

The Impact of Personalized New Media Advertising on Consumer Purchase Intentions: An Empirical Study Based on the Theory of Planned Behavior

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Abstract: This study explores the impact of personalized new media advertising on consumer purchase intentions within the framework of the Theory of Planned Behavior (TPB). Employing a survey questionnaire and comprehensive data analysis, the research quantitatively assesses the influence of personalized advertising on the TPB constructs: attitudes, subjective norms, and perceived behavioral control. These constructs are measured in terms of their effect on consumers' intentions to make a purchase. Various items can be integrated with the TPB Theory so that the personalized characteristics displayed in advertisements can be accurately grasped. After obtaining data from a random sample of 203 samples, the data from the returned questionnaires were analyzed in this study using SPSS, and the role of statistical techniques played in the analysis of the relationship between different variables. This paper is based on the results of previous studies related to personalized advertising and user purchase intention in new media. The paper also analyzes the relationship between consumer willingness to buy products and TPB in different contexts, focusing on how personalized advertising can play a role between them, whether such constructs can affect consumer willingness to buy in specific contexts, and whether they can play an effective regulatory role. This paper can make more people understand the value of personalized advertising, and the conclusions drawn can provide advice for the development of marketing work, make digital advertising strategies more effective, and play an effective role in stimulating consumers in the digital market.

Keywords: Personalized Advertising, Consumer Purchase Intention, Theory of Planned Behavior (TPB), Consumer Behavior

1. Introduction

With the continuous development of digital marketing, the marketing pattern has changed, and consumers are more willing to watch advertisements full of personality. The number of digital platforms continues to increase, the scale continues to expand, and personalized advertising has developed. In the marketing process, it is necessary to grasp personal preferences and needs, which requires complex data analysis [1]. From the perspective of psychological research, TPB, as a theory

of planned behavior, is not deep enough in the study of the impact of personalized advertising on consumers.

TPB is a highly mature theory in the field of psychology, which can explain human behavior and play an effective predictive role [2]. This theory points out that perceptual behavior, social norms, ideological attitudes, and so on will affect individual behavior. Although many topics are using this theory at present, which can explain consumer behavior and provide guidance for marketing activities, more abundant research conclusions are needed in the field of digital advertising.

In this study, an in-depth analysis of the relationship between personalized advertising and TPB theory, the purpose is to make up for the shortcomings of existing research, focusing on how to influence consumers' behavior and attitude through marketing strategies, how to promote the improvement of social standardization, and how to change consumers' behavior and purchase intention. The purpose of this research is to better play the positive impact of TPB theory on personalized advertising and to analyze how to enhance the attractiveness of advertising to consumers.

Personalized advertising has achieved rapid development in recent years, mainly through synchronous advertising, online advertising, and other ways, so that consumers can understand the marketing content and interact through new ways [3]. The occurrence of this change has hurt the protection of consumer privacy, resulting in significant changes in many consumers' attitudes and opinions about advertising.

The online environment contains a large amount of information, strong interaction, whether it can be trusted by consumers, and whether it has a good reputation, which will affect consumers' response to digital advertising [4]. In this paper, the theory of planned behavior can play an important guiding role, in-depth analysis of personalized advertising marketing and how to adjust the above factors to achieve success. In this study, personalized advertising and TPB theory are linked together to analyze consumers' behavioral responses in the context of digital marketing. Consumers have decision-making psychology, so they should put forward reasonable suggestions for marketers to make full use of personalized advertising. Such a research method can not only make a reasonable explanation for the behavior of consumers in digital marketing but also formulate a reasonable advertising strategy around the core of consumers.

2. Literature Review

2.1. Overview of Previous Relevant Studies

Social media has the unique advantage of generating user content and providing favorable conditions for personalized advertising production and promotion, and the way marketers use advertising has changed completely. If advertising can reflect personalization, it will make consumers' attitudes and emotions change significantly, gradually generate unlimited loyalty to a brand, and be able to buy actively.

