



Available Online

# Journal of Education and Social Studies

ISSN: 2789-8075 (Online), 2789-8067 (Print)

<http://www.scienceimpactpub.com/jess>

## NAVIGATING THE DIGITAL MARKETPLACE: EXAMINING THE INFLUENCE OF SOCIAL MEDIA ADVERTISING ON PURCHASE INTENTIONS THROUGH THE LENS OF PERFORMANCE EXPECTANCY THEORY

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### ABSTRACT

This study aims to analyze how social media advertising affects consumer purchase intentions, in Pakistan. Organizations have spent a lot of time, money, and resources on social media ads. However, there is always a challenge in how organizations can design social media advertising to successfully attract customers and motivate them to purchase their brands. This study aims to identify and test the main factors related to social media advertising. It investigates how performance expectancy influences the relationships between informativeness, perceived relevance, social media marketing, interactivity, and purchase intention. The research is grounded in the Unified Theory of Acceptance and Use of Technology (UTAUT2). The data was collected using a questionnaire survey of 350 participants. To gather data a structured questionnaire-based quantitative research approach was used. Data for this study was collected through a questionnaire and a survey was conducted from consumers of Punjab Pakistan. This research aims to give several theoretical and practical advice for marketers on how to effectively design and conduct social media advertising campaigns.

*Keywords: UTAUT2 theory; Performance expectancy; Informativeness; Perceived relevance; Social media; Interactivity; Purchase intention.*

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<https://doi.org/10.52223/jess.2024.5214>

Received: February 18, 2024; Revised: May 26, 2024; Accepted: June 04, 2024

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### INTRODUCTION

Social Media Marketing is a popular effective way for businesses to engage with their target audience and market their goods and services in through social media. Companies may now easily communicate with customers and engage with followers in real time because of the rise in popularity of social media platforms like Facebook book Instagram and Twitter. However, businesses must understand how their marketing methods affect revenue and sales. Purchase intentions may be strongly impacted by social media marketing, particularly if it is well-targeted and relevant to the buyer (Zubair et al., 2023).

In marketing, it is a crucial Idea understanding of purchase intention is important for organizations because it can help them understand the variables that affect customer purchase intention and decide which marketing and sales method would be most effective (Alalwan, 2018). The efficiency of social media marketing may be hampered by several potential gaps a lack of strategy is one missing piece. Arfin et al. (2018) found that many companies lack a focused social media marketing plan which results in inconsistent messages.

Since its launch, online banking has transformed both the banking industry and the services offered to consumers. The implementation of Internet banking presents an attractive proposition for businesses seeking to expand their geographic reach, attract new and existing customer bases, attract additional funds, and enhance their image as a modern bank. This is particularly relevant for financial institutions targeting a younger demographic and seeking to maintain customer loyalty without running the risk of losing them. Researchers have been drawn to examine the problems with online banking due to the surge in internet usage and the massive funding of e-banking efforts (Belás et al., 2015).

Due to the rapid increase in internet users, Indonesia presents a promising market for online commerce. Online commerce has been growing significantly over the past few years, according to Gallino and Moreno, and some shops are now discovered to only operate online. For the time being, the internet retailing channel is a significant and expanding aspect of their business rather than only an experiment.

Through the use of targeted advertising social media can affect customers' purchase intention businesses can boost the likelihood that their ads will be viewed and responded to by customers by tailoring their advertising to specific demographics and interests. Being informative can also contribute to the development of customers. when a company offers helpful and useful information it demonstrates its expertise and dependability which can help it to gain the audience's confidence and credibility (Tan et al., 2021) this trust may be crucial in motivating clients to make purchases or carry out other desired behaviors.

Many internet specialists predict that the technology will significantly alter the way financial institutions do business in the future due to its increasing use and widespread interest. Customers can do a variety of electronic transactions on the bank's homepage via online banking. This indicates that online banking offers a helpful avenue for handling financial transactions for the bank's clients. An efficient and advanced instrument for managing finances is offered by Internet banking (Dhingra et al., 2020).

The next chapter reviews the existing literature on how social media advertising affects consumer purchase intentions, in Pakistan specifically exploring the role of performance expectancy as a mediator. Purchase intentions serve as a significant tool widely utilized in marketing research and practices, particularly in testing new products (Dhingra et al., 2020). They also play a role in forecasting advertising and market segmentation (Hossain et al., 2018). Purchase intentions are believed to be predictive of future behavior, as they allow individuals to consider the factors most relevant to their purchase decisions (Almohaimmed, 2019). Due to their association with consumers' future purchasing behavior, marketers often employ purchase intentions as proxies in market research or as indicators for forecasting methods (Tien et al., 2019).

There are some objectives of this study:

1. To analyze the influence of informativeness activity social media and perceived relevance on performance expectancy.
2. To evaluate the effect of perceived elements on purchase intention. Two examine the mediating impact of performance expectancy between informativeness interactive social media perceived relevance and purchase intention.

