

## The Influence of Social Advertising on Consumer's Online Purchase Intention: The Mediating Role of Brand Loyalty

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### Abstract:

Social media advertising plays a crucial role in brand development within consumer awareness, influencing purchase intentions, and is emphasized and utilized by businesses in their strategies. The objective of this study is to analyse the impact of social media advertising on consumers' purchase intentions in Ho Chi Minh City. The research employs two main methods: qualitative and quantitative. Data was collected from 656 consumers living in Ho Chi Minh City. The results show that there are six factors - entertainment value, informativeness, celebrity endorsement, interactivity, trust, and brand image of social media advertising - that affect consumers' online purchase intentions in Ho Chi Minh City through the mediating variable of loyalty. Based on the research results, several solutions are proposed to help businesses realize that social media advertising can enhance their sales and potentially achieve brand loyalty from consumers.

**Keywords:** social media advertising, purchase intention, loyalty, entertainment value, informativeness, trust.

**JEL Classification:** L86, M15, O32.

## Introduction

According to the latest report on Measuring Digital Development, 97% of the world's population currently lives within range of a mobile signal, and 93% (or more) within 4G network coverage (International Telecommunication Union, 2019). Therefore, most businesses in Vietnam, in particular, and around the world in general, are focusing on engaging in digital transformation and customer experience strategies in the technological era. Millions of internet users worldwide are now relying on social networks. Social media initially gained popularity as a platform for social interaction and global communication. However, as its user base expanded, businesses started to recognize its potential as a powerful marketing tool (Alalwan, 2018). Compared to traditional media, social media marketing emerged as a more convenient and cost-effective option. Marketers quickly adapted to this shift, leveraging the unique opportunities that social media platforms provided (Alalwan et al., 2017).

The social media advertising market has become the second-largest digital advertising sector in the world, with revenue reaching \$97.7 billion in 2020. This accounted for 27.5% of the total digital advertising market. Forecasts indicate that global revenue from this sector will rise to \$138.4 billion by 2025 (Statista, 2020). It is predicted that social media advertising will have the highest mobile market share segment by then (Statista, 2020). According to the Digital 2022 Global Overview Report, the weekly online shopping rate of internet users in Vietnam ranked 11th in the world, with a rate of 58.28%, nearly equal to the global average (We Are Social, 2022). Marketers have leveraged the availability and development of technology along with the responsiveness and trend of social media usage among consumers. With a large number of users and high engagement levels, social media not only helps in connecting but also serves as an ideal environment for advertising and marketing activities. It allows users not only to view and access information but also to share and create diverse content privately and publicly through networks of friends, followers, and users (Chen et al., 2018).

According to eMarketer's report, global social media advertising spending will reach \$147.2 billion in 2024, up 13.2% from 2023. This is the second-highest growth rate among advertising channels after paid search (14.5%). Facebook remains the largest social network in the world by advertising spending, projected to reach \$65.3 billion in 2024, accounting for 44.5% of the global market share. This is followed by YouTube with \$24.3 billion (16.4%) and Instagram with \$15.6 billion (10.7%) (Ethan Cramer-Flood, 2024).

Online social media advertising has the ability to reach a large number of consumers quickly and effectively. The flexibility and variety of ad types on these platforms enable businesses to capture and implement effective business strategies. At the same time, it helps consumers become more aware of the brand, product, or service of the business. With the strong impact of online advertising between users and businesses, the number of internet users and online shoppers after viewing ads on social media shows that social media advertising has become essential in businesses' advertising strategies as more and more people worldwide access the internet through computers and especially smartphones. Therefore, conducting research on "The Influence of Social Advertising on Consumer's Online Purchase Intention: The Mediating Role of Loyalty" can help businesses realize that social media advertising can help them increase sales and potentially achieve brand loyalty from consumers.

### 1. Literature Review

The Theory of Planned Behaviour (TPB) is a psychological framework that connects an individual's beliefs with their actions. According to TPB, three key components - attitude, subjective norms, and perceived behavioural control - collectively influence a person's intentions to engage in specific behaviours (Ajzen & Fishbein, 1975).

Drawing from the theory of reasoned action, TPB suggests that when an individual holds a positive attitude toward a behaviour and perceives that important others expect them to engage in that behaviour (the subjective norm), their intention to act is strengthened. Consequently, this increased intention boosts the likelihood of them actually performing the behaviour. Intention is a fundamental consumer behaviour involving the motivation to perform an action based on the consumer's prior evaluation (Nsairi et al., 2012).

Purchase intention is the psychological state of the customer where they intend to make a specific purchase in the near or distant future (Kotler & Keller, 2016). Purchase intention refers to the tendency or desire of consumers to buy a product or service (Li et al., 2022). Understanding customers' purchase intentions allows companies to tailor their marketing strategies to better engage their target audience, ultimately driving sales (Agrawal & Trivedi, 2021). Numerous studies have explored the relationship between social media marketing and purchase intention, with many reporting positive correlations (Ermini & Zeqiri, 2021; Jamil et al., 2022). A study by Swathi and Linus (2022) highlights that social media marketing enhances customer-business engagement.