Mehta et al. focused on analyzing whether consumers have purchase intention for a certain product and whether there is a connection with advertising personality and emphasized the role of privacy, practicality, and relevance in leading consumers to establish correct cognition [4]. The scholar also found that personalization can have a negative impact, the most prominent problem is that consumer privacy is not protected. This dichotomy exists objectively in consumer cognition and needs to be analyzed emphatically.

Whether personalized advertising can attract consumers' attention and how consumers react are related to demographic factors. In the study, it is found that personalization is based on demographics, which can have different effects on purchase intention. Different groups of people make different evaluations and responses to the same personalized advertisement.

Some scholars have pointed out that social media platform is not the only factor affecting the practicality of personalized advertising, the key lies in the advertising itself, to achieve good results, it must have strong relevance and good content [5]. Voorveld et al. got a completely different result in their research. They believe that whether personalized advertising can attract consumers is mainly influenced by social media platforms.

Whether a consumer can make a purchase decision depends on whether the advertisement is closely related to the consumer and is also affected by exposure. Exposure to advertising that has little to do with the person can have a negative impact, and targeted advertising can promote positive consumer engagement [6].

Mehta et al. found that whether consumers can feel the value of personalized advertising is inevitably related to cognition and emotion. The recommendation of new brands and the ease of purchase of products will affect consumers' perception, and there is a positive relationship between them, but a negative relationship with "stimulation".

Many current literatures are related to the relationship between consumers and personalized advertising. Scholars have put forward opinions from different perspectives, but in the face of various types of demographic factors, different scholars have put forward different views, and consumers have different opinions when studying the impact of advertising content on consumer perception and purchase intention. This study will focus on analyzing how the above factors can affect consumers' purchase intention, to make up for the research gaps and better understand how personalized advertising launched in social media can play a role in marketing.

Personalized advertising has received a high degree of attention in recent years, and synchronous and online advertising has become the focus of research, which has greatly changed consumer engagement [7]. Studies have shown that consumer purchase intentions are directly related to advertising strategies, some of which are more vivid, often using reasonable contrast colors, and also emphasize the importance of dynamic animation to change consumer attitudes [8]. The impact of personalized advertising strategies should be consistent with urban planning policies, and the differences in consumer behavior should be analyzed.

Ajzen took the lead in applying the theory of planned behavior to explain consumer behavior in detail. This theory holds that perceived behavior and ideological attitude can play an important role in the analysis and prediction of consumer willingness and behavior. In the study of personalized advertising, TPB theory has not fully played a role, leaving a regret in this area of research, to reasonably predict the desire of consumers to buy, we must analyze the relationship between TPB and personalized advertising.

Interaction is an important part of online communication, and consumers need to control the content of research and take the initiative in transmitting information, which will affect purchase intention. The purchase intention and attitude of consumers will affect the quality of information. For online consumption, trust is an important factor, and whether consumers are willing to actively participate in e-commerce transactions is directly related to whether trust is established. Word of mouth, especially in the electronic environment, can gain the trust of consumers and make the goods sold more influential, which is a factor that can significantly affect consumers' purchase intention.

2.2. Gap in Existing Literature & Contribution of Current Study

Whether consumer behavior will be affected by TPB, and whether there is an inevitable link with personalized advertising? For a long time, many scholars have carried out research in this area, but there is a big difference in the research of these two aspects. This paper focuses on how to stimulate consumers to make purchase decisions in the process of interaction between TPB and personalized advertising, to make up for the lack of research. Personalized advertising has obvious interactivity, which is conducive to the improvement of information quality. Word-of-mouth, trust, and other

factors are also the focus of the study, which should be analyzed under the guidance of TPB theory to ensure that there is no blind spot in the study. The production of personalized advertising is conducive to improving trust, forming a good reputation, and enhancing the interaction between the two sides of the transaction, which can be reasonably explained by TPB theory.

