Does Social Media Advertising Features Matter
An Investigation of Consumer Purchase Intention

Hafiz Wajahat Ali Shah[1], Imran Khan[2], Abdul Hameed[3]

[1] Research Scholar, Department of Management Sciences, The Islamia University of Bahawalpur, Bahawalnagar, Pakistan.

[2] Research Scholar, Department of Management Sciences, The Islamia University of Bahawalpur, Bahawalnagar, Pakistan.

[3] Assistant Professor, Department of Management Sciences, The Islamia University of Bahawalpur, Bahawalnagar, Pakistan, Email: abdul.hameed@iub.edu.pk

ARTICLE INFO	ABSTRACT
	Social media is continuously used as a platform for marketing and advertising. Firms have spent a lot of seasons, cash, and property on Social media ads. However, it is stimulating how Firms can prepare Social media advertising to engage and inspire consumers to purchase their brands, fortunately. This research aims to describe and check the key elements of Social media advertising that force anticipate the buy intention. The theoretical model was expected on the foundation of three factors from the expansion of the Unified Theory Acceptance and Use of Technology (UTAUT2) (Performance expectancy, Hedonic motivation, and Habit) along with Interactivity, Informativeness, and Perceived relevance. The data was composed using a questionnaire survey of 260 participants. The structural equation modeling (SEM) mainly sustained the current model's validity and the significant impact of Performance expectancy, Hedonic motivation and Interactivity, Informativeness, and Perceived relevance on purchase intentions. Confidently, this study will produce a set of theoretical and practical instruction on how marketers can successfully plan and apply their ads through Social media platforms.

Corresponding Author's Email: abdul.hameed@iub.edu.pk

1. Introduction

Social Media (SM) is improving day by day in our daily lives. SM users (such as Google+, Facebook, YouTube, Snapchat, WhatsApp, Twitter, Yahoo, Instagram, Imo, Interest, and Viber customers) have developed more interest and emotionally involved and attached (Alalwan, 2018). It is the revolution of our nature's communication, either with friends, family, or personal and registered firms. Indeed, these Channels Shows a new world or place where people firms and well Balanced Governments can Trading, Socially, Politically, and Skilled Fully Interlink with each other and Exchange Knowledge, Thinking, goods and service (Ackermann, Howick, Quigley, Walls, & Houghton, 2014). Unfortunately, Firms Internationally have Started thoughts about how using these Channels could help Attaining Consumers and Establishment a Strong Marketing Correlation with those Consumers. Through the SM, the Organization has the Unusual Marketing Process (I.E., Advertising, E-WOM, Customer Relationship Management, and Branding). In general, there is an explicit interest in the SM marketing channels of social networks in advertising both from researchers and professionals' position. Firms spend a large amount of money on advertising. This drive has some advantages. For example, in 2016, approximately $ 524.58 billion was invested in this target SM ads also engage at all levels (Lyashenko, Babker, & Kobylin, 2016). In 2016, both desktop and mobile SM channels spent $ 32.3 billion. Here is the question of the reliability of such campaigns from the organizations' perspective, Designing these SM ads and creating a problematic plan for marketers to face winning customers' challenges. In the same way, Jordan is one of the most sparsely populated countries in terms of the number of SM users and the particular interest that Jordan organizations invest in SM

marketing activities. According to a 2016 Pew Research Center study, the number of SM providers in Jordan has reached 7.2 million (Alalwan, Rana, Dwivedi, & Algharabat, 2017). Therefore, there is a tremendous challenge for Jordanian companies to tackle the efficient use and design of SM advertising (Rana, Ganguly, & Kumar Gupta, 2017). Because of their nature as an interactive and state-of-the-art technology (Web2.0), SM channels measure organizations' innovation power - customer communication. Compared to traditional mass advertising or online ads (That Are Used for Web 1.0 Applications), Organizations can communicate more informatively and attractively (bi-directionally) with their consumers. Therefore, SM channels could help companies realize various marketing goals, including raising consumer awareness, obtaining consumer information, improving customer perceptions, and attracting consumers for the actual purchase (Alalwan et al., 2017). An SM channel is a kind of internet ad. However, because Web 2.0, consumers can differentiate thoughts and experiences in dealing with SM advertising. This is also due to SM ads' nature as they give consumers more ways to improve (I.E., Liking, Re-Sharing, Commenting, Posting, and Learning) with the Targeted Ads (Tuten & Solomon, 2017). In recent years there is a need to carry out further investigation

Into such an event. Researchers must create significant measures to impact consumer feedback and views on SM channels (Watanuki et al., 1969). One of the main goals of using SM to support consumer decision making in advertising and communications. Therefore, this study aims to identify the key factors that could predict the customer's intention to buy goods advertised using SM ad channels. Besides, this study attempts to answer the following questions:

1. What is an appropriate conceptual model that can be adapted to provide a clear picture that embraces the most important aspects of SM advertising?
2. What are the critical factors associated with SM advertising that can predict customer buying intent?

2. Theoretical Foundation

Since mentioned before, SM advertising has an impact on predicting the importance of consumers and feedback. As a result, the Marketing Institute has shown great interest in analysis and considering issues connected to social marketing advertising (Ma, Yu, & Jiang, 2016). A browse is a look in Table 1. A large number of these studies confirm SM advertising's appropriateness and ability (Shareef, Mukerji, Alryalat, Wright, & Dwivedi, 2018). Mark won a further meaningful connection (Logan & Rabaey, 2012) Between Ads Value and Consumers' Aspects. However, (Logan & Rabaey, 2012) Negate the Impact of Provocation on The Advertising Value. As well, (X.-L. Wang et al., 2016), they can confirm the impact of informatics and the authenticity of advertising on consumer empathy. The same study found a good correlation between fast empathy goals and consumer purchase goals.

