

The interaction effects of social media-driven advertising on consumers' purchase intention

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ARTICLE INFO

Keywords:

Interaction effects
Entertainment, interaction
e-WOM
Brand image
Consumers' purchase intention
Bangladesh

ABSTRACT

The paradigm of social media-driven advertising has experienced a huge transformation in predicting consumers' behavioral intentions in recent years. To shed light on the interaction effects of social media-driven advertising, this study aims to explore the various stimuli of social media advertising that may influence consumers' purchasing intentions. The study recruited 240 social media users online using a purposive sampling technique, and the data were analyzed using Structural Equation Modeling. The estimation revealed that e-WOM and interaction have a significant positive effect on brand image, whereas entertainment does not. The brand image plays a significant positive role in predicting consumers' purchasing intentions. The findings offer valuable insights to marketers and brand practitioners for anticipating brand perception and consumers' likelihood to purchase the brand. Research findings, discussions, and implications are presented.

1. Introduction

The paradigm of social media-driven advertising has experienced a huge transformation in predicting consumers' behavioral intentions and purchasing decisions in recent years (Alalwan, Rana, Dwivedi, and Algharabat, 2017). The marketer interacts to the customers through advertisement using traditional media as marketing tool. In recent years, the marketing pattern has changed, and technology is progressively establishing a presence across various facets of our daily lives (Alim et al., 2023). The social media changes the communication system between marketers and consumers (Alim et al., 2021). Customers browse social media to find information concerning the brands, and promotions, resulting in buying their desired products (Alalwan et al., 2017). Brand promoters can engage with their customers in a more informative and interactive way through social media communication (Lee and Hong, 2016; Barreda et al., 2016). Firms can create customer awareness, build brand image, and influence to purchase of the brand by using social media advertising (Duffett, 2015; Kapoor et al., 2017; Shareef et al., 2019; Asif et al., 2023; Işık, et al., 2024c). Thus, marketers are putting their interest in social media advertising to capture consumers' closer attention under sustainable environment (Duffett, 2015; Işık, 2015; Alvarado et al., 2022; Ongan et al., 2022; Koscak et al., 2023; Işık et al., 2021, 2024d).

However, the social media stimuli that may produce better interactions with its users (e.g., consumers) are unclear in the literature of the realm of social media advertising (Hamouda, 2018; Seo and Park, 2018). Many past studies focused on the investigation of social media advertising and its impact on brand image and consumers' behavioral intention (Seo and Park 2018; Dehghani and Tumer, 2015; Bilgin, 2018; Algharabat, 2017; Godey et al. 2016). These studies employed commonly used social media advertising drivers such as entertainment, and interaction to investigate brand image and consumers' purchase intention (Seo and Park, 2018; Alalwan et al., 2017). However, electronic word of mouth is imperative in social media advertising, while most studies ignored how consumers interact with e-WOM (Godey et al., 2016). Scholars also emphasize uncovering the primary factors that could impact consumer reactions and perceptions toward social media advertisements (Logan et al. 2012; Oh et al., 2015). Literature also argued that eWOM is a well-contributed factor in social media advertising to predict brand image and customer purchase intention (Seo and Park, 2018). Besides, interaction is examined in the literature as a factor of social media advertising, in the relationship between brand image and purchase intention (Seo and Park, 2018; Alalwan et al., 2017). As social

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Received: 19 March 2024; Received in revised from 09 April 2024; Accepted 16 April 2024

<https://doi.org/10.58251/ekonomi.1455385>

two-way communication, interaction may influence the brand image resulting in purchase intention. Consequently, interaction as an independent construct, is needed to be examined. Therefore, to close the identified research gaps, this study attempts to employ entertainment, interaction, and eWOM on the relationships of brand image with consumers' purchase intention in the context of a developing country settings such as- in Bangladesh. To address the research gaps, we employ the following research questions.

RQ1: How does entertainment, interaction, and electronic Word-of-Mouth (eWOM) influence the relationship between brand image and consumers' purchase intention in a developing country context like Bangladesh?

RQ2: What are the specific impacts of entertainment, interaction, and eWOM on the relationship between brand image and consumers' purchase intention within the unique socio-economic setting of Bangladesh?