In the promotion of this subject, the integration of personalized advertising and TPB theory can promote the improvement of the knowledge system and provide reasonable suggestions on how to stimulate consumers to make purchase decisions in the context of personalized advertising. The research results can bring effective suggestions for advertisers and marketers to make personalized advertisements and make reasonable strategies, and also can grasp the structural characteristics of TPB.

3. Methodology

This section must be in one column. The Theory of Planned Behavior (TPB) can play an effective role in guiding the conduct of this study and can accurately grasp the relationship between whether consumers buy a product or not and personalized advertisements. In this study, to test the feasibility of TPB, a structured approach was used, focusing on the analysis of consumer attitudes and behaviors when faced with personalized advertisements, and to understand the impact of these elements on purchase intentions. Research using quantitative methods requires survey activities. For empirical analysis, the survey method of a questionnaire was used, and hypotheses were made about the results of the study and the relationship between the variables. In the questionnaire designed for this study, the question numbers and research hypotheses involved in the independent and dependent variables are as follows:

Independent Variables.

Attitude: Question No. 5-7

Subjective Norm: Question No. 8-9

Perceived Behavioral Control: Question No. 10-12

Dependent Variable.

Purchase Intention: Q13-15

Based on the Theory of Planned Behavior (TPB), the hypotheses are as follows:

H1: Consumers' positive attitudes toward personalized new media advertisements will positively influence their purchase intention.

H2: Consumers' subjective norms towards personalized new media advertisements will positively influence their purchase intention.

H3: Consumers' perceived behavioral control of personalized new media advertisements will positively affect their purchase intention.

These hypotheses reflect the potential relationships between the independent and dependent variables in the TPB. After obtaining the questionnaire data, this study will conduct hypothesis testing to test these hypotheses.

3.1. Questionnaire Design

In the design of the questionnaire, there are many topics, the purpose is to grasp the attitude of consumers in the face of personalized advertising, focusing on the subjective norms of consumers, but also to analyze what kind of perception control ability consumers have. The purpose of designing these questions is to understand exactly how responsive the TPB is. Before arranging for the questionnaire to be completed, the validity of the questionnaire was strictly reviewed, and the questionnaire was revised under the guidance of several experts to enhance its reliability.

The questionnaires in this study were distributed with the assistance of Bei YanTong Data Agency to ensure the sample covered a diverse audience with socio-economic backgrounds. The questionnaires were edited, distributed, completed, and collected through the Sojump (WJX) platform. The questionnaire collection was completed within a week and the response rate was satisfactory. The questionnaire design of this study was based on the Theory of Planned Behavior (TPB) to investigate the effect of personalized new media advertisements on consumers' purchase intentions. The questionnaire included questions corresponding to the components of TPB: attitudes, subjective norms, and perceived behavioral control. To post analysis, each section aimed to collect data related to these constituents.

The reliability assurance of the questionnaire was achieved in the following ways: first, the design of the questions followed the TPB theory and referred to relevant academic literature, such as Ajzen I.'s Theory of Planned Behavior and related studies on the effects of social media advertising on consumers' purchase intentions. Second, a Likert scale was used for all questions to quantify independent variables such as attitudes, thus facilitating statistical analysis. In addition, we improved the internal consistency of the questionnaire by ensuring that the questions were clear, concise, and unbiased. Finally, the questionnaire to ensure consistency of understanding and response to the questions, further validating the reliability and validity of the questionnaire.

3.2. Data Presentation

In this study, the interviewees were asked to fill in the information related to demographics, including education, age, frequency of using social media, etc. The acquisition of these data can provide a basis for the further promotion of the study and enhance the applicability of the study.

In this section, Cronbach's alpha values for each construct are measured separately to determine whether the questionnaire has good reliability. In general, a value greater than 0.7 means that the reliability of the questionnaire meets the requirements, and the internal consistency of the survey instrument used does not need to be questioned. In the process of analyzing the data, focus on the demographic characteristics, grasp the attitude of the respondents towards personalized advertising in the new media platform as a whole, and understand the behavior control and subjective feelings.

