"The impact of social media advertising features on consumer purchase intentions: Evidence from Georgian consumers using Temu"

| AUTHORS | Hajar Moayery Fard (iD) Mohammed Umair Kashmiri Ekaterine Jikidze (iD) |

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BUSINESS PERSPECTIVES

Hajar Moayery Fard (Georgia), Mohammed Umair Kashmiri (Georgia), Ekaterine Jikidze (Georgia)

THE IMPACT OF SOCIAL MEDIA ADVERTISING FEATURES ON CONSUMER PURCHASE INTENTIONS: EVIDENCE FROM GEORGIAN CONSUMERS USING TEMU

Hajar Moayery Fard, Associate Professor, Faculty Member, George Herbert Walker School of Business and Technology, Webster University, Georgia. (Corresponding author)

Mohammed Umair Kashmiri, Master of Marketing, International Black Sea University, Georgia.

Ekaterine Jikidze, Master of Marketing, Webster University, Georgia.

Abstract

The explosive growth of social media has transformed the digital marketing landscape and established social media advertising as an important factor influencing consumer behavior. This study investigates how key features of social media advertising, including interactivity, personal expectation, informativeness, hedonic value, and perceived relevance, can affect consumer engagement and then lead to purchase intention. A quantitative research design was applied, using survey data collected online in Georgia between June and August 2025 from 214 socially active consumers who regularly purchase from Temu, a leading e-commerce platform among Georgian users. The data were analyzed using Structural Equation Modeling (SEM) with SmartPLS 4 software to test the hypothesized relationships. The model explained 85% of the variance in purchase intention, indicating a very strong explanatory power. The findings indicate that interactivity, personal expectation, and perceived relevance have a strong positive effect on both consumer engagement and purchase intention. Informativeness and hedonic value also exert positive effects; however, their influence becomes less consistent when perceived value and satisfaction are used as moderating variables. The study concludes that marketers must design social media advertisements that are engaging, interactive, emotionally engaging, and easy to understand to enhance consumer satisfaction and perceived value, ultimately leading to higher purchase intentions. These insights provide practical guidance for businesses seeking to optimize social media advertising strategies and strengthen consumer engagement.

INTRODUCTION

In recent times, social media advertising, which dominates supreme for its immediate and mass appeal, has also emerged as a game-changer in the ever-evolving digital marketing. In contrast to traditional advertising practices, which rely on a dialogic method of communication, social media-based advertising allows for communication between consumers and brands to take place dynamically and interactively (Kaplan & Haenlein, 2010; De Vries et al., 2012; Ashley & Tuten, 2015). However, even if they are popular and widely adopted, the practical effectiveness of individual social media advertising characteristics for stimulating consumer purchase intentions is still controversial and a subject of continuing research (Tuten & Solomon, 2017; Dwivedi et al., 2021; Ji et al., 2022; Yousef et al., 2021; Thai Dong et al., 2025).

To create a greater impact, marketers include a variety of advertising features to improve the consumer experience. These range from constructs capturing hedonic motives of consumers' responses (the desire to experience pleasure or enjoyment), performance expectancy (beliefs that engaging with ads will lead to useful or valuable outcomes), as well as more cognitive variables such as informativeness, interactivity, and perception of relevance. These are designed to catch the eyes of potential shoppers and to establish favorable perceptions of value and satisfaction, two critical psychological states that can help drive the path towards a purchase (Alalwan, 2018).

In the digital era, perceived value and satisfaction play a crucial role as intermediaries in the advertising characteristics-consumer behavior. When people see value in the message and they are happy with their experience, consumers are more likely to turn advertisements into action. However, the mediating variables are not well unified in the existing literature that explores how characteristics of advertising encourage purchase intention. For the most part, research has concentrated on direct effects, downplaying more intricate psychological transactions from ad exposure to subsequent action (Hussain et al., 2022; Rintamäki et al., 2006; Yusnara & Soepatini, 2023).

Despite these scholarly efforts, there remains a lack of consensus on the relative importance of advertising cues in shaping favorable consumer perceptions and behaviors (Gan & Wang, 2017; Hussain et al., 2022). This gap highlights the need for a deeper understanding of how social media advertising features influence consumers' cognitive and emotional responses.

In the face of growing competition in the digital world, knowledge of these dynamics is crucial for brands that seek to optimize their advertising strategies. Implications might be that the results of the study will add to the academic literature on digital marketing and consumer psychology, and also offer valuable insights for marketers who wish to create social media campaigns that are more compelling and engaging (Pan & Zhang, 2023).

In summary, although social media advertising is still a continuously growing force in digital marketing, the understanding of how its specific features jointly influence the cognitive and emotional responses of consumers remains limited. The literature has indeed contributed to a better understanding, but studies remain fragmented, and the combined effects of perceived value and satisfaction as mediating variables have often been neglected. This lack of integration and contextual understanding defines the scientific problem that underlies the present research.

