

## Examining the Factors influencing Purchase intention in social media Marketing

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### Abstract

*The study examines the use and gratification of social media marketing in Tanzania, with a particular focus on the influence of trust, personalization and users' satisfaction on the intention to purchase products advertised via social media. A purposive sampling method was used to select respondents from a population of social media app users in Tanzania. Data was collected from 254 respondents using a structured questionnaire. Data analysis involved the assessment of structural and measurement model using SmartPLS to validate the hypothesized relationships. The results show that the personalization of social media marketing and product thereof, trust, and users' satisfaction have a significant influence on the intention to purchase products and services advertised via social media. In particular, personalization, followed by user trust and satisfaction, have been ranked in that order of priority in terms of their influence. In addition, an importance-performance map shows that, user trust in social media plays a crucial role in influencing customer purchase intent. Personalization is also important and performs well, highlighting the need to tailor content and experiences to individual users. Although user satisfaction is important, its performance falls short, emphasizing the need for concerted efforts in managing social media platforms to increase user satisfaction. Our findings emphasize the critical role of personalization, trust, and user satisfaction in shaping purchase intent via social media. Social media platforms that prioritize these factors can build stronger connections with users and drive business success.*

**Keywords:** Social media marketing, Personalization, Trust, intention to purchase, Users' satisfaction

### Introduction

The rapid development of telecommunication technologies has not only changed the way we communicate, but also redefined the landscape of marketing (Feiling & Torosyan, 2020). As social media has become increasingly ubiquitous, most businesses are now also using it for marketing purposes (Appel, Grewal, Hadi & Stephen, 2020). At the same time, customers are increasingly engaging with products and services via social media, impacting their purchasing decisions and interactions with brands (Charlesworth, 2014; Maity & Sandhu, 2021). As a result, social media platforms are influencing consumer behaviour, preferences and purchasing decisions (Nash, 2019). These trends point to a shift towards the customization and personalization of products based on customers' interests and preferences (Wadhwa & Bansal, 2023). Paradoxically, this widespread use has also led to many companies struggling to effectively promote their products via social media platforms (Bazi, Filieri & Gorton, 2023).

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This suggests that advances in information technology (IT) are ahead of business innovation and the utilization of these new, evolving applications, particularly when considering the interaction between platforms, products and consumers. This is in part because platforms are rapidly evolving, forcing businesses to respond quickly to this new normal of product promotion and marketing (Le, Nguyen, Quach, Thaichon, & Ratten, 2021; Elly, 2011). We focus on this evolving relationship between consumers and social media marketing (SMM) and seek to provide an understanding that goes beyond traditional marketing practices.

Although previous studies have attempted to uncover the factors that influence users' intention to purchase products advertised on social media, they have so far used isolated accounts (Sintia, Siagian & Kurniawati, 2023). For example, previous research related to social media has examined how e-WOM influences purchase intention (Winarno & Indrawati, 2022) the influence of social media on general consumer behaviour, social media (SM) usage and its continuous use (Hettiarachchi *et al.*, 2018; Lee & Hong, 2016), perceived usefulness of SM (Oloveze, Okonkwo, Nwachukwu, Ogbonna, & Chukwuoyims, 2022), and perceived ease of use of SM (Herzallah *et al.*, 2022a). In addition, research focused on the adoption and integration of SM (Eloranta & Matveinen, 2014), factors influencing the adoption of social media channels (Adke, Bakshi & Askari, 2022), and the co-creation of consumer benefits and purchase intention through the advertising value of social media (Hussain, Ting, & Mazhar, 2022). However, from a business perspective, the effectiveness of social media depends heavily on consumer behaviour, their satisfaction with the social media platform and the interaction between the platform and the desired products (Meena & Geng, 2022). Ultimately, social media platforms such as Facebook, Twitter, Instagram, TikTok and YouTube are embedded in everyday business life and influence the way consumers interact with brands and make purchasing decisions (Chan, 2022). To date, little attention has been paid to customer behaviour in online offerings, both in practise and in research, which calls for further investigation from the perspective of ultimate customer behaviour (Saleem *et al.*, 2022). The two theories that relate to behavioral aspects, the Uses and gratification theory and the theory of reasoned action, are discussed in the ensuing section.

The combination of uses and gratification with the theory of reasoned action could provide a better explanation of user behaviour. The UGT assumes that individuals actively seek out and consume media content in order to fulfil certain needs or gratifications (Thomas & Kanje, 2020; Katz & Foulkes, 1962). The relevance of UGT arises from the fact that users use platforms such as Tik Tok, Facebook, Whatsup, X, Instagram or Twitter not only passively, but specifically to fulfil various needs (Thomas & Kanje 2020). The theory of reasoned action, on the other hand, relates the use of social media to people's attitudes, subjective norms and behaviour (Ursavaş, 2022; Erkan & Evans, 2016). The main assumption is that, a person's intention to perform a behaviour (e.g. to buy a product) is influenced by their attitude towards this behaviour and the subjective norms surrounding it (Tarkiainen, & Sundqvist, 2005). By combining these two theories, we gain a better understanding of how social media users' motives are related to their purchase intentions, as UGT identifies the different motives for people's engagement on social media platforms, while TRA helps to analyse users' attitudes towards the products advertised on social media. TRA also makes it possible to analyse the influence of social norms in the social media environment. This approach takes into account both individuals' motives for using social

media and the external influences that shape their attitudes and subjective norms towards purchasing behaviour.

The relationship between the evolution of technology, particularly social media, and its use by businesses, especially in terms of consumer purchase intention, is complex. For example, Hu and Zhu (2022) challenge the simplistic notion that a mere presence on social media platforms immediately leads to increased consumer purchase intention. They argue against the assumption that greater acceptance of telecommunication services and the use of social media in particular, automatically leads to a higher purchase intention. This challenges the conventional assumption that more engagement on social media platforms equates to higher purchase intention. Therefore, it is not uncommon that technological breakthrough and the actual use of services by businesses and customers are dissimilar. Furthermore, Attar, Shanmugam and Hajli (2021) emphasize that, instead of a linear relationship, consumer behaviour in online environments is influenced by a combination of factors such as trust, satisfaction and motivation (Cho & Sagynov, 2015; Jin, Abas & Kamarudin, 2023; Nguyen, de Leeuw & Dullaert, 2018).

