

Impact of Social Media Marketing on Purchase Intention: The Moderating Role of Perceived Enjoyment

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ABSTRACT

The purpose of this study is to the effect of social media marketing on the purchase intention as the mediating role of perceive enjoyment. This study used the Theory of Planned Behavior (TPB) to examine the variables that influenced participants' decisions about whether or not to buy tickets to events using social networking sites. This study presented an online survey disseminated through social media based on TPB, using a quantitative research approach. Controllers of events pages on Facebook, Twitter, and Instagram formed the sample population of the study. Convenience sampling technique use for this study and select ample of N= 125. The review showed that all research protocols were accepted. Among all the independent variables of event fans intention, event fans behavior EWOM and brand loyalty had a significant positive effect on the dependent variable of intention to purchase event tickets. This study provided statistical support for the performance of the TPB when it comes to event marketing and social media activities. This suggests a deeper understanding of rational decision-making and social influences in the formation of behavioral intentions and intentions. The model also included a component of subjective pleasure. While there was perceived interest, the event's social media pages were well received. This emphasizes the importance of presenting information and content in an engaging and simple way. When it comes to promoting events, perceived enjoyment seems to be an important influence. This highlights the need to create a great user experience for the product page, emphasizing customer feedback, information sharing through their engaging product-related stories and experiences between social media, for customers connect, communicate, share with their friends and help, that's a brand new marketing strategy. Event marketers should use social media to help create, promote and organize events. If the marketing goal is to spark broad interest in the event, social media is a great way to reach a core group of customers, members and donors.

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1. Introduction

As the tourism and hospitality sectors develop, they an increasing number of depend on fairs and events to attract customer. By bolstering the tourism and hospitality sectors, it helps the boom of complementary traveler products (Sharifi Fard et al., 2019). Festivals have the capacity to draw both locals and site visitors by means of serving as a backdrop for a whole lot of social, recreational, and cultural occasions (Vuong & Khanh Giao, 2020). The Global Meeting and Events Forecast Report predicts will increase in each the entire wide variety of events and the sums spent on the one's events via each individual and organizers. The creation of social media has had a profound impact on how individuals participate in and organise holidays. When it comes to selling tourist locations on-line and expanding the reach of the net as a whole, social media has emerged as one of the maximum dynamics and unexpectedly expanding communicate channels and technological traits. Because of this, it has revolutionized the manner we have interaction with one another and set the bar for cutting-edge society (Joe et al., 2022).

As a result of the fast growth and integration of social media, entrepreneurs have come to comprehend its really worth as an advertising tool, and in this situation, event entrepreneurs in particular. They've started out employing it as a form of advertising and marketing to reach out to clients (Trivedi, 2019). When a enterprise right away learns about a product or event thru SNSs, customers can have interaction with it earlier than without a doubt finding out the product, carrier, or attending the event (Rouibah et al., 2021). Social media ought to be a part of event merchandising plans, and event managers need to keep an eye on it. E-word-of-mouth (EWOM) has been acknowledged for some time as a powerful promotional approach. Before making a buy, many individuals read opinions written with the aid of happy customers. Blogs, forums, assessment websites, e-trade websites, and social media web sites are only some examples of the numerous on-line structures that work properly as EWOM vehicles (Majeed et al., 2021). Previous research has discovered that EWOM could have an impact on clients' propensity to make a buy thru a variety of exclusive channels. In recent years, new EWOM platforms have emerged, consisting of social media, which permit users to have interaction with their current networks. People's opinions and evaluations of products and services are being increasingly publicized on social media platforms (Wang et al., 2019).

Problem Statement: While social media advertising is generally practiced, its impact on consumers' propensity to make a buy continues to be up for debate. Perceived amusement may additionally play a moderating impact, that could account for the conflicting findings. Examining the impact that social media advertising has on purchasers' propensity to make a buy is essential.

Research Objectives: The purpose of this study is to the effect of social media on price tag income for the event. The have an effect on of occasion-goers' intentions, the marketer-generated EWOM, and the mood of event-goers on price ticket income. Analyze how moderating elements like enjoyment affect price tag sales and social media merchandising.