There is a need for more research on this subject, studies have already been conducted in fluent Nations, but few have been conducted in developing Nations, most especially Pakistan. This study will probably include gathering information from a sample of customers who have encountered social media advertising and examining the correlation between relevant factors for businesses looking to understand the efficiency of their social media advertising strategies and the factors impacting clients' purchasing decisions the studies finding will be a helpful source of information. Research questions are proposed as follows:

## **LITERATURE REVIEW**

This chapter reviews the literature on how social media advertising affects consumer purchase intentions, in Pakistan specifically exploring the role of performance expectancy as a mediator. The first section describes the customer purchase. The second section discusses Informativeness and performance expectancy and the third section describe social media and performance expectancy. In the framework, four independent variables include informativeness, social media, interactivity, and perceived relevance. Performance relevance mediates the relationship between the dependent variable purchase intention, and independent variables are informativeness, social media, interactivity, and perceived relevance.

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The rise of numerous social media platforms and internet gadgets also contributes to the high level of internet usage. Social media was made possible by technological advancements like mobile phones and the internet, ushering in a new era of marketing. Social media is a term used to describe an electronic device that is widely available, reasonably priced, and enables people to post and access information, develop connections, and work together on projects. Through communities and virtual networks, businesses and individuals may develop, share, or exchange career-related ideas, information, and interests thanks to this computer-mediated technology. This is a collection of web-based programs that are based on technology. Many scholars have worked on it like Arshed et al. (2022), Gul et al. (2022), Huang et al. (2023), Shabeer (2022), Shabeer & Rasul (2024b, 2024a), Wang et al. (2023), and Zain ul Abedeen et al. (2024).

### **Customer Purchase Intention**

Purchase intentions serve as a significant tool widely utilized in marketing research and practices, particularly in testing new products (Dhingra et al., 2020; Ghulam et al., 2021b) They also play a role in forecasting advertising and market segmentation (Hossain et al., 2018). Purchase intentions are believed to be predictive of future behavior, as they allow individuals to consider the factors most relevant to their purchase decisions (Almohaimmed, 2019; Ghulam et al., 2021a). Due to their association with consumers' future purchasing behavior, marketers often employ purchase intentions as proxies in market research or as indicators for forecasting methods (Tien et al., 2019).

The purchase intention process is a process that involves multiple steps. First, the buyer gathers information on the desired brand and then assesses the attributes by using the product to determine if it meets the buyer's expectations. Following that they start contemplating a purchase decision after they make one purchase of the brand they are interested in (AlFarraj et al., 2021; Shabeer et al., 2024). The consumers are familiar with the brand personally and possess complete knowledge of the product. If the customer is happy with the product and is not satisfied, they may reconsider or express interest in purchasing the same product again, also known as a purchase intention (Ghulam et al., 2024; Dhingra et al., 2020).

Purchase intentions may be strongly impacted by social media marketing, particularly if it is well-targeted and relevant to the buyer. In marketing, it is a crucial Idea understanding of purchase intention is important for organizations because it can help them understand the variables that affect customer purchase intention and decide which marketing and sales method would be most effective the efficiency of social media marketing may be hampered by several potential gaps a lack of strategy is one missing piece (Alalwan, 2018).

### **Informativeness and Performance Expectancy**

Customers can make more informed buying decisions based on the information provided by the company. This allows the receiver to assess the effectiveness of the messages and information provided in an intellectual way (Lutfie & Marcelino, 2020). Informational quality is more closely related to the ability of the

sender to provoke a reaction from the recipient in a rational manner. It is commonly believed in the world of online communication that people will be more accepting of new technologies with greater expectations and engagement. They believe that these systems are more effective and efficient, and will save time and energy. This is why the following hypothesis is suggested:

H1: Informativeness has a significant positive impact on performance expectancy.

### **Social Media and Performance Expectancy**

The process of using marketing materials and information that aim to increase the number of customers or increase brand recognition is referred to as social media. Particularly when people are restricted in their interaction with each other within the context of the growing epidemic (Raza et al., 2021). Social media platforms are expected to assist companies in reaching out to customers, influencing the attitudes of consumers towards marketing and purchasing goals that affect the performance expectations of customers. It's expressed as a desire to purchase or buy and a desire to buy future home brands they wish to buy like decisions (Chetioui et al., 2020).

The more appealing content of social media advertisements may lead to a purchase intention. Advertisements can be shown in a variety of formats, including simply uploaded photographs with captions or movies. Social media commercials can greatly affect consumers' purchase intentions through their visual impact. This is why the following hypothesis is suggested:

H2: Social media has a significant positive impact on performance expectancy.

### **Interactivity and Performance Expectancy**

One of the fundamental aspects of the internet as well as social media is their interactivity. A successful application of these technological features will broaden the perception of people and, consequently the capacity of their brains to take in more information. This can increase the perception of the worth and value of the selected media channel. Users are not able to physically experience or assess the quality of products that are displayed on social and digital media platforms therefore, factors such as interactivity can significantly impact how they perceive the benefits and benefits of these products (Yi et al., 2021).

The approach places a strong emphasis on using the Internet to study to foster collaboration and the expansion of knowledge. Collaboration and development define the three fundamental components of a group inquiry: social presence, cognitive presence, and teaching presence. Being socially present means being open to having personal conversations with other students in the group. Cognitive presence is the process of constructing meaning through group analysis. This hypothesis has been suggested:

H3: Interactivity has a significant positive Impact on performance expectancy.

