# The Impact of Social Media Advertisements on Purchase Intentions: An Empirical Study on Food Industry in Jordan

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## ABSTRACT

The purpose of this study is to discover how social media advertisement factors (Informativeness, Entertainment, Credibility and Perceived Value) have an impact on Jordanian customers' purchase intentions in food industry. Three social media channels have been considered, as they are the top channels businesses intend to use nowadays for publishing their advertisements. Facebook, Instagram and YouTube channels are the studied online channels in this study. Multiple regression was used to analyze the data, as well as the SPSS to test the hypotheses. 211 received a survey that was constructed using Google Forms and distributed using online channels, such as WhatsApp, Facebook and Twitter, noting that the sample of the study was a convenience sample, as the researchers focused on adult social media users in general. The scale used in the survey was developed by Dao et al. (2014). The results indicated that the studied factors have an impact on Jordanian customers' purchase intentions in food industry, but at different levels. Perceived value is considered as the most influential factor affecting the purchase intention, while credibility is considered as the least influential factor helping in changing customers' purchase intention.

**Keywords**: Advertisements, Social media, Purchase intention, Food industry.

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# أثر إعلانات وسائل التواصل الاجتماعي في نوايا الشراء:
## دراسة تطبيقية على صناعة الغذاء في الأردن

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## ملخص

تهدف هذه الدراسة إلى اكتشاف أثر الإعلانات المعروضة في وسائل التواصل الاجتماعي (المعلوماتية، الترفيه، المصداقية، والقيمة الملموسة) في نية شراء العميل الأردني في الصناعات الغذائية. تم اختيار هذه العوامل لقياس مدى تأثيرها في نية شراء العميل، بالإضافة إلى اختيار "Facebook، Instagram، Youtube" بصفتها أكثر ثلاث قنوات للتواصل الاجتماعي أهمية، وهي القنوات التي تعمل الشركات على استخدامها في الوقت الحاضر لنشر إعلاناتها.

تم إجراء تحليل الانحدار المتعدد "Multiple Regression" لتحليل البيانات باستخدام الحزمة الإحصائية للعلوم الاجتماعية "SPSS" لاختبار فرضيات الدراسة. وتم جمع 211 استمارة لاستبيان تم إنشاؤه باستخدام نماذج جوجل وتوزيعه من خلال عدة قنوات عبر الإنترنت مثل WhatsApp وFacebook وTwitter، علماً بأن عينة الدراسة كانت عينة ملاءمة، كما ركز الباحثون على مستخدمي وسائل التواصل الاجتماعي البالغين بشكل عام. وتم تطوير مقياس الدراسة اقتباساً من دراسة " (2014) .Dao et al".

وقد أشارت النتائج إلى أن العوامل المدروسة لها تأثير في نية الشراء للعملاء الأردنيين في صناعة المواد الغذائية، لكن بمستويات مختلفة. وكان عامل القيمة الملموسة أكثر العوامل تأثيراً في نية الشراء، بينما كان عامل المصداقية أقل العوامل تأثيراً في تغيير نية الشراء لدى العملاء.

**الكلمات الدالة:** الإعلانات، التواصل الاجتماعي، نية الشراء، صناعة الغذاء.

## 1. INTRODUCTION

In 1994, "Hotwired.com" presented the first online advertisement. By that time, online publication gained significant attention and marketers realized the importance of the internet as a channel for companies to promote their products/services. Therefore, by years, online channels started to overtake all other channels, like (T.V., billboards, … etc.). Accordingly, online advertising is growing to be a huge industry and the reason behind this massive shift to online ads is the ability to reach more customers, knowing their responses, feedback and finally, the elements that affect their purchase intentions based on online advertisements (rates, review), at minimum expense (Shaouf, Lü & Li, 2016). Therefore, this study aims to find out the impact of social media advertisements on customers' purchase intentions in the Jordanian food industry.