1. LITERATURE REVIEW AND HYPOTHESES

Social media encompasses a diverse range of digital platforms that facilitate the generation, sharing, and exchange of user-generated content. It is characterized by its interactivity, letting users engage in social networking and personal interaction. As Obar and Wildman (2015) argue, social media services are prime examples of Web 2.0 applications that rely on user-generated content, and which offer individuals as well as groups facilities to publish profiles and connect with others. Aichner et al. (2020) emphasize the importance of having clear definitions for each type of social medium, warning that research and practical results could differ significantly if people adopt differing definitions. Moreover, El Ouirdi et al. (2014) give a complete taxonomic survey of social media, grouping platforms based on how users interact with each other and what kind of content is involved, as well as what features they have. Emergence of social media advertising as a crucial part of digital marketing strategy and its unique features with interactivity and engagement, which bring consumers closer to the product. Informative is one of them that gives users interesting content. Interactivity allows users to talk back to the brands. Creative can make all the difference and get the users to notice, and ad relevance is what helps ensure the ads are relevant to the intended audiences based on their interests, which leads to better selling op-

portunities. Previous studies suggest that these characteristics have a significant impact on consumers' attitudes toward the ad and purchase intention. Although commercial investment has moved towards social media from classic media day-by-day (Hassan, 2024; Alalwan, 2018; Bashir et al., 2025), it is not possible to create an efficient advertising strategy without fully grasping these features collectively.

Hedonic motivation refers to the pursuit of pleasure and enjoyment. In the field of social media advertising, it influences consumer attitudes by increasing the pleasure derived from ads. Research indicates that hedonic motivation significantly influences purchase intentions; consumers are more likely to engage with ads that evoke positive emotions and pleasure (Fernandes & Oliveira, 2024). Hedonic motivation refers to the pleasure or enjoyment derived from social media ads. Originating from Uses and Gratifications Theory, it stresses the entertainment value of ads in attracting, engaging, and entertaining audiences (Aksoy & Allahverdi, 2025). Hedonic motivation represents the extent to which an individual enjoys or gains pleasure from ad-related activity on a social media. Grounded on the Uses and Gratifications Theory, it focuses on the emotional appeal of entertaining and involving ads to consumers (Aksoy & Allahverdi, 2025). Funny, visually appealing, or gaming ads significantly increase consumer satisfaction and perceived value, and in turn lead to a higher purchase intention. For instance, bright, entertaining advertisements that are promoted on TikTok have already been described as being extremely well-received by young people (Leon et al., 2022; Stevens, 2018). While hedonic motivation spurs interaction, if ads lack informativeness or relevance, its impact on purchase intentions may be limited (Rawal, 2018).

Performance expectation refers to the extent to which an individual believes using the system or technology will improve their job performance and meet their needs. Social media advertising, on the other hand, refers to the level of satisfaction of ads in meeting information needs and interactions with consumers. Higher expectations towards performance are positively associated with purchase intention from the consumer side due to perceived usefulness and benefit of the product (Lutfie & Marcelino, 2020; Shah et al., 2019). Theoretical basis: efficacy beliefs indicate that ads contribute to the provision of content value -in the form of product benefits or solutions; this is in line with the Theory of Planned Behavior, where perceived behavioral control has a significant effect on intentions (Farhangi, 2015; Liu & Zhu, 2024).

Empirical findings: The advertising effectiveness dimension of Perceived Value of the product and Satisfaction towards the product are positively impacted through the clarity of the advertising about the demonstration and the benefit of the product, and purchase intentions increase, respectively. For example, Instagram advertisements with product demonstrations have been successful in instilling consumers' trust (Hassan, 2024). Critical evaluation: performance expectation is context-dependent; it can be widely contingent across products and target populations (Dankwa, 2021).

Informativeness is whether the information is useful and relevant to consumers provided in the advertisement. The informative advertisements play an extremely crucial role in transforming such negative attitudes and intentions of the consumers. Studies have found that highly informative ads result in higher consumer involvement and decision-making and thus higher purchase intentions (Hassan, 2024; Vo et al., 2023). Informativeness refers to the quantity and depth of product information in an advertisement. This idea is a crucial construct of the Elaboration Likelihood Model for high-elaboration (involved) consumers (Pan & Zhang, 2023; Hamouda, 2018). Informational advertising generates trust and is helpful for decision-making. For instance, more elaborate product descriptions for social media users through ads offer a positive effect on perceived value and satisfaction to future remarks, such that the buyers' intention of buying it (Tan, 2024; Hassan, 2024). That may be too much for consumers to handle, as it reduces engagement; the right balance of informativeness and simplicity may be critical (Dankwa, 2021).

