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DEPARTMENT OF MARKETING.



**The Effect Of Social Media Marketing On Purchase Intention Among Kwame
Nkrumah University Of Science And Technology Students**

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DECLARATION

I hereby declare that this submission is entirely my work toward the MBA (marketing) and that, to the best of my knowledge, it contains no material previously published by any other person nor material which has been accepted for the award of any degree of a university, except where due acknowledgement has been made in the text

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ABSTRACT

This research study investigates the impact of social media marketing activities on the purchasing intentions of students at Kwame Nkrumah University of Science and Technology (KNUST). Employing a mixed-methods approach that combines quantitative surveys and qualitative interviews, the study explores the influences of various components of social media marketing on students' online shopping behaviors. The findings reveal that entertainment, interaction, trendiness, customization, and advertising are significant factors shaping students' attitudes and intentions towards online purchases. Entertainment content fosters positive perceptions of online shopping, trendiness enhances perceptions of product quality, interaction builds trust, customization personalizes recommendations, and advertising persuades purchase intentions (Das, 2019). The ubiquity of social media usage among students highlights the importance of these platforms in information-seeking and decision-making processes. However, challenges related to privacy, content credibility, and information overload emerge as crucial concerns. The study underscores the coexistence of social media and traditional marketing channels and advocates for a balanced approach that leverages the strengths of both mediums. The conclusions drawn emphasize the need for personalized and authentic content, consumer insights, digital literacy, data privacy measures, and a commitment to ethical marketing practices. Recommendations are provided to guide businesses, educators, and policymakers in harnessing the potential of social media marketing while navigating its evolving landscape responsibly.

CHAPTER ONE

INTRODUCTION

1.1 BACKGROUND TO THE STUDY

The rise of social media has opened up numerous opportunities for information sharing and communication across a wide range of human endeavors. It serves as a powerful tool that enables individuals to connect with people all over the world and discuss products or services offered by companies. Social media has been a prominent feature of the internet for a considerable time. The term "social" denotes the exchange of thoughts and ideas among individuals, groups, and organizations that are part of society (Stukus et.al, 2019). As opposed to this, "media" refers to a system of communication and interaction between people who have different perspectives and opinions, whereas "social media" refers to the interaction among individuals in which they produce, distribute, and discuss thoughts and information within different groups and networks (Stukus et.al, 2019).

The literature on social media commonly revolves around two main aspects: the Internet and interpersonal communication. Burgees et.al (2017) define social media as web technologies used to communicate within open communities. Given its potential impact on consumer behavior, social media has garnered significant interest in the marketing field as it facilitates both creation and commerce. Distinctive factors differentiate social media from conventional media, including quality, frequency, reach, accessibility, usability, immediacy, and performance (Stukus et.al, 2019). Social media now serves as a useful resource for customers to research their favorite businesses and items rather than just being a way for individuals to remain in connection with their loved ones. Social media platforms are used by marketers and companies to interact with clients and provide them with new purchase opportunities (Singh, 2020).

Social media has progressively increased its impact on public communication in recent years. Businesses that are aware of this trend have begun creating corporate or business profiles on social media to establish their presence. Social media allows customers to freely share and discuss their ideas with others, empowering businesses to create marketing strategies distinct from traditional approaches and engage and inspire consumers (Singh et.al. 2018). This shift represents a change in the balance of power, as customers desire active involvement and participation in product dialogues, rather than being passive recipients of marketing messages. They want to express their opinions about a company, share their perceptions of the product, and contribute ideas for improvement (Diamond, 2010). Evans and Mckee (2010, p.11) emphasize that client involvement on the Social Web goes beyond mere observation; it encourages active participation. Thanks to social media, consumers' voices are now more audible and influential than ever before. Facebook, a prominent online social networking (OSN) site, is utilized by approximately 79% of internet users, who visit the platform around eight times daily (Greenwood et al., 2016). To contextualize these figures, Clement (2019) estimates that approximately 30% of the world's population uses Facebook.

Despite the fact that academic research on the use of social media sites like Facebook is growing, there is still limited understanding of how social media advertising techniques are applied in different cultures. Studies have divided social media marketing activities into categories including word-of-mouth, engagement, trend, and entertainment, while others have looked at how social media marketing affects customer loyalty to brands (Kim & Ko, 2012; Sano, 2015). The use of social media for communication, information supply, help for everyday life, promotion, sales, and social reaction and activity have all been highlighted. Research has demonstrated the significant influence of social media marketing initiatives on the tendency for consumers to continue purchasing

(Ismail, 2017; Erdogmus & Cicek, 2012; Balakrishnan et al., 2014). Social media's impact on brand loyalty is particularly strong when products share popular and relevant content across platforms (Erdogmus & Cicek, 2012). Additionally, customer participation in social media brand communities and trust have been found to affect the continuity of purchase positively (Rialti et al., 2017). Comparing traditional and social media communication, Bruhn, Schoenmueller, and Schäfer (2012) observed that social media has a more significant impact on product image, while traditional media has a greater effect on awareness.

The goal of this research project is to conduct a thorough analysis of the numerous social media marketing strategies and initiatives employed by the Kwame Nkrumah University of Science and Technology (KNUST) student body. The study aims to shed light on the impact of these web-based marketing efforts on the purchase intentions of the KNUST students through empirical analysis. It also seeks to thoroughly evaluate the possible benefits and drawbacks of incorporating social media advertising operations into the decision-making procedures of KNUST students during purchase decisions. The ultimate goal is to provide significant new knowledge about the nature of social media advertising inside the academic framework of KNUST and its effects on consumer behaviour.

1.2 PROBLEM STATEMENT

Businesses are progressively implementing various digital marketing activities within social media advertising plans as social platform advertising develops popularity, particularly to attract young clients (Joinson, 2008). Early studies have shown that younger users spend more time on social networks and have more friends compared to older users. Consequently, businesses are investing significant resources in developing marketing activities to engage with their customers on social media platforms, aiming to foster brand loyalty and purchase intent (Sadli et.al, 2022). In the context of KNUST and Ghana, internet business has been relatively slow in comparison to countries like Malaysia. However, students at KNUST are increasingly shifting away from traditional media and turning to social media platforms for information. As a result, marketers are now placing less emphasis on conventional marketing channels.

The effect of online marketing initiatives on product credibility and purchase intent has been demonstrated in several research. According to Balakrishnan et al. (2014) research, customers connect higher product reliability with higher customer perception of a product on social media. Furthermore, a company's involvement in social media marketing campaigns may increase consumers' impressions of its prestige (Astuti et. al,2020). Furthermore, it has been demonstrated that the usage of social media advertising tools significantly influences customer loyalty to certain brands and their desire to do business with them again (Malik et. al,2023). Consumer views of social media advertising apps, in particular, have a significant influence on consumers' intents to buy and the perceived value of brands (Yadav & Rahman, 2017).

As KNUST is recognized as Ghana's leading tertiary institution on social media, businesses and companies on campus have changed how they advertise to leverage social media platforms for reaching students (Manzoor, 2023). The university's large social

media following suggests that the bulk of the student population actively participates on social media platforms. As a result, businesses are now focusing on marketing their products or services via the university's social media platforms in order to broaden their market reach. In this context, social media marketing has developed as an essential means for firms to improve product reliability, impact purchase intent, and connect with the KNUST student community. These actions enable firms to interact directly with customers, fostering customer devotion and a positive view of their products or services. Businesses have discovered an approach to communicate with their target audience in a more personalized manner, establishing better relationships and consumer loyalty, by embracing social media marketing efforts.