At the same time, entertainment and information have had a significant positive impact on the added value displayed by SM advertising. The HBT has been studied and measured by various studies (X.-L. Wang et al., 2016) as one of the critical expressions of consumer thinking, shape goals through SM, and act on marketing channels. In this case, the client's performance can be significantly improved by the user, often using SM in the report. This HBT is also handled in terms of reusing experience. This HBT can hamper the negative impact of using SM and improve positive feedback from these channels. Mobile social app users are more likely to follow this process if they're behaving, as usual, using applications known as "registered by the latest researcher, " (A.-R. Jung, 2017) studied the expectation of anticipating or avoiding targeted advertising's attractiveness to consumers. Stunning assertions have a strong negative impact on privacy and privacy in terms of perceived utility, ease of use, and SM advertising.

In the next step (Sharma, Al-Badi, Govindaluri, & Al-Kharusi, 2016), certificate of the effect of assistance on both sides and disposal of users. Statistically ensure the impact of aspects on SM advertising and customer feedback. The modest impact of age and gender on the relationship between SM advertising and consumer issues has not been recorded and attracted to purchase. Based on this analysis, it is clear that a conceptual model is needed to evaluate critical aspects of SM advertising (Kapoor, Collazo-Clavell, & Faubion, 2017).

Table 1
Studies That Have Examined the Related Issues of SM Advertising.

Study	Data Collection Tool	Factors Examined	Platform Targeted
Shareef at el. (2017)	Questionnaire	Entertainment, Informativeness, irritation, advertising value, and attitude	Facebook
Shareef et al. (2018)	Experiment And Quantitative Study	Hedonic motivation, deviation from source, self-concept, message Informality, experience message, and attitude to advertising	Facebook
Yang and He (2013)	Survey Questionnaire	User experience, mobile ad settings, mobile device adoption Technologies, technology-based assessments, credibility, and emotion Based Evaluations	Mobile SM
Lin And Kim (2016)	Survey Questionnaire	Concerns about innovation, privacy, and perceived usefulness, Perceived ease of use, ad settings, and intent to buy	Facebook
Saxena and Khanna (2013)	Questionnaire	Informativeness, irritation, and entertainment	Social Networking Websites
Logan and Rabaey (2012)	Online Questionnaire	Informativeness, Irritation, And Entertainment	Facebook Versus Television
Lee And Hong (2016)	Experimental Design And Online Survey Was Conducted Using The Google Forms Tool To Collect Data	Emotional attraction, Informativeness, creativity, confidentiality issues, Intention, empathy, attitudes, subjective norms and Purchase Intention	Facebook
C. Jung (2016)	Questionnaire	Perceived advertising value, Informativeness, entertainment, Advertising Premiums, Peer Influence, Invasiveness, Privacy Issues, Intention	Facebook
Du Ett (2015)	Self-Administered Structured Questionnaires	Access, duration of use, frequency of registration, duration of registration, profile Update incidence, gender, age, ethnicity, and intent to purchase	Facebook
Boateng and Okoe (2015)	Survey Questionnaire	Company reputation, attitude towards SM advertising, and consumer response	Not Identified
Mir (2012)	Survey Questionnaire	Advertising settings on social networks, information, Entertainment, business, value, click on an ad and purchase	Facebook, Myspace, And Linkedin
D. G. Taylor, Lewin, and Strutton (2011)	Questionnaire	Private label congruence, peer influence, information, entertainment Quality of life, structural time, invasiveness, data protection concerns, and attitude	Di Erent SM Platforms Were Considered (I.E., Facebook, Youtube, And Twitter)
He And Shao (2018)	Content Analysis	Moderation, social presence and communication E Ect	Not Identified
Can And Kaya (2016)	Online Survey	Perceived ease of use, psychological dependence, and HBT	Facebook, Myspace, Linkedin, Google +, Flickr, Twitter, And Youtube

A relevant analysis of the main body of literature Benefit for monitoring the dangerous role of natural and irrelevant impulses for customer feedback towards SM ads (Yu et al., 2015). Accordingly, two aspects since affecting the expanded unified theory of acceptance and technology (UTAUT2) are covered. As consumers from well-known behaviors in SM activities, HBTs are another factor in UTAUT2 that is guaranteed in current research models. However, other factors of UTAUT (I.E., price, promotion conditions, and chances of success) are not required in the current research model. The release of the easing policy they expected may be

due to the client's extensive experience in handling SM channels. This strategy is in line with the fact that because customers with the extra knowledge in trading current methods (such as SM), they can address the two factors that contribute to the situation and promote efforts. (Venkatesh, Morris, Davis, & Davis, 2003). Besides, the use of SM does not require customers to have a high level of facilities and support, which may be important.

Others Technologies like Internet Banking and Mobile Banking (Alalwan, 2018). The use of SM is free for the price. To see and read the SM advertising, The Consumer also carries no costs. As a result, customers could not be reached on SM pricing issues, and accordingly, the price value is not reflected in the new search model. SM is a Web 2.0 technology that is highly interactive (Alalwan et al., 2017) in (Fig. 1).

3. Literature View

- ***Perceived Relevance (PRR)***
- ***Performance Expectancy (PRE)***
- ***Habit (HBT)***
- ***Hedonic Motivation (HDMM)***
- ***Informativeness (INFR)***
- ***Interactivity (INTERC)***