Social media plays an integral part in our lives; it helps customers communicate immediately with others, personally and openly. Online advertisements took a remarkable position in our daily life, noting that the experience users gained after using an online promotion during their everyday life becomes secure, widely used and followed by customers. For so, sharing experiences using online channels to tell others about our point of view and our feelings freely in an informal way is considered one of the best ways companies benefited from, as it helped them promote their services and products in a more presentable way (Mazeed, 2020). Social media marketing helps companies create and enhance brand awareness and in turn, this leads to increasing sales performance (Marzouk, 2016). Barriers may significantly hinder the Jordanian SMEs operating in food industry from engaging in e-commerce and social media (Al-Dmour et al., 2016).

### 1.1 *Statement of the Problem*

Social media is recognized as the primary mechanism any business intends to use for publishing its advertisements. Advertisements published on social media are characterized by high availability that allows users to know the new trends and products as well as newly added features, easily and instantly. For so, users are affected by these advertisements faster in an unusual way. However, social media ads do not have the same effects and echoes every time, as there are solid basics ads need to keep an eye on, such as the extent to which an advertisement can deliver the correct message. The way the ad is presented is important to provide the targeted message by considering the appropriate method regarding content and audience. A high level of honesty and trustworthiness needs to exist for gaining clients' attention.

Jordanian social media users are affected by the feedback of others, which is articulated in various patterns, such as word of mouth, online review and recommendations, as they can assess the level of perceived value that the advertisements deliver and achieve.

This study seeks to answer the question: What is the impact of social media advertisements on customers' purchase intention in the food industry in Jordan?

### 1.2 *Study Objectives*

The main objective of this study is to investigate the impact of social media advertisements (informativeness, entertainment, credibility and perceived value) on customers' purchase intention in the food industry in Jordan. The sub-objectives of the study are:
- To investigate the impact of informativeness of

advertisements on customers' purchase intention in food industry in Jordan.

- To investigate the impact of entertainment of advertisements on customers' purchase intention in food industry in Jordan.
- To investigate the impact of credibility of advertisements on customers' purchase intention in food industry in Jordan.
- To investigate the impact of perceived value of advertisements on customers' purchase intention in food industry in Jordan.

### 1.3 *Importance of the Study*

The importance of this study emanates from the significance of investigating how social media ads through the following four selected factors (Informativeness, Entertainment, Credibility and Perceived Value) in the Jordanian food industry could be articulated in a way that attracts customers' purchase intention, in addition to positively affecting their attitudes toward buying their food products, or attending restaurants and food stores, by having a qualified service they grasp through the ads.

### 2. Literature Review

### 2.1 *Advertising in Food Industry*

Advertising is the act of getting people's attention to goods or services with an interchange of a price (Kotler & Armstrong, 2017). Sellers are often trying to invent not just new strategies of advertising that attract customers, but also new methods of advertising to deliver the purpose of their brand to the end customer (Daniel, 2019), noting that advertising is not restricted to just the usage of T.V., printed media, the Internet or any other specified communication tool (Kotler & Armstrong, 2017). Nowadays, business owners and marketers are using famous people as endorsers, as it has become the

battleground for sellers of diverse brands to win customers' love for their brands (Daniel, 2019). Moreover, because of the surplus of advertising these days, purchasers of goods and services could be bothered and confused. However, advertising has a significant role in the community, because it aids in defining our perspective about all concerns regarding products and services (Daniel, 2019).

Food industry companies realized that in order to expand quickly and build a solid customer base, they need to make financial investments in advertising. Currently, it is the most obvious way to let customers recognize their products and services and encourage them to change their picks by moving to another attractive one through sharing propaganda images (Liu & Bailey, 2019). Nowadays, companies, restaurants and food shops are using social media to reach potential customers by forming proper messages that match their interests. In addition to that, companies are using attractive advertising to attract their buyers and engage them in a customers' product journey to create a positive brand effect. For that reason, customers will be ready to move to another stage as loyal customers and be happy ones. Consequently, companies will start to get benefits, such as increased sales, positive word of mouth and purchase intention (Eelen, Rauwers, Wottrich, Voorveld & Noort, 2016). Notably, the quality and credibility of the information perceived in the advertisements have a positive impact on the consumers' purchase intention (Cui, Jiang, Deng & Zhang, 2019).

