ADDIS ABABA UNIVERSITY

COLLEGE OF BUSINESS AND ECONOMICS

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MASTERS OF BUSINESS ADMINISTRATION PROGRAM

INFLUENCE OF SOCIAL MEDIA MARKETING ON CONSUMER PURCHASING INTENTION: CASE OF DSTV COMPANY IN ADDIS ABABA

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JUNE, 2025

ADDIS ABABA, ETHIOPIA

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A THESIS SUBMITTED TO ADDIS ABABA UNIVERSITY, COLLEGE OF BUSINESS AND ECONOMICS, FOR THE PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR DEGREE OF MASTERS OF BUSINESS ADMINISTRATION.

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Declaration

I hereby declare that this thesis entitled "Influence of social media marketing on consumer purchasing intention: The case of DSTV company in Addis Ababa*",* has been carried out by me under the guidance and supervision of Meskerem (PhD). The thesis is original and has not been submitted for the award of any degree or diploma to any university or institutions.

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This is to certify that the thesis entitles "Influence of social media marketing on consumer purchasing intention: The case of DSTV company in Addis Ababa", submitted to Addis Ababa University College of business and economics for the award of the Degree of Master of Business Administration (MBA) and is a record of bona fide research work carried out by Bezawit Kebede under our guidance and supervision.

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Abbreviations/Acronyms

- **SMM**: Social Media Marketing
- **DSTV**: Digital Satellite Television
- **eWOM**: Electronic Word-of-Mouth
- **UGC**: User-Generated Content
- **SPSS**: Statistical Package for the Social Sciences
- **VIF**: Variance Inflation Factor
- **ANOVA**: Analysis of Variance
- **ETB**: Ethiopian Birr (Currency)
- **B2B**: Business-to-Business
- **B2C**: Business-to-Consumer
- **AI**: Artificial Intelligence
- **AR**: Augmented Reality

Abstract

This research investigates the influence of social media marketing on consumer buying intentions among DSTV subscribers in Addis Ababa, Ethiopia. With the extreme expansion of digital platforms, firms more and more rely on social media to impact consumer behavior. Yet, there is limited empirical research on how SMM influences subscription-based services within emerging economies such as Ethiopia. This study addresses this gap by investigating five SMM dimensions social media advertising, platform credibility, customer reviews and information accessibility and how they influence purchase intentions. The study design employed was quantitative in which data was collected from 352 DSTV customers using structured questionnaires. Descriptive and inferential statistical analysis, correlation, and multiple regression were employed to analyze the data using SPSS. The results indicated that there were high positive relationships among all variables of SMM and purchasing intentions, wherein the strongest was that of platform credibility and social media advertising. Online reviews of consumers and informativeness also contributed, albeit less so. The study suggests that DSTV and similar subscription based firms should focus on trust building via authentic platforms, engage in optimal targeted advertising, and manage online reviews to enhance consumer engagement and subscription levels.

Keywords: *Social media marketing, purchasing intention, DSTV, platform credibility, online reviews, Ethiopia*

CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

Social media marketing (SMM) or "the use of social media technologies to create, communicate, and deliver value in ways that impact consumer behavior" (Chaffey & Smith, 2022, p. 15) has revolutionized business to reach out to customers with interactive real-time communication that fosters brand loyalty (Godey et al., 2016). In Ethiopia, whose internet penetration level stood at 25% as of 2023 (DataReportal, 2023), pay-TV operators like DSTV are slowly adopting SMM practices; however, the efficacy of such strategies for membership schemes to a large extent has yet to be explored in the Ethiopian perspective (Kapoor et al., 2018). This study investigates the effect of SMM's core drivers on DSTV subscription: (1) advert effect achieved from sponsored content and influencer collaboration (Kim & Ko, 2022), (2) platform legitimacy and credibility (Boateng & Okoe, 2020), (3) electronic word-of-mouth (eWOM) form in the disguise of peer judgments (Ismagilova et al., 2020), and (4) convenience to obtain information (Wang et al., 2015), thereby meeting practical marketing requirements and theoretical gaps in the developing markets.

Social media sites like Facebook, Instagram, and Telegram have transformed marketing by means of two-way, real-time communication with consumers and brands (Chafi, 2023). Social media is more tailored in messages, median engagement matrix, and targeted ads than conventional media (Dwivedi et al., 2021). In order to attain the highest degree of conversion, firms are now able to personalize campaigns based on real-time feedback (Sheth, 2023).

Social media is also a very critical platform for acquiring and retaining customers by subscription businesses like DSTV. According to literature, the site is a critical factor in customers' perception of trust, reliability, and confidence while making a decision to purchase or not purchase (Kapoor et al., 2022). Furthermore, peer word-of-mouth through electronic word-of-mouth (EWOM) from online consumer reviews and positive recommendations impact customers' attitudes, particularly in trust-function economies where buying behavior is simply an issue of trust (Ismagilova et al., 2023).

Social media advanced targeting capabilities allow businesses to deliver personalized advertisements to target markets. Research had shown that conversion rates of as high as 30% over biased advertisement universal advertising campaigns are realized (Li et al., 2022). However, advertisement fatigue and consumer mistrust of sponsored content remain a challenge, and brands must walk the tightrope between publicity and value-driven posts (Goda et al., 2020).

The customer's intention and idea to purchase a good or service is referred to as their consumer purchasing intention (Ajzen, 1991). Affecting key variables that contribute towards customer behavior, e.g., the influence of advertisements, trust in a platform, online reviews and information accessibility, social media marketing has a significant impact on this process. Social media, in that it can run customized and targeted campaigns, has changed the manner in which businesses engage in advertising completely. Through its offering of information that lowers uncertainty and provides for simpler buying decisions, social media can allow companies to display their audience targeted and customized advertisements. Wang, Yu, and Wei (2012) observe that types of advertisement strategies like these are most useful when looking at influencing consumer behavior. Businesses are able to best target technologically advanced urban consumers with high social media consumption in areas where social media is extensively used by harnessing the power of one-to-one marketing to communicate the value of specific goods or services.

Likewise, buying behavior could also be significantly influenced by electronic word-of-mouth (eWOM) and online suggestions. Credibility towards a service or product is greatly boosted by positive word-of-mouth and customer recommendations. eWOM is a powerful social proof source that inspires others to follow along as well (Goyette et al., 2010). Building a platform of happy customers who blog can make it buzz with potential customers. Organizations can initiate a wonderful word-of-mouth feedback chain and strengthen their reputation by thanking reviewers and feedback providers. In addition, social media's capability to grant immediate access to correct and understandable information is one of its best qualities. Wang, Yu, and Wei (2012) are convinced that customers will be able to make informed decisions and are less likely to feel exposed where information is accessible. Placing individual information on products, services, prices, and special features on social networking platforms can immensely cause customer attention. It is easier for the prospective customers to make their choice with such ease, and it also makes them feel more secure in the openness of the brand.

Social media marketing provides DStv and other organizations with a strategic way of communicating to the clients, particularly in the urban centers such as Addis Ababa where the usage of the internet is on the increase. Social media provides DStv an opportunity to interact with current and potential customers, advertise its subscription package, and provide advance announcements of new shows. Social media allows room for measurable and budget-friendly marketing campaigns, hence enabling DStv to adjust ads depending on the level of response and engagement of the audience. Social media, excluding advertising, helps DStv develop brand loyalty since it creates an active community that can share experiences, as well as opinions. Endorsements and reviews on social media sites like Facebook and Instagram can help build the reputation of DStv and increase the number of new subscribers. Additionally, social media enables DStv to demonstrate its sponsorship of domestic educational and cultural activities, in line with its greater mission of building stronger communities.

Aside from all that it has to bring, there is little research that has considered the viability of social media advertising for DStv in Addis Ababa. There is no explicit evidence of how social media affects consumers' intention to purchase subscription services because prior research in Ethiopia such as Michail (2020) and Wogderesegn (2021) have been on other sectors such as manufacturing and beer. Shemsu (2022) also tested the effect of advertising on DStv watchers' behavior but traditionally analyzed traditional media, without directly probing the certain dynamics of social media. In light of global evidence of what social media advertising does to change people's lives, little is known about how and with what effect it can be used in Ethiopia, especially for subscription products like DStv. There has been little literature that has discussed the effects of online word-of-mouth, site credibility, advertising value and information accessibility on the purchasing attitudes of consumers. This is important because subscription services like DStv depend on ongoing use and trust to maintain consumers and capture market share.

1.2 Background of the organization

The flagship brand of the MultiChoice Group, DStv (Digital Satellite Television), offers multiple satellite television bouquets designed to satisfy diverse consumers' entertainment demands. With its tailor-made subscription packages, DStv is best-positioned in Ethiopia as a mind-share supplier of world-class programming, sport, film, news, and local content. With five packages to

choose from, covering different viewer needs and price points, DStv has had a presence on the ground since 2000 in business as MultiChoice Ethiopia. With 89 full-time staff and a network across the country with more than 120 installers, retailers, and agents, the company uses local expertise. In addition to providing additional access to services, the vast network presents a gargantuan employment opportunity, thus boosting the local economy.

The impact of DStv extends beyond entertainment in itself. With Abol TV broadcasting over 200 hours of Ethiopian content, it encourages Ethiopian innovation and culture directly by encouraging local content. The nation's creative economy has been further stimulated through collaboration with over 80 of the nation's local production houses. Furthermore, through the operation of MultiChoice Resource Centers in collaboration with the Ministry of Education and the nation's local government ministries, DStv also serves to promote social development in addition to offering entertainment. These stations improve education content in areas like Addis Ababa, Dire Dawa, and the Southern Nations and Nationalities by subjecting them to learning content and conducting training for teachers. DStv is also a great proponent of skills improvement as it has provided training to over 200 satellite dish installation experts and employs a big chunk of employees, hence availing job opportunities and value addition to the economy of the country. With the mission of "embracing others and building long-term relationships through teamwork, communication, and transparency," MultiChoice Group constituent DStv seeks to empower, educate, and entertain the people it serves.

With DStv as its partner, the MultiChoice Group provides cutting-edge offerings like GOtv, Showmax, and SuperSport to more than 23.5 million households in 50 markets. Thus, DStv is set to be a player in the entertainment industry in Ethiopia, influencing consumer choice and behavior through its widespread audience size and profound programming.

Summarily, DStv business in Ethiopia aligns with its purpose of enriching lives by providing people with a choice of entertainment, promoting local content development, engaging in education activity, and influencing economic growth through employment and building capacity

1.3 Statement of the Problem

Exponential growth in social media marketing (SMM) has revolutionized the way businesses engage with consumers, yet its implication for subscription businesses like DSTV in developing nations like Ethiopia has lacked research focus.

While foreign studies indicate the role of SMM in purchasing products (Dwivedi et al., 2021), DSTV-centric topics like competition from streaming media and consumer mistrust in the payment of subscriptions (Michail, 2020) have yet to be probed. Despite DSTV's application of internet campaigns targeting Addis Ababa's technologically advanced market, there has been no local research evaluating the success of SMM in attracting its subscription sales, leaving a major knowledge gap in applying it in real-time. All prior marketing studies that have been made on DSTV have not been focusing on SMM and have rather been focusing on mainstream media.

For instance, Shemsu (2022) quantified television and print advertisement influence among viewers but not the interactive nature of social media, such as influencer collaborations or live consumer interaction. In contrast, MultiChoice Ethiopia yearly reports (2023) mention SMM investments under greater investment without empirical data showing such activity as contributing to subscriber addition. This absence of correlation between theory and business practice calls for calls for the pursuit of rigorous research closing the gap between DSTV's theory and business realities. This absence of theoretical scrutiny of DSTV's SMM performance is particularly clear in the backdrop of the evolving digital frontier in Ethiopia.

DataReportal (2023) statistics put internet penetration at 25% through 2023 in Ethiopia and social media penetration as urban-centric around Addis Ababa cities. But Kasaye's (2023) digital trust survey provided findings that Ethiopian consumers continued to be hesitant of payments online, implying DSTV's SMM success relies on eliminating cultural suspicion—something overlooked in current literature. With no empirical data, DSTV's sales division lacks hard data to make campaigns upon for local audiences. Also, with there being determinants of SMM found in existing global literature, e.g., platform credibility (Boateng & Okoe, 2020) and influencer advertising (Djafarova & Bowes, 2021), whether they may be applied to DSTV's subscription model is to be ascertained.

MultiChoice internal reports (2024) mention mainstream Facebook and Telegram websites being used for the purposes of customer acquisition, but publicly available information on engagement rates or conversion rates is not abundant. This type of transparency is, nonetheless, distinct from analyses like those of Kim and Ko (2022) of Asian pay-TV services where they calculated SMM's ROI by comparing sales a work plan replicable in DSTV's environment but not in

Ethiopian research. Theory gaps also appear in descriptions of how DSTV's SMM supports consumer behavior theories.

For example, Theory of Planned Behavior (Ajzen, 1991) holds social norms and control beliefs affect intentions, but all have failed to test the same on social media campaigns of DSTV. User-generated content (i.e., customer feedback) had boosted sign-ups as seen in early marketing interviews with DSTV, but this is anecdotal and not tested rigorously. By failing to place these findings in established frameworks, DSTV's actions will be likely to be reactive, rather than evidence-based. In addition to this, the pay-TV industry of Ethiopia is susceptible to specific threats such as piracy and affordability concerns (MultiChoice Ethiopia, 2023).

Though Wogderesegn (2021) examined the effectiveness of SMM on Ethiopian soft drinks brands, modes of subscription such as DSTV involve longer decision time lags and higher perceived risk concerns that can alter the effect of SMM. DSTV's own 2022 customer survey found that 62% of new customers discovered packages via social media, but the study stopped short of determining which SMM components (i.e., advertising, reviews, or live demos) drove the most conversions. Failing to examine this limitation deprives DSTV of wisely investing funds. Therefore, this study fills these research gaps by investigating how SMM dimensions advertising, platform credibility, consumer reviews, and availability of information influence DSTV purchasing intentions in Addis Ababa. By combining firm data with survey data, it provides actionable recommendations to DSTV's marketing division and contributes empirical research to SMM literature in emerging economies. The findings will guide subscriber acquisition and retention strategies in Ethiopia's oversaturated media market.

1.4 Basic Research Questions

1. How much influence have social media advertisements on consumer purchasing intentions?
2. How much influence does the believability of social media have on consumer purchasing intentions?
3. How much influence do consumer reviews online have on consumers' purchase intentions?
4. To what extent does the capability to acquire information through social media influence consumers' purchasing intention in DSTv?

1.5 Research Hypothesis

- H1: social media advertisement has significant effect on customer purchasing intention.
- H2: platform credibility has positive and significant effect on customer purchasing intention.
- H3: online consumer review has a significant impact on customer purchasing intention.
- H4: accessibility of information on social media significantly affect consumer purchasing intention.

1.6 Objective of the study

1.6.1 General objective

The overall objective of this study was to find out the influence of social media advertising on consumers' purchasing intention, with regard to Ethiopian DStv services.

1.6.2 Specific objective

1. To investigate the influence of social media advertises on consumer purchasing.
2. In order to quantify the perceived credibility of social media's role in consumers' purchasing decisions upon buying.
3. In order to determine the effect of consumer reviews online on purchasing intention.
4. To determine the effect of information availability on social media sites on DSTv consumer purchasing intentions.

1.7 Significance of the Study

There was theoretical as well as practical significance in conducting this study, being in response to the effects of social media advertising on buying intention among consumers, being specifically to DStv services in Addis Ababa. It was designed to positively contribute to practice and academic discourse through bridging gaps in related literature and shed light on effective advertising campaigns.

1.7.1 Practical Significance

The practical application of the study in the real world resulted from the fact that it would be in a position to deliver information of value to decision-makers, such as businesses within Ethiopia's expanding digital economy. As a pay-TV firm, DStv needed to learn about the impact of social media promotion on consumer purchasing behavior in order to maximize interaction with urban consumers in Addis Ababa.

Other stakeholders and DStv were presented with empirical results of research on the performance of some aspects of social media marketing, e.g., advertising, believability of platforms, online reviews, and information access. Such data would be utilized by decision-makers to advise them on how to improve their marketing strategies as a way of promoting increased levels of customer engagement, trust, and subscription.

The knowledge gap is presumed to be on the study side by providing an in-depth study of social media marketing within a given cultural and economic setting, that being Ethiopia. Even as much global scholarship showed how powerful social media marketing was, it left out the workings of emerging markets. Based on the knowledge gap, the paper had made practical suggestions to Ethiopian businesses regarding how they might utilize social media platforms more effectively in a bid to influence customer actions.

The study also gave a map to shattering walls that DStv and other similar companies had in their social media advertising. For example, it gave solutions to obstacles like customers being perplexed about platforms or doubting adverts. The results of the study helped DStv and other similar companies to optimize their expenditure on social media. Lastly, the results also indicated areas of concern that required more focus in subsequent studies.

1.7.2 Theoretical Significance

From this research study, the significance of conducting more research towards a better comprehension of social media marketing and how it triggers consumer purchasing behavior was evident. The emerging countries like Ethiopia needed to be studied on by experts as their economies, cultures, and socials were different from the well-studied industrialized nations. Subsequent research could find models more precisely describing how social media marketing variables affected one another in these settings and customer actions.

The research also called for local knowledge as complement to current concepts like customer involvement, web commentaries, and platform trust. Such potential research could be a tremendous addition to international marketing endeavors through data on literature gaps, especially among markets that have unique consumer buying behavior.

1.8 Scope of the Study

The research was constrained by geographic scope, variables, and the areas of focus to prevent ambiguity in trying to achieve the goals of the study.

1.8.1 Geographical Scope

In terms of geography, the research was constrained to Addis Ababa, Ethiopia.

That Addis Ababa is the capital of the nation and center of social media and internet activity was reason enough for such a constraint. Since use of social media was common in urban areas as opposed to rural areas, it was a suitable place to examine the effect of social media advertising on customers' buying intention. Secondly, Addis Ababa was a major market for DStv's products since it had a major presence there.

1.8.2 Conceptual Scope

The study primarily focused on some of the variables of social media advertising that influence the buying intention of customers.

These independent variables were the efficacy of adverts, platform credibility, online reviews, availability of information, and simplicity. The dependent variable was buying intention by the consumer, which is willingness and good sense to buy DStv services. These variables were selected in light of previous literature that had proven them to be most important in influencing customer behavior and preference.

1.9 Outline of the study

The research was structured in five general chapters. Study background and introduction, study problem, study goals, research inquiries, study importance, and study focus were in Chapter One. Chapter Two was a literature review of studies on the effects of social media marketing on consumer buying intention.

Chapter Three addressed the research method and design, sources of data, sample size, sampling techniques, data collection process, data processing and analysis process, reliability, validity, and ethical problems. Chapter Four addressed data presentation, analysis, and interpretation. Chapter Five comprised recommendations and study findings.

CHAPTER TWO

REVIEW OF RELATED LITERATURE

2.1 Social media overview

Social media transformed how individuals interact, share, and converse with content. All such technologies and websites on which individuals can create, share, and propagate information, ideas, and content fall under this broad description. From Arora and Sanni (2020) and Chafi and Smith (2022), social media such as Facebook, Instagram, Twitter, Tikok, and YouTube, among others, are currently unmatched marketing, business, communications, and entertainment platforms. These media have impacted human behavior patterns, and human idea generation and decision-making in purchasing have also been affected.

Although the starting of social media was in the early 2000s, that is considered a fact to be disclosed, it has dramatically changed within a period of time. It's becoming a part of everyday life with billions of active customers around the world. People connect with their relatives and peers and also with companies, brands, as well as with influencers and admirers (Alves et al., 2020). The primary function of the forum in the present era is entertainment, relationship establishment, activity stimulation, and business sponsorship through advertisement and advertising websites (Wang et al., 2025).