So, the main objective of the study is to investigate how the factors of entertainment, interaction, and electronic Word-of-Mouth (eWOM) influence the relationship between brand image and consumers' purchase intention in the specific context of Bangladesh as a developing country. The paper further focused on the theoretical background and hypotheses development. Research methods, analysis and findings, and discussions and implications are further presented. Finally, the conclusions and future research directions are outlined.

2.1 Empirical Studies

2.1.1 Entertainment

Entertainment via media channels pertains to the amusement experienced by users engaging with various media outlets (Eighmey and McCord, 1998). Entertainment is seen as an outcome of experiencing fun and enjoyment on social media (Agichtein et al., 2008). Advertising entertainment is described as the likability of an ad and the enjoyment and pleasure it brings to consumers (Zhou and Bao, 2002). Muntinga et al. (2011) argued that consumers primarily use social media platforms seeking enjoyment, relaxation, and leisure. Additionally, consumers expect social media advertising to provide entertainment value, influenced significantly by ad execution styles like virtual direct experiences, message appeals, and interactivity commonly found on social media networks (Zhang and Mao, 2016).

Previous researchers practiced this antecedent in social media advertising platforms (Seo and Park, 2018; Bilgin, 2018; Algharabat, 2017; Hamouda, 2018; Dehghani and Tumer, 2015; Abbasi et al., 2023). Seo and Park (2018) along with Bilgin (2018) concluded that brand image and brand awareness are positively influenced by entertainment. However, the researchers used the antecedent as a social media advertising activity rather than an individual construct. Only a limited number of researchers have identified a positive correlation between entertainment and the intention to purchase on social media advertising studies (Seo and Park, 2018; Algharabat, 2017; Hamouda, 2018). Therefore, this paper aims to investigate the connections of interaction with brand image, as well as the association between entertainment and intention to purchase.

Interactivity stands out as a crucial and central factor linked to online platforms and social media websites. As a result, this factor has garnered significant focus from researchers in the respective field (McMillan and Hwang, 2002; Kioussis, 2002; Kweon, Cho, and Kim, 2008; Shilbury et al., 2014; Aljumah, Nuseir, and Refae, 2023). Social media interaction involves the essential exchange of communication content between brands and customers on social media platforms (Kaplan and Haenlein, 2010; Gallagher and Ransbotham, 2010). Researchers argued that interaction on social media serves as a crucial motivator for generating user-generated messages (Daugherty, Eastin, and Bright, 2008). Social media also provides the opportunity for assistance, discussion space, and the exchange of ideas to its users. This antecedent is commonly practiced in many studies regarding social media advertising (Godey et al., 2016; Algharabat, 2017; Alalwan, 2018; Seo and Park, 2018; Bilgin, 2018; Aljumah, Nuseir, and Refae, 2023). It is observed that Seo and Park (2018) and Bilgin (2018) both identified that interaction affects brand image positively. Although both have addressed social media advertising activity, they do not recommend it as an individual antecedent. Hence, this study is conducted to find a relationship between interaction and brand image. However, Alalwan (2018) determined a favorable connection between interaction and the intention to make a purchase.

2.1.2 e-WOM

Consumer WOM behaviors are considered a result of commitment, and a positive emotion (Amine, 1998). In the field of social media research, Godey et al. (2016) asserted that electronic word-of-mouth (eWOM) refers to how extensively consumers upload content and share information about brands. Brown (2011) supplemented this by stating that social media enhances users' capacity to assess products, leading to eWOM enhancement. E-WOM gains empathy, credibility, and relevance as consumers can freely convey brand-related information to their contacts (Jansen et al., 2009; Kim and Ko, 2012). Chu and Kim (2011) classified the utilization of social media (eWOM) into three angles: seeking opinions (searching for and disseminating information), opinion-sharing by influential figures (shaping users' attitudes and actions), and opinion-forwarding behavior (sharing information with others).

Prior researchers (e.g., Godey et al. 2016; Algharabat, 2017; Seo and Park, 2018; Ghosh, Alim, and Hossain, 2021; Ghosh et al., 2023; Siddiqui et al., 2021; Abbasi et al., 2023; Khan et al., 2024) have investigated this factor within the realm of social media research. Godey et al. (2016) and Alim et al. (2020) established a positive correlation of electronic word-of-mouth (eWOM) on brand image. However, Alim et al. (2017) demonstrate a non-significant relationship between e-WOM and brand image. Thus, our study is looking forward to exploring the interaction effect of e-WOM on brand image and further analyzing the relationship between e-WOM and purchase intention.