### 2.2 *Social Media Channels and Their Effect on Advertisement*

Many researchers have defined social media. One definition is: "Any online service through which users

can create and share a variety of content" (Bolton et al., 2013; Kusumasondjaja & Tjiptono, 2019).

Corporations are using social media to manage their new projects regardless of workplace location (Okazaki & Taylor, 2013). Therefore, this ease of use smoothed the process of gaining more customers (Boerman & Kruikemeier, 2016; Kim & Lee, 2017). Social media channels are considered as the cheapest served way users and companies can use in promoting their services and build strong customers' rapport (Constantinides, 2014). Furthermore, social media channels provide consumers with a free platform to document their happenings freely because of the ability to create their profiles, which facilitates the sharing of personal occurrences (Felix, Rauschnabel & Hinsch, 2017). Briefly, social media means affect consumers' uniqueness, manners and engagement with their preferable brands, as well as choosing their desirable ways to purchase them (Bolton et al., 2013; Kumar, Bezawada, Rishika, Janakiraman & Kannan, 2016; Relling, Schnittka, Sattler & Johnen, 2016).

Besides, social media users influence their family members, friends and other stranger groups of customers. Companies started to promote themselves through social media, as they are now heading to provide offers once the client uses this online channel, which in return will stimulate others to buy the product. Therefore, consumers will remember to stay connected not to miss any potential offer (Ramanathan, 2012; Divakar, Ratchford & Shankar, 2005). This interaction helps marketers reach many aims; firstly, having the power for product recognition; secondly, strengthening the trustful relationships between customers and the company to open an observed social media communication and thirdly, realizing the needs through market segmentation to provide a custom-made package for their clients (Kusumasondjaja & Tjiptono, 2019).

### 2.3 The Most Important Social Media Online Channels Used in Advertising

Nowadays, social media usage has many faces. For instance, YouTube channel reflects three factors aiding in determining the value of advertising; Firstly, irritability, which viewers describe as mind-numbing ads that intersect their videotapes and let them feel bad, secondly, informativeness, which refers to information about products and services of the companies aiding in creating an encouraging attitude regarding the purchase intentions and lastly, amusing, entertaining and trendy ads that get viewers enjoy watching them, exaggerating the purchase intentions (Fırat, 2019). Instagram is another online channel on social media; this platform unlocks a door in front of users to share adorable and fancy photos. Such features encouraged a vast customer base from varied backgrounds and reinforced its use for many purposes (Kusumasondjaja & Tjiptono, 2019). Food snaps trigger shoppers' sensations, such as desire and enthusiasm (Kim, Youn & Rao, 2017; Spence, Okajima, Cheok, Petit & Michel, 2016). Food industry is one of the most notable Instagram users as a social media channel that shares eye-catching photos. Consumers aided in spreading advertising by sharing their food platter wherever they are. It is noted that brands or restaurants with a weak photo sharing are avoided to be attended by consumers, which pushed restaurants, brands and marketers to use such channels effectively (Kusumasondjaja & Tjiptono, 2019).

Facebook is one of the largest online channels in the world, especially as a commerce site. Facebook has extremely affected purchase intention in specific. The online channel Facebook is playing a significant part in leading customers' purchase intentions by offering posts, experiences and reviews (Duffett, 2015).

Social media and e-marketing have a strong influence on consumer intentions and behaviors toward purchasing products and services (Mazeed, 2020).

Social media advertisements on Facebook, Instagram and YouTube improve brand image and brand awareness. However, social media ads will not affect customers' purchase intention significantly unless they have an informative, credible and stimulating content to elicit customers' intent to purchase. These findings and hypotheses guided the responsible marketing personnel in business organizations to develop social media advertisement content, which is creative enough to attract customers' attention and promote their products and services transparently. Accordingly, customers' actions to purchase will be encouraged and their loyalty to the brand will be increased (Raji, Rashid & Ishak, 2019). Entertainment has a significant role in attracting shoppers to watch the advertisements on these channels as long as they have an informative and credible content. Moreover, marketers need to develop their social media ads to be more entertaining and less irritating. As a result, customers' behavior toward purchasing and initiating sales of products and services will exaggerate (Jain, Rakesh & Chaturvedi, 2018).