Additionally, several studies have applied bibliometric analysis in the fields of marketing and purchase behaviour. For instance, Li & Hassan (2023) analysed the current research landscape on Generation Z's purchasing habits, outlined the progression of studies on their buying behaviour, and identified key areas of research interest. Moreover, Wu et al. (2022) identified five prominent research themes in integrated marketing communications, including IMC theory and models, brand communication, media investigation, consumer analysis, and marketing. However, these studies employed VOSviewer for topic exploration rather than Latent Dirichlet Allocation (LDA) techniques.

Online social media advertising is a marketing method that uses social media platforms to deliver advertising messages to users. It involves using social media platforms to send brand messages to consumers through posts, images, videos, and other content formats, aiming to enhance brand awareness and drive purchasing behaviour (Tuten & Solomon, 2017). Ashley & Tuten (2015) emphasize that social media advertising combines creative content with specific targeting techniques based on user data, allowing brands to interact with consumers in a personalized and measurable way.

## 2. Research Hypothesis

### Entertainment

Entertainment value refers to the emotional appeal it brings to users when viewing advertisements. Research by Tsang et al. (2004); Ashmawy (2014) has shown that the entertainment factor in online advertising positively affects perceived value and consumer attitudes. Enjoyment and engagement when interacting with media can have a positive impact on personal perceptions and mood (Nguyen Duy Thanh et al., 2013). Entertainment services can increase customer loyalty and provide value to them.

Therefore, integrating games and rewards into advertising campaigns is considered an effective method to attract and retain customers. These features can build good relationships with customers and help them become more familiar with the advertised service or product. Advertisements with high entertainment value will attract viewers, enhance positive attitudes towards the product, and increase purchase intentions. The entertainment strength of advertisements lies in their ability to capture consumer attention (Arora & Agarwal, 2020).

Entertainment in advertising is the ability to generate positive consumer attitudes by evoking joy and emotions (Nabila & Achyar, 2020). Media channels that are highly entertaining tend to benefit users by encouraging more frequent usage (Dehghani et al., 2016). Research by Hashim et al. (2018) demonstrated that entertainment positively impacts attitudes toward advertising, with respondents linking entertainment to leisure, joy, and happiness. Similarly, Brolin & Spångby (2020) found that social media advertising can effectively shape consumer attitudes if the entertainment value is high enough.

Entertainment is a crucial aspect of social media marketing, used to create positive consumer experiences through games, photos, contests, and videos (Cheung et al., 2019). These entertaining experiences help build brand awareness and loyalty by providing memorable and enjoyable interactions (Barger et al., 2016). Entertaining content not only enhances consumers' attitudes toward a brand but also increases their likelihood of revisiting the brand's website (Raney et al., 2003). Additionally, such content motivates consumers to share it and fosters positive brand attitudes (Ashley & Tuten, 2015). As highlighted by Gallagher & Ransbotham (2010), entertainment plays a vital role in influencing consumer attitudes, making it an essential element in social media marketing.

H1: Entertainment value positively affects consumers' online purchase intentions regarding social media advertisements.

H2: Entertainment value has a positive impact on brand loyalty.

### Information Value

The information factor refers to the ability to effectively provide relevant information to consumers, i.e., the amount of information they gain from advertisements. This is crucial in social media advertising, as customers often seek additional information about products they are interested in (Nguyen Duy Thanh et al., 2013). The information provided by advertisements affects customer satisfaction and purchase decisions and is considered a key factor for customer acceptance of advertising (Goldfarb et al., 2011). Information-seeking explains why people use brand-related content, and information is thus regarded as a significant element in marketing. Useful information available from companies and businesses plays an important role in the digital commerce sector and directly affects customer attitudes (Gao & Koufaris, 2006). Similarly, the positive impact of information on consumer responses to social media advertising has been tested through various experiments (Chen et al., 2016), demonstrating the positive effect of information on consumers' willingness to purchase products presented in social media advertisements.

Information value is a crucial factor in marketing, as consumers generally respond favourably to advertisements that offer valuable information. From a consumer's perspective, social media advertising is perceived as useful and effective because the information it provides greatly influences their attitudes. Informativeness, as a key aspect of social media marketing, involves delivering relevant details about products or services to assist customers in making informed purchase decisions (Rotzoll & Haefner, 1990; Sharma et al., 2021). By offering sufficient information through various media channels, brands can facilitate better buying decisions for their target audience (Kang et al., 2020).

The informativeness of advertising logically attracts consumers and shapes their responses toward a brand (Lee & Hong, 2016). This not only positively impacts consumer behaviours and perceptions but also enhances loyalty and strengthens brand relationships (Blanco et al., 2010). Social media platforms like Instagram and Twitter are commonly used by companies to boost consumer engagement and foster brand loyalty (Arli, 2017). Thus, the hypothesis proposed is:

H3: Information has a positive impact on consumers' online purchase intentions regarding social media advertisements.

H4: Information value has a positive impact on brand loyalty.