Research Question: A few research questions had been identified based totally at the section's declared targets, and the researcher is interested by locating the solutions to those questions at the belief of the look at.

The following are the study questions:

1. Does social media advertising and marketing reliably affect client motive to buy?
2. Explain the useful results of digital word of mouth on consumers' reason to shop for?
3. In what approaches does advertising on social media affect clients' propensity to make purchases?

2. Literature Review

2.1. Social Media Marketing

To differentiate themselves from the enormous bulk of social media literature, Geng et al. (2021) defined social media advertising. As they have a look at indicates, it's far a social and control process with the aid of which individuals and corporations obtain their desires by way of generating and replacing goods and cost with others (Aji et al., 2020). Therefore, organizations have all started adopting those structures to interact with their clients. A number of research have supplied empirical examinations of how unique industries use social media for advertising, despite full-size settlement at the importance and price of social media in maximum advertising and marketing programmes, regardless of enterprise. Social media marketing calls for fewer resources than traditional channels of merchandising. (Sultan et al., 2020) examined the fee of social media advertising and the question of whether or no longer advertising on social media systems is less highly-priced than traditional media. Their findings endorse that social media advertising is a price-effective approach thanks to the benefit with which content can be disseminated.

Research carried out by Chung & Kim (2020) tested the role that social media performed in influencing motel visitors' chance to go back and their perception of the significance of social media in making very last buying selections. A link among purchaser loyalty, social media use, and go back visits to the equal resort was discovered (Nasir et al., 2021). Therefore, the authors recommended that lodges placed more emphasis on social media. Increasing event attendance is a top precedence for the ones answerable for establishing it, and Facebook occasion pages and different styles of social media make it easier for clients to perceive neighborhood events, examine critiques, and hook up with the general public. More people might also display up to an event if lovers are capable to connect to one another on its Facebook page, making for a greater thrilling and inviting atmosphere. Data obtained from Facebook occasion pages was extensively used by researchers (Lubna et al., 2020) to learn more approximately how customers' arousal and valence affected their use of social media and their attitudes toward the usage of social media to discover about and attend occasions.

Pang (2021) used social media to analyze what precipitated younger Malaysian consumers to shop online. Based at the TAM and TAR, they arrived to a studies tool that turned into both valid and reliable. This evaluation took under consideration how beneficial customers found the feature, how clean it became to apply, and how well it met their non-public requirements. The results indicated that the perceived usefulness, perceived simplicity of use, and subjective norms of making use of social media had the finest effect on the online buy intentions of young customers (Fernandez-Echeverria et al., 2015). Investigated human being's plans for utilizing user-generated content material in journey instruction. They observed that the passengers' mindsets immediately affected the journey's ease of use, performance, compatibility with their pastimes, dependability, and happiness. Previous studies have used respondents' reports of the way plenty a laugh the use of social media and new technologies is as a predictor of these behaviours. Analyse the factors that make a contribution to the overall fulfillment of a website (Araújo et al., 2016). They realised that entertaining content material was important to drawing in site visitors. In the literature on consumer attractiveness of new technologies, pride as an intrinsic motivation has been found (Watjatrakul, 2020).

The factors that influence lovers' attitudes and behavior in terms of Facebook event web sites for splendid activities. The findings established that human beings's beliefs and actions regarding an incident are closely inspired with the aid of their stage of amusement when the usage of Facebook. The capacity to have interaction with capability customers and win their

trust through social media makes it one of the most effective sorts of marketing available these days (Sarwar et al., 2019): the fundamentals, the advertising and marketing, the increase, and the blessings of social media. Her research shows that social networking is turning into an increasing number of commonplace. Conversely, it has grown right into a widespread medium for purchaser-enterprise communicate. Furthermore, Neti observed that business running a blog improved public impact and boom. According to the survey's findings, corporations have to use social media to aggressively market themselves (Chang et al., 2019).

