

## The Impact of Social Media Advertisements on Consumer Purchase Intention in the Higher Education Sector

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**Abstract:** Since the emergence of social media advertising, the majority of businesses have introduced their brands, products, and services on social media platforms. This study attempted to investigate the impact of social media advertisements on consumer purchase intention in the case of Jordanian university students. A descriptive-analytic approach was employed to address the study's problems and objectives. A set of (600) self-administered questionnaires were distributed to the study's sample, consisting students of three government universities in Jordan; one in the north of Jordan, one in the middle of Jordan, and one in the south of Jordan. Statistical program SPSS was used to examine the study's hypotheses. Results of the study revealed a positive statistical significance in regards to the study's sub-variables (SM Trust including EWOM, Interactivity, and Entertainment) influence on consumer purchase intention in students of Jordanian universities at a significant level of ( $\alpha = 0.05$ ).

**Keyword:**  
Purchase Intention;  
Social Media Advertising;  
Electronic Word of Mouth.

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### INTRODUCTION

Social media serves as an effective tool for communication and keeping up with current events, but it also helps define social norms and disseminate innovative thinking. Additionally, in the era of globalization, social media has become a possible source for marketing and advertising. Social media is being employed as a powerful marketing tool to contact consumers and foster confidence in purchasing online. According to psychological theories, consumer intention to make a purchase online is increased by digital trustworthiness. In the beginning, marketers and advertisers used social media to spread brand awareness, while over the past ten years, as an increasing number of businesspeople have realized how important it is to connect with their ideal clients and influence their purchasing intentions, social media advertising has grown

significantly. According to previous studies, the evolution of social media advertising is likewise aligned with customer purchase intentions.

Understanding the types of factors that influence consumer purchasing intention is crucial. These preferences are influenced by an individual's education, age, taste, culture, religion, and a variety of other factors, including social relationships with friends and society. As a result, organizations and businesses work to understand the requirements of various consumers to market goods and services that might be useful to prospective consumers.

Social media platforms on desktop and mobile devices combined spent \$32.3 billion in 2016. Jordan is one of the most populous nations in terms of social media users, and Jordanian businesses are particularly interested in social media marketing initiatives. A 2016 Pew Research Center survey estimates that there are 7.2 million social media users in Jordan (Alalwan et al., 2017). Therefore, tackling the effective use and development of social media advertising presents a significant problem for Jordanian businesses (Rana et al., 2017).

Social media platforms are a crucial sign indicator of an organization's ability to innovate in terms of consumer engagement because of their character as interactive, cutting-edge "Web 2.0" technologies. Businesses can engage with their customers more visually and informatively when compared to conventional social media advertising "That Are Used for Web 1.0 Applications". Furthermore, social media platforms could aid businesses in achieving a variety of advertising objectives, such as increasing consumer intention, gathering information about the product, enhancing consumer preferences, and luring customers to make a purchase (Alalwan et al., 2017).

Businesses are moving away from conventional marketing strategies and beyond only (.com) towards highly creative and digital versions. Understanding social media advertising strategies will, therefore, aid in better engaging customer purchase intention (Pham & Gammoh, 2015). The fact that students of Jordanian universities and consumers actively choose to participate in this interaction with social media platforms and firms by writing comments and reviews regarding establishments, products, and services ought to be mentioned, according to this study's results. However, many aspects and characteristics of social media advertisements, such as "SM Trust, E-WOM, Interactivity, and Entertainment," are still not adequately covered and demand further study and research. To determine and objectively assess the influence of

marketers' and advertisers' reputations on consumers' desire to make purchases, this study looked at university students in Jordan.