Depending on the content, social media can influence consumers' purchasing decisions (Herzallah *et al.*, 2022a; Kumar & Khan, 2023). Attar *et al.* (2021) suggest that it is crucial to explore the various influencing factors and behavioural dynamics such as trust, satisfaction and motivation and how they interact with each other to influence intention to purchase as informed by UGT and TRA. This suggests that the influence of social media on users' purchase intentions in the area of social media use for business purposes requires further scientific investigation. Moreover, previous research has generally focused on customer satisfaction as an outcome variable, but there are few studies examining the relationship between user satisfaction as a determinant of purchase intention in the context of social media (Anas *et al.*, 2023; Sugama & Sukaatmadja, 2020; Cuisson *et al.*, 2021). Understanding the relationship between user satisfaction and intention to purchase is crucial for the development of effective marketing strategies. Against this background and the unfolding theoretical foundations, this study has three objectives. To assess the influence of trust on intention to purchase products advertised on social media, to determine the influence of personalization on intention to purchase products advertised on social media, and to assess the influence of user satisfaction on the intention to purchase products advertised on social media.

In the ensuing sections of this paper, the theoretical foundations for the selected variables are explained, culminating in a conceptual framework that visually represents the analyzed relationships. In addition, the methodology used for data collection and analysis is presented, followed by the analysis of the data and discussions. Finally, the article concludes with implications and recommendations that summarize the essence of this study.

### **Underlying Theoretical Background**

In attempts to bridge the gap in literature about the relationship between SMM and intention to purchase, two theoretical frameworks are used to explore the intricate relationship between SMM and customer needs fulfilment. First, Katz *et al.* (1973) uses and gratifications theory (UGT) is used to explain how individuals actively seek and use media to satisfy needs ranging from entertainment and information, to social interaction and personal identity. Secondly, Hill *et al.* (1977) theory of reasoned action (TRA) that explains a person's intention to engage in a

particular behavior that is influenced by their attitudes, beliefs and subjective norms is useful in the relationship sought. The two theories provide valuable insights into consumer behavior and highlights the crucial role of marketing strategies, including trust building, personalization and user satisfaction, in understanding the dynamics of SSM.

The Uses and Gratifications Theory (UGT) explains how people use media to satisfy their wants and needs (Alhassan, & Kolog, 2020). According to Katz *et al.* (1973), people actively seek out and use media to satisfy their needs for entertainment, information, social interaction and personal identity. The tenets of this theory suggest that people choose specific communication channels based on their motives and background characteristics, making this theory useful for studying consumer behaviour on social media platforms and in terms of the gratifications they seek and receive (Jin *et al.*, 2023). UGT also suggests that individuals are more likely to use media that best fit their preexisting beliefs and mindsets (Al Rabea, Faour, & Shekany, 2023). The UGT decrees assume that users play an active role in the selection and use of media to satisfy their needs, which are influenced by their motives and background characteristics. UGT assumes that individuals are active in selecting communication channels based on their needs and preferences. However, the UGT has been criticized in part because it does not adequately account for the complicated distinctions between specific customer motivations, user behaviour and the dynamics of consumer behaviour in general (Xu, Tayyab, Jia & Huang, 2023). In particular, the UGT's focus on the general fulfillment of needs such as entertainment, information and social interaction overlooks the multiple motivations that determine individuals' engagement on social media platforms (Torabi & Bélanger, 2022). Furthermore, the theory's focus on individual agency neglects the influential role of social networks, peer recommendations and cultural norms in shaping consumer behaviour on social media (Ioană & Stoica, 2014). Consequently, integrating UGT with other theoretical perspectives, in this case TRA, allows for a better understanding of how individuals navigate social media and make purchasing decisions in today's digital world.

The Theory of Reasoned Action (TRA) is useful for understanding the mechanisms of consumer behaviour. It goes back to Douglass (1977), and Fishbein and Ajzen (1975) and states that a person's perceptions and attitudes influence their intentions and behaviour. The framework for this theory is based on the relationship between subjective norms, attitudes and behavioral intentions (Copeland & Zhao, 2020). It is clear that users who interact with products online tend to develop perceptions about brands and products that influence their decisions. One obvious result is the influence on their behavioral intentions (Ha, 2004). A positive attitude towards a brand's presence on social media can significantly influence consumers' willingness to engage with the brand, share its content and ultimately make purchasing decisions (McClure & Seock, 2020). Furthermore, when browsing social media, users obtain information about other online consumers' opinions, recommendations and behaviour that can influence their perceptions and attitudes. So on the one hand, TRA provides a valuable framework for understanding and predicting human behaviour through attitudes, perceived behavioral control and subjective norms. This makes the edicts relevant for explaining consumer behaviour. The edicts shed light on why people make certain decisions and how these decisions can be influenced. However, the TRA also has its weaknesses. One of these is the assumption of human rationality, which oversimplifies the complexity of human decision-making. This is because a person's behaviour is often influenced by a variety of factors that go beyond norms, attitudes and perceived control.

TRA focus on relatively stable individual beliefs and attitudes that do not adequately account for the evolving dynamics that are inherently multifaceted. User behaviour, especially in the digital age, is influenced by many factors, including social influence, digital trust and user experience, all of which play an important role in determining purchase intention on an online platform. The integration of UGT and TRA enables a more holistic understanding of consumer behaviour in the digital age, taking into account both intrinsic and extrinsic factors. The specific edicts from the two theories are further discussed in the ensuing sections.

### **Trust and intention to purchase**

Based on the theory of reasoned action Kurniawan, Widowati and Handayani (2022), and Harrigan, Feddema, Wang, Harrigan and Diot (2021), post that trust influences the intention to purchase. Furthermore, Kalia, Kaushal, Singla, and Parkash (2021) assert that trust is important in fostering customer engagement in marketing and serves as a cornerstone for promoting and maintaining robust relationships between consumers and brands. This trust forms the basis for reliability and credibility in the relationship between brand and consumer. Moreover, it increases consumers' propensity to actively engage with a brand, advocate for it and exhibit long-term loyalty (Zhang & Benyoucef, 2016). Consequently, trust is crucial for consumer behaviour and the lasting success of brands in marketing. Abdulgani and Suhaimi (2014) further contend that there is a positive correlation between trust and online marketing, with increased trust in internet sources mitigating the perceived risks associated with online purchases.