2.2. Event Marketing

Any organization that hopes to draw clients need to engage in advertising. Event advertising is described by Business Dictionary because the process of establishing a themed activity, event, display, or show off (like a concert, honest, song competition, or athletic occasion) with the aim of selling a purpose, product, or agency. This idea makes it very obtrusive how essential advertising and marketing method is to attractive clients. Unquestionably, social media specially and the internet in preferred have altered our way of existence. The social media has empowered customers by using making facts sharing and access simple (Reinikainen et al., 2020). Research indicates that social media use significantly impacts client behaviour. Social media is turning into an indispensable device for selling activities, no doubt about it. Social media is a crucial advertising device that organizations may use to enhance two-way contact with their customers considering that traditional advertising strategies lose their effectiveness over the years (Xie et al., 2020).

The degree to which a commercial enterprise may impact its shoppers with the aid of a Facebook fan page. In an try and benefit their favor, they created a Facebook profile and commenced bombarding its fans with classified ads (Thakur, 2019). The authors promoted a famous Houston chain of bakeries and coffee stores and compared the responses of page likers and non-likers. The ballot found that web page individuals shopped at the shop greater frequently than non-individuals. Fans were much more likely to propagate tremendous phrase of mouth than non-fanatics. Fans additionally stated a more feel of emotional connection to the store, which may also account for their extended propensity to spread the word (Hwang et al., 2020).

2.3. Electronic Word of Mouth and Purchase Intention

It has been found that media websites are particularly conducive to electronic word of mouth (Al Halbusi et al., 2022). These platforms give opinion leaders a place to showcase their expertise on a company's products and services while also participating in ongoing conversations with customers. People's thoughts can be expressed in a variety of ways, including through written text, pictures, videos, and even apps. Visual improvements to content boost EWOM's appeal and user experience. Furthermore, social media allows for the rapid distribution of EWOM information to a large audience people can express themselves by simply forwarding items with which they agree (Sweiss et al., 2022). consumers are increasingly consulting social media in order to learn more about a company's brand. Information about EWOM can enter the social media landscape in several different ways. Commercial advertising of services or goods is allowed if the poster makes it clear that this is their intention. Users may unwittingly reveal their preferences to their network by following certain firms, engaging with their posts through likes and comments, or generating content that features those brands without any apparent commercial goal. At the end of the day, brands may use their official accounts to share content on social media (Hyun et al., 2022).

Research in Pakistan to learn more about the effects of electronic word of mouth and brand recognition on customers' purchasing decisions. This survey was used. There's a strong, positive relationship between purchase intent and word-of-mouth spread via electronic channels (Park et al., 2021). the effect of online recommendations on consumers' propensity to make a purchase. The results show that positive electronic word-of-mouth influences consumers' propensities to make purchases. Reducing uncertainty and risk during the buying process is a key role that EWOM messaging plays found that products with higher average evaluations also performed better in sales. However, if there are more negative evaluations, potential buyers will focus more on the product's defects and be less likely to make a purchase (H. Chen & Chen, 2020).

2.4. Brand Loyalty and Purchase Intention

Many scholars have offered different definitions of brand loyalty. But in reality, brand loyalty is nothing more than an individual or group preferring one company's products over another. Customer loyalty can also be defined as the likelihood that a customer will purchase a new product. in order to inspire brand loyalty among consumers, a brand must fulfill these six conditions: irrational decision of the consumer to purchase. The behavioral response to buy something after considering other options (Hameed Pitafi et al., 2020). This trend of repeat purchases is inevitable. Unthinking choices. Choose the same products by getting the best products. Here's the idea.

Consumers buy products they already know or have used before. If customers know and like a brand, they are more likely to continue purchasing the company's products. Brand loyalty is necessary or foundational for most businesses to achieve their ultimate goal of increasing sales or profits. Investment in a product typically occurs when a customer values its attributes, reputation, price, and other variables. As repeat customers and recommenders, they are more satisfied with the product (Tran, 2020). Even though many real-world studies and surveys have found that brand loyalty influences consumer purchasing behavior, there remains some uncertainty.

"Brand awareness plays an important role in consumer decision-making: the triple advantages of knowledge acquisition, psychological advantage and choice advantage." On the other hand, repeated purchases by the customers will lead to brand loyalty. In this study, we look at how multiple dimensions of brand perception, including loyalty and familiarity, influence consumers' purchasing decisions (Molinillo et al., 2021). A Facebook event may attract more people if, where participants' social interactions are more emotionally engaged. Facebook event pages have been selected for this study to investigate how other emotional motivations and valence influence users' social media adoption and whether such adoption may influence users' perceptions of the influence of social media use and intention to attend meetings (Liu et al., 2020).