## **LITERATURE REVIEW**

The concept of social media (SM) can be interpreted in a variety of ways, and several definitions have been developed. In a practical meaning, it refers to a group of software-based digital platforms that give users access to the digital context where they can send or receive digital information and content through an online SM platform. These digital media often are represented as applications and sites (Appel et al., 2020). To fulfill the standards of an SM site, a website should, nonetheless, include the following fundamental features: content, user profiles, a way for users to communicate and leave comments with each other's sites, and the opportunity to join online groups of people with same interests, such as design or politics (Sinclair & Vogus, 2011). In recent years, SM has made purchasing and selling procedures easier. SM was responsible for \$5 billion in E-commerce revenue in 2013. Social commerce is predicted to bring in \$14 billion in revenue in 2015 (PacNet Services Ltd, 2014). The usage of SM can promote openness and spontaneity by allowing all users to engage immediately in the communication process by contributing information, feedback, and tags, for instance (Halavais, 2009).

### **Social Media Advertising**

Social Media Advertising (SMA) can be viewed as a method of attracting visitors to a website or obtaining notice using SM networks. SMA marketing mainly aims to create attention-getting material that motivates users to contribute to their SM. Traditional campaigning methods are being eclipsed not simply by the rise of SM but also by the extreme difficulty of creating a standout campaign in a highly competitive market. SMA marketing is the next big thing; businesses must invest in SMA to attract customers to their products or services. SMA is here to stay in this digital era for the next generation. In the first three months of 2012, Facebook alone made USD872 million in advertising sales (Business Management Degrees, 2013). Many businesses are investing in the creation of online communities that, if properly managed and maintained, can turn into brand loyalists, quickening the spread of word-of-mouth advertising (Quick, 2020). The SM site serves as the background for SMA; the platform provides the advertising configuration. According to media contexts research, the hypothesis is that the same media conveying the same content to the same audience at different times has varying effects

based on the environment in which the content arises (Norris & Colman, 1992). The use of SM technology, networks, and applications to create, connect, offer, and share services that are important to the stakeholders of businesses has caused advertisements to allocate a considerable percentage of their marketing costs and spending to these new advertising mediums. Thanks to SM, consumers can have a stronger voice in the products and services that advertisers create to meet their needs. As a result, the old "4Ps" have indeed been with a fifth "P" called involvement in SM marketing (Tuten & Solomon, 2013). SM provides a relatively low-cost channel for businesses to launch advertising and marketing activities (Bajpai et al., 2012). By utilizing social media platforms, brand recognition and accessibility may be maximized (Raja, 2012). Research conducted by (Suprpto et al., 2020) demonstrated that social media advertising has a positive significant impact on consumer purchase intention in Indonesia. Hence, we suggested the following hypothesis

***Main hypothesis (Ho1):*** *There is no statistically significant impact of social media advertisements, considering its sub-variables (SM Trust, EWOM, Interactivity, and Entertainment), on consumer purchase intention in students of Jordanian universities at a significance level of  $\alpha = 0.05$ .*

When there is an information gap and the possibility of opportunism, trust is usually a problem. When information asymmetry is reduced, trust is strengthened. Giving customers the required information about the product and the business is one approach for brands to earn their confidence (Chiu et al., 2010; Gefen et al., 2003). Trust is defined as a "psychological condition characterized by the willingness to tolerate risk in exchange for favorable assumptions about another's intentions or conduct" (Rousseau et al., 1998). SM, like Facebook, Instagram, and Twitter, have evolved into a channel that brings users who have full trust in SM to look for goods and/or services (Gunawan & Huarng, 2015). In marketing, Trust is described as a state of mind that includes the intention to perform risk based on positive perceptions about others' intentions, as well as the desire to swap partners (Kim et al., 2012). There is little research on the function and impacts of trust in advertising; the concept of trust has lately been investigated in the context of viral advertising (Cho et al., 2014). In addition, that a customer's ability to trust a SMA is contingent on his or her faith in the SM. The likelihood that a consumer would pay attention to the information or the advertised goods is likewise lower when they don't believe

or trust the advertising. (Johnson & Kaye, 1998; Zha et al., 2015). Thus, the current study hypothesized that:

