THE IMPACT OF SOCIAL MEDIA MARKETING ON PURCHASE INTENTION

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DOI: 10.52846/MNMK.23.1.07

Abstract:
The objective of this article is to analyze the impact of social media marketing on consumer purchase intention with the evaluation of five variables: entertainment, engagement, trend, personalization and word-of-mouth (WOM). In fact, word of mouth is the biggest trust factor and has a direct impact on brand perception. Marketing plans that are executed in digital channels tend to yield the best results in terms of return on investment when they deliver engaging and interactive content and leverage consumer voice to establish credibility. Entertainment attracts consumers, engagement keeps them, trends inspire companies, and personalization creates an emotional connection between consumers and enterprise. Word-of-mouth seems to be one of the important external elements impacting purchase intention, as friend recommendations or similar experiences strengthen consumer trust in products. It offers marketers wisdom on what social media tactics they can use to improve outcome from personalization and engagement.

Keywords: Social Media Marketing, Purchase Intention, Consumer Engagement, Word-of-Mouth, Digital Influence.

1. Introduction

We have seen that communication technology of the digital age has greatly change. Some of the most spell-binding devices in this gigantic plan are social knowledge platforms, the indoor amphitheaters where people, made and breaking, share data, associate with different individuals and find good stuff. Such platforms and others of this kind have fundamentally changed the way consumption took place, creating new forms of participation and leverage for businesses and future customers (Kaplan & Haenlein, 2010).

In today's fast-paced climate, social media has become the leading force of marketing for companies looking to provide a distinctive and relatable experience for their customers. While traditional marketing has employed one-way communication approaches, digital marketing based on social media marketing enables two-way communication through which customers participate in marketing activities, rather than just acquiring information on the marketing platform (Godey, et al., 2016). Such extensive involvement gives brands an opportunity to consolidate their position, enhance visibility and create long-lasting bonds with end-users (Dwivedi, et al., 2020).

Indeed, the aggregate effects of social media marketing on consumer behavior are studied in the light of electronic word-of-mouth (e-WOM) as a strategic tool shaping users' attitudes and subsequent buying decisions (Cheung & Thadani, 2012). Additionally, consumer social media marketing is a vital device that promotes trust between consumers, thereby reducing the time needed to gain their attention in the conversion process (Erkan & Evans, 2016). Moreover, platform dependent marketing strategies usually include some degree of personalization, made more efficient with advanced algorithms, allowing for much more precise targeting to aid consumer engagement (Zhang & Mao, 2016).

But the influence of social media marketing is not homogeneous; there are even factors that can strengthen or weaken the effect of social media marketing on purchase intention. The most important are source legitimacy, social connections, and consumers' perception of promotional content (Dwivedi, et al., 2020). Moreover, companies strive to harness the capabilities of online platforms yet face challenges, such as information overload (Kaplan & Haenlein, 2010) and increased skepticism about online sales.

The key research problem addressed in study is the impact of social media marketing on the purchase intention of customers.

We aim to analyze how social media marketing affects consumer purchase intention. This main goal generates a series of secondary goals:

1- Analyze the process of purchasing a customer on the web by breaking the buying trip into parts.

2- To identify the drivers of consumers' purchase intentions.

These objectives will act as guiding points for the information to know about social media marketing as well as its influence on the consumer purchase intentions. We will examine the collected data to ascertain optimal methods that firms can adopt to enhance their digital strategy and, consequently, exert a greater influence on consumer behavior.

2. Literature Review

Now, businesses are adjusting to the concept of social media marketing to change consumer behavior. Social platforms help marketers interact with people and develop buy intents via their activity (Çelik & Alkan, 2021).

With the advent of digital technologies and the popularity of social platforms, Companies have been forced to adapt their marketing strategies to the digital age. Social media marketing, as opposed to old media marketing, can be specific for the transaction environment, as it includes not only marketing based on advertising elements, but also social context and peers' approval.

Social Media Marketing: Definition and Importance

Social media marketing is the process of gaining attention through social media platforms and websites to promote a product/service by engaging with consumers (Kaplan & Haenlein, 2010). Unlike traditional contact, social media enables two-way contact which leads to greater user engagement which leads to brand loyalty

(Kumar, et al., 2016). There are over 4.6 billion social media users worldwide (Statista, 2024) making social media one of the most powerful influencer on the corporate marketing strategies today since they control sales and marketing decisions, content generation and direct engagement with customers until the customer's door using those channels itself.

One of the most profound advantages of social media marketing is to target consumers using analytical data and complex algorithms (Tafesse & Wien, 2018). They help organizations to send tailored messages and optimize advertising campaigns according to users' likes and behaviors. A study conducted by Ashley and Tuten (2015) shows that when online content is engaging as in the case of interactive films or sponsored posts, it has a considerable impact on consumer perceptions of brand and customers purchasing through online channels.