Interactivity in this sense is defined as the degree to which consumers can engage and interact with advertising materials. It makes two-way communication channels between brands and consumers possible and thus increases consumer involvement

and satisfaction. Research indicates that more interactive ads create greater consumer trust as well as higher purchase intentions, indicating personalized experiences. (Lutfie & Marcelino, 2020; Hanaysha, 2021). Interactivity means a relationship of give-and-take between users and brands. It is a myth to bill an interactive web design as free of charge when you take into account how long the customer spends on your website, whereas interactive features like clickable content, Q&A sessions, and polls. Fluent interaction itself comes from the Gratifications Theory, which emphasizes user engagement and satisfaction via interactive experiences (Shafnaz, 2021). Advertisement interactivity can result in improved perceptions of value and greater consumer engagement. For example, interactive polls and live Q&A sessions on platforms such as Instagram have all been known to raise purchase intentions (Meetei et al., 2024; Lin & Lu, 2014).

Perceived relevance is how fit consumers find an advertisement message to their needs and interests, in short. The results are obvious, people's reactions and behaviors, as relevant adverts are more likely to catch their attention and get some kind of reaction. Research indicates that perceived relevance increases the effectiveness of social media advertisements, leading to higher purchase intentions (Rana & Arora, 2021; Jung, 2017). Perceived relevance refers to the degree to which advertisements align with individual needs, preferences, and interests. The model underlying the concept of perceived relevance is that it is the antidote to the need for trust that is required in so many consumer-product transactions. (Kim et al., 2023). When ads are relevant, people feel they have found value and are pleased with them, which results in greater demand trigger figures. Take, for example, ads on this as now, Facebook that are customized according to the user's taste. They win higher click-through rates and greater user engagement (De Keyzer et al., 2022; Sharma & Ashfaq, 2023). However, advertising relevance improves ad effectiveness at the same time, compared to overly personalized ads; most observers feel that this is an intrusion on their privacy (Kim et al., 2023).

As a consumer contemplates purchasing something, the importance of perceived value and satisfaction as an intermediary is clear. The consumer assesses the product according to the degree he thinks he receives benefits from it against those costs incurred; this will influence whether or not he is satisfied with his choice. Further research has shown that the higher the perceived value, the more satisfied consumers tend to be, and therefore the likelier they will follow through by actually purchasing in each case (Zhao et al., 2021). Satisfaction serves as a bridge between perceived value and consumer behavior, indicating that companies ought to focus attention on raising both perceived value and customer satisfaction in order to foster buying intentions and customer loyalty. In other words, satisfaction acts as a mediator, facilitating links between values. This finding stresses the importance of knowing what motivates us. Often we hear contradictory points of view on the same topic, such as the distinction between marketing strategy development and elaboration. It appears that most marketing authorities have reaped a rich harvest but failed to gain wisdom on this issue (Goeltom et al., 2020). This sentiment has the potential to drive our target users in advertisements that are interesting or engaging towards a positive emotional response and may even drive the quantity and direction of purchase of the target product.

Social media advertising features, such as informativeness, interactivity, hedonic value, performance expectancy, and relevance of social media advertising features, can play an important role in governing consumer engagement and purchase-related behavior. However, existing research is fragmentary and focuses too much on developed markets, often without considering the mediating effects of psychological factors such as perceived value and satisfaction.

The purpose of this paper is to assess the impact of social media advertising features on consumer purchase intention through perceived value and satisfaction (Figure 1), enabling a coherent framework in which to understand consumer decision-making within emerging markets like Georgia, and providing practical implications for marketers.

Besides, based on the literature review, the following hypotheses are proposed:
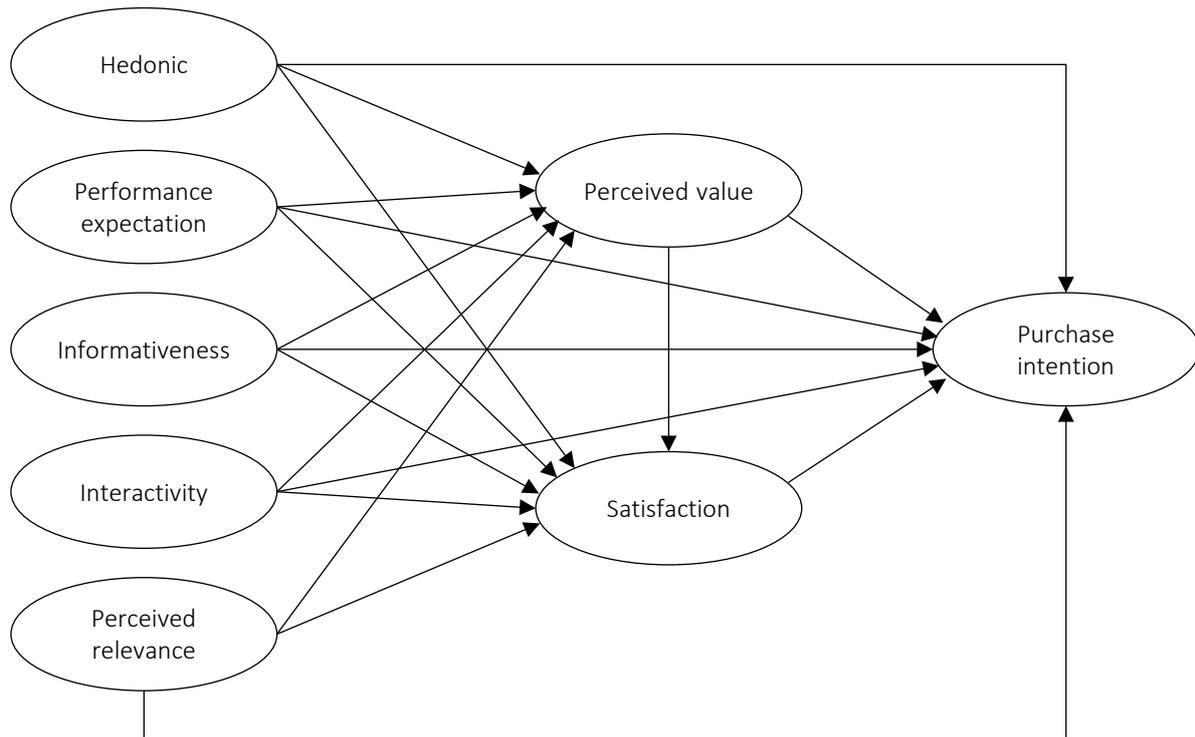
Figure 1. Conceptual model