### **Perceived Relevance and Performance Expectancy**

The extent to which customers believe customized marketing is relevant to them or helps them achieve their values and goals (Alalwan, 2018; Sair & Danish, 2018). Although e-learning has been included in education, it still requires a thorough review to provide suggestions for future development. To determine how effective the current e-learning system is, an evaluation of its implementation is conducted. When e-learning is put to the test, altered often, and the system and its functionality are improved, then it may be considered to be of high quality. This assessment is one of the critical elements in determining how well e-learning is delivered. According to several studies, voluntary user approval is always correlated with the quality of information technology implementation, much like e-learning. Thus, the degree to which users (lecturers and postgraduate students) comprehend and embrace e-learning. The extent to which customers believe customized marketing is relevant to them or helps them achieve their values and goals (Alalwan, 2018; Sair & Danish, 2018). The following hypothesis is proposed.

H4: Perceived relevance has a significant positive impact on performance expectancy.

H5: Performance Expectancy has a significant positive impact on purchase intention.

### **Mediating Role of Performance Expectancy**

it can influence their overall evaluation of the product or service. When consumers have high performance expectancy, they are more likely to have a positive attitude toward the product or service and be more likely to make a purchase (Chua et al., 2018). It influences the relationship between other factors, such as perceived value or perceived risk, and a consumer's purchase decision (Nikolopoulou et al., 2021). A Product has a high-performance expectancy for a product or service. In marketing, it is a crucial Idea understanding of purchase intention is important for organizations because it can help them understand the variables that affect customer purchase intention and decide which marketing and sales method would be most effective the efficiency of social media marketing may be hampered by many potential gaps a lack of strategy is one missing piece. Arfin et al. (2018) found that many companies lack a focused social media marketing plan

They clarified that four main components made up performance expectancy: work fit, relative benefit, intrinsic and extrinsic drive. Favorable opinions regarding the tasks that must be completed by that person stimulate intrinsic motivation. An individual's intrinsic motivation is sparked by positive views about the benefits of the tasks they conduct, and it provides them with an instrumental foundation. Ali et al. (2023) posit that an individual becomes more motivated to utilize new technology when they believe it would improve their job performance (job fit) at a reduced cost. Performance expectation was shown to be high in several studies about electronic and mobile banking, which led to the quick adoption of new technologies (Alalwan, 2018).

A Product has a high-performance expectancy for a product or service. In marketing, it is a crucial Idea understanding of purchase intention is important for organizations because it can help them understand the variables that affect customer purchase intention and decide which marketing and sales method would be most effective the efficiency of social media marketing may be hampered by several potential gaps a lack of strategy is one missing piece. Arfin et al. (2018) found that many companies lack a focused social media marketing plan which results in inconsistent messages. There are many perceived advantages to employing technology and technological devices if we look at the favorable attitudes regarding performance expectancies of the technology and technical equipment (Arif, 2019). They may be more likely to share their positive experiences with others on social media, which leads to increased word-of-mouth promotion and a positive reputation for the product or service on social media platforms (Arif, 2019).

H6: Performance expectancy mediates the relationship between informativeness and purchase intention.

H7: Performance expectancy mediates the relationship between interactivity and purchase intention

H8: Performance expectancy mediates the relationship between social media and purchase intention.

H9: Performance expectancy mediates the relationship between Perceived relevance and purchase intention.

### **Unified Theory of Acceptance and Use of Technology (UTAUT2):**

TAM builds upon and extends the Unified Theory of Acceptance and Use of Technology (UTAUT) in an attempt to combine the eight most popular technology acceptance research models into a single useful paradigm. As a result, UTAUT offers a framework for recent research on the uptake of Internet banking. UTAUT concepts and conceptions are modified by Gill et al. (2023) to address consumer acceptability of technology and its usage environment. The extent to which a consumer can do specific tasks with the aid of technology is known as expected performance. The ease with which people derive benefits from technology is the anticipated effort. The extent to which customers feel that their friends and family think they should utilize the technology is known as the social effect.

Prior research on online banking adoption challenges has examined aspects linked to IT or service quality determinants. As a result, not much research has been done on the adoption of online banking when considering the electronic service (e-service) quality elements and the unified theory of acceptance and use of technology (UTAUT). The results' importance and prediction are strengthened by an integrated model.

The UTAUT2 provides a suitable framework to elucidate the relationships among Informativeness, Interactivity, social media, and perceived relevance, with the mediating effect of Performance expectancy on Purchase Intention. This model was specifically designed to explore the factors that influence an individual's acceptance and utilization of technology. UTAUT2 is an extension of the original UTAUT model, which aimed to understand the acceptance and use of information systems (Venkatesh et al., 2016). Figure 1 shows the UTAUTS 2 model of the study.