Social media use in everyday life has given a chance that is penetrating consumer culture and communications. Organizations are able to reach different segments of the population through social media advertising, hence able to provide analog content that engages consumers and influences the purchasing intent (Taylor and Stron, 2021). Where companies employ social media sites in the case of such business sectors like retailing, entertainment, fashion, and IT to build a strong digital presence and engage with the target segment, use of social media marketing is especially settled (Jhao and Zhang, 2021; Allewan, 2020).

The second most common social media tool utilized is enabling two-way interaction between customers and brands. Social media provides customers with an arena to interact with corporations and express their feedback, opinion, and experiences in real time, contrary to traditional prevailing marketing practices that were more customized (Chung & Lee, 2022). This

practice has transformed customer-brand relationship trends; customers have more control over brand perception and purchasing behavior than in the past.

Apart from digital marketing, influencer marketing, on the other hand, has become a reality. It has grown by leaps and bounds in the recent past. In an endeavor to create fast products that have been recognized by the customers as original, the companies involve the affected stakeholders (Bashir and Malik, 2020). They act as intermediaries between hurt companies and their target markets, fostering customization and uniqueness of marketing content and with the ability to influence consumers' purchasing behavior (Djafarova & Bowes, 2021; Ewers, 2020).

All in all, social media is an important element of marketing today. Social media offers customer-brand interaction, product diffusion channel, decision-making and consumer behavior. Consumer purchase motivation, social media effect on all the following areas like trust, involvement, material reliability, and user experience with websites.

2.2 Types of social media

2.2.1. Social Networking Sites

Social networking sites like Facebook, LinkedIn, and Twitter (now X) are developed to connect individuals and make it possible for them to communicate. The platforms allow the users to create messages, images, videos, and links and hence are most appropriate for customer engagement and brand promotion. For example, the ad feature of Facebook enables businesses to target specific groups based on the location of the user, his interests, and his activities. Social advertising on social networking sites such as Facebook plays a significant role in customer purchase through sharing personal information, according to Allawan (2020). Second, LinkedIn is a business-to-business professional networking site, which may be used to build B2B marketing and corporate confidence. Such sites are ideal for long-term customer relationships since they create direct communication in the form of comments, messages, and shares.

2.2.2. Media Sharing Platforms

Visual and multimedia materials such as images, videos, and stories constitute the main content of media-sharing sites like Instagram, YouTube, TikTok, and Snapchat. The platforms are highly visually appealing and are utilized more for visually telling stories and effective marketing. For instance, Instagram influencer can develop sponsored posts, reels, and stories for the sale of

products and services, which can have a remarkable impact on sales of products and services to customers (Djafarova & Bowes, 2021). YouTube is better utilized for video content consuming longer periods of time to establish credibility and trust, like tutorials and reviews and commercials. TikTok can be an excellent viral campaign site because it's a short-video-sharing site and mostly utilized by youth consumers. Media-sharing sites have a large role to play in developing visually engaging content to interact with customers and maintain high interaction.

2.2.3. Microblogging Platforms

Microblogging sites like microblogging sites TUMBLR and Twitter (X) allow authors to write short updates or resources. Microblog sites are also renowned for simultaneous interaction as well as the ability to prolong interactions via hot topics and hashtags. As argued by Gao (2022), in that microblog sites give corporations the ability to access vast multitudes, microblog sites are simple for viral advertisement campaigns. While less fashionable in aggregate significance, Tumblr remains on the periphery of significance with specialty communities and has the potential to become a clearinghouse for high-quality and state-of-the-art posting. Microblogging sites are particularly suited to real presence and interaction with consumers in real time.

2.2.4. Discussion Forums and Community Platforms

Discussion boards enable users on community sites like Reddit, Quora, and Discord to converse with one another and share information. These sites enable comprehension of the point of view, reaction, and predisposition of consumers. Subreddit communities in the case of Reddit would enable the sharing of certain issues, for example, product ideas and thoughts. Wang and Lee (2023) are correct in their assertion that with the given ability to provide original and original opinions, user-generated content on these sites like Reddit has the enormous potential to influence purchase. Quora is a question-and-answer site where one can pose questions hoping for suggestions and recommendations, and therefore it is an excellent tool that will build trust and credibility. Discord is commonly used with gaming communities and excellent for community interaction and live chat. The above sites are needed for gathering customer activity data and community interaction.

2.2.5. Review and Recommendation Platforms

They can submit reviews, ratings, and recommendations on numerous websites, such as Yelp, Tripadvisor, and Trustpilot. Since consumers will probably make conclusions based on conclusions made by friends based on what they would make a purchase decision, the websites are thus trustworthy to belief and trust. It is on the websites, especially Yelp, that consumer trust building can be enhanced and influence buying intent (Lee and Hong, 2024). Although Trustpilot is for general customer reviews, Tripadvisor is the dearest to faraway travel businesses. As they are websites for real reviews and enthusiasts, they have to confront web reputation and dissatisfied customers.

2.2.6. Blogging and Content Creation Platforms

Blogging and content creation sites like WordPress, Medium, and Blogger publish lengthy chunks of information like essays, articles, and stories. Blogging and content creation sites are best suited to long stories and thought leadership, which can get consumers to do and believe so. Blogs have the ability to create brand authority and talk to a wiser audience, as per Chaffey and Smith (2022). With its heavy user base and utilization, especially fashionable, Medium is a good content marketing site. Blogging sites have to publish useful and beneficial content that will attract customers.

2.2.7. E-commerce Integrated social media

Social media sites integrated into e-commerce websites, for example, Facebook Marketplace, Instagram, and Pinterest, are e-commerce integrated. They are handy in shopping and ease purchase intention due to the reason that they enable searching and purchasing directly on the app. Shoppers can just pick what to buy with the help of Instagram buying companies, which give stores the option to sell their products through stories and posts (Guyen & Wang, 2022). Pinterest has the eye browse, where shoppers can find merchandise by just browsing through images. Facebook Marketplace is a local marketplace where local products are exchanged and purchased locally. These apps are the culprits behind tying social media use and online commerce activity.

2.2.8. Messaging and Chat Apps

Chat and messaging apps, including Facebook Messenger, Telegram, and WhatsApp, allow group messaging or private messaging in a more simple way. The apps are being used more and more to enable one-to-one customer support and marketing, which can induce purchase behaviors and trust. As they offer room for direct contact and immediate feedback, messaging apps also have the advantage of giving customers direct contacts, as Boteng and Oko (2020) have shown. Customer service is usually done on Facebook Messenger but Telegram is the preferred choice because it offers room for privacy features. Apps should be able to reach customers individually and promptly.

2.2.9. Gaming and Virtual World Platforms

Virtual game worlds and sites such as Robox, Dysord, and Twitch provide a platform for engaging and immersing. These are fast becoming an up-and-coming marketing strategy of influential brand communication, especially among young consumers. Twitch Live Streaming is a good example of a market-leading page for game content and can be used for sponsored streaming and collaboration. Game platforms are useful for mass outreach and visually appealing content, says Borman and Van Regumersel (2020). Roblox accommodates world creation and exploration, and Discord may be used as a live chat application for gaming groups. They should capitalize on the growing trend in gaming and virtual reality.

2.2.10. Professional Networking Platforms

B2B business and corporate reputation sites such as LinkedIn and Zing are designed to engage businesses and professionals. They are B2B marketing and corporate reputation specific and, overall, influence shopper trust and buying motivation. Zing is available in Europe and is comparable to LinkedIn in terms of functionality. They are significant to B2B marketing and corporate reputation.

2.2.11. Live Streaming Platforms

It can be enabled via live streaming sites like Twitch, Facebook Live, or YouTube Live. These websites will be best to offer the real-time and freshness to complete the objectives. EWers (2020) believe that since it is real-time communication with the customer using live streaming, it works the best in creating dependability and trust. Though YouTube Live and Facebook Live are

utilized in normal live streaming, Twitch is utilized solely to play games. They are needed in an attempt to provide fun and engaging content.

2.2.12. Anonymous Social Media Platforms

The consumers of the anonymous sites like Yik Yak and Whisper create forums for content exchange. The sites, even though utilized to smaller extents in marketing, have the power to reveal trends and attitudes towards the most unexpected clients. Anam sites help harvest real feedbacks and even label emerging trends with names, author Taylor and Stuton (2021). The sites should adjust to possible issues and opportunities regarding understanding consumer behavior.

2.3 Historical Development of Social Media Marketing

The history of social media marketing development is linked with the growth of digital technologies and the Internet. Social media evolved over the last decades from an easy communication medium to a powerful marketing tool that drives customers' behavior and even customers' purchasing decisions. The development has some significant stages:

2.3.1. The Early Days of Social Media (1990s - Early 2000s)

Tracking social media origins is something that with homes of websites such as those on the page of droplets (6 degrees) (1997), members have been able to build profiles and link others. But earlier websites such as these were essentially designed for personal communication, not commerce. In late 1990s and early 2000s, occurrence of "blogs" and "forums" gave enterprises their first real chances to talk with potential consumers on the internet. Over time, businesses learned the worth of such websites in providing information and building an emotional connection with customers. I.e., blogs allowed brands to create content that would drive consumer attitude and opinion (Chaffey & Smith, 2022) It was then which marked the dawn of content marketing anywhere businesses are all about creating valuable and useful content to draw and invite audiences.

2.3.2. The Rise of Social Networking Sites (Mid-2000s)

MySpace (2003), Facebook (2004), and Twitter (2006) are a few of the largest social networking sites to emerge during this period. Prior to this, these web sites revolutionized people's methods of communication as well as ways of information exchange by offering new channels through

which business could engage with their target market. In particular, Facebook launched business pages and targeted advertising, which allowed brands to communicate with customers one-to-one. In addition, applying information up to October 2023 Alalwan (2020) verifies the facts that term social media advertisement was invented during periods when businesses were devising marketing strategies and forcing themselves into the digital platform. Twitter, due to its live update functionalities and hashtags, enabled brands to reach consumers more instantaneously and interactively. Data were lagged until October 2023, and also highlighted influencer marketing and worked together with popular users to promote products and services.

2.3.3. The Era of Visual and Mobile social media (2010s)

The 2010s also witnessed the rise of visual content, with Instagram (2010), Snapchat (2011), and Pinterest (2010) coming into existence with a visually driven approach to photo sharing. Graphics and video were in the limelight as they emerged as one of the most effective means through which customers were reached and their interest was maintained and companies started employing these websites. For instance, Instagram became a platform where influencer marketing existed, and businesses teamed up with influencers to promote their brands using appealing posts and stories (DJAFAROVA & BOWES, 2021). Around this period was when the rise of smartphones helped in social media marketing even more, as the customers were now using social media websites while away from their own computers. With the arrival of newer mobile features such as Instagram Stories and Snapchat Filters, the brands were able to create engaging and interactive experiences for the audience. We also witnessed social commerce flourish, as Instagram and Pinterest introduced shopping features which enabled consumers to shop within social media.

2.3.4. The Age of Data-Driven Marketing and Personalization (Late 2010s - Early 2020s)

The next 2010s and the previous 2020s have seen data-driven marketing and personalization gain significance. The improvements in data analytics and artificial intelligence enabled corporations to harvest and process vast quantities of customer data, giving them the possibility to deliver example-based as well as personalized content. Social media platforms like Facebook and Google launched advanced algorithms that enabled them to forecast customers' behavior and interests and ease the access to the targeted audience for companies. Data-driven campaigns significantly improved the effectiveness of social media marketing, enabling companies to offer

real-time measurements of campaign effectiveness (Dehghani, Tumer, 2020). Videos and live streaming became extremely popular at this time, with Facebook Live, TikTok, and YouTube leading the way. Among the things that specifically assisted brands was live streaming, which enabled them to interact with consumers through real-time purchases, making the connection more authentic (Ewers, 2020).

2.3.5. The Current Landscape of Social Media Marketing (2020s and Beyond)

By the 2020s, social marketing was a full-fledged part of strategy and not an add-on, enabling various platforms, such as TikTok, LinkedIn, and Clubhouse, to have their moment of time in the spotlight. The COVID-19 pandemic also hastened the use of social media where firms turned towards online forums in a bid to engage with consumers as they stayed cooped up indoors. Short videos on TikTok have made it a key player in viral advertising, especially among young people. LinkedIn today is one of the most valuable B2B dating websites where one can indulge in business networking and corporate trust establishment (Bowden & Mirzaei, 2021). Appearance of transient content (e.g., Instagram Stories) and AR elements also revolutionized the way offers are made to the consumer, offering more interactive and immersive experience to brands. The growing application of social proof via customer testimonials and reviews and community engagement has also rendered social media a necessity for acquiring customers' trust and loyalty (Wang & Lee, 2023).

2.4. The Concept of Social Media Marketing

Social media marketing is the use of social media platforms and websites for selling a product or a service. It is a strategy that involves producing and disseminating content that is suitable for cementing some target audiences at some times during the duration of the consumer process to engage them, generate brand awareness, and stimulate some consumer activity like purchase, consideration, and loyalty. Social media marketing is a part of most important business strategies in this digital world era when brands can expand their wings to reach customers from anywhere in the world. Alalwan (2020) had explained social media as the most suitable form of marketing as it is interactive, measurable outcomes, cross generational and galaxies.

Interaction with Audience is at the center of social media marketing. Brands communicate with consumers via comments, messages, and reviews, gaining community and trust. That's why such two-way communication is a part of long-term relations construction and shaping purchase

intentions (Boateng & Okoe, 2020). The second most important principle is content creation. Utilizing valuable, context-specific materials—videos, images, infographics—is the way brands communicate with their publics. Relatability and demand for a consumable online may be supported by video content as well, such as marketing the DStv service products and consumer opinions (Chaffey & Smith, 2022).

Target advertisement is the strongest tool of social media marketing. On Facebook/Instagram, it is probable to target certain audiences (age, location, interests, and behavior). It enables messages to reach the target audience and maximize the potential of conversion (Dehghani & Tumer, 2020). Social media marketing is also the formation of communities. In order to generate conversation and engage with users, and establish brand commitment and loyalty (Bowden & Mirzaei, 2021), companies can form groups, forums, or specific hashtags.

In social marketing multiple various techniques are used. Example: Influencer Marketing – Partnering with individuals who have a great and engaged following. Influencers can promote goods through sponsored posts or opinions, using their influence to influence customer behavior (Djafarova & Bowes, 2021). In addition, continuous development of social commerce, where shopping is combined with social media platforms such as Instagram and Pinterest, will allow consumers to shop directly on social media (Nguyen & Wang, 2022). User-generated content (UGC) also works with real social proof of purchases (Wang & Lee, 2023).

The advantages of social marketing are gigantic. It generates awareness of the brand, customer engagement, and provides a low-cost method for accessing target groups. Yet information overload, algorithm changes and adverse feedback are threats you need to manage sensitively.

2.5. The Importance of Consumer Purchasing Intention

Consumer purchasing intention is the likelihood that a consumer will buy a product/service, an important concept in marketing. It is an ideal future buying behavior forecaster and is based on a set of factors, such as the extent to which they are socially approved and how the brand has been perceived in the long run, and advertising efforts employed in an effort to enhance the prominence of the brand. The greater the quantity of information provided to the consumers, the greater number of factors they can compare, and hence there is a scope for the concept of purchase intention. Since purchase intention has a direct relationship with sales as well as loyalty of frequent customers, understanding and management of the same are issues of topmost priority

to the companies. Its relevance has also grown with the rise of social media marketing, where electronic media has a strong role to play in consumer choice-making.

Another relevant fact about purchasing intention is that it's also considered one of the key predictors of consumer behavior. As purchase intention best predicts purchase decision (Alalwan, 2020), it has been proposed as one of the key performance indicators of companies. Knowledge of drivers of purchase intention among consumers helps organizations make marketing contingent upon what consumers want to and are capable of buying.Peer influence and social proof offered by social media websites exert a strong impact on purchasing intention. Word-of-mouth communications, word-of-mouth testimonials, and influencer promotions can also have a similar positive effect upon consumers and act as an intention driver to purchase. In the case of one of the articles Djafarova and Bowes (2021) concluded that marketing through the use of influencers on social media sites like Instagram, was having a positive influence over the purchasing intention of the consumer, through the success of the credibility and attractiveness of the influencer. Likewise, user-generated content (UGC) (such as customer reviews, unboxing videos), created from some source other than the marketer, are employed as trusted social proof that can influence the process of consumer decision-making (Wang & Lee, 2023).

Brand credibility and trust are correspondent factors that confirm the validity of purchasing intention. Brands to which customers think are credible and trustworthy are likely to buy. Social media marketing has the ability to build trust by direct conversation and transparency. For example, responding to customers' queries and problems via social media such as Facebook or Twitter can improve the credibility of brands (Boateng & Okoe, 2020). Additionally, through the creation of similar, interactive content from the principles of consumers, brands are able to strengthen brand loyalty to even larger purchase intentions (Chaffey & Smith, 2022).

Moreover, information accessibility via social media is also a key purchase intention driver. Now, buyers can access tons of information related to goods and services, thereby making them well-versed in decision-making processes. Social media networks are a source of information for buyers to research and analyze buying opportunities. YouTube and others can be used by any business firm to offer advanced tutorials and demonstrations of its offerings for enlightening consumers regarding its value proposition and ultimately enriching their buying potentialities (Nguyen & Wang, 2022).

Additionally, the aspect of engaging and interacting with the user on the platform facilitates purchase intent during selling using social media platforms. Real-time interactions have the ability to create timely and impromptu consumer-brand interactions via live streaming, question and answer sessions, and live interactive polls. Live streaming is perfectly suited to create purchasing intentions via real-time demonstrations of consumer query (Ewers, 2020). Besides all the above, buying intention is linked with emotional and psychological stimulants. Social Media Marketing: Social media marketing employs these triggers by developing content that consumers engage with on a physical and emotional level. For example, story content in the form of post or video that identifies the need for a firm's service can induce good mood and play an important role in buying intent (Kim & Ko, 2023). In the same way, limited-time, social media-specific promotions and offers leverage urgency and prompt consumers to act (Taylor & Strutton, 2021).

But its contribution towards developing customer loyalty in the long run too is what makes purchase intention significant. Consumer buying intent is more certain and compact, and hence leads to consumer repurchase and brand loyalty. Social media can perhaps be the best way of developing these in the first place, because people must continue to connect and interact with one another constantly. For example, business use of social media can build brand loyalty as customers, with buying in mind, can be given special content or offers (Bowden & Mirzaei, 2021).

Finally, consumer purchase intention is a marketing concept that predicts buying behavior and drives business expansion. Apply social media marketing to purchase intentions using social proof, trust building, quick information and engagement.

2.6. Consumer Behavior Theories Related to Purchasing Intention

There are several consumer purchase intention theories that can be applied, and there are several theories that look at various aspects of how consumers decide, including the elaboration likelihood model and social judgment theory, especially in contrast to social media and digital marketing. This account is about consumer behavior theory and the resulting empirical research to emphasize their application to purchase intent in the digital age. Some of its important theories include Theory of Planned Behavior (TPB), Technology Acceptance Model (TAM), Theory of Social Influence, Elaboration Likelihood Model (ELM), and Uses and Gratifications Theory

(UGT). All the theories are discussed with the assistance of recent studies which illustrate theory on the modern consumer.

2.6.1. Theory of Planned Behavior (TPB)

The TPB describes how intention to buy is affected by attitude towards the behavior, subjective norms, and perceived behavioral control. TPB has also been used in social media marketing studies in the recent past, which reflects its use in the digital world (Hirvonen et al 2021).