H1a: There is a positive relationship between hedonic motivation and perceived value.

H1b: There is a positive relationship between hedonic motivation and purchase intentions.

H1c: There is a positive relationship between hedonic motivation and satisfaction.

H2a: There is a positive relationship between performance expectation and perceived value.

H2b: There is a positive relationship between performance expectation and purchase intentions.

H2c: There is a positive relationship between performance expectation and satisfaction.

H3a: There is a positive relationship between informativeness and perceived value.

H3b: There is a positive relationship between informativeness and purchase intentions.

H3c: There is a positive relationship between informativeness and satisfaction.

H4a: There is a positive relationship between interactivity and perceived value.

H4b: There is a positive relationship between interactivity and purchase intentions.

H4c: There is a positive relationship between interactivity and satisfaction.

H5a: There is a positive relationship between relevance and perceived value.

H5b: There is a positive relationship between relevance and purchase intentions.

H5c: There is a positive relationship between relevance and satisfaction.

H6a: There is a positive relationship between perceived value and purchase intentions.

H6b: There is a positive relationship between perceived value and satisfaction.

H7a: There is a positive relationship between satisfaction and purchase intentions.

2. METHODOLOGY

The present study employs the quantitative approach since it is suitable to analyze the relationship among the various features of social media advertisements and their impact on the purchase intention of the consumer. The research's nature is descriptive and explanatory. This research has used the Structural Equation Modeling (SEM). It has employed the SEM because it allows for the simultaneous assessment of multiple independent and mediating variables in a complex model. The application of SEM in this study offers a better understanding of how the social media advertising attributes affect the consumer purchase intention through the perceived value and satisfaction. The sample of the research is customers in the country of Georgia who are using at least one of the most widespread internet social networks and have encountered advertisements in those social networks, which promote the Temu application. Data were collected online in Georgia between June and August 2025. Participation was voluntary, and anonymity was ensured. The research followed ethical standards approved by the IBSU Research Ethics Committee. The Temu platform was chosen because it is one of the most popular e-commerce apps among young Georgian consumers, providing a relevant context for social media advertising exposure. The data are collected through a structured questionnaire, which is distributed through Google Forms. Using SmartPLS software, we employed SEM to investigate all the items in the model simultaneously, consistent with earlier studies utilizing SEM in marketing research within Georgia (Moayery Fard & Tsitsishvili, 2025; Moayery Fard et al., 2025).

The items were evaluated employing 5-point Likert scale questions. For the study, 214 participants who buy from Temu were selected, as they represented a diverse demographic in terms of age and gender. Less than two-thirds (56%) of survey participants were between 18 and 24 years old. Twenty-four percent of participants were between 25 and 34 years old, 15% were over age 35 years old, and less than 5% was under 18 years old. The average age of the 158 respondents was 23.8 years old (SD = 6.7); most were young adults. Results indicated a well-balanced gender mix, as it was observed that more females 60% responded to the survey than males.

3. RESULTS AND DISCUSSION

To test the normality of the data distribution, the skewness and kurtosis statistics of the observed variables were reviewed. According to Kline (2016), skewness and kurtosis ranging from −1 to +1 are kept as a reasonable approximation of normality for psychometric analyses. The values of skewness of 24 items also varied from -0.696 (INTER1) to 0.124 (PE3). That assigned value, to be between 60 and 67, shows that the distribution of the items was nearly symmetric, with no strong evidence of heavy-tailedness in the positive or negative orientation. The skewness for all items was definitely within the acceptable level of ±1. Kurtosis ranged from 1.048 (PE2) to 0.093 (PRR3). Although a few of the items (e.g., PE2 = -1.048 and PE3 = -0.943) just approached the lower limit of the reasonable range, all the values were within a boundary that pointed toward a non-precipitous departure from normality. All items had platykurtic distributions (i.e., flatter than normal), although no item showed problematic levels of peakedness or influence outliers. All items for the independent, mediating, and dependent variables were subjected to descriptive statistics. The responses were in a Likert 5-point scale format ranging from 1 (strongly disagree) to 5 (strongly agree).

