The Impact of Social Media Advertisements on Customer Purchase Intention

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Abstract: Social media is continually used as a platform for advertisement and marketing. Organizations invest loads in social media advertisements for time, money, and service. However, there is still a question of how companies can build social media ads to attract and inspire consumers to buy their products. Therefore, this research seeks to define and test the critical factors associated with social media advertising to predict purchasing intention. This conceptual model was proposed by two factors: from the expanded Unified Technology Adoption and Use Theory– UTAUT2 (performance expectancy and hedonic motivation) along with Informativeness and perceived relevancy, the data was obtained from 376 Egyptian participants using an online survey. Furthermore, SPSS and AMOS software were used in the data analysis. The main findings in structural equation modeling (SEM) have strongly supported the current model's validity and a significant impact of Informativeness on both performance expectancy and purchase intention. Also, they supported the significant impact of perceived relevancy on purchase intention. While the significant indirect impact of Hedonic motivation on purchase intention is based on the role of performance expectancy as a mediator variable, hedonic motivation also has a positive impact on performance expectancy. This study gives a range of theory and practice guidance about how marketers can effectively plan and execute their advertising through social media platforms.

Keywords: Social Media, Advertisement, Marketing, UTAUT2

JEL Classification: P36

1. Introduction

In all aspects of our lives, social media are increasingly finding a place for themselves. Customers are therefore more behaviorally and perceptually involved with major social media sites such as Facebook, Google+, Snapchat, YouTube, and Twitter (Alalwan et al., 2017; Kapoor et al., 2017; Kim and Kim, 2018; Shareef et al., 2017). The nature of our interactions with our friends or with private and public organizations changes this.

In reality, social media is a new place for individuals, organizations, and even governments to communicate with one another commercially, socially, politically, and educationally and to share knowledge, ideas, products, and services (Zhu and Chen, 2015). Organizations around the world have now started to collaborate with a focus on how to use these channels to draw consumers and to establish a sustainable marketing partnership (Alalwan et al., 2016; Kamboj et al., 2018; Lin & Kim, 2016).

As Alalwan et al. (2017) have stated, companies can use different marketing practices on social media platforms. But the critical interest in social media marketing was in an advertisement from the viewpoint both of researchers and practitioners (i.e., Alalwan et al., 2016; Alalwan et al., 2017; Duffett, 2015; Jung et al., 2016; Kamboj et al., 2018; Shareef et al., 2017; Zhu and Chang, 2016). The enormous amount of money spent by organizations on advertising campaigns also shows some interest. Egypt is also considered one of the rapidly growing countries concerning the number of social media users and Egyptian companies' particular interest in investing in social media marketing. Organizations worldwide have now started since social media advertisements have become interactive, new (Web 2.0), and reflect the cutting edge of corporate contact with consumers (Logan et al., 2012). Compared to conventional mass media advertisements, which are used with Web 1.0 applications, enterprises can engage with their consumers more informatively and interactively (Lee and Hong, 2016). Social media advertising could enable businesses to achieve several marketing goals, including sensitizing consumers, building brand awareness, influencing consumer understanding, and encouraging them to buy items (Alalwan et al., 2017; Duffett, 2015; Kapoor et al., 2017; Shareef et al., 2017).

Social media ads are a type of Internet ad, but as they are Web 2.0, consumers could have different views and experiences engaging with social media ads. This is also due to the existence of social media advertising as they encourage consumers to have more interaction (i.e., liking, re-sharing, tweeting, reading, and learning) with the targeted ads (Laroche et al., 2013; Tuten and Solomon, 2017). Accordingly, as indicated by Logan et al. (2012), there has been a need to investigate such phenomena in recent years further. In reality, researchers have to concentrate more on discovering the key dimensions that could affect the customer's reaction and perception toward social media advertising. In line with Tuten and Solomon (2017), one of the critical goals of using social media for marketing and Communication is influencing consumers' decision-making process. Therefore, this study aims to define and analyze the key factors

predicting the customer's purchasing intention for the goods marketed using social media ads.

Social media is an important part of our daily lives. People spend tens of hours on social media every week, either from their computers or smartphones. This has prompted many businesses to invest a large amount in social media ads. But these marketing strategies have no fruit without a proper plan and understanding. Therefore, the main objective of using social media to encourage and connect is to influence the decision-making process of the customer. This research aims to define and analyze the key factors that could predict the customer's purchasing intention for products that are marketed through social media ads in Egypt. In addition, this analysis tries to understand the relevant conceptual model that could be followed to provide a good view of the key aspects of social media advertising and the key factors associated with social media ads that might predict the purchasing intention of the customer.

2. Literature Review

The value of social media advertising for customers forecasting attitudes and reactions is always an issue. Significant attention has been paid recently to testing and addressing the relevant social media marketing problems by marketing researchers (i.e., Hossain et al., 2018; Lee and Hong, 2016; Shareef et al., 2017; Zhu and Chang, 2016). A large number of such studies are enthusiastic about the applicability and effectiveness of using social media for promotional activities (e.g., Alalwan et al., 2017; Dwivedi et al., 2015; Dwivedi et al., 2017; Jung, 2017; Jung et al., 2016; Lee and Hong, 2016; Lin and Kim, 2016). Comparative research by Logan et al. (2012) found that the appeal of social media and TV advertising is strongly influenced both by entertainment and informativeness. Logan et al. (2012) also noted another critical link between advertisement value and consumer attitudes. However, the effect of annoyance on advertisement value was disproved by Logan et al. (2012). Similarly, the impact of information and advertising creativity on customers' empathy by Lee and Hong (2016). In the same study, the intention to express sympathy and the customer's intent is closely associated.

In a recent study, Jung (2017) explored how perceived relevance can predict the attention or avoidance of targeted advertising by customers. He argued that consumers are more likely to pay significant benefits for such an ad if they believe that the targeted ad has relevance. However, Jung (2017) reported that consumers are more likely to skip social media advertisements if they feel a privacy problem. Lin and Kim (2016) offered

compelling evidence that the perceived benefit, increased use, and attitudes toward social media advertisements have apparent adverse effects; both intrusive and private. Lin and Kim (2016) have validated the impact of utility on perceptions and consumers' willingness to purchase.

A closer analysis of the main body of literature has shown how vital consumer motivation is for social media advertisements (Chang, Yu et al., 2015; Shareef et al., 2017). The expansion of the Unified Theory of Technology Acceptation and Use (UTAUT2) explored those two factors; performance expectation to cover the role of alien motivation, while the hedonic motivation for the intransitive reason (Dwivedi et al., 2017). Moreover, using social media does not require consumers to have a fundamental level of facilities and support other innovations, such as Mobile Banking and Online Banking (Alalwan et al., 2014). Social media is free of charge when it comes to price value. Furthermore, the consumer does not bear any costs to track and read social media advertisements. Customers can not be concerned with social media advertisement pricing problems. Therefore, price value is not into account in the existing research models.

In the previous time, organizations were using the traditional way to promote their products but nowadays they turned to e-marketing ways. Therefore, this study discusses the main kind of e-marketing which is advertisements presented on social media platforms.

2.1. Social Media
Social media is an ecosystem that offers a range of resources accessible to individuals and organizations, allows knowledge to be distributed and exchanged, and promotes interactions aimed at achieving both strategic and social objectives that can ultimately lead to consumption. Social media can be described as a wide-ranging platform that allows individuals to express their opinions on the Internet without time and place constraints, and this platform is focused on the updating of an interactive medium that facilitates an exchange of views and ideas. People are becoming increasingly exposed to digital and social media. This is for many reasons, including their position as customers, when they browse, buy, and consume product knowledge, and when they interact with others about their experiences.