In the course of the study, to grasp the relationship between the purchase intention and the concept of the model, regression analysis is carried out to analyze the coefficient of each variable in the model, and to understand the impact of all variables on the dependent variables through quantitative testing. At the same time, pay attention to the interaction effect, and analyze how the purchase intention is affected by all variables. In this part of the study, explore the effects of the respective variables on the dependent variable one by one, focusing on the statistical significance of the independent variables to capture the effects of the independent variables. At the same time, we analyze the R-square value of the model and other important statistical indicators to objectively evaluate the collected data.

4. Results

4.1. Overview

TPB theory plays an important guiding role in analyzing whether consumers have purchase intention because of watching personalized new media advertisements. The process of a questionnaire survey focuses on consumers' purchase intention, attitude towards advertising, perceived behavior, and so on, and reveals the complex relationship by collecting the data information of the respondents.

The respondent demographic included a diverse age range, with the majority falling within the 25-44 age group. The gender distribution was nearly equal, and most participants reported frequent use of social media. This demographic representation is crucial for understanding consumer behavior in the context of new media platforms.

The Cronbach’s Alpha values for attitude (0.812), subjective norms (0.732), perceived behavioral control (0.803), and purchase intention (0.842) indicate satisfactory internal consistency reliability for each construct in the questionnaire. These values suggest that the questionnaire items reliably measured the intended constructs.

4.2. Data Analysis

After recovering the questionnaire data, the data were entered into SPSS for statistical analysis, and hypothesis testing was conducted to verify the three hypotheses that were set based on the TPB theory before the study was conducted. The results of the data analysis obtained are specified below and the graphical information generated by SPSS is presented (Table 1).

Correlations

Variables= X Attitude, X Subjective Norm, X Perceptual Behavioral Control, Y Purchase Intention

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Table 1: Descriptive statistics.

	Mean	Std. Deviation	N
X Attitude	10.1379	2.92322	203
X Subjective Norm	6.5961	1.98119	203
X Perceptual Behavioral Control	10.3251	2.84461	203
Y Purchase Intention	9.9458	3.00693	203

The first independent variable (Figure 1), the effect of attitude (X attitude) on the dependent variable, willingness to buy (Y willingness to buy), is explained by regression analysis. An overview of the model shows an R-value of 0.413, an R-squared (the proportion of variability explained) of 0.170, an adjusted R-squared of 0.166, and a standard error of 2.74591. In ANOVA, the F-value is 41.227, with a significance of $p < 0.001$, which indicates that the model is statistically significant. Regarding the regression coefficients section, the unstandardized coefficient B is 0.697 with a standard error of 0.066, and the standardized coefficient Beta is 0.413. The t-statistic is 6.421 with a significance $p < 0.001$, which confirms that attitude significantly and positively affects purchase intention. A diagnosis of covariance was made with a tolerance of 1.000 and a Variance Inflation Factor (VIF) of 1.000, indicating no covariance problem.

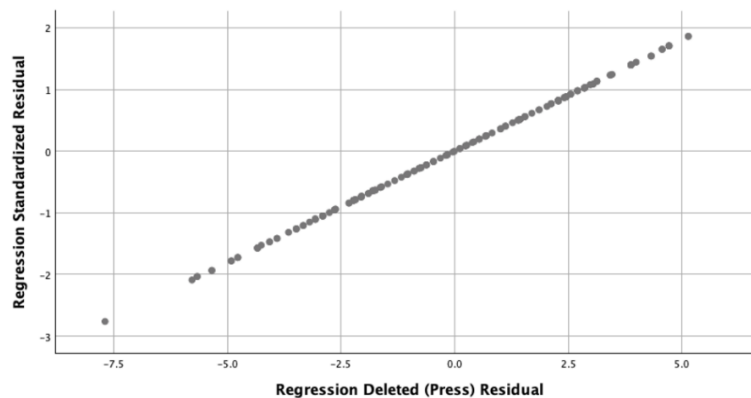


Figure 1: Scatterplot (Dependent Variable: Y Purchase intention).