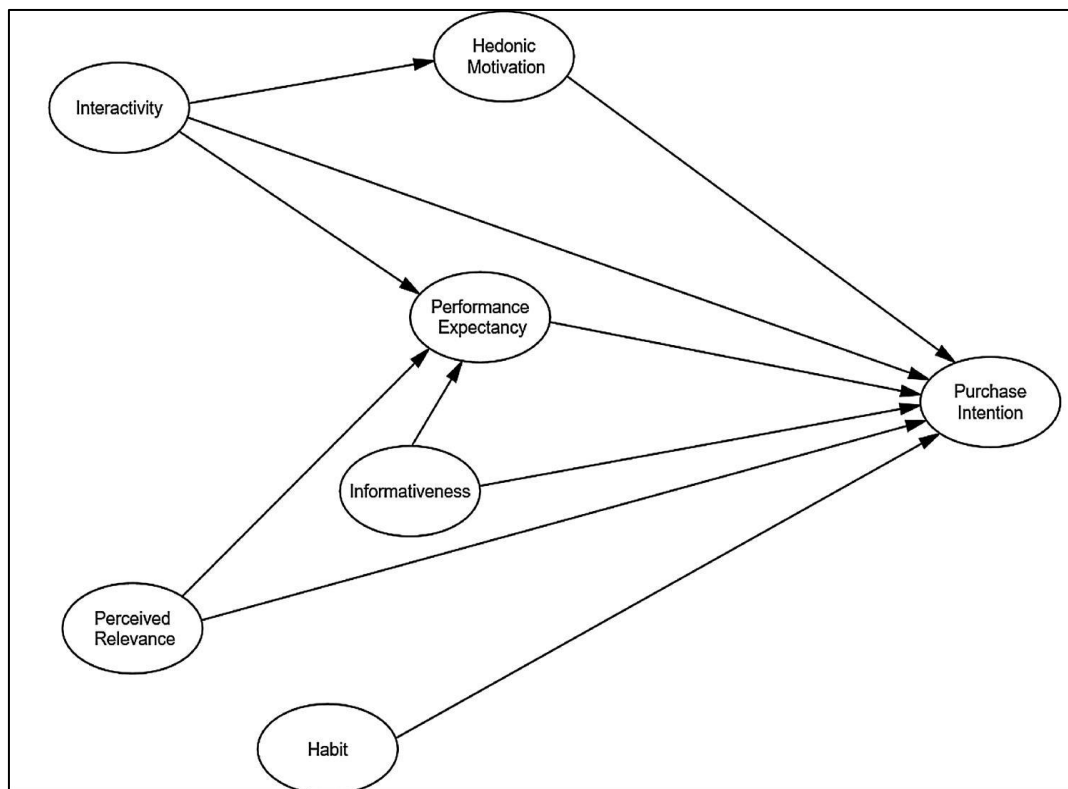*Variables are* adapted From (Park et al., 2002; Venkatesh et al., 2003).

Fig.1. Conceptual Model

3.1. Perceived Relevance (PRR)

At applying SM channels, the organizer can more intelligently adapt and adapt the type of news and content being published, based on their customers' preferences (Park et al., 2002). Clients were primarily codified to be real and happy when they perceive a certain degree of epitomes (X. Wang et al., 2014).

Table 2
Cronbach's Alpha Values and Descriptive Statistics (Mean and Standard Deviation)
*   Measurement Items*

Construct	Item	Mean	Std. Deviation	Cronbach's Alpha
Performance	PE1	3.8231	1.25795	0.76
Expectancy	PE2	3.6269	1.18356	
	PE3	3.6346	1.30678	
	PE4	3.5654	1.27931	
HBT	HB1	3.3577	1.32358	0.735
	HB2	3.3154	1.28571	
	HB3	3.5654	1.21745	
	HB4	3.3538	1.20399	
Informativeness	INF1	3.5615	1.23027	0.772
	INF2	3.6654	1.23321	
	INF3	3.9154	1.13243	
	INF4	3.9194	1.09633	
Hedonic Motivation	HM1	3.5846	1.29915	0.788
	HM2	3.6385	1.23965	
	HM3	3.8308	1.19935	
Perceived Relevance	PRR1	3.2692	1.31688	0.802
	PRR2	3.5154	1.30182	
	PRR3	3.3654	1.25555	
INTERC	INTER1	3.7308	1.21311	0.745
	INTER2	3.6423	1.14867	
	INTER3	3.65	1.16106	
	INTER4	3.6308	1.15004	
	INTER5	3.6615	1.26463	
Purchase Intention	PIN1	3.4654	1.2684	0.73
	PIN2	3.4423	1.21784	
	PIN3	3.4346	1.21745	
	PIN4	3.5231	1.33683	
	PIN3	3.4346	1.21745	
	PIN4	3.5231	1.33683	

According to (Hixson et al., 2010), relevance is described as "consumers believe that the goal is to be self-reliant or to actively achieve their personal goals and principles in any way for SM advertising, this document uses definitions (Roberts et al., 2016), have determined the impact that consumers have on the published ads, depending on the needs and preferences they have, for example, Unveiled the connection of personalization to the object of purchase of the consumer and to their beliefs and compensation. It has also been found that consumers are more likely to be involved in advertising when they realize that this advertising is related to their progress.

More recently (Zhu et al., 2016), the role of the identified connection concerning the goals of continuous consumer use has been analytically demonstrated by the meditative

character about personality-appreciation. By the before-brought conference, consumers may alive made to value SM advertisements positively and have more confidence in such advertisements when making their decisions when recognizing that the advertisements are appropriate for them objective and choices. Therefore, the following hypothesis assumes:

H_1: Perceived relevance will have a positive influence on the intention to purchase products in SM advertising.

Consumers feel that published advertisements are more interconnected. Which fit their desires, attractions, and options, they are well worth the advertisement and consider it useful. Relationship and helpfulness were confirmed early by Attested and Supported (Hart & Porter, 2004) to examine the elements that inspire the online system benefits treatment. Who argued that there is a positive correlation between the levels?

Considering what has been suggested regarding the concern of a recognized connection to increase the customer's value and helpfulness. Therefore, the following hypotheses assume like:

H_2: Perceived relevance will have a positive impact on the expected performance of SM advertising.