Kaplan and Haenlein (2010) defined social media as a group of Internet-based applications, building on the Web 2.0 ideological and technological foundations and enabling user-generated content to be created and exchanged. Social media are often

techno-centrally designed, based on specific devices or tooling, often considered synonymous with Web 2.0 (e.g., Agichtein et al., 2008). Web 2.0 refers to web-based collaborative tools based on continually evolving and improving content generated by the user (O'Reilly, 2005). Boyd and Ellison (2007) have seminally defined Social Network Sites (SNS) as web-based services that allow individuals to (1) construct an open or semi-public profile within a bordered system, (2) articulate a list of other users who share a connection, (3) view and traverse their list of links.

One impetus of this study is to promote a new, broad yet accurate and timeless social media definition. Initially, we believe it is prudent to delineate a social medium with a medium that facilitates socialism. Instead of addressing a median that is suitable for socio-emotional communication, we distinguish social media as a distinct subset of media tools that share a standard set of features and features, where the opportunity for disparate people and groups to help create the content they consume is of far greater inherent value than each site feature. As such, we define social media formally as Internet-based distrained, and persistent mass communication channels that facilitate the perception of users' interactions, which mainly derive value from user-generated content. Therefore, offers a reworded, slightly more verbose, but possibly more accessible explanation: Social media are Internet-based channels that enable users to interact in real-time or asynchronously with broad and narrow publics who draw value from user-generated content and the perception of interaction with others.

There is a significant increase in the use of social media by Internet surfers. In 2007, fifty-six percent of Internet surfers used social media, which rose to almost 75 percent in 2008 (Wikström & Ellonen, 2012). Universal McCann Tracker Research, which was conducted until 2008, assessed the usage of major social networks worldwide by 17,000 active web users. The number of surfers reading blogs rose from 54% to 77% worldwide in just two years. The number of surfers who wrote and created blogs increased from 28 percent to 45 percent. Consumer-driven digital channels such as video sharing, have grown from 32% in 2006 to 83% in 2008, making social media the fastest-growing (Social Media News | Social Media Today, 2020). The most active blog readers are Asian Internet users; in particular, in South Korea and China, where blogs are recognized as a form of social culture. The next most active users will be in Latin America. Well-established WE and European web markets show a slightly lower adoption level and a more passive approach to content production and sharing. However, the rates of active participation are growing (Tom, 2010).

2.2. Social Media in Egypt

In January 2020, according to (Statistical Country Profiles, 2020), there were 42 million users of social media in Egypt. The number of social media users in Egypt increased by 2.9 million (+7.3%) between April 2019 and January 2020. Social media penetration in Egypt was 41% in January 2020.

In Egypt, social media addiction was granting the global stats short survey. Egypt was ranked 16 worldwide in daily social media spending, averaging two hours and thirty-eight minutes a day by 2020. Egypt was also the 42nd highest usage ratio in social media, with 42% of Egyptians using the sites (Statistical Country Profiles, 2020).

2.3. Marketing

Most of us believe marketing is just about advertising, purchasing, and Publicity, but it's more than that. We see a lot of advertisements on TV, on the pages where we browse promotional messages, ads, product promotion, and digital advertising. These are all components of marketing, and just the iceberg of marketing (Kotler, 2015).

There are many meanings in marketing, and the one commonly known and accepted in 2013, the American Marketing Association describes marketing as: "The activity collection of institutions and processes that value customers, partners, and society at large to establish contact, distribution, and exchange offerings" (American Marketing Association, 2013). Marketing is the job of a company that deals with clients. It is aimed at value and fulfillment development. Therefore, marketing may also be described as the movement of productive consumer relationships (Kotler, 2015). Marketing's two fundamental objectives are to attract new customers and to maintain and expand existing customers by providing value and satisfaction.

The Chartered Institute of Marketing, on the other hand, sees marketing as the management process describes marketing as: "Marketing is the management process responsible for profitably describing, anticipating and meeting consumer demands" (Chartered Institute of Marketing). In the commercial that plays on our TVs, we will see marketing, Radios, magazines, letterboxes, blogs on the Internet, etc., (Kotler, 2015). Simply put, we may conclude that marketing manages profitable customer relationships, and its mission is to produce customer value and capture customer value. In recent years, several innovative marketing methods have been embraced by corporations, from creative blogs to social networks to mobile applications. Marketing consists of five stages, according to Kotler (2015). The first four phases include the process of

identifying consumer expectations and preferences, developing a marketing plan, developing communication and value delivery marketing systems, and establishing good customer relationships. The last step consists of taking value and profit from customers, as explained in the figure below.
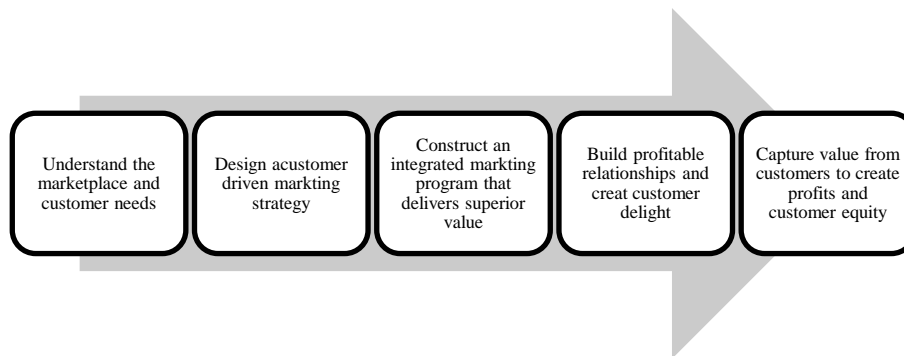

| Understand the marketplace and customer needs | Design acustomer driven markting strategy | Construct an integrated markting program that delivers superior value | Build profitable relationships and creat customer delight | Capture value from customers to create profits and customer equity |

Figure 1. Marketing Process

In short, the organization generates value for the consumer and takes value from the customer in return in the form of revenue, revenues, and long-term customer equity (Kotler, 2015). The most fundamental principle underlying marketing is the human need. These requirements include physical food, clothes, warmth, and safety requirements. We purchase a car not to enjoy its usefulness, but because it takes us from one location to another. Marketing includes manipulating markets to bring about a sustainable consumer relationship. It takes time and hard work to build these relationships. Businesses need to identify their target buyers, identify their specifications, make good market deals, evaluate fair rates, advertise, and deliver them. Market analysis, product creation, communication, supply pricing, and service pricing can be summarized as the main marketing efforts (Kotler, 2015).

2.4. Advertisement

Our lives are primarily dominated by ads. They have become a crucial part of the business environment that allocates a significant sum of money to their advertisement budget. Over the years, advertising has grown to a considerable degree. In today's world, advertisers have a broad range of options for the medium by which they can advertise their product or service. Internet advertisement is another relatively new form of advertising. When any advertising is shown on a website via the Internet, it is called an online advertisement. It includes ads by email, search engines, social media advertising, and several forms of advertising displays, such as banner advertising, etc. Internet advertising is a big business that is commonly used in all fields of the industry. It's rising

extensively. There are four primary advertisement functions (Kotler, 2015): functions of economics, functions of social, functions of marketing, and the function of contact.

Media propagation has modified the way advertisement messages are distributed and received. Because of the high costs of supplying mass audiences to their target customers, advertisers avoid advertisements and use digital platforms such as Social Networking Sites (SNSs). The advent of social media has allowed organizations to engage in direct, reliable, cost-effective, and timely interaction with end-users compared to conventional communication tools. Social media content is also more useful to large multinational corporations and large international companies.