The body of research on how social media marketing strategies and tactics affect consumer behavior is expanding, and KNUST's success stories show how social media can be a powerful marketing tool. It is becoming more and more crucial to further explore and comprehend the dynamics of these marketing activities in order to maintain competitiveness in the digital world as businesses continue to adjust and modify their approaches in order to cater to the interests and behaviors of students on social media.

1.3 OBJECTIVE

1. Examining the various components of social media marketing utilized with students in KNUST.
2. To examine the impact of social media marketing activities on purchasing intention among students of KNUST.
3. To assess the opportunities and obstacles of incorporating social media marketing activities on the purchasing decisions of KNUST students.

1.4 RESEARCH QUESTIONS

- i. What components of social media marketing activities employed by students at KNUST?
- ii. How does social media marketing activities influence the purchasing intentions of students at KNUST?
- iii. What are the potential opportunities and challenges associated with implementing marketing activities on the purchasing decisions of KNUST students?

1.5 HYPOTHESIS

1. Alternative Hypothesis (Ha1): There is a significant relationship between social media marketing activities and purchasing intention among students of KNUST.
2. Alternative Hypothesis (Ha2): There is a positive linear relationship between the presence of entertaining content shared on social media and online purchase intentions.

1.6 JUSTIFICATION OF THE STUDY

This study's justification is grounded in the limited knowledge available regarding how social media marketing impacts the purchasing intentions of Kwame Nkrumah University of Science and Technology (KNUST) students. It aims to investigate how businesses can effectively utilize social media technologies to enhance brand recognition and purchase intent within this specific academic setting. By doing so, it fills a critical gap in the existing literature (Gorle et.al, 2021). Furthermore, the research endeavors to provide insights into the usage patterns and purchase intentions of both students (consumers) and advertisers (businesses) employing social media as a marketing tool. This comprehensive understanding can guide businesses in tailoring their marketing strategies to align with the preferences and behaviors of KNUST students (Karamang, 2021). The practical

implications of this study extend to businesses operating in or targeting the KNUST student market, offering them valuable insights into the impact of social media marketing. Armed with this knowledge, businesses can refine their strategies to better engage students, thereby increasing brand recognition and purchase intentions. Beyond the confines of KNUST, the research has the potential to inform marketing practices in other educational institutions and industries aiming to engage young consumers through social media marketing. It addresses a pressing need to comprehend the intricate relationship between social media marketing, usage patterns, and purchase intentions within the academic context, laying a foundation for future research and marketing initiatives in the digital age.

1.7 SIGNIFICANCE OF THE STUDY

The essential factors this research looked at greatly influence a consumer's choice to purchase an item or service. For everyday information, consumers are continually moving away from traditional media and toward cutting-edge media. The use of computerized marketing is now available to marketers that prefer conventional marketing methods on a variety of platforms. Here, data regarding a product or service is created and accepted jointly by company and consumers. The information generated through social media marketing played a sizable role in influencing the decisions made by other customers. Social media marketing is still used as a tool to promote products to consumers. It might have a big impact by allowing marketers to improve their promotional campaigns so they can reach out to larger audiences. With advanced marketing methods, it is becoming tougher and harder to retain loyal clients. The needs of different generations are changing in this computer age, and brand loyalty promises are no longer acceptable because consumers are constantly exposed to more modern businesses on social media that are thriving to develop relationships with

customers rather than improving the products. As a result, there is an opportunity for marketers to successfully engage KNUST students and foster brand loyalty and purchasing intention.

1.8 SCOPE OF THE STUDY

This study's focus is on how KNUST students perceive social media marketing tools and how that impression affects students' propensity to make purchases. The study also attempts to investigate the connection between KNUST students' purchase intentions and demographic variables like age and gender. The potential and difficulties of using social media marketing techniques to influence the purchase choices of KNUST students will also be explored in the research. This study is limited in scope since it does not examine other social media platforms in depth or include other aspects of digital marketing other than social media tools. The study aims to provide light on the particular context of KNUST students' views and purchasing intentions in relation to social media marketing.

CHAPTER TWO

LITERATURE REVIEW

2.1 THE CONCEPT OF SOCIAL MEDIA MARKETING (SMM)

Social media refers to a variety of internet tools that let people share information, engage in online discussions, and create content. Technology is advancing at a quick pace, and social media has become an important marketing tool for companies. The focus of marketing strategies has shifted towards customer-centric approaches, prompting companies to integrate various social media mechanisms to enhance brand recognition, strengthen customer relationships, and improve marketing efforts. Studies indicate that a substantial portion of active social network users actively seek product information on social media platforms before making purchase decisions. Consequently, adept companies frequently employ social media for effective product marketing and branding (Quelch & Jocz, 2008; Kim & Ko, 2012). Social media marketing plays a crucial role in facilitating effective communication with consumers. The integration of promotional messages on social media platforms has a positive impact on consumers, ultimately influencing their purchasing intentions (Kumar et al., 2020). Kallas (2019) highlights the vast reach of social media, with approximately 2 billion users worldwide and the ability to rapidly disseminate information. Among the various social media platforms used for marketing purposes, Facebook stands out as the leading platform for marketers to integrate their strategies and engage with social content (Marrs, 2020). With a focus on generating content and promoting consumer interaction, Facebook enables users to engage with product advertisements and express their opinions through comments on specific posts (Shen & Bissell, 2013). Consequently, Facebook has gained recognition as an effective channel for viral marketing, given its vast user base of over one billion connected individuals, thus enhancing product promotion (Schulze, Scholer, & Skiera,

2014). The credibility of content assumes paramount importance in influencing consumers' purchase intentions. A previous study has demonstrated that consumers' purchasing intentions are influenced by the presence of online social media platforms (Toor et al., 2017). Xie and Lee (2015) also highlight that consumers' buying behavior is dependent on their exposure to social media marketing activities carried out by brands. As a result, social media marketing is essential for efficiently informing customers and influencing their purchase decisions. Ashley and Tuten (2015) have identified several key components of social media. These components include perceived risk, customization, trendiness, and interaction. These factors have been recognized as important elements that influence social media marketing activities in various industries, encompassing aspects such as word-of-mouth communication, personalized experiences, information dissemination, staying up-to-date with trends, and engaging in interactive exchanges.

Table 2.1 The Components of Social Media Marketing

1	Advertising	Strategic communication process employed to promote product or service and persuade a target audience to take a desired action.	Knoll (2016)
2	Customisation	Creating personalized experiences and messages to enhance engagement and campaign effectiveness on social media platforms.	Lee et. Al (2023)
3	Entertainment	the use of enjoyable and engaging content to capture the attention of users and encourage engagement among social media users.	Marina (2023)
4	Interaction	Obtaining customers' requests, needs and suggestions about product or service in real time.	Panigyrakis (2023)
5	Trendiness	Introduction of current information on products and services	Kang & Sundar (2016)

2.2 SOCIAL MEDIA MARKETING TOOLS

It has become increasingly fashionable to use social networks marketing to target certain customer categories. Using social media platforms to support a company and its products while using digital marketing tactics like e-newsletters and online advertisements. Especially noteworthy is how social media marketing introduces the idea of exponential diffusion and trust-building through message sharing within individual networks (Barefoot & Szabo, 2010). The continuous evolution and expansion of innovative tools, combined with enhanced insights facilitated by analytical applications, offer businesses advantageous avenues for their outreach and marketing endeavors. The landscape comprises an array of diverse social media platforms, each with unique features and functionalities at one's disposal.