H1: Social media brand loyalty had a positive effect on event ticket purchase intention.

H2: Event fans' intentions had a positive effect on event ticket purchase intentions.

H3: EWOM had a positive effect on the intention to purchase event tickets.

H4: Event fans attitudes positively influenced event ticket purchase intention.

H5: Perceived Enjoyment moderates the positive relationship between social media marketing metrics and intention to purchase event tickets.

2.5. Conceptual Framework

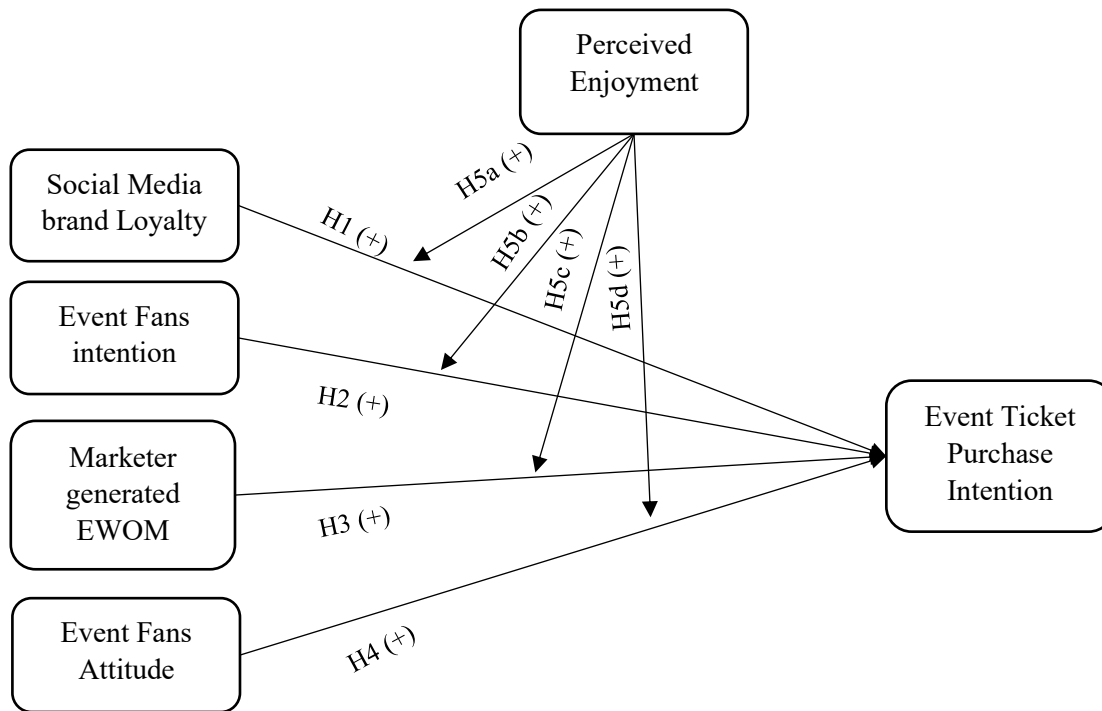


Figure 1. Conceptual framework

3. Methodology

This study used an online survey as a quantitative research method. The researcher developed a questionnaire using Theory of Planned Behavior (TPB). The survey respondents are Facebook event page fans. Participation requirements were Events whose fans were at least 18 years old and won the U.S. Open. Follow festival pages on Facebook, Twitter, or Instagram; Music program fans who were at least 18 years old. At the beginning of the study, the researchers made it clear that participants had to be 18 years of age or older. This study used the TPB to inquire about how social media followers feel about and react to such promotions. We used TPB to assess the factors that led people to share event information on social media, ultimately leading to the purchase of tickets. This study collected data through an online survey from a representative sample of 125 participants of a seminar in Multan in an attempt to shed light on the research problem. Participants will be selected through convenience sampling. Participants will be drawn from those who have expressed interest in or engaged with brands through social media marketing. An online survey was used to collect data for this study. The survey was widely disseminated through online channels such as email, social media and others. We obtained this data from January 23, 2023, through May 19, 2023. When respondents clicked on the survey URL, they were taken to a page that provided information about the survey before the survey questions were administered. The average time to complete the survey was about ten to fifteen minutes. In the introductory paragraph, I explained both the nature of the study and the guarantee of participant anonymity. Participants were given the opportunity to complete the survey at their own pace. To gather and examine the data, the SPSS statistical analysis programme was utilised. In order to determine what influences people's attendance at events and how happiness impacts their feelings towards those events, linear regression analyses were performed. Traditional TPB considerations include the variable's attitude, mood, emotional well-being, word-of-mouth (EWOM), social media brand loyalty, and reported happiness. The research team behind this study set out to find out how eventgoers felt about using social media to sell tickets. The data we needed was provided by the event's Facebook,