Furthermore, trust has a negative impact on the perceived risk of online transactions, dampening the intention to make online purchases (Guo, Bao, Stuart & Le-Nguyen, 2018). Complementing this discourse, Alalwan *et al.* (2018) provide evidence for the role of trust in shaping customer intentions and perceived benefits of online offerings. In the dynamic landscape of social media marketing (SMM) as it relates to purchase intention. Literature shows that elements such as speed delivery of products, customization, meeting consumer information needs and adherence to advertised specifications could enhance customer trust (Izogo, 2017; Burke, 2002). Al-Suqri and Al-Aufi (2015) emphasize the profound influence of consumer trust on attitudes, beliefs, subjective norms and intentions to engage with social media offerings. This relationship emphasizes the need for companies to leverage and cultivate trust as a lynchpin that influence intention to purchase.

Trust plays a central role in the context of social media platforms and marketing activities. Given the digital nature of social media platforms, which are characterized by limited face-to-face interactions, trust is of paramount importance. In this digital landscape, where there are no physical points of reference, trust becomes a crucial factor in establishing credibility and reliability between users and brands. Therefore, fostering positive interactions, ensuring transparency and maintaining consistency are essential to building trust in brands, thereby encouraging customer engagement and influencing their purchase intentions (Park, Bhatnagar & Rao, 2010). When customers perceive a service provider as trustworthy, they believe that the provider keeps promises, ensures transparency, safety and acts consistently (Kalia *et al.*, 2021). This trust goes beyond mere reliability and also includes integrity, ethical behavior and alignment with shared values (Cahyaningrum, Wulandari, Miawan & Untoro, 2020). On social media, trust is built through authentic engagement, consistent brand messaging and reliable information. Marketing efforts that emphasize transparency, ethical practice and sincere

customer interactions foster trust and lead to stronger relationships and brand loyalty. Brand trust is thus, the extent to which customers believe a brand can provide the desired value (Doney & Cannon, 1997), and as such, this attribute is more sophisticated for online shoppers who may have had no prior interaction with the product. Therefore, it is important for brands to use social media ethically and transparently as part of their marketing activities and to prioritize building authentic relationships with their customers in order to build long-term trust and credibility (Kumar & Khan, 2023). According to literature, trust predicts attitudes and purchasing behavior, influencing customer perceptions of the social media and ultimately enhancing the intention to purchase products offered online (Al Rabea, Faour & Shekany, 2023; Bugshan and Attar, 2020). In light of this discourse, we hypothesize the following:

*H1: Trust has a positive influence on purchase intention of products advertised via social media*

### **Personalization and intention to purchase**

The process of tailoring marketing messages and promotional materials to the unique needs, preferences and interests of individual consumers is commonly referred to as personalization (Sama, 2019). Thus, Personalization is the adaptation of content and offers to individual customer preferences. This strategic approach to communication involves the use of customer data and insights to generate customized content, offers and suggestions tailored to each customer's individual needs and desires. In the context of SMM, personalization is important in improving overall brand image, increasing sales and revenue and promoting customer satisfaction and loyalty (Sama, 2019). Kumar *et al.* (2020) claim that personalized approaches that are closely aligned with consumer needs offer recognizable added value for customers. In line with this perspective, Wirtz *et al.* (2010) emphasize that personalization is essentially about automatically delivering tailored information to consumers based on data gathered from their past behavior, particularly in terms of purchase intentions. Jere and Mukupa (2018) emphasize the impact of personalization on customer satisfaction. Personalization, user or customer pleasure, and trust can all have a major impact on purchase intention in social media promoted products (Lopes *et al.*, 2023).

At a time when social media offers a multitude of options, consumers are overwhelmed with offers and information, leading to decision fatigue (Minjing, Zhicheng & Haiyang, 2021). Multitude of options on social media result to information overload (Rahman & Bansal, 2023). By tailoring products and services based on customer data, SM can improve the overall experience and streamline purchasing decision. Personalized recommendations and targeted advertising therefore simplify the decision-making process and reduce cognitive load. As a result, personalization promotes customer loyalty as content is adapted to individual tastes. If a social media advert is perfectly tailored to the customer's preferences, this has a positive effect on purchase intent. By summarizing these perspectives, we put forward the following hypothesis:

*H2: Personalization has a positive influence on purchase intentions of products advertised via social media.*

### **Users' satisfaction and purchase intention**

Customer satisfaction or contentment with social media product or service is referred to as user satisfaction (Kalia *et al.*, 2021; Zheng *et al.*, 2021). User satisfaction is an important factor to take into account when evaluating the efficacy of social media marketing campaigns in the context of the study on the uses and gratifications of social marketing. The quality of the product or service, the amount of customer service and support, the perceived value for money, and the service's, simplicity or ease of use (Gekombe, Elly, & Jani, 2019; Palm *et al.*, 2006) have an impact on consumer satisfaction (Cuison *et al.*, 2021).

According to the Uses and Gratifications Theory (UGT), user satisfaction is one of the factors that can influence purchase intent. The UGT states that people actively search for certain media in order to satisfy certain needs (Crossler, 2014). User satisfaction can be considered as an experienced psychological effect that is valued by online customers. Mehmood and Shafiq (2015) argue that there is a positive relationship between customer satisfaction and purchase intention. Customer satisfaction can lead to improved loyalty, brand trust and purchase intentions (Martnez-Navalón, Gelashvili & Gómez-Ortega, 2021). Thus, improved services that focus on service quality, perceived value and brand image can improve purchase intention (Kuo, Wu & Deng, 2009). According to Allen (2017), user satisfaction could enhance the intention to purchase products. Therefore, it is plausible to expect a positive relationship between customer satisfaction and the intention to purchase products advertised on social media.

*H3: User satisfaction has a positive influence on purchase intention of social media promoted products.*

### **Purchase Intention**

Purchase intention refers to a customer's willingness to buy products online. Purchase intention is an event that occurs when buyers search for, choose, and set to purchase products on the internet (Halim & Karsen, 2020). On the other hand purchase intention presents consumer behaviour that reflects the extent of their commitment to purchase goods or services. For Kotler, Keller, Ang, Tan and Leong (2018) purchase intention is the decision-making process of choosing a specific brand from various available brand alternatives. Customers browsing, selecting, and developing interest to purchase things online are referred to as having an online purchase intention.