2.2.1 Facebook

Without a question, Facebook has shines out as the top social networking site that first springs to mind when people talk about such websites. It was started and is presently managed by Facebook, Inc. It debuted in February 2004. Impressively, by the year 2023, its user base had grown exponentially, reaching an astonishing tally of approximately 2.98 billion active users. Noteworthy is the fact that potential users are required to complete a registration process, enabling them to create personalized profiles, establish connections with other users as friends, engage in message exchanges, and conveniently receive automated notifications regarding updates to their profiles (Facebook, 2023). Additionally, users have the ability to join user groups according to their particular interests, arrange their acquaintances into categories like " Individuals from Office" or "Close Friends," and divulge personal information to others via social media platforms. Notably, Facebook's overarching objective is to empower individuals to exchange

information, thereby fostering a more interconnected and transparent global community (Facebook, 2023). While there might be variations among social networking platforms such as Facebook and Twitter, they fundamentally operate based on akin principles.

2.2.2 Instagram

User-generated content (UGC) encompasses a wide range of motivations, and Instagram is used for many of them (Alhabash & Ma, 2017). These motivations include the platform's visually appealing qualities, the promotion of networking, entertainment value, documentation needs, encouragement of creativity, and facilitation of self-expression. Moreover, Instagram serves not only as a platform for sharing selfies and photos but also as a means to fortify relationships with family and friends. These motives cover a wide variety of activities, such as pursuing educational and informational goals, promoting oneself, and just having fun (Kim & Chock, 2017; Manasijevic et al., 2016; Sendurur et al., 2015). In their individual analyses, several researchers have methodically uncovered these reasons (Alhabash & Ma, 2017; Sheldon & Bryant, 2016; Kircaburun et al., 2018). According to Khan's research (2017), people like watching videos, contributing to comments, and enjoying and sharing material on the Instagram platform. Users who demonstrate their support for a brand or company through likes help to further cement the relationship between that entity and their specific network of contacts. This core idea may be expanded to include a variety of social media channels, in line with Bernie Borges' description from 2009 in this regard.

2.2.3 Twitter

According to Borges (2009), Twitter is best defined as a particular blend of blogging and social networking. It offers customers the chance to keep informed with succinct updates and advertisements from their favorite businesses, as well as helpful insights into the introduction of new products (Hafele, 2011). The platform's unique characteristic is its focus on real-time sharing, which allows for immediate user involvement. The main form of communication on Twitter consists of 140-character "tweets," which are the platform's shortest unit of text. This restriction promotes the transmission of targeted and condensed messages. These tweets are then shared with the user's followers, facilitating the communication of information and fostering interpersonal relationships (Borges, 2009).

2.2.4 Blogging Websites

Blogging platforms have evolved into prevalent and impactful marketing mediums harnessed by both individuals and businesses. They furnish a conduit for enterprises to offer behind-the-scenes insights and forge connections with their core sales channels. Distinctive attributes inherent to blogging sites contribute to their role as formidable social media marketing tools. These platforms provide individuals and businesses a virtual space to craft and publish content in the form of blog posts (Hafele, 2011). These posts are readily shareable, amenable to comments, and designed for user engagement, thereby fostering interactive and participatory discourse. Moreover, blogging websites frequently integrate features like blog subscriptions, real-time updates, and seamless post-sharing across diverse social media platforms, consequently amplifying their scope and visibility. Beyond this, blogs serve as an avenue to inform and involve followers in special events and promotions, fostering a dynamic and interactive rapport.

This open exchange cultivates an environment conducive to idea sharing and facilitates candid discussions between individuals and organizations to enhance their offerings. Hafele (2011) underscores the pivotal role of blogs in nurturing transparent and constructive communication for marketing objectives.

2.3 PURCHASE INTENTION (PI)

Purchase intention serves as an important indicator for assessing the connection between a consumer's interest and their actual purchase. According to Toor et al. (2017), a strong purchase intention indicates a consumer's high readiness to buy a product. Despite the availability of various social media platforms, consumers still follow a common decision-making process that influences their purchasing behavior, as highlighted by Hutter et al. (2013). When consumers first encounter a product, they can decide to purchase it based on their initial brand recognition. Similarly, consumers' buying decisions can be influenced by social mechanisms, the representation of brands on social media, and the opinions of the social collective. As a result, customers now depend on social media to acquire "clues" that assist them in making a final purchase choice. According to Argawal and Jaliwala (2013), a substantial proportion of consumers, particularly students, are depending on social media platforms to make their online purchase decisions as a result of social media's growing importance in the world of e-commerce. Amongst these consumers, there is a notable trend of active participation and expression of opinions on social media, as discussed by Phusalux et al. (2020). Through their interactions with online communities, these consumers build trust and regard the information obtained from social media as reliable, credible, and transparent. Consequently, they predominantly make their purchasing decisions online. Moreover, Nor and Pearson (2008) emphasize that the motivation received from friends and family positively impacts online purchasing behavior. When other consumers display a

preference for online purchases on social media, it can significantly enhance the online purchase intention of other consumers, as suggested by Pena-Garcia et al. (2020).

2.4. EMPIRICAL STUDIES

Flórez and associates carried out a survey in 2017 to learn the reasons behind the purchases made by young college students on social media. An effective method to address the elements affecting university students who plan ahead for purchases via social media was developed in response to their results. According to the report, companies looking to sell their products on the internet should implement strategies that encourage user-driven word-of-mouth advertising while also sharing information in an open and transparent manner. This strategy is believed to have a big impact on the decisions people make while making purchases.

In a research published in 2012, Darbanand Li investigated the effects of online social networks on customers' decision-making at Swedish food retailer outlets. The study found that, in the context of food shops, various digital platforms had varied degrees of effect on every step of the consumer's purchasing decision process. Convenience was identified as the main driving factor for this impact, as buyers learned that connecting with supermarkets and other customers online was more convenient. Customers spend more time on these social media platforms due to the increased convenience, which allowed them to interact with grocers and provide feedback on websites like Facebook. As a result, this became an important instrument for influencing their decision-making process.

In order to better understand how social media influences consumers' decision-making while buying purchases, Gros performed a research in 2012. The study sought to determine if this impact varied at various phases of the decision-making process. It

eventually appeared in the consumer study journal. The study's findings showed that depending on the precise stage in which customers are making their purchase decisions, social media has varying degrees of influence. According to the study, consumers' openness to social media material varies on the specific stage of their decision-making process that is being examined (Gros, 2012). Similar to this, a study conducted in Jazan, Saudi Arabia, by Medabesh (2015) investigated the impact of online advertising on the promotion of tourism services. The results of this study showed a link between the growth of the travel and tourist sector and electronic advertising. Schivinski and Dabrowski (2016) also stress the importance of active social media participation in boosting reputation and perception of the brand. A positive brand attitude, and the propensity to buy are positively correlated, according to a separate analysis analyzing consumers' opinions of businesses and their intents to buy. Similar to this, a 2016 research in the Khatibi area sought to examine how social media influences consumers' decision-making during purchases. The study showed that, depending on the stage of the buying cycle, social media had different effects on customers' decisions. The study's findings confirmed that customers in Saudi Arabia use social media as a tool for buying and that they are prepared to share their opinions and advice with others on social networks. The study also showed that Saudi Arabian customers are significantly influenced by social media throughout their shopping experiences.