Consumers want to like those advertisements, follow the ads on Twitter, share them with friends, and find out which friends like the ads. Many consumers, such as radio, television, magazines, and newspapers turn away from traditional advertising channels and are interested in using social media to search for product information and make purchasing decisions. On the one hand, social media has provided massive forces to customers never seen on the market before. According to the theory of consumer socialization (Moschis & Churchill, 1978), the psychological feature of the customer has an important role and influence. It also has an impact on the customer's attitude. Sites of social media networking provide an environment in which consumers can communicate. Most customers are now spending more hours using social media sites than watching TV, and what creative social networking sites they have on search engines. The ranks are given with the help of social networking products based on feedback from the online customer (Scott, 2013).

Social networking marketing provides a wide variety of company advantages. Some benefits allow companies to obtain feedback from their customers that can help them grow and develop their businesses. Social networking marketing helps companies fill the holes left in conventional marketing practices (Okaz & Taylor, 2013). This allows businesses to reach a wider audience. People share the things they want on social media sites, and businesses benefit immensely from these shares. In all social media networks, it is the user who produces the content, while in conventional media marketing, advertisers produce the content in a specific timeframe, for example, in a certain newspaper for certain days, whereas social media content is accessible around the clock. On social media, each user builds a small network in which they share and reset content that they have created or from other users. When a user finds this content, they can choose to share it further. In this way, the content posted by social media will spread

widely (Juslén, 2011). In conventional marketing, companies are seeking to achieve those objectives and visions through a marketing mix approach. The marketing mix strategy involves product, price, promotion, and location. These are known as 4 P-pockets. For a company, 4 P means that they'll need to sell the right product at the right price, with the most powerful promotional resources at the right location (Tuten & Solomon, 2017). A fifth factor may also be applied to social media marketing in the 4 P-submissions, which is involvement.

2.5. Extended Unified Theory of Technology Adoption and Use of Technology (UTAUT2)

The UTAUT was developed as a comprehensive integrated model for better understanding consumer acceptance toward new technology or systems. According to Venkatesh et al. (2012), three types can enhance the prediction ratio of technology acceptance: (1) the consumer acceptance of new technology in a variety of contexts such as culture and population (2) adding different concepts to the model to widen the theoretic relationships of UTAUT (3) to synthesize new predictor of variables into the UTAUT. Despite the integrated model in which some variables are usually added. For instance, the need to include salient predictor variables that can be used within a user technology use context. And finally, by adjusting the UTAUT model to establish a new prediction framework, namely, UTAUT2. Currently, this newest model has gradually been adopted for exploring various issues such as self-technology service, smart mobile device adoption, learning management software acceptance, and the healthcare industry. The UTAUT2 model has been employed based on organizational contexts to include technologies like machine usage (AlGahtani et al., 2007), technologies of virtual learning (Wang et al., 2010), and human resources databases (Kijsanayotin et al., 2009).

2.6. Relevance Theory

Relevance theory is a cognitively-oriented pragmatic theory that aims at providing a psychologically realistic account of utterance interpretation. Originally developed by Dan Sperber and Deirdre Wilson (1995), it has in the last few decades been one of the leading frameworks for pragmatics research. The theory is based on the assumption that the addressee will make the effort to process a statement if she/he assumes it to be relevant, that is to say, if they consider it will be able to modify or improve their cognitive environment or, in other words, their assumptions about the world.

Depending on relevance theory we can use the perceived relevance scale to study its impact on performance expectancy and customer purchase intention. Perceived

relevance is defined as "the degree to which consumers perceive an object to be self-related or in some way instrumental to achieving their personal goals and values". As for social media advertising, this paper adopts the definition of Zhu and Chang (2016, p. 443), which is "the degree to which consumers perceive a personalized advertisement to be self-related or in some way instrumental in achieving their personal goals and values".

2.7. The Magic of Meaning Theory

Advertisements carry a strong message with a meaning instilled in them. Ads touch our values, emotions, and underlying beliefs. In 1962, a cultural theorist Raymond Williams explained how advertising had swept the goal of selling goods and was more associated with teaching social and personal values, which was promptly entering politics too. Advertisements are organized magic that hides the real intention of selling a product or a service, which is to sell a product to make a profit. It shows how advertisements influence the values and other fundamental beliefs of consumers. This research depended on this theory to examine the impact of informativeness on purchase intention and performance expectancy. It essentially describes how and why ads have gone beyond the frontier of selling products and services, and are increasingly becoming involved with the shaping of individual and social values by giving more information about the product presented on the social media ads.

2.8. Informativeness

Informativeness implies the ability of ads to provide up-to-date, timely, and easy-to-access information. The knowledge content of ads affects consumers' loyalty and buying decisions and is also considered a crucial factor for the acceptance by the consumer of the advertisement. Customers today cannot disregard their wish to access knowledge rapidly and directly. The value of knowledge is therefore illustrated once again.

Many marketing researchers have examined the knowledge quest of customers, considering their role in creating advertisement programs. Searching for information is a critical step in the process of customer decision-making. Since the perception of advertisement and persuasion is closely related, positive customer perceptions about a company's website advertising can influence their information searching actions and as a result, this should increase online information searching. Consumers strongly engaged in a website are likely to communicate further with their various components and try to find knowledge about the items involved. Social Media Advertisement (SMA) offers an adequate forum for this function because of its format displaying the individual's

aspects, the personal connections as well as more information on the product such as 'likes' (this refers to a user clicking a ' like' button anywhere on a website or post content) and truly personal feedback by individual users. Consumers of a collectivist society are therefore likely to view SMA as an insightful media suitable for collecting knowledge that is important for future use.

Wang et al. (2009) suggest that the information-seeking factor is a strong indicator of consumer education in online ads. Furthermore, Schlosser et al. (1999) say that consumers are affected by insightful and advertisement usefulness in buying behavioral decisions. Information is therefore regarded as a valuable marketing incentive because consumers respond very positively to ads that offer rewards. Consumers often want easy access to the information they seek in the current usage material, and the information can be given to consumers automatically.

The amount of knowledge available in social media advertising will allow clients to have better purchasing behavior, thereby increasing their intention to purchase. The following hypothesis, therefore, postulate that:

H1: Informativeness will have a positive effect on performance expectancy associated with social media advertising.

2.9. Perceived Relevance

By using social media platforms, advertisers can tailor and customize the types of messages and content they post based on their customers' preferences (Zhu and Chang, 2016). Indeed, as stated by Laroche et al. (2013), and Liang et al. (2012) customers have been primarily noted to remain loyal and satisfied if they perceive a level of personalization. Relevance can be defined as the degree to which consumers perceive an object to be self-related or in some way instrumental in achieving their objectives and values. Social media advertising is concerned; Zhu and Chang (2016) adopt the definition of, "which is the degree to which consumers feel that personalized advertising is self-reliant or, in some way, instrumental in achieving their objectives and values."

It could be argued that as long as customers feel that the ads posted are more related and relevant to their needs, interests, and preferences, they will value such ads positively and see them as more useful. In their study, Hart and Porter (2004) tested and supported the relationship between Relevance and usefulness to examine the variables affecting online analytical processing effectiveness. Besides, a positive relationship between

perceived importance and the efficacy of online advertising was indicated by Drossos and Giaglis (2005). Liang et al. (2012) found that customers are more likely to feel useful in the online service system if they see this system as relevant and tailored to their preferences and needs. Ho and Bodoff (2014) argued that there was a positive correlation between the level of personalization on the targeted Website and the level of perceived relevance on this Website, provided similar findings.