### Celebrity Endorsement

Celebrity endorsements play a significant role in attracting consumers and boosting a company's profits. When a celebrity admired by the target audience endorses a brand, it can effectively capture attention and enhance the brand's recall value. Celebrities are particularly skilled at creating awareness and drawing attention to a brand or product, and their association with a brand often enhances the product's image, aligning it more closely with consumer expectations (Roozen & Claeys, 2010).

In the 21<sup>st</sup> century, the influence of celebrities in marketing and advertising has become increasingly important. Celebrities serve as brand ambassadors, spokespersons, or representatives, providing a powerful communication tool for marketers to engage with consumers. The use of celebrity endorsements has been a common strategy in print and television advertisements, and with the rise of social media, this strategy has transitioned seamlessly into digital platforms. Today, celebrity endorsements are prominently featured in social media advertisements, reflecting the shift from traditional to modern advertising tools (Statista, 2017).

Celebrity endorsers are known for their achievements outside the products they endorse. Multinational corporations use celebrities to gain popularity and recognition, motivating consumers to purchase their products (McCutchen, Lange, & Houran, 2002). Celebrities are chosen for their popularity, likability, and attractiveness, which draw attention to advertisements (Erdogan et al., 2001). However, over-endorsement or a decline in a celebrity's reputation can negatively impact the endorsed brand (Hassan & Jamil, 2014). Despite potential risks, brands use celebrities primarily to attract and persuade consumers (Erdogan et al., 2001).

H5: Celebrity endorsements positively affect consumers' online purchase intentions regarding social media advertisements.

H6: Celebrity endorsement has a positive impact on brand loyalty

### Interactivity

Interactivity is a key indicator of user interest and engagement with various forms of advertising. It serves as a powerful tool for individuals to communicate effectively, breaking down barriers of distance and time. In the online environment, interactivity enables users to engage in creative and entertaining activities, transforming the way they perceive and respond to advertisements (Tran & Thanh, 2017). Some researchers view interactivity as a process of communication between individuals (Men & Tsai, 2015), while others argue that it involves interaction with electronic devices such as computers, laptops, and phones (Oh & Sundar, 2015). Beyond simply conveying information, the Internet facilitates the development of shared symbolic meanings and enhances interpersonal communication (Sook Fern Yeo et al., 2020).

Interactivity plays a significant role in shaping users' purchase intentions, particularly in the context of social networks and mobile commerce. Social media influences all stages of the consumer decision-making process, affecting general opinions and attitudes (Yaakop et al., 2013). In social media marketing and advertising, delivering highly interactive messages, especially from influential figures, can greatly impact consumer attitudes toward advertisements (Nguyễn Duy Thanh et al., 2013). The interactive nature of social media advertising is characterized by two-way communication between businesses and customers, as well as interactions among customers themselves (Goldfarb & Tucker, 2011). Consequently, the level of interactivity in social media advertising can significantly influence consumers' desire to make purchases.

Interactivity is vital in social media marketing, where two-way communication between firms and clients is essential (Hoffman & Novak, 1996). Research indicates that interactivity not only increases customer attention toward technologies but also enhances brand loyalty (Jun & Yi, 2020). Social media channels effectively reinforce interactions between firms and consumers, thereby boosting brand loyalty (Han et al., 2019). Interactive posts shared on social media have been shown to improve brand engagement and loyalty (Islam & Rahman, 2017). Based on these insights, the following hypotheses are proposed:

H7: Interactivity positively impacts consumers' online purchase intentions towards social media advertising.

H8: Interactivity positively impacts brand loyalty

### Trust

Trust has been a focal point of research across various fields, including psychology, sociology, and economics. In psychology, studies on trust often concentrate on individual characteristics that contribute to trust, while in sociology, the focus is typically on the organizational structures that sustain trust (Liang Wang et al., 2014). In the marketing domain, trust is defined as a mental state where an individual is willing to accept vulnerability based on positive expectations regarding others' intentions or the reliability of exchange partners (Kim et al., 2012).

Consumers often assume that advertisements are consistent with the standards of the websites where they appear (Aguirre et al., 2015). As a result, when web users trust a particular website, they are likely to extend that trust to the advertisements displayed on it. Social media advertisers capitalize on this by implementing strategies



such as relying on the credibility of specific websites or using signalling techniques to foster additional trust in their ads, thereby enhancing click-through rates (Aguirre et al., 2015).

In real-world scenarios, consumers frequently face challenges when purchasing products or services on social media from unfamiliar sellers, particularly when they cannot physically see or touch the product. In such instances, trust becomes crucial in helping consumers overcome perceived risks and insecurity (Limbu, Wolf & Lunsford, 2012).

Research has demonstrated that brand loyalty can be significantly enhanced through brand trust. Brand trust is defined as consumers' perceptions or beliefs regarding a brand's capability to fulfil its promises (Chaudhuri & Holbrook, 2001). Trust involves creating an emotional connection between consumers and businesses, fostering positive emotional bonds through signals of care, concern, and connection (Casaló et al., 2007). Trust is widely recognized as a critical catalyst in both transactional and non-transactional relationships (Cheah et al., 2020b). Moreover, Casaló et al. (2007) found that consumer engagement in brand communities can strengthen the relationship between brand trust and brand loyalty. Therefore, when cinemas consistently provide accurate information on social media platforms, it is expected to build consumer trust, which in turn fosters sustained loyalty. This underscores the mediating role of brand trust in the context of cinemas. Based on these insights, the following hypotheses are proposed:

H9: Trust positively impacts consumers' online purchase intentions towards social media advertising.