Moreover, influencer marketing is a major way to market a product. Influencers will credibility and trustful engagement with their audiences (Lou & Yuan, 2019). Study by Jin et al. (2019) further explicates it as influencer recommendations floating on a sea of authenticity inspire higher buy intentions than traditional ads. As a result, a proper exploitation of social media means improving the visibility of the business and interacting with several demographics.

Online Consumer Purchase Intentions

One important concept in marketing is purchase intention, which describes a consumer's desire to make a purchase after exposure to an advertisement or brand experience (Ajzen, 1991). The intent of user has been affected by several things, like perceived product quality, perceived quality, brand name, and customer reviews (Pavlou & Fygenson, 2006). Hajli (2015) suggested that online recommendation and e-WOM substantially improves consumers' product purchase intention.

This is a major shift how customers have traditionally researched and made pricing decisions. As cited in Wang & Yu (2017), consumers' decisions may be much more influenced by UGC than they are by traditional advertising. This trust in peer-generated content stems from the promotion of authentic and impartial material, which in turn, positively and significantly relate to purchase intention (Cheung, et al., 2017).

Additionally, consumers’ interactions with brands through social platforms have an impact on their engagement and purchase behavior. Alalwan (2018) confirmed that businesses' quick response to customers' issues and their involvement within communities’ increase consumer trust and satisfaction and therefore, purchase intentions. It constitutes a solid argument in favor of a more communicative and dynamic approach in the digital communication channels of companies, in order to get adequate visibility for their actions.

The Impact of Social Media Marketing on Purchase Intentions

Erkan & Evans (2016) state that social media marketing has a positive effect on customer purchase intention and helps businesses to connect to consumers. Consumers reached with effective digital marketing campaigns become more closely related to the brand which creates incentive for conformity (Yang, 2003). As a result, marketers should choose the effective media for marketing their products so that consumers can read them and are connected to the brand, which also increases their purchasing intention. According to Zhang & Mao (2016), by repeated exposure to such similar marketing messages on social media, consumers may be more likely to adopt a brand's identity and values, as they are motivated by social persuasion theory (Cialdini, 2001).

KPIs — Audience Engagement with User-Generated Media (UGM) — Revenue Generation The most compelling KPI is the purchase intent of your audience; the trustworthiness of social media content has a significant effect on purchase intent. In a 2020 study, Sokolova and Kefi found that customers feel that influencers are more credible when they disclose they are in a paid partnership but only if the content is congruent with the influencer's identity and values. Additionally, it develops emotional engagement with future customers which creates intention to buy with a more significant link to the brand (Kim & Johnson, 2016).

In conclusion, the closer you are to your possible customers on the social media platforms, the more they adopt individualized marketing techniques, the more consumers have a positive intention to purchase the brand. Dwivedi et al. (2020) stated that customized marketing towards consumer needs are beneficial; consumers are more likely to buy a product with a direct offer. This not only increases revenue but also builds customer loyalty and makes businesses more competitive in the digital economy.

In conclusion, we find that the influence of social media marketing in determining customers' purchasing intentions is dependent on three key factors: information source credibility, content personalization, consumer interaction and then marketing message authenticity. This means that companies must re-assess the methods they undertake to claim every lead and take advantage of social media to affect the buying patterns of consumers positively.

3. Research objectives

The following sections discuss (1) the generation of a scale to evaluate the extent of influence exerted by social media marketing on purchase intention, and (2) separate sections for the evaluation of purchase intention. Based on the findings from the literature, and the identified definitions, we hereafter propose our own model in terms of social media marketing impacting consumer purchase intention, and the relevant social media marketing activities that further this intention (see figure 1).

We delineate the several factors constituting the conceptual model of our study below.

Social Media Marketing (SMM)

Social media marketing (SMM) is a growing business approach that enables quick and easy communication between businesses and consumers (Seo & Park, 2017). Moreover, SMM activities show a budget-friendly way to interact with customers, already actively used by enterprises of every industry and adopted by consumers. As a result, social media marketing has thrived in the field of e-commerce (Yadav & Rahman, 2017).