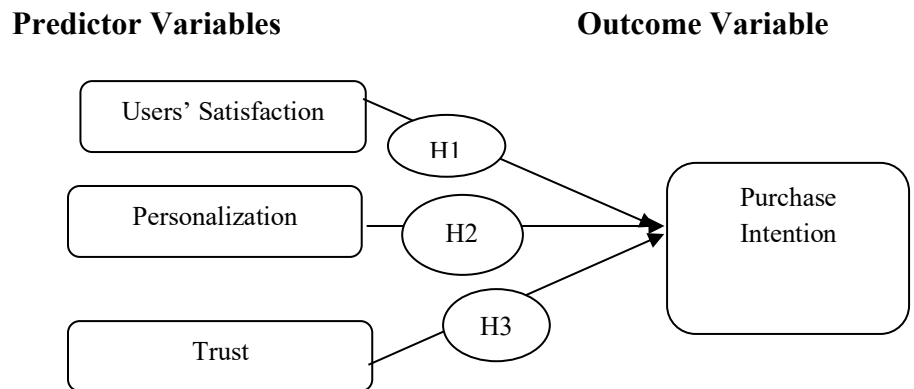
Mukti, and Lestari (2023) present the indicators used to determine customer purchase intentions for a product as transactional interests, which influence an individual's propensity to purchase certain products and thus represent the practical considerations that influence a consumer's purchasing decision. Factors such as price, quality and convenience fall into this category. Referential interest in products introduced by acquaintances refers to the tendency of consumers to seek recommendations or opinions from acquaintances, friends or family members before making a purchase. Electronic word of mouth (e-WOM) plays a crucial role in influencing online consumer decisions (Kanje *et al.*, 2020; Zhang & Zhang, 2023). While engaging with brands, customers are increasingly participating in information exchange through product-related conversations, discussions and knowledge sharing with other consumers. Therefore, consumers increasingly rely on eWOM from others as credible first-hand information, as they assume that the source is organic and free from company influence (Thomas & Kanje, 2020).

However, personal interests or behaviors related to product preferences also have an influence on purchase intentions, such as personal preferences, lifestyle and individual needs. Consumers are often attracted to products that match their tastes, values and desires. This also applies to certain brands or unique selling points. Exploratory interest, which stems from curiosity and the tendency to find out about interesting products, is characterized by the consumer looking for details about a product in order to research, compare and learn more about it before deciding to make a purchase (Mukti & Lestari, 2023).

**Conceptual Framework**

In the realms of social media marketing, the conceptual framework outlined in Figure 1 sheds light on the factors that influence the purchasing intentions of users of social media platforms. The Uses and Gratifications Theory (UGT) forms the basis for understanding why people engage on social media platforms. The UGT states that users are driven by certain needs and expectations when interacting with media and emphasizes the importance of user satisfaction (H1) in the context of social media marketing (Osei-Frimpong, McLean, Islam & Otoo, 2022). In this case satisfaction promotes positive brand perception and customer loyalty and thus could exert a positive influence on the intention to purchase.

Complementing the UGT lens, the Theory of Reasoned Action (TRA) offers valuable insights into the role of personalization (H2) in shaping consumer behaviour. Tailoring marketing messages to consumers' unique preferences and needs has far reaching impact on a particular brand and social media platform (Osei-Frimpong *et al.*, 2022; Ursavaş, 2022). Thus personalization is seen as influencing in a positive way the uses' intention to purchase (Haloho & Parahyanti, 2020). Trust plays a crucial role in determining purchase intent on social media. Based on the Uses and Gratifications Theory (UGT) and the Theory of Reasoned Action (TRA), trust (Sintia, Masnita, & Kurniawati, 2023) in combination with other factors such as satisfaction level and personalization experiences, influences purchase intention on social media (H3).



**Figure 1: The Conceptual Framework**  
**Source: Literature review**

**Methodology**

This study applies a quantitative approach to investigate uses and gratification of products advertised through social media in Tanzania, with a focus on Dar es Salaam. Quantitative



research enables the systematic collection and analysis of data to establish relationships between variables. Dar es Salaam was selected due to the high proportion of internet and social media users in Tanzania. With 18.4% of all active subscriptions in the country, Dar es Salaam appears to be the leader in terms of social media users. According to the latest available data, there are 70,290,876 telecom subscriptions and 35,885,592 internet subscriptions across the country. Dar es Salaam accounts for 18.4% of all active subscriptions which is about 12.9 million subscriptions (TCRA, 2023).

A sample of 254 respondents was selected based on whether they used social media and whether they were willing to participate in the data collection. A sample size of 254 respondents was deemed appropriate for this study based on considerations of the method of analysis. MIS researchers have referred to an ad hoc rule of thumb that prescribes the choice of 10 observations per indicator as the lower limit for an appropriate sample size (Westland, 2012). Ding et al. (1995) recommend the use of at least 100-150 respondents, while **Martínez-López, Gázquez-Abad, and Sousa (2013)**, and Kline (2005) recommend at least 200 to reduce bias in model estimation. The sample size for this study is in line with these recommendations. A self-administered questionnaire was used to collect data. The data were then analyzed using SmartPLS, specifically testing the measurement model and structural model to assess the hypotheses describing the relationship between variables.

### Measurements

The measures used in this study were taken from existing literature, using a seven-point Likert scale to rate the responses, with 1 being "strongly disagree" and 7 being "strongly agree". The variables in the study include user satisfaction, personalization, trust and purchase intention. These variables are assessed by several indicators presented in Table 1. The use of multiple indicators to assess predictor variables is intended to increase the accuracy of the results (Kharouf *et al.*, 2019). The collected data was analyzed using the Partial Least Squares Structural Equation Modelling (PLS-SEM) method (Hair & Ringle, 2019). PLS-SEM allows the use of multiple indicators to measure latent variables and analyses the hypothesized relationships between the variables.