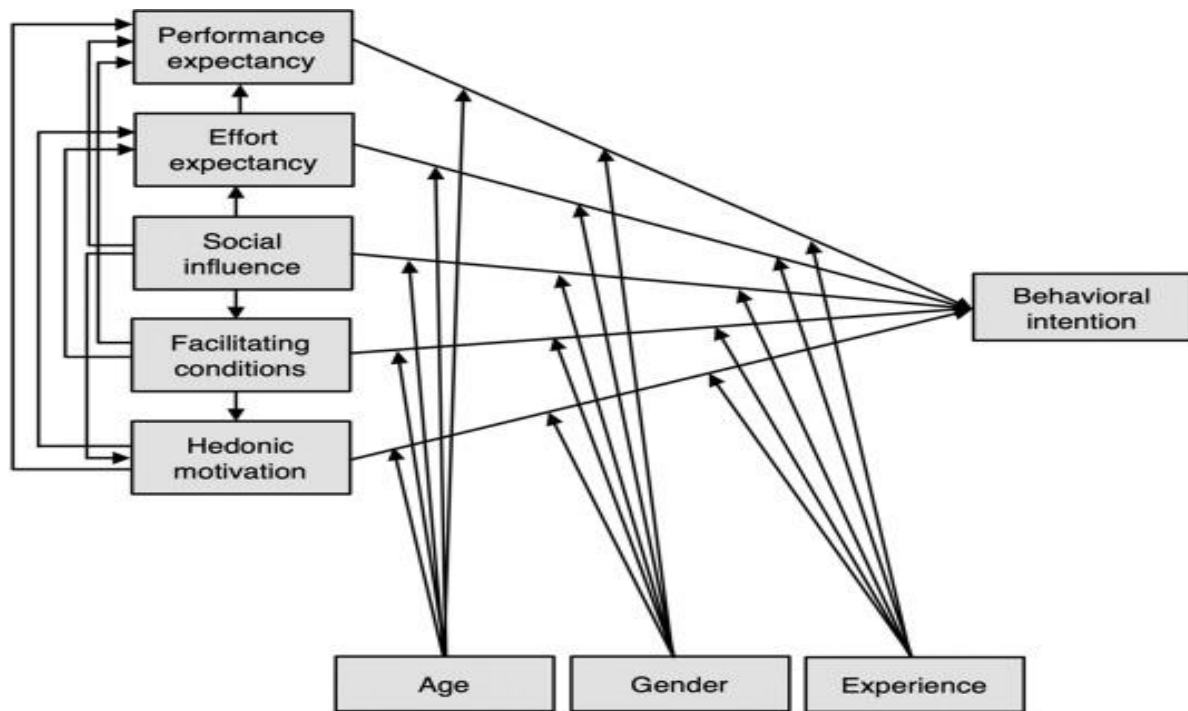


Figure 1. UTAUT2 model.

### Theoretical Framework

In this framework, four independent variables include informativeness, social media, interactivity, and perceived relevance. Performance relevance mediates the relationship between the dependent variable purchase intention, and independent variables are informativeness, social media, interactivity, and perceived relevance. Figure 2 shows the theoretical model of the study.

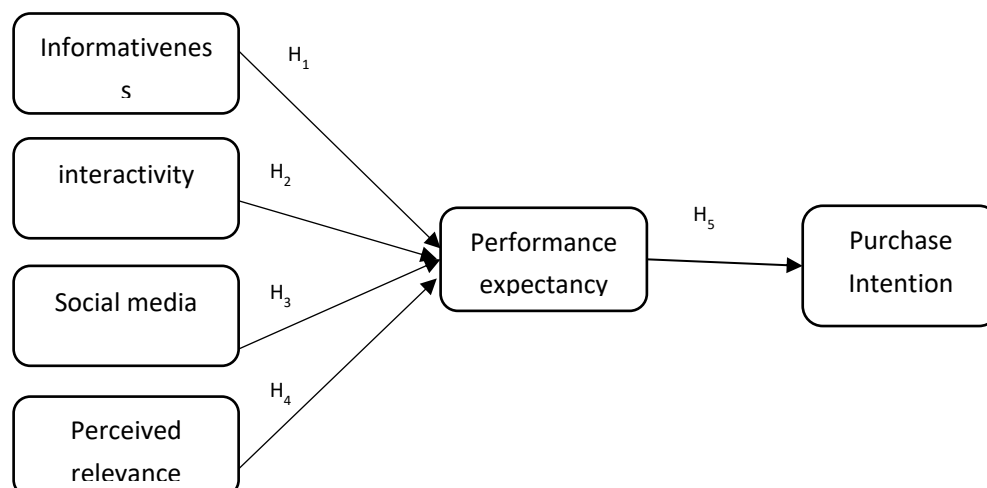


Figure 2. Theoretical model.

## METHODOLOGY

In the current study, the survey method was used to collect data from consumers in Punjab, Pakistan. Data for this study was collected through a questionnaire and a survey was conducted from consumers of Punjab Pakistan, especially data conducted from those consumers who are brand-conscious. The present study deploys the multiple regression approach through structural equation modeling techniques (SEM) using Smart PLS-4.0 version software. To determine the sample size, the G\* Power tool will be used, considering an effect size of 0.15. The questionnaire used will consist of closed-ended items, which have been carefully selected based on a comprehensive literature review. Participation in the survey will be voluntary, and respondents will be confirmed that all data provided will be solely used for academic research purposes.

The positivist paradigm often incorporates quantitative analytic methodologies, and its research base is the measurement, expression, and quantification of social processes. The research technique outlines a procedure for gathering and analyzing data to reply to the research questions. Document analysis is a qualitative research strategy that entails systematically analyzing obtained material to answer research questions.

In Part 2, respondents were asked to rate the impact of digital marketing on their decision-making on a Likert scale. This section includes 23 questions to assess four different forms of DMM, including content marketing (3 questions), email marketing (3 questions), social media marketing (5 questions), affiliate site - Promotion (4 questions), etc. as well as other factors such as attitude towards DM. Respondents received a total of 350 questionnaires. 308 completed questionnaires were used for data collection and analysis.

The items for all five variables in the present study were selected from the literature, as indicated in Table 1.

Table 1. Operationalization of constructs.