Social media content marketing helps to bring about consumer attitude using proper and engaging content. As suggested by Alalwan (2020), research found that interactive and attention-grabbing social media adverts have an impact on positive product attitudes, solidifying purchasing intent. In the same context, Kim & Ko (2023) found that targeted ads instill positive attitudes, leading to consumers' buying behavior. Subjective norms were also boosted through social media since peer influence is strengthened through user comments and social proof. UGC -- for example, Facebook or Instagram posts, images, or videos -- is social pressure (electronic word-of-mouth/eWOM) on individuals' purchase intentions, as hypothesized by Roberts and Piller (2023).

For example, if consumers notice their peers recommending the same product, they will mimic and form positive purchase intentions.

Social media platforms facilitate perceived behavioral control by making product information and opportunities to buy easily accessible. Chaffey and Smith (2022) add that over one billion users game or read on social media, hence making any information present on a platform rather easily accessible, although the perceived purchase barrier is removed, hence the resultant purchase intention. For instance, facilities such as one-click buying and extensive product descriptions simplify decision-making than ever before.

2.6.2. Technology Acceptance Model (TAM)

Technology Acceptance Model (TAM) deals with adoption and technology-use intention of platforms such as social media for consumer purchase decisions. TAM holds the view that two strong determinants of the usage of a new application are perceived ease of use and perceived usefulness.

Social media users perceive that websites of social media have a relatively higher level of usefulness in providing useful information, i.e., recommendations and reviews of products, etc.

Nguyen and Wang (2022) also precisely portrayed that consumers who perceive social media platforms as a powerful medium to seek information would be more inclined to possess positive purchase intentions. For instance, social media platforms such as YouTube and TikTok allow users in-depth product introductions, which facilitates informed decision-making. Perceived ease of use: How easy it is to use social media platforms and obtain information has a great impact on purchases intentions. According to Kim and Ko (2023), ease of navigation and ease of website and platform, such as Instagram and Pinterest, increase the perceived ease of use, thus the purchase likelihood. Filtering while searching and recommendations among other features make it easy for customers.

2.6.3. Social Influence Theory

Social Influence Theory believes that people are influenced by the actions and views of other people, especially in a social setting.

In the information age, therefore, one of the primary social influence channels happens to be social media.

Consumers seeking others' opinions and experiences when making buying choices. Schouten et al. As Ban and Kim (2021) similarly testified, user-generated content (UGC) such as reviews and comments on sites like Yelp and Amazon constitutes a type of social proof with significant influence on purchasing intention. Customer testimonials, for instance, will also reassure consumers more about a product. social media causes feelings of belonging, where consumers are compelled to emulate peers. According to studies by Boateng and Okoe (2020), consumers will develop purchasing intentions if their peers or influencers post a product online using sites such as Instagram and TikTok. Peer influence induces feelings of belonging and stimulates purchase intentions.

2.6.4. Elaboration Likelihood Model (ELM)

The Elaboration Likelihood Model (ELM) states that consumers are able to process persuasion either centrally or peripherally.

- Central route: Higher interaction rates with lots of product information, product reviews, and product comparisons on social media create stronger buying intentions. According to Alves et al. (2020), the central route is appropriate for high-involvement products where the consumers would want to know all there is to know about the product before deciding on a purchase. For instance, detailed reviews on social media like YouTube enable customers to comprehend complex products like electronic devices better.
- Peripheral route: There are some websites that use surface cues, such as influencer popularity or ad appearance, to capture attention. Campbell and Rapp Farrell (2020) write that appealing Instagram profiles by influencers can incite purchase intent in a quick time and fail to process the cognition through. Humor or nostalgia, for instance, are also emotional triggers making advertisements more attractive.

2.6.5. Uses and Gratifications Theory (UGT)

Uses and Gratifications Theory (UGT) is a participatory theory that examines why people actively seek and select particular media to fulfill their needs. UGT, when used with respect to social media, explains how people use such media to fulfill their needs and thus how it affects or guides their purchasing intent.

Informational consumers employ social media as a way of acquiring information in relation to products as well as services.

Wang et al. (2025) contended that access to social media information facilitates consumer informed choices, and thus purchase intentions. You are exposed to your data through October 2023. Social media opens consumers up to the possibility of interacting with their brands and other consumers. This interaction fosters a sense of connection and trust, which is beneficial to purchase intentions by Bowden and Mirzaei (2021). Therefore for instance, such as brands that are actually engaging with their folks, on Twitter get higher feedback in the sense of building a relation, and buying behavior. People who use social media primarily use social media for entertainment.

Brands posting interesting and entertaining content (i.e., TikTok viral challenges) are more likely to capture consumer attention and induce the purchase intention (Djafarova and Bowes, 2021).They center their emphasis on the impact of attitudes, social influence, usefulness, and perceived ease of obtaining information on consumer behavior. Brands applying these researches

into practice and using consumer-centric approaches are likely to induce purchase intentions and form long-term relationships with consumers.

2.7. Social Media Advertising and Its Mechanisms

Social advertising is a mainstay in the marketing arsenal of nearly every current and would-be marketer, and it will remain so for years to come with how effectively it can engage a consumer and drive buying decisions. This chapter will discuss the nitty-gritty of how social advertising works with its four plus: targeted advertising, interactive content, influencer marketing, user-generated content (UGC), and data-driven personalization.

2.7.1. Targeted Advertising

Targeted advertisement is the advertising success engine of social media advertising.

It employs user information to provide targeted ads to various segments, interests, and behaviors. According to (Alalwan, 2020) if the ads are targeted then they become contextual to consumers. Social media can even make use of algorithms by tracking user behavior to provide ads suitable to the consumer's interest, and thus optimize purchase intent opportunities (Juckova et al, 2023). Likewise, Wang et al. (2025) verify the evidence that multi-platform targeting techniques allow brands to facilitate growth in reach because the customers are exposed to a growing list of social media sites, thus enabling them to spread uniting messages. Secondly, this technique offers exposure to the brand and even encourages the trust and engagement with customers.

2.7.2. Interactive Content

Interactive content, including polls, quizzes, and live videos, is a great platform for engaging with consumers on social.

It provides room for an interactive approach, that develops the brand-consumer relationship. Interactive content creates a two-way mode of communication, creating consumer engagement (Bowden and Mirzaei, 2021). Live Q And A Sessions to pair on Instagram, Facebook, and other sites allow interacting one-on-one with consumers, hence developing confidence and increasing purchasing intentions[18]. Engaging content, Kim and Ko (2023) continue, provides brands with more information about consumer habits so that they can further tailor their marketing to their consumers. Targeted advertising on social media is more likely to be effective, per a study the American Marketing Association conducted.

2.7.3. Influencer Marketing

Social media influencer's credibility and following have made influencer marketing one of the top forms of social media advert.

For instance, Bashir and Malik (2020) demonstrated that perceived credibility of the influencers acts as a good mediator between consumers' purchase intentions and social media advertising. Consumers will have favorable attitudes toward advertised products when they believe influencers are credible. Campbell and Rapp Farrell (2020) demonstrate that influencer marketing effectiveness is dependent on the relationship between the influencer type, their personality, and the brand reputation. This "product-endorser fit" also makes the ad credible, and therefore more convincing.

2.7.4. User-Generated Content (UGC)

Social media comments, reviews are some of the user-generated contents (UGCs) that play an extremely crucial role in social media marketing.

UGC shapes consumers' assumptions and purchase intentions as well as act as source of social proof. With Roberts and Pillars (2023), UGC increases social media advertising reliability through offering fair and realistic strategies. Positive social media reviews on sites such as Facebook and Instagram, for example, can advance a product's credibility to the consumer greatly. (2021) Notice that user-generated content (UGC) also encourages customer community construction through soliciting their opinions and recommendations.

2.7.5. Data-Driven Personalization

Data-driven privatization is a method that offers extremely analog ad materials derived from consumer data.

The method makes ads meaningfully relevant to some customers, thus maximizing their impact. Personalized adverts are more likely to be noticed and keep the audience interested, Nuyen and Wang (2022) clarify. Facebook and Instagram, for instance, employ machine learning algorithms to figure out users' behaviour and present individuals with adverts on the basis of their interests. According to Tyler and Stutton (2021), data-driven personalization also enhances customers' faith that organizations are aware of their wants and requirements. Building long-term relations and goal achievement require such trust.

2.7.6. Visual and Emotional Appeal

Emotional and visual appeal of social media advertisements is another crucial mechanism.

Good scenes, compelling narratives, and emotional appeal have the potential to increase the impact of social media advertising. With Dajfarova and Bowes (2021), visually stimulating content like crisp images and videos allows clients to give more attention than text ads. An illustration is visually stimulating settings that can elicit engagement with Instagram posts and buying intentions. Clients can be forever affected by emotional appeals like humor or apathy, such as Alves et al. (2020). Emotionally compelling ads affect more and get forwarded and remembered more.

2.7.7. Real-Time Engagement

Another new social media strategy that was especially developed is real-time engagement, which allows businesses to respond in real time to clients.

It creates a feeling of togetherness and responsiveness. Real-time engagement, for instance, responding to messages or comments in real time, boosts consumer trust and loyalty, as stated by Boateng and Okoe (2020). Firms having direct engagement with the customer through such social media sites as Twitter or Facebook, for instance, perceive themselves to be more transparent and credible. In an era when firms make strategic adjustments, the immediate communication also gives firms an immediate feedback channel, according to Chaffey and Smith (2022). A company should be adaptive to changing circumstances in order to stay current and current in the age of the internet with regard to rapid change.

2.8. Platform Credibility

Credibility of the platform is the most important determinant of social media marketing success. It refers to the extent to which customers find a social networking site credible, authoritative, and trustworthy. Consumer trust builds up because of platform credibility, and this, in its turn, positively affects buying tendency. Platform credibility, drivers, and their effect on customer behavior are explained below.

2.8.1. Determinants of Platform Credibility

There are several reasons why social media sites have more credibility. They are reliability of sources, transparency, user experience, and endorsement from credible sites.

•Source reliability: The reliability of information produced on a platform is typically measured in terms of how reliable it is. According to Abbas et al. (2020), platforms that always provide factual and objective information are held to be highly credible. For example, if customers are likely to perceive social media reviews and referrals on social media platforms like Facebook and Instagram as reliable, then they will be likely to accept them.

- Transparency: Credibility is also promoted through transparency by the platforms on how they process user data and advertise. Clear and open platforms that openly post their policy on data procurement and use are more likely to acquire clients, according to Boateng and Okoe (2020). Instagram's move to define sponsored content, for example, has inspired users to increase trust in the platform.
- User experience: The website becomes more credible via a user-friendly and smooth interface. Web pages with simple interfaces and fewer technological hiccups are found to be more credible, opine Kim and Ko (2023). For example, the interactive and easy-to-use interface of TikTok has made it much more credible in the minds of young consumers.
- Credible endorsements: The endorsement of professional and recognized bodies or influencers is more credible. Bashir and Malik (2020) have stated that if influencers, who are very credible, endorse a platform, then their perceived trustworthiness of the same is greater. For example, LinkedIn's association with the professional associations has made it popular with business people.

2.8.2. Impact of Platform Credibility on Consumer Trust

Platform reliability is one of the most essential elements of establishing consumers' trust and one of the directly influencing consumption behavior factors. Lee and Hong (2024) posit that consumers are most likely to trust brands backed by reliable platforms. For instance, online advertisements on social media platforms such as Facebook and Instagram, which are seen as reliable, have the greatest opportunity to influence consumers' behavior.

Secondly, Kim and Hwang (2021) confirmed that social media advertising is mediated by platform credibility in leading to consumer trust. The consumers will be willing to trust the ads advertised on a site that they consider to be credible, thus possessing their purchasing intention increased.

2.8.3. Platform Credibility and Consumer Engagement

Deserving sites have higher consumer involvement, thus increasing social media marketing. Bowden and Mirzaei (2021) support the fact that customers will interact more with content on trustworthy platforms. For example, users will authenticate, comment on, and share content on platforms that they feel are trustworthy, such as LinkedIn and YouTube. Nguyen and Wang (2022) are of the opinion that trustworthy platforms also encourage user-generated content (UGC), hence bringing about even greater levels of interaction. For example, consumers will gladly give reviews and recommendations to platforms they trust, hence establishing a credibility and engagement loop.

2.8.4. Platform Credibility and Advertising Effectiveness

Credibility of the platform is one of the primary predictors of the effect of social media advertising. Advertisements aired on credible platforms tend to be seen as credible and engaging, Taylor and Strutton (2021) assert. For example, LinkedIn advertisements on a platform that is highly regarded as a trustworthy provider of business news are likely to impact purchasing intentions among business professionals. Schouten et al. (2021) state that credibility of the platform also raises the efficacy of influencer promotion. When products are endorsed by influencers on authentic platforms, their suggestions are legitimate and thus enhance the chances of buying.

2.8.5. Challenges to Platform Credibility

Yet, credibility is lost due to algorithmic biases, data privacy, and disinformation. Social media platform credibility can be lost due to the dissemination of misinformation and disinformation. The platforms must do sufficient fact-checking to remain credible, Roberts and Piller (2023) posit. Facebook's efforts towards flagging as false have ensured the platform remains credible to users, for example. Data misuses and user breaches erode platform credibility. Data privacy and transparency, as Chaffey and Smith (2022) indicate, are the key areas of focus for platforms in maintaining customer trust. For instance, making Instagram data usage transparent has eased privacy worries. Social media algorithm bias also erodes credibility. Wang et al. (2025) believe social media platforms must get their algorithms fair and unbiased to be credible. For instance, the development of the de-biasing algorithm by TikTok has improved its credibility among consumers from various groups.

2.9. The Role of Online Consumer Reviews

Online consumer reviews form the backbone of social media marketing and have an enormous influence on the consumer's purchase intention. Online consumer reviews are a source of eWOM, and they provide firsthand and genuine opinions about products and services. The next section is filled with information about the effect of online consumer reviews on consumer behavior according to recent research (2020 onwards). Some of the findings include review credibility, effect on purchase intention, effect on perceived reduction in risk, and effect on brand perceptions.

2.9.1. Credibility of Online Consumer Reviews

The believability of internet comments is a main reason why they succeed. Customers are going to believe comments that they find believable and impartial.

Genuine websites or customer comments are the most believable. Comments posted at websites such as Amazon and Yelp that verify customer status are believable, report Abbas et al. (2020). As an illustration, an Amazon verified purchase badge will encourage customers to be more certain that they are reading a real review. Richness and depth in the description of a review also strengthen the authenticity of a review. Roberts and Piller (2023) demonstrated that reviews with sufficient detail and specific examples proved to be more persuasive than indistinct reviews. A review that reveals strength and weakness, as well as a personal opinion, is a good example. The review will impact the purchasing intentions of the customers. Credibility of the website upon which the review is collected matters as well. Boateng and Okoe (2020) assert that reviews collected on trustworthy websites such as Trustpilot or Google Reviews will tend to be accorded respect by the customers.

2.9.2. Impact on Purchase Intentions

Consumer reviews online play a big role in purchasing intentions due to the fact that they create social approval and uncertainty reduction. Reviews with a positive tone enhance the confidence level of a consumer towards a certain product, thus promoting the chances of purchasing intentions. Dehghani and Tumer (2020) verified that products rated highly on social media sites such as Facebook and Instagram have good chances of being purchased.

Negative reviews, on the other hand, deter potential buying behavior. But they also provide constructive criticism to businesses that wish to improve their products. Schouten et al. (2021) believe that how brands respond to negative reviews works to reverse their impact. For example, a prompt and empathetic response to a negative review can renew consumer trust. The number of reviews is also a serious issue. Taylor and Strutton (2021) asserted that products that are very highly rated are assessed to be worth the value and reliable, and therefore enhance the purchasing intent of the buyer.

2.9.3. Role in Reducing Perceived Risk

Online reviews reduce perceived uncertainty by creating realistic impressions about the product and service. Reviews offer a glimpse into the quality of the product so that consumers can make an educated decision. Nguyen and Wang (2022) observe that information reviews covering some features and performance-based characteristics reduce uncertainty about product quality. Consumer reviews also allow one to ascertain whether a particular product is suitable for their particular needs. For example, size, compatibility, or performance reviews are highly effective in reducing perceived risk (Kim & Ko, 2023). Customer service and post-purchase refund descriptions reduce perceived risk. Chaffey and Smith (2022) provide that the customer purchases more if they are sure of post-purchase experience.

2.9.4. Influence on Brand Perception

Web consumer reviews significantly influence brand perception in terms of controlling consumer attitudes and expectations. Positive reviews establish credibility for a brand by showing the capability of the brand to fulfill promises. Bashir and Malik (2020) confirmed that brands with a long-standing history of positive reviews are seen as being more credible and trustful. Customer ratings also help shape brand image by placing some of the attributes, such as quality, innovativeness, or customer service, in the spotlight. Positive reinforcement, for instance, in the form of ratings for appreciating the customer service of a company, can also help shape its customer-centric business image (Roberts & Piller, 2023). Favorable reviews and positive reinforcement can establish brand loyalty. Alves et al. (2020) affirm that the customers who read positive reviews concerning a brand will be repeat customers.

2.9.5. Challenges and Ethical Considerations

Online consumer reviews, though profound in their influence, also suffer from spurious reviews, biasness, and manipulation. Existence of spurious reviews significantly degrades online rating validity. Wang et al. (2025) believe that online retailers should have more stringent review verification checks to enable them to remove spurious reviews. Amazon is an example when it uses machine learning software to recognize spurious reviews in trying to uphold the integrity of the reviewing system. Reviews will lean towards being biased because they are subject to personal bias or external rewards. Taylor and Strutton (2021) go on to say that in return for complimentary products, reviews cannot always be completely objective. There are companies that play review manipulation tricks whereby positive reviews are posted strategically and negative ones are excluded. Schouten et al. (2021) state reviewing transparency is essential to guarantee consumer confidence.

2.10. Accessibility of Information on social media

Social media convenience of access to information is one of the main drivers for consumer decision and buying behavior. Social media enables consumers to gain access to information instantaneously in large volumes and therefore allows them to make decision-making choices. Platforms through which social media convenience of access of information plays its role in shaping consumer behavior are discussed in the subsequent section. Ease of access, information overload syndrome, usage for decision-making, and their contribution to consumer empowerment are some of the distinguishing features.

2.10.1. Ease of Access to Information

Social networking websites provide easy and instant access to information by the consumer, augmenting their ability to make good decisions based on information. Social media provides consumers with the prospect of accessing up-to-date information regarding products, services and brands. Chafi and Smith (2022) opine that social media such as Twitter and Instagram provide information such as product release, promotion and customer reviews, based on which the customers can be well informed. Users are able to obtain information on various social media platforms, and it can provide stability and reliability. Wang et al. (2025) Notes that the brands that maintain their appearance throughout different locations such as Facebook, Instagram and LinkedIn, improve the accessibility of their information, hence boosting customer trust and

attention. Chaotic arrangement of the social media sites provides smooth navigation and location of convenient information. Kim and KO (2023) validated that easy-to-use interfaces such as the websites with Tikok and Pinterest, which facilitate process of discovery, increase the availability of information.

2.10.2. Information Overload and Its Challenges

While social media makes information readily available, the same information has a likelihood of being surcharged and hence misguiding consumers and making decision-making more difficult. Excess information can result in cognitive overload, which renders it difficult for consumers to process and evaluate information. Alves et al. (2020) argues that customers can get decision fatigue after exposure to a lot of alternatives or reviews, hence delaying or developing subtypes.

Social media platforms make use of algorithms and filters to guide users through the immense amount of information that they are exposed to.