Table 1 shows the mean and standard deviation for each item. Regarding the items on hedonic motivation (HM1-HM3), mean values between 3.18 and 3.23 were found, expressing moderate agreement. PE1-PE3 items showed the least mean, from 2.77 to 3.12, which means that the measure of performance expectation is moderately in agreement when compared to other constructs. Informativeness items (INF1-INF3) produced somewhat higher average ratings (3.43 to 3.56) than interactivity items (INTER1-INTER3), which had average scores of between 3.42 and 3.60. PRR1–PRR3 had the greatest means of all independent variables, from 3.45 to 3.67. Regarding the mediating variables, perceived value (PRV1-PRV3) had the means between 3.40 and 3.57, and satisfaction (SAT1–SAT3) varied between 3.29 and 3.40. Finally, the items of consumer purchase intention (PIN1-PIN3) had mean scores between 3.19 and 3.28. The efficacy scales, with high perceived interactivity and informativeness, in particularly applied to responses to statements about social media advertising features. After the

confirmation of the measurement model, the second step aims at testing the structural model in order to confirm hypothesized relationships among the latent variables. The structural model evaluation permits us to assess the prediction power and the robustness of the theory proposed in the current study, that the impacts of social media advertising variables on consumers' purchase intentions are investigated. This section is divided into six main parts: path analysis, consistency, reliability, and convergent validity, model fit indices, and finally, the hypothesized model fits. The relationships between the constructs that were tested using path analysis by PLS-SEM with SmartPLS 4. This step was undertaken to examine the assumed relationships between the independent variables (e.g., Hedonic Motivation, Informativeness, etc.), the mediators (e.g., Perceived Value, Satisfaction), and the dependent variables (Purchase Intentions). Results are evaluated in terms of path coefficient (β), t-value, and p-value. The significant p < .05 and t > 1.96, which indicates a 95% confidence level. In general, these results are in line with the majority of the posed hypotheses, proving the role of Perceived Value and Satisfaction in enhancing consumer purchase intentions in social media advertising.

Table 2 shows Values of Cronbach's Alpha, Composite Reliability (CR), and Average Variance Extracted (AVE). The measurement model's internal consistency reliability, and convergent validity were assessed by examining multiple indicators and included Cronbach's Alpha, Composite Reliability (ρ_a), and Composite Reliability (ρc), and the Average Variance Extracted (AVE). According to Hair et al. (2019), a high level of internal consistency reliability is acceptable when Cronbach's Alpha and Composite Reliability exceed 0.70, and convergent validity is supported when AVE passes the 0.50 threshold. As a whole, all the constructs in this model have acceptable reliability and convergent validity. These results imply that the scales that were utilized are adequate and robust enough for analysis of the structural models.

To assess the overall fit of the structural model, we examined various fit statistics, including the SRMR, NFI, and Chi-square (PLSc) using SmartPLS 4 software. These are used to estimate the goodness of fit of the assumed model to the observed data. The SRMR of both the saturated and estimated models was 0.059, much less than the cut-off value 0.08 (Henseler et al., 2014). Values lower than 0.08 suggest that the model is well-fitting, with values below 0.05 being considered excellent. Therefore, an acceptable general fit can be attributed to the model, according to SRMR. The Chi-square (PLSc) statistic was 1063.886 for both the saturated and estimated models. In PLS-SEM, Chi-square is usually used for model comparison,

Table 1. Path coefficients: man, SD, t-statistics, and p-values

Path	Original sample	Sample mean	Standard deviation	t-statistics	p-values
HM → PV	0.087	0.086	0.062	1.400	0.081
HM → PIN	0.105	0.103	0.060	1.752	0.040
HM → SAT	0.122	0.119	0.070	1.730	0.042
PE → PV	0.331	0.330	0.071	4.687	0.000
PE → PIN	0.059	0.057	0.075	0.789	0.215
PE → SAT	0.169	0.171	0.079	2.139	0.016
INF → P V	0.264	0.264	0.056	4.715	0.000
INF → PIN	0.003	0.007	0.074	0.034	0.486
INF → SAT	−0.036	−0.036	0.084	0.427	0.335
INTER → PV	0.133	0.136	0.066	2.008	0.022
INTER → PIN	0.126	0.125	0.077	1.625	0.052
INTER → SAT	0.096	0.096	0.067	1.432	0.076
PRR → PV	0.177	0.178	0.074	2.402	0.008
PRR → SAT	0.393	0.392	0.075	5.240	0.000
PRR → SAT	0.119	0.118	0.056	2.119	0.017
PV → PIN	0.051	0.052	0.065	0.789	0.215
PV → SAT	0.096	0.092	0.073	1.311	0.095
AST → PIN	0.391	0.390	0.075	5.240	0.000

Note: HM – Hedonic Motivation; PE – Performance Expectation; INF – Informativeness; INTER – Interactivity; PRR – Perceived Relevance; PV – Perceived Value; PIN – Purchase Intentions; SAT – Satisfaction.