Scarth (2017) conducted study in South Africa with the main goal of determining how social media affects people's inclinations to purchase cars. The study's findings showed that participants viewed the brands in question in high regard and thought they had a stellar reputation. The respondents were able to identify positive characteristics in their clients and felt that these items had a great standing. The findings also showed that South African Millennials who invested in high-value products showed a clear

predilection for these goods, affecting the propensities of their age cohort to make purchases. Similar to this, Toor and colleagues did a study in 2017 with the purpose of studying the influence of social network marketing on consumer intentions to make purchases as well as the possible mediating function of customer engagement. The study's conclusions showed that social network marketing has a big influence on how consumers decide what to buy. The study also showed that the connection between social network marketing and consumer purchase intentions was partially mediated by customer engagement.

2.5. ESTABLISHED RELATIONSHIP BETWEEN SOCIAL MEDIA MARKETING AND PURCHASE INTENTIONS.

By investigating the impact of social media on customers' purchasing decision-making processes, the numerous research stated demonstrate a link between social media marketing and purchase intention. These studies show that social media platforms have a big influence on customer behavior and buying decisions. According to Flórez et al. (2017), companies may effectively utilize social media platforms to market their goods by exploiting open information exchange and encouraging user word-of-mouth. This implies that social media marketing techniques can directly affect customers' inclinations to make purchases. Darbanand Li (2012) looked at how online social networks affected consumers' choices while making purchases at grocery stores. The study found that social media sites have an impact on each step of the customer decision-making process, with convenience playing a major role. This suggests that social media marketing might affect consumers' purchase intentions by making it simpler for them to interact with supermarkets and other customers, which can affect how they make decisions. Gros (2012) investigated the impact of social media on customers' various phases of the purchase decision-making process. The results showed that depending on the precise

stage of the process of making decisions, the influence of social media varied in strength. This shows that depending on the consumer's decision-making stage, social media marketing may have variable effects on purchase intentions. When Medabesh (2015) looked at how online advertising affected the promotion of tourism services, she discovered that it had a favorable impact on the sector. This suggests that by properly advertising and highlighting services via online platforms, social media marketing might influence customers' purchasing intentions in the tourist sector.

By emphasizing how social media platforms affect customers' processes for making decisions, attitudes, brand perceptions, and engagement, the research shows a connection between marketing on social media and purchase intention. These results highlight how, by utilizing the strength of online platforms, social media marketing tactics may significantly influence customers' intentions to make purchases of goods or services.

2.6. RELEVANT THEORIES RELATED TO SOCIAL MEDIA MARKETING AND PURCHASE INTENTION.

Word of Mouth/Psychological Ownership Theory

In the past, recommendations from friends and family have been the most effective information sources for consumers when making travel decisions (Critts, 1999). However, because to developments in the world of internet and social media technologies, customers may now read reviews on websites like travel writing sites and TripAdvisor from both known and unknowledgeable people. According to the Psychological Ownership Theory, devoted consumers have a sense of attachment to and ownership over the businesses they patronize, which motivates them to recommend such businesses to others (Depeches, 2010). Non-loyal customers, on the other hand, could

offer suggestions to indirectly manage or influence firms and feel good about assisting other customers. By fostering psychological ownership, stressing loyalty and visitor input, and keeping unfavorable assessments personal while promoting good comments externally, businesses can benefit from consumer feedback via social media (Pierce, 2003).

Social Penetration Theory

The social penetration hypothesis, which Altman and Taylor first proposed in 1973, describes how interpersonal interactions lead to the development of relationships. The theory offers insights into conduct at aggregate and organizational levels even if it primarily concentrates on individual and collaborative levels. According to the social exchange hypothesis, developing deep connections requires self-disclosure, much like peeling an onion. Initially, individuals share superficial information like gender, clothing preferences, and ethnicity, gradually progressing to more personal feelings, and ultimately revealing deeper aspects such as goals, ambitions, and beliefs. In the online social world, it is possible to design social networks that separate these different layers of information, with certain details being public and others kept confidential. The manner and amount of communication, which are clearly observable on social media platforms, may be used to determine the degrees of relationships. The need of following the complex principles of social access to protect privacy was brought home by a recent case against Facebook (Gaudin, 2010).

McLuhan's Media Theory

The renowned adage that "the media is the message" was created by Canadian theorist and educator Marshall McLuhan to underline that the form itself, as opposed to its content, has the potential to influence people and society. According to McLuhan, the way in which communication is conducted through media will have a transformative effect on behavior and social dynamics. He categorized media into "cool" and "hot" types, with cool media requiring active participation and effort from viewers, such as television and seminars, while hot media passively stimulate the senses, like films, radio, and photography (McLuhan, 1995). Applying McLuhan's ideas to social media, it is not the content that drives transformation, but the mode of communication facilitated by these platforms. For instance, Twitter's character limitation fosters nimble and real-time sharing, leading to the rapid dissemination of breaking news stories (Parr, 2009). It is important for both business managers and consumers to recognize the behavioral changes resulting from the use of new social media services and embrace these technologies and associated behaviors with an accepting mindset.

2.7 CONCEPTUAL FRAMEWORK

Researchers have discovered five distinct characteristics of social media marketing operations after performing a thorough literature review: entertainment, engagement, trendiness, personalization, and digital word of mouth (advertising). The purpose of the study is to investigate how these aspects relate to the distinct notions of social media marketing and intention to buy. This evaluation is based on knowledge gleaned from several field research investigations.



The various components of social media marketing and its impact on consumer purchase intentions

Figure 2.1 Conceptual Framework



CHAPTER THREE

METHODOLOGY

3.1 INTRODUCTION

This section provides an overview of the research methods used in this study, which aims to determine how social media marketing tools affect students at Kwame Nkrumah University of Science and Technology's (KNUST) propensity to make purchases. The methodology fully outlines the strategy, framework, and methods used to carry out the study's objectives. It outlines a methodical strategy for gathering, analyzing, and interpreting data, serving as the study's conceptual framework. Through the careful selection of relevant research methodologies and tactics, the study will collect accurate and reliable data that will improve our understanding of the link among the use of social media advertising techniques and intent to purchase.

3.2 RESEARCH DESIGN

This study's research framework, an explanatory strategy that combines quantitative and qualitative approaches. This choice is motivated by the benefits it offers in efficiently achieving the objectives of the research (Imbeau et al., 2021). The study aims to gain quantitative insights and patterns about different facets of digital marketing's influence on intentions to buy among KNUST students. It does this by starting with the collection and analysis of quantitative data via surveys. This quantitative approach provides a thorough analysis of the study problem and helps create statistical relationships.

The study then moves forward to collect and evaluate qualitative data using interviews. This qualitative aspect of the study intends to investigate participants' opinions, attitudes, and interactions with regard to social media marketing initiatives and how they affect

consumers' purchase decisions (Creswell, 2014). The explanatory framework enables an increased and intricate comprehension of the intricate relationships linking social media advertising efforts and purchase intentions within the KNUST student community by integrating statistical data from surveys with the significant insights gained from interviews.