**Table 1: Operationalization of Variables**

S/N	Variables	Measurements	Reference
1.	User Satisfaction	SUS1: SMM – meets my Purchasing Information Requirements SUS2: SMM-Products are delivered as advertised SUS3: SMM- Product are delivered on time SUS4: SMM- Products are easy to find and Select. SUS5: SMM- Offerings are relevant to my Purchase Needs SUS6: SMM-offerings are of my desired quality	Venkatesh <i>et al.</i> (2003); Sattar <i>et al.</i> (2023)
2.	Personalization	SP1: SMM offers personalized recommendations for products	Yang <i>et al.</i> (2013); (Yadav and Rahman

		SP2: SMM effectively matches product attributes and brand to my preferences. SP3: SMM meets my specific needs, interests, and preferences. SP4: SMM's curation helps personalize my buying decisions. SP5: SMM assists in personalizing products and services (e.g., size, color, quantity)	(2018)
3.	Trust	ST1: SMM provides reliable information for my purchases ST2: SMM is transparent about products, pricing, and terms. ST3: SMM maintains consistent quality and brand reputation. ST4: SMM offers value-for-money products ST5: SMM results on the feelings of safety	Alalwan (2018); Kalia <i>et al.</i> (2021); Lee, Kim, Chung, Ahn, and Lee (2016)
4	Intention to Purchase	SIP1: Intention to buy products through social media SIP2: Willingness to buy products through social media SIP3: Willingness to recommend buying products through social media SIP4: I would visit Social media to buy products again SIP5 In the future, I would be very likely to shop through social media SIP6: Motivation to by products through social media	Alatas and Tabrani (2018); Mukti and Lestari (2023); Zhang, and Zhang (2023); Herzallah <i>et al.</i> (2022a); Herzallah, Muñoz-Leiva, and Liebana-Cabanillas (2022b)

### Results

The distribution of respondents across the various age groups (Table 2) shows that the largest proportion of respondents fall into the 26-35 age group, which accounts for 27.56% of all respondents. This is followed by the categories 18-25 years and 45 years and above with 24.8 % and 27.17 % respectively. The gender distribution among respondents is relatively balanced: 48.4 % of respondents are female, and 51.6 % are male. The distribution of respondents by income shows that a large proportion of respondents earn more than 1,000,000 Tanzanian shillings per month (37.4%), followed by those who earn less than 500,000 (Table 2).

**Table 2: Respondents distribution by age, gender and income levels**

Item	Attribute	Frequencies (f)	Percentage (%)
Age Categories	18-25 years	63	24.8
	26-35 years	70	27.56
	36-45 years	52	20.47
	45 and above years	69	27.17
Gender	Female	123	48.4

	Male	131	51.6
Income level/month (TZS)	less than 500,000	80	31.5
	500,000-1,000,000	79	31.1
	above 1,000,000	95	37.4

Source: Field data

### Construct Reliability and Validity

The study conducted a series of analyses to assess the reliability and validity of the model used to evaluate the hypothesized relationships (Figure 2). In this study, the factor loading of an item was used to indicate how strongly it correlates with the underlying construct being measured. When conducting SEM, it's important to ensure that the items included in the analysis reliably measure the intended construct. Our results show that the loading of all items was above 0.5, which means that the indicators reliably measure the intended construct (Hair *et al.*, 2017).

**Table 3: Construct reliability and Validity Measures**

Constructs	Items	Items Loading <sup>a</sup>	Cronbach's Alpha <sup>b</sup>	rho_A <sup>c</sup>	CR <sup>d</sup>	AVE <sup>e</sup>
Intention to Purchase	SIP1	0.760	0.850	0.867	0.889	0.575
	SIP2	0.790				
	SIP3	0.773				
	SIP4	0.799				
	SIP5	0.828				
	SIP6	0.573				
Personaliza	SP1	0.807	0.847	0.850	0.890	0.619
	SP2	0.782				
	SP3	0.793				
	SP4	0.797				
	SP5	0.754				
Trust	ST1	0.705	0.692	0.701	0.810	0.517
	ST3	0.740				
	ST4	0.738				
	ST5	0.691				
User	SUS1	0.591	0.767	0.788	0.832	0.504
	SUS3	0.703				
	SUS4	0.566				
	SUS5	0.831				
	SUS6	0.817				

Note: a) loading are  $> 0.5$  indicating the item's reliability, d) CR values  $> 0.7$  indicating internal constancy was established, and e) AVE values  $> 0.5$ , indicating convergent validity was established (Hair *et al.*, 2020; Webber, Critchfield & Soble, 2020).

Cronbach's Alpha is one of the most commonly used measures of internal consistency or reliability of a scale and set of items, especially for constructs with multiple items. The values of Cronbach's Alpha ranges from 0 to 1, with higher values indicating better internal consistency. Table 3 the Cronbach's Alpha values for the four constructs: Intention to Purchase, Personalization, Trust, and User Satisfaction. The Cronbach's Alpha scores range from 0.692 to 0.850. Rho\_A is another measure of internal consistency that is suitable for items that are measured on ordinal scales (such as Likert scale items). Rho\_A values ranges from 0 to 1, with higher values suggesting better internal consistency. The findings show that Rho\_A scores for the intention to purchase, personalization, trust, and user Satisfaction. The Rho\_A values range from 0.701 to 0.867.

Composite Reliability is a statistical measure that evaluates the reliability or consistency of a construct in a research study (Hair *et al.*, 2020). In this study, composite reliability was used to assess internal consistency, whereby values greater than or equal to 0.7 indicate internal consistency; however, a value greater than 0.95 would not be desirable (Hair *et al.*, 2017). It assesses how well the items within a construct are interrelated and measure the same underlying concept. The values of Composite Reliability range from 0 to 1, where higher values suggest greater internal consistency. Table 3 shows that the composite reliability values fulfil this criterion, indicating internal consistency of the underlying constructs. All composite reliability (CR) values were above 0.7 indicating internal consistency. Convergent validity was assessed using the average variance extracted (AVE). The results show that all average variance extraction (AVE) values were above 0.5 indicating convergent reliability (Hair *et al.*, 2020; Webber *et al.*, 2020), further supporting the validity of the measurement model used in this study

The discriminant validity analysis of the study was conducted using the Heterotrait-Monotrait (HTMT) ratio for four constructs: Purchase Intention, Personalization, Trust and User Satisfaction: the HTMT ratio measures whether the constructs differ from each other in a research model. A value of less than 0.90 is usually considered an indicator of discriminant validity, which means that the constructs differ sufficiently from each other (Henseler *et al.*,2015). Overall, all values in the table 4 are less than 0.90 and, based on the evidence provided, this confirms that discriminant validity has been established for the constructs purchase intention, personalization, trust and user satisfaction in the research model (Webber *et al.*, 2020). Discriminant validity was assessed according to Sarstedt, Ringle, Smith, Reams and Hair (2014) using the heterotrait-monotrait ratio (HTMT) The results (table 4) show discriminant validity, as all indicators had HTMT values below 0.85.