The significance of perceived Relevance in improving the customer's perception of value and usefulness has been indicated. The following hypotheses, therefore, postulate that:

H2: Perceived relevance will have a positive effect on performance expectancy associated with social media advertising.

2.10. Hedonic Motivation

It is one of the main contributions added by Venkatesh et al. (2012) to the UTAUT2 model. He succeeded in making their new model fit the customer's context by including inner encouragement and extrinsic motivation. Social media platforms have been widely reported as a unique place for people to find fun and entertainment (Alalwan et al., 2017; Hsu and Lin, 2008; Shareef, Mukerji, et al., 2018; Wamba, Bhattacharya, Trinchera, & Ngai, 2017). In particular, due to their level of creativity and attractiveness, customers are more attracted to social media ads (Dwivedi et al., 2017; Hsu and Lin, 2008; Jung et al., 2016; Lee and Hong 2016; Wamba et al., 2017). In line with this argument, Shareef et al. (2017) recently empirically demonstrated the impact that intrinsic motivation (entertainment) has on social media advertising value and customer attitudes. Jung et al. (2016) also supported a strong correlation between enjoyment and customers' attitudes towards social media ads. Hedonic motivation could thus have a crucial role to play in predicting client reactions and perceptions of social media ads. It is based on the following hypothesis:

H3: Hedonic motivation will have a positive effect on performance expectancy associated with social media advertising.

H4: Hedonic motivation will positively impact the customers' purchase intention of the products offered by social media advertisement.

2.11. Customers' Purchase Intention of the Products

It cannot be possible to study the field of marketing, advertising, and sales disputed that a buying intention tends to occur at the decision-making stage when the consumer has become prepared to move towards a product or brand (Alalwan, 2018). This purchase intent is a critical indicator for assessing consumer behavior, as it can measure a consumer's likelihood of buying a product. The higher the intention to buy, the greater the willingness of a consumer would buy a product.

In a recent study by Bavar et al., (2017), variables such as product quality, brand, and advertising may be the most significant factors leading to customers' purchase intention. These factors are the very reason why firms invest more in marketing efforts, in addition to traditional approaches, as both systems can contribute to increasing their market shares. Consumer buying intention has been used as a critical building block in marketing research in various contexts.

Attitudes of consumers are discussed (Hidayat & Diwasasri, 2013), perceived value (Shaharudin et al., 2010), perceived risk, practicality, and comfort of use (Faqih, 2013). Several studies have examined factors that could influence consumer purchasing intentions (e.g., Thamizhvanán & Xavier, 2013; Weiberg, Te'eni, & Arman, 2011; Rose et al., 2012).

Chang et al. (2015) identified more than 80 variables as precedents for consumer intention in their study. The characteristics of the websites, product characteristics, and consumer characteristics were classified as perceived. Social Growth Media sites like Facebook, Twitter, and YouTube have provided consumers with remarkable sharing and dissemination opportunities. Information and content on a product or brand related to it are used. As a result, consumer information and concerns have become more informative. Receive product feature information before making a purchase. This phenomenon shows the relevant role of social media marketing and consumer involvement. This gives information to other users, building their purchase preferences and choices.

Many online scholars, such as Campbell and Wright (2008), Drossos and Giaglis (2005), and Zhu and Chang (2016), have shown the importance of how much customers perceive the posted advertising content based on their needs and preferences as relevant and personalized. For example, Pechmann and Stewart (1990) noted that customers are more likely to be interested in ads if they feel that such ads are more relevant to their personal

preferences. More recently, Zhu and Chang (2016) have empirically demonstrated the role of perceived Relevance to the customer's continuous use intentions through the mediating part of self-awareness.

It could be argued, according to the discussion mentioned above, that clients will value social media advertisements positively and be more willing to rely on such advertisements when making their choices if they perceive the advertisements to be relevant to their goals and preferences. The following hypothesis, therefore, postulates that:

H5: Perceived Relevance will positively impact the customers' purchase intention of the products offered by social media advertisement.

In reality, social media sites give marketers more mechanisms and resources to customize published advertising and details. In essence, social media advertisements are more effective and useful from the perspective of consumers (Jung et al.,2016). Informality is a key aspect of public effectiveness that mainly shapes consumer attitudes toward social media advertising. Besides, more updated and detailed data is provided in advertisements; it could be more convenient for consumers to see those ads. Logan et al. (2012) verified the position of informational behavior as the most important factor for growing consumer perceptions of advertising importance. Similarly, Kim and Niehm (2009) found that perceived value is positively predicted by the position of website quality information.

According to the aforementioned discussion, customers can also perceive social media ads that enjoy a certain degree of informativeness as more efficient and important. The following hypothesis, therefore, suggests that:

H6: Informativeness will positively impact the customers' purchase intention of the products offered by social media advertisement.

2.12. Performance Expectancy
According to Venkatesh et al. (2003), performance expectancy is how people understand that modern technology is useful for improving their efficiency and saving their time and effort in their ordinary routine. The cognitive advantages of using these new technologies are the expected successor-associated mechanisms (Dwivedi et al., 2011; Rana and al., 2011). Many of the advantages of this type were noted to significantly

affect the individual's understanding and ability to act differently (Zhu et al., 2010; Alalwan et al., 2014).

Performance expectancy is declared to be the amount an individual considers to satisfy his needs with the services offered by online transactions via the SNS. In UTAUT2, performance expectancy shares the same perceived utility concept. As stated by Venkatesh et al. (2012), this is the most critical customer-intentional factor. Besides, online client behavior and performance expectancy have been validated empirically (Sun et al., 2010; San Martín and Herrero, 2012).

Another online consumer survey shows that consumers' preferences to buy from online malls are mainly predisposed to online advertising utility (Ahn et al., 2005). In a recent study conducted by Lin and Kim (2016), customers saw the role of utility in advertising and purchasing in social media. Shareef et al. (2017) lately supported a clear link between advertising value and customer attitudes to publicity in social media. The following hypothesis is developed:

H7: Performance expectancy will positively impact the customers' purchase intention of the products offered by social media advertisement.

2.13. The Mediating Effect of Performance Expectancy

Alalwan et al. (2014) postulated that performance expectancy is considered a term of utility that is encountered during the use of Internet banking. Previously, researchers have confirmed that performance expectancy is the most influential factor in the adoption of Internet banking (Alalwan et al., 2014; Riffai et al., 2012). According to Venkatesh et al. (2003a), when users feel that technology is easy to use and does not require much effort, they have higher expectations of acquiring the desired performance. In light of the above arguments, it is assumed that performance expectancy mediates the relationship between hedonic motivation, perceived relevance, informativeness, and customer purchase intention to buy the product presented in social media advertisement.

H 8: Performance expectancy will mediate the relationship between Informativeness and the customers' purchase intention.

H9: Performance expectancy will mediate the relationship between Hedonic motivation and the customers' purchase intention.

H10: Performance expectancy will mediate the relationship between Perceived Relevance and the customers' purchase intention.

3. Methodology

3.1. Model of the Study

In this study, we selected two constructs of UTAUT2-Venkatesh et al. (2012). The first one is performance expectancy conducted to examine if consumers find social media advertisements helpful and more favorable and are more likely to buy the targeted goods of these ads (4 questions). The second one is hedonic motivation to examine if organizations may opt to design and create their ads more innovatively and creatively, it will positively influence customers' purchase intention (3 questions).