3.3 STUDY POPULATION

The study's focus will be on students who are currently enrolled at KNUST, which includes all six of its colleges: the College of Engineering, the College of Health Sciences, the College of Arts and the Built Environment, the College of Humanities and Social Sciences, and the School of Graduate Studies. The research intends to include students from various academic specialties within these schools to guarantee a wide range of viewpoints. With the use of this technique, the study hopes to provide findings that are applicable to a larger group of students enrolled in the designated universities (Noor, 2022). KNUST's future population is anticipated to be in the range of 85,000 people.

3.4 SAMPLE AND SAMPLING TECHNIQUES

The study's target student population is eighty-five thousand (85,000) as determined by adding the enrollments at the chosen colleges and using a sample size of 2,517 (398). This was arrived at by using the Yamane Sample formula $n = \frac{N}{1 + N(e)^2}$ where n is the sample size, N is the population and e is the Margin of Error (MoE = 0.05%). The most suitable sampling method for this study's target student body of 85,000 and chosen sample size of 398 is stratified via random sampling. With stratified random sampling, the population is divided into discrete subgroups or strata based on predetermined characteristics (in this case, the several colleges of KNUST). The sample is then

randomly selected from each stratum according to its size. The main goal of using random stratified sampling in the present investigation is to ensure that each college is fairly represented in the sample. This method makes it easier to evaluate the qualities and perspectives of students inside each individual college.

3.5 DATA COLLECTION METHOD AND TOOLS

In order to better understand how social media marketing tools affect students at KNUST, this study will use a mixed-method approach. A comprehensive understanding of the study issue is provided by the mixed-method design, which includes mixed-method research approaches. Interviews and questionnaires will be the main methods for gathering data. These techniques were chosen to record both quantitative and qualitative information, enabling a thorough investigation of the study problem (Creswell, 2014).

3.5.1 Questionnaires

To collect quantitative data, an organized questionnaire will be developed. A survey will be made to gather information that is pertinent to the study's goals. It will include Likert scale and multiple-choice questions that will provide respondents with a variety of answer alternatives for indicating their intentions and experiences. The use of Likert scale questions allows participants to score their agreement or disagreement on a scale, providing for the quantifiable evaluation of attitudes and opinions (Joshi et.al, 201). Multiple-choice questions provide respondents specified response alternatives, allowing for more efficient data collecting. The questionnaire will be given online to ensure accessibility and ease of data collection. Participants can complete the questionnaire at their time off, eliminating the time and logistical restrictions associated with in-person data collecting. Online administration also allows for more effective data handling and storage for analysis (Raju, 2016).

Development of Questionnaire

For the purpose of the study, an already-existing questionnaire was used rather than developing a new one. This survey was created by gathering inquiries from reliable papers that are relevant to the model being employed. The validity of the questionnaire shows that it can assess the target idea with accuracy. The indicators were created using theoretical models from earlier studies, guaranteeing that they accurately capture the idea and offer a valid way to assess the central argument.

Table 3.1 Questionnaire Development

	Variable	Sources
Components of Social Media Marketing	Entertainment (ET)	Seo and Park (2017)
	Interaction (IN)	Seo and Park (2017)
	Trendiness (TR)	Kim and Ko, (2012); Seo and Park
	Customization (CT)	Kim and Ko (2012); Seo and Park (2017)
	Advertising (AD)	Kim and Ko (2012); Seo and Park (2017)
Purchase Intention		Aji et al. (2020)

3.5.2 Interviews

Interviews with KNUST students will be used to acquire qualitative data. The semi-structured interviews will let participants to communicate their attitudes, opinions, and motives about social media marketing tools and their influence on purchase intention (Creswell, 2014). The qualitative data gathered from the interviews will give interesting insights and a more in-depth knowledge of the students' experiences and viewpoints. The collected qualitative and quantitative data will be examined independently before being combined to offer a full analysis of the study findings (Creswell, 2014). Thematic analysis will be used in the qualitative data analysis to find major themes and patterns, whilst correlation analysis will be used in the quantitative data analysis to evaluate the correlations between variables (Proudfoot, 2022). By identifying these key themes, the study aims to ascertain the factors that influence the students' propensity to acquire social media marketing products. This study aims to provide a more detailed understanding of how social media advertising strategies impact KNUST students' tendency to make purchases in order to increase the validity and reliability of the results.

3.6 SOURCES OF DATA

The study's primary source of data will come from its participants. By employing surveys and interviews, the research will directly collect primary data, giving it a first-hand understanding of students' perspectives. The responses to the questionnaire will provide the quantitative data, while the transcripts of the interviews will provide the qualitative data. Additional secondary data sources are employed to support the findings and provide context for the study, such as relevant literature and instructional recommendations.

3.7 DATA ANALYSIS

In this study, Google Forms was utilized as the primary tool for data collection. The data gathered through the survey aimed to investigate how university students utilize different social media marketing platforms. Descriptive statistics were employed to analyze and interpret the data thoroughly, providing valuable insights into students' interactions with social media marketing. The information obtained from the survey was then organized and prepared for analysis using SPSS. Google Forms proved to be an effective web-based survey tool with user-friendly data organizing and gathering features, streamlining the data collection process. Responses were automatically collected and arranged in an accessible format, facilitating easy analysis. The data collected was further converted into spreadsheet files to enable additional statistical analyses (Olajide, 2019). One of the key strengths of Google Forms lies in its ability to generate effective statistical calculations and visualizations, such as bar charts and pie charts. These visual representations were used to enhance the understanding and interpretation of the data, helping to identify notable trends and patterns in students' technology usage. The major goals of this study were to assess the various social media marketing strategies used with KNUST students and to find out how social media marketing activities affected their intent to buy. By employing descriptive statistics and leveraging the capabilities of Google Forms and SPSS analysis, the researchers aimed to provide valuable insights that can assist educators, marketers, and researchers in making data-driven decisions and designing effective strategies in the field of social media marketing (Raju, 2016).

3.7.1 Coding

Data collected were coded by assigning alphanumeric codes to each questionnaire retrieved and questions in the questionnaire. These alphanumeric codes made it possible and easy for the researchers to record the findings of the research in SPSS 25. The items in Section Two for Components of Social Media Marketing (SMM) were labeled as: (Entertainment, ET5 – ET9: Interaction, IN10 – IN14: Trendiness, TR15 – TR20, Customization, CT21 – CT25: Advertising, AD26 – AD30) per the question numbers on the questionnaire. The items in Section Three for Purchase Intention (PI) were also labeled as: (PI31 – PI37, Q38-Q41) per the question numbers.

3.8 ETHICAL CONSIDERATIONS

Ethical Considerations for the Study are as follows:

1. Informed Consent: Before deciding to participate, participants will get complete information about the study's goals, methods, and advantages. They will voluntarily and without any threats or lies provide their informed consent.
2. Confidentiality: The study will maintain the confidentiality of participant names and personal data. To protect privacy, data will be anonymised and securely stored.
3. Voluntary Participation: Study participants will be free to leave at any moment without incurring any repercussions if they choose not to participate in the study.