Constructs	Items	Reference
Purchase intention (PIN)	4	(Alalwan, 2018)
Performance expectancy (PEX)	4	(Alalwan, 2018)
Informativeness (INF)	5	(Alalwan, 2018)
Perceived relevance (PRL)	5	(Alalwan, 2018)
Social media (SMD)	5	(Hien & Nhu, 2022)
Interactivity (INR)	5	(Alalwan, 2018)

Smart PLS 4.0 will be the statistical tool used to analyze the regression model. The current study's hypothesis was tested using the partial least squares PLS method. Smart PLS programs moralize the data and computers the finding of the direct and indirect high process via bootstrapping.

## ANALYSIS AND FINDINGS

### Response Rate

The survey was collected from residents of Punjab. Respondents completed questionnaires using a self-administered survey method. 350 questionnaires were distributed, of which 308 were complete and suitable for further examination. However, 42 questionnaires were excluded. Table 2 shows the response rate of questionnaires.

Table 2. Response rate of questionnaires.

Total Number of Questionnaires Distributed	350
Useful Surveys	308
Surveys that were excluded	42

**Data Coding**

The data coding in this study is categorized into two types. The first type assigns a unique code number to each construct, which makes it easier to identify and analyze the data. The second type aligns the items with the constructs under investigation since each construct can have different aspects related to the questions asked. The questions should be arranged in a way that confirms the constructs. Table 3 shows variable coding.

Table 3. Variable coding.

Variables	Code
Interactivity	INR
Social media	SMD
Perceived relevance	PRL
Informativeness	INF
Performance expectancy	PEX
Purchase Intention	PIN

**Treatment of Missing Data**

Missing data imputation was used to address the lost values in the primary research data. Out of the 350 questionnaires initially collected, 42 were excluded due to a high ratio of excluded data. As a result, 308 questionnaires that were completed and filled appropriately were used for further analysis. Table 4 shows the demographic breakdown of respondents. The analysis of gender reveals that a higher response rate was received from male participants with 274 responses, compared to 34 responses from female participants. Table 4 shows the demographic profile of respondents.

Table 4. Demographic profile of respondents.

Demography	Description	Frequency
Gender	Male	274
	Female	34
Age Group	Under 20	16
	20-30	70
	31-40	117
	41-50	56
	51-60	29
	Above 61	20

**Assessment of Measurement Model**

The first phase of a PLS-SEM investigation is the statistical analysis, also known as the external model. However, the average value of variance (AVE) determines convergent validity. Discriminant validity is achieved using the cross-loading strategy and the Fornell-Lacker method. The CR value must be at least 0.70. However, for valid convergence, the AVE must be at least 0.5. Figure 3 indicates the measurement model.

**Reliability of Individual Items**

The degree to which each item in a given subscale measures the same construct is called internal consistency reliability. Therefore, the AVE should be greater than 0.50 and the composite confidence limit should be equal to or greater than 0.70. The fact that every variable used in the current study has an AVE and composite confidence greater than 0.50 highlights the confidence of the static analysis in Table 5.