H10: Trust positively impacts brand loyalty.

### **Brand Image**

Brand image refers to the perception that consumers hold of a product and how the market interprets its characteristics (Chatterjee & Basu, 2020; Gabrielli & Baghi, 2016). This image is shaped by all consumer experiences and the perceived quality of service, which are directly influenced by these experiences. As such, customer perceptions of service quality play a critical role in forming and maintaining a brand's image (Aydin & Ozer, 2005). When consumers evaluate products before making a purchase, they often rely on brand image as an external cue to inform their decisions (Aghekyan et al., 2012). Moreover, a positive brand image has been shown to significantly enhance purchase intentions (Wang & Tsai, 2014), leading consumers to purchase branded products online more frequently (Tortlak et al., 2014). The characteristics of a brand image should be viewed as long-term objectives that evolve into valuable assets, driving the success of a business. Empirical evidence suggests that both brand image and purchase intentions can significantly influence electronic word-of-mouth (eWOM) across different contexts. Therefore, marketers must be innovative and sensitive to customer attitudes and desires to effectively shape and leverage brand image.

Self-brand image congruency refers to the alignment between a brand's personality and the consumer's self-concept, which increases brand preference and loyalty (De Vries & Carlson, 2014). Brand personality involves transferring human traits to a brand, considering the target group's demographics and needs. Consumers form strong emotional ties with brands that reflect their own personalities. A positive brand image enhances competition and encourages repeat purchases (Nisar and Whitehead 2016). Studies show that consumers are more loyal to brands that match their self-image, reinforcing personal identity (Phua & Kim, 2018). Businesses use social media to understand and cater to their target groups' self-brand image congruency, boosting brand attitude and purchase intention (Lee et al., 2018). The following hypotheses are proposed:

H11: Brand image positively impacts consumers' online purchase intentions towards social media advertising.

H12: Brand image positively impacts brand loyalty.

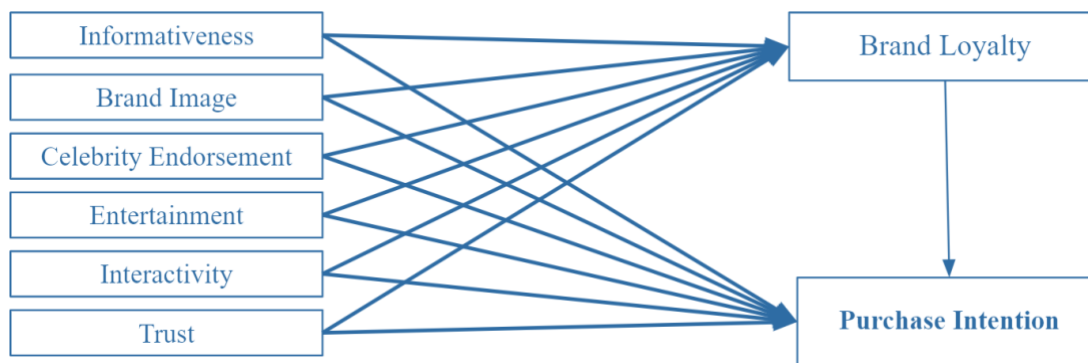
## Brand Loyalty

Brand loyalty is one of the most extensively studied topics in the field of marketing. Early literature describes brand loyalty as the positive feelings that customers have toward a particular brand and their willingness to continue purchasing its products or services over the long term (Fullerton, 2003; Gil et al., 2007). According to Yoo & Donthu (2001), brand loyalty is evident when a customer consistently chooses a specific brand as their primary preference over competing options.

Two main approaches have been proposed for conceptualizing brand loyalty: behavioural loyalty and attitudinal loyalty. Behavioural loyalty is characterized by a consumer's repeated purchasing behaviour, reflecting their consistent choice of a brand (Chaudhuri & Holbrook, 2001). On the other hand, attitudinal loyalty is measured by a customer's predisposition toward a brand, which is based on psychological factors such as brand preference and positive perceptions (Bennett & Rundle-Thiele, 2002). While behavioural loyalty is evident in repurchase actions, attitudinal loyalty is demonstrated through a deeper, psychological commitment to a brand.

H13: Brand image positively impacts purchase intention.

Figure 1: Research model



## 3. Research Methodology

Mixed research methods, encompassing both qualitative and quantitative approaches, are employed to achieve the research objectives. Qualitative research is conducted to identify factors of social media advertising that influence online purchase intentions and to refine the questionnaire. Data collection in qualitative research is carried out through focus group discussions. Participants in the discussion include 10 customers selected using the snowball sampling method, each with over a year of online shopping experience. The discussion is moderated by the author with a guided discussion outline. The qualitative research results indicate that social media advertising significantly impacts their online purchase intentions.