The informativeness scale has five questions to determine if consumers are more likely to be motivated to purchase a product if they see social media ads as a credible source of knowledge and examine Informativeness by asking the respondent to answer these questions (Logan et al., 2012).

The perceived relevance construct has 5 questions to measure if perceived relevance will positively impact the customers' purchase intention of the products offered by social media advertisements (Zhu and Chang, 2016). Perceived relevance will have a positive effect on performance expectations associated with social media advertising by asking the respondent 5 questions (Duffett, 2015). The figure below explains the model of the study based on the hypotheses.
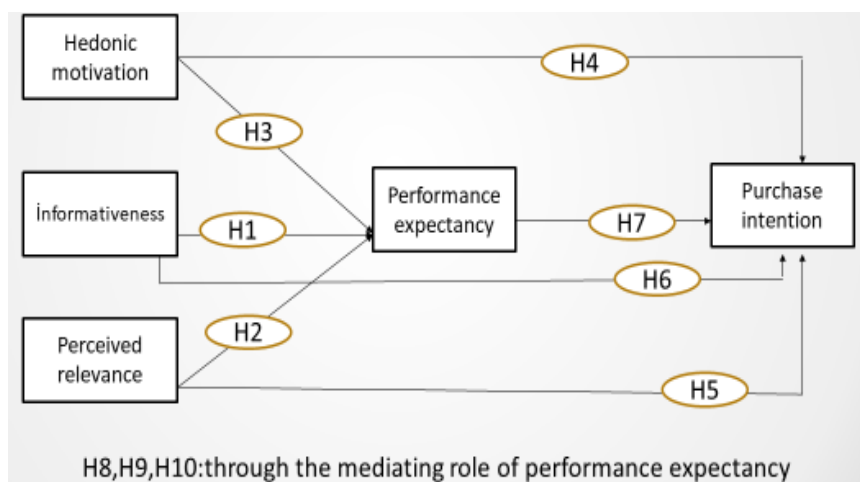

Figure 2. Model of the Study

3.2. Collection of Data and Size of Sample

In this study, the online survey was carried out over the period from Sept 2020 to Nov 2020. The questionnaire was also assigned to the website pages of the collaborator company's customers (online retailer), which should have an account for social media. The main structures of UTAUT2- performance expectancy and hedonic motivation – were calculated by Venkatesh et al (2012). Informativeness was tested using scale objects from Logan et al. (2012). Lee and Hong (2016) have successfully validated this scale in the field of social media advertising. In the current study, we selected scales adopted by Zhu and Chang (2016) to assess perceived relevance. Finally, to assess the purchase intention, we used the Duffett (2015) scale. We test a five-point Likert scale anchor used to test the main questionnaire elements from strongly agree to strongly disagree. Since Arabic is the primary language in Egypt, the current questionnaire was translated into Arabic using the back translation method.

This refers to the number of items to be selected from Egypt to constitute a sample. The total no. of sample size was 151 for males and 225 for females. This study is conducted in Egypt to investigate the impact of social media advertising on purchase intention, so the populations that are included in the study are residing in those regions and prefer to use social media plate forms. So, researchers have used 'convenience sampling' which was performed purposefully. Researchers have collected the data only from those people, who are using social media platforms.

3.3. Data Analysis

Descriptive analyses have been performed; frequency analysis is used to produce profiles of respondents for demographic variables. The questionnaire was completed by 376 participants targeted, and their answers were considered to be correct. The data analysis was performed using this quantitative technique and it was conducted with the application of SPSS and AMOS software. The demographic profile of the participants is presented in Table 1.

Table 1. The Demographic Profile of the Participants

	Frequency	Percentage (%)
Gender		
Male	151	40.2
Female	225	59.8
Total	**376**	**100**
Age		
15– 20	6	1.6
21– 30	136	36.2
31– 45	194	51.6
46–55	36	9.6
56 or more	4	1.0
Total	**376**	**100.0**
Education Level		
Middle School	8	2.1
High School	121	32.2
University	150	39.9
Masters	44	11.7
Ph.D.	53	14.1
Total	**376**	**100.0**
Monthly Income		
Less than 1000 LE	5	1.3
1001 – 2500 LE	72	19.1
2501– 5000 LE	167	44.5
More than 5000 LE	132	35.1
Total	**376**	**100.0**

3.4. Reliability Statistics

The reliability of this argument has been checked with Cronbach's Alpha.

Table 2. Reliability

Name of Variable	No of Item	Cronbach's Alpha
Performance expectancy	4	.840
Hedonic motivation	3	.775
Perceived relevance	5	.871
Informativeness	5	.763
Purchase intention	4	.912

3.5. KMO and Bartlett's Test

The Kaiser–Meyer–Olkin Sampling Adequacy Test is a statistic that indicates the proportion of variance in the variables due to underlying factors. Generally, high values (near 1.0) indicate that the data may be useful for analyzing the factor. Table 3 indicates that KMO is 0.9 and is a great value, and Bartlett has a fair value of 4914.434.

Table 3. KMO and Bartlett's Test

KMO and Bartlett's Test		
Kaiser–Meyer–Olkin Measure of Sampling Adequacy		.902
Bartlett's Test of Sphericity	Approx. Chi–Square	4914.434
	df	210
	Sig.	.000

3.6. Descriptive Statistics

Descriptive Statistics are tabulated in Table 4.

Table 4. Descriptive Statistics

Items	Fac.Loading	t–Value	Mean	SD
Performance Expectancy				
PEX2	.78	10.40	3.25	966
PEX3	.45	11.42	3.47	.923
PEX4	.63	(–)	3.06	.916
Hedonic Motivation				
HM1	.73	11.97	2.85	.895
HM2	.80	12.82	2.91	.951
HM3	.67	(–)	2.78	.925
Perceived Relevance				
PR1	.81	11.79	2.85	.965
PR2	.79	11.58	2.58	.903
PR3	.71	10.76	2.60	.924
PR4	.83	11.92	2.90	.910
PR5	.59	(–)	2.85	.897
Informativness				
NFO1	(*)	(*)	2.61	.984
NFO2	(*)	(*)	3.02	.924
NFO3	.91	19.44	3.55	1.144
NFO4	.90	19.25	3.59	1.019
NFO5	.78	(–)	3.60	1.012
Purchase Intention				
PN1	.90	(–)	2.84	1.058
PN2	.86	23.96	2.92	.983
PN3	.87	24.11	2.82	1.002
PN4	.76	18.70	2.64	1.032

Notes: (*) = deleted item during factor analysis, (–) = unavailable; SD = standard deviation

This analysis to understand that statements in the questionnaire were suitable for factor analysis, again a factor analysis was done to determine the dimensions and number of dimensions at which these statements will be gathered. As a result of the analysis, it was seen that statements were gathered under 21 factors, and factor loadings of variables

were between 0.59 and 0.91, except for two items that were deleted because of their low factor loading.

3.7. Structural Equations Modeling (SEM)

In this study, a two-stage modeling method for structural equations was considered a suitable analysis method for validating the proposed model and testing hypotheses for the research. SEM helps the researcher to simultaneously evaluate several of the relations between observable (indicators) and non-observed (latent constructions) variables that could be targeted in the first stage of SEM (Byrne, 2010).

3.7.1. Goodness Fit of the Model

For model fitness tests, there are a variety of strongly suggested metrics: Chi-square/degrades of freedom (CMIN/DF), Goodness-of-Fit Index (GFI), Adjusted Goodness-of-Fit Index (AGFI), Standard-Fit Index (NFI), Comparative Fit Index (CFI), and Root Mean Square Approximation Error (RMSEA). The initial measures of health (CMIN/DF < 2,382; GFI=0,911; AGFI=0,882, NFI=0,925; CFI=0,955; RMSEA=0,061; RMR=.047) of the measuring model did not fit inadequately with the measuring model, and the model should therefore be revised (Anderson and Gerbing, 1988; Byrne, 2010). The loading factor for each construction object was thoroughly tested, as indicated by Byrne (2010). Then the most troublesome objects could be found, and these items were excluded from the model.