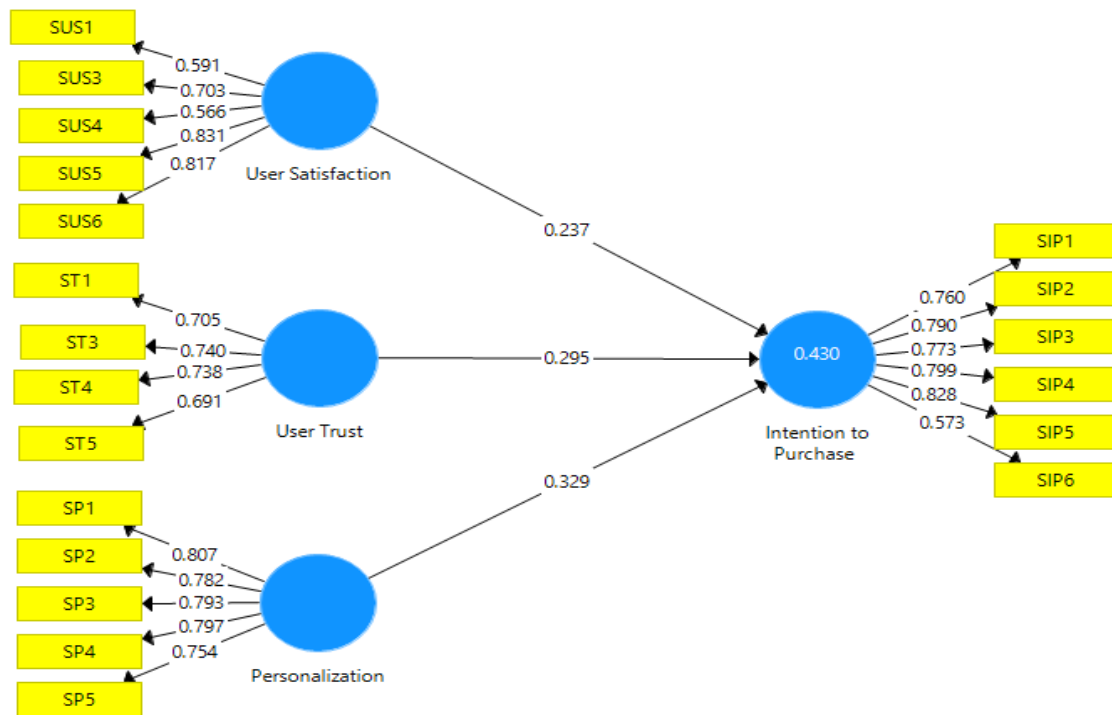
**Table 4: Discriminant Validity through Heterotrait - Monotrait Ratio**

Relations	Intention to Purchase	Personalization	User Satisfaction	User Trust
Intention to Purchase				
Personalization	0.574			
User Satisfaction	0.470	0.256		
User Trust	0.684	0.529	0.657	

Notes: Values are < 0.85, and HTMT indicating that discriminant validity has been established (Hair *et al.*, 2020).

**Multicollinearity test**

This assessment presents the results of the statistical collinearity test (VIF) used to assess the potential problem of multicollinearity in the research model. Multicollinearity occurs when independent variables in a model are highly correlated, which complicates the interpretation of the model and the accurate estimation of the coefficients. The VIF test identifies the correlation between independent variables and the strength of this correlation. Table 5 shows the VIF values for the indicators of each construct. These results show that multicollinearity is not a problem in the research model, as the VIF values are below the critical value of 5.0 (Purwanto, 2021). The results of the VIF test are important because multicollinearity can lead to biased and unreliable estimates of the coefficients, which can affect the validity and reliability of the research model. In this study, Table 5, the results of the VIF test indicate that the measures used in the research model are reliable and valid and that there is no potential problem of multicollinearity.



**Figure 2: Structural model**

**Table 5: Collinearity Assessment for Measurement and Structural Models**

Items	Outer VIF Values	Inner Outer VIF Values
SIP1	1.812	
SIP2	1.956	
SIP3	1.785	
SIP4	2.190	
SIP5	2.259	
SIP6	1.470	
SP1	1.811	1.203

SP2	1.753	
SP3	1.743	
SP4	1.864	
SP5	1.694	
ST1	1.345	
ST3	1.253	
ST4	1.406	
ST5	1.347	1.477
SUS1	1.276	
SUS3	1.426	
SUS4	1.440	
SUS5	1.567	
SUS6	1.894	1.286

Note: VIF values  $\leq 4$ , tolerance level  $> 0.20$ ; no collinearity problem (Kock, 2015)

**Coefficient of determination**

The value of  $R^2$  measures the variance explained in the given endogenous construct for a given model (Hair & Ringle, 2019).  $R^2$  values range from 0-1, with a value of 0.1 being considered satisfactory (Hair & Ringle, 2019). In this study (Table 6), three constructs with  $R^2$  values of 0.430 were used, which means that our predictions explain 43 % of the variance.

**Table 6: Coefficient of Determination**

Dependent Variable	R Square	R Square Adjusted	95% Bca Confidence Interval
Latent Variable 1	0.430	0.423	[0.191, 0.319]

**Note:** Upper and lower interval does not contain 1, meaning that independent variable statistically and significant determines dependent variable

**Predictive relevance of the model**

PLS-SEM,  $Q^2$  (Q-squared) evaluates the out-of-sample predictive relevance of the model the predictive validity. It assesses how well the model can predict the endogenous constructs (dependent variables) based on the exogenous constructs (independent variables) contained in the model.  $Q^2$ , value greater than zero indicates that the model has predictive relevance for a particular endogenous construct (Hair & Ringle, 2019; Ricca & Antonio, 2021). In this study Table 7, a  $Q^2$  value of 0.237 indicates a strong predictive relevance for the endogenous construct. This means that the exogenous variables are effective in explaining the relationships.