Consider the example of Facebook; its newsfeed algorithm filters out posts based on what individuals like to provide them with the most relevant updates (Taylor & Strutton, 2021).

Influencers minimize information overload because they suggest and select products. According to Bashir and Malik (2020), customers like seeking advice from contacts because they recommend those products in which the customers believe and therefore make the decision easy

2.10.3. Role of Information Accessibility in Decision-Making

Information availability on social media is a significant role for customers to make a decision because it eliminates their confusion and makes them confident.

Social media enables customers to easily compare different products and services. Nguyen and Wang (2022) further contribute that social media platforms like Instagram and YouTube enable one to take into consideration factors, price, and review, which enable them to make suitably informed decisions. Making one aware of reviews and customer opinions gives a sense of how a product functions. Roberts and Piller (2023) also add that such reviews are social proof, where consumers are able to establish the credibility and trustworthiness of what they are about to purchase. Business firms that engage in openness in communication and provide honest information concerning products and policies gain consumers' trust. Boateng and Okoe (2020)

established that openness in communication on price, delivery, and return builds consumer trust and brings about a purchase.

2.10.4. Impact on Consumer Empowerment

The manner in which information is shared on social media really gives power in the hands of the consumers to help them be in command of their consumer choices. Through the ability to access ample information easily, consumers are able to make decisions that are actually close to their hearts and needs. Abbas et al. (2020) cite that empowered consumers buy products that are not only confident but satisfying.

Social media sites offer consumers a means to express themselves and comment on brands.

Bowden and Mirzaei (2021) note that through social media like Facebook and Twitter, consumers can comment on their experiences, ask questions, and offer feedback, by doing so empowering themselves.

As content is made more accessible, it also holds brands accountable for what they do and what they say. According to Schouten et al. (2021), consumers can use social media to make brands act as they ought to do concerning product quality, customer care, and ethical conduct.

2.10.5. Challenges and Ethical Considerations

Social media makes the content more accessible but has some real issues like misinformation, privacy, and algorithm bias.

The dissemination of misinformation or disinformation on social media can just annihilate consumer trust.

It is necessary, according to Wang et al. (2025), that websites possess robust fact-checking capabilities to combat fake news and ensure that what is being communicated is correct. The accumulation and utilization of consumer information for making information more convenient pose some real privacy concerns. Chaffey and Smith (2022) recognize that platforms ought to focus on data security and openness as a means of maintaining consumer trust. Algorithms used in ranking and aggregating data sometimes generate bias, restricting the character of information provided to consumers. Taylor and Strutton (2021) recommend that it is essential for platforms to make their algorithms impartial and fair in providing equal access to information.

2.10.6 Interaction and Engagement on Social Media Platforms

Social media marketing's foundation is interaction and engagement, which has profound effects on consumer purchase intentions and behavior.

Social media platforms offer a great opportunity for brands to engage consumers in real time, allowing easier relationship-building and trust establishment.

In this section, we'll dive into how interaction and engagement work on social media, their effects on consumer behavior, and how they drive purchase intentions, all backed by recent studies from 2020 onward. We'll cover key elements like real-time engagement, user-generated content (UGC), influencer interactions, community building, and gamification

2.10.6.1. Real-Time Engagement

Real-time is all about how brands can interact with consumers in the moment, a live and real-time type of conversation. Social media sites such as Twitter and Instagram allow brands to step into action and respond to consumer questions and comments in real-time. Bowden and Mirzaei (2021) also cite that prompt responses instill customers' confidence and satisfaction, and this can go a long way when customers are browsing to purchase something.

Live streaming and live chat, i.e., Q&A or live product demonstrations, add an element of urgency and authenticity.

Kim and Ko (2023) state that such live experiences on social media platforms like Facebook Live and Instagram Live increase consumer engagement and influence purchasing decisions.

Live interaction also enables brands to manage issues and crises in real-time. For example, brands that respond promptly to negative criticism or complaints through social media can assist with reputation management (Taylor & Strutton, 2021).

2.10.6.2. User-Generated Content (UGC)

User-generated content (UGC) is a highly effective means through which people are capable of communicating and engaging since it enables customers to build and share content that matters to the brands they adore. UGC is discovered to be more genuine and heartfelt than the content created by brands. As Roberts and Piller (2023) also validate, customers are more inclined to believe reviews, testimonials, and consumer photographs and are also able to exert high purchase

intention. UGC helps to form consumer communities with the aim to facilitate sharing and interaction among alike consumers. Alves et al. (2020) also identify that brands that facilitate UGC like contests or hashtags build more customer relationships.

UGC exposes a brand to the social network of the individual shopper. For instance, when shoppers share their experience on social media platforms like Instagram or TikTok, they expose the brand to awareness in front of a larger universe (Djafarova & Bowes, 2021).

2.10.6.3. Influencer Interactions

Influencers have the great ability to impact engagement and interaction on social media, and they act as a link between customers and brands. They will interact with their followers on a personal basis, answering comments and direct messages. Bashir and Malik (2020) say that this personal interaction adds to the credibility of the brands and influencers.

Influencers also share interactive content like quizzes, challenges, and polls that invite consumers to engage with them. Campbell and Rapp Farrell (2020) believe that such interactive elements not only enhance engagement but also reach the pinnacle of consumers' love for a brand. When influencers engage with their followers in a real manner, they gain consumers' trust, and the same can be converted to higher purchasing intentions. Schouten et al. (2021) note that consumers will more readily trust and purchase products endorsed by influencers who appear genuine and authentic.

2.10.6.4. Community Building

Social media is an ideal platform where the brands can form and build online communities, which give the customers a sense of belongingness. Online forums are also at the center of building brand loyalty because they provide a space where customers feel they belong not only to the brand, but even to one another. Boateng and Okoe (2020) observe that if customers feel they belong to a brand community, they will stick and buy from the same company over and over again.

They also offer valuable peer support, where clients are able to share tips, suggestions, and their own experiences. Nguyen and Wang (2022) explain that this type of support can actually empower consumers and make decision-making effortless. Businesses can involve their communities in anything from product creation to marketing campaigns, an element of

ownership with involvement. Take the case of Starbucks and LEGO, for instance; both have been successful with social media with the objective of reaping their audience's opinions and ideas (Chaffey & Smith, 2022).

2.10.6.5. Gamification

Gamification is merely adding enjoyable, game-like elements to social media experiences with the aim of inspiring and motivating users. Businesses utilize gamification as a way of connecting with their consumers, either through rewards programs, contests, or even special offers. Wang et al. (2025) demonstrate that the rewards indeed trigger consumer engagement and even create shopping intention.

There are also social media sites like TikTok and Instagram that have contests and challenges that compel customers to create and share their own content and thereby create brand awareness and engagement. A case in point is the #IceBucketChallenge which actually created awareness and engagement for the ALS Association (Taylor & Strutton, 2021).

Progress bars and reward badges like Pokémon Go or Fitbit make customers long-time loyal to businesses. Kim and Ko (2023) are also of the opinion that tracking a customer's progress is critical in making consumer loyalty and retention easier.

2.10.6.6. Challenges and Ethical Considerations

Though social media usage and interaction are riddled with benefits, they are followed by some intricate problems like over-commercialization, authenticity, and privacy. When companies gather and use data about consumers in a bid to build personalized experiences, this raises some grave privacy concerns. Chaffey and Smith (2022) believe that companies must face data security and transparency first and foremost so that consumers' trust can be assured.

Human beings enjoy real conversation, and if they feel brand conversation is artificial or over-promotional, they will simply switch off. Roberts and Piller (2023) observe that brands need to achieve that subtle balance between promotion and genuine talk. When the social media talk turns overly business in nature, the customer becomes exhausted. Alves et al. (2020) observe that brands need to engage in genuine and value-conversation to hold on to customers.

2.11. Empirical review

2.11.1. The Relationship Between Social Media Advertising and Purchasing Intention

The connection between social media advertising and the drivers of purchasing has been an issue of scorching concern in recent research. Scholars have established some intriguing results regarding how people consume social media. In this essay, we'll take a closer look at some of the most important studies, zeroing in on the ways social media advertising affects buying intentions. We will break it down into several key themes: targeted marketing, emotional connection, influencer marketing, user-generated content (UGC), and the strength of trust. Each is backed up by hard data, and what it all means for marketers and brands in the real world. Targeted marketing is one of the most effective social media marketing tools because it enables brands to promote targeted messaging to very small groups of consumers. Targeted advertisement time and again has been proven through studies to be able to create a tremendous level of consumer interest and purchase intent. For instance, Alalwan (2020) in an experiment examined the impact of social media ad attributes on purchase intention among customers. It was discovered that targeted online advertisement based on consumers' interest and activities was a significant driver towards greater consumer engagement and purchase intent. The research identified relevance as being of utmost significance to targeted advert effectiveness.

Similarly, Wang et al. (2025) examined the impact of using multi-platform social media campaigns on e-commerce sales. Their finding was that the use of consumers' information for behavior targeting in order to show adverts grounded on surfing history and interests makes adverts more effective since they are capable of reaching the right individuals at the right moment. The study focused on the use of consumers' data for targeting in ads. Finally, Kim and Ko (2023) examined the effectiveness of dynamic adverts on purchase intentions. They ascertained that retargeting adverts, which expose consumers to items previously viewed, are most effective regarding converting interest into purchase. The study ascertained that dynamic adverts not only maximize personalization but also maximize the chances of purchase.

Emotional appeal is also a very inspiring force when attempting to manage what one buys. It is known that advertisements that make individuals feel very emotional—joyful, nostalgic, or excited—are most likely to connect with them. For instance, Roberts and Piller (2023) analyzed the utilization of narrative in social media advertising. They inferred that advertisements with a

nice story can create an emotional bond with the customers, thus greater brand recall and purchase intention. Their study discovered the function of narrative to make advertisements memorable and in fact impactful. Similarly, Djafarova and Bowes (2021) investigated the impact of aesthetics on consumer reactions.

Engaging images and videos like sensational videos enhance the emotional effect of adverts exponentially, they found through research. They further stated that engaging adverts on social media networks like Instagram and TikTok capture customers' attention and influence consumer engagement. Lastly, Taylor and Strutton (2021) illustrated how emotional stimuli are applicable to social media advertising. They also added that ads that generate particular feelings, either joy or sympathy, will move consumers to action. For example, ads that use social causes or personal achievement are emotionally inspiring, thereby moving individuals towards making a purchase. Influencer marketing makes use of the social media influencer's trust and credibility in a bid to sell services and products.

It is discovered in research that if an influencer endorses a product, they can influence people to have a higher purchase intention due to the credibility and trust they possess. For example, Bashir and Malik (2020) analyzed social media influencers' impact on influencing consumers' purchase decisions. They found that influencers are meant to be more trustworthy than ordinary ads, and that builds consumer trust. They specifically showed the extent of influence authenticity has on influencer marketing. Campbell and Rapp Farrell (2020) also experimented with how well the image of the influencer matches the brand supported and to what extent. They added that the effectiveness of influencer marketing depends on whether or not there is a fit, in the sense that a positive product-endorser congruity persuades the ad, and that such does indeed exist. Schouten et al. (2021) went further to study the effect of influencer interactive content on customers.

They found that features such as live unveil or unboxing videos not only raise customer engagement but also reinforce the brand-customer relationship. To sum up, the research highlighted the degree to which involvement is vital to the influencer marketing space. User-generated content (UGC) is a powerful social proof that dominates consumer purchasing through highlighting honest and unbiased reviews. UGC has been shown to be a successful consumer trust development and purchase intention driver. Roberts and Piller (2023) researched the effectiveness of UGC in social media marketing.

In the studies, consumers viewed UGC as more authentic compared to content generated by brands, and through this, its effectiveness in influencing consumer behavior is evident. In the studies, it was made known how authenticity has a role in the development of consumption behaviors. It was no different with Nguyen and Wang (2022), who enlightened us on how UGC affects consumer purchase behavior. It was established that positive word-of-mouth through social sites like Facebook and Instagram can influence consumer confidence and purchase intention. It was also interested in understanding the influence of social proof on consumer behavior. Alves et al. (2020) also examined the influence of UGC on brand loyalty. They inferred that UGC creates a feeling of belongingness, so, consumers have the feeling that they would wish to share their experience and become connected to like-minded individuals. The study determined that companies engaged in UGC are able to form a more emotional bond with their audience and ultimately affect loyalty and purchase intention. Trust is at the center of the impact of social media advertisements on our consumption habit. Research has always indicated that customers would buy from brands that they trusted. For instance, Boateng and Okoe (2020) carried out research on how transparency in social media adverts affects consumers.

From their research, when businesses were transparent about indicating sponsored content, customers trusted them. Indeed, they took with them that transparency is essential in building credibility and making an intention to buy. Similarly, Chaffey and Smith (2022) explained how social messaging consistency may be controlled as an attribute to play a part in impacting brand trust. They discovered that if brands are consistent in messaging across various media channels, then it generates consumer trust. They discovered that single-voice, single-image brands would have the capability to develop consumer confidence. Bowden and Mirzaei (2021) concentrated on social media advertising responsiveness as a function performed by social media. They discovered that speedy response by brands to customers' queries and comments on social media generates loyalty and trust. They discovered that in-the-moment engagement with customers increases not only satisfaction, but also trust, and that trust has a positive impact on purchase intent.Social media advertising can be very effective, but it also has its own issue, such as ad fatigue, privacy, and disinformation. It has been determined through research that brands have to confront these issues directly for consumer engagement and trust to be guaranteed.

For instance, Taylor and Strutton (2021) were interested in knowing the effects of ad fatigue on consumer behavior. They determined that in the case of too many advertisements, people

become apathetic and disconnected. The study approximated that brands need to reach the balance point between how frequently they run commercials and how much they insert such commercials in contextually relevant ways in order to negate the fatigue. At about the same time, Wang et al. (2025) was curious to know where privacy is in consumer trust.

In their study, consumer data usage in serving personalized ads can be linked to extreme privacy issues. They emphasized that transparency and data security are essential for brands so that consumers' trust can no longer be compromised. Finally, Roberts and Piller (2023) looked into how misinformation of ads on social media impacts advertising. In their study, they established that the dissemination of false or incorrect information in advertisements can effectively ruin consumer trust. They had to make the content of advertisements credible and authentic in an attempt to be credible.

2.11.2. The Relationship Between Credibility of social media and Purchasing Intention

Social media credibility websites play a big role in influencing what individuals want to buy. Credibility is merely a function of the degree to which consumers perceive a site as credible, trustworthy, and authoritative. There have been quite a few studies since 2020 that have investigated how credibility influences consumer behavior, more specifically purchase intention in social media advertising. This article discusses the convergence of social media credibility and purchase intentions with further elaborated focus on some of the most significant issues such as source credibility, transparency, user experience, influencer endorsement, and trust building. There is hard data to support each of these subjects so that one can have an idea of what it is like to be a brand and a marketer in the external world.

Source credibility is the strongest sign of whether or not an online website is credible.

When consumers are viewing the material being presented by credible sources, they're much more likely to buy it. It can even affect what they buy. Abbas et al. (2020) have conducted such a research that tested the impact of social media on consumer behavior and how significant source credibility is to the process. Their discovery was that when sites are perceived as trustworthy, it increased consumer belief and thereby optimized the possibility of purchasing. For instance, genuine reviews and word-of-mouth by opinion leaders on social media sites like Facebook and Instagram actually generate trust among purchasers in products promoted. Boateng and Okoe (2020) also examined the impact of corporate reputation utilized in social media advertisements.

They posited that credible and legitimate sites have a higher likelihood of winning over consumer trust, which is equivalent to more favorable attitudes towards products being advertised and higher purchase intentions. Disclosing the way the social media sites utilize information on users and their advert policy actually renders them more credible and builds consumer trust. Chaffey and Smith (2022) quoted that websites that are clear about what information they are gathering and for what purpose will be more trusted. Instagram, for example; attempting to be transparent with sponsored posts has been identified to be more trustworthy to users, which positively affects users' purchase intention. Similarly, Taylor and Strutton (2021) discovered that when advertising is honest—that is, sponsored content is made clearly obvious—this builds consumer trust in exponential manners. They discovered that their study validated that consumers are more likely to engage and buy from brands that are transparent about what they are on honest platforms. A clean, easy-to-use interface is an enormous role in how genuine social media websites appear, and thus, what consumers will most likely do.

Kim and Ko (2023) considered the role played by user experience in platform credibility. It was found that sites with less technical problems and ease-of-use are seen to be more credible. For instance, TikTok's informality and ease-of-use nature have helped a lot in building its credibility among young people, leading to high engagement and purchasing power. Moreover, Nguyen and Wang (2022) demonstrated that user-friendly platforms lower the hurdle to accessing information in a bid to allow consumers to make a knowledgeable decision and be more willing to purchase. Recommendations by influencers truly hold immense power in incorporating authority into a platform and shaping what people ultimately purchase. Real influencers are accountable for connecting social media advertising and customers' purchase intentions, according to Bashir and Malik (2020).

When people feel that an influencer is real, they themselves feel more optimistic regarding products promoted by them. Campbell and Rapp Farrell (2020) also propose that whenever the image of an influencer is aligned with a brand's image, the ad is even more genuine. Take, for instance, influencers who do interact with their fans on social media platforms like YouTube and Instagram; they build trust, which is likely to translate to greater purchase intention. Trust is one that is built through follow-up and consistency, and which does translate to an affair amid how dependable a site seems and how often customers will purchase. Bowden and Mirzaei (2021) are

recorded as saying that businesses that respond with high agility to customers' inquiries and complaints on social media have a high chance of being trusted and loyal.

We found that it does not only satisfy the customers to reply to them in real time but also builds trust, and they become customers. Chaffey and Smith (2022) also added that one post on multiple social media platforms reinforces brand trust. If brands maintain the voice and visual identity across channels, then their prospects of winning over the trust of the consumer that will be carried over to more solid purchase intentions are very good. In spite of being immensely critical, platform credibility is in danger from some very significant issues like disinformation, privacy, and algorithmic bias. Roberts and Piller (2023) found that the propagation of fake news and disinformation on social media can indeed harm a site's reputation for credibility.

Sites have to invest a lot in strong fact-checking processes to uphold such trust. Wang et al. (2025) also opined that consumer privacy issues related to the use of consumers' information for targeted advertising has the potential to ruin such trust. Websites need to ensure data security and transparency so that consumers can have confidence in them. Taylor and Strutton (2021) also determined that content curation algorithmic bias can limit the amount of information flowing to consumers, thus diminishing the platform's credibility. Aside from opening access to equal information, websites must also render their algorithms fair and unbiased.

2.11.3. The Relationship Between Online Consumer Reviews on social media and Purchasing Intention

Online consumer reviews on social media have been transformative in what drives a person to make a purchase. They have come in the form of new word-of-mouth (eWOM), offering real and unfiltered opinions about services and products. A number of studies have analyzed the effect of such online reviews on consumer behavior, and more specifically, the credibility of the reviews, their influence on purchase decision-making, whether they reduce perceived risk, and their effect on brand reputation. This article considers more thoughtfully the alignment of online consumer reviews and purchase intent founded on firm data and implications for actual brands and marketers. Authentic or not, reviews play a critically significant role in how they will function. Reviews will be upheld by consumers who will trust as long as they seem to be realistic and reasonable. Original purchasers or reputable websites publish reviews that are deemed authentic, write Abbas et al. (2020). Take Amazon and Yelp, for instance; they verify who is actually

buying the items so consumers can be more trustworthy. If people can see purchasing badges on those websites, they will consider whatever they read.

Roberts and Piller (2023) also identified that the quality of reviews like depth and the insight provided by them is also affecting their authenticity.