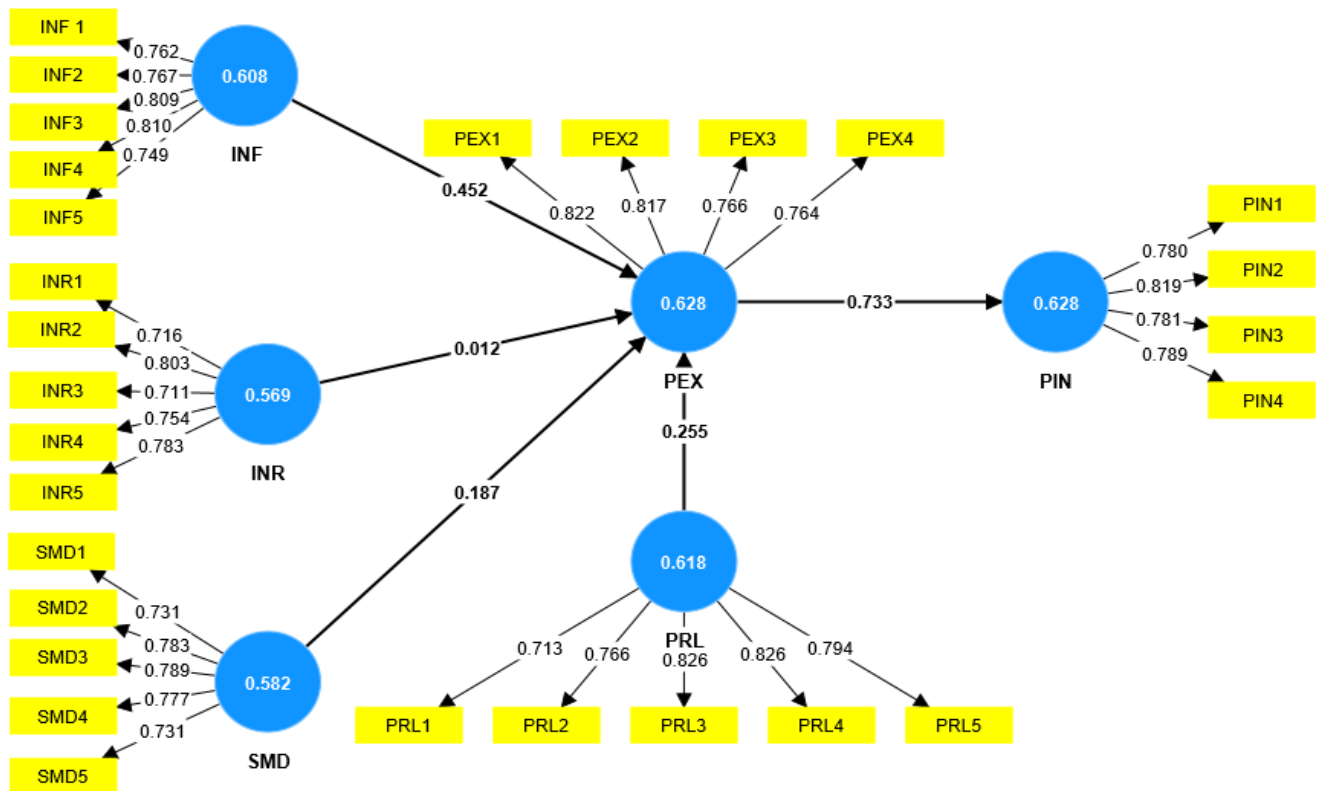


Figure 3. Measurement model.

Table 5. Measurement model results (Convergent validity).

Constructs	Items	Loadings	Alpha	CR	AVE
Informativeness	INF 1	0.762	0.839	0.886	0.608
	INF2	0.767			
	INF3	0.809			
	INF4	0.810			
	INF5	0.749			
Interactivity	INR1	0.716	0.811	0.868	0.569
	INR2	0.803			
	INR3	0.711			
	INR4	0.754			
	INR5	0.783			
Performance expectancy	PEX1	0.822	0.803	0.871	0.628
	PEX2	0.817			
	PEX3	0.766			
	PEX4	0.764			
Purchase intention	PIN1	0.780	0.803	0.871	0.628
	PIN2	0.819			
	PIN3	0.781			
	PIN4	0.789			
Perceived relevance	PRL1	0.713	0.844	0.89	0.618
	PRL2	0.766			
	PRL3	0.826			
	PRL4	0.826			
	PRL5	0.794			
Social media marketing	SMD1	0.731	0.821	0.874	0.582
	SMD2	0.783			
	SMD3	0.789			
	SMD4	0.777			
	SMD5	0.731			

Therefore, the AVE should be greater than 0.50 and the composite confidence limit should be equal to or greater than 0.70. The fact that every variable used in the current study has an AVE and composite confidence greater than 0.50 highlights the confidence of the static analysis.

### Discriminant Validity

Analysis of Table 6 shows that the mean-variance extracted (AVE) exceeds the correlation between the implicit variables. The initial phase of this learning introduced the framework and highlighted the relationships between variables based on the existing literature. However, these relationships may need to be reviewed and modified based on the confirmatory factor analysis performed in this study. After confirmatory factor analysis (CFA), none of the variables were removed, although some items were removed. This decision is in line with the recommendation to keep at least two items for each variable to avoid their elimination.

Table 6. Discriminant validity matrix using Fornell and Lacker criterion.

Variable	INF	INR	PEX	PIN	PRL	SMD
INF	0.780					
INR	0.700	0.754				
PEX	0.787	0.651	0.793			
PIN	0.673	0.636	0.733	0.792		
PRL	0.786	0.724	0.761	0.668	0.786	
SMD	0.676	0.734	0.695	0.645	0.759	0.763

### Structural Model

This study performed three static model assessments, including the direct relationship model and the moderation analysis model.

#### Assessment of significance of the structural model direct relationship

The Evaluation of the Model and analysis of the direct relationship are the main objectives of this study. The second objective is to use the internal model to analyze possible correlations between variables. Ten possibilities were considered in this study. However, the suspicions were confirmed. Figure 4 illustrates Structural Model Direct Relationships.