**Table 7: Predictive Relevance (Q2)**

	SSO	SSE	$Q^2 (=1-SSE/SSO)$
Intention to Purchase	1524	1163.237	
Personalization	1270	1270	
User Satisfaction	1270	1270	
User Trust	1016	1016	0.237

Note:  $Q^2$  is  $0.130 > 0$ . Confirming the predictive relevance of the study model's (Hair & Ringle, 2019)

### The Effect size

Personalization appears to be the most influential construct, followed by user trust and user satisfaction. These effect sizes provide information about the relative importance of the individual constructs in explaining the variation in the dependent variable.

**Table 8: The  $f^2$  Effect Size**

	Intention to Purchase	Personalization	User Satisfaction	User Trust
Intention to Purchase				
Personalization		0.158		
User Satisfaction		0.076		
User Trust		0.103		

**Note:**  $f^2 > 0.02$ , indicates that constructs are significant and relevant

### Hypothesis testing: Path-Coefficients

The strength and direction of the relationship between the independent variables (personalization, user satisfaction and user trust) and the dependent variable (purchase intention) all had positive and statistically significant values that were above the recommended thresholds. Thus, personalization, user satisfaction and user trust have a significant influence on customer purchase intention. These results are statistically significant and suggest that these factors play a crucial role in purchase intention

**Table 9: Path Co-efficient (P and T - Values)**

Hypothesis	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values	Remarks
Personalization -> Intention to Purchase	0.329	0.327	0.058	5.698	0.000	Accepted
User Satisfaction -> Intention to Purchase	0.237	0.247	0.054	4.389	0.000	Accepted
User Trust -> Intention to Purchase	0.295	0.295	0.066	4.488	0.000	Accepted

**Note:**  $p < 0.05$ ,  $t > 1.65$  at a 95% confidence inferences criteria upper and lower confidence interval ( $CI_{0.95}$ ) limit does not include 1, 1-tail test, meaning that hypotheses are statistically significant (Hair *et al.*, 2020). Also, Paths are  $> 0$  indicating the positive predictive power of the dependent variable

From table 9, the influence of personalization on the purchase intention for social media-promoted products was tested with hypothesis H2: "Personalization has a positive influence on the purchase intention for social media-promoted products." The empirical results of this study show a positive and significant influence of personalization on purchase intention. This is in line with observations in previous literature, such as the study by Markoc and Haksever (2021),

which also demonstrated a positive relationship between personalisation and purchase intention. In addition, the results of the studies by Riegger *et al.* (2022) and Bondos (2019) underline the potential effectiveness of personalization in promoting consumer engagement and generating purchase intention.

In examining the relationship between user satisfaction and the intention to purchase products advertised via social media, this study did test hypothesis *H1*: "*User satisfaction has a positive influence on the intention to purchase products advertised via social media.*" The results of this study confirm previous research in this area and are particularly consistent with the conclusions of Dlodlo (2014) who established a significant and positive relation between user satisfaction and the intention to purchase products advertised via social media channels.

In addition, the findings are consistent with Banjarnahor (2018), showed a positive impact of service quality and customer experience on customer satisfaction, which ultimately has a positive impact on purchase intention. Furthermore, Saleem *et al.* (2015) contributed to our understanding by investigating the relationship between perceived product quality, customer satisfaction and purchase intention. Their findings highlighted the significant impact of both user satisfaction and perceived product quality on purchase intention and repurchase behaviour.

The relationship between trust and purchase intention in the area of products advertised via social media is analyzed. The hypothesis (*H3*) states that *trust positively influences the intention to purchase products advertised via social media.* The results of the study support this hypothesis and show a strong positive influence of trust on purchase intention. The theoretical framework used, the Uses and Gratifications Theory (UGT), provides valuable insights into understanding consumer behaviour in relation to media consumption. The UGT states that people actively seek out media to satisfy certain needs, and one of these needs is trust. Trust in this context plays a crucial role in influencing their purchasing decisions.

The results are consistent with previous studies in this area, which indicate a positive influence of trust on purchase intention. For example, the study by Halim and Karsen (2020) found that trust significantly influences purchase intention. Similarly, Cahyaningrum *et al.* (2020) show a positive relationship between trust and purchase intention for products advertised on social media. In addition, other studies such as Nienaber and Schewe (2014), and Chek and Ho (2016) confirm the positive impact of trust on purchase intention in various contexts. These findings emphasize the importance of building and maintaining trust in online platforms, especially in the context of products advertised via social media.

### **The Importance-Performance Matrix**

The importance-performance map (IPM) was used to show how social media marketing (SMM) variables, namely personalization, trust and user satisfaction, can improve purchase intention. By plotting these latent variables in a graph, areas in need of improvement were identified and prioritized actions are suggested accordingly.

Figure 3, shows that users' trust in social media is both very important and performing well, indicating a significant impact on customer purchase intention. Personalization, although ranked second, is also very important and performing well, highlighting the need to tailor content and



experiences to individual users. These two factors are thus key strengths of the SMM. It's crucial to maintain and leverage these strengths to sustain the intention to purchase and meet customer expectations