2.1.3 Brand image

The brand image mirrors the unique components of a brand, including its name, symbol, logo, and slogan, when brand image involves the

positioning of the brand in consumers' minds, going beyond just visual cues. According to Iversen and Hem (2008), brand image embodies consumers' perceptions, encompassing all the meanings and assessments associated with the brand. The study of Blackwell and Miniard (2006) indicates that brand image serves as a cue for recalling brand information, suggesting that it may have both tangible and intangible associations in consumers' minds. Through media channels, consumers seek to access both the concrete and abstract associations of products or services through the brand image, thereby acquiring market insights (Story and Loroz, 2005). Previous researchers (e.g., Dehghani and Tumer, 2015; Seo and Park, 2018; Bilgin, 2018; Alim et al., 2020; Siddiqui et al., 2021; Salhab et al., 2023) have explored this factor in the context of social media advertising and found a positive interaction between brand image and consumer's intention to purchase (Dehghani and Tumer, 2015; Alim et al., 2020; Siddiqui et al., 2021; Salhab et al., 2023).

2.1.4 Consumers' intention to purchase

Intention to purchase is determined by a consumer's level of interest in a product and the probability of making a purchase. Grewal, Monroe, and Krishnan (1998) described purchase intention as the likelihood that is controlled by customers who plan to buy a specific product. In numerous studies, it is strongly linked to attitudes and preferences regarding a brand or product (Kim and Lee, 2009; Kim, Kim and Johnson, 2010; Lloyd and Luk, 2010; Kim and Ko, 2012). Previous research has emphasized that purchase intention emerges as the primary indicator of the effectiveness of advertising and can be impacted by factors such as the attitude toward the advertisement. (Chen and Wells, 1999). For example, MacKenzie and Lutz (1989) discovered that attitudes toward advertisements impact both brand image and purchase intentions. Furthermore, Zeng et al. (2009) identified a significant and positive correlation between the value of advertising and behavioral intentions in the realm of social media. Previous researchers (e.g., Alalwan 2018; Dehghani and Tumer 2015; Dehghani et al. 2015; Mamun et al., 2022; Rana, 2024; Kim and Ko 2010; Islam et al., 2023a; Islam et al., 2023b; Hossain, Shanta, and Alim, 2021; Siddiqui et al., 2021; Salhab et al., 2023; Khan et al., 2024) also acknowledged purchase intention as a dependent construct in the social media marketing context.

2.2 Theoretical Background and Hypotheses Development

The theoretical framework of this paper focuses on understanding the interaction effects of social media advertising-driven stimuli on brand image and customers' intention to purchase. This study proposes that the drivers of social advertising (entertainment, interaction, and e-WOM) may or may not affect brand image and customers' purchase intention. The connections are depicted in a conceptual framework outlining the influencers of social media advertising and consumers' intention to purchase. More specifically, the framework argues that the three proposed drivers or stimuli of social media advertising (i.e., entertainment, interaction, and e-WOM) interact to both brand image and consumers' intention to purchase. This assertion is supported by similar studies in the field (Seo and Park, 2018; Işık et al., 2024a; Islam et al., 2022; Işık et al., 2024b; Dehghani et al., 2015; Islam et al., 2024; Bilgin, 2018; Algharabat, 2017; Rana et al., 2023; Islam et al., 2020; Godey et al., 2016; Islam et al., 2021). Within this context, Seo and Park (2018) and Bilgin (2018) found that entertainment and interaction significantly influence the brand image of products in social media advertising, and e-WOM also exerts a noteworthy impact on these components (Godey et al., 2016). However, as depicted in Figure 1, it is anticipated that the drivers of social media advertising (interaction, entertainment, and e-WOM) directly influence brand image (Seo and Park, 2018). Therefore, it is expected that strong social media advertising positively influences the brand image. However, interaction also has a direct connection with customers' purchase intention as communication content influences the customers' minds to decide on purchasing products through social media advertising (Alalwan, 2018). Conversely, research on social media advertising has asserted that brand image directly and positively affects customers' purchase intention (Dehghani et al., 2015; Seo and Park, 2018; Bilgin, 2018; Dehghani and Tumer, 2015). Consequently, the preceding arguments and discussions give rise to the following hypotheses:

H1: Entertainment positively impacts the brand image of products featured in social media advertising.