2.2. Performance Expectancy (PRE)

More attention has been paid in the digital arena. As singles come to new systems with more value, practicality, and opportunities to save time and effort, they are increasingly interested in choosing new methods (Alalwan et al., 2017). In SM advertising, if public agencies believe that targeted advertising is more useful and more important, they are more likely to be closed. Factually, maintaining utility as an equal element in anticipating consumer preferences such as attractiveness and intention to share. Another study, which looks at consumers' digital shopping, found that customer response and purchase goals at online shopping centers are widely expected to be in line with online ads. A New Study in 2016 Control by (P. Sharma et al., 2016) has provided more evidence that enhances the role of perceived values in consumer responses to SM advertising and buying intentions. More recently, it supports a good correlation between ad value towards SM ads and consumer reactions. Several studies determine the expectation of performance. This construct has been studied by many researchers using the UTAUT model. Several studies determine the expectation of performance. This construct has been studied by many researchers using the UTAUT model. This evidence shows that performance expectation is related to behavioral intent and usage in terms of technology adoption using the UTAUT model. Besides, student entrepreneurs in running a business believe that SM will improve their performance in operating their business. Using SM for business will undoubtedly help entrepreneurship students enjoy benefits such as improved productivity, efficiency, and time savings. Therefore, it is not surprising that student entrepreneurs use SM to run their online business. Accordingly, one hypothesis is as follows:

H3: The performance expectation will have a positive impact on customers' intention to buy advertising on social networks.

2.3. Habit (HBT)

Presented to (Gururani et al., 2012), Roles can be added as numbers for single people to work without learning. Because of their daily interaction with SM channels, people are more likely to be familiar with such platforms, and most marketing campaigns keep them (Liau et al., 2017). This, in turn, improves the level of consumer skills and awareness associated with these movements. Consumers seem to interact more with the latest programs and requirements when using such systems and applications HBT (Al-Samarraie, Teng, Alzahrani, & Alalwan,2018). Therefore, it may be evident that consumers who see ads on SM regularly are more likely to be impressed and react positively to such ads. The following hypothesis is, therefore, as follows:

H_4: The Habit will have a positive influence on the intention to purchase products in SM.

2.4. Hedonic Motivation (HDM)

Only the main 0ffering such was in UTAUT2 Regarded the responsibility of Hedonic Attraction. They adapt their new models to consumer references by adding the role of natural motivation and irrelevant motivation. Social channels have been reported more as a new entertainment venue (Alalwan et al., 2017) and (Hsu et al., 2008). Under the circumstances, consumers are being re-energized for SM advertising because of several degrees of originality and appeal (C. Jung, 2016; Yu et al., 2015). This adds to the higher level of INTERC available in such channels, thereby achieving the ability of consumers to interact with, participate in, (Liau et al., 2017) I freshly analyzed the impression of natural stimuli (performance) on SM ad rates and customer responses. Similarly, (C. Jung, 2016) Supports a good correlation between performance and customer responses to SM advertising. In contrast, HDM refers to the search for emotions such as happiness, enjoyment, and fantasy that are experienced during the shopping process. Therefore, consumers with a strong HDM seek to enjoy the process rather than the benefits of the purchased product. Although the impact of hedonic motivations on shopping was late compared to useful buying motivations, its importance has dominated researchers' attention. This is mainly because exploration-oriented consumers are influenced by hedonic aspects, which, if sufficiently stimulated, lead to an unplanned purchase of products. Accordingly, hedonic aspects are essential in viewing media for product browsing and trading. Although marketers typically offer web stores that fulfill all functional requirements due to their connection to shopping, it should be emphasized that they should not neglect escapist articles. Therefore, Hedonic Attraction could play a crucial role in anticipating customer attitudes and thinking about SM advertising and, based on this, the following hypothesis suggests:

H_5: Hedonic motivations will have a positive influence on the intention to purchase products in SM.

2.5. Informativeness (INFR)

The organization sack attached Informativeness (INFR) to produce sufficient knowledge to help consumers make purchasing decisions. As an emotional frame, consider proving a measure of character-assessment. This ability to establish an objective impact on workers' response is more closely related because it enables workers to check information and information provided psychologically (Yu et al., 2015). This important information role is seen in the digital business district. Who recommended the influence of this manufacturer on consumer actions? In the SM has been shown that there is a clear link between the information content and consumer action. Another study highlights the role of informatively in consumer position towards portable communication advertising. Further, (Yu et al., 2015) the positive role of informatics behavior in consumer attitudes towards SM ads and their intention to buy the merchandise featured in SM ads has been demonstrated analytically. Advertising information Refers to the ability of advertising to inform consumers about alternative product information that meets the needs and wishes of consumers with what manufacturers offer, thus making the market more efficient. Advertising Value describes the subjective, relative benefits of consumer advertising. Consumers are looking for online advertising to get the information they need to meet their usage needs, enabling them to solve specific problems or perform specific tasks. In transitional economies, the combination of limited brand knowledge and the relatively recent increase in product availability has increased product information demand. However, the product information is limited. As a timely source of needed and brought-after information, consumer-attracting advertisements can alert consumers and producers to certain products that seek information. This is one of the main reasons for using SM. All in all, the level of INFR of SM ads may overestimate the price of customers and increase their desire. Therefore, the following hypothesis suggests:

H_6: Informativeness will have a positive impact on the intention of customers to buy advertising in SM.

Social media channels allow advertisers to use more techniques and tools to customize advertising and information. This, in turn, turns consumer positions into useful and profitable

SM advertising (C. Jung, 2016). INFR is an essential ad serving attitude that significantly influences consumers' response to SM advertising. As more and more recovered and comprehensive information available for SM advertising, consumers may recognize such advertising as more useful life. Management information engineering plays a leading role in raising the awareness of customer ads price. The recognized value of the nature of information from the role of information. From the above discussion, it can be seen that an informative SM advertisement is more beneficial and more useful to the customer. Accordingly, the subsequent hypothesis designs:

H_7: Informativeness positively influences expected performance in SM advertising.