## 2.4 *Social Media Content Informativeness and Its Effect on Customers' Purchase Intentions*

Advertising has the ability to inform the target customers and make them aware of the variety of products and services as well as their message. Informative and valuable information helps customers choose the product/service that satisfies their wants/needs and preferences. Sometimes, customers are seeking the desired information through advertisements to achieve the utility. For so, these advertisements are considered as a tool to inform the customers about the desired product/service. Social networks are nowadays facilitating the ways of reaching product/service information by customers based on their calls. This represents a guide to positive estimation and perception of commercial advertisement, which is developed based on the customers' preferences (Dao, Le, Cheng & Chen, 2015).

## 2.5 *Social Media Entertainment and Its Effect on Customers' Purchase Intentions*

Presenting advertisements through social media could be carried out in numerous techniques. Pictures help vendors present smart posters. Researchers, such as Kumar (2008), indicated that this is more alluring in catching customers, unlike using traditional ways that focus heavily on content. Nevertheless, contents are still being used by vendors, but with certain conditions, such as being short, attractive, meaningful and catchy. Short sentences need to be used as a way to deliver written information rather than long, boring sentences (Wei, Jerome & Shan, 2010).

Adding entertainment elements to advertisements shows the amusement feeling that consumers receive from them. Amusing watchers by ads is considered as the main aspect to influence the relationship between consumers and the company. Social media channels represent a great source of entertainment, availing many ways in information sharing, such as music, videos and other entertainment contents (Kim et al, 2011), noting that if social media advertising builds an emotional link with consumers and eases entertainment and fun, then consumers will understand the message that an advertisement seeks to send (Dao, Le, Cheng & Chen, 2015).

## 2.6 *Social Media Credibility and Its Effect on Customers' Purchase Intentions*

Some research revealed that instead of calling up

for influencers, companies could benefit from their customers while they are sharing their opinions and judgments using selfie technology for companies' products and brands, because this manner has a positive and trusted effect on purchasing intentions and product promotions. Having influencers put advertisements on Facebook or Instagram will cost companies an extra payment and some people see such advertisements as untrusted ones. We can say that improved features for Facebook and Instagram provide business organizations with tactical marketing tools to promote their products and services by customers' experience and word of mouth to increase purchase intention and increase the sales of their products and services (Cheah, Ting, Cham & Memon, 2019).

The credibility of advertising has a significant impact on customer conduct and attitude. Marketers nowadays take into consideration honesty, truthfulness and believability during the development of any advertisement. Economic markets are still uncertain and change immediately along with the existence of weak monitor regulation, which creates an issue in protecting customers from high risk of uncertainty that exists in growing markets. Customers are evaluating the credibility and trustworthiness of these advertisements from the others' feedback (Dao, Le, Cheng & Chen, 2015).

### 2.7 *Social Media Content Perceived Value and Its Effect on Customers' Purchase Intentions*

The intention to buy products online is seen as a customer's aim to take a step toward an early online buying from a company disregarding the firm's online trading history with other companies. It is noted that high buying intent is considered a positive mark on the online trading process. The value carried by advertisements is treated as an essential aspect that needs to be presented while organizations communicate with their customers. By using social media advertising, customers will probably react in a

positive way to the promoted product. The realized value of social media advertising could awake or fortify customers' intention to buy the promoter's products online. The importance of promotion plays an essential part in the creation of favorable customer behavior toward the organization's products and services. Thus, the eventual desirable response to promotion will cause satisfactory actions toward the promoted products, which will help in creating customers' buying intent regarding the company's items online (Dao, Le, Cheng & Chen, 2015).