H2: Interaction positively impacts the brand image of products showcased through social media advertising.

H3: e-WOM positively impacts the brand image of products presented via social media advertising.

H4: Brand image positively influences consumers' purchase intention of products presented through social media advertising.

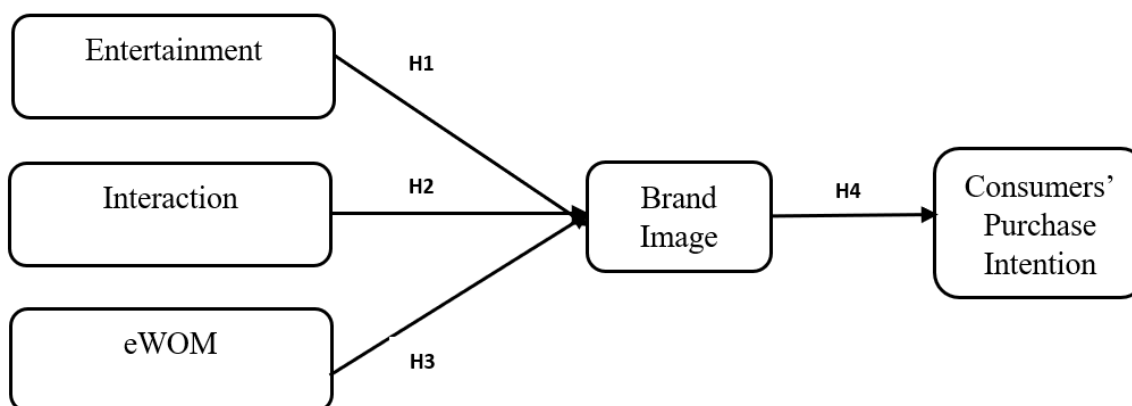


Figure 1: Conceptual Framework

3. Research Methodology

A quantitative survey was undertaken to collect data and evaluate the importance of the suggested connections delineated in the theoretical framework. The survey consisted of 16 items along with five fundamental demographic information (e.g., age, marital status, gender, etc.). Items related to the constructs of entertainment and eWOM were adapted from the research of Kim, and Ko (2010), while items concerning the construct of interaction were derived from Alalwan's study (2018). The items related to the brand image construct were borrowed from the work of Seo and Park (2018), and the items for consumers' purchase intention were taken from Alalwan's (2018) study. A six-point Likert scale ranging from "strongly disagree" (1) to "strongly agree" (6) was utilized to gauge respondents' reactions to the survey items.

The research enlisted social media consumers through online means, employing purposive sampling, and acquired 246 fully completed responses. Of these, the study utilized 240 valid responses for the conclusive analysis, discarding six due to unacceptable content. The chosen sample size aligns with recommendations from different researchers (Tabachnick and Fidell, 2007; Hoyle, 1995), meeting the minimum requirements for employing the method of data analysis, namely Partial Least Squares-Structural Equation Modelling (PLS-SEM). Participation in the survey was voluntary.

This paper utilized PLS-SEM to assess the hypothesized relationships within the research model. PLS-SEM is particularly appropriate for both confirmatory and exploratory research, aiming to explore and confirm the connections between endogenous and exogenous constructs, where independent factors forecast the eventual dependent factor. (Hair, Ringle, and Sarstedt, 2011; Ringle, Wende, and Becker, 2015). This analytical method has seen an increased application in marketing research (Henseler, Ringle, and Sinkovics, 2009).

In testing the conceptual framework using the PLS-SEM approach, the paper initially evaluated factor loading, average variance extracted, composite reliability, and Fornell and Larcker's (1981) standard in reflective factors, adhering to recommended minimum values. Subsequently, blindfolding and bootstrapping methods were employed to determine the validity of the structural model. Additionally, the study conducted analyses for the effect size of estimated relations and the predictive significance of the structural model (Hair Jr et al., 2021; Ringle et al., 2015).