Table 2. Values of Cronbach's Alpha, Composite Reliability (CR), and Average Variance Extracted (AVE)

	Cronbach's Alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average Variance Extracted (AVE)
Hedonic Motivation	0.911	0.912	0.944	0.849
Informativeness	0.804	0.804	0.884	0.718
Interactivity	0.798	0.803	0.881	0.712
Perceived Relevance	0.765	0.767	0.865	0.681
Perceived Value	0.761	0.773	0.862	0.676
Performance Expectation	0.812	0.811	0.889	0.727
Purchase Intentions	0.854	0.855	0.911	0.774
Satisfaction	0.804	0.805	0.884	0.718

and although smaller values are desirable, rather than interpreting it as absolute fit, one would compare it against a selected alternative model. This is exacerbated by the fact that the Chi-square is a sample-size-dependent test, and its use alone cannot easily be justified in a large-sample analysis such as we have (N = 214). In all, the model generally fits well as indicated by the SRMR. The SRMR is tolerable, and there is a substantial value for R^2; thus, the structural model is acceptable for hypothesis testing in this research.

Figure 2 shows the output of SmartPLS 4 that was used to estimate the structural model using Partial
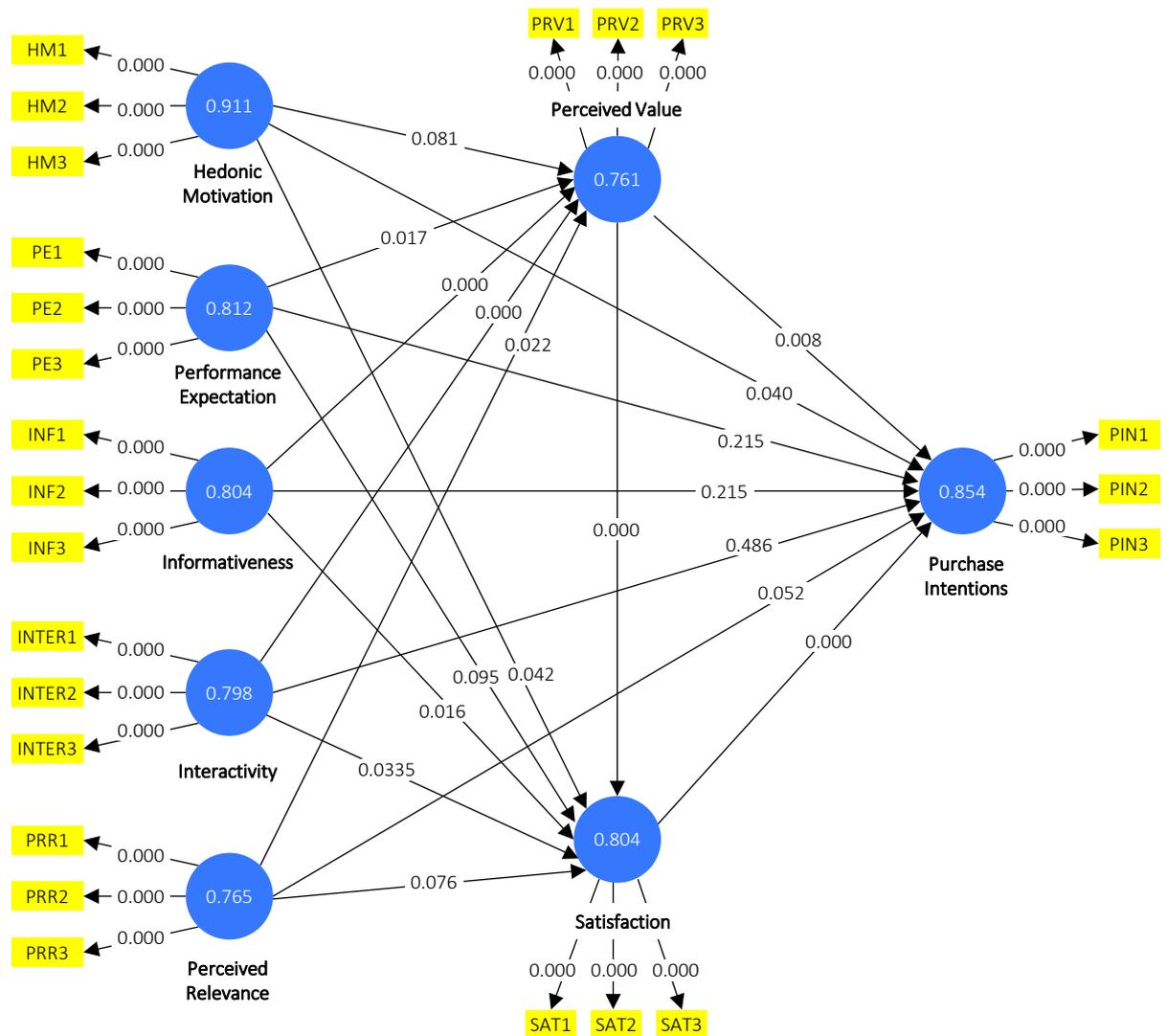
Figure 2. SmartPLS results