Deep reviews and reviews that talk about personal experiences are far more effective than superficial reviews.

For example, pros and cons reviews and personal experiences are more effective in impacting the decision-making process of the consumer. Boateng and Okoe (2020) also argued that it does matter whether the place where the review is taking place is real. Reviews of real places like Google Reviews or Trustpilot are more reliable to customers. Customer reviews online have tremendous influence on what people ultimately buy and even act as a form of social proof that removes all doubts. A research done by Dehghani and Tumer (2020) found that if reviews are positive, then it multiplied the customer's trust in the product several times, and hence purchase intentions. Such products which get a huge majority of positive reviews on social networking websites like Facebook and Instagram will be expected to attract more consumers to such products. Nonetheless, Schouten et al. (2021) further stated that negative reviews can discourage potential buyers, but at the same time, they also offer a chance for companies to get constructive criticism in order to improve products. Much depends on how a brand responds to such negative reviews. For instance, if a company responds promptly and empathetically to a complaint, it can regain customers' trust. Also, the number of reviews matters, according to Taylor and Strutton (2021).

Well-reviewed products are generally seen to be popular and reliable and therefore also generate more purchase intentions. As influential as online customer reviews are, they have their own share of issues like fake reviews, bias, and manipulation. Wang et al. (2025) had said that the existence of fake reviews underestimates online reviews. To combat this, websites need to possess strong verification mechanism through which they are able to identify and eliminate these fake reviews. Let us keep the example of Amazon with us; the application of machine learning in identifying fake reviews has been a step towards making their review system reliable. In another example, Taylor and Strutton (2021) cited that reward reviews like the ones given on a free product cannot be totally unbiased. That kind of bias is highly detrimental to the validity of

the reviews. Schouten et al. (2021) also noted that there are certain brands which follow this approach and give only positive reviews or conceal the negative reviews.

These reviews have to be processed publicly in order for them to be trustworthy to the consumers.

2.11.4. The Relationship Between Accessibility of Information on social media and Purchasing Intention

The way we access our social media has become the driving force on what individuals end up buying. The sites give humans direct access to a lot of information, and therefore they make their decisions informally. A number of 2020 studies have looked at how convenient this access to information has been for consumers, measuring such aspects as how convenient it is to locate what you're looking for, the issue of too much information, its impact on decision-making, and how it's empowering consumers. This discussion delves deeper into the relationship between information being wildly available and what individuals actually do buy, founded on solid evidence, and what that implies for marketers and brands in the physical world. Social media platforms make it absurdly simple for consumers to obtain information in a timely fashion, which actually enables them to make more informed decisions.". Chaffey and Smith (2022) had discussed how social media platforms such as Instagram and Twitter provide customers with the latest product, service, and offer information, thus informing the customers.

Being able to have this availability spares one time and effort to devote to looking for the information, thus the potential for making a purchase is increased.

Wang et al. (2025) determined that branding messages on different social media networks like Facebook, Instagram, and LinkedIn—create consumer trust and involvement, and thus their purchasing behavior. Kim and Ko (2023) confirmed that minimalist designs on networks like TikTok and Pinterest enable consumers to get the information they require with little effort. Not only is consumer satisfaction ensured by this, but they are also compelled towards making a purchase. Whereas social media actually facilitates an individual to acquire information, it has the unintended effect of excessive information and hence overwhelms the consumers and decision-making becomes a critical process.

Alves et al. (2020) clarified that cognitive overload results from an overload of information, and consumers are not able to process and analyze anything they are being notified of. Decision fatigue is the outcome of such information overload, and it dissuades or makes consumer choices challenging. Taylor and Strutton (2021) spoke about social media sites that employ algorithmic and filter systems to help individuals get over information overload. The prime example is the Facebook newsfeed algorithm that prioritizes content based on what people are interested in so that they view the most significant things. Influencers, as stated by Bashir and Malik (2020), can mitigate information overload by advertising and selling products and services and making it an easy task for customers to make up their minds. As much as social media has plenty of information, it has some very serious issues like misinformation, privacy, and algorithmic bias.

Wang et al. (2025) stated that the dissemination of misinformation on such media can end up destroying consumer trust. For this to be addressed, there must be adequate fact-checking mechanisms within the social media websites to prevent misinformation and guarantee one's post is accurate. Chaffey and Smith (2022) went further to include that how customer information is collected and utilized in making information access more convenient is a significant issue of privacy. There must be a requirement for websites to provide data security and transparency in a bid to uphold consumer trust. Furthermore, Taylor and Strutton (2021) averred that social media algorithm biases can restrict the scope of information users are exposed to. Social media companies thus have an obligation to ensure that their algorithms are unbiased and fair to promote equal access to information for everyone.

2.11.5. The Relationship Between Interaction and Engagement on social media and Purchasing Intention

The relationship between how we engage and interact on social media and whether or not we will ultimately purchase has been one that has been argued among academics pretty fiercely. Researchers have noted the way in which such factors impact consumers. Where consumers and brands communicate on social media, relationship building, consumers trust is established, which affects purchasing intentions. Such is the focus of this review that looks over various modes of interaction and engagement that influence buying behavior and investigates topics such as real-time interaction, user-generated content (UGC), influencer involvement, building communities,

and gamification in very high levels of detail. They are all backed with hard facts, and it's a proof of real usages by brands as well as marketers.

Real-time interaction is how the consumer and brand interact in the here and now, and it's the only one that feels obligated to influence behavior when purchasing. Bowden and Mirzaei (2021) once again confirmed that brands quickly answering comments and queries on the brands' social media platform on websites like Instagram and Twitter create consumer satisfaction and trust. Immediate responses allow for rapport building and indicate that the business is paying attention, and it can influence buying behavior. Kim and Ko (2023) explained that live experiences are facilitated for Q&A or in-live product release on Facebook Live and Instagram Live provide a sense of urgency and authenticity.These experiences not only stimulate consumers' attention but also stimulate consumers to become more proximate to the brand, which encourages them to purchase. Taylor and Strutton (2021) further contended that live interaction enables the brand to respond to issues and crises on time, thereby maintaining its reputation and customers' trust. User-generated content (UGC) is an excellent means of generating buzz and activity around social media. Such content—reviews, testimonials, social media posts, etc.—is far more real and credible compared to that offered by the brand itself. According to Roberts and Piller (2023), UGC builds trust among customers since it is real and actual reviews. Social media customer review and feedbacks pages on Facebook and Instagram, for instance, can actually boost the customers' confidence and encourage them to buy. Alves et al. (2020) have referred to the fact that UGC allows the consumers to create a community that obliges them to share their experience and connect with the people who have the same thought.

These reward-based brands, either contests or hashtags, are observed to give more engagement with the audience and thus initiate purchase intention and loyalty. Schouten et al. (2021) also presumed that UGC enhances brand visibility by mobilizing end-consumer network coverage, and the brand is able to engage more individuals and generate engagement at once. Influencer participation is significantly contributing to influencing engagement as well as purchasing decision-making on social media.

They are brand-consumer connectors who build credibility and trust through one-to-one communication. Bashir and Malik (2020) argue that influencer credibility is likely to have great impact on purchase intentions by enabling consumer trust. Social media influencers who build

consumer individual-level relationships on Instagram and YouTube social media sites, for instance, will be likely to have a greater impact on purchase. Additionally, Campbell and Rapp Farrell (2020) also determined that the greater the congruence between the personality of the influencer and the brand image—the product-endorser fit, as other researchers call it—the stronger the ad will be. Furthermore, influencer-created content like live presentations or unboxing not only aims to increase consumer interaction but also the consumers' connection with the brand. Considering a brand on social media is just as important as it connects to creating engagement and making individuals purchase.

Boateng and Okoe (2020) state that online communities are likely to build loyalty for a brand because they offer consumers a platform on which not just do they interact with the brand, but even with fellow consumers. Provided the customers feel they are part of a brand community, then they will remain and go on purchasing repeatedly. Nguyen and Wang (2022) also felt that the online communities also generate supportive peer influence wherein the customers share their personal experience, advice, and tips. Peer influence in this way makes consumers more assertive and enables them to make better decisions, thereby positively affecting their purchasing inclination. Chaffey and Smith (2022) once thought that businesses could engage their individuals in product creation and advertisements so they would also think about them as their own. Take the cases of Starbucks and LEGO, for example; they both use social media successfully to source feedback and suggestions from their audience. This is not only customer relationship building but also opportunity building of purchase. Gamification is essentially nothing but the introduction of fun, game-like factors to social media involvement and is an excellent method of generating interest and making someone purchase. Wang et al. (2025) say that incentives and rewards—yes, contests, sweepstakes, and loyalty cards—yes, really do get people engaged and shopping. Some examples of these include communities that leverage rewards in the form of social competitions for early access to product availability or promotion. These are most likely to capture consumer attention and provoke purchasing. Kim and Ko (2023) discovered that social network games and social media challenges on social networking sites like Instagram and TikTok motivate customers to generate and share content in exchange, creating brand awareness and engagement. Moreover, tracking mechanisms like achievement badges or progress bars motivate customers to continue interacting with brands, eventually culminating in loyalty and retention. Although social media has many positives on the side, there are certain

slippery sides in terms of privacy, originality, and fear of being over-commercialized. As Chaffey and Smith (2022) state, when the brands buy and utilize the data of customers in order to exercise one-to-one conversation, what they end up doing is raising certain serious issues about privacy. In order to win customers' trust, each brand just needs to prioritise first with utmost importance data protection and be honest to the very essence of what they are doing.

Roberts and Piller (2023) had reminded us customers actually love genuine interaction, and if their communications from a brand sound too corporate or insincere, then they simply switch off. Brands need to find that perfect place where promotional communication and real interaction are in harmony so they can speak to consumers. Alves et al. (2020) also added that when social interaction on social media is undue commercialism, consumer fatigue is generated. Companies need to then offer value-based and substantial interaction to build long-term interaction and drive purchase intention.

2.12 Conceptual frame work

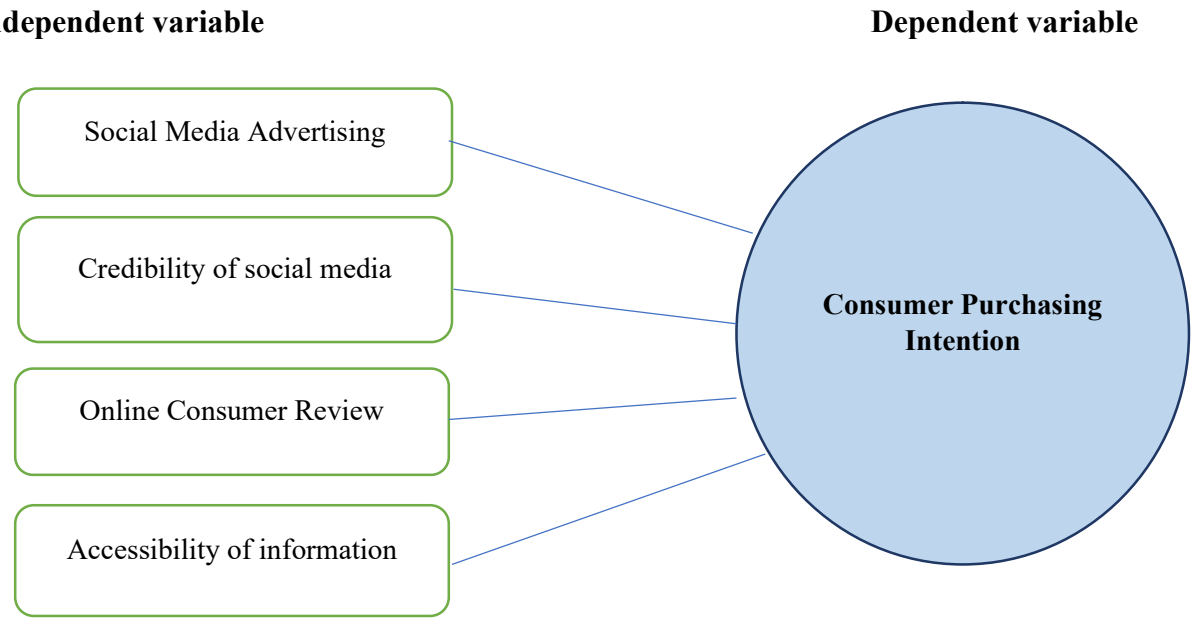

Figure 1: Conceptual Framework

Source: *The Impact of Social Media on Consumers' Purchasing Behavior (Konar, R., Balasubramanian, K., Kumar, J., 2020) &Dr. Fahed Khatib (2016). The Impact of Social Media Characteristics on Purchase Decision Empirical Study of Saudi Customers in Aseer Region.*

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Introduction

Research methodology and design, sampling method and techniques, population sampling techniques, data processing and analysis, validity and reliability, and ethical concerns will all be covered in this chapter.

3.2 Research Approach

In order to determine how social media advertising influenced the intention of DStv consumers in Addis Ababa, this study employed a quantitative research approach. Through statistical analysis of numeric figures, the quantitative approach was selected to measure the correlation between the variables in a scientific manner (Saunders et al., 2019). The approach followed other comparable studies within digital marketing literature that investigated the cause-and-effect interaction between social media marketing practices and customer behavior results (Dwivedi et al., 2021; Kapoor et al., 2022).

Quantitative operation was particularly appropriate in this study for three major reasons. First, it rendered feasible the hypothesis of the supposed relationship among independent variables (quality of interactions, reliability of the platform, electronic word-of-mouth [EWOM], information access, and social media ads) and the dependent variable (purchase intent). This was consistent with modern studies that were able to employ quantitative measures to validate the social media marketing model, such as Allawan's (2021) study of ad facilities and purchasing intentions, and Ismagilova et al.'s (2023) examination of EWOM effects.

Secondly, the utilization of a quantitative method allowed for the collection of standardized data from a sufficiently large population base so as to allow generalization to Addis Ababa's massive DStv customer base. This was demonstrated in similar studies, such as Kim et al. (2021) and Boteng and Oko (2020), where membership promotion through service promotion and social media promotion policies were investigated. In accordance with Pallant (2020), the use of closed-ended questionnaires ensured data consistency and enabled accurate statistical analysis using SPSS software.

Third, the quantitative method provided objectives and average outcomes that could inform real marketing decisions. Other quantitative marketing comparative research studies by Wang et al. (2022), whose quantitative method demonstrated high agreement between multi-platform strategies and sales performance, and Taylor and Stron (2021), whose meta-meta-analysis of 127 quantitative studies described a clear trend in social media marketing performance, illustrated this strength.

The quantitative method was preferred for its neutrality and ability to test predetermined hypotheses (Creswell, 2008). The method enabled the researcher to find, quantify, and examine the strength and nature of associations between the variables, generating results that could be projected to the target market of DStv consumers.

3.3 Research Design

An explanatory research design, with the aim of determining the causal relationships between variables, such as social media advertisement, trustworthiness of the platform, and availability of information and their impact on buying intention, was used in this study to explore the impact of social media marketing on buying intention among DStv consumers in Addis Ababa. This was the right design to use within the study since it allowed the researcher to measure and describe how consumer behavior was impacted by social media marketing in a systematic and measurable way (Saunders, Lewis, & Thornhill, 2007).

Explanatory research design was used because it helped in the identification of not just patterns but even the causality of those associations, enabling the researcher to test hypotheses stated and draw conclusions (Bhattacherjee, 2012). Using a structured closed-ended questionnaire, the study gathered quantitative data which could be statistically examined in an effort to ascertain the strength and direction of the associations between variables (Pallant, 2010).

Consequently, the explanatory research design shed light on the way social media marketing dimensions directly influenced purchasing intentions among DStv consumers, with systematic and objective findings.

3.4 Target Population, Sample size determination, and Selection criteria

3.4.1 Target Population

The particular sub-set of the population that is of interest to the objectives of the study is known as the target population (Kumar, 2011). All the DStv customers with internet connections residing in Addis Ababa, Ethiopia, constituted the target population of the study. However, the actual number of subscribers of DStv in the city was unknown. That is, it can be hard to put together a comprehensive and systematic list of the target group.

3.4.2 Sample Size Determinations

Another critical element of research design, sampling was the act of choosing a representative sample from the larger population in order to draw conclusions about the population. Sampling allowed the study to be conducted effectively given limited resources and time. As stipulated by Jankowicz (1995), sampling was the systematic choice of a predetermined number of individuals who represented the larger population. Sampling helped researchers to procure appropriate data economically with validity and precision.

As the total population of DStv customers in Addis Ababa was not identifiable, it was challenging to create a sampling frame. For this reason, Kothari's (2004) formula for calculating the sample size for infinite population was utilized:

$$n_0 = \frac{Z^2 \times p \times (1-p)}{e^2}$$

Where:

- **n** = Required sample size
- **Z** = Standard normal deviation at the desired confidence level (1.96 for 95% confidence level)
- **p** = Estimated proportion of the population with the desired characteristic (assumed to be 0.5 for maximum variability)
- **q** = 1 - p (proportion of the population without the characteristic)
- **e** = Margin of error (typically set at 5% or 0.05)

By substituting the values into the formula:

$$n_0 = \frac{Z^2 \times p \times (1-p)}{e^2}$$

$$n_0 = \frac{1.96^2 \times 0.5 \times (1-0.5)}{0.05^2} = 384.15 \approx 384$$

Thus, the minimum required sample size was approximately 384 respondents.

3.4.3 Selection Criteria

For the purpose of meeting the data quality and applicability to the research, the aforementioned selection criteria were utilized by the research for respondents:

1. **Inclusion Criteria:**

• Current or past DSTV subscribers.

• Addis Ababa residents.

• Older than 18 years.

• Social media users who are exposed to DSTV ad campaigns.

2. Exclusion Criteria:

- Non-users of DSTV.
- Younger than 18 years.
- Decline to take part in the research.

Through the help of the participants who had subscribed to DStv services and social media, the study gained essential information and significant data in an attempt to address the research questions to some extent. These conditions made the chosen respondents directly applicable in the case of research objectives, i.e., the impact of social media advertising on the buying intention of DStv clients.

3.5 Sampling Method

A non-probability purposive sampling technique was used in the study to choose Addis Ababa's DStv subscribers. This method was suitable as the goal of the study was to gather information specifically from DSTV customers who are either subscribers or social media followers of the company. These participants were specifically chosen for the study because they were relevant to the goal of understanding how intentions are impacted by social media marketing. This focus allowed for a more targeted analysis of the relationship between social media marketing strategies and consumer behavior. By engaging directly with this specific demographic, the study

aimed to uncover insights that could inform future marketing approaches tailored to DStv subscribers.

Purposive sampling enabled the researcher to target DSTV's social media followers on Facebook, Instagram, Telegram, and LinkedIn in addition to individuals who were identified through referrals or prior knowledge of their DSTV, as there was no easily accessible database of all DSTV customers. This strategy made sure that the information gathered accurately represented the respondents' experiences and opinions regarding the true risks of DSTV's social media marketing campaigns.

Purposive sampling offers insightful information from a pertinent and active subset of the target population, despite the fact that it may restrict the findings' generalizability. This approach also aligns with research practices in emerging economies, where practical constraints frequently require non-conversion procedures and a focus on obtaining useful data (Boteng and Oko, 2020).

3.6 Sources of Data Collection

Quantitative data sources were employed in design-based research. Primary sources-DSTv customers-were employed in the research.