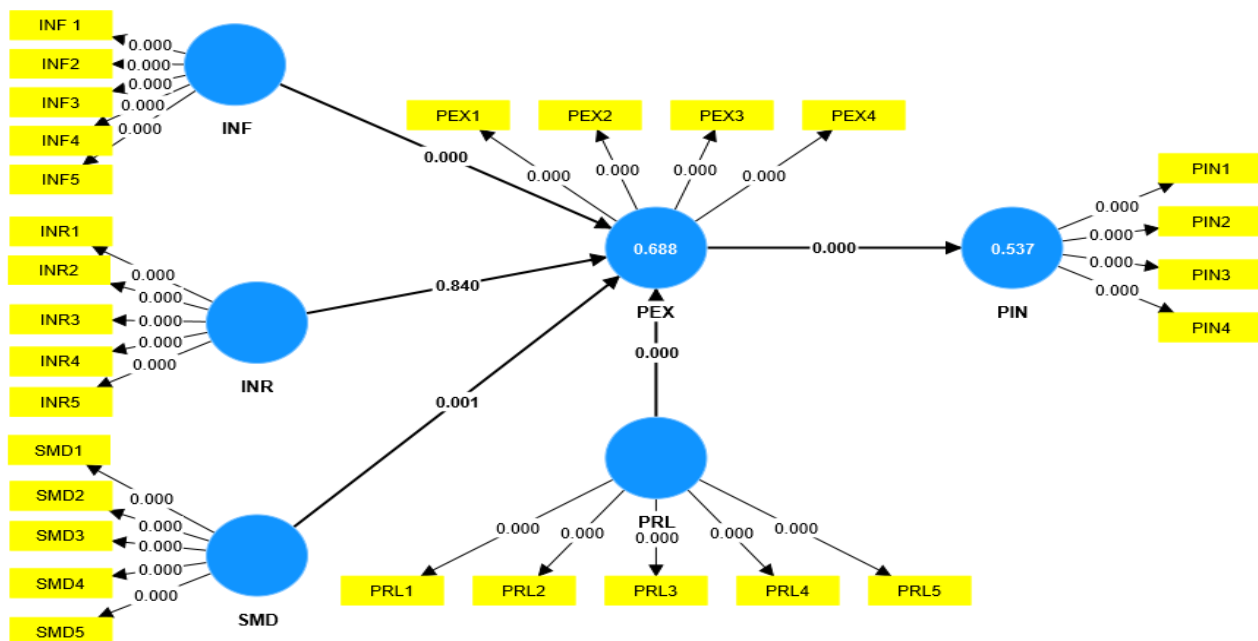


Figure 4. Structural model direct relationships.

### Hypothesis

This study examines three hypotheses that focus on direct relationships between the constructs. To determine the significance level, t-statistics are generated for all paths using the bootstrapping function in SmartPLS 4.0. as shown in Table 7.

Table 7. Results of hypothesis testing (Direct effects).

Hypothesis	Relationships	Std. Beta	Std. Error	T- Value	P- Value	2.50%	97.50%	Decision
H1	INF -> PEX	0.452	0.062	7.309	0.000	0.319	0.560	Supported
H2	INR -> PEX	0.012	0.061	0.202	0.840	-0.101	0.140	Not Supported
H5	PEX -> PIN	0.733	0.034	21.373	0.000	0.661	0.795	Supported
H4	PRL -> PEX	0.255	0.066	3.842	0.000	0.126	0.385	Supported
H3	SMD -> PEX	0.187	0.058	3.219	0.001	0.077	0.305	Supported

Table 7 The depicted hypotheses in this current research are supported when their p-values are smaller than 0.05. Conversely, the hypotheses that are not supported in this study have p-values bigger than 0.05. The R-square value derived from the PLS output shows that all the variables collectively account for 60% of the variations in the independent variable. In this study, four hypotheses regarding direct relationships were supported.

### Mediation analysis

Table 8 verifies the mediation hypotheses. H6, H7, H8, and H9 are four mediators. H6 postulates that performance expectancy mediates the relationship between information content and PI, while H7 and H8 posit that PE also mediates the link between interactivity and PI and the relationship between social media and PI, and H9 argues that performance expectancy also mediates the link between perceived relevance and PI.

Table 8. Test of mediation (interaction terms).

Hypothesis	Relationships	Std. Beta	Std. Error	T- Value	P- Value	2.50 %	97.50 %	Decision
H7	INR -> PEX -> PIN	0.009	0.045	0.201	0.841	- 0.074	0.102	Not Supported
H6	INF -> PEX -> PIN	0.331	0.047	7.096	0.000	0.234	0.415	Supported
H9	PRL -> PEX -> PIN	0.187	0.051	3.675	0.000	0.090	0.291	Supported
H8	SMD -> PEX -> PIN	0.137	0.043	3.190	0.001	0.057	0.224	Supported

Although the results of the present study also show that expectation mediates the relationship between information and PI ( $\beta = 0.331$ ,  $T = 7.096$ ,  $p\text{-value} > 0.05$ ), the expectation of success mediates the relationship between attractiveness and PI. purchase ( $\beta = 0.009$ ,  $T = 0.201$ ,  $p\text{-value} < 0.05$ ) Performance expectancy also immaterially mediates the relationship between social networks and PI ( $\beta = 0.137$ ,  $T = 3.190$ ,  $p\text{-value} < 0.05$ ), and performance expectancy also mediates the link between relevance and PI ( $\beta = 0.187$ ,  $T = 3.675$ ,  $p\text{-value} < 0.05$ ). Therefore, all hypotheses were statistically supported, but only two were not (H2 and H7 are not).

## **DISCUSSION AND CONCLUSION**

This Part enlightens the outcomes of this study with research objectives, focusing on information content, perceived relevance, social media, interactivity, and purchase intent, with performance expectancy conveying their impact. The theoretical framework of UTAUT2 served as the basis. The objective of the present study was to examine how social media advertising influences the purchase intention of Pakistani consumers, taking into account the mediating effect of service expectations. Data was collected from Pakistani consumers using a closed-ended questionnaire as part of a survey methodology. The research followed a structured quantitative approach based on questionnaires.

To achieve the study's goals, a set of 9 hypotheses was formulated and tested as part of the quantitative component. Five hypotheses were direct while four were mediating hypotheses. Of these, seven hypotheses were supported and two were not. The next section deals with the discussion of hypothesis testing and the achievement of the objectives of the study.

Investigate the relationship between information content and performance expectations. The first objective: This performance expectation is determined by the statistical hypothesis H1, which confirms that information content has a significant effect on performance expectation ( $\beta = 0.452$ ,  $T = 7.309$ ,  $p\text{-value} > 0.05$ ). H2 hypothesized that attractiveness does not affect attitude toward digital marketing. The results show a non-significant effect on the attractiveness of performance expectations ( $\beta = 0.012$ ,  $T = 0.202$ ,  $p\text{-value} < 0.05$ ).