4. Analysis and Findings

4.1 Respondents' profiles

Table 1 indicates that most of the respondents were young people between 21 to 30 years (63.75%) followed by 18 to 20 years (16.67%). In terms of gender, 57.08% were male whereas 42.92% were female. In terms of marital status, 70% were unmarried, and the rest 30% were married. The educational status of the respondents, most of the respondents were studying in graduation (46.67%) followed by post-graduation (42.08%). Regarding social media usage, most participants were Facebook users (63.33%), with YouTube users comprising 24.58%, and WhatsApp users accounting for 10%.

Table 1: Demographic results

| Characteristics | (N=240) | (%) |
|------------------------|---------|-------|
| Age: | | |
| 18 years to 20 years | 40 | 16.67 |
| 21 years to 30 years | 153 | 63.75 |
| 31 years to 40 years | 30 | 12.5 |
| 41 years to 50 years | 8 | 3.33 |
| Above 50 years | 9 | 3.75 |
| Gender: | | |
| Male | 137 | 57.08 |
| Female | 103 | 42.92 |
| Marital Status: | | |
| Unmarried | 168 | 70.0 |
| Married | 72 | 30.0 |
| Education: | | |
| SSC | 9 | 3.75 |
| HSC | 13 | 5.42 |
| Graduation | 112 | 46.67 |
| Post-graduation | 101 | 42.08 |
| Other | 5 | 2.08 |
| Social Media Platform: | | |
| Facebook | 152 | 63.33 |
| YouTube | 59 | 24.58 |
| WhatsApp | 24 | 10.0 |
| Others | 5 | 2.09 |

Note: Characteristics refer to the attributes of respondents' profiles, N denotes the number of respondents, and % indicates the valid percentage.

4.2 Measurement model

In the measurement model, the first step involves assessing factor loading, average variance extracted (AVE), and composite reliability (CR) to ensure convergent validity (Fornell and Larcker, 1981). Table 2 demonstrates that all item loading values surpassed the recommended threshold of 0.6 (Wong, 2013; Hair et al., 2011), and the values of CR for the constructs of the study surpassed the standard level of the suggested value of 0.708 (Hair Jr et al., 2021). At last, the paper observed that the AVE values for the constructs of the study were higher than the recommended threshold of 0.5, indicating satisfactory convergent validity (Fornell and Larcker, 1981; Bagozzi and Yi, 1988). Thus, all conditions necessary to confirm the convergent validity of the reflective model were met.

Table 2: Results of Item Reliability

| Constructs | Item | Description | Factor loading | CR | AVE |
|-------------------------------------|-------|--|----------------|------|------|
| Entertainment (ENT) | ENT1 | Social media advertising is fun. | 0.85 | 0.87 | 0.77 |
| | ENT2 | Contents of social media advertising are seen as interesting. | 0.90 | | |
| | INT1 | Social media advertising effectively collects customer feedback. | 0.69 | | |
| | INT2 | Social media advertising gives me the impression that it values listening to its customers. | 0.79 | | |
| Interaction (INT) | INT3 | Social media advertising motivates customers to provide feedback. | 0.78 | 0.86 | 0.56 |
| | INT4 | Social media advertising provides customers with the chance to express their opinions. | 0.74 | | |
| | INT5 | Social media advertising enables interactive communication between customers and businesses. | 0.74 | | |
| Electronic Word-of-Mouth (eWOM) | eWOM1 | I want to share information about social media advertising with my friends. | 0.87 | 0.85 | 0.73 |
| | eWOM2 | I want to share content from social media advertising on my social media account. | 0.85 | | |
| Brand Image (BRI) | BRI1 | Social media advertising makes the brand as leader in the industry. | 0.70 | 0.84 | 0.57 |
| | BRI2 | Social media advertising helps me to keep the brand in my memory. | 0.69 | | |
| | BRI3 | Social media advertising makes the brand customer centered. | 0.77 | | |
| Consumers' Purchase Intention (CPI) | CPI2 | I wish to purchase products that are advertised on social media. | 0.86 | 0.90 | 0.75 |
| | CPI3 | I am inclined to buy products that are promoted on social media. | 0.89 | | |
| | CPI4 | I intend to make purchases of products that are advertised on social media. | 0.85 | | |

The item CPI1 was deleted due to a poor loading score.

