ABSTRACT

Social media are constantly being used as a marketing and publicity medium. Organizations invested a lot of time on social media advertising, money and cash. However, how companies can design social media ads to draw clients and encourage them to buy their products is often a challenge. This research is therefore intended to classify and test key factors in connection with social media publicity which will forecast the purpose of purchasing.

The philosophical model was formulated on the basis of three factours, including interactivity, informativeness, and perceived relevance, in the wider Unified Theory on Acceptance of and Using of Technology (UTAUT2).

Data obtained from 233 participants via a questionnaire survey. The core outcomes of Structural Equation Modeling (SEM) have primarily contributed to the validity of the present model and its important effects on purchase intentions as well as its hedonic motivation, interactivity, informativeness and performance expectancy.

The result of this study showed what factors that 6 hyptohesis significant and has positive effect for both countries while there are 4 hypothesis that only one country that has positive and significant effect of social media advertising features to purchase intention.

Keywords: Social Media, Purchase Intention, Advertising, Marketing