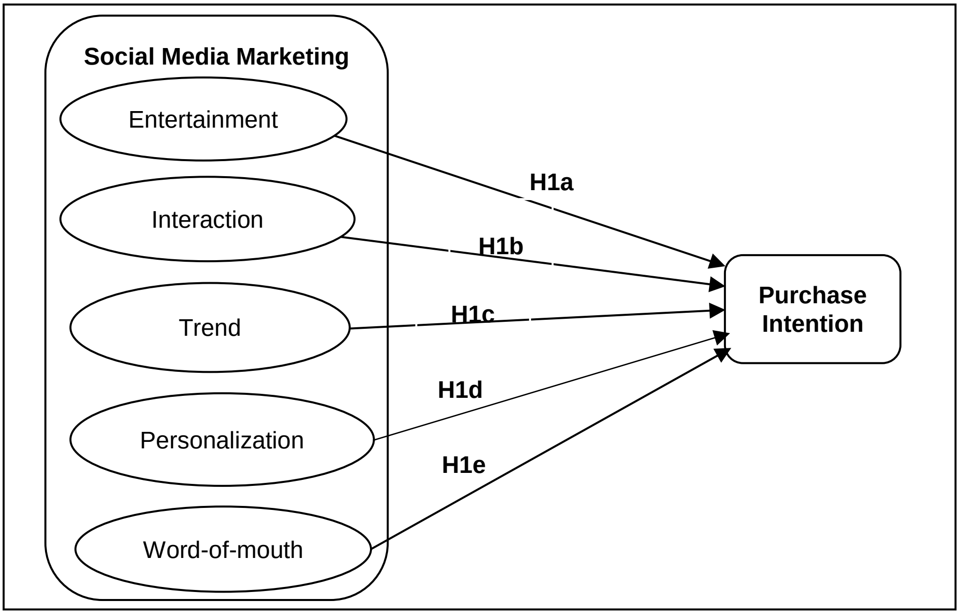

Figure 1. Conceptual model

Source: Developed by the authors

Social media for business aims to build a more human relationship and help customers be more accessible to the business. Dahnil et al. (2014) based on their definition, states that social media marketing (SMM) is a new aspect of a company's marketing strategy that employs social media online to market products, services, information, and ideas. According to Kim & Ko (2012), relevant and useful content for consumers will help businesses to better know their customers' buying behavior, which will enable them to gain more exposure of the sponsored content, attract potential new customers and ultimately increase revenue, branding, and customer loyalty at the same time.

Godey et al. (2016) propose a framework that identifies five dimensions which characterize the social media marketing activities of luxury firms: entertainment, interaction, trendiness, personalization and word-of-mouth (WOM). The Godey et al. model has been widely used in former studies.

Therefore, our study analyses the social media marketing efforts of Algérie Télécom based on the five factors specified by Godey et al. namely: entertainment (ENT), interaction (INT), trendiness (TEN), Personalization (PER), and word-of-mouth (WOM) using second-order as the new angle we tested in our study.

Purchase Intention

Purchase intention is a reflection of the level of certainty that a consumer will buy a particular product or service (Balakrishnan, et al., 2014). Positively relating to actual purchase intention (Peña-García, et al., 2020) enables better prediction of real purchase decision. Adapted from the provision of the "Theory of Planned Behaviour" by Ajzen (1991), consumers research about the products that can satisfy their needs and wants and then make purchasing decisions (Rahim, et al., 2016). This research is mainly focusing on purchase intention.

Studies show that the stronger the intention to buy, the more willing someone is—so they become more likely to buy something that they initially had no intention of purchasing (Pechmann & Stewart, 1990). Such social media marketing (SMM) activities highly impact consumers purchase intention towards luxury fashion enterprises (Gautam & Sharma, 2017). In a later study of Spackman & Larsen (2017) this conclusion was confirmed. The results of the study concluded that social media marketing with high entertainment value, interactive features, and high follower shares results in an increase in the level of interaction between a company and its consumers.

The hypothesis of this investigation is articulated as follows:

- Hypothesis H1: Social media marketing substantially influences Purchase Intention.

We will analyze the influence of social media marketing on consumer purchase intention based on five factors which are stated as follow:

- Hypothesis H1a: Entertainment substantially influences Purchase Intention.
- Hypothesis H1b: Engagement substantially influences Purchase Intention.
- Hypothesis H1c: Trend substantially influences Purchase Intention.
- Hypothesis H1d: Personalization substantially influences Purchase Intention.
- Hypothesis H1e: Word-of-mouth substantially influences Purchase Intention.

3.1 Methodology of research

The items used in the questionnaire were developed from similar studies that have been conducted in the past in relevant studies (Godey, et al., 2016) with some adjustments. The survey included three parts.

The first part consisted of multiple-choice questions asking about the social media used by the respondents. The second part operationalized measurement constructs. Firstly, 16 items of Godey et al. (2016) were used for measuring social media marketing. Secondly, four (04) items of Duffett (2015) were used to measure purchase intention. All items used a 5-point Likert scale from 1: Strongly Agree to 5: Strongly Disagree. Finally, the third part gathered overall and demographic information about respondents.

3.2 Sampling and Data Collection

This study is limited to Algerian social media users who have already used Algérie Télécom services. A non-probability sampling method was used, with 75 participants in all.