The results of the regression analysis of the second independent variable subjective norms (X subjective norms) on the dependent variable willingness to buy (Y willingness to buy) are as follows (Figure 2). The R-value is 0.389, R-squared 0.151, adjusted R-squared 0.147, and the standard error is 2.77756. The F-value in ANOVA is 35.738, with significance $p < 0.001$, indicating that the model is statistically significant. The unstandardized coefficient B is 0.679 with a standard error of 0.099 and the standardized coefficient Beta is 0.389. The t-statistic is 5.978 with a significance $p < 0.001$, confirming that subjective norms significantly and positively influence purchase intention. The model was diagnosed for covariance with a tolerance of 1.000 and a VIF of 1.000, and no covariance problems were found.

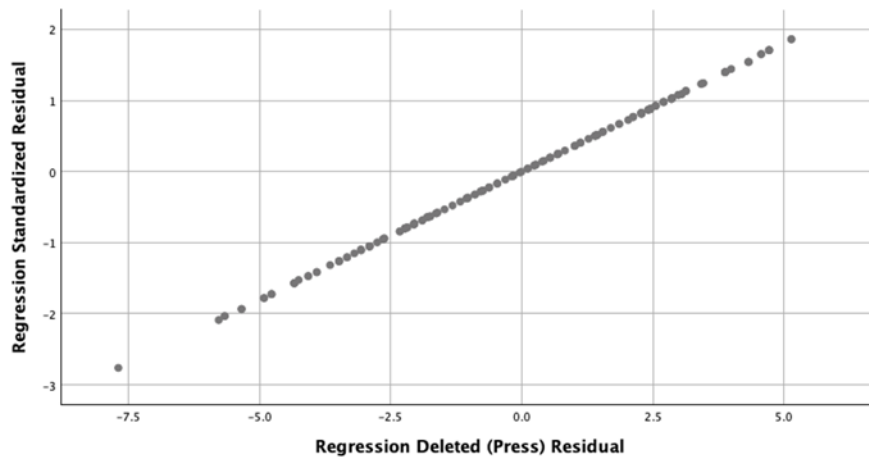


Figure 2: Scatterplot (Dependent Variable: Y Purchase intention).

The effect of the third independent variable perceived behavioral control (X perceived behavioral control) on willingness to buy (Y willingness to buy) was assessed as follows (Figure 3). The R-value is 0.354, the R-squared is 0.125, the adjusted R-squared is 0.121, and the standard error is 2.81925. The f-value in ANOVA is 28.790, with significance $p < 0.001$, which indicates that the model is statistically significant. The unstandardized coefficient B is 0.747 with a standard error of 0.070 and the standardized coefficient Beta is 0.354. The t-statistic is 5.366 with a significance $p < 0.001$, indicating that perceptual-behavioral control significantly and positively affects purchase intention. Tolerance is 1.000 and VIF is 1.000, still no covariance problem.