Additionally, the measurement scales in the study are adjusted to align with the respondents' perspectives. The next step involves designing the questionnaire to conduct quantitative research. The survey targets customers with online shopping needs and a relatively good understanding of e-commerce. According to Hair et al, the sample size must be at least five times the number of observed variables to ensure the accuracy of the research results. Tabachnick & Fidell (1996) suggest that sample sizes correspond to research outcomes as follows: 50 is very poor, 100 is poor, 200 is fair, 300 is good, 500 is very good, and 1000 is excellent.

Therefore, the sample size for this study is 400. To achieve the research objectives, a non-probability sampling technique, specifically judgmental sampling, is used. Since the study delves into the e-commerce field, applying judgmental sampling allows for the selection of survey respondents who are well-informed about the research topic, facilitating easy sample expansion.

## 4. Research Results

### 4.1. Descriptive Statistics

Gender: The sample size consists of 291 males and 343 females out of the total observed sample. Males account for 46% and females 54%. This demonstrates that the gender gap in this study is not significant and is fairly balanced. This indicates that there is equal attention and no significant difference in online shopping intentions between the two genders. Age: The study was conducted in Ho Chi Minh City with a sample size of 634. Among them, 369 people are in the age group of 18-24, making up the highest percentage at 57.6%. This is followed by the age group of 25-30, with 155 people accounting for 24.6%. Next are those under 18 and over 30, with 59 and 51 people, respectively.

Based on these results, we can conclude that the primary respondents and those with online shopping intentions are in the 18-24 age group. This group primarily consists of young people who enjoy shopping, appreciate convenience, and are knowledgeable about online shopping. Income: The group with an income of 10-30 million VND accounts for the highest percentage, with 313 people, making up 48.6%. Next is the group with an income under 10 million VND, consisting of 200 people, accounting for 30.3%. The lowest group is those with an income over 30 million VND, with 121 people, accounting for 21.2%.

Table 1: Demographic distribution

	Demographic Factor	Percentage Distribution
Age	18-24 years old	57.6%
	25-30 years old	24.6%
	Under 18 years old	9.6%
	Over 30 years old	8.2%
Gender	Men	46%
	Women	54%
Income	Under 10 million VND	30.3%
	10 - 30 million VND	48.6%
	Over 30 million VND	21.2%

### 4.2. Measurement Model Testing

#### Convergent Validity and Reliability

The evaluation of the convergent validity of latent variables involves assessing the Outer Loading coefficients and the Average Variance Extracted (AVE). According to Fornell & Larcker (1981), the AVE value must be equal to or greater than 0.5 to be considered acceptable. This threshold indicates that the latent variable can explain more than half of its variance on average. If the AVE is below 0.5, the factor or latent variable is usually considered for removal from the research model.

In addition to convergent validity, the reliability of the measurement scale is evaluated using Composite Reliability (CR) and Outer Loading indicators. To confirm the reliability of the model, the CR should exceed 0.7, and the Outer Loading for each indicator should also be greater than 0.7 (Hair et al., 2014).

The analysis results show that all factors in the model meet the required standards: AVE values are greater than 0.5 (ranging from 0.529 to 0.862), CR values are greater than 0.7 (ranging from 0.849 to 0.974), and Outer Loading coefficients exceed 0.7 (ranging from 0.701 to 0.95). Thus, all factors meet the requirements for both reliability and convergent validity.



Table 2. Results of the scale validation for the concepts

Factor	Observed variables	Outer Loading	Cronbach's Alpha (CA)	Composite Reliability (CR)	Average Variance Extracted (AVE)
BI	BI1	0.846	0.821	0.874	0.582
	BI2	0.767			
	BI3	0.761			
	BI4	0.71			
	BI5	0.724			
BL	BL1	0.775	0.844	0.889	0.616
	BL2	0.817			
	BL3	0.802			
	BL4	0.747			
	BL5	0.78			
CE	CE1	0.807	0.863	0.901	0.646
	CE2	0.882			
	CE3	0.835			
	CE4	0.768			
	CE5	0.716			
ENT	ENT1	0.817	0.863	0.902	0.648
	ENT2	0.866			
	ENT3	0.758			
	ENT4	0.829			
	ENT5	0.748			
INF	INF1	0.902	0.927	0.945	0.775
	INF2	0.919			
	INF3	0.898			
	INF4	0.787			
	INF5	0.89			
INT	INT1	0.701	0.778	0.849	0.529
	INT2	0.707			
	INT3	0.727			
	INT4	0.744			
	INT5	0.764			
PI	PI1	0.94	0.968	0.974	0.862
	PI2	0.929			
	PI3	0.93			
	PI4	0.906			
	PI5	0.913			
	PI6	0.95			
TRU	TRU1	0.751	0.865	0.903	0.650
	TRU2	0.853			
	TRU3	0.824			
	TRU4	0.825			
	TRU5	0.774			

Discriminant Validity

According to Henseler et al. (2009), discriminant validity refers to the extent to which a latent variable is distinct from other latent variables in terms of its conceptual definition. To assess this, the HTMT (Heterotrait-Monotrait Ratio) index is used, with Clark & Watson (1991) and Kline (2015) suggesting a stringent threshold of less than 0.85. Additionally, the AVE (Average Variance Extracted) value should be greater than 0.5. To further evaluate discriminant validity, the square root of the AVE should be compared to the correlation coefficients between the constructs within the model, following the Fornell & Larcker criterion (Bagozzi, Yi, & Phillips, 1991; Fornell & Larcker, 1981; Hair et al., 2014).