CHAPTER FOUR

FINDINGS, DISCUSSION AND ANALYSIS

4.0 INTRODUCTION

This chapter encompasses the outcomes extracted from the data collection, with both questionnaire responses and interview insights. There is a substantial sample size, with a total of two hundred and sixty-nine (269) participants engaging via the Google Forms platform. Furthermore, the interview involved interactions with twelve students, supplementing the quantitative data with qualitative perspectives. Stringent measures were taken to ensure data precision. Before inputting into SPSS version 25, a widely utilized statistical software for social sciences, the questionnaire and interview data underwent meticulous coding. This software facilitates sophisticated data analysis, particularly regression and correlation analyses. In conjunction with regression and correlation techniques, a descriptive analysis was undertaken using SPSS. This analytical approach delved into the data's nuances with the mode and sum of the collected information, leveraging frequencies within the realm of descriptive statistics. This chapter delves into the quantitative regression and correlation analyses with the descriptive depth offered by statistical procedures.

4.1 DESCRIPTION OF RESPONDENTS

The data presented below represents the distribution of respondents based on their respective academic years. A total of 269 participants provided valid responses, and the data is structured as follows:

Table 4.1 Distribution of students by year

	Year 1	Year 2	Year 3	Year 4	Year 5	Year 6
Frequency	3	34	93	119	6	16
(%)	1.1	13.6	34.6	44.2	2.2	5.2

The data analysis presents the distribution of respondents across various academic years in higher education. It shows that the largest proportion of participants, 44.2%, was in their fourth year of study, indicating that many students had reached their penultimate year. In contrast, the first-year students constituted the smallest percentage, with only 1.1% of the total sample. The data suggests a steady progression through the academic years, with the fourth year being the most common phase of higher education. This information can be valuable for educators and policymakers in understanding the academic journey of students and tailoring support accordingly (Beerens, 2021).

4.2 ANALYSIS AND INTERPRETATION

Pearson Correlation

Objective: To examine the impact of social media marketing activities on the purchasing intentions of KNUST students.

Alternative Hypothesis (Ha1): A substantial correlation exists between social media marketing activities and purchasing intention among KNUST students.

The coefficients for correlation between "Social Media Marketing" and "Purchase Intention" are shown in the correlation analysis that follows for KNUST students. A measure of the strength as well as the direction of the linear relationship between two

variables is the correlation coefficient. The range of values is from -1 to 1, with -1 signifying a fully negative correlation, 1 a fully positive relationship, and 0 no connection. The computed value of 0.998 for the coefficient of correlation of Pearson between social media marketing and purchase intention. A p-value of less than 0.01 indicates that this association is statistically significant at the 0.01 level (2-tailed).

Table 4.2 Correlation Analysis

		Social Media Marketing	Purchase Intention
Social Media Marketing	Pearson Correlation	1	.998**
	Sig. (2-tailed)		<.001
	N	269	269
Purchase Intention	Pearson Correlation	.998**	1
	Sig. (2-tailed)	<.001	
	N	269	269
**Correlation is significant at the 0.01 level (2-tailed).			

A strong positive linear relation between social media marketing activity and purchase intention among KNUST students is indicated by the correlation value of 0.998. This shows that there is a clear tendency for Purchase Intention to similarly climb when participation in Social Media Marketing activities increases. Significant evidence is provided in support of the alternative hypothesis (Ha1): There is a significant and noteworthy link between social media marketing activities and the purchasing intention of KNUST students, with the correlation holding remarkable statistical significance and the coefficient close to the value of 1.

Regression Analysis

Objective : Examining the various components of social media marketing utilized with students at Kwame Nkrumah University of Science and Technology.

Alternative Hypothesis (Ha2): A constructive linear correlation exists between the prevalence of engaging content disseminated through social media platforms and the intentions to make online purchases.

The ensuing regression analysis reveals a link between various social media marketing strategies used by the KNUST student body and their propensity for making online purchases. The goal of this research is to evaluate the alternative hypothesis (Ha2), which contends that the likelihood of making an online purchase is positively correlated with the availability of attractive material published on social media.

Table 4.3 Regression Analysis

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	9924.336	1	9924.336	46.381	.006 ^b
	Residual	641.925	268	213.975		
	Total	10566.261	269			
a. Dependent Variable: Purchase_Intention						
b. Predictors: (Constant), ET5						

The breakdown of variance linked to the regression model is shown in the ANOVA table. Using the predictor variable "ET5", which denotes the existence of entertaining material on social media, this model aims to explain the variance in the dependent variable "Purchase_Intention" through this variable. The significance of the model as a whole is revealed by the ANOVA table. Regression analysis findings point to the statistical significance of the model, which examines the connection between the availability of interesting material posted on social networks and online purchase intentions. The significant F-statistic (46.381) with a p-value of 0.006 indicates that the relationship between the predictor variable "ET5" (presence of entertaining content) and the dependent variable "Purchase_Intention" is unlikely to have occurred by random chance. This supports the alternative hypothesis (Ha2), indicating a positive linear relationship between the presence of entertaining content on social media and online purchase intentions. In other words, as the extent of entertaining content shared on social media platforms increases, there is a corresponding increase in online purchase intentions among students at KNUST.

Table 4.4 Coefficients

Regression Coefficients^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	
	B	Std. Error	Beta	Sig.	
1	(Constant)	6.265	9.575		.654
	ET5	.885	.130	.969	6.810
a. Dependent Variable: Purchase_Intention					

The ET5 coefficient is 0.885. According to this coefficient, the predicted rise in the dependent variable (Purchase Intention) is 0.885 for every unit increase in the presence of entertaining material (ET5). The predictor variable appears to have a significant positive impact on the dependent variable, according to the standardized coefficient (Beta), which is 0.969. The coefficient is of statistical significance, as shown by the high t-value of 6.810, which is fairly high. This importance is further supported by the p-value of 0.006. This implies that social media's engaging content (ET5) has a statistically significant effect on KNUST students' inclinations to make online purchases. Conclusively, the regression analysis indicates that the presence of entertaining content on social media (ET5) has a strong positive influence on online purchase intentions among students at KNUST. The statistical significance of the coefficient suggests that this relationship is unlikely to have occurred by random chance.

4.2.1 Findings On Interview Responses

Twelve students from KNUST participated in interviews aimed at understanding the possible advantages and obstacles linked to the incorporation of social media marketing strategies in influencing their buying choices. The collected responses provided an understanding of how these students view the pros and cons of using social media marketing techniques for their online shopping decisions, along with their opinions on the efficiency of these techniques in contrast to conventional marketing avenues.

Research Question: iii.What are the potential opportunities and challenges associated with implementing social media marketing activities on the purchasing decisions of KNUST students?

Benefits of Social Media Marketing for Online Purchasing

The students identified several benefits of using social media marketing tools for online purchasing. They emphasized the convenience of accessing product information, reviews, and comparisons all in one place. Students mentioned the ease of connecting with brands directly, getting personalized recommendations, and being exposed to a wider variety of products. They appreciated the interactive nature of social media platforms, which allowed them to engage in real-time discussions with sellers and fellow consumers, thereby aiding informed decision-making.

Challenges with Social Media Marketing for Purchasing

Respondents also highlighted challenges they face when using social media marketing tools for purchasing decisions. Privacy concerns emerged as a significant issue, with worries about data security and potential misuse of personal information. The students also mentioned encountering misleading information and fake reviews, making it harder to trust some content on social media. Additionally, the overwhelming volume of content and advertisements made it difficult for them to filter relevant information from noise.