Data collection was conducted through online questionnaires shared on google form. Questionnaire was applied in person and online. The link for the online survey was shared on the Facebook pages. The data gathering took place over roughly two weeks.

3.3 Data Analysis Methods

The data was statistically described using SPSS 26 software and other analytical methods. The theoretical correlation between each variable pair in the model was examined by SPSS 26 so that the research hypothesis could be accurately tested.

Attached to buy intention is a latent variable, it can’t be visible but may be inferred from an observable or measurable variable. It comprises five observable dimensions: entertainment, interaction, trendiness, personalization, and WOM which forms a latent variable called social media marketing.

4. Results and discussion

4.1. Descriptive Data Analysis

The outcomes of the study outlined above offer useful information pertaining to the demographic profile of the respondents, their use of different social media platforms, and their online shopping activities. Additionally, the study offers social media entertainment, interaction, trends, personalization, and word of mouth (WOM) as social media factors which have relevance to consumers' purchase intentions.

In terms of geographical distribution, the sample is also clear cut. A large part of the respondents comes from the wilaya of Ain Témouchent (35.9%), with Oran and Mostaganem following at 16% each. Tlemcen, however, only accounted for 6.7% of the participants, with a small share (2.7%) from Tizi Ouzou, Tébessa, and Algiers. These proportions suggest that there are some differences between the regions in terms of the use of social media and online shopping, which may be due to the existing digital infrastructure or consumer behavior in those regions.

As shown in Figure 2, all of the respondents reported using social media. All respondents take part in social media, underscoring how common this is in the everyday lives of internet users. This could indicate a wider trend in which social media serves as a multipurpose platform for communication, resources and commerce.

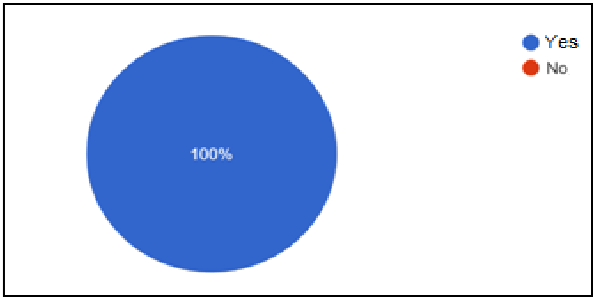

Figure 2. Media Usage

Source: Google forms

The results in Figure 3 shows that all respondents reported being active users of social media, reinforcing its ubiquity and critical role in everyday communication and information consumption. Among the platforms utilized, Instagram was the most popular (36.1%), narrowly surpassing Facebook (34.9%), with Snapchat (20.5%) and TikTok (8.4%) following behind. The predominance of visually-oriented platforms such as Instagram and Snapchat indicates a user preference for dynamic and image-based content, consistent with broader trends in digital marketing and user engagement.

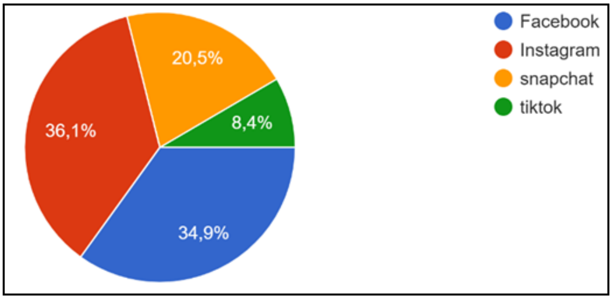

Figure 3. The Most Used Social Media Platform
Source: Google forms

As shown in Figure 4, the respondents appear to have an interest in online buying. This also means that a relevant majority (90.7%) show interest in online purchase. On the other hand, 9.3% of respondents are unwilling to buy over the internet and this disinterest could be linked to several variables, including a preference for in-store shopping. Furthermore, this underscores the importance for companies to improve their strategic online presence while also adjusting their marketing strategies to cater to the needs of modern consumers who have embraced technology.

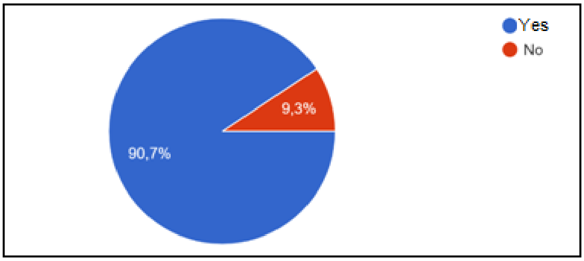

Figure 4. Respondents Interested in Online Shopping
Source: Google forms

Figure 5 illustrates the sex distribution of respondents, most respondents were females (68%, 51 persons). At the same time, 24 (32%) of the answers are males, suggesting a higher level of social media engagement and e-commerce participation among women.