The updated version of the measurement model was checked without problematic products. At that point, fit indices were found to be within the values indicated by them (CMIN/DF = 2.021, GFI = 0.927, AGFI= 0.900, NFI =0.938, CFI=0.967, RMSEA =0.052 and RMR=0.044). In addition, this research employed the Harman single-factor test also known as the one-factor test to gauge for CMV statistically. The measurement model produced good model fit indices better than the one-factor model. Harman single-factor test shows that common method bias is not a major problem in this study (Podsakoff et al., 2003, Podsakoff et al., 2012). See the table below.

Table 5. Goodness Fit of the Model

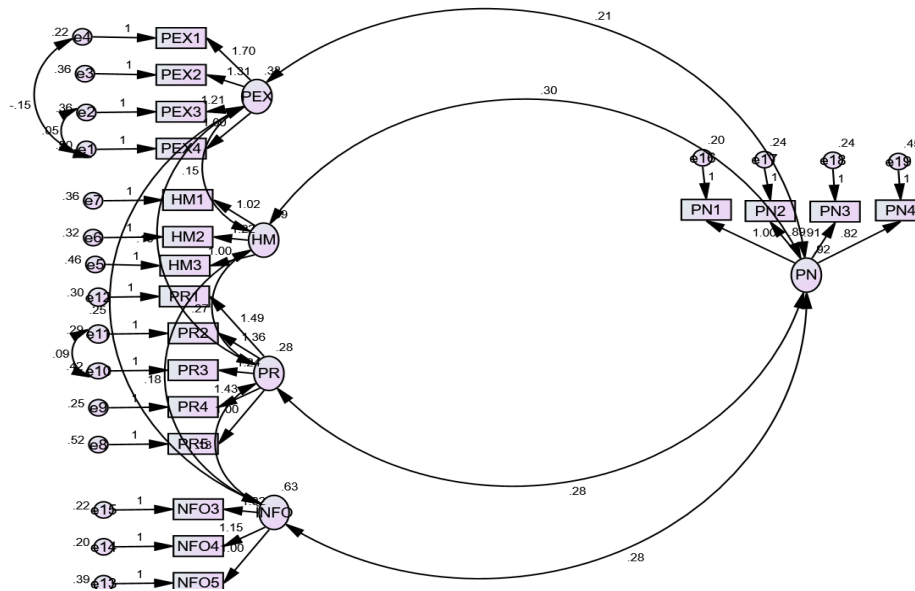|	X²/df	GFI	NFI	ACFI	RMSEA	RMR
Five Models Before Modify	2.382	.911	.925	.882	.061	.047
Five Fit Models After Modify	2.021	.927	.938	.967	.052	.044
One factor model	12.671	.548	.523	.448	.176	.138
Cut-off Point	1.00–5.00	>0.90	>0.90	>0.90	<0.08	<0.08

Figure 3. CFA Measurement Model

3.7.1.1. Constructs Reliability, Validity, and Discriminate Validity

Both the average extracted variance (AVE) and the composite reliability (C.R.) were checked in the current analysis (Anderson and Gerbing, 1988; Hair et al., 2010). As shown in Table 8 below, the C.R. values for both constructs were found to be higher than 0.70, and the AVE values were also within their recommended standard with a value greater than 050 (Anderson and Gerbing, 1988; Hair et al., 2010). Besides, all objects should have a standardized regression weight greater than 0.50 (Anderson and Gerbing, 1988; Hair et al., 2010). Regarding the discriminant validity, for each factor, the inter-correlation value between all factors was found to be less than the AVE's square root. The discriminant validity among factors was evaluated using the strategy of Fornell and Larcker (1981) by comparing the square root of the AVE for each factor shown on the diagonal of Table 8 with the correlations shown below the diagonal. Because the square roots of the AVEs for the factors are greater than the correlations between a given factor and other factors, discriminant validity exists. Thus, the discriminant validity among factors is acceptable.

Table 6. Constructs Reliability, Validity, and Discriminate Validity

	CR	AVE	1	2	3	4	5
Hedonic motivation (1)	0.783	0.548	**0.740**				
Performance > Expectancy (2)	0.855	0.599	0.416	**0.774**			
Perceived Relevance (3)	0.869	0.573	0.819	0.337	**0.757**		
Informativness (4)	0.901	0.753	0.354	0.539	0.300	**0.868**	
Purchase intention (5)	0.914	0.728	0.507	0.375	0.555	0.374	**0.853**

3.7.1.2. The Structural Model
3.7.1.2.1. Model Fit of the Proposed Model
The results in Figure 4 indicated that: the value of Chi-square = 000, CMIN = 0.000, GFI = 1, CFI= 1, and IFI = 1, which means the proposed model fits well.
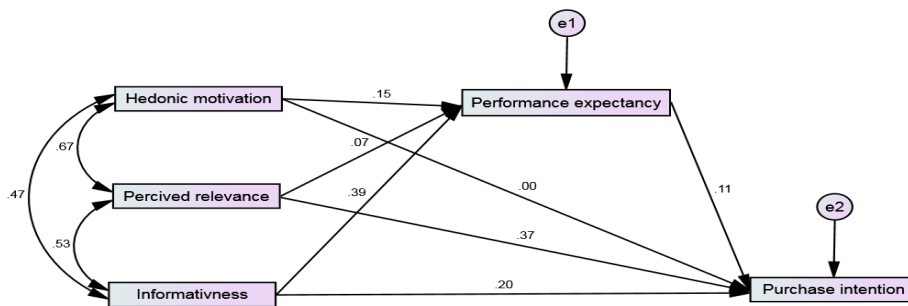
Figure 4. The Proposed Model

3.7.1.2.2. Correlation between Variables
Table 7 represents the relationship between variables, the results in the table indicated that: There is a statistically significant correlational relationship between all the studied variables and each other.

Table 7. Correlation

		Purchase Intention	Informativeness	Performance Expectancy	Hedonic Motivation	Perceived Relevance
Purchase Intention	Pearson Correlation	1	.452**	.351**	.382**	.517**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	245	245	245	245	245
Informativeness	Pearson Correlation	.452**	1	.499**	.467**	.532**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	245	245	245	245	245
Performance Expectancy	Pearson Correlation	.351**	.499**	1	.379**	.378**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	245	245	245	245	245
Hedonic Motivation	Pearson Correlation	.382**	.467**	.379**	1	.673**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	245	245	245	245	245
Perceived Relevance	Pearson Correlation	.517**	.532**	.378**	.673**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	245	245	245	245	245
**. Correlation is significant at the 0.01 level (2-tailed).						

3.7.1.2.3. Regression Weights

Table 8 represented regression weights, the results in the table indicated that there were four statistically significant effects as below:

- Informativeness effect on performance expectancy with an estimate of 0.393, that means when Informativeness goes up by 1 standard deviation, performance expectancy goes up by 0.393 standard deviation.
- Hedonic motivation affects performance expectancy with an estimate of 0.151, which means when Hedonic motivation goes up by 1 standard deviation, performance expectancy goes up by 0.151 standard deviation.
- Perceived relevance affects purchase intention with an estimate of 0.371, which means when perceived relevance goes up by 1 standard deviation, purchase intention goes up by 0.371 standard deviation.