***Sub-Hypotheses (Ho1.1):** There is no statistically significant impact of SM Trust, at a significance level of  $\alpha = 0.05$ , on consumer purchase intention in students of Jordanian universities.*

### **Electronic Word-Of-Mouth (E-WOM)**

E-WOM, online consumer evaluations, can be an excellent surrogate for total WOM; it can be considered as any favorable or negative comment given about a brand or firm by future, actual, or past customers (Hsieh et al., 2012). It can have a significant impact on the decision-making processes of other consumers who conduct product research on the Internet (Robinson et al., 2012). Customers are actively using SM and internet tools like Facebook, Instagram, Blogs, YouTube, and other similar sites (Hennig-Thurau et al., 2004). Enormous studies in the field of E-WOM communication highlighted the role of argument power (Cheung et al., 2009) in predicting perceived trustworthiness based on dual-process theory (Fang, 2014). Customers get involved in EWOM as a result of their search for accurate information before making a purchasing decision. Aside from that, they look for the best deal to avoid being confused when acquiring goods and services. As a result, the following theory is proposed: Customer purchasing intent is heavily influenced by EWOM and trust (Daugherty & Hoffman, 2014). Customers have benefited from the changes in the EWOM digital channels as well (Abedi et al., 2019). A study conducted by Mohammed & Alkubise (2012) revealed a positive impact of E-WOM on purchase intention in Jordanian university students. Given the link between E-WOM and consumer purchase intention, we suggested the subsequent hypothesis:

***Sub-Hypotheses (Ho1.2):** There is no statistically significant impact of EWOM, at a significance level of  $\alpha = 0.05$ , on consumer purchase intention in students of Jordanian universities.*

### **Interactivity**

Interactivity in advertising and public relations communications aims to offer end-users the ability to effectively communicate as either requesters or receivers with other customers in order to access or convey content on-demand, with the base controlling the duration, information, and timeline of communication (Fortin & Dholakia, 2005). Interactivity is defined

as multiple people communicating directly, independent of time or space. Interactive communication is defined as a platform that allows persons to interact and sync communication while maintaining active control (Song & Zinkhan, 2008). Because interactive media provides more sense of human touch and friendliness, it allows people to have a greater social engagement than conventional media (Yoo & Alavi, 2001). As a result, Interactions are frequently associated with the concept of connectedness, which relates to a connection that benefits both parties (Quinton & Wilson, 2016). However, Interactivity refers to a connection relationship through which an individual experiences sympathetic resonance toward the experience or thoughts shared by others (Zhao & Lu, 2012). Through the subject of interactive marketing communication, an essay defining their Interactive Advertising Model has also earned basic prominence (Rodgers & Thorson, 2000). Interactivity is dependent on the situation. Interactivity refers to consumer interaction techniques, communications, or other people in the internet and social media context, emphasizing the experiencing part of the online process (Liu & Shrum, 2002). Research conducted solely in Jordan (Alalwan, 2018) established that the methods of Interactivity, as one of the Social media Advertisement sub-variables, had a positive influence on customers' purchase intention of Jordanian customers. Based on these prominent views from preceding studies, we hypothesized that:

***Sub-Hypotheses (Ho1.3):** There is no statistically significant impact of Interactivity, at a significance level of  $\alpha = 0.05$ , on consumer purchase intention in students of Jordanian universities.*