The analysis results indicate that all square roots of the AVE have coefficients greater than 0.5, ranging from 0.727 to 0.928, thus meeting the required standards. Additionally, within each factor, the square root of the AVE is greater than the correlation coefficients of other factors in the same column, confirming that all factors achieve discriminant validity.

Table 3: Fornell–Larcker and HTMT discriminant validity

Fornell – Larcker								
	BI	BL	CE	ENT	INF	INT	PI	TRU
BI	0.763							
BL	0.312	0.785						
CE	0.053	0.252	0.804					
ENT	0.146	0.357	0.435	0.805				
INF	-0.012	0.268	-0.028	-0.069	0.88			
INT	0.109	0.252	0.025	-0.018	0.06	0.727		
PI	0.449	0.659	0.378	0.393	0.38	0.243	0.928	
TRU	0.107	0.315	0.091	0.086	0.161	0.027	0.491	0.807
HTMT								
	BI	BL	CE	ENT	INF	INT	PI	TRU
BI								
BL	0.365							
CE	0.082	0.289						
ENT	0.166	0.412	0.51					
INF	0.104	0.302	0.057	0.09				
INT	0.168	0.31	0.061	0.082	0.092			
PI	0.492	0.728	0.406	0.43	0.394	0.277		
TRU	0.142	0.363	0.11	0.096	0.176	0.096	0.53	

### 4.3. Structural Model Testing

According to Hu & Bentler (1999), the SRMR (Standardized Root Mean Square Residual) index must be less than 0.08 or 0.1. Additionally, Henseler et al. (2014) also stated that the SRMR index is a Goodness of Fit indicator for the PLS-SEM model that can be used to avoid parameter bias in the model. With an SRMR value of 0.053, which is less than 0.1, research model is concluded to be a good fit for the study area in Ho Chi Minh City.

Table 4: Model fit

	Saturated Model	Estimated Model
SRMR	0.053	0.053
d_ULS	2.402	2.402
d_G	0.694	0.694
Chi-Square	2541.442	2541.442
NFI	0.855	0.855

The results show that the explanatory power of the endogenous variables BL and PI is 37.6% and 72%, respectively. The Q<sup>2</sup> coefficient for the two concepts BL and PI is 0.368 and 0.674, respectively. According to Hair et al. (2016), this indicates that the predictive ability of these two endogenous variables out-of-sample is at an acceptable level, achieving medium and large predictive effects out-of-sample, respectively.

Table 5: R square coefficient

	R Square	R Square Adjusted	Q <sup>2</sup> _predict
BL	0.382	0.376	0.368
PI	0.724	0.72	0.674

Evaluating the significance of the exogenous variables in explaining the endogenous variables, it can be seen that trust has a medium level of explanation for the endogenous variables. Considering the predictive ability of exogenous variables for endogenous variables out-of-sample, most variables have predictive levels ranging from 0.02 to 0.35, according to Cohen's criteria (1988). An exception is the relationship from celebrity endorsement to purchase intention, which has no predictive ability out-of-sample (less than 0.02). After analysis, the structural model shows that the VIF (Variance Inflation Factor) coefficients for the endogenous variables are all below 5, ranging from 1.018 to 1.619, indicating that multicollinearity does not occur (Hair et al., 2021).

Throughout the study, the author used a t-value greater than 1.96 to test statistical significance at a 5% level. The bootstrapping results indicate that the variables BI, BL, CE, ENT, INF, INT, and TRU all have statistically significant impacts on the variable PI at around 5% ( $p < 0.05$ ). Furthermore, BI, CE, ENT, INF, INT, and TRU also have statistically significant effects on the variable BL, specifically at 5% ( $p < 0.05$ ). Based on these results, all proposed hypotheses are accepted.