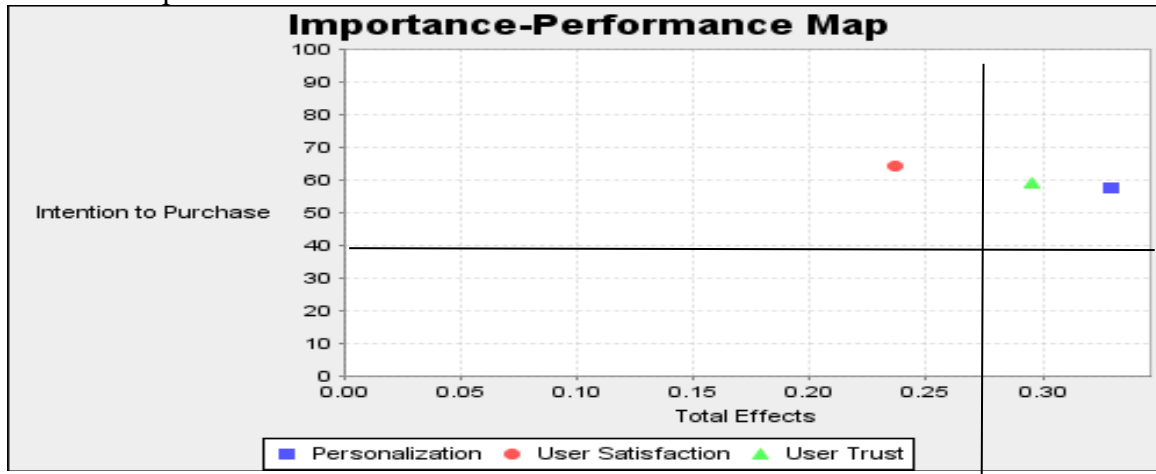


Figure 3: Importance performance maps for the indicators

User satisfaction was found to be important but falls short in terms of performance, indicating an opportunity for improvement and thus requiring concerted efforts to improve satisfaction through SMM. User satisfaction thus represent areas of significant opportunity for improvement shortcomings in performance on users' satisfaction can yield substantial benefits in terms of improved intention to purchase. Looking at figure figure 3, the items, users satisfaction requires a proactive approach. Among others it is indicated that offerings that are relevant to purchase needs was both important and had a better performance, thus SMM should uphold this importance and performance. Concerted effort is needed in ensuring practical measures are taken to improve the user's satisfaction through meeting user's purchasing information requirements, delivering products on time, and ensuring that it is easy to find and select products and delivering products as advertised this generally requires paying more attention to users of the social media needs.

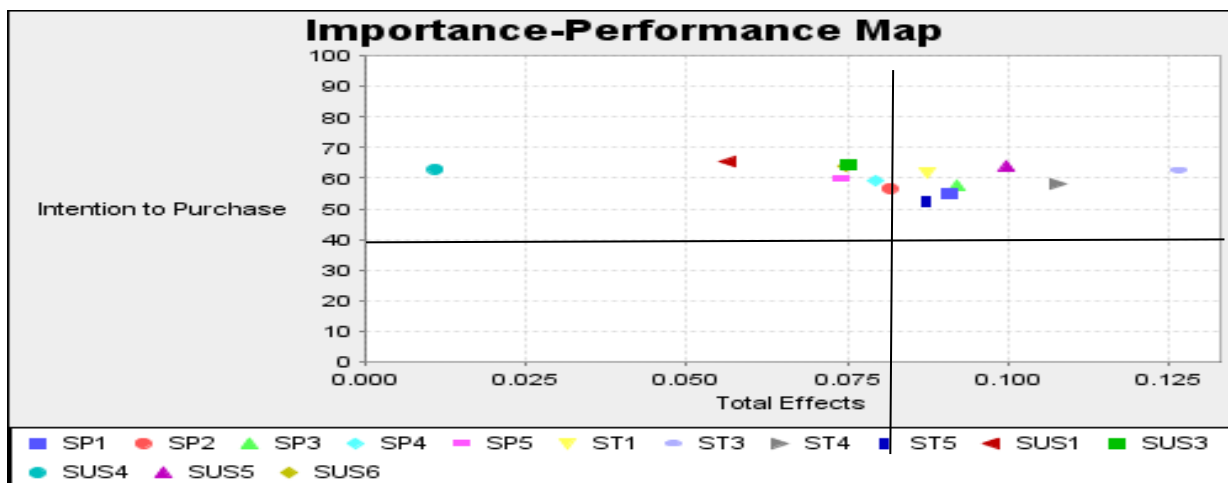


Figure 4: Importance performance maps for the factors

In light of these findings, recommendations are made to optimize SMM strategies. For example, maintaining trust and personalization should remain the focus, with measures such as providing reliable information, consistency in quality and brand reputation, and offers value-for-money products. In this aspect concerted effort is needed to enhance performance in terms of delivering benefits in terms of low cost and improved service experience (Figure 4). It is crucial to strike a balance between these priorities and ensure that while trust and personalization are strengthened, user satisfaction is not neglected. This requires a holistic approach that ensures high performance across all relevant attributes.

## **Conclusion**

Effective social media marketing (SMM) plays a pivotal role in shaping consumer behavior. Personalization and trust emerge as key strengths, positively influencing purchasing intentions. However, user satisfaction lags in performance, representing an area ripe for improvement. By strategically leveraging trust and personalization while proactively addressing user satisfaction, businesses can enhance customer experiences, sustain purchase intention, and meet evolving expectations in the dynamic landscape of SMM. Hitherto, our analysis shows that the personalization of marketing on social media significantly influences consumer behaviour, especially in terms of trust and satisfaction, and thus the intention to purchase products advertised via these platforms. Our research highlights the hierarchical importance of personalisation, user trust and satisfaction on purchase intention, with personalization emerging as the most influential factor, followed by trust and satisfaction. The importance-performance map emphasizes the central role of user trust in social media and highlights its critical influence on customer purchase intention. Furthermore, our findings highlight the importance of tailoring content and experiences to the individual user, which is reflected in the strong performance of personalization. While user satisfaction remains important, its performance is low, pointing to the need for improved management of social media platforms to increase user satisfaction. In essence, our study highlights the paramount importance of personalization, trust and user satisfaction in shaping purchase intention via social media. It provides actionable insights for companies looking to optimize their digital marketing strategies and build stronger connections with consumers to ultimately drive business success in the dynamic landscape of social media marketing. Through the integration of TRA and UGT attributes, the study provides the underlying mechanisms of consumer behaviour in the context of social media marketing. It highlights the importance of psychological factors related to personalization, trust and satisfaction in shaping consumer intentions and behaviours in social media platforms.

## **Implications**

The study offers several practical implications for marketers and companies involved in social media marketing. The implications drawn from our study on social media marketing (SMM) are significant for businesses aiming to enhance customer engagement and drive purchasing intention. Firstly, personalization emerges as a powerful tool, emphasizing the need to tailor content and experiences to individual users. Secondly, trust plays a pivotal role; maintaining transparent communication and reliable service builds confidence and positively impacts purchase decisions. However, the gap in user satisfaction underscores an opportunity for improvement. Proactive efforts to meet user expectations and enhance satisfaction through SMM can yield substantial benefits. By strategically leveraging these insights, businesses can create a positive customer journey, foster loyalty, and drive successful outcomes.

Therefore, marketers can prioritize personalization in their social media marketing strategies. Tailoring content and experiences to the preferences and interests of individual users can enhance purchase intentions. Given the significant influence of trust on purchase intentions, organizations should focus on building and maintaining trust with their social media audience. This can enhance the likelihood of converting social media users into customers. The study shows that organizations need to improve satisfaction with their social media platforms by addressing any shortcomings in the overall quality of the user experience. This can help marketers create content and offer products that resonate with their target audience.

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