	SMA of integrated resorts can give me rewards	**1**	**2**	**3**	**4**	**5**
Social media dependency						
35	It is easy for me not to use any social media for a given day	**1**	**2**	**3**	**4**	**5**
36	Using social media is one of the most important things that I do each day	**1**	**2**	**3**	**4**	**5**
37	I would rather spend my leisure time on social media than somewhere else	**1**	**2**	**3**	**4**	**5**

Source: Ji, C., Mieiro, S. and Huang, G. (2022), "How social media advertising features influence consumption and sharing intentions: the mediation of customer engagement", Journal of Research in Interactive Marketing,Vol.16 No.1,pp.137-153. (https://doi.org/10.1108/JRIM-04-2020-0067).

Section three: Consumer purchasing intention / Consumption intention

Please indicate (χ) for your level of agreement for each of the statements below in regards to

Consumer purchasing intention.

(1=Strongly Disagree 2 = Disagree 3=Neutral 4=Agree 5= strongly Agree)

No	Consumption intention	SD	D	N	A	SA
1	I will definitely buy products/services from the integrated resort with SMA in the near future	**1**	**2**	**3**	**3**	**3**
2	I intend to visit and spend money at the integrated resort with SMA in the near future	**1**	**2**	**3**	**4**	**5**
3	I will likely visit and spend money at the integrated resort with SMA in the near future	**1**	**2**	**3**	**4**	**5**
4	I expect to visit and spend money at the integrated resort with SMA in the near future	**1**	**2**	**3**	**4**	**5**

Source: Ji, C., Mieiro, S. and Huang, G. (2022), "How social media advertising features influence consumption and sharing intentions: the mediation of customer engagement", Journal of Research in Interactive Marketing,Vol.16 No.1,pp.137-153. (https://doi.org/10.1108/JRIM-04-2020-0067).

Plagiarism Report

SAVIOUR_FAITH OUTLAND

ORIGINALITY REPORT

7%	4%	3%	5%
SIMILARITY INDEX	INTERNET SOURCES	PUBLICATIONS	STUDENT PAPERS

PRIMARY SOURCES

1	Massoud Moslehpour, Alaleh Dadvari, Wahyudi Nugroho, Ben-Roy Do. "The dynamic stimulus of social media marketing on purchase intention of Indonesian airline products and services", Asia Pacific Journal of Marketing and Logistics, 2020 Publication	<1%
2	tarjomefa.com Internet Source	<1%
3	www.koreascience.or.kr Internet Source	<1%
4	Submitted to Midlands State University Student Paper	<1%
5	Submitted to University of Winchester Student Paper	<1%
6	Submitted to University of Sunderland Student Paper	<1%
7	www.sprinklr.com Internet Source	<1%

NEAR EAST UNIVERSITY

SCIENTIFIC RESEARCH ETHICS COMMITTEE

22.11.2022

Dear Saviour Faith Outland

Your application titled **"Examining the Influence of Social Media Advertising on Customer's Buying Intentions (Liberian Clothing Industry)"** with the application number NEU/SS/2022/1441 has been evaluated by the Scientific Research Ethics Committee and granted approval. You can start your research on the condition that you will abide by the information provided in your application form.

Prof. Dr. Aşkın KİRAZ

The Coordinator of the Scientific Research Ethics Committee