Table 6: Hypothesis testing

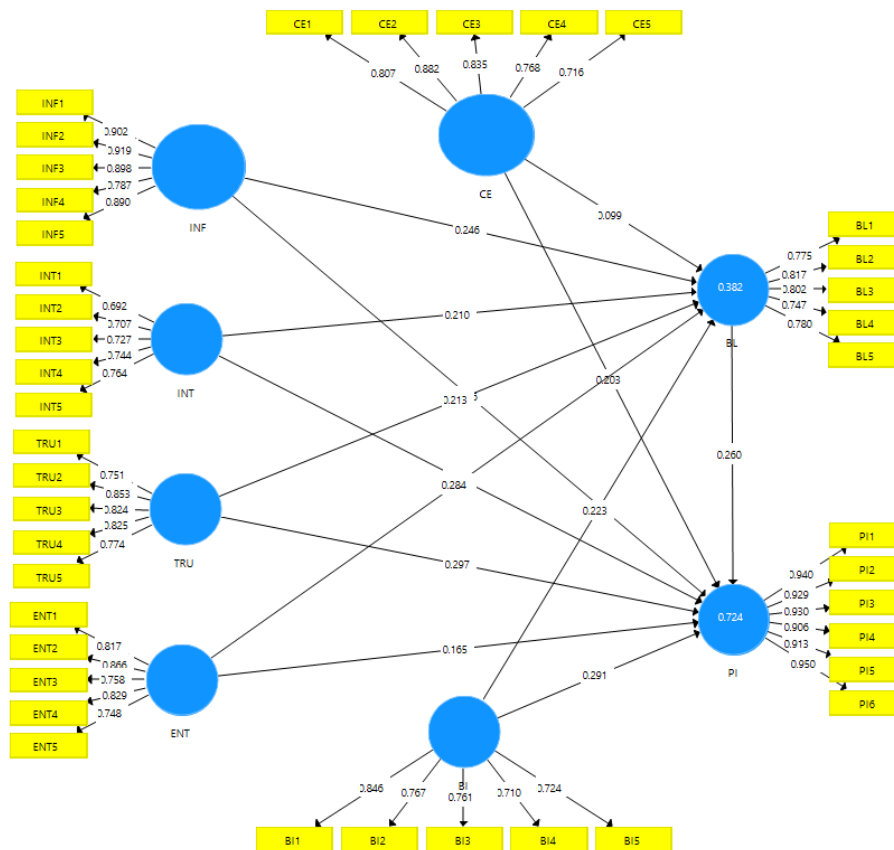
	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values	VIF	F-Square	Result
BI -> BL	0.223	0.223	0.029	7.725	0	1.045	0.077	Accept
BI -> PI	0.291	0.292	0.022	13.033	0	1.125	0.272	Accept
BL -> PI	0.26	0.258	0.028	9.324	0	1.619	0.013	Accept
CE -> BL	0.099	0.1	0.037	2.689	0.007	1.241	0.151	Accept
CE -> PI	0.203	0.202	0.024	8.577	0	1.256	0.118	Accept
ENT -> BL	0.284	0.284	0.031	9.175	0	1.267	0.103	Accept
ENT -> PI	0.165	0.166	0.025	6.514	0	1.398	0.071	Accept
INF -> BL	0.246	0.246	0.029	8.509	0	1.038	0.095	Accept
INF -> PI	0.276	0.276	0.023	12.037	0	1.136	0.243	Accept
INT -> BL	0.21	0.211	0.03	7.055	0	1.018	0.07	Accept
INT -> PI	0.119	0.119	0.023	5.196	0	1.09	0.047	Accept
TRU -> BL	0.213	0.213	0.032	6.724	0	1.051	0.07	Accept
TRU -> PI	0.297	0.297	0.02	14.628	0	1.124	0.285	Accept

The research results in Table 7 also show that through brand loyalty, the impact of BI, CE, ENT, INF, INT, and TRU on purchase intention is statistically significant, specifically as follows: BI -> BL -> PI = 0.058 (p-value = 0.000), CE -> BL -> PI = 0.026 (p-value = 0.012), ENT -> BL -> PI = 0.074 (p-value = 0.000), INF -> BL -> PI = 0.064 (p-value = 0.000), INT -> BL -> PI = 0.055 (p-value = 0.000), TRU -> BL -> PI = 0.055 (p-value = 0.000). Therefore, brand loyalty serves as a mediator in the relationship between BI, CE, ENT, INF, INT, TRU, and PI.

Table 7: Testing the mediating role of BL

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values	Result
BI -> BL -> PI	0.058	0.058	0.01	5.786	0	Accept
CE -> BL -> PI	0.026	0.026	0.01	2.525	0.012	Accept
ENT -> BL -> PI	0.074	0.073	0.011	6.666	0	Accept
INF -> BL -> PI	0.064	0.064	0.011	6.101	0	Accept
INT -> BL -> PI	0.055	0.054	0.009	5.92	0	Accept
TRU -> BL -> PI	0.055	0.055	0.01	5.314	0	Accept

Figure 2: PLS-SEM model results



### 5. Discussion

The research results show that all seven factors positively influence online purchase intention under the impact of social media advertising. Additionally, demographic variables, including age, income, and gender, do not significantly differ in terms of their effect on online purchase intention among consumers in Ho Chi Minh City.

To identify the factors influencing social media advertising on consumer purchase intention in Ho Chi Minh City, the group used previous research theories on the impact of online advertising. Our study includes seven factors. Data for this research were collected from consumers living in Ho Chi Minh City. The research results indicate that seven factors positively influence consumers' purchase intentions, ranked in order of impact from highest to lowest: Trust (TRU), Brand Image (BI), Informativeness (INF), Brand Loyalty (BL), Celebrity Endorsement (CE), Entertainment (ENT), and Interactivity (INT). The group determined the influence level of the factors by performing bootstrapping analysis.