Twitter, and Instagram fans. The majority of Facebook event page likers were notified of updates. Twitter was second, while Instagram was third. From the 125 people that took part in this study, 125 were able to get valid questionnaires. A total of 125 people filled out the survey, with women making up 55.2% and men 44.8%. Almost half of us (44.8%) had a bachelor's degree or more, and 88% of us were in the 16–25 age range. Among the constructs that were of interest were attitudes, perceived enjoyment, fan intentions, EWOM, and social media brand loyalty. Our standards were based on those found in the academic literature. To gauge the level of agreement, we employed a five-point Likert scale for perceived interest. Using a five-point Likert scale, where higher scores indicate greater agreement, we surveyed programme fans about their perceptions. Viewers' feelings about the show: we employed a five-point Likert scale, where higher numbers indicate more agreement. Higher ratings indicated stronger agreement on a five-point Likert scale that we employed. Brand loyalty on social media: A Likert scale from 1 (strongly agree) to 5 (strongly disagree) was utilized. Intention to buy: A 5-point Likert scale was utilised, where 1 signifies strong agreement and 5 indicates strong disagreement.

4. Results

4.1. Reliability Test

An examination of the accuracy, or reliability, of the measurements. A Cronbach's alpha reliability coefficient of 0.70 or higher is used as the threshold for acceptance.

Table 1.
Reliability Analysis

Variable	Items	Cronbach's Alpha
Perceived enjoyment	6	.912
Event fans attitude	6	.872
Brand loyalty	3	.781
Event fans intention	4	.855
EWOM	5	.837
Event ticket purchase intention	3	.807

Cronbach alpha values are above 0.70, indicating that the variables are slightly intercorrelated.

4.2. Descriptive Statistics

As shown in the Table 2, participants expressed moderate satisfaction, with a perceived satisfaction score of 16.8627. There is some variation in the level of satisfaction reported among the participants, as indicated by the standard deviation value of 5.07410. Fans of these events generally have a happy mood, with an attitude score of 18.4800. The standard deviation of 4.54895 indicates that the audience's perception is not the same. The participants' brand loyalty score of 7.4720 indicates a low level of brand commitment. There appears to be some expansion in the reported range of brand loyalty, as reflected in the standard deviation of 2.32648. Fans have a moderate interest in participating in event-related activities, as indicated by a psychological score of 10.2420. The psychological scores mentioned show some variability, as indicated by a standard deviation of 2.99410. The score for intention to buy tickets was 7.5093, indicating a moderate interest in purchasing. There is a gap in the reported scores related to ticket purchase intention, as shown by the standard deviation of 2.17124. The EWOM score was 14.4752, indicating a moderate level of EWOM among the respondents. There is a slight difference between the reported EWOM scores (4.06501 standard deviation).

Table 2.
Descriptive Statistics

	N	Mean	Std. Deviation
perceived_enjoyment	125	16.8627	5.07410
event_fans_attitude	125	18.4800	4.54895
brand_loyalty	125	7.4720	2.32648
event_fans_intention	125	10.2420	2.99410
event_ticket_purchase_intention	125	7.5093	2.17124
electronic_wom	125	14.4752	4.06501
Valid N (listwise)	125		

4.3. Correlation Analysis

Correlation analysis statistical technique for examining the presence or absence of a connection between two sets of data (Sekaran, 2006). Perceived enjoyment, fans' attitudes, brand loyalty, fans' intentions, ticket purchase intentions, and electronic word of mouth (EWOM) are shown in a correlation matrix (Table 3), which demonstrates the degree and direction of the linear association between these six variables.