Least Squares Structural Equation Modeling (PLS-SEM). The strength and significance of relationships between constructs were tested using the bootstrapping method (1,000 subsamples). The results examined path coefficients (β), t-statistics, and p-values. Statistical significance was considered if p < .05 (t > 1.96).

Table 3 shows the results of hypothesis testing, based on SmartPLS results. Hedonic Motivation has a high positive and significant influence on Satisfaction and Purchase Intentions, but it has no supported influence on Perceived Value, where the relationship is indicated by a dotted line. Perceived Value and Satisfaction reveal significant relationships with Informativeness, whilst Purchase Intentions is not significant. The influence of Interactivity on Perceived Value is positive; however, its associations with Satisfaction and Purchase Intentions are not significant. In contrast, Perceived Relevance has positive relationships with Perceived Value, but no support for the paths to Satisfaction and Purchase Intentions. The results show that Performance Expectation has a highly significant impact on Perceived Value, but not on Satisfaction and Purchase Intentions. Perceived Value and Satisfaction both have high, statistically significant effects on Purchase Intentions, which further supports their position as the most important mediating variables

in the model. Overall, the majority of supported relationships are adjacent to Perceived Value and Satisfaction-indicating their central role as drivers of Purchase Intentions. Some advertising features drive purchase behavior directly, but others do so indirectly via these mediators. Path-mediated relationships were visualized in a path diagram representing significant pathways in black and non-significant pathways in dotted grey, aiding in the ease of interpretation of the nature and strength of dependent relationships (related to social media advertising). The results of the standardized path coefficients (β), t-values, p-values, and hypothesis support decisions are presented in Table 3 for the structural model.

The Structural Equation Model considered the direct impact of advertising features (Hedonic Motivation, Informativeness, Interactivity, Performance Expectation, and Perceived Relevance), the mediator (Perceived Value, Satisfaction), and the dependent variable (Purchase Intentions). From the 18 paths we had hypothesized, 10 proved to be statistically significant at p <. 05 level.

This study provides significant insights into the complex dynamics between social media advertising features and consumer purchase intentions. The empirical findings confirm that key advertis-

Table 3. Results of hypotheses testing

Path	β	t-value	p-value	Hypothesis support
HM → PV	0.087	1.400	0.081	Not supported
HM → PIN	0.105	1.752	0.040	Supported
HM → SAT	0.122	1.730	0.042	Supported
PE → PV	0.119	2.119	0.017	Supported
PE → PIN	0.051	0.789	0.215	Not supported
PE → SAT	0.096	1.311	0.095	Not supported
INF → PV	0.331	4.687	0.000	Supported
INF → PIN	0.059	0.789	0.215	Not supported
INF → SAT	0.169	2.139	0.016	Supported
INTER → PV	0.264	4.715	0.000	Supported
INTER → PIN	0.003	0.034	0.486	Not supported
INTER → SAT	−0.036	0.427	0.335	Not supported
PRR → PV	0.133	2.008	0.022	Supported
PRR → PIN	0.126	1.625	0.052	Not supported (borderline)
PRR → SAT	0.096	1.432	0.076	Not supported
PV → PIN	0.177	2.402	0.008	Supported
PV → SAT	0.393	5.240	0.000	Supported
SAT → PIN	0.391	5.240	0.000	Supported

Note: HM – Hedonic Motivation; PE – Performance Expectation; INF – Informativeness; INTER – Interactivity; PRR – Perceived Relevance; PV – Perceived Value; PIN – Purchase Intentions; SAT – Satisfaction.

ing characteristics, particularly informativeness, interactivity, and hedonic motivation, play a pivotal role in enhancing perceived value and satisfaction among consumers, which subsequently increases their intention to purchase. The mediating roles of perceived value and satisfaction are critical as they bridge the gap between exposure to social media ads and consumers' actual behavioral intentions (Hussain et al., 2022; Alalwan, 2018). This finding invariably supports previous research that considered the mental processes through which digital advertising affects consumer decisions. Whereas informativeness and interactivity are great contributors to perceived value, this study also shows that hedonic motivation directly affects satisfaction and purchase intentions, thus reinforcing the relevance of both cognitive and emotional factors for digital consumer engagement. Performance expectation and perceived relevance might have weak or non-significant direct effects on purchase intention, but they still change the consumer indirectly through perceived value, implying that consumers do value ads that are relevant and performance-oriented, but these

features have to be backed up by value and satisfaction for purchases to subsequently materialize (Gan & Wang, 2017; Rintamäki et al., 2006).