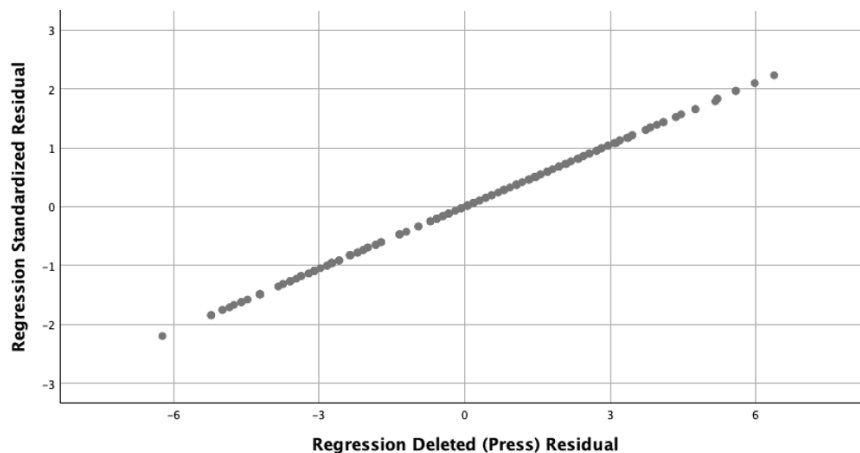


Figure 3: Scatterplot (Dependent Variable: Y Purchase intention).

Summarizing the above analysis and by conducting hypothesis testing, it can be confirmed that all three hypotheses H1, H2, and H3 are supported:

H1: Consumers' positive attitudes toward personalized new media advertisements positively affect their purchase intention.

H2: Consumers' subjective norms towards personalized new media advertisements positively affect their purchase intention.

H3: Consumers' perceived behavioral control positively influences their purchase intention.

Each of the independent variables statistically significantly predicts purchase intention and these results are consistent with the theory of planned behavior. Residual statistics and covariance diagnostics indicate that the model has a good fit with no significant prediction error or multicollinearity problems.

5. Discussion

TPB plays an important role in the process of this study and constructs a theoretical framework to analyze whether this kind of advertising will affect consumers' purchase intention. The development of this research can analyze whether consumers will buy products because they have received new media advertisements with unique characteristics. In the process of analysis, it is believed that personalized advertising will affect the TPB structure from many aspects, including perceived behavior, attitude, and so on. This is an innovative research method, that enhances the applicability of TPB, but it is insufficient in theoretical integration.

5.1. Attitude towards Personalized Advertising

In the study, know that if consumers can look at personalized advertising with a positive attitude, they will have a strong purchase intention. The results of this study show that it is necessary to enhance the personalization of advertisements in the process of guiding consumers to form good purchase intentions. At present, consumers are exposed to more advertising information, and only advertisements that meet personal needs and are easy to form resonance can produce good publicity results. This study proves that the attitude of consumers will change positively under the influence of personalized advertising, but because there are many assumptions in the study, there is no comprehensive quantitative research.

5.2. Subjective Norms and Social Influence

In this study, it is found that whether consumers can form a good response to personalized advertising is inevitably related to subjective norms. Consumers' intentions, feelings, attitudes and perceptions will be affected by a series of factors, including social networks, relatives and friends. At present, many people have fully felt that consumer behavior will be significantly affected by social media, which is roughly the same as the findings of this topic. This requires advertisers not only to set goals blindly when designing and producing advertisements but also to analyze the characteristics of the social environment.

5.3. Perceived Behavioral Control

Through research know that advertising exposure has strong autonomy, which can expose a large number of private information and cause adverse effects on consumers' purchase of products. In the digital scene, the accuracy of advertising positioning leads to the loss of privacy protection of a large number of data, which causes people's concern. For this reason, advertisers should not only implement

personalized advertising strategies, but also control information protection, to gain the trust of consumers, and the advertising effect will be better.

5.4. Addressing the Gap between Intentions and Actual Behavior

A notable limitation of this study is its focus on purchase intentions rather than actual purchasing behavior. While intentions are a critical precursor to behavior, the extent to which they translate into actual consumer actions remains an area for further exploration. This gap highlights a critical avenue for future research: longitudinal studies that track the progression from intentions to behavior. Such studies could provide deeper insights into the efficacy of personalized advertising in not just shaping intentions but also driving real consumer actions.

5.5. Theoretical Justification and Secondary Data Analysis

The study also emphasizes the theoretical justification for applying TPB in the context of personalized advertising. By clearly articulating the rationale for this approach, demonstrate the flexibility and relevance of TPB in understanding contemporary consumer psychology. This justification is crucial, particularly considering the evolving nature of advertising practices and consumer interactions in digital spaces.