Effectiveness of Social Media Marketing vs. Traditional Channels

When asked whether social media marketing tools were more effective than traditional marketing channels, the responses were mixed. Some students indicated that social media tools were indeed more effective due to their tailored content, interactivity, and ability to target specific audiences. They appreciated the ability to directly engage with brands and fellow consumers. Others, however, felt that traditional marketing channels like television and radio still hold influence, especially for certain products or services where visuals and narratives play a crucial role.

Addressing the Research Question:

These responses collectively underscore the multifaceted impact of social media marketing on the purchasing decisions of KNUST students. The opportunities lie in the convenience, personalization, and interactive nature of social media platforms. These factors empower students to make well-informed choices and connect with brands more directly. However, the challenges, including privacy concerns and content credibility issues, suggest that while social media marketing presents novel opportunities, it also demands careful consideration of ethical and authenticity-related aspects. Moreover, the mixed views on effectiveness highlight that the influence of social media marketing, though significant, exists alongside traditional marketing channels, reinforcing the importance of a balanced marketing approach.

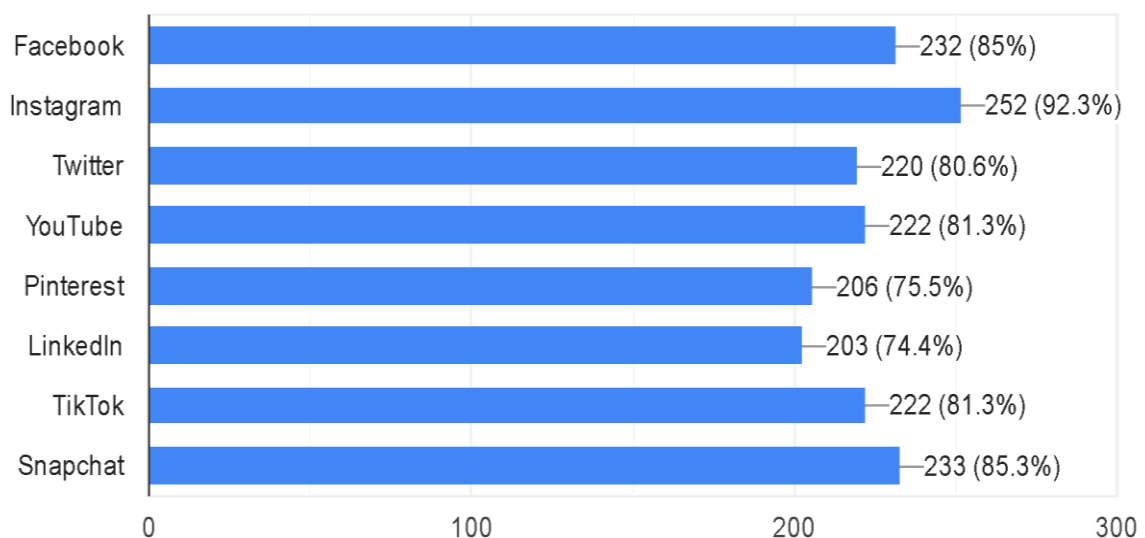


Figure 4.1. Which social media platforms do you primarily use for product or service discovery and search?

The data indicates the primary social media platforms that respondents use for discovering products and services. Instagram stands out as the most popular platform for this purpose, with 92.3% of respondents using it. Facebook, Snapchat, TikTok, and YouTube also play significant roles, with usage rates ranging from 80.6% to 85.3%. Pinterest and LinkedIn are utilized by a substantial portion as well, at 75.5% and 74.4% respectively.



CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 SUMMARY

In order to give thorough conclusions and examine the wider ramifications of our study's findings, this chapter builds upon the findings, debates, and analyses covered in Chapter Four. The researcher hopes to highlight the importance of the connections between social media marketing, purchase intentions, and buying habits among KNUST students by examining the data they have collected. The study engaged a sizable sample of 269 participants via the Google Forms platform, supplemented by qualitative insights from interviews with twelve students. Rigorous steps were taken to ensure data accuracy, including thorough coding of questionnaire and interview data. Utilizing SPSS version 25, a prominent software in social sciences, facilitated sophisticated analyses such as regression, correlation, and descriptive analyses. The chapter began by outlining the distribution of participants across different academic years, revealing a clear progression through the educational journey. Most participants were fourth-year students, representing their penultimate stage of study. These insights offer educators and policymakers a deeper understanding of students' academic trajectories and needs. Pearson correlation analysis illuminated the link between social media marketing activities and purchasing intentions (Ha1). The remarkably strong positive correlation coefficient of 0.998 indicated a clear linear relationship. This finding strongly supported the notion that social media marketing significantly influences purchasing intentions among KNUST students. Additionally, regression analysis delved into the connection between entertaining content shared on social media and online purchase intentions (Ha2). The ANOVA table's outcomes highlighted the statistical significance of this connection, underlining the positive linear correlation. The noteworthy F-statistic and low

p-value of 0.006 provided solid evidence of a strong link between entertaining content on social media platforms and heightened online purchase intentions. The chapter extended its exploration by presenting qualitative insights drawn from interviews with twelve KNUST students. These findings shed light on the advantages and challenges associated with implementing social media marketing strategies on purchasing decisions. Students praised the convenience, personalization, and interactive nature of social media platforms for guiding well-informed choices. However, concerns were raised regarding privacy, content credibility, and potential information overload. The discussion on the effectiveness of social media marketing versus traditional channels revealed a nuanced landscape where both methods wield influence, contingent on context and product/service attributes.

5.2 CONCLUSION

In conclusion, the thorough investigation of the study has produced insightful information on the complex forces that influence contemporary consumer behavior. The results of this study highlight the significant influence social media marketing methods have on students' propensities to purchase online, highlighting both possibilities and difficulties that marketers must overcome in this digital environment. Students' views and intentions about online purchases are influenced by a variety of social media marketing variables, including entertainment, engagement, trendiness, customisation, and advertising. The Pearson correlation analysis was used to examine the associations, and the results gave strong support for our alternative hypothesis (Ha1). The strikingly high correlation value of 0.998 highlighted the tremendous impact of social media marketing on students' propensity to buy. This implies that using social media marketing methods has a significant influence on how students make decisions. The regression analysis also confirmed our alternative hypothesis (Ha2) by showing a positive linear link between

entertaining social media content and online purchase intentions. The ANOVA findings confirmed the statistical significance of this association, supporting the idea that engaging social media content promotes higher online purchase intentions. A comprehensive framework that directs students' decision-making processes is influenced by the resonance of engaging information, the development of trust through interactive interaction, the attraction of trendiness, the customization of suggestions, and the persuasive power of advertising. Businesses may maximize their influence on customers' purchase intentions by properly utilizing these elements to customize their methods to students' preferences. Moreover, the prevalence of social media usage among students underscores the significance of these platforms as central hubs for information, interaction, and discovery. The ubiquity of daily engagement highlights the immense potential for businesses to engage with their target audience consistently and meaningfully.