- Informativeness effect on purchase intention with an estimate of 0.201, that means when informativeness goes up by 1 standard deviation, purchase intention goes up by 0.201 standard deviation.

Table 8. Regression Weights

Regression Weights					
Effect from >>> to		**Estimate**	**S.E.**	**C.R.**	**P**
Informativeness	Performance expectancy	.393	.062	6.031	***
Perceived relevance	Performance expectancy	.067	.070	.861	.389
Hedonic motivation	Performance expectancy	.151	.106	2.018	.044
Hedonic motivation	Purchase intention	−.004	.119	−.055	.956
Perceived relevance	Purchase intention	.371	.079	4.894	***
Informativeness	Purchase intention	.201	.075	2.965	.003
Performance expectancy	Purchase intention	.112	.071	1.798	.072

Notes: *Significant at the $p < 0.05$ level (two-tailed); ***significant at the $p < 0.01$ level (two-tailed)

3.7.8. Path Analysis Total, Direct, and Indirect Effect

Path analysis was carried out to test for the total, direct, and indirect effects in the model by using the AMOS program. Hypothesis 9 proposes that performance expectancy will mediate the relationship between informativeness and customer purchase intention, Hypothesis 10 proposes that performance expectancy will mediate the relationship between hedonic motivation and customer purchase intention, and Hypothesis 11 proposes that performance expectancy will mediate the relationship between perceived relevance and customer purchase intention, Table 9 represented the total, direct, and indirect effect for the variables studied on purchase intention, the results in the table indicated that:

- Hedonic motivation effected directly performance expectancy with 0.151, and effect on purchase intention with 0.013 (direct = −0.004 and indirect = 0.017).
- Informativeness directly performance expectancy with 0.393, and the effect on purchase intention with 0.245 (direct = 0.201 and indirect = 0.044).
- Perceived relevance affected directly performance expectancy with 0.067, and the effect on purchase intention with 0.378 (direct = 0.371 and indirect = 0.008).
- Performance expectancy effect totally on purchase intention with 0.112 all were direct effect.

Table 9. Total, Direct, and Indirect Effect

		Hedonic	Informativeness	Perceived	Performance
Performance Expectancy	Total	.151	.393	.067	.000
	Direct	.151	.393	.067	.000
	Indirect	0	0	0	0
Purchase Intention	Total	.013	.245	.378	.112
	Direct	.004	.201	.371	.112
	Indirect	.017	.044	.008	.000

3.7.9. Modified Model

Based on the previous results of this study, the proposed model has been modified because the hedonic motivation variable didn't have a direct effect on the dependent variable.
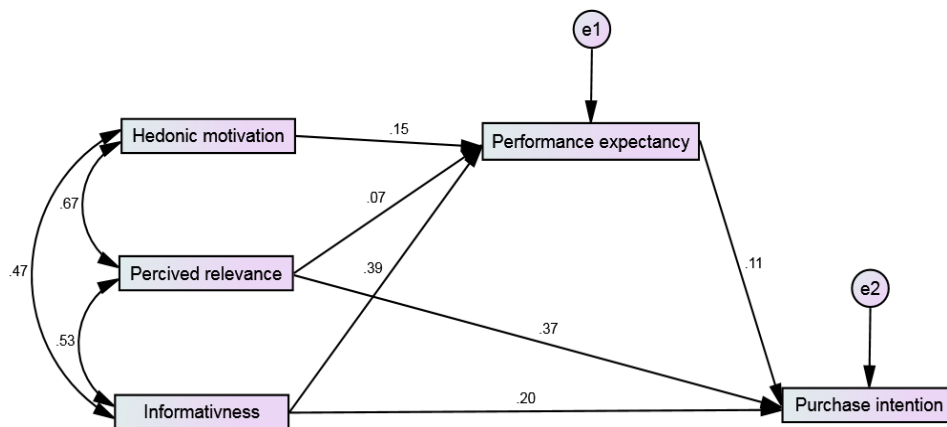

Figure 5. Modified Model

4. Discussions

Social networks have become one of the fastest and most powerful contacts and networking resources today in many countries. The development of the Internet and online shopping worldwide has been encouraged. Companies must enter the world of social media to realize this growth. In advancing online shopping, it is crucial to recognize factors that influence consumers' online shopping intentions through social networking sites. This research aims to examine how the proposed model better describes the variables that influence the intention to buy social media and how the performance expectancy variable mediates the relationship among informativeness, hedonic motivation, perceived relevance, and customer purchase intention. Indeed,

Social media ads should be planned and structured to consider all the important factors that are the focus of consumer interest, as addressed by Dwivedi et al. (2017) and Shareef et al. (2017).

Therefore, this research leads to a closer analysis of the main body of literature on the related field of marketing, advertising, and social media to define four factors (performance expectation, hedonic motivation, informativeness, and perceived Relevance) as key predictors of the intention to buy the product which presented in the advertisement. This study was conducted to discover the key aspects of social media marketing that could influence consumer's purchasing intentions in Egypt. Indeed, companies worldwide are investing a lot of money and resources in marketing their goods via social media channels. As a result, there is still doubt about the viability of such promotions and how they could draw more customers.

In the present research, the first adapted analysis is the reliability in which all the factors are above 0.7. Second, the KMO test was used to check and confirm the great values for all the variables which are 0.9. Third, to check the measurement of the research model constructs, we used the factor loading analysis in which we deleted 2 items because of the low loading. Then, in this research, we have adapted 2 stage modeling methods for the structure equation which are firstly the measurement model (CFA) and we get a good fit model after connecting the indicators (CMIN/DF = 2.021, GFI = 0.927, AGFI= 0.900, NFI =0.938, CFI=0.967, RMSEA =0.052 and RMR=0.044) and the second is the evaluation of the structure model on SEM and by conducted this we get very fit model indicated that: the value of Chi-square = 000, CMIN = 0.000, GFI = 1, CFI = 1, and IFI = 1, that mean the proposed model fit. In this regard, There is a statistically significant correlational relationship between all the studied variables and each other.
A summary of hypotheses and decisions is given below;

H1	Informativeness will have a positive effect on performance expectancy associated with social media advertising.	***	Supported
H2	Perceived Relevance will have a positive effect on performance expectancy associated with social media advertising.	.389	Rejected
H3	Hedonic motivation will have a positive effect on performance expectancy associated with social media advertising.	.044	Supported
H4	Hedonic motivation will positively impact the customers' purchase intention of the products offered by social media advertisements.	.956	Rejected
H5	Perceived Relevance will positively impact the customers' purchase intention of the products offered by social media advertisements.	***	Supported
H6	Informativeness will positively impact the customers' purchase intention of the products offered by social media advertisements.	.003	Supported

H7	Performance expectancy will positively impact the customers' purchase intention of the products offered by social media advertisements.	.072	Rejected
H8	Performance expectancy will mediate the relationship between Informativeness and the customers' purchase intention.	0.245	Rejected
H9	Performance expectancy will mediate the relationship between Hedonic motivation and the customers' purchase intention.	0.013	Supported
H10	Performance expectancy will mediate the relationship between Perceived Relevance and the customers' purchase intention	0.378	Rejected

4.1. Theoretical Implications

First, as discussed above Informativeness was an important variable to predict purchasing intention. Informativeness has been able to predict performance expectations substantially. This suggests that consumers are more likely to be inspired to buy a product if they see social media advertising as a reliable source. Customers are increasingly looking at social media sites for various goods and services as an important source of information. Besides, due to high social media interactivity, an adequate level of both customer-generated content and organization-generated content is available through social media advertisements. This makes social media advertising a richer source of knowledge than any conventional media tool. In this context, social media advertising can provide consumers with more timely, detailed, and up-to-date information from the consumer's viewpoint in a more convenient way (Logan et al., 2012). Customers are also more likely to save time and money in the information analysis process (Logan et al., 2012). The position of informativity has been supported by numerous studies in the related literature, such as Jung et al. (2016), and Lee and Hong (2016).