The present study also assessed discriminant validity through the method suggested by Fornell and Larcker (1981). According to this traditional approach, it is deemed valid when the square roots of the Average Variance Extracted (AVE) values exceed the correlation values for each pair of research constructs (see Table 3). Consequently, the study also satisfied the criteria for discriminant validity.

Table 3: Square root of the AVE and correlation of coefficient

| | BRI | ENT | INT | CPI | eWOM |
|------|-------------|-------------|-------------|-------------|-------------|
| BRI | 0.83 | | | | |
| ENT | 0.69 | 0.78 | | | |
| INT | 0.39 | 0.37 | 0.82 | | |
| CPI | 0.55 | 0.56 | 0.45 | 0.76 | |
| eWOM | 0.51 | 0.60 | 0.38 | 0.47 | 0.85 |

Note: The bold diagonal values indicate the square root of the Average Variance Extracted (AVE), while the off-diagonal value signifies the correlation coefficient.

4.3 Structural Model

Bootstrapping was utilized in the structural model to evaluate the path connections, ensuring the accuracy and significance of these relationships between the study constructs (Hair Jr et al., 2021). Specifically, 5,000 smaller samples were selected from the original dataset. Findings obtained from the bootstrapping technique (refer to Table 4) reveal that the immediate influence of INT and e-WOM on BRI, as well as BRI on CPI, were statistically significant and positive. Consequently, hypotheses 2, 3, and 4 were supported. However, the direct effect of ENT on BRI was negative and not significant, leading to the non-support of hypothesis H1.

Furthermore, the effectiveness of the structural model in predicting outcomes was evaluated using the blindfolding technique (Ringle et al., 2015; Hair Jr et al., 2021). Specifically, the determination of coefficient (R^2) was employed to assess the part of the variance in the endogenous variable forecasted from the independent constructs. The structural model also investigated the predictive relevance through cross-validation using Stone-Geisser's standard (Q^2). For BRI, the R^2 and Q^2 values were 0.42 and 0.30, correspondingly, indicating that BRI having 42% variance was explicated by ENT, INT, and e-WOM. For CPI, the R^2 and Q^2 values were 0.33 and 0.27, respectively, indicating that 33% of the variance in CPI was explained by BRI. The results also established predictive relevance, as the Q^2 values for BRI and CPI were 0.30 and 0.27, respectively, both greater than 0.

Moreover, the effect sizes (f^2), which quantify the relative impact of an independent construct on a dependent construct, were significant (Chin, 2009). E-WOM on BRI ($f^2=0.26$) is the largest effect size, followed by INT on BRI ($f^2=0.13$). The other calculations of effect sizes between the study variables are detailed in the following table (refer to Table 4).

Table 4: Findings from the Structural Model

| Direct Effect | Beta | S.E. | t-value | p-value | 5.00% | 95.00% | Decision | f^2 | R^2 | VIF | Q^2 |
|------------------|------|------|---------|---------|-------|--------|---------------|-------|-------|------|-------|
| H1: ENT -> BRI | 0.06 | 0.06 | 1.01 | 0.16 | -0.04 | 0.15 | Not Supported | 0.00 | 0.42 | 1.27 | 0.30 |
| H2: INT -> BRI | 0.40 | 0.05 | 7.54** | 0.00 | 0.31 | 0.48 | Supported | 0.13 | | 1.38 | |
| H3: e-WOM -> BRI | 0.31 | 0.05 | 5.76** | 0.00 | 0.21 | 0.39 | Supported | 0.26 | | 1.31 | |
| H4: BRI -> CPI | 0.33 | 0.06 | 5.36** | 0.00 | 0.24 | 0.44 | Supported | 0.00 | 0.33 | 1.30 | 0.27 |