5.3 RECOMMENDATIONS

Based on the comprehensive findings and insightful conclusions drawn from the study, several key recommendations emerge to guide businesses, educators, and policymakers in effectively navigating the dynamic landscape of digital marketing and consumer behavior:

1. **Personalized Content Creation and Engagement Strategies:** Recognize the significance of personalized and engaging content across social media platforms. Businesses should focus on tailoring their marketing messages to align with individual preferences, leveraging interactive features to foster meaningful engagements that build trust and enhance consumer-brand relationships.

2. Content Authenticity and Credibility: Combat content credibility challenges by prioritizing authenticity and accuracy in social media marketing campaigns. Implement mechanisms to verify user-generated content, collaborate with credible influencers, and employ fact-checking processes to ensure the veracity of information shared on social media platforms.

3. Continuous Consumer Insights: Establish mechanisms for ongoing consumer research and insights collection. Regularly assess the evolving preferences, attitudes, and behaviors of KNUST students to adapt social media marketing strategies accordingly. This proactive approach enables businesses to remain attuned to changing trends and tailor their efforts to resonate with the target audience.

4. Education and Digital Literacy: Collaborate with educational institutions like KNUST to incorporate digital literacy and critical thinking skills into curricula. Empower students to navigate the digital landscape with discernment, equipping them to make informed decisions amidst the influx of information and marketing messages on social media platforms.

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APPENDIX

QUESTIONNAIRE

Kwame Nkrumah University of Science and Technology

THE EFFECT OF SOCIAL MEDIA MARKETING ON PURCHASE INTENTION AMONG KWAME NKURUMAH UNIVERSITY OF SCIENCE AND TECHNOLOGY STUDENTS

This questionnaire seeks to examine the various components of social media marketing utilized with students at Kwame Nkrumah University of Science and Technology is the goal of this study, investigate the impact of social media marketing activities on purchasing intention among students of KNUST and to assess the opportunities and obstacles of incorporating social media marketing activities on the purchasing decisions of KNUST students.

SECTION 1 DEMOGRAPHICS

1. Select your current year of study.

☐ Year 1 ☐ Year 2 ☐ Year 3

☐ Year 4 ☐ Year 5 ☐ Year 6

2. Indicate your college.

☐ Engineering ☐ Science

☐ Health Sciences ☐ Humanities and Social Sciences

☐ Agriculture and Natural Resources ☐ Art and Built Environment

3. Please indicate your department.....

SECTION 2 : COMPONENTS OF SOCIAL MEDIA MARKETING (SMM)

Please rate the questions on social media marketing activities based on the following statements.

Use a scale of 1 to 5, where 1 represents "Strongly Disagree" and 5 represents "Strongly Agree."

	Entertainment (ET)	1	2	3	4	5
5	The entertaining content shared on social media platforms positively influences my online purchase intentions.					
6	I find the online content related to purchasing products and services enjoyable and engaging.					
7	The entertaining posts on social media platforms make me more likely to consider purchasing products and services online.					
8	The entertaining content I come across while browsing online enhances my overall online shopping experience.					
9	The entertaining online content positively influences my insight on the value of products and services.					
	Interaction (IN)	1	2	3	4	5
10	The online interactions with businesses make me more inclined to purchase products and services online.					
11	I appreciate the responsiveness of businesses when I engage with their online content.					
12	The online interactions with brands and businesses enhance my trust and confidence in their products and services.					
13	The interactive nature of online platforms makes me feel more connected to the businesses.					
14	The online interactions with businesses positively influence my online purchase intentions.					
	Trendiness (TR)	1	2	3	4	5
15	The trendy online content related to purchasing products and services appeals to my preferences.					

16	The online posts and articles that reflect the latest trends in online shopping make me more interested in buying products and services online.					
17	The trendy images and videos I come across online enhance the quality of products and services.					
18	The online content positively influences my online purchase intentions.					
19	The trendy online presence of businesses makes me consider their products and services as current and up-to-date.					
20	The trendy online content related to purchasing products and services appeals to my preferences.					
	Customization (CT)	1	2	3	4	5
21	The personalized online content related to purchasing products and services resonates with my individual needs and preferences.					
22	The customized recommendations provided online increase my likelihood of purchasing products and services online.					
23	The tailored online content makes me feel valued as a customer when considering purchasing products and services.					
24	The customized offers and promotions I come across online positively impact my online purchase intentions.					
25	The personalized online shopping experience influences my perception of businesses positively when purchasing products and services.					
	Advertising (AD)	1	2	3	4	5
26	The advertisements I encounter online effectively communicate the benefits and features of products and services.					
27	The online advertising campaigns make me more interested in buying products and services online.					
28	The advertisements I see online enhance my awareness of various products and services available for purchase.					
29	The advertising content I come across online positively influences my online purchase intentions.					
30	The promotional posts and ads I see online increase my likelihood of considering products and services for online purchase.					

SECTION 3 PURCHASE INTENTION (PI)

Please indicate the extent to which you agree or disagree with the following statements. Use a scale of **1 to 5**, where 1 represents "**Strongly Disagree**" and 5 represents "**Strongly Agree**."

		1	2	3	4	5
31	I am likely to make online purchases of products and services in the near future.					
32	I intend to actively search for and explore online options before making a purchase decision.					
33	I am highly motivated to buy products and services online.					
34	I am inclined to prioritize online shopping over traditional brick-and-mortar stores.					
35	I am confident that online purchases will meet my needs and expectations.					
36	I anticipate that my online shopping frequency will increase in the coming months.					
37	I have a strong intention to allocate a significant portion of my budget for online purchases.					

38. How often do you use social media platforms?

- A. Daily
- B. 3-4 times per week
- C. 1-2 times per week
- D. Occasionally
- E. Rarely

39. Have you made any purchases influenced by social media marketing tools in the past year?

A. Yes

B. No

C. Maybe

40. Which social media platforms do you primarily use for product or service discovery and search? (Select all that apply)

A. Facebook

B. Instagram

C. Twitter

D. YouTube

E. Pinterest

F. LinkedIn

G. TikTok

H. Snapchat

Other (please specify): _____

41. Please indicate your overall satisfaction with social media marketing as a tool for purchasing products or services.

A. Very Dissatisfied

B. Dissatisfied

C. Neutral

D. Satisfied

E. Very Satisfied

INTERVIEW QUESTIONS

1. What are the benefits of using social media marketing tools for online purchasing?

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2. What challenges do you face when using social media marketing tools for purchasing decisions?

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3. Do you find social media marketing tools more effective than traditional marketing channels (e.g., TV, radio, print ads) in influencing your purchasing decisions? YES / NO

Why?

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Correlations

		Social_Media	
		_Marketing	Purchase_Intention
Social_Media_Marketing	Pearson Correlation	1	.998
	Sig. (2-tailed)		<.001
	N	269	269
Purchase_Intention	Pearson Correlation	.998**	1
	Sig. (2-tailed)	<.001	
	N	269	269

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

Anova^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	9924.336	1	9924.336	46.381	.006 ^b
	Residual	641.925	268	213.975		
	Total	10566.261	269			

a. Dependent Variable: Purchase_Intention

b. Predictors: (Constant), ET5

Coefficients ^a					
		Unstandardized Coefficients		Standardized Coefficients	
Model		B	Std. Error	Beta	t
1	(Constant)	6.265	9.575		.654
	ET5	.885	.130	.969	6.810

a. Dependent Variable: Purchase_Intention