Secondly, the findings of the current study generally support the significance of the position of perceived Relevance to the purchasing intent of customers. Otherwise, this study didn't support the effect of perceived relevance to inspire customers to expect the performance of the product which is presented in social media advertisement. So, this result suggests that as long as consumers believe that social media advertisements are linked to their desires and interests, they would be more likely to purchase goods presented in social media ads. One of the most creative aspects of social media sites is their ability to customize and tailor their advertising and messages to the customer's lifestyle, characteristics, desires, and interests (Zhu and Chang, 2016). As a result, companies are currently more capable of delivering their advertisements and communications to their target consumers. Besides, consumers who find these advertisements more important to their needs will certainly see these ads as more beneficial and productive. Various studies (i.e., Campbell and Wright, 2008; Drossos and

Giaglis, 2005; Liang et al., 2012; Zhu and Chang, 2016) supported the importance of perceived Relevance to consumer understanding and purpose.

The hedonic motivation empirically supported the significance of its position to the performance expectation of the product. Otherwise, hedonic motivation has no direct effect on encouraging the customer to buy the product presented on social media ads. Organizations are increasingly in a position to design and produce their advertisements more imaginatively and creatively. Besides, a higher degree of creativity characterizes the general, which in turn provides users with a fresh and different experience on these sites, giving them more pleasure and entertainment to let customers predict good performance (Alalwan et al., 2017; Hsu and Lin, 2008; Shareef, Mukerji, et al., 2018). The role of intrinsic motivation has been largely discussed, either in the consumer sense or in social media advertising. For example, clear evidence of the importance of the role of intrinsic motivation has been given by Dwivedi et al. (2017); Hsu and Lin (2008); Jung et al. (2016); Lee and Hong (2016); and Shareef et al. (2017). In addition, performance expectations have been shown to not have a direct impact on the purchase intention of customers. In other words, consumers who find social media advertisements helpful and more favorable are not expected to buy the targeted goods of these ads. Hypotheses 8, 9, and 10 are proposed to test the mediational effect of Performance expectancy between independent and dependent variables. Mediation analysis is applied in SEM through bootstrapping. The results of Hypothesis 9 indicate that there is a mediation effect between hedonic motivation and purchase intention. The results of Hypothesis 8 show that there are no mediation effects between informativeness and purchase intention. Hence, Hypothesis 10 shows there are no mediation effects between the perceived relevance and purchase intention.

Therefore, this research leads to a closer analysis of the main body of literature on the related field of marketing advertising and social media. It defines four factors (performance expectation, hedonic motivation, informativeness, and perceived Relevance) as key predictors and performance expectancy as a mediator variable of the intention, to buy the product presented in social media advertisement.

4.2. Practical Implications
By collecting a number more imaginatively and creatively in addition to the analysis, researchers in the relevant field of interest were able to make a significant theoretical contribution. Two factors from Venkatesh et al (2012)'s model were first extracted by this analysis. This is in line with the suggestion made by Venkatesh et al. (2012) that its

model should be extended to apply to new systems and appliances (social media ads and purchasing intent). The addition of new linkages between the key constructs is another contribution to the analysis. The role of informativeness and relevance in contributing to expected results has also been explored in this review which is supported by The Magic of Meaning Theory and Relevance Theory in addition to the role of performance expectancy as a mediator variable. As discussed in the results section, such correlations have been empirically confirmed. Through this research, the theoretical horizon of UTAUT2 could be expanded, and the current understanding of major aspects of social media advertising, and how this could influence the customer's view and intent on social media ads could be extended.

5. Results

Researchers and practitioners have continually focused on the relevant problems of social media advertising in the marketing field. Therefore, this research was conducted to extend the current understanding of the key aspects of social media advertisements and their effect on the purchasing intent of the consumer. A closer analysis of the associated literature leads to the identification of four main factors as primary predictors of purchase intention in Egypt.

The informativeness and perceived relevance factors have a positive direct effect on the intention of consumers to buy products in social media advertising. In this regard, many marketers and researchers found the same results which means that they were supporting the idea of the positive impact of the mentioned factors above on customers buying intention via social media. Akkaya et al. (2018) ended up by saying that "results of the research show that consumers' perceptions about social media advertisements are effective on their attitude, behavior, and purchasing intentions".

Hypotheses 1 and 6 are also supported while rejecting the role of mediation by performance expectancy in Hypothesis 8. The previous study also supported informativeness (Akkaya et al., 2018) by mentioning that informativeness is a principal factor that affects consumers' purchasing decisions and their attitudes toward social media advertisements. Besides, Shah et al. (2019) said that social media has shown that the content and customer behavior are related to another study by Yu et al. (2015) analytically demonstrated the favorable role of informativeness actions in customer attitudes towards social media ads and their intention to purchase the products featured in social media advertisement.

Supporting Hypothesis 5, different studies of many marketers (Tang et al., 2016), contribute to resolving the role of perceived relevance in customer wishes and honesty. The results from the current study largely support the importance of the role of perceived relevance on customers' purchase intention supporting the previous study. Moreover, marketers could tailor their social media ads according to customers' experience with the past ads posted by the organization or based on the experience of friends and users who have the same area of interest and characteristics (Dwivedi et al., 2016; Zhu and Chang, 2016). Using Survey Monkey will also help them to discover the main aspects that derive considerable attention from the customers' side and accordingly, what should be considered in social media ads (Zhu and Chang, 2016).

Hypotheses 2 and 10 denied any positive impact (direct or indirect) of perceived relevance on performance expectancy. Therefore, this study argued the results of the previous study which support the significant effect of perceived relevance on performance expectancy, etc. (Alalwan, 2018).

Hypothesis 7 wasn't supported by the previous study conducted by Shah et al. (2019) as well. The researchers endorsed the idea of performance expectation related to behavioral intent and usage in terms of technology adoption using the UTAUT model. Besides, (Zheng et al., 2020) study discuss the online agricultural products have become a trend of consumption based on the UTAUT model. They found performance expectancy has a significantly positive effect on consumers' online agricultural product purchase intention (Zheng et al., 2020).

Hypothesis 4 wasn't supported either there is no effectiveness of hedonic motivation on purchasing intent in Egypt because there is no direct impact, but there is an indirect impact by the performance expectancy as a mediator as discussed in Hypothesis 9. The results of Hypothesis 3 supported the effect of hedonic motivation on performance expectancy. Organizations are increasingly in a position to design and produce their advertisements more imaginatively and creatively, a higher degree of creativity characterizes the general, which in turn provides users with a fresh and different experience on these sites, giving them more pleasure and entertainment (Alalwan et al., 2017; Hsu and Lin, 2008; Shareef et al., 2017). The result shows that hedonic motivation is a significant construct in the model with performance expectancy. This is similar to Alalwan (2018). Their goal was to investigate the impact of hedonic motivation on customer purchase intention. The role of hedonic motivation has been largely discussed either in the consumer sense or in social media advertising. For example, clear evidence

of the importance of the role of hedonic motivation has been given (Dwivedi et al., 2017; Hsu and Lin, 2008; Jung et al., 2016; Lee and Hong, 2016; and Shareef et al., 2017).

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