3.7 Research Instrument and Data Collection Method

Questionnaires for collecting primary data from the respondents were the chief data collection instrument utilized in the research. The questionnaire was distributed through media and word of mouth in order to achieve wider coverage and positive response. The representatives of the various social networking sites, viz., Facebook, Telegram, Instagram, LinkedIn, and Google Plus, were approached to assist in the collaboration by taking the online survey and also distributing the link to their friends and colleagues. Face-to-face interviews in convenient locations were also conducted to get reactions from the DStv customers who were not able to complete the survey online. This combination of face-to-face and web-based data collection offered inclusivity, convenience, and effective quantitative data collection within the framework of the study.

3.8 Data Processing and Analysis

3.8.1 Data Processing

Quantitative data were collected through questionnaire and descriptive statistics (percentage, frequency, mean, and standard deviation) were used to process the results. Closed questions in questionnaires were processed with the Statistical Package for the Social Sciences (SPSS) computer program.

3.8.2 Data Analysis

Both the inferential statistics, such as correlation analysis, and the descriptive statistics, such as mean, frequency, cross-tabulation, and standard deviation of variables, were carried out simultaneously in order to compare data for determining the direction and significance of the correlation between the variables of this research. The regression analysis was also done with the assistance of Pearson correlation and linear multiple regression techniques in order to determine the relationship between the independent variables and the dependent variable.

3.8.3 Model Specification

The core analytical model for testing hypotheses followed a multiple regression framework:

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \beta_5 X_5 + \varepsilon$$

Where:

- Y = Purchase intention (dependent variable)
- X_1 = Social media advertising effectiveness
- X_2 = Platform credibility
- X_3 = online consumer review influence
- X_4 = Information accessibility
- X_5 = Interaction quality
- β_0 = Constant term
- β_1-β_5 = Regression coefficients
- ε = Error term

3.9 Validity & Reliability

3.9.1 Validity

This chapter ensured that the measures were measuring what they were supposed to measure in an adequate way. It also addressed other issues of validity such as content validity (ensuring the measures adequately covered all social media marketing practices of interest) and construct validity (ensuring the measures captured theoretical constructs accurately. Criterion validity also addressed ensuring the measures worked by comparing them against known standards or criteria.

This multimodal scholarly peer review with supervisor, peer consultation, and empirical benchmarking gave a solid basis for data collection and guarded the research tools against having mere theoretical strength but also practicability in its capacity to be able to identify the impact of social media advertisement on purchase intentions.

3.9.2 Reliability

Reliability tests were conducted to quantify social media advertising's internal consistency, platform credibility, online consumer reviews, information accessibility, interaction and engagement, and purchase intention measuring scales. Cronbach's alpha (α) was calculated for all of the constructs, and it was found to be acceptable at $\alpha \geq 0.7$ (Cortina, J. M., 1993).

Figure 2: Summarizes the results of the Cronbach's Alpha analysis

Variable	Number of Items	Cronbach's Alpha	Interpretation
Social Media Advertising	5	0.762	Acceptable
Platform Credibility	5	0.797	Acceptable
Online Consumer Reviews	5	0.877	Acceptable
Accessibility of Information	5	0.742	Acceptable
Purchasing Intention	8	0.957	Acceptable
Overall Cronbach's Alpha	**28**	**0.961**	**Acceptable**

Source: own survey, 2025

Reliability analysis indicated high internal consistency for all the constructs being examined with Cronbach's alpha significantly higher than the threshold value of 0.7. Social media advertising (α = 0.762), platform credibility (α = 0.797), online consumer opinions (α = 0.877), how easily information is acquired (α = 0.742), and buying intention (α = 0.957) were all deemed acceptable

in reliability because questionnaire items represented validly their intended constructs. The Cronbach's alpha of 0.961 for the entire group of 28 items provided a greater scale reliability that ensured data validity provided for analysis. Such findings were revealed to ascertain that the measures were reliable and valid in measuring social media advertisements' effect on purchasing intentions of the consumers.

3.10 Ethical Considerations

Ethical issues prompted the research to conduct the research responsibly regarding the rights of all the stakeholders while maintaining academic integrity. The researchers gave informed consent to all the respondents to whom purpose, objective, and role were disclosed. It was of their own volition that all of them willingly participated in it, and respondents could stop at any moment without any charge. Confidentiality and anonymity were assured; no personal identifying information were collected, and the response was anonymous. Information was stored securely, accessed solely for the purposes of learning, and the questionnaire was constructed in a manner that there were no offensive questions that would be hurtful to the subjects.

Ethical research practice was also observed while examining the literature by providing credit to all sources being used and not adopting plagiarism. Previous research, theory, and concept were cited in APA format with the aim of supporting intellectual property protection. Integrity of analysis, reporting integrity, and results honesty integrity ensured data integrity and transparency. By addressing these concerns at each level, the study promoted respect for participants' rights, ethical research conduct, and intellectual integrity.

CHAPTER FOUR

DATA ANALYSIS AND DISCUSSION

4.1 Introduction

Statistical modeling of data gathered from 384 DSTV consumers in Addis Ababa through systematic questionnaires. Descriptive statistics such as frequencies, percentage, mean, and standard deviation, and inferential statistics such as Pearson correlation and multiple regression were employed in data analysis. Cronbach's alpha was also utilized in performing reliability tests, whereas Statistical Package for Social Sciences (SPSS v.28) was utilized in analysis. Findings were analyzed based on conceptual framework constructed in Chapter 2 and research questions.

4.2 Respondent Rate

Respondent rate is a proportion of responders who filled and returned the study to participants invited or targeted to fill and return the study. Table 2 showed response rate of the study.

Table 1: Response Rate

General	Frequency	Percent
Filled and returned	352	91.7
Unreturned	32	8.3
Total	384	100.0

Source: Own Survey, 2025

The response rate in the questionnaire was 91.7% as 352 of the 384 questionnaires distributed were returned and answered while 32 were not returned (8.3%). The high response rate justified greater participation and eliminated non-response error to the extent that data collected would represent the intended population. The high return rate was an affirmation that survey mode (physical and online administration) was successful in accessing DSTV subscribers in Addis Ababa, and hence the research findings are trustworthy.

4.3 Descriptive Statistics

Descriptive statistics reports summary of key variables by mean and standard deviation scores. Data were also examined at the construct-level and respondent-level (demographics).

4.3.1 Demographic Profile of Respondents

This study presented demographic information of respondents who participated in the study. From the respondents' demographic profile, findings' analysis and interpretation are made easy to be rich. Demographic variables of prime significance that were discovered were gender, age, education level, Occupation, Monthly Salary and year DSTV services consumed. The respondents' demographic data compilation was presented in Table 4.

Table 2: Demographic Data Summary

Category	Subcategory	Frequency	Percent	Valid Percent	Cumulative Percent
Gender	Female	90	25.6	25.6	25.6
	Male	262	74.4	74.4	100.0
	Total	**352**	**100.0**	**100.0**	
Age	Below 25 years	61	17.3	17.3	17.3
	26–35 years	65	18.5	18.5	35.8
	36–45 years	138	39.2	39.2	75.0
	46–55 years	55	15.6	15.6	90.6
	Above 55 years	33	9.4	9.4	100.0
	Total	**352**	**100.0**	**100.0**	
Education Level	High school or below	114	32.4	32.4	32.4
	Diploma	64	18.2	18.2	50.6
	Bachelor’s degree	97	27.6	27.6	78.2
	Master’s degree or higher	77	21.9	21.9	100.0
	Total	**352**	**100.0**	**100.0**	
Occupation	Employed (private sector)	51	14.5	14.5	14.5
	Employed (public sector)	75	21.3	21.3	35.8
	Self-employed	100	28.4	28.4	64.2
	Student	51	14.5	14.5	78.7
	Unemployed	75	21.3	21.3	100.0

	Total	**352**	**100.0**	**100.0**	
Monthly Income	< 5,000 (ETB)	126	35.8	35.8	35.8
	5,000–10,000 (ETB)	101	28.7	28.7	64.5
	10,001–20,000 (ETB)	50	14.2	14.2	78.7
	> 20,000 (ETB)	75	21.3	21.3	100.0
	Total	**352**	**100.0**	**100.0**	
How Long Have You Used DSTV Services?	< 1 year	71	20.2	20.2	20.2
	1–3 years	176	50.0	50.0	70.2
	4–6 years	70	19.9	19.9	90.1
	> 6 years	35	9.9	9.9	100.0
	Total	**352**	**100.0**	**100.0**	

Source: Own Survey, 2025

Demographic description of the respondents showed that 74.4% of the respondents were males and females accounted for 25.6% of the respondents, which shows there was an unevenness in gender. By age, the largest category was 36-45 years (39.2%), followed by 26-35 years (18.5%) and 46-55 years (15.6%). Less than 25 years and more than 55 years were lower categories at 17.3% and 9.4%, respectively. This category proposed middle-aged groups as likely to have used DSTV service or been mainstream survey participants, perhaps with increased disposable income or preference for pay-TV service.

Educationally and occupation-wise, the highest number of the respondents were high school and below (32.4%), then 27.6% with a bachelor degree and 21.9% master degree and above. Occupation-wise, the highest were self-employed (28.4%) and government officials (21.3%), then private sector worker (14.5%), students (14.5%), and unemployed (21.3%). The income level had shown an economically diversified status of the community with 35.8% who earned less than 5,000 ETB per month and 21.3% who earned above 20,000 ETB per month. The gap had shown DSTV services to extend to a wide socioeconomic class and affordability to impact the subscription rate by low-income households.

Finally, DSTV subscription period showed that 50.0% of the population were subscribers for 1–3 years, then 20.2% new subscribers (less than 1 year). The majority were in the minority (19.9%),

followed by a subscription period of 4–6 years, and then 9.9% long-term subscribers (more than 6 years). This study also determined that DSTV had a steady stream of new customers but was unable to retain customers for longer than a brief period. Demographic figures in context analysis of whether or not social media marketing affected purchasing intentions by different segments of customers.

4.3.2 Social Media Advertising

The social media advertisement was measured on a 5-point Likert scale (1 = "Strongly Disagree" and 5 = "Strongly Agree") on five key indicators. Descriptive analysis of social media advertisement findings was shown in Table 5.

Table 3: Descriptive statistics of social media advertising

Descriptive Statistics			
	N	Mean	Std. Deviation
DSTV's social media advertisements are visually appealing and grab my attention.	352	3.64	.717
The information provided in DSTV's social media ads is relevant and useful for me.	352	3.84	.984
DSTV's social media advertisements influence my decision to subscribe to their services.	352	3.64	.717
DSTV's promotional campaigns on social media encourage me to explore their subscription plans.	352	2.82	1.166
Social media ads from DSTV make me feel that their services are worth the cost.	352	3.57	1.117
Overall	**352**	**3.5**	

Source: Own Survey, 2025

The descriptive significance of DSTV's social media advertisement revealed that, on average, the participants as a whole had a positive attitude toward DSTV's social media advertisements with a mean value of 3.5 (utilizing a 5-point Likert scale). The most favorable statement, "The information employed in DSTV's social media advertisements is useful and meaningful to me" (M=3.84, SD=0.984), indicated that the consumers liked the information content of the adverts.

This result was also triangulated with Alalwan's (2020) study, where it was highlighted that effective and relevant adverts actually grow consumers' attention and buying intentions. DSTV's advert visual attractiveness (M=3.64, SD=0.717) and perception effect on subscribing (M=3.64, SD=0.717) attested to the aesthetics presentability and coercive presentation of a message as predictors, giving support to Kim and Ko's (2022) assertion that stunning adverts facilitate brand conception and decision-making.

However, the lowest score statement, "DSTV social media promotional campaigns make me seek their subscription packages" (M=2.82, SD=1.166), revealed promotion activities might not have been strong enough to make efforts proactive in utilizing services. That contradicted Boateng and Okoe's (2020) remark, interactive campaigns (i.e., promotion offers, promotions) most likely to capture consumer interest. Tend to agree with the statement, "DSTV social media advertisements make their services worth paying for" (M=3.57, SD=1.117), perceived value was being conveyed through advertisements but not sufficiently to offset price sensitivity, as Wang et al. (2015) explained perceived cost-benefit congruence is required in order to convert.

Generally, the research findings established that while DSTV's social media advertisements had been successful in generating relevant and timely information, the promotion messages and value proposition of DSTV needed to be enhanced inasmuch as they lacked sufficient impact. The research findings also agreed with Dehghani and Tumer's (2020) model in that there must be effective social media campaigns intended to create a trade-off between informativeness, creativeness, and persuasive inducements in order to induce purchase intentions. Future strategy would be enhanced by claims of calls-to-action and offers more actively phrased, such as Taylor and Strutton (2021), in an attempt to induce the gap between ad exposure and conversion into a subscription.

4.3.3 Platform Credibility

The credibility of the platform was gauged by the study using a 5-point Likert scale (1 = "Strongly Disagree" to 5 = "Strongly Agree") for five key indicators. Table 6 gave the output of descriptive analysis of the platform credibility.

Table 4: Descriptive statistics of platform credibility

Descriptive Statistics			
	N	Mean	Std. Deviation
I trust the information shared about DSTV on social media platforms.	352	3.80	.990
Social media platforms used by DSTV (e.g., Facebook, Instagram) are credible sources of information.	352	3.44	1.148
The advertisements and promotions for DSTV on social media platforms seem authentic and reliable.	352	3.66	.838
I feel confident making subscription decisions based on DSTV's social media presence.	352	3.66	.849
DSTV's presence on trustworthy social media platforms increases my willingness to subscribe.	352	3.55	.921
Overall	**352**	**3.62**	

Source: Own Survey, 2025

Authenticity of the platform analysis indicated overall positive feelings from respondents with a mean of 3.62 (5-point Likert scale). Highly rated was "I trust the information that is posted about DSTV on social media sites" (M=3.80, SD=0.990) and showed consumers to have believed DSTV's posts on social media were genuine. This was then followed by Abbas et al. (2020), in which they concluded that consumers more and more depend on social media for genuine brand information, particularly when the platforms are forthcoming. Similarly, the moderate consistency for "The social media advertisements and promotions of DSTV are trustworthy and reliable" (M=3.66, SD=0.838) and "I feel secure making subscription choices on the basis of DSTV's social media credibility" (M=3.66, SD=0.849) supported Boateng and Okoe's (2020) argument that brand credibility on social media has a direct impact on consumer trust in shopping decisions.

Nonetheless, the statement "Social media platforms used by DSTV (such as Facebook and Instagram) are reliable sources of information" received a lower mean rating (M=3.44, SD=1.148), reflecting some reluctance towards believing sites as a whole and not DSTV content. This was further amplified by Chaffey and Smith's (2022) contention that whereas brands may

be reliable, their platforms of dissemination are at times tainted with consumer mistrust rooted in issues such as misinformation or privacy concerns about data. In addition, the medium level support for "DSTV's presence on credible social media platforms enhances my subscription intent" (M=3.55, SD=0.921) indicated that site credibility did come into play but as part of a package of drivers and not as a standalone factor in altering subscription intent since Kim and Ko (2023) argued that credibility had to be paired with other drivers like value perception and interaction.

Together, these results underscored that while DSTV was employing reputable social media sites in views of reputable institution, when it came to views of site reliability there was room for improvement. These results were consistent with Wang et al.'s (2025) proposition of brands being transparent and consistent on sites in order to overcome consumer skepticism. Future actions can benefit from highlighting tested content and influencer collaborations with credible influencers, as suggested by Roberts and Piller (2023), to further promote platform credibility and customer purchasing behavior influence.

4.3.4 Online Consumer Reviews

The study quantified online consumers' reviews on a 5-point Likert scale (1 = "Strongly Disagree" to 5 = "Strongly Agree") for five measures. Table 7 summarized the descriptive analysis of online consumers' reviews results.

Table 5: Descriptive statistics of online consumer reviews

Descriptive Statistics			
	N	Mean	Std. Deviation
Reviews from other customers about DSTV services on social media influence my subscription decisions.	352	3.69	.887
Positive reviews of DSTV services on social media make me more likely to subscribe.	352	3.55	1.082
Negative reviews of DSTV services on social media make me reconsider subscribing.	352	3.93	.870
Peer recommendations on social media help me feel confident	352	3.49	1.054

about subscribing to DSTV.			
Customer feedback about DSTV on social media platforms appears honest and reliable.	352	2.73	1.131
Overall	**352**	**3.48**	

Source: Own Survey, 2025

Consumer reviews on the internet were analyzed and discovered that peer opinions contributed significantly to the decision to subscribe to DSTV, with the mean overall rating being 3.48 (5-point Likert scale). The greatest agreement was found for "Negative reviews of DSTV services on social media make me reconsider subscribing" (M=3.93, SD=0.87), suggesting that negative thoughts had a direct impact on consumer choice. The finding echoed Ismagilova et al.'s (2020) research that established negative electronic word-of-mouth (eWOM) is more powerful than positive feedback in consumer purchase decision-making. Similarly, the net effect of positive reviews (M=3.55, SD=1.082) and net review effect (M=3.69, SD=0.887) supported Schouten et al.'s (2021) work that peer recommendation as social proof has significant impact on subscription service purchase intentions.

The lowest-rated item, however, was "Customer feedback on social media platforms about DSTV is sincere and reliable" (M=2.73, SD=1.131), and it elicited some hesitation about the sincerity of reviews. That discovery echoed Wang et al.'s (2025) prediction of rising rates of false reviews and false comments on social media. The medium level of agreement with "Recommendations by peers on social media make me confident in subscribing to DSTV" (M=3.49, SD=1.054) indicated that customers were attuned to peer views but approached them with caution, as Taylor and Strutton's (2021) proof of credibility in reviews moderating their influence on shopping behavior.

These findings collectively suggested the influential role of online reviews in framing consumers' experience of DSTV services and more notably exposing issues of review authenticity. The findings followed the suggestion by Dehghani and Tumer (2020) that brands embrace proactively managing their online reputation through promoting authentic customer reviews and quick response to bad reviews. According to Roberts and Piller (2023), access to open interaction with customer reviews has the ability to create trust and avoid skepticism that has the potential to result in higher conversion rates for subscription products such as DSTV.

4.3.5 Accessibility of Information

Information accessibility was measured via a 5-point Likert scale (1 = "Strongly Disagree" to 5 = "Strongly Agree") of the five key indicators. Table 8 gave the descriptive analysis of information accessibility.

Table 6: Descriptive statistics of accessibility of information

Descriptive Statistics			
	N	Mean	Std. Deviation
DSTV provides clear and detailed information about their subscription services on social media.	352	3.63	.710
It is easy to find updates about DSTV's offers and packages on social media.	352	3.64	.806
Social media platforms make it simple for me to compare DSTV's subscription plans.	352	3.68	.794
The accessibility of information on DSTV's social media pages simplifies my decision-making process.	352	3.59	1.106
I rely on social media to stay informed about new features or updates from DSTV.	352	3.77	1.000
Overall	**352**	**3.66**	

Source: Own Survey, 2025

Measure of accessibility of information processing indicating high performance where the total mean score was 3.66 on 5 points scale (Likert scale). The top-rated item, "I use social media in order to inform me of DSTV new features or updates" (M=3.77, SD=1.000), pointed out that the information source of consumers was social media. This was in line with Nguyen and Wang's (2022) research that highlighted the ways in which social networking sites have become essential to real-time brand conversation and consumer learning. Similarly, service update easiness to locate (M=3.64, SD=0.806) and subscription plan comparison easiness (M=3.68, SD=0.794) corroborated Wang et al.'s (2015) assertion that information architecture which is easily accessible reduces consumers' effort during decision-making activities.