**p < 0.01, *p < 0.05, S.E. = Standard error.

5. Discussions and Implications

The main aim of this study is to test the interaction effects of various social media advertising stimuli on consumers' intention to purchase in the context of Bangladesh. It encompasses a variety of social media drivers to assess their interconnectedness and their impact on customers' purchasing decisions. The findings from the analysis are made in line with the earlier proposed hypotheses of the study. Out of four hypotheses, three hypotheses were supported, and the other one was rejected. Our study delves into the interaction effects of entertainment, interaction, and e-WOM on the brand image of a product presented through social media and customers' purchase intention. The findings are mixed, carrying practical implications for social media advertising strategies. The increasing significance of entertainment, interaction, and e-WOM has been observed, with several researchers employing these constructs to elucidate brand image (Seo and Park, 2018). It's important to note that consumers' perceptions of entertainment, interaction, and e-WOM are subjective and influenced by various factors (Alalwan, 2018; Algharabat, 2017). The present study distinctly demonstrates the substantial influence of entertainment, interaction, and e-WOM on brand image, aligning with previous research (Seo and Park, 2018; Bilgin, 2018; Godey et al., 2016). The results highlight that interaction and e-WOM significantly impact the brand image of products promoted on social media, whereas entertainment does not exert influence on brand image. Moving forward; the paper has also addressed a link between the brand image and consumers' purchase intention through social media advertising. The findings revealed that an attachment to consumers' purchase intention is a result of the brand image to which it is enticed (Dehghani et al., 2015). Customers who are immersed in social media and perceive the sites to be attractive tend to become attached to the brands and tend to adopt the symbolic meanings of the brands into their own identity. Furthermore, how does brand image translate into customers' purchase intention is shown that social media advertising leads to the brand image which in turn leads to enhanced purchase intention of the customers. This finding may be considered a superior contribution to this study. The study also demonstrated that brand image is an important issue in increasing positive intention in customers' minds to purchase products experiencing social media advertising. This finding supports previous claims that brand image can play an empirical role in the development of customers' minds toward purchasing products after observing advertisements through social media (Dehghani et al., 2015).

In practical terms, numerous scholars have investigated the drivers of social media advertising, identifying their significant impact on brand image and customer purchase intention within the realm of products presented through social media advertising (Alalwan, 2018; Algharabat, 2017). This research adds to the current body of literature by investigating factors, such as entertainment, interaction, and e-WOM, that directly influence brand image and, consequently, customer purchase intention. It provides a comprehensive understanding of the factors influencing customer purchase decisions in social media within the context of Bangladesh. The study reveals that certain advertising features, including entertainment, interaction, and e-WOM, play a crucial role in influencing customer purchase intention in the realm of social media marketing. Thus, social media advertising producers and online marketers can nurture these factors to make their promotional activities more successful. Several academicians, business firms, advertising agencies, and those who are working with social media can also take the opportunity to apply

this study's findings in the field. These suggestions can assist social media marketers in developing and enhancing product brands to attract more customer attention for purchasing products featured on social media.

6. Conclusions and Future Research Directions

The current study provides valuable perspectives on the influence of drivers for social media advertising including entertainment, interaction, and e-WOM, on brand image and customer purchase intention. It establishes a comprehensive framework for examining brand image and customer purchase intention through the utilization of social media advertising. Structural equation modeling was employed to further examine the influence of these drivers on brand image and customer purchase intention, providing partial support for the formulated hypotheses. The findings prompt additional discussions on the intricate relationships between social media advertising drivers and brand image, as well as customer purchase intention.

6.1 Limitations of the study

Nevertheless, the study has two notable limitations that open avenues for future research. Firstly, the sample population primarily consisted of students at various academic levels, ranging from graduate to postgraduate. Despite rigorous sampling and data analysis procedures, the study's generalizability is limited as it does not explore the perspectives of other demographics such as working professionals, entrepreneurs, and social media practitioners. Addressing these diverse groups could enhance the broader applicability of the findings. Secondly, the study focused on three fundamental social media drivers, overlooking other important factors like informativeness and credibility.

6.2 Future research directions

Future research could incorporate the unexplored constructs (informativeness and credibility), exploring their potential impact on brand image and customer purchase intention in the realm of social media advertising. Besides, the context of the study is on a developing country. Future studies may focus on developed or underdeveloped country context. Also, the multi-country context may give a different outcome. Lastly, Scholars are also suggested to conduct longitudinal research as the dimension of social media advertising is changing day by day. So, collecting data from different time periods may give more realistic insights of social media advertising for the practitioners.

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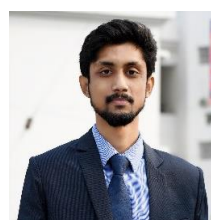
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