### **Entertainment**

Entertainment is among the most crucial elements in designing an advertisement. It is used to grab clients' attention. Customers are more likely to recall an intriguing and interesting commercial ad than a dull one. The effectiveness of advertising rests so much on the degree of entertainment it creates; it tells why many businesses invest so much in jokey advertisements (Mandan et al., 2013). SM websites seem to be a part of life for many people. Consumers can obtain enjoyment and pleasure by uploading, commenting, chatting, and sharing images and videos (Hair et al., 2010). The impact of SM sites' entertainment determination on consumers' attitudes regarding SMA a user's thoughts, emotions, and judgments about engaging in particular conduct is referred to as perspective (Taylor et al., 2011). rising use of smartphones has resulted in considerable growth in the use of mobile platforms to view entertainment

content. Mobile apps are developed in significant numbers. With the use of SM sites and platforms like Facebook, improved mobile consumer experiences enable the entertainment sector to deliver material clearly to the viewer. Technology's increasing volume is altering the media and entertainment industries, opening up new and important sources of revenue for businesses (Newman, 2018). Marketers are now interweaving marketing information with digital entertainment, In addition to developing emotional connections among brands and consumers (Hudson & Hudson, 2006). According to a comprehensive study, the importance of SMA is influenced by both entertainment and information quality (Logan et al., 2012). Research by (Salih Akkaya et al., 2017) shows that there is a positive influence of entertainment with respect to consumer purchase intention. Thus, we suggest the resulting hypothesis:

***Sub-Hypotheses (Ho1.4):** There is no statistically significant impact of Entertainment, at a significance level of  $\alpha = 0.05$ , on consumer purchase intention in students of Jordanian universities.*

## **METHODOLOGY**

The descriptive analytical method was used in the research to examine the collected data per the problem and objectives. Tables were used to exhibit and describe the tested data. A series of questionnaires based on the research variables were adopted. The results were then analyzed using the SPSS program to provide the most relevant solutions to the issues identified by the research. The study's population encompasses students from three government universities in Jordan. The sampling method utilized was stratified randomness with a sample size of 930 respondents. Online questionnaires were distributed to the study sample using Google Forms, with additional support from messaging platforms like WhatsApp, including messengers, Emails, and student portals. This distribution method allowed for efficient data collection from the selected participants. The answers of the study sample were distributed on the questionnaire according to the Likert – "five-point scale."

## **RESULTS**

The majority of respondents in the sample **gender** of the total overall (327) respondents, or (54.5%) of the study sample, are females makeup, while (273) males make up the remaining (45.5%) of the overall study sample.

### **The Study's Variables' Constancy and Reliability**

A test was conducted to guarantee that the questionnaire, the materials that represent the study's variables, and the outcomes of the sample members' responses were appropriate for statistical analysis. Those tests include the facial validity test, (ii) the reliability test, and (iii) the collinearity test.

### **Reliability Test**

The analysis of reliability utilized Cronbach's alpha as the benchmark for internal consistency within the survey. This refers to the extent to which a group of items are interconnected. Cronbach's alpha is a reliability coefficient used to assess the reliability and consistency of variables measuring a single concept or construct. It determines how well different items measuring the same variable yield consistent outcomes. This analysis is crucial for examining the characteristics of the scale, internal consistency among questionnaire items, and their correlation.

**Table (1). Cronbach's Alpha of the independent variables social media advertisements and the dependent variable (Consumer purchase intention)**

#	Variables	No	Cronbach's Alpha
1	SM Trust	5	0.910
2	E-Word of mouth	5	0.938
3	Interactivity	5	0.918
4	Entertainment	5	0.924
All	20		0.971
Dependent variables (Consumer Purchase Intention)	5		0.912

Table 1 above has shown that Cronbach's alpha for Social media advertisements dimensions as the independent variable has a range of (0.910-0.938), and the variable in the Social media advertisements as a whole (0.971) while the dependent variable (Consumer Purchase Intention) score (0.912). For the SM Trust, Cronbach's alpha was (0.910), and for E-Word of mouth items,

Cronbach's alpha was (0.938), and for Interactivity items, Cronbach's alpha was (0.918), and finally, for Entertainment, it was (0.924). The values are larger than (0.60). These results indicate that there is internal consistency between the questionnaire items. The table below shows the results for the independent variable