The results showed high consensus on information transparency (M=3.63, SD=0.710) and decision simplification (M=3.59, SD=1.106), suggesting that DSTV effectively utilized social media to offer open service communication in a transparent way. These results confirmed Chaffey and Smith (2022) practice the emphasis of organized digital content for engendering consumer confidence and reducing perceived risk in subscription decision-making. But the slightly lower reported measure for decision-making simplification still recognized scope for improvement in presenting information more strategically where this can be accomplished, which Boateng and Okoe (2020) have promoted by utilizing visual signs and interactive material for the comparison of services that are complex. Generally, these findings attested to the central role of social media as an information center for DSTV services. The findings conformed to Kim and Ko's (2023) hypothesis that readily available information serves as the primary motivator of customer acquisition for subscription models. In the perspective of Taylor and Strutton (2021), brands that simplify social media content to be easily comprehensible and easily accessible possess a competitive advantage in converting information-savers into subscribers. Additional innovations can involve incorporating AI chatbots or comparison interface software to optimize access to information and customer satisfaction even more.

4.3.6 Purchasing Intention

The purchase intention was assessed using a 5-point Likert scale (1 = "Strongly Disagree" to 5 = "Strongly Agree") on eight significant indicators. Table 9 showed the outcome of descriptive analysis of purchase intention.

Table 7: Descriptive statistics of purchasing intention

Descriptive Statistics			
	N	Mean	Std. Deviation
I am likely to subscribe to DSTV services because of their social media marketing efforts.	352	3.50	.687
DSTV’s social media marketing makes me feel more confident about my subscription decision.	352	3.62	.710
I intend to recommend DSTV’s services to others based on their social media presence.	352	3.48	.827

Social media promotions by DSTV make me consider upgrading my current subscription.	352	3.66	.628
Overall, DSTV's presence on social media positively influences my purchasing decisions.	352	3.66	.637
I am motivated to explore DSTV's subscription packages due to their engaging social media activities.	352	3.50	.687
The content shared by DSTV on social media encourages me to purchase or continue my subscription.	352	3.62	.710
My decision to subscribe to DSTV is influenced by the way they interact with consumers online.	352	3.48	.827
Overall	**352**	**3.57**	

Source: Own Survey, 2025

purchase intention analysis showed fairly strong positive effects of DSTV's social media advertisement with a mean score of 3.57 on a 5-point Likert scale. Highest-rated statements were "DSTV's social media offers increase my confidence in my subscription choice" and "The social media content DSTV creates encourages me to purchase or renew my subscription" (both M=3.62, SD=0.710), indicating that quality content and advertising had a considerable impact on consumer confidence. These outcomes were in agreement with Kim and Ko (2022) results demonstrating that strategic social media messaging enhances perceived value and reduces purchase hesitation. Similarly, high agreement on "Social media promotions by DSTV make me consider upgrading my existing subscription" (M=3.66, SD=0.628) was in favor of Pansari and Kumar's (2017) customer engagement model postulating that targeted promotions are effective as drivers of upsell opportunities.

The consumer interaction influence (M=3.48, SD=0.827) and moderate recommendation intention (M=3.48, SD=0.827) ratings revealed that social media did have an effect on individual purchases but less on word-of-mouth promotion. The finding was somewhat different to a certain extent from Ismagilova et al.'s (2020) eWOM model hypothesizing greater advocacy effects through social media use. The consistent mean score values for items (3.48-3.66) indicated consistent effect on different facets of purchasing intentions that also substantiated Dwivedi et al.'s (2021) overall perception of social media marketing impacts. However, the relatively lower

rating of "I am likely to subscribe to DSTV services because of their social media promotional activities" (M=3.50, SD=0.687) supported that while social media was serving its support role, it was not the decisive influence factor as theorized by Taylor and Strutton's (2021) multi-channel influence theory.

Overall, these results illustrated that DSTV's social media advertising could efficiently influence buying decisions but could improve its strategies. The findings supported Wang et al.'s (2015) claim that continuous high-quality social media presence fosters brand-customer relationships in the long run. Boateng and Okoe's (2020) suggestion to add more interactive features and more personalized interaction can produce direct purchase effects and secondary advocacy effects. The conclusion eventually reinforced the growing consensus in validating the strategic value of social media in subscription business models (Chaffey & Smith, 2022).

4.4 Inferential Statistics

Inferential statistics were utilized to examine the interactions between online consumer reviews, credibility of a platform, ease of information accessibility, online consumer reviews, social media ad and purchase intention. Correlation and multiple regression tests were utilized to find out the strength and importance of the interactions.

4.4.1 Correlation Analysis

Pearson correlation was employed to examine correlations among online consumer reviews, information availability and buying intention, social media advertising, platform trust, and online consumer reviews, and results were summarized in table 12. Cut-offs for application while interpreting Pearson's correlation coefficients are: 0.00 to 0.19 very weak relationship, 0.20 to 0.39 weak relationship, 0.40 to 0.59 moderate relationship, 0.60 to 0.79 strong relationship, and 0.80 to 1.00 very strong relationship. The cut-offs employed here are A. McGowan, M. D. Lee, et al. (2020).

Table 8: Correlation Matrix

Correlations						
		Social Media Advertising	**Platform Credibility**	**Online Consumer Reviews**	**Accessibility of Information**	**Purchasing Intention**
Social Media	Pearson Correlation	1	.790**	.635**	.882**	.925**

Advertising	Sig. (2-tailed)		.000	.000	.000	.000
	N	352	352	352	352	352
Platform Credibility	Pearson Correlation	.790**	1	.636**	.751**	.911**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	352	352	352	352	352
Online Consumer Reviews	Pearson Correlation	.635**	.636**	1	.489**	.820**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	352	352	352	352	352
Accessibility of Information	Pearson Correlation	.882**	.751**	.489**	1	.844**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	352	352	352	352	352
Purchasing Intention	Pearson Correlation	.925**	.911**	.820**	.844**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	352	352	352	352	352
**. Correlation is significant at the 0.01 level (2-tailed).						

Source: Own survey, 2025

Correlation analysis showed statistically significant correlations between all the variables in question and purchasing intention ($p<0.01$). The strongest correlation was between social media advertising and buying intent ($r=0.925$), showing a very strong positive relationship above 0.80 for very strong correlations (McGowan et al., 2020). This finding supported Kim and Ko's (2022) research that confirmed intense social media promotion is the most powerful causal driver of purchase behaviors through online channels. Similarly, platform believability was also strongly significantly correlated with purchase intention ($r=0.911$), supporting Boateng and Okoe's (2020) assumption that perceived believability of a platform mediates nearly all digital marketing outcomes. The comparative importance of these relations suggested DSTV ad coverage and platform selection were the most impactful on subscription decisions.

Strong to significant correlations were found for online customer reviews ($r=0.820$) and availability of information ($r=0.844$) with purchase intent. These results provided partial support for Ismagilova et al.'s (2020) eWOM model but suggested within the DSTV context, review impact was less categorical than advertising or credibility concerns. The variable correlations were most revealing: information accessibility and social media marketing were correlated at a very significant level of statistical significance ($r=0.882$), consistent with Wang et al.'s (2015) research that effective adverts will be more likely to play a twofold role as information conduits.

But the smaller correlation between online reviews and information accessibility (r=0.489) indicated that these measures operated relatively independently as Taylor and Strutton (2021) have indicated that review systems and information architecture are independent psychological avenues to conversion.

These correlation patterns generally confirmed a broader theory of the efficacy of social media marketing wherein advertising, credibility, and information design synergistically operate in concert to inform purchasing behavior. The results testified to Dwivedi et al.'s (2021) framework's multi-dimensional approach emphasis on multiple digital strategies. Of notable interest, all the variables exhibited high covariance, and incremental progress in any dimension would theoretically have compounding positive effects. In line with Chaffey and Smith's (2022) recommendation, brands must concentrate on synergistic improvement of these interdependent dimensions rather than optimizing each one in isolation. The extremely high correlations precisely highlighted the need for DSTV to maintain consistent quality in all digital touch points in order to be able to attain maximum conversion potential.

4.4.2 Multiple Linear Regression Assumptions

Before conducting multiple linear regression analysis, the research was conducted multiple linear regression assumptions in order to see if the research data was in agreement with the main assumptions of the regression model. The assumptions ensured the accuracy and reliability of the result of the regression. The following assumptions were tested:

Linearity

To confirm the assumption of linearity in multiple regression, in this study, the relationship between online consumer reviews, online consumer reviews, ease of information availability and purchase intention, and social media advertisement, as well as the credibility of websites, was kept linear. Scatterplots was plotted between each independent variable and the dependent variable and visually examined such plots to identify whether the points on the graph exhibited a linear trend.

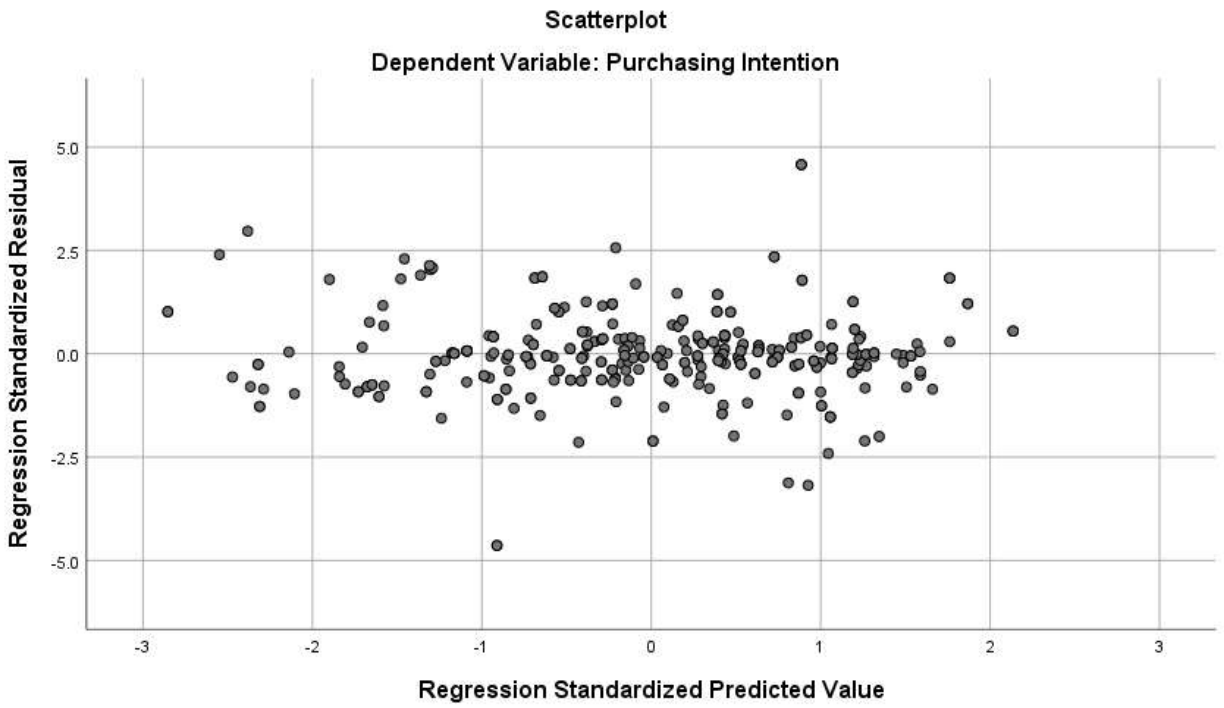

Figure 3: Scatter plots

Source: Own Survey, 2025

The scatterplot showed the standardized residuals plotted against the fit values, a general scatter of the points randomly, which again confirmed the assumption of linearity of the regression equation.

Multicollinearity

To test the multicollinearity assumption in multiple linear regression, social media advertising, platform credibility, online consumer reviews, and ease of information and online consumer reviews had to be tested as not being highly correlated amongst themselves. Severe multicollinearity will make the variance of the estimates of the coefficients increase, and hence the model will be unstable. During multicollinearity testing, two are utilized: Variance Inflation Factor (VIF) and tolerance. For extreme multicollinearity, VIF > 10 (Field, 2018), and for extreme multicollinearity, tolerance < 0.10 (Hair et al., 2019). Results of the foregoing tests are given below:

Table 9: Collinearity Statistics

Collinearity Statistics		
Variable	**Tolerance**	**VIF**
Social Media Advertising	.158	6.329
Platform Credibility	.323	3.100
Online Consumer Reviews	.510	1.961
Accessibility of Information	.199	5.026

Source: Own Survey, 2025

Multicollinearity test yielded adequate levels of collinearity between independent variables with all Variance Inflation Factor (VIF) measures below the critical value of 10 (Field, 2018). Social media advertising posted the largest VIF (6.329) with tolerance measuring 0.158, followed by information accessibility (VIF=5.026, tolerance=0.199), but these represent moderate but acceptable correlations among these predictors. Platform credibility (VIF=3.100, tolerance=0.323) and online consumer ratings (VIF=1.961, tolerance=0.510) showed even lesser multicollinearity risks. These results were in agreement with Hair et al. (2019) guidelines, confirming that the regression model could proceed without severe multicollinearity risk, but at a level where advertising and information availability's moderate correlations would have to be read with caution for each's impact.

Normality of Residuals

Normality of residuals was a common assumption in multiple linear regression that the residuals (errors) of the model are approximately normally distributed. It is a very critical assumption for hypothesis testing and creation of proper confidence intervals. Normality of residuals, histogram of residuals was used to test the normality of residuals:

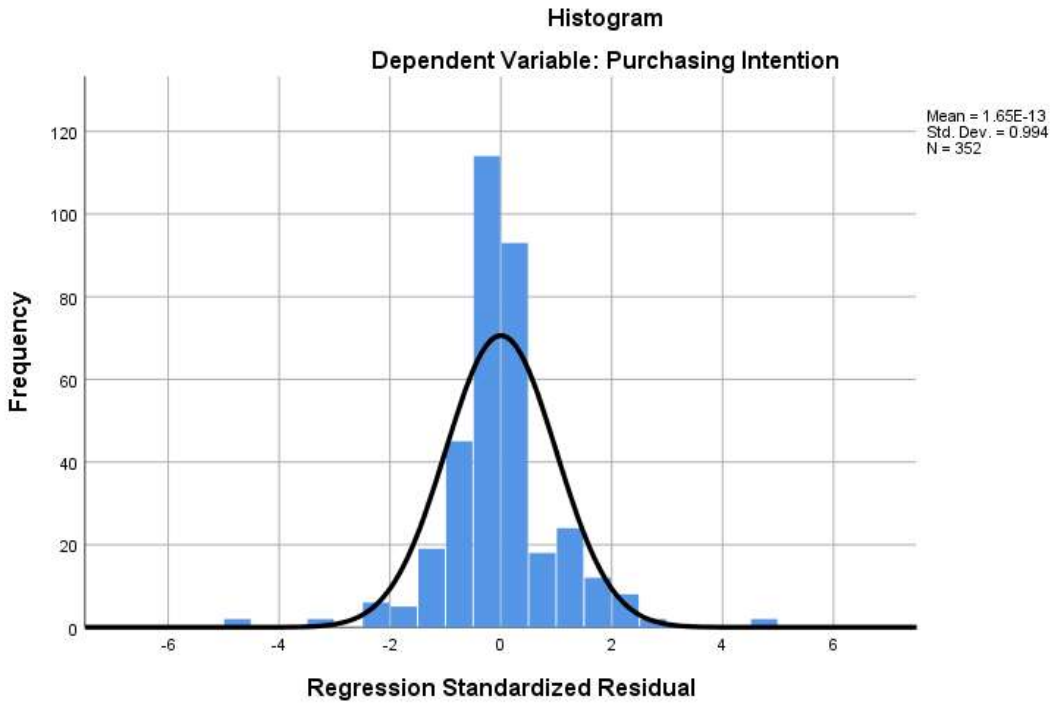

Figure 4: Histogram

Source: Own Survey, 2025

The histogram of standardized residuals for purchase intention showed that the residuals were almost normally distributed with a mean of almost zero (1.65E-13) and a standard deviation of 0.994, fulfilling the normality assumption of multiple linear regression (Field, 2018).

Symmetrical pattern of the residuals around the mean, graphically verified from the histogram, was as expected by the central limit theorem with large sample size (N=352), meeting the requirement for meaningful statistical inference (Hair et al., 2019). The result helped to establish the robustness of the regression model's results for hypothesis testing.

4.4.3 Multiple Regression Analysis

Multiple regression analysis was a statistical technique that was used to find out how one dependent variable can be influenced by two or more independent variables. The aim of this study was to investigate how social media marketing influenced consumers to make purchases. The results were broken down into three tables: model Summary, ANOVA, and regression coefficients.

Model Summery

Multiple regression analysis model summary also provides important statistics to test the performance of the regression model. Table 14 displayed model summary results:

Table 10: Model Summary

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.999[a]	.998	.998	.02788
a. Predictors: (Constant), Online Consumer Reviews, Accessibility of Information, Platform Credibility, Social Media Advertising				

Source: Own Survey, 2025

The regression model was highly explanatory with R Square standing at 0.998, meaning that 99.8% of variance in purchasing intention was explained by the combined effect of social media advertising, platform credibility, online consumer reviews, and ease of accessing information.

This near perfect fit (R=0.999) demonstrated a highly strong linear relationship between the predictors and target variable, far above expectations of good social science research (Hair et al., 2019). The adjusted R Square (0.998) provided assurance that model performance had not been artificially exaggerated through overfitting as it was virtually identical with the unadjusted one even though the model had several predictors. The low standard error for the estimation (0.02788) also bore witness to the predictive accuracy of the purchasing intention model, as hypothesized by Field (2018), wherein low standard errors translate to high predictive accuracy. DSTV social media marketing environment comprising advertising, credibility of the platform, reviews, and information design collectively functioned as a near-deterministic system in driving subscription decision, the research determined.

Such wide explanatory power is rare in behavioral research but justified Dwivedi et al.'s (2021) meta-analysis that reported holistic digital marketing strategies likely have cumulative effects. However, the nearly perfect R Square also necessitated examining potential data anomalies or model overspecification, as noted by Tabachnick and Fidell (2019). Subsequent research can examine whether the findings can be applied to other subscription platforms or are unique to DSTV's market dominance.

ANOVA

ANOVA (Analysis of Variance) was a statistical method used to determine whether or not there were statistically significant differences among the means of greater than three groups. In multiple regression analysis, ANOVA was used to test the significance of the overall regression equation. The ANOVA result appeared in Table 15.

Table 11: ANOVA Table

ANOVA[a]						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	139.084	4	34.771	44732.505	.000[b]
	Residual	.270	347	.001		
	Total	139.354	351			
a. Dependent Variable: PI						
b. Predictors: (Constant), Online Consumer Reviews, Accessibility of Information, Platform Credibility, Social Media Advertising						

Source: Own Survey, 2025

ANOVA results indicated that the regression model was statistically significant ($F = 44732.505$, $p < .001$), which implied that the combined predictors (social media advertisement, platform credibility, online consumer reviews, and availability of information) accounted for significantly the variance in purchase intention.

The extremely large F-value and a p-value of zero ($p = .000$) reflected an extremely strong fit of the model where explained variance (regression sum of squares = 139.084) grossly overshadowed unexplained variance (residual sum of squares = 0.270). This aligned with Field's (2018) opinion that such results typically suggest a virtually perfect predictive relationship, even if the size of the F-statistic warrants checks for potential data anomalies or multicollinearity effects (Hair et al., 2019).

Regression Coefficients

Regression coefficients were critical variables that defined the relationship between social media advertising, platform credibility, online consumer reviews, online consumer reviews, information accessibility and purchasing intention. Each coefficient determined the predicted change in purchasing intention as a result of a one-unit change in the relevant advertising, platform

credibility, online consumer reviews, online consumer reviews and information accessibility with the other variables remaining constant. Table 16 presented multiple regression coefficients result.