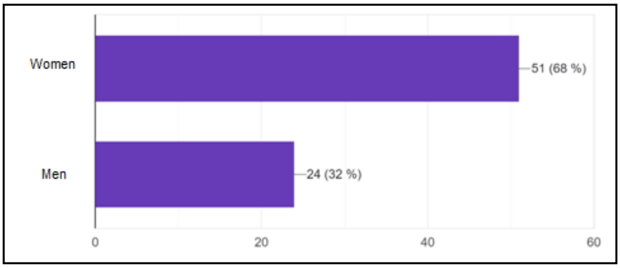

Figure 5. Respondents' Gender
Source: Google forms

As given in figure 6, responders' age group is also shown and the maximum response was received in the age group of 20-30 years, in which 65 (86.7%) of responders belong to this range. Another 9.3% (7 respondents) belong to the middle category of 30 to 40 years. The other age groups are poorly represented: there is only one subject (1.3% of respondents) aged between 40 and 50 years, and two (2.7%) aged between 50 and 60 years, and there are very few subjects aged over 60 years. Also, some of the stereotypical patterns and behaviors studied may not be available, as 93% of the respondents are between 25-44.

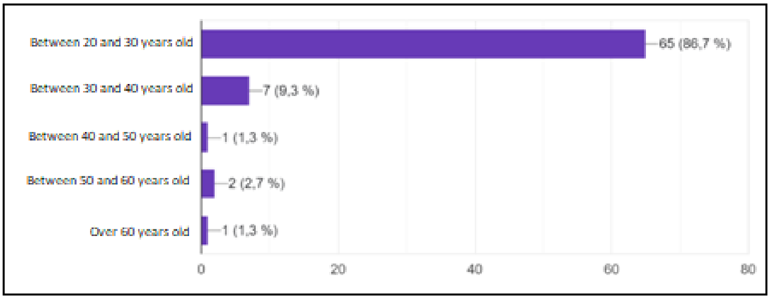

Figure 6. Respondents' Age
Source: Google forms

This finding underscores the central role of younger demographics in shaping the digital consumer landscape.

The job status of the respondents as shown in figure 7 reveals that 46.7% respondents are students. 33.3% of all respondents are working people (employed) Husbands and wives make up only a small part of the chart, followed by retirees, telling us that job seekers make up 13.3% of respondents, along with an even smaller fraction of homemakers. Highlighting the potential influence of educational and employment status on online consumer behavior.

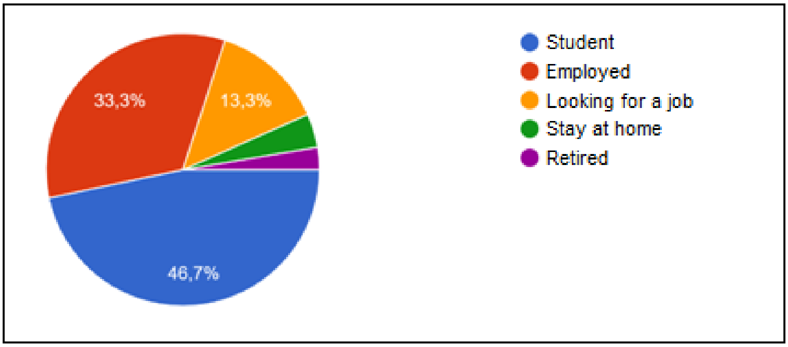

Figure 7. Respondents' Employment Status
Source: Google forms

4.2. Hypothesis Testing

In this section, we will test the hypothesis formulated in the theoretical part of the research. This involves using statistical tests to determine whether there is sufficient evidence to support or reject our hypothesis.

ANOVA (Analysis of Variance)

This test tests the null hypothesis that that means of the dependent variable are equal across the different levels of the independent variable. This is an exploratory analysis and not indicative of direct causation.

The threshold for determination of whether the group means differ, is based on the p-value, jotted down at 0.05. Even though it indicates that there is a relationship between the independent and dependent variable, it does not detail the kind of relationship nor the magnitude of it.

The ratio F is the variance explained due to groups divided with the variance covered inside groups. The higher the F-ratio, the more the variation among groups to the variation with groups, and hence your independent variable was found to affect the dependent variable.

Table 1 summarizes the results of the ANOVA analysis about the effect of the entertainment dimension on the dependent variable (purchase intention). F-ratio = 2.948, greater than the F-ratio threshold 2 which indicates greater variation between groups in our study.

Additionally, the p-value=0.002 is less than the alpha level α=0.05.

As a result, it is stated that entertainment has a major effect on purchase intention.