2.6. Interactivity (INTERC)

Interactivity (INTERC) is only a much relevant and essential condition among online and SM channels. Accordingly, this method has aroused great attract among professorate in allied fields. (Filo, Lock, & Karg, 2015; S. H. Jung & Ahn, 2005). Indeed, this active role in this fashion of technology broadens individuals' viewpoints and thus means further knowledge. Various researchers see it as the connection and communication process between people (Kelleher, 2009; Lin & Tsai, 2015). Other groups are part of technology, in which people relate to technical equipment (I.E., PC, Laptop, Smart Phone) (Koymen, Partyka, Subramanian, & Li, 2015). This is many studies that focus on the role of consumer interaction in a variety of technologies. For example, INTERC was noticed by (Fielding et al., 2005). It has had a significant influence on the customer's goal of using mobile communications. In his meeting work (Abdullah, Jayaraman, Kamal, & Md Nor, 2016), It is recommended to establish a strong relationship between the so-called interaction and consumer feedback on the return hotel website. Besides, the INTERC of the website has an incidental influence on customer action through social business websites. Therefore with (Xu et al., 2013), INTERC also plays an essential role in shaping consumer purchases online. When the site is less interactive, the customer does not trust the security of their online shopping (Hastings et al., 2012). Based on the above arguments, it can be argued that the INTERC existing in SM advertisements can form consumer purchases in SM advertisements. The following hypothesis therefore suggests:

H_8: Interactivity will have a positive influence on the intention of customers to buy SM advertising.

INTERC was also attached by Media Channel's Capacity to allow a punctual Reaction when INTERC in both commands as an actual-duration substitution of knowledge. This, in turn, increases the visible revenue and value of the target media channel. Consumers in the automation and SM areas do not physically list and understand the quality of the items presented, so the nature of the interaction is a decisive condition for the customer to identify the utilities and benefits associated with the product (Rasala et al., 2013). Besides, (Kim et al., 2013) It is suggested that the INTERC of the website plays an essential role in the thinking and display of online business workers (Whorf, 2012). It successfully demonstrates the statistical influence of INTERC on consumer's perceptions of e-commerce sites. The next hypothesis therefore suggests:

H_9: Interactivity will have a positive influence on the expected performance of SM advertising.

Such as a form of Web 2.0 system, SM is highly interactive, providing buyers with additional communication and participation space. It also adds to cognitive advantages the terms of use and compliance with SM ads. Following that conception, (Cyr, Head, & Ivanov, 2009) Introduce an experiment with negligence that serves the role of INTERC in improving customer recognition in the online market. INTERC is beneficial to consumers when they think of the sentimental link among online sorts.

H_{10}: Interactivity will have a positive influence on Hedonic motivation concerning advertising on social networks.

4. Methodology

Self-management tools are trying to add the information needed in a simple sample to potential consumers who have access to SM channels. Accurately, from November 2018 to January 2019, the necessary data were collected from major cities and universities in Pakistan. Responses are being extended to their workplace (i.e., colleges, universities, public sectors, and private companies). The responses were collected from students of the Islamia University of Bahawalpur and the University of Punjab. The managers of the banks were also respondents of this study. The main construction of UTAUT2 - the enthusiasm, behavior, and performance of hedonism. The foremost things in INTERC are also used in online digital branding. The measure has successfully passed the test in the area of SM ads. The scales of the current study was accepted to examine the results of the study. Finally, six projects were uploaded to measure purchase intention (see Appendix A). The main instrument items were measured using a seven-point Likert scale anchor that strongly disagreed with strong approval. To ensure an acceptable degree of reliability & validity advance to bear the foremost study, the professorate adjusted a pilot study of 260 questionnaires filled with managers and employees of different organizations and different universities with postgraduate and undergrad students. Most students report that language usage is clear, correct, and the length of the problem is reasonable for graduate and scholar students. All of these factors are also crucial for making the Cronbach alpha value higher than the recommended 0.70.

4. Results and discussion
4.1. Respondents' Profile and characteristics

Out of the three hundred students and employees of any organization participate, 260 completed the instruments, and their answers were creating to be valid or accept. 46.3% of those participants were female, and 54.7% male. The central gathering was within the age group of25–30(39.2%) and20–25 (33%), while a little group was for those whose age group was above 50 (10.3%). Monthly income is between 500 and 250 JOD, accounting for 35.3% of trusters, and approximately 31.2% of respondents have levels of 501 to 750 JOD. Most respondents were asked to have a better education level; 7.1% had a Ph.D., 61.2% had a bachelor's degree, and 23.2% had a master's degree. All respondents have at least one of the following SM channels: Twitter, Facebook, and Instagram. The highest participating contender in the Instagram account (71.2%) has one, 65.3% have a Facebook account, and a Twitter account (30%). Approximately 69.1% of respondents have accounted for all three channels.

4.2. Normality

The normality was investigated by using the skewness-kurtosis results shown in the AMOS 22.0 output file. The results demonstrate that all instruments with peak metrics do not exceed eight and their goodness is less than 3 (Hooper et al., 2008). Thus, there is no concern about the univariate norms to contribute to the current study data, and the data may be subject to further analysis (SEM) (Kline, 2005) structural equation modeling.

4.3. Descriptive statistics (mean and standard deviation) of scale items

All criteria used in this study were estimated by the mean and standard deviation. In Table 2, all the guarantee items that should be considered to have a meaning greater than 5 in the standard are listed. The false value below is 1.23. This means that current research participants are actively evaluating the advertising credibility of SM. Similarly, the meaning of the tool used is lower with the standard HB3 (5.4956). A value is exceeding 1.34. Therefore, respondents to current research samples may have a chronic nature of SM advertising. Respondents rated the information project no less than five and STD. The deviation value is not higher than 1.50. Similarly, most respondents believe that SM is both fun and interesting because everything in the don's passion has a value meaning more significant than 5 and 1. The purchase price is below 1.3. Sample respondents appear to be highly appreciated as aspects related to INTERC, and all items, in this case, have meaning above the value of 5 and an std. The deviation value is lower than 1.44. The three items used to measure the search term have

a value of less than five and an std. The value deviation will not exceed 1.22. Finally, the buyer sought out more than five items and a standard four items. The deviation value is lower than 1.11. Therefore, defendants seem to be interested in buying these products on SM ads. Before analyzing the SEM, it is necessary to study the reliability within the weighted amount. Therefore, the Cronbach alphabet tested all construction projects, as shown in Table 2. All building materials have a particular internal solid reliability.