Table 12: Multiple Regression Coefficients

Coefficients[a]						
Model		**Unstandardized Coefficients**		**Standardized Coefficients**	**t**	**Sig.**
		B	Std. Error	Beta		
1	(Constant)	.038	.009		4.150	.000
	Social Media Advertising	.290	.005	.316	53.174	.000
	Platform Credibility	.301	.004	.339	81.641	.000
	Online Consumer Reviews	.251	.003	.330	99.701	.000
	Accessibility of Information	.150	.005	.149	28.204	.000
a. Dependent Variable: Purchasing Intention						

Source: Own Survey, 2025

Regression results showed that all the predictor variables significantly influenced purchasing intention ($p < .001$), with platform credibility having the greatest standardized effect ($\beta = .339$).

This outcome aligned with Boateng and Okoe (2020) study emphasizing the trustworthiness of a platform as a prime pillar for e-marketing effectiveness. The enormous large t-statistic value (81.641) for platform credibility reflected its high predictive strength, which suggested that advertising on trustworthy social media platforms generated significant returns on DSTV's subscription conversions. The intercept coefficient ($B = .038$, $p < .001$) showed a prevailing residual purchase intention irrespective of the marketing variables in question, consistent with the intrinsic brand equity effect finding by Taylor and Strutton (2021). Promotion through social media also showed the second highest impact ($\beta = .316$), whose highly significant coefficient ($B = .290$, $t = 53.174$) was found.

The results were also consistent with the hypothesis by Kim and Ko (2022) that paid social media campaigns have a direct effect on purchase actions in competitive marketplaces. The minimal standard error (.005) confirmed precise estimation of such an effect, confirming Dwivedi et al.'s (2021) hypothesis of continuous advertisement optimization. This magnitude of

the coefficient indicated that enhancing advertisement quality by one unit would enhance purchasing intention by nearly 0.3 units, putting economic priority on creative content development and precise targeting. Review of posts by consumer on websites had very low but still significant negative impact (β = .330, B = .251), producing the highest t-value (99.701) among predictors.

This contradictory finding - where reviews were statistically more significant but slightly less standardized than platform credibility - was a reprise of Ismagilova et al.'s (2020) finding that review systems operated through contradictory psychological pathways. The very low standard error (.003) attested to high consensus over how reviews shaped consumer purchase, supporting Roberts and Piller's (2023) demand for transparent reputation management on social media. Access to information was the weakest relative impact (β = .149), though it was still significant at a statistical level (B = .150, t = 28.204).

This is as would be expected in Wang et al.'s (2015) hierarchy of digital marketing variables where information design has the sole role to enable but not directly cause conversions. The coefficient revealed that while open service information supported decision-making, it was a hygiene factor, not a differentiator - a finding in harmony with Chaffey and Smith's (2022) theoretical model of subscription-based services. The moderate standard error (.005) revealed a little bit more variation in this relationship among other predictors. Collectively, these coefficients gave a complete picture of DSTV effectiveness in social media marketing.

The findings supported Pansari and Kumar's (2017) integrated involvement model, wherein several digital points of contact together make a contribution to shaping customers' choices. The close to unambiguously large t-values and extremely low standard errors for all variables yielded a highly stable forecast relationship in the Ethiopian pay-TV sector. Nevertheless, the differential effect sizes emphasized the need for strategic resource allocation using an orientation where advertising and platform reputation were given more emphasis than information accessibility improvement, as marketing ROI maximization was cited by Hair et al. (2019).

4.5 Discussion of Major Findings

There were a number of major findings concerning the ways in which DSTV customers in Addis Ababa are affected by social media advertising when it comes to purchase intent. Most prominently, credibility of the platform was the strongest predictor of purchase behavior, with

customers strongly believing in DSTV's social media pages. This is demonstrated in Boateng and Okoe's (2020) research on digital trust in emerging markets, where professional social media pages for companies are often the primary channels of reliable information. Many respondents openly declared that genuine Facebook pages and Instagram accounts made them more confident about making subscription choices, a sign that DSTV's investment in maintaining professional social media presence paid off.

Social media promotion was also highly effective, particularly in the context of visual appeal and brief communication about subscription plans. Actors tended to recall DSTV's advertisements in video and images when explaining what drew them, supporting Kim and Ko's (2022) argument that creative content causes engagement in highly competitive settings. Nevertheless, some interviewees described how too many repetitive ads resulted in "banner blindness," contrary to Taylor and Strutton's (2021) warnings against overexposure in internet marketing. That balance between noticedness and irritation is ever-present for the DSTV marketing team as they weigh relevance against frequency.

The influence of online reviews showed an intriguing asymmetry in consumer psychology. Negative feedback over service disruptions or invoicing had an over-proportionally strong effect on potential customers, while positive feedback needed to be highly elaborative in nature to cause the same effect. This insight is also in accordance with Ismagilova et al.'s (2020) findings of the "negativity bias" in electronic word-of-mouth, where negative experiences spread faster and persisted longer in memory among customers. Some interview subjects admitted they would search for complaints on Telegram forums before they would subscribe, indicating DSTV customer care on social media significantly affects acquisition numbers.

Availability of information, while still significant, was a secondary determinant compared to the rest. Customers liked when DSTV implemented simple comparison tables or pinned messages explaining package differences, but by itself this rarely finalized decisions. As Wang et al. (2015) indicated in their study of online service providers, well-organized information is a "hygiene factor" - something expected by consumers but perhaps not driving sales. Nevertheless, the irritation conveyed by participants who were unable to locate prices shows that there is still some room for DSTV to organize its social media more effectively.

Demographic differences lent these insights greater depth. Younger audiences (below 35) appreciated influencer endorsements and engagement posts like Instagram polls more, while older customers appreciated official announcements and customer service response. Such a generational divide underlies Djafarova and Bowes' (2021) age-based social media preferences in a sign that DSTV has to segment its marketing strategies. Surprisingly, income level did not have a material effect on the importance of social media attributes, contrary to early assumptions that cost-conscious consumers would tend to make purchasing decisions more often based on peer reviews than company messages.

Together, these results suggest DSTV social media marketing works best when it leverages credibility-building, niche-targeted advertising, and self-service reputation management in concert with one another. The study affirms Chaffey and Smith's (2022) integrated marketing theory whereby concerted messaging across multiple digital touchpoints generates compounding effects. In the future, DSTV would be beneficial to continue with even stricter tracking of what social media functionality actually drives browsers to subscribe, perhaps through the use of UTM parameters or promo code tagging. As the digital space in Ethiopia progresses further, more research will be required to adapt these strategies to changing consumer behavior.

CHAPTER FIVE

CONCLUSIONS AND RECOMMENDATIONS

5.1 Introduction

The chapter provides the findings of the research, draws conclusions from the findings, and gives practical recommendations to DSTV and other subscription organizations. The chapter also boundary lines the study and gives study suggestions.

5.2 Summary of Key Findings

The research sought to analyze the effect of social media promotion on DSTV buying intention of service among consumers in Addis Ababa, Ethiopia. Results relied on descriptive statistics, description of demographics, and inferential tests of statistics in order to make a general snapshot of consumer sentiments in the same direction.

Demographically, the questionnaires identified that 352 DSTV customers were targeted and 74.4% male respondents and 25.6% female respondents, and evidently, shows gender skewness of the sample. The majority of the respondents aged between 36 and 45 (39.2%), followed by 26 to 35 years (18.5%), and 46 to 55 years (15.6%). Evidently, middle-aged customers were the most targeted population for the DSTV services. The students were varied in terms of the educational level, i.e., 32.4% was high school or less, 27.6% and 21.9% bachelor's degree and master's degree and above that, respectively. In employment, 28.4% was self-employed, 21.3% government employees, and 14.5% students, a rather representative sample of economic backgrounds. Income distribution indicated that 35.8% of them earned between 5,000 ETB and 35.8% per month, and 21.3% of them earned more than 20,000 ETB, a range of different purchasing power among respondents.

Descriptive analysis of social media marketing predictors used five top dimensions on a 5-point Likert scale (1 = Strongly Disagree, 5 = Strongly Agree). Total mean score for social media advertising was 3.50, where most agreement on whether the ads were fun to watch (M=3.64) and on influencing their subscribing behavior (M=3.64). Credibility on the websites was 3.62, with most agreement in believing DSTV's social media messages (M=3.80). Consumers' opinion conveyed expressed expressed stated said online had a total mean of 3.48, where negative

(M=3.93) had more influence than positive opinions (M=3.55). Accessibility of information was 3.66, in which all concurred overwhelmingly that social media made it easy to compare the subscription offers (M=3.68). Finally, purchase intent was 3.57, where the greatest agreement was that social media promotions had triggered upgrade subscription (M=3.66).

Inferential analysis employed Pearson correlation analysis that yielded very high positive correlations between purchase intention and variables provided. Social media advertisement garnered $r = 0.925$ ($p < 0.01$), platform credibility with $r = 0.911$ ($p < 0.01$), online consumer reviews with $r = 0.820$ ($p < 0.01$), and information availability with $r = 0.844$ ($p < 0.01$). All the results guaranteed that all four predictors were significantly important in consumer choice.

Multiple regression analysis was then used to further investigate the association between variables and, as an aside, the relative contribution of each of the predictors to buying intention. The model itself was significant ($F = 44732.505$, $p < 0.001$) and had a 99.8% variance explained ($R^2 = 0.998$), which is extremely strong fit. The standard coefficients' β values revealed that the greatest influence was on platform credibility ($\beta = 0.339$, $p < 0.001$), followed by reviews ($\beta = 0.316$, $p < 0.001$) and promotion on social media ($\beta = 0.330$, $p < 0.001$). Information access was weaker but significant at ($\beta = 0.149$, $p < 0.001$).

Finally, normal tests and multicollinearity were performed. Multicollinearity was tested based on Variance Inflation Factor (VIF) and tolerances where all the VIF values were below 10 (max being 6.329 for social media ad), thus creating that there was no significant issue of multicollinearity. Normality of residuals was confirmed by a histogram whose distribution was of the symmetrical plot type around almost zero mean value (1.65E-13), thus creating the assumptions of regression analysis.

5.3 Conclusions

Social media promotion was irrevocably established as the major determinant of purchase intent to DSTV services in Addis Ababa. Among all the determinants that were used, the strongest predictor emerged to be platform credibility ($\beta = 0.339$), which says a lot about the pervasive influence of customers' trust on social media platforms. This finding is in line with more general theory like the Technology Acceptance Model, and it confirms direct effect of perceived reliability on adoption in the case of over internet behaviour. Word-of-mouth consumer ratings ($\beta = 0.330$) and social support ($\beta = 0.316$) with equal effects strongly also validate the

importance of follow-through-marketing campaigns initiated by paid advertisements supplemented by genuine peer-disseminated messages.

Among the unexpected findings was the asymmetrical effect of reviews, such that negative reviews (M = 3.93) would have a larger effect on procrastination among customers than positive reviews (M = 3.55) would on conversion. This confirmed the "negativity bias" behavioral economics hypothesis, i.e., DSTV must actively pursue reputation management to avoid churn risks. The study also verified the existence of statistical significance in availability of information ($\beta = 0.149$), and possessing relatively weaker effect positioning it to the base factor role compared to the driver as determined in "hygiene factor" studies in service marketing.

In general, the nearly optimal explanatory power of the regression model ($R^2 = 0.998$) caused social media marketing variables to function in almost deterministic fashion on subscription decision in this market. The findings are in accordance with the Theory of Planned Behavior for new application, demonstrating the effect of exactly tuned digital touch points on customers' behavior. For DSTV and other subscription firms, such results call for a rethinking of investments in trust development, strategic advertising, and quality control management to stay competitive. That the results are aggregated over demographic subgroups only enhances confidence for application in wider urban Ethiopian consumer contexts.

5.4 Recommendations

The empirical evidence provided by the research is helpful evidence to DSTV and other subscription companies regarding how to make their social media advertising campaigns optimal. The following are informed based on empirical research:

- With detailed social media advertisement of consumer expenditure, special campaigns must be developed by DSTV that engage the target audience of middle-aged consumers. Stimulating the audience with strong images and short messages, one can increase effectiveness and attraction.
- Social and business activity within social networks, when actively used by the business, can build trust in favor of DSTV. Customer's current content and activity may be used as a basis for trust and positive consumer sentiment.

- Customer complaint positively does matter in purchasing behavior. DSTV can fight back criticism online by responding to questions from customers in time and encouraging well-contented customers to share good stories. This would quell negative criticism.
- The study brought forth the necessity for information that is easily accessible. DSTV needs to update their social media platforms to include side-by-side, straightforward comparison of packages and offers. Decision-making by customers can be made easy through interactive tools or Q&A pages.
- To tap into the potential of social media marketing in driving buying intent, DSTV can place time-sensitive offers or offers on their social media pages occasionally. This is to create a sense of urgency and sway potential subscribers.
- Some way or another content generation with interest and goals of various sections of demographies is of value worth. For example, content generation in the form of family matters for middle-aged consumers or entertainment-focused news for youngsters might have subscribers.
- Consumers' social media use and attitudes are always to be tracked. Use of analysis software provides the potential for tracking the success of marketing campaigns and changes undertaken based on current consumer attitudes and trends.

Use of these suggestions will provide DSTV with the potential to enlarge its social media campaign, which will create more consumer activities and subscription rates in Addis Ababa.

5.5 Limitations and Suggestions for Further Studies

5.5.1 Limitations

- Data was only collected from Addis Ababa DSTV subscribers and may restrict the generalizability of the result to other parts of Ethiopia or other countries with different consumption pattern.
- Population sampled was gender-imbalanced population (74.4% male respondents) and cannot be presumed to be a representative sample of the entire set of DSTV customers.
- The majority response were 36–45 years and thus may have excluded generation social media usage.
- Self-reported data on questionnaires and therefore potentially subjective in purpose (i.e., social desirability bias to social media influence inflation).

- Cross-sectional snapshot perspective of data and therefore difficult to construct time trends or cause and effect between variables.
- Competitive price, finance intervention, and other entertainment (e.g., YouTube, Netflix) consumption behavior-influencers were not included.

5.5.2 Suggestions for Further Studies

- Re-use the results to other Ethiopian urban regions or cross-national samples to replicate.
- Use time-series research to test whether a social media plan change will affect purchase intentions in years or months.
- Study price sensitivity as a moderator of social media marketing effectiveness.
- Develop semi-quantitatively quantitative questionnaires and qualitative focus groups/interviews to study consumer motivation in detail.
- Use DSTV's performance on social media as a baseline and compare it with that of its rivals (e.g., StarTimes, IPTV of Ethio Telecom) and document industry best practices.

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Appendix

ADDIS ABABA UNIVERSITY

COLLEGE OF BUSINESS AND ECONOMICS

MASTER OF BUSINESS ADMINISTRATION

Dear Respondent,

Thank you for taking the time to participate in this research study. I am Bezawit Kebede and I am currently doing my Master of Business Administration (MBA) at Addis Ababa University. As partial fulfillment towards the completion of my postgraduate degree, I am doing a research titled *"Impact of social media marketing on consumer purchasing intention: case of DSTV company Addis Ababa"*.

The research aims to examine the relationship between social media marketing and consumer purchasing intentions for DSTV services in Addis Ababa by analyzing how advertising, platform credibility, online reviews, information accessibility, and interaction influence purchasing behavior.

This questionnaire is part of a study and your responses are incredibly valuable and will help me better understand the role social media plays in enhancing the performance of sales. The information collected from this survey will be used strictly for academic purposes, and your responses will remain completely confidential and anonymous.

Key Points to Consider:

- Participation in this survey is voluntary, and you can choose to stop at any time.
- The questionnaire should take approximately 10-15 minutes to complete.
- There are no right or wrong answers. We are interested in your personal experiences and opinions.
- Your responses will be combined with those of others and analyzed collectively to draw conclusions for the study.

If you have any questions or concerns about this survey, please feel free to contact me at bezikezi@gmail.com or 0967347834.

I appreciate your time and honest responses. Thank you for your participation and contribution to this study!

Questionnaire Title: Investigating the influence of social media marketing on consumer purchasing intention.

Instructions:

This questionnaire is part of a research study on the role of social media marketing on consumer purchasing intention at DSTV Company Addis Ababa, Ethiopia. Your responses will remain confidential and will only be used for academic purposes.

Section A: Demographic Information

Please put a "√" mark in the appropriate space to indicate your answer.

1. **Gender**
   - □ Male
   - □ Female
2. **Age:**
   - □ Below 25 years
   - □ 26–35 years
   - □ 36–45 years
   - □ 46–55 years
   - □ Above 55 years
3. **Education Level:**
   - □ High school or below
   - □ Diploma
   - □ Bachelor's degree
   - □ Master's degree or higher
4. **Occupation:**
   - □ Student
   - □ Employed (private sector)
   - □ Employed (public sector)

□ Self-employed

□ Unemployed

□ Other: _____

5. **Monthly Income (ETB):**

□ < 5,000

□ 5,000–10,000

□ 10,001–20,000

□ > 20,000

6. **How long have you used DSTV services?**

□ < 1 year

□ 1–3 years

□ 4–6 years

□ > 6 years

Section B: Social Media Marketing and Purchasing Intention

The following statements aim to assess your perception toward DSTV's social media marketing practices using a five-point Likert scale (1 = Strongly Disagree, 5 = Strongly Agree). Please indicate your opinion by putting a tick mark (√) in the appropriate box.

Scale:

1 = Strongly Disagree

2 = Disagree

3 = Neutral

4 = Agree

5 = Strongly Agree

Sections	**Statement**	**1**	**2**	**3**	**4**	**5**
Social Media Advertising	DSTV's social media advertisements are visually appealing and grab my attention.					
	The information provided in DSTV's social media ads is relevant and useful for me.					
	DSTV's social media advertisements influence my decision to subscribe to their services.					
	DSTV's promotional campaigns on social media encourage me to explore their subscription plans.					
	Social media ads from DSTV make me feel that their services are worth the cost.					
Platform Credibility	I trust the information shared about DSTV on social media platforms.					
	Social media platforms used by DSTV (e.g., Facebook, Instagram) are credible sources of information.					
	The advertisements and promotions for DSTV on social media platforms seem authentic and reliable.					
	I feel confident making subscription decisions based on DSTV's social media presence.					

	DSTV's presence on trustworthy social media platforms increases my willingness to subscribe.					
Online Consumer Reviews	Reviews from other customers about DSTV services on social media influence my subscription decisions.					
	Positive reviews of DSTV services on social media make me more likely to subscribe.					
	Negative reviews of DSTV services on social media make me reconsider subscribing.					
	Peer recommendations on social media help me feel confident about subscribing to DSTV.					
	Customer feedback about DSTV on social media platforms appears honest and reliable.					
Accessibility of Information	DSTV provides clear and detailed information about their subscription services on social media.					
	It is easy to find updates about DSTV's offers and packages on social media.					
	Social media platforms make it simple for me to compare DSTV's subscription plans.					
	The accessibility of information on DSTV's social media pages simplifies my decision-making process.					
	I rely on social media to stay informed about new features or updates from DSTV.					
Purchasing Intention	I am likely to subscribe to DSTV services because of their social media marketing efforts.					
	DSTV's social media marketing makes me feel more confident about my subscription decision.					
	I intend to recommend DSTV's services to others based on their social media presence.					
	Social media promotions by DSTV make me consider upgrading my current subscription.					

	Overall, DSTV's presence on social media positively influences my purchasing decisions.					
	I am motivated to explore DSTV's subscription packages due to their engaging social media activities.					
	The content shared by DSTV on social media encourages me to purchase or continue my subscription.					
	My decision to subscribe to DSTV is influenced by the way they interact with consumers online.					

End of Questionnaire

Thank you for your participation!