### Collinearity test

Due to collinearity's tendency to inflate the variance of at least one estimated regression coefficient, some of the independent variables are highly associated when this condition exists. The Variance Inflation Factor (VIF) was computed to check for collinearity issues in the relationship between the independent variables. The severity of multicollinearity in a simple least squares regression study is statistically quantified by the Variance Inflation Factor (VIF). It demonstrates the metrics used to determine how much collinearity increases the variance of an estimated regression coefficient. The (VIF) values for independent variables are less than 5. According to (Kaiser, 1981), the Value of  $VIF = (1/Tolerance)$  must be less than 10 (this means tolerance must be greater than 1), then there is no high relationship between independent variables dimensions, and there is no collinearity problem in these variables.

**Table (2). Table VIF (Independent variables)**

#	Variables	Tolerance	VIF
1	SM Trust	0.334	2.991
2	E-Word of mouth	0.243	4.120
3	Interactivity	0.213	4.688
4	Entertainment	0.269	3.722

### Relationship between Variables

The researcher analyzed the correlation between all variables in this study to confirm the absence of any strong correlations between these variables. The result is shown in table () bellow where all the results are ranging between (.748\*\* - .838\*\*) all below 0.950 which proves that there are no strong correlations between the variables to be studied; therefore there is no overlapping in the meanings of each one.

**Table (3). Variables correlations**

	SM Trust	E-Word of mouth	Interactivity	Entertainment
SM Trust	1			
E-Word of mouth	0.777**	1		
Interactivity	0.766**	0.838**	1	
Entertainment	0.748**	0.787**	0.830**	1
SM Trust	0.789	0.856	0.950	1

**Descriptive Statistics Analysis**

Table () bellow displays the standard deviations and arithmetic averages of the study sample responses for each of the study's independent variables' set of sub-variables as the overall.

**Table (4). Independent variable**

No.					
High	1	0.85	4.13	<b>E-Word of mouth</b>	<b>2</b>
High	2	0.76	4.03	<b>Interactivity</b>	<b>3</b>
High	3	0.79	3.94	<b>Entertainment</b>	<b>4</b>
High	4	0.80	3.76	<b>SM Trust</b>	<b>1</b>
High	-		0.73		3.97

The table above shows that the mean average of the independent variable "Social media Advertisements Dimensions" ranged between (3.76- 4.13) and a high degree of appreciation. The "E-Word of mouth" dimension had the highest mean at (4.13) and high degree, followed by "Interactivity" (4.03). Followed by "Entertainment" was (3.94), with a high degree of appreciation, followed by " SM Trust," which was ranked last with a mean of (3.76), the variable's overall arithmetic mean, which was extremely high at (3.97), showed a high level of estimation or appraisal.

**Hypothesis Testing**

Several statistical techniques, including Multiple and Simple Regression, the Amos Test, and Variance Analysis, were utilized to test the study hypotheses. The findings are illustrated below:

**Table (5). Multiple Regression Analysis for the impact of social media advertisements based on their sub-variables on consumer purchase intention in students of Jordanian universities**

Dept.	Model Summary				ANOVA		Coefficient		
	R Square	F	Sig.	B	Std. Error	t	Sig.		
<b>Consumer purchase intention</b>	0.890	0.791	564.026	0.000	(Constant)	0.027	0.081	0.332	0.740
SM Trust		0.213		0.032		6.700		0.000	
E-Word of mouth		0.032		0.035		0.923		0.356	
Interactivity		0.327		0.042		7.880		0.000	
Entertainment		0.385		0.036		10.743		0.000	

According to Table () above, independent factors combined (SM Trust, EWOM, Interactivity, and Entertainment) explained the value of (79.1%) on consumer purchase intention in students of Jordanian institutions, resulting in an explained variance of (0.791). Additionally, the following is also discovered:

- There is a positive statistically significant impact of social media advertisements based on their sub-variables (SM Trust, EWOM, Interactivity, and Entertainment) on consumer purchase intention in students of Jordanian universities, with a t-value of 0.332 and a statistical significance of 0.740.