Table 3.
Correlation Analysis

		perceived enjoyment	Event fans attitude	brand loyalty	Event fans intention	Event ticket purchase intention	Electronic WOM
perceived enjoyment	Pearson	1					
	Correlation						
	Sig. (2-tailed)						
Event fans attitude	N	125					
	Pearson	.670**	1				
	Correlation						
brand loyalty	Sig. (2-tailed)	.000					
	N	125	125				
	Pearson	.542**	.419**	1			
Event fans intention	Correlation						
	Sig. (2-tailed)	.000	.000	.000			
	N	125	125	125			
Event ticket purchase intention	Pearson	.580**	.470**	.664**	1		
	Correlation						
	Sig. (2-tailed)	.000	.000	.000	.000		
Electronic WOM	N	125	125	125	125		
	Pearson	.511**	.458**	.580**	.572**	1	
	Correlation						
Electronic WOM	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	125	125	125	125	125	
	Pearson	.578**	.639**	.500**	.504**	.689**	1
Electronic WOM	Correlation						
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	125	125	125	125	125	125

** Correlation is significant at the 0.01 level (2-tailed).

* Correlation is significant at the 0.01 level (2-tailed).

One statistical measure that can take on values between -1 and 1 is the Pearson correlation coefficient. In this context, a value of -1 denotes an entirely negative correlation, 0 denotes no link, and 1 a perfectly positive correlation.

The presented table demonstrates a robust association between the variables, as indicated by the statistically significant correlations at the 0.01 level (two-tailed). Specifically, a significant correlation exists between the degree of enjoyment experienced by fans and their attitudes towards the event ($r = 0.670$), their brand loyalty ($r = 0.542$), their intention to attend the event ($r = 0.580$), their intention to purchase tickets ($r = 0.511$), and their engagement in word-of-mouth marketing (EWOM) ($r = 0.578$). Brand loyalty is positively correlated with event fans' intention ($r = 0.664$), event ticket purchase intention ($r = 0.580$), and EWOM ($r = 0.500$). Event fans' intention is positively correlated with event ticket purchase intention ($r = 0.572$) and EWOM ($r = 0.504$). Finally, event ticket purchase intention is positively correlated with EWOM ($r = 0.689$).

There is no significance error between the variables so the hypothesis is accepted.

4.4. Regression Analysis

As shown in 4 of the table, we can see that the R-square value is .569 which means that our independent variables cause 56.9% of the variation in the dependent variable which is the intention to buy event tickets.

Table 4.

Model Summary

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.754 ^a	.568	.551	1.45504

a. Predictors: (Constant), electronic_wom, brand_loyalty, perceived_enjoyment, event_fans_intention, event_fans_attitude

The data fits the regression model nicely, and it explains a good chunk of the variation in the dependent variable (intention to buy event tickets). What's more, the ANOVA table reveals that the predictor factors have a substantial impact on the dependent variable, and the p-value is tiny. There is a statistically significant relationship between the dependent and independent variables, as shown in the table, with a p-value of 0.000, which is less than 0.05.

Table 5.

ANOVA

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
	Regression	332.634	5	66.527	31.423	.000 ^b
	Residual	251.939	119	2.117		
	Total	584.572	124			

a. Dependent Variable: event_ticket_purchase_intention

b. Predictors: (Constant), electronic_wom, brand_loyalty, perceived_enjoyment, event_fans_intention, event_fans_attitude

The following table shows the findings of a linear regression analysis in which "event ticket purchase intent" was the dependent variable and five other variables "event fan attitude," "brand loyalty," "event fan intention," "perceived enjoyment." and electric verbal expression" were independent variables.