Furthermore, considering the constraints in modifying the study design, a secondary analysis of the collected data is proposed. This analysis could further elucidate the interactions between personalized advertising and the TPB constructs, potentially revealing more nuanced relationships and interaction effects. Such an analysis would not only enhance our understanding of the current findings but also guide future empirical investigations in this domain.

5.6. Deeper Insights from TPB Application in Personalized Advertising

The application of TPB in understanding consumer behavior towards personalized advertising involves a complex interplay of beliefs and behavioral intentions. As Shanbhag et al. (2023) demonstrate, the TPB framework can effectively predict purchase intentions, particularly in cause-related marketing campaigns, which share similarities with personalized advertising in terms of targeting specific consumer segments with tailored messages.

The study by Shanbhag et al. identified a sense of satisfaction as a predominant behavioral belief influencing attitudes toward cause-related marketing. In the context of personalized advertising, a similar sentiment can be hypothesized. Consumers might derive satisfaction from receiving ads that are tailored to their preferences, enhancing the perceived value of the advertised product.

The same study noted that friends significantly shape normative beliefs. This insight is particularly relevant for personalized advertising, as social media platforms, where such advertising is prevalent, are inherently social spaces [9]. The approval or disapproval of one's social circle can considerably impact the effectiveness of personalized ads. Transparency was a key factor in controlling beliefs related to purchasing behavior. For personalized advertising, this translates into the need for clear communication about data usage and privacy. Consumers' perception of control over their data can significantly influence their response to personalized ads [10].

The TPB's ability to link beliefs to behavior is well-documented across various fields, including marketing and consumer behavior. It is so rich in functions that it can enhance TPB to get reasonable conclusions when studying personalized advertising. With the help of a large number of reflective and formative indicators, can more accurately grasp whether consumers will be affected by personalized advertising.

5.7. Practical Implications and Ethical Considerations

Shanbhag et al. focused on the significance of ethics for marketing activities. Although personalized advertising can produce good results, it is necessary to consider protecting consumers' privacy and improving data utilization. When using consumer data, marketers should not have selfish misconceptions, enhance transparency, maintain consumer data control, and make consumers trust themselves.

6. Conclusion

From the conclusion of the study, the three assumptions put forward above are all valid, which requires a positive attitude toward personalized advertising. Whether consumers can quickly make a purchase intention is related to perceived behavior, positive attitude, and Perceived Behavioral Control. Further grasp that a large number of personalized advertisements should be launched in the new media platform, which will positively affect consumers.

In the next stage of research, the relationship between consumer behavior and personalized advertising vertically, not only focusing on purchase intention but also on understanding the marketing effect of such advertising in digital scenarios. In the study of personalized advertising, an in-depth analysis of the relationship between TPB structure and formative indicators can grasp how personalized advertising leads to consumer behavior in a various situation. The theory of planned behavior can bring guidance to the research of personalized advertising and help to put forward reasonable opinions. Analyze the interaction among control, norms, behavior, and beliefs, so that marketers can develop more effective, ethical, and effective advertising strategies. In the next stage of research, it is necessary to analyze the impact of TPB formation indicators from a longitudinal perspective, so that researchers can make a reasonable explanation of consumers' response to personalized advertising in digital scenes.

The practical implications of the findings are significant for marketers and advertisers. Understanding how personalized advertising interacts with traditional TPB constructs can inform more effective and psychologically attuned advertising strategies. This understanding is particularly crucial in an advertising landscape increasingly dominated by digital platforms and personalized content.

In conclusion, this study makes a substantial contribution to the understanding of consumer behavior in response to personalized new media advertising, within the framework of TPB. However, the focus on intentions rather than actual behavior, and the need for further empirical exploration, underscores the dynamic and evolving nature of this research area. Future studies should aim to bridge the gap between intentions and behavior, offering a more comprehensive understanding of how personalized advertising shapes not only consumer attitudes and intentions but also their actual purchasing decisions.

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