- Specifically, "(SM Trust) was found to have a positive and statistically significant impact on consumer purchase intention, with a t-value of 6.700 and a statistical significance of 0.000." This suggests that higher levels of trust in social media advertisements are associated with a greater likelihood of purchase intention among Jordanian university students.

- On the other hand, the study did not find a statistically significant impact of (EWOM) on consumer purchase intention, as indicated by a t-value of 0.923 and a statistical significance of 0.356. This suggests that the effect of E-Word of mouth on purchase intention among Jordanian university students was not statistically significant.

- However, (Interactivity) was found to have a positive and statistically significant impact on consumer purchase intention, with a t-value of 7.880 and a statistical significance of 0.000. This implies that higher levels of interactivity in social media advertisements are associated with a stronger inclination for purchase intention among Jordanian university students.

- Similarly, (Entertainment) was found to have a positive and statistically significant effect on consumer purchase intention, with a t-value of 10.743 and a statistical significance of 0.000. This indicates that social media advertisements that offer entertaining content have a greater impact on purchase intention among Jordanian university students.

Overall, the study demonstrates the significant influence of (SM Trust, Interactivity, and Entertainment) in shaping consumer purchase intention through social media advertisements among Jordanian university students.

Sub-questions were derived from the main question by the researcher, which included:

**(Ho1.1):** There is no statistically significant impact of SM Trust, at a significance level of  $\alpha = 0.05$ , on consumer purchase intention in students of Jordanian universities. The table below provides vivid answer.

**Table (6). Impact of SM Trust on consumer purchase intention in students of Jordanian universities**

Model Summary		ANOVA			Coefficient				
Independent Variable	R	R <sup>2</sup>	F	Sig	B	Std. Error	Beta	T	Sig
SM Trust	0.779	0.607	925.180	0.000b	0.921	0.097	0.097	9.520	0.000
	0.765	0.025		0.779		30.417		0.000	

Dependent Variable: consumer purchase intention

The table above indicates that the explained variance was (0.607), consequently, the independent variable, SM Trust, was evaluated and was represented by the value (60.7%) with respect to its influence on the intentions of the students of Jordanian Universities. It was discovered that SM Trust had a positive as well as significant effect on consumer purchase intention in students of Jordanian universities, with a value of t of (30.417) and a statistical significance of (0,000). The alternative hypotheses are then accepted, and the null hypotheses are accepted as true.

**(Ho1.2):** There is no statistically significant impact of EWOM, at a significance level of  $\alpha = 0.05$ , on consumer purchase intention in students of Jordanian universities. The following table provides an answer to this claim.

**Table (7): Impact of EWOM on Consumer purchase intention in students of Jordanian Universities**

Model Summary		ANOVA			Coefficient				
Independent Variable	R	R <sup>2</sup>	F	Sig	B	Std. Error	Beta	T	Sig
E-Word of mouth	0.777	0.604	911.941	0.000b	0.840	0.100	0.100	8.405	0.000
	0.716	0.024		0.777		30.198		0.000	

Dependent Variable: consumer purchase intention

According to Table () above, an explained variance was (0.604), indicating that the independent variable of EWOM was evaluated as having a value of (60.4%) on consumer purchase intention in students of Jordanian universities. Additionally, it was discovered that EWOM t had a statistically significant positive impact of EWOM on consumer purchase intention in students of Jordanian universities, with a value of t of (30.198) and a statistical significance of (0,000). The alternative hypotheses are then accepted, and the null hypotheses are accepted as true.

**(Ho1.3):** There is no statistically significant impact of Interactivity, at a significance level of  $\alpha = 0.05$ , on consumer purchase intention in students of Jordanian universities. The resultant of this claim is depicted in the subsequent table.