4.4. Structural equation modeling (SEM)

The two stages of the structural equation modeling approach are considered in this study to be the correct analytical method for validating the proposed model and examining the study results. According to (B. M. Byrne, 2013), SEM allows researchers to experiment with multiple relationships related to observed variables (uncertainty) and potential structures that can be directed to the first phase of SEM: the measurement model (CF). SEM can verify the correlation between personal developments for the second phase of SEM: analysis of the model structure. Researchers can also test all issues related to a single dimension and establish effectiveness and reliability for each cause (Weston & Gore Jr, 2006). In the present study, the initial stage of the SEM (measurement model), the holiday festival model, the establishment of trust and reliability were tested. Then, the concept of the validation model and the test of the field trials are for the second phase: the structural model.

4.4.1. Model fitness

Several indices and Root Mean Square Error of Approximation (RMSEA)] Comparative Fit Index (CFI), [Goodness-of-Fit Index (GFI), Normed-Fit Index (NFI), Adjusted Goodness-of-Fit Index (AGFI), Chi-square/degrees of freedom (CMIN/DF), are measured to calculate the model fitness. As seen in Table 3, the first fit indices (CMIN/DF=2.121, NFI=0.740, CFI=0.841, and RMSEA=0.066) of the extent model did not create to be within their supported level, and this declares that the extent model does not acceptable fit the perceived data. Therefore, the model should be adjusted (B. M. Byrne, 2013). As recommended by (Alonso & Fuchs, 2006; F. J. Byrne, Oetting, Bethke, Green, & Chamberlin, 2010) the factor loading of modification and construct an item of the index was thoughtfully controlled. Then, it was possible items were removed from the model to figure out the most problematic items. The adjusted version of the test sample model has no items, all indices CFI = 0.923 GFI = 0.901, AGFI = 0.861, (CMIN / DF = 2.4066, NFI = 0.982, and RMSEA = 0.074) to reflect their proposed goals, as shown in Table 3.

4.4.2. Constructs validity and reliability

Both composite reliability (CR) and average variance extracted (AVE) were proved in the latest study (Gronemus et al., 2010). As seen in Table 4, AVE values are also their suggested level with a value greater than 0.50 and CR amounts for all written records as well as 0.70 (Gronemus et al., 2010). Additionally, all elements have a weight gain weight greater than 0.50. (Table 5). For full validity, the interrelationship value between all items is considered to be lower than the square root of AVE for each reason (Table 4).

4.4.4. Structural model

In the second phase, the structural model was shown to approve the model's concept. Regarding the evaluation model and experimental thinking, the structural model has been shown to be acceptable in observable data, as all approved indices are found within the recommended levels as follows: CMIN / DF = 2.4066; CFI = 0.989; GFI = 0.987; AGFI = 0.926; IFI = 0.989; RMSEA = 0.074.

4.4.5. Multicollinearity test

As shown in Table 6, the proposed model's independent factors have all the costs associated with the underlying causes (VIF) and are of no interest in multicollinearity. The truth is that Due to all VIF values that are set to be less than ten recommended (Diamantopoulos, Siguaw, & Siguaw, 2000).

5. Discussion

The purpose of this research is to find large-scale SM marketing that can search for consumer purchases. Organizations worldwide are spending a lot of money and trying to use SM channels to call their products. Therefore, people have been concerned about such activities' trends and how these activities are shared with more consumers. As discussed by (Abubakar, Khalid, Mustafa, Shareef, & Mustapha, 2017), SM advertising needs to be organized and designed in a way that reflects all the major issues that are designed to treat customers.

Table 4
Constructs Reliability, Validity, and Discriminate Validity.

Construct	CR	AVE	PIN	PE	HB	INF	HM	PRRINTER
PI	0.832	0.370	0.897					
PE	0.848	0.585	0.670	0.873				
HB	0.835	0.373	0.638	0.668	0.856			
INF	0.846	0.438	0.596	0.455	0.528	0.860		
HM	0.876	0.527	0.688	0.627	0.664	0.514	0.890	
PR	0.860	0.507	0.698	0.586	0.677	0.502	0.729	0.871
INTR	0.830	0.413	0.689	0.557	0.530	0.437	0.605	0.6330.843

Note: Diagonal values are square roots of AVE; off-diagonal values are the inter correlation estimates between the latent constructs.