Table 6.
Coefficients Analysis

Model	Coefficients			t	Sig.
	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta		
event_fans_attitude	-.026	.038	-.055	-.688	.493
brand_loyalty	.201	.077	.215	2.590	.011
event_fans_intention	.140	.061	.194	2.29	.024
perceived_enjoyment	.219	.033	.511	6.59	.000
electronic_wom	.277	.045	.519	6.217	.000

a. Dependent Variable: event_ticket_purchase_intention

For every independent variable, the table displays the standard errors, t-values, unstandardized and standardised coefficients, as well as their statistical significance. The unstandardized coefficients reveal the impact of each change in the independent variable on the dependent variable, assuming all other independent variables remain constant. After accounting for all other variables, there is a correlation between a one-unit rise in brand loyalty and a 0.201 increase in the desire to acquire event tickets. coefficients of 0.140 for perceived word-of-mouth interest, 0.277 for attendee ticket purchases, and 0.219 for total interest indicate that for every one unit rise in the constant variables, there is a corresponding increase of 0.140, 0.277, and 0.219 in the other two variables.

The significance of the calculated coefficient is indicated by its P-value (Sig.). If the p-value is small (usually less than .05), then the predicted coefficient may be reasonable. There were statistically significant relationships between "brand_loyalty," "event_fans_intention," and "electronic_wom," indicating that all of these factors play a role in determining whether or not a user will purchase tickets to an event.

5. Discussion

Social media marketing campaigns can have a significant impact on consumer buying intentions. However, customer satisfaction may reduce the severity of the effect. Social media advertising can have a huge benefit on purchase intent when interest is perceived to be high. Companies should therefore consider consumer interest in social media when developing marketing strategies for this channel. Companies can improve their social media marketing and, by extension, influence consumer decision-making by creating engaging and engaging content.

Our research highlights the importance of perceived enjoyment, brand loyalty, storytelling and fan opinion when deciding whether to buy tickets for an event. Previous research (Bozkurt et al., 2021) also supported this hypothesis. Our research shows that word-of-mouth advertising (EWOM) has a greater impact on consumers' ticket purchase decision than that shown in a previous study (Chetioui et al., 2021), which found that of brand image great importance so the hypothesis about this variable is rejected based on the findings of our study. On the basis of the importance of program attendees' attitudes. Fans' attitudes about the event significantly impacted their willingness to buy, according to a prior study (Akbar et al., 2019). Though they disagree with the results produced (C. Chen & Li, 2020), their results are in line with those of Turkish researchers (Burnasheva & Suh, 2022) and researchers (Sawaftah et al., 2020).

6. Conclusion

The main objective of this study was to examine the relationship between event and festival enthusiasts' attitudes and attitudes towards future events or festivals after participating in social networking platforms using this data use of computers through popular social media sites like WhatsApp, Instagram, Facebook and Twitter has been received. Researchers examined the effect of supporters' level of satisfaction with a brand on their impressions of the brand's social networking service (SNS) page again. Finally, there are a lot of factors that go into the complicated process by which social media marketing affects consumers' propensity to buy. While some research found a strong correlation between social media marketing and consumers' intent to buy, other studies found no such correlation at all.

The concept of perceived happiness is increasingly recognized as a potential determinant. This metric measures individual appreciation, interest, and engagement with content promoted through social media platforms. Based on empirical research, individuals exhibit a greater tendency to participate in social media promotions and have more positive attitudes toward advertised products and services when they find them funny. Social media marketing can be an effective way to increase purchase intent, depending on how engaging and appealing the content is to the target audience. Therefore, it is very important for marketers to provide their readers with information that not only relates to their curiosity but also grabs and captures them. In this way, companies can increase the appeal of their products and increase the chances of positive customer impressions.

7. Limitations and Recommendations

This study has several limitations. The study population showed a wide range of features, which may be due to the convenience sample used. Subsequent research efforts may benefit from increasing and diversifying the sample size in terms of age, ethnicity, sex, and education. Furthermore, perceived interest is important assessment is inherently subjective and may reflect variation among different populations. One possible avenue for future study is to investigate how factors like entertainment value and social interaction influence the correlation between social media marketing and intents to buy. Brands and social influence are two additional mediators that need to be considered when studying the connection between social media marketing and intents to buy. Customer involvement, trust, and motivation are some of the elements that may be considered.

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