Table 1. Correlation Coefficient between Entertainment and Purchase

ANOVA

Entertainment– Purchase Intention

	Sum of Squares	ddl	Mean Square	F	Signification
Between Groups	35,844	14	2,560	2,948	,002
Within Groups	52,103	60	,868		
Total	87,947	74			

Source: SPSS 26

Results for the interaction dimension and the variable purchase intention by means of analysis of variance (ANOVA) with the exclusion of non-significant components (see Table 2). The F-ratio of 3.066 exceeded the threshold value of 2, indicating the existence of unique types of group types.

The p-value is 0.001, which is below the significance threshold of 0.05.

The findings show interaction has a powerful effect on purchase intention.

Table 2. Correlation Coefficient between Interaction and Purchase

ANOVA

Interaction – Purchase Intention

	Sum of Squares	ddl	Mean Square	F	Signification
Between Groups	36,678	14	2,620	3,066	,001
Within Groups	51,269	60	,854		
Total	87,947	74			

Source: SPSS 26

Table 3 represents the ANOVA study describing the trend dimension effect on the purchase intention variable. Therefore, it can be concluded that the F-ratio equals 4.212, which exceeds the necessary 2 condition for the existence of significant differences between F and levels in the group. p: 0.001 < 0.05 (therefore significant).

Based on the results, it shows that trending leads to purchase intention.

Table 3. Correlation Coefficient between Trend and Purchase

ANOVA

Trend – Purchase Intention

	Sum of Squares	ddl	Mean Square	F	Signification
Between Groups	26,875	7	3,839	4,212	,001
Within Groups	61,071	67	,912		
Total	87,947	74			

Source: SPSS 26

Table 4 presents the ANOVA results for the purchase intention variable according to the personalization dimension. The F-ratio (F = 2.875) is still acceptable because it is more than the minimum requirement of 2, which means that variation occurs in groups. The p-value (0.002) is less than the pre-set alpha (0.05) used to judge the significance level of the statistical test. The results indicate that personalization is an important driver of purchase intention.

Table 4. Correlation Coefficient between Personalization and Purchase

ANOVA

Personalization – Purchase Intention

	Sum of Squares	ddl	Mean Square	F	Signification
Between Groups	38,898	16	2,431	2,875	,002
Within Groups	49,049	58	,846		
Total	87,947	74			

Source: SPSS 26

As shown in Table 5, the ANOVA analysis results provide evidence of the effect of the WOM dimension on the purchase intention variable. An overall F-ratio of 10.955 was observed, exceeding the suggested value of 2, showing substantial variability between groups in the data. P-value of the regression 0.000 <0.05.

The figures show that there is significant effect of word-of-mouth on the purchase intention.

Table 5. Correlation Coefficient between WOM and Purchase

ANOVA

WOM – Purchase Intention

	Sum of Squares	ddl	Mean Square	F	Signification
Between Groups	46,937	7	6,705	10,955	,000
Within Groups	41,009	67	,612		
Total	87,947	74			

Source: SPSS 26

Linear Regression

The model prediction consists of a linear relationship between a dependent variable and an independent variable. It enables the calculation of the slope of the regression line, which represents the change in the dependent variable for each unit change in the independent variable.

One of the key statistics and concepts of this multiple linear regression is the multiple R^2 coefficient, which is used for measuring the adequacy of the statistical relationships and to determine how well the independent variable explains the variability of the dependent variable.

Independent variables explain a large amount of variability in the dependent variable when R^2 is close to 1. It is possible to know the individual effect of a certain independent variable on a dependent variable due to the individual significance of regression coefficients.

This is shown as R^2 in Table 6 (R^2=0.536). The independent variables account for 53.6% of the total variance the dependent variable. Therefore, the model is good enough.

Table 6. Coefficient of Determination (R^2) of the Model

Model Summary

Model	R	R-Square	Adjusted R-Square	Standard Error of the Estimate
1	,732[a]	,536	,503	,76885

Source: SPSS 26

The model's global probability, shown in the ANOVA test, is presented in table 7. Statistical significance of model variables: At the 5% significance level (p value < 0.05), all of the WOM, Trend, Interaction, Entertainment, and Personalization variable estimates are statistically significant. It shows that those independent variables have a strong influence on the dependent variable referred to as Purchase Intention.

Table 7. Regression Coefficients of the ANOVA Test

ANOVA[b]

Model		Sum of Squares	ddl	Mean Square	D	Sig.
1	Regression	47,159	5	9,432	15,956	,000[a]
	Residual	40,788	69	,591		
	Total	87,947	74			

Source: SPSS 26

The standardized coefficients (betas) reflect the change in the dependent variable (Purchase Intention) in SD units for each unit increase in the independent variables (Entertainment, Interaction, Trend, Personalization, and WOM) when all other independent variables remain constant. Essentially, these are standardized coefficients that allow for the comparison of the contributions of independent variables.