The study confirms the centrality of satisfaction as a strong predictor of purchase intention, consistent with established consumer behavior theories that link post-purchase satisfaction to loyalty and repurchase behavior (Oliver, 1999; Pan & Zhang, 2023). Besides this offers a strong case for the robustness of the relationships and, hence, on which social-media advertising schemes can be purposefully designed by marketers using data as the basis. In practice, marketers and brands should focus on content that informs, interacts with consumers, provides clear and useful information about the product, and engages consumers emotionally by offering pleasant and hedonic experiences. This strategy could improve perceived value and satisfaction as well as enhance the probability of purchase, thus making the advertising stand out in the increasingly competitive digital marketplace (Kaplan & Haenlein, 2010; Ashley & Tuten, 2015).

CONCLUSION

This study aimed to examine the determinants affecting consumer engagement, perceived value, satisfaction, and purchase intentions in the context of social media advertising. The paper developed a theoretical framework and employed a survey approach to validate the effects of hedonic motivation, informativeness, interactivity, performance expectation, and perceived relevance on consumer engagement, perceived value, satisfaction, and purchase intentions. The proposed framework provides significant insights for both theory and practice, and the results may explain a substantial portion of the variance in consumer engagement, perceived value, satisfaction, and purchase intentions.

The findings show that hedonic motivation, informativeness, and interactivity significantly influence perceived value, satisfaction, and purchase intentions. Perceived relevance and performance expectation were also found to positively affect perceived value. Among these, hedonic motivation and satisfaction emerged as the most influential factors in driving consumer purchase intentions and post-ad experiences.

Despite making significant contributions to the literature and marketing practice, this study has some limitations. It applies a quantitative survey-based approach and relies on SmartPLS for structural equation modeling. Future research could consider other theoretical perspectives or employ qualitative methods to gain deeper insights into consumer engagement and social media advertising effectiveness. Additionally, the study focused on a specific sample of consumers, and further research could explore different markets or cultural contexts to enhance generalizability. By targeting these factors, marketers can optimize social media advertising strategies, enhance consumer engagement and satisfaction, and ultimately increase purchase behavior.

AUTHOR CONTRIBUTIONS

Conceptualization: Hajar Moayery Fard.
Data curation: Mohammed Umair Kashmiri.
Formal analysis: Hajar Moayery Fard and Mohammed Umair Kashmiri.
Investigation: Mohammed Umair Kashmiri.
Methodology: Mohammed Umair Kashmiri.
Project administration: Mohammed Umair Kashmiri.
Resources: Mohammed Umair Kashmiri and Ekaterine Jikidze.
Supervision: Hajar Moayery Fard.
Visualization: Hajar Moayery Fard and Mohammed Umair Kashmiri, and Ekaterine Jikidze.
Writing – original draft: Mohammed Umair Kashmiri and Ekaterine Jikidze.
Writing – review & editing: Hajar Moayery Frad, Mohammed Umair Kashmiri, and Ekaterine Jikidze.

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APPENDIX A

Constructs	Items	Sources
Performance Expectancy	PE1: Social media advertising is helpful to me in my day-to-day activities. PE2: My chances of finishing important tasks are increased when I use social media advertising. PE3: I complete tasks faster when I use social media advertising.	Venkatesh et al. (2012)
Hedonic Motivation	HM1: Advertising on social media is enjoyable. HM2: Advertising on social media is fun. HM3: It is fun to advertise on social media.	Venkatesh et al. (2012)
Perceived Relevance	PRR1: I think social media advertising is important. PRR2: Social media advertising seems to align with my interests. PRR3: I find social media advertising to be relevant.	Zeng et al. (2009), Zhu and Chang (2016)
Interactivity	INTER1: Social media advertising works well for getting feedback from consumers. INTER2: I get the impression from social media advertising that the company wants to hear what its customers have to say. INTER3: Advertising on social media encourages consumers to provide feedback.	Jiang et al. (2010)
Informativeness	INF1: Advertising on social media platforms provides related product information and is a good source of product information. INF2: Ads on social media offer up-to-date information. INF3: One excellent source of current product information is social media advertising.	Logan et al. (2012)
Perceived Value	PRV1: I believe brands offer good value for money in their social media ads. PRV2: The benefits shown in brand's ads increase my interest in purchasing. PRV3: Brand's advertisements present products that seem worth buying.	Pham et al. (2018)
Satisfaction	SAT1: I am satisfied with the products that I usually buy from brands through social media ads. SAT2: My overall experience with brand's advertised products has been positive. SAT3: I feel satisfied when I respond to brand's advertisements on social media platforms.	Pham et al. (2018)
Purchase Intention	PIN1: I will purchase goods that are promoted on social media. PIN2: I want to purchase goods that are advertised on social media. PIN3: I am inclined to purchase goods that are advertised on social media.	Duffett (2015)