The analysis results show that the Trust factor has the strongest impact ( $\beta = 0.297$ ) on consumers' purchase intentions in Ho Chi Minh City concerning social media advertising. This is followed by Brand Image ( $\beta = 0.291$ ), Informativeness ( $\beta = 0.276$ ), Brand Loyalty ( $\beta = 0.260$ ), Celebrity Endorsement ( $\beta = 0.203$ ), Entertainment ( $\beta = 0.165$ ), and Interactivity ( $\beta = 0.119$ ). Based on the research results and analysis, the group offers several managerial implications to help businesses and retailers understand and develop business strategies aligned with the current market situation.

## Conclusion

### Management Implications

Accurate and comprehensive information in advertising not only enhances customers' purchase intent but also builds trust and credibility for the brand. Businesses should ensure that all necessary information about products or services is provided fully and in detail in advertising materials. This includes business information, contact details, warranty information, payment methods, product origins, and any other relevant information consumers may need. Continuously evaluating the effectiveness of their strategies and updating and optimizing advertising information based on customer feedback helps ensure that the information provided is accurate and reflects the needs and desires of the target audience.

One of the most important factors in successfully building a business is creating a brand image. Businesses build brand images through advertising messages and combine them with values conveyed through customer service, websites, and social media. This helps create a better impression of the business for customers. Businesses must define their core brand values clearly and consistently communicate them. When customers understand the core values and brand style, they can easily seek information about products and services. Enhancing customer understanding of the brand helps foster loyalty and confidence in the brand.

Celebrities known for their beauty, manners, talent, and dedication to their profession and society attract the interest of target customer groups. These prominent characteristics enhance the brand's value and significantly influence consumer purchase intentions. Businesses should carefully consider and verify the backgrounds and professional activities of celebrities before deciding to collaborate to ensure their reliability. Additionally, having binding contracts ensures that celebrities adhere to regulations and do not create social issues that negatively impact the brand's image.

Entertainment value creates value by meeting audience needs such as aesthetic appreciation and emotional release. Entertaining advertisements attract viewers, increase positive attitudes towards the advertised product, and lead to higher purchase intent. Therefore, businesses need to apply strategies to enhance entertainment value in their advertising campaigns. Writing humorous and witty ad content to evoke laughter, using funny images, videos, or memes to attract attention, or collaborating with popular KOLs/KOCs (Key Opinion Leaders/Key Opinion Consumers) known for their humour can effectively promote products.

When customers trust a business and its products or services, they are more likely to make purchases, become loyal customers, and recommend the brand to friends and family. Trust is the foundation for building sustainable relationships and long-term business growth. Therefore, businesses need to build customer trust through quality products and services. Even with excellent products or services, without utilizing the advantages of multi-channel marketing, it can be challenging to reach a wider audience. Thus, multi-channel advertising strategies are crucial for establishing customer trust in advertising. This is reflected in product quality, service, brand image, and optimal advertising methods to ensure customers know and recognize the brand. The broader the reach of your brand advertising, the more customers will trust and use your products.

Businesses should focus on interaction factors, as this is an aspect that consumers care about and perceive. By predicting, estimating, and analysing social media consumer interactions, businesses can invest in advertising message content and create a positive and comfortable interactive environment with consumers. Strategies such as using catchy headlines, promotional programs, introductory videos, brand-product promotions, special "seeding" tactics, or involving influencers in the business field - actors, athletes, models, singers - can be employed to enhance interaction for products, services, and businesses.



### Research Limitations

This research topic is currently only conducted in Ho Chi Minh City, making it difficult to avoid differences in shopping behaviour across various regions within the city. On another note, the study focuses solely on video advertising formats on social media, omitting other formats like interactive ads, messaging ads, or dynamic ads. Additionally, products restricted from advertising on social media platforms due to their respective policies will not be included in this study.

### Further Research Directions

The proposed expansion of this study to other major cities and regions in the North, Central, and South of Vietnam would provide a clearer understanding of consumer purchasing behaviour across different regions. Furthermore, extending the study to neighboring countries or other countries worldwide would allow for comparisons and a better understanding of the factors influencing purchasing intentions. Additionally, researchers could explore other types of advertising such as traffic ads, messaging ads, dynamic ads, interactive ads, and assess their impact on consumer purchasing intentions. This would contribute valuable insights into the effectiveness of various advertising strategies on social media and the internet at large.

### Credit Authorship Contribution Statement

Tan Thai Dong, Thanh Hoang Thi, Truong To Cong, Cuong Bui Anh, My Tra Thi, Duc Nguyen Huu Thien and Truc Le Thi Thanh contributed equally to the conceptualization, methodology, and writing of this manuscript. Tan Thai Dong, Thanh Hoang Thi led the data collection and analysis, while Truong To Cong, Cuong Bui Anh and My Tra Thi contributed to the literature review and the interpretation of results. Duc Nguyen Huu Thien and Truc Le Thi Thanh was responsible for the overall supervision and the final review of the manuscript. All authors read and approved the final version of the manuscript.

### Conflict of Interest Statement

The authors declare that the research was conducted in the absence of any commercial or financial relationships that could be construed as a potential conflict of interest.

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