As we can see from Table 8, the standardized coefficient of WOM is 0.633 which shows that WOM is the most important independent variable in this model. The corresponding standardized coefficients for the interaction and trend dimensions are −0.48 and −0.39, revealing the negative effect of these two independent variables on purchase intention. Interestingly, while this shows the positive impact of both, the labels here were 0.062 for personalization and 0.154 for entertainment, reaffirming each labels true value in the different areas.

The standard cutoff for statistical significance is a p-value less than 0.05.

Also, the p-values that are shown in Table 08 for the dimensions of entertainment, interaction, trend, and personalization, are 0.274, 0.715, 0.715, and 0.677 respectively, which prove that the coefficients of the above-mentioned dimensions do not hold statistical significance. However, the p-value of the WOM dimension is 0.000, so the coefficient is significant.

Table 8. Regression Coefficients

Coefficients [a]

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	A	Standard Error	Beta		
1 (Constant)	,601	,370		1,625	,109
Entertainment	,163	,148	,154	1,102	,274
Interaction	-,044	,119	-,048	-,367	,715
Trend	-,036	,098	-,039	-,366	,715
Personalization	,061	,147	,062	,419	,677
WOM	,633	,113	,633	5,611	,000

a. Dependent Variable: Purchase Intention

Source: SPSS 26

On WOM variable, since it is the function of the price, out of the independent variables, which was the highest value in the linear regression analysis. In this regard, both personalization and entertainment have a positive effect on intention but are statistically insignificant. 3.8. Interaction and trend do not have a significant influence on purchase intention.

Pearson Correlation

This evaluates the extent of linear correlation between two variables. It indicates whether they increase or decrease concurrently, and the magnitude of their correlation (positive or negative).

The correlation coefficient (r) ranges from -1 to 1. A positive coefficient indicates a direct relationship, where both variables either increase or decrease together, while a negative coefficient signifies an inverse relationship, where one variable increases as the other decreases. -1 indicates significant disassociation, 0 signifies no association, and 1 denotes high association.

A positive and significant correlation coefficient (p-value ≤ 0.05) signifies that an increase in the independent variable corresponds with an increase in the dependent variable, and vice versa.

The calcifying cells and 8-oxoG association coefficient (r) 0.55 (Table 9). This statistic takes a value between -1 and 1 and indicates how strongly and in which direction the two variables are associated.

The r value of 0.553 suggests a positive correlation. In summary, the intent to purchase is highly likely to correlate with higher-quality entertainment.

Thus, we conclude that entertainment positively and significantly associates with purchase intention.

Table 9. Correlation Between Entertainment and Purchase Intention

Correlations

		Entertainment	Intention
Entertainment	Pearson Correlation	1	,553**
	Sig. (two-tailed)		,000
	N	75	75
Intention	Pearson Correlation	,553**	1
	Sig. (two-tailed)	,000	
	N	75	75

** The correlation is significant at the 0.01 level (two-tailed).

Source: SPSS 26

The 'values' table provides information regarding the correlation coefficient (r= 0.459) in Table10. This measure, which fluctuates between -1 and 1, signifies the degree and trend of the correlation between both variables.

Positive relationship is confirmed by correlation coefficient at 0.459. Thus, more contact means more purchase intention value.

The results show a significant positive correlation between interaction and purchase intention.

Table 10. Correlation Between Interaction and Purchase Intention

Correlations

		Interaction	Intention
Interaction	Pearson Correlation	1	,459**
	Sig. (two-tailed)		,000
	N	75	75
Intention	Pearson Correlation	,459**	1
	Sig. (two-tailed)	,000	
	N	75	75

** The correlation is significant at the 0.01 level (two-tailed).

Source: SPSS 26

Table 11 shows a correlation coefficient (r) of 0.357. This range from -1 to 1 indicates the strength and direction of the relationship between the two variables. A positive association and a good association is represented by an r value of 0.357. The fact that the trend line rises also applies to buy intention. It shows a statistically significant positive association between trend and purchase intention.

Table 11. Correlation Between Trend and Purchase Intention

Correlations

		Trend	Intention
Trend	Pearson Correlation	1	,357**
	Sig. (two-tailed)		,002
	N	75	75
Intention	Pearson Correlation	,357**	1
	Sig. (two-tailed)	,002	
	N	75	75

Source: SPSS 26

In Table 12, the r value (correlation coefficient) is 0.489 It produces a correlation coefficient value typically between -1 and 1 that highlights both strength and direction of the association across the two variables. This positive correlation is expressed by the value r = 0.489. More personalization means a higher purchase intention. Thus, based on these results, it can be inferred that there is a statistically significant positive correlation between personalization and purchase intention.