H3 assumed that social networks influence performance expectations. The result shows an insignificant influence of social media on performance expectancy ( $\beta = 0.187$ ,  $T = 3.219$ ,  $p\text{-value} < 0.05$ ). H4 assumed that perceived relevance affects performance expectations. Influence of perceived relevance on performance expectations ( $\beta = 0.255$ ,  $T = 3.842$ ,  $p\text{-value} < 0.05$ ). H5 postulates that performance expectation influences purchase intention. The results show a significant influence of performance expectations on PI ( $\beta = 0.733$ ,  $T = 21.373$ ,  $p\text{-value} < 0.05$ ).

H6, H7, H8, and H9 are four mediators. H6 postulates that performance expectancy mediates the relationship between information content and PI, while H7 and H8 posit that PE also mediates the link between interactivity and PI and the relationship between social media and PI, and H9 argues that performance expectancy also mediates the link between perceived relevance and PI.

Although the results of the present study also show that expectation mediates the relationship between information and PI ( $\beta = 0.331$ ,  $T = 7.096$ ,  $p\text{-value} > 0.05$ ), the expectation of success mediates the relationship between attractiveness and PI. purchase ( $\beta = 0.009$ ,  $T = 0.201$ ,  $p\text{-value} < 0.05$ ) Performance expectancy also immaterially mediates the relationship between social networks and PI ( $\beta = 0.137$ ,  $T = 3.190$ ,  $p\text{-value} < 0.05$ ), and performance expectancy also mediates the link between relevance and PI ( $\beta = 0.187$ ,  $T = 3.675$ ,  $p\text{-value} < 0.05$ ). Therefore, all hypotheses were statistically supported, but only two were not (H2 and H7 are not).

This study examines the influence of social media advertising on customers' purchase intention. The mediating role of service expectation in Pakistan combines the UTAUT2 Theory and considers the mediating effect of service expectation on the relationship between the content of the information, perceived relevance, social networks, interactivity, and purchase intention. Informativeness, perceived relevance, social networks, interactivity, and purchase intention in communicating the role of performance expectation. Therefore, the present study provides a theoretical framework to examine the influence of social media advertising on customers' purchase intention and the mediating role of Performance Expectancy in Pakistan. Data was collected using a comprehensive questionnaire to collect data from consumers in Pakistan using a survey method. The associated concerns of social media advertising have increasingly captured the attention of both scholars and practitioners in the marketing field. As a result, the purpose of this study was to broaden our understanding of the key components of social media

marketing and their influence on client buy intentions. A structured quantitative research approach based on a questionnaire is used to collect the data.

To achieve the study's goals, a set of 9 hypotheses was formulated and tested as part of the quantitative component. Five hypotheses were direct while four were mediating hypotheses. Of these, seven hypotheses were supported and two were not. The next section deals with the discussion of hypothesis testing and the achievement of the objectives of the study.

The study adds both theoretical and practical consequences to the field the finding of the current study will help practitioners in this field to make better use of current laws and regulations, which will benefit society as a whole. The current study offers theoretical guidelines for searches to expand the UTAUT2 by using a special combination of these variables customer purchase intention informatics social media marketing perceived relevance and performance expectancy.

The Mediating Role of Achievement Expectancy in Pakistan, integrating performance expectancy and informativeness relationship, perceived relevance, social media, interactivity, and purchase intent. The data was collected via a narrow response questionnaire for data collected from consumers in Pakistan. A structured quantitative research approach based on questionnaires is used to collect data. The theoretical framework of UTAUT2 served as the basis. The objective of the present study was to examine how social media advertising influences the purchase intention of Pakistani consumers, taking into account the mediating effect of service expectations. Data was collected from Pakistani consumers using a closed-ended questionnaire as part of a survey methodology. The research followed a structured quantitative approach based on questionnaires.

The contribution of the present study consists of theoretical and practical implications. The results of the current study will provide practitioners in this field with guidance on how to improve existing policies and regulations and will have implications for the betterment of society. The current study provides researchers with theoretical guidance to extend the existing UTAUT2 theory through the unique combination of these variables, such as B. Customer purchase intention, information, social media, interactivity, perceived relevance, and performance expectations.

Only a quantitative technique was used in the Primary research. However, a mixed methodology combining a qualitative strategy and interviews with retailers could be used in the future. Another drawback of the current study is that it only examined the UTAUT2 theory; other theories, such as the mediating role of performance expectations in Pakistan, can also be used to study. Another caveat is that the current study only considered Pakistani customers, although future cross-country research may be conducted. The current study provides researchers with theoretical guidance to extend the existing UTAUT2 theory through the unique combination of these variables, such as B. Customer purchase intention, information, social media, interactivity, perceived relevance, and performance expectations.

### **Disclosure**

**Author Contributions Statement:** The authors confirm sole responsibility for the conception and design of the study, data collection, analysis and interpretation, manuscript preparation, and final approval of the version to be published.

**Conflict of Interest Statement:** The authors declare no conflict of interest in relation to this article.

**Data Access Statement:** Datasets used and/or analyzed during the current study are available from the corresponding author on request.

**Ethics Statement:** This research was conducted in accordance with the ethical standards.

**Funding Statement:** This research received no external funding.

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