Therefore, the completion of the examination of the primary literature group and the comparison of marketing SM leadership and advertising in this study to determine six variables (hope, demonstration, behavior, hedonic motivation, nude related, interactive, marketing purposes). Mainly based on features, statistical results, successfully established significant performance differences (0.55), hedonic motives (0.94), and purchasing efforts (0.46). This, in turn, helps predict the effectiveness of current research models. As shown in Figure 2, INTERC is an essential factor in predicting purchase intention. Besides, INTERC discovery has a problematic role in dealing with rapid performance and enjoyment enthusiasm. The means that if consumers engage a certain level of interaction with SM ads, they are more likely to find ads that are more useful and interesting, so they will be moved to the store or service that displays the ad. Therefore, consumers are mainly concerned with two-way communication, not just sending messages. (R. Sundar et al., 2014). More importantly, INTERC is more about consumer opinion by hurting them to show their conversations and feedback back to their experiences and perceptions of targeted advertising. (Jiang et al., 2010). Consequently, consumers have more unique experiences and are worthy of adhering to and compete with SM ads.
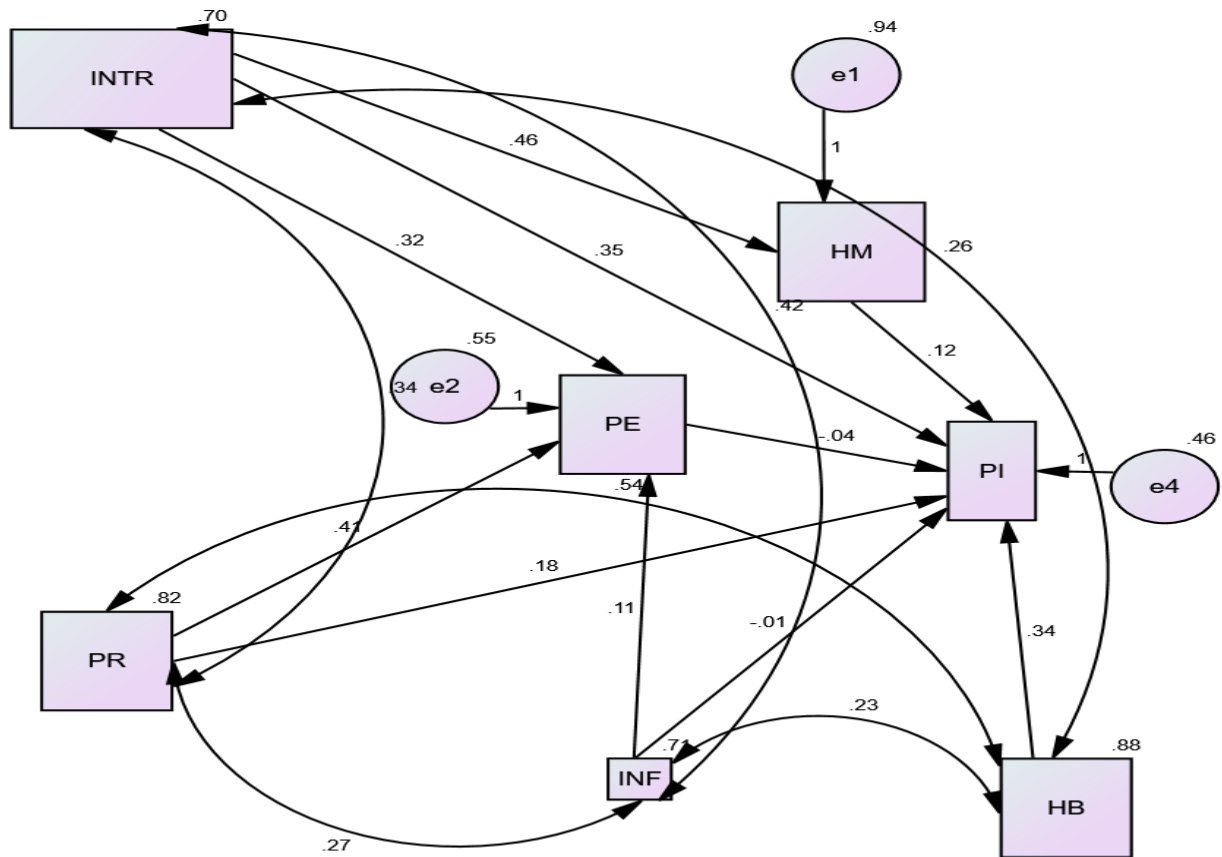
Fig. 2.Validation of the Conceptual Model.
Table 6
Regression Weights: (Group number 1 - Default model)

			Estimate	S.E.	C.R.	Label
HM	<---	INTR	.459	.072	6.360	***
PE	<---	INTR	.321	.073	4.425	***
PE	<---	PR	.411	.058	7.137	***
PE	<---	INF	.112	.069	1.622	*
PI	<---	HM	.116	.044	2.669	*
PI	<---	INTR	.345	.072	4.812	***
PI	<---	PR	.184	.068	2.703	*
PI	<---	HB	.340	.058	5.818	***
PI	<---	PE	-.044	.057	-.781	
PI	<---	INF	-.014	.064	-.216	

These results based on INTERC are similar to other studies exploring interactions. Customers purchase intention for predicting the INFR factor. Besides, it is heavily responsible for the impact of performance improvements. This means that when consumers see SM ads as a valuable source of information, buying goods is very encouraging. Consumers are often facing an SM path because it is the primary source of information for many types of services and products. Also, SM advertising is provided at a sufficient organizational level in content and customer-generated content due to more INTERC available on SM. It enables SM advertising to understand knowledge than any traditional media terminology better.

Moreover, SM advertising can give consumers with large timely, comprehensive, up-to-date knowledge in a large convenient way from the consumer's expectations; (R. C. Taylor, Page, Klein, Ryan, & Hunter, 2017).Accordingly, consumers are more responsive to control time

and try in the information research process (Roper, Logan, & Tierney, 2000). In the matched literature, many studies have helped the role of Informativeness, such as (Bale et al., 2016). The results of a recent study often highlight PR's importance in the role of consumers in PI. This means that as long as consumers believe that ads on SM adapt to their interests and preferences, they are more willing to purchase items displayed on SM ads. One of the major advanced features of SM channels is their capacity to enable firms to tailor and customize their message and advertising correctly depend on the consumer's behavior, features, demand, and benefits (Park et al., 2002). Therefore, firms are presently better to transfer their message and advertising to their address consumers.

Moreover, consumers who discover this advertising to be more matched to their demands will notice these advertising as more helpful and profitable. Dissimilar studies (Tang, Li, Liu, Zhao, & Zhang, 2016) help solve PR's role in the wishes and honesty of customers. Performance expectations show an impression of consumer expectations. To avoid this, consumers who find useful and more favorable SM ads are more likely to purchase these ads' trademark. Most importantly, the high level of information and INTERC in SM advertising increases consumer awareness of the consumer's advertising. Therefore, using current work findings that are currently considered relevant, it is also seen that consumers view SM advertisements as appropriate and are associated with their requests and developments. In turn, this also positively considers consumers' perceptions and attitudes toward SM advertising. As their research show by (Yu et al., 2015), HDM is a solution that indicates the purpose of the purchase. Companies have a responsibility to develop and plan advertising in a happier and more new way. Besides, the general nature of SM practices is carried out through a variety of new modifications, which in turn provides consumers with different and new experiences in these ways, giving them more entertainment and happiness. The role of overall ethical advocacy is about SM advertising or customers in the context. For example, (Shareef et al., 2018; Yu et al., 2015) this is a good confirmation of the inner work of forcing. Also, nature does not affect the target buyer. From a consumer perspective, nature is not a meaningful way to buy what is displayed in SM advertising. As with the results, it can be said that advertising information will lose its appeal and stability when repeatedly monitored by customers, such as (Campbell & Keller, 2003; Pechmann & Stewart, 1988; Tang et al., 2016). Found that customers always pay attention to the negative correlation between the scale of mobile email advertising and the power of ads. Think that creative ideas can influence remembering consumers; redrawing backlinks may violate customer concerns and purposes. (Kalayci & Kaya, 2016) Does not support the relationship between behaviors and behaviors and SM advertising.