Table 12. Correlation Between Personalization and Purchase Intention

Correlations

		Personalization	Intention
Personalization	Pearson Correlation	1	,489**
	Sig. (two-tailed)		,000
	N	75	75
Intention	Pearson Correlation	,489**	1
	Sig. (two-tailed)	,000	
	N	75	75

** The correlation is significant at the 0.01 level (two-tailed).

Source: SPSS 26

Results in Table 13 show that r = 0.722. This indicates the strength and direction of the relationship between the two variables and takes a value anywhere from -1 to1.

A r = 0.722 indicates a positive relationship. It means that with the increase in the WOM level, the purchase intention value also increases.

This strong statistical relationship indicated that WOM is positively correlated with purchase intention.

Table 13. Correlation Between WOM and Purchase Intention

Correlations

		WOM	Intention
WOM	Pearson Correlation	1	,722**
	Sig. (two-tailed)		,000
	N	75	75
Intention	Pearson Correlation	,722**	1
	Sig. (two-tailed)	,000	
	N	75	75

** The correlation is significant at the 0.01 level (two-tailed).

Source: SPSS 26

As far as the impact of social media on purchase intention is concerned, the results from one-way ANOVA analyses indicated that all five dimensions of social media impacted purchase intention. Between these, WOM had the most significant impact ($F = 10.955$, $p < 0.001$), supporting earlier studies that underscore the importance of peer WOM and electronic word of mouth in influencer consumer behavior patterns.

These findings were confirmed with regression analysis due to them social media dimensions explaining in total 53.6% of purchase intention variance ($R^2 = 0.536$). As noted before, WOM was the most important predictor ($\beta = 0.633$, $p < 0.001$) proving again that he is the most influential factor in consumer intent. Although the effects of the dimensions of Entertainment and Personalization were positive, they were not statistically significant. Conversely, the Interaction and Trend variables both presented weak, negative impacts, indicating that they might not in itself heighten purchase intent in this case.

The calculation of Pearson correlation coefficients demonstrated a positive and statistically significant relationship for each dimension of social media and purchase intention, with the strongest relation being with WOM ($r = 0.722$, $p < 0.001$). These findings support the notion of proactively fostering positive WOM through planned content activities, consumer engagement campaigns, and targeted marketing techniques. In addition to that, the positive correlations with Entertainment and Personalization indicate that these dimensions may not independently drive purchase intention but are relevant in improving the user perception of the brand.

The results of the study demonstrate the preeminent effect of WOM on purchase actions in the environment of social media, alongside the subtler influences of the remaining components like Personalization and Entertainment. These insights are of great value to marketers aiming to refine social media activities and capitalize on opportunities to increase consumer interactions and conversions by tailoring engagement and content strategies.

5. Conclusions

This study sought to examine the influence of social media marketing on the purchasing intentions of internet users, concentrating on five principal dimensions: Entertainment, Interaction, Trend, Personalization, and Word-of-Mouth (WOM). A quantitative technique was employed to achieve this purpose. A structured questionnaire was created using Google Forms and disseminated online to a sample of 75 Algerian internet users over a duration of 15 days. The acquired data was examined utilizing SPSS software, specifically employing linear regression and Pearson correlation tests.

The statistical research results unequivocally demonstrate that all five elements of social media marketing exert a significant and favorable influence on purchase intention. The correlation coefficients between each dimension and purchase intention were all below the 0.05 significance threshold, indicating a robust link. Likewise, the model coefficients for each dimension were positive and statistically significant, underscoring that these aspects of social media marketing actively influence and augment users' propensity to purchase.

These findings offer empirical evidence that social media platforms have emerged as significant instruments in shaping consumer behavior. As digital environments gain prominence, users are increasingly utilizing social media not only for enjoyment and contact but also as a source of knowledge and validation in their decision-making processes. The entertainment value of material aids in attracting and retaining consumers, while tailored experiences enhance their sense of value and understanding. Trending content establishes relevance, interaction cultivates engagement and trust, and word-of-mouth generates authenticity and social proof.

The study highlights the strategic significance of utilizing social media marketing in a full and multidimensional manner from a management standpoint. Organizations aiming to enhance consumer involvement and encourage purchase intents should formulate their social media strategies by cohesively and consistently incorporating these five characteristics.

Based on the findings of this research, several recommendations can be drawn for marketers, companies, and scholars:

As WOM carries a strong and influential impact on buying choices, companies must take heed of how they can stimulate positive electronic word-of-mouth. This could involve partnering with influencers, displaying customer testimonials, creating referral programs, and running user-generated content campaigns.

Further, Brands must persist in delivering personalized experiences and interesting content to connect with customers on an emotional level. The research discovered that the majority of social media users and online consumers are aged 20-30 years.

Therefore, companies should adjust their social media marketing strategies to reach this age group. They should utilize the media and forms of content that this age group prefers most, such as Instagram and Snapchat.

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