**Table (8): Impact of Interactivity on consumer purchase intention in students of Jordanian universities**

Model Summary		ANOVA			Coefficient				
Independent Variable	R	R <sup>2</sup>	F	Sig	B	Std. Error	Beta	T	Sig
Interactivity	0.837	0.701	1402.850	.000		0.347	0.094	3.698	0.000
	0.857	0.023		0.837		37.455		0.000	

Dependent Variable: consumer purchase intention

As revealed in the table above, an explained variance was (0.701), indicating that the independent variable of Interactivity was evaluated as having a value of (70.1%) on consumer purchase intention in students of Jordanian universities. Additionally, it was discovered that Interactivity t had a statistically significant positive impact of Interactivity on consumer purchase intention in students of Jordanian universities, with a value of t of (37.455) and a statistical significance of (0,000). The alternative hypotheses are then accepted, and the null hypotheses are accepted as true.

**(Ho1.4):** There is no statistically significant impact of Entertainment, at a significance level of  $\alpha = 0.05$ , on consumer purchase intention in students of Jordanian universities. The table below provides a suitable answer in regard to this claim.

**Table (9 ). Impact of Entertainment on consumer purchase intention in students of Jordanian universities**

Model Summary	ANOVA			Coefficient			
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Independent Variable	R	R2	F	Sig	B	Std. Error	Beta	T	Sig
Entertainment	0.843	0.711	1472.465	0.000	0.497	0.088	5.672	0.000	
	0.837	0.022		0.843		38.373		0.000	

Dependent Variable: consumer purchase intention

Occasioning from the table above, an explained variance was (0.711), indicating that the independent variable of Interactivity was evaluated as having a value of (71.1%) on consumer purchase intention in students of Jordanian universities. Additionally, it was discovered that Interactivity t had a statistically significant positive impact of Interactivity on consumer purchase intention in students of Jordanian universities, with a value of t of (38.373) and a statistical significance of (0,000). The alternative hypotheses are then accepted, and the null hypotheses are accepted as true.

### DISCUSSION OF FINDINGS

The findings demonstrate that the independent variables combined (SM Trust, EWOM, Interactivity, and Entertainment) explained a variance of (0.791), which was interpreted as a value of (79.1%) concerning consumer purchase intention in students of Jordanian universities. There is a positive statistically significant impact of social media advertisements based on their sub-variables (SM Trust, EWOM, Interactivity, and Entertainment) on consumer purchase intention in students of Jordanian universities, with a t-value of 0.332 and a statistical significance of 0.740. Accordingly, an increase in purchase intent leads to an increase in the likelihood of making a purchase. It shows the importance of having a favorable purchase intention, which may contribute to higher product involvement, which increases the likelihood of buying a product (Martins et al., 2019). A purchase intention is an option to purchase a particular product from a specific brand based on ads (American Marketing Association., 2017). Based on the findings, The Ho hypothesis, which claimed that there is a significant influence of the Ho hypothesis, was accepted in social media advertisement at the level of (a=0.05) based on its dimensions (SM Trust, EWOM, Interactivity, and Entertainment) on consumer purchase intention in students of Jordanian universities.

## CONCLUSION

Comprehension of the motivations behind a consumer's intention to purchase is helpful for social media advertisers. The investigation showed that important elements that determine the efficiency of social media advertising include increasing profits, online proficiency, daily social media usage, advertisement content, and geography. Social media advertising is a helpful strategy for developing business or brand equity, as it's a powerful way to provide consumers with information and influence their perceptions and purchase intentions. To accomplish the goal of positively influencing customer psychology, every effort goes into creating social media advertisements that are both powerful and convincing in a natural way. Thus, when promoting services or products, businesses must be careful in choosing the information's type, source, and consumer. Organizations utilizing social media should, therefore, create an environment for their ads that will engage with current customers fully, provide enough information, and be interesting, Interactive, and trustworthy.

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