5.1. Theoretical contribution

Implementing the most critical factor in the current study model has been shown. This model can give an essential and responsible theoretical contribution for researchers matched with a specific field's interest. At the opening, By (Hastings et al., 2012) model, three significant factors are more important. This is a job for (Hastings et al., 2012) model of current systems and applications with their applicability (SM ads and CPI). Moreover, the significant manufacture of subscriptions of the study is the extension of the latest affiliation. This INTEC's components were a questionnaire contributive operational accurate (PRE) and (HDM) advantage. Besides, this study has considered dropping the part of PRR and INFR in participating in PRE. Such affiliation takes been analytically confirmed, as showed in the results portion. Over action, this study was necessary to extend the theoretical scope of UTAUT2 and expand the latest arrangement about the central assumptions of SM ads and how these assume manage condition the consumer's intention and perception about SM advertisings.

5.2. Practical implications

Hence a functional point of view, the current study results provide a sign of essential issues that need to be the target audience who promotes SM advertising. For example, INTERC seems to be an essential mechanism that fosters hedonic enthusiasm, performance expectations, and purchasing intentions. Therefore, merchants need to encourage their customers to join ads in this context. Sellers need to inspire conversations between the company and the companies or their customers themselves, so many internal and high-quality information

can be used (Noeske et al., 2007). Using live text and chat rooms between customers and customer service teams can give customers more INTERC. Informatively was highlighted as another essential aspect in the present study. Inclusive and up-to-date information on all product sizes (especially the product, price, discount, delivery, and availability) should be found on SM ads (Foster et al., 2003). Advertisements should also focus on the value of the products they have reported.

In this case, any announcement message should be conscious and emotionally attractive to the consumers (Roper et al., 2000; Shareef et al., 2018). The aspects of thinking advocacy include lower costs, higher quality, customer guarantees, or guarantees. In contrast, the share of emotions related to customer feelings and related to the particular brand (i.e., affection, change, humor, and humor (Foster et al., 2003). Most importantly, different types of media (video, audio, graphic, images, and text) should be used to display information on SM ads (Foster et al., 2003). In the current study, customer preferences and interests are also predicted based on the roles they participate in. Using Survey can also help them identify critical aspects that attract a lot of customer attention, considering the factors that need to be considered in SM advertising. Foster et al. (2003); Park et al. (2002), as the current study shows, HDM is an essential aspect of SM advertising. As a result, merchants need to design ads in an advanced way to maximize the degree of service they find in this advertising. Such as brought up earlier, more INTERC can make customers more enthusiastic. Therefore, the interactive tools discussed above help sellers promote hedonic excitement. The use of multimedia blending (images, music, video, and audio) stimulates emotional customers' attention and correspondingly increases enjoyment motivation.

On the other hand, expected performance has a significant impact on the willingness to purchase. Therefore, salespeople should strive to make customers feel that these reminders are valuable and valuable in the decision-making process. Therefore, advertising should be more attractive, including the latest and most reliable information from a customer's perspective. Besides, greater interest in INTERC, informational, and relevance mechanisms means greater exposure to SM advertising performance.

6. Conclusions

The topic of SM advertising is the goal of researchers and marketing practices. Therefore, the study was conducted to address the current understanding of SM advertising's key aspects and the impact of these purchases on customers. A careful study of the relevant literature represents six major things (predictive success, hedonic stimulation, behavior, interaction, information, and perceptual relevance) as precise predictors in the transformation. Information from current research was composed of Jordan testing survey questions. Subsequently, 260 complete and valid acknowledgment were selected for further SEM investigations. The model has been efficient in tracking the 0.52 breakthroughs that customers have purchased. Five aspects, performance expectations, hedonic support, INTERC, formidability, and related relevance, have a significant impact on the purpose of customer purchases. INTERC also emphasizes the critical role of promoting performance and enjoyment enthusiasm. Besides, statistical evidence provides conclusive evidence of the importance and importance of playing a role in performances. After that, discuss and discuss the results based on fair surveys and the results of past SM advertising. The previous sections also mention some practical and theoretical implications. The final section focuses on limiting the main limitations of this study and the essential directions that need to be addressed in future researches.

6.1. Limitations and future research directions

While here study has fortunately explained the key elements that influence people's views and behaviors on SM disclosure, there are many limitations to research that can be considered shortly. For example, behavioral HBTs (image description, technical preparation, community, marketing mix, privacy issues) do not advise present research. Therefore, it may be beneficial if future-focused research will provide these aspects. In contrast, the study did not consider demographic elements (gender, age, employment stage, education stage). Therefore, it is best to minimize the impact of these elements in future research. This study relies solely on the data collected in the questions. However, it is necessary to analyze behavior and customer internals

through SM platforms. New methods may be needed to collect SM data and use the internal review to analyze the data. In the future, students can use such methods and strategies to understand better their perceptions, collaborations, and behaviors about SM advertising. In this study, SM ads on many SM platforms (eg, Facebook, Twitter, and Instagram) do not necessarily reflect these channels' impact on present research models. Upcoming research may inspect the differences between these different platforms.

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