### 3. Research Hypotheses and Conceptual Model
### 3.1 *Hypothesized Model*

This study seeks to examine the following hypotheses:

**H01:** There is a statistically significant impact of social media advertisements on customers' purchase intention in food industry in Jordan at $\alpha \leq 0.05$.

**H011:** There is a statistically significant impact of social media advertisement's informativeness on customers' purchase intention in food industry in Jordan at $\alpha \leq 0.05$.

**H012:** There is a statistically significant impact of social media advertisement's entertainment on customers' purchase intention in food industry in Jordan at $\alpha \leq 0.05$.

**H013:** There is a statistically significant impact of social media advertisement's credibility on customers' purchase intention in food industry in Jordan at $\alpha \leq 0.05$.

**H014.** There is a statistically significant impact of social media advertisement's perceived value on customer's purchase intentions in food industry in Jordan at $\alpha \leq. 0.05$.
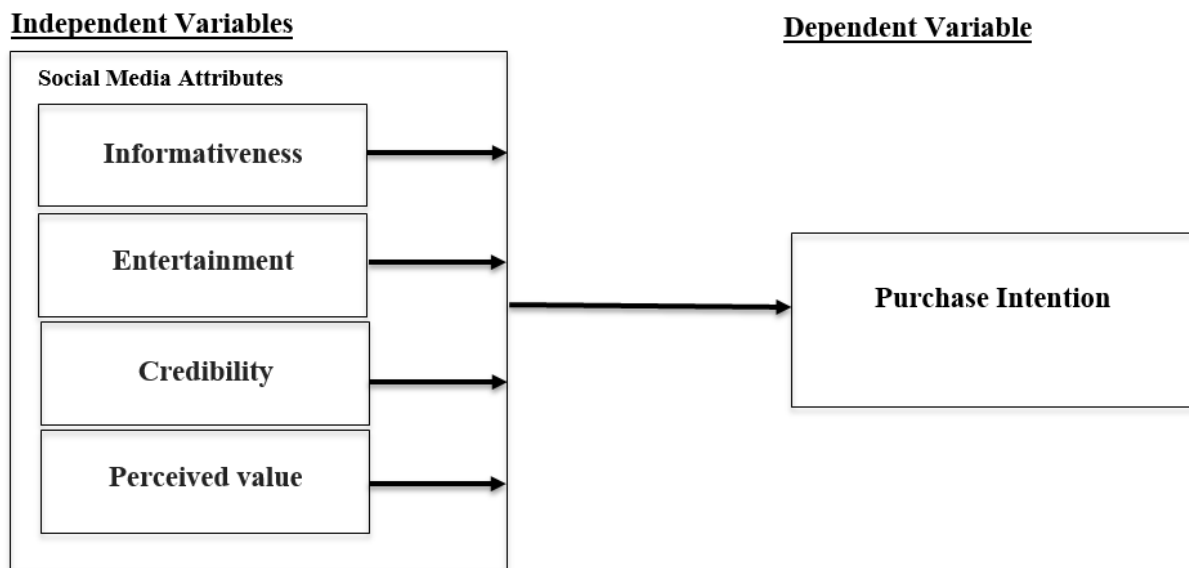
### 3.2 *Hypothesized Model*

**Independent Variables**                                          **Dependent Variable**

**Social Media Attributes**

**Informativeness**

**Entertainment**                                                  **Purchase Intention**

**Credibility**

**Perceived value**

**Figure (1): The proposed model established by the researchers based on (Dao, Le, Cheng & Chen, 2015)**

## 4. Study Methodology

### 4.1 *Data Collection*

A survey was designed in the form of an online questionnaire as the primary data source. The survey was translated into Arabic using the back-translation method suggested by Brislin (1976). The scale was developed by Dao et al. (2014). The survey has been constructed using Google Forms and the researchers have used social media channels to distribute it among Jordanian adult social media users. As a result, the researchers obtained 211 online responses within one month of distribution. The survey was divided into six sections to cover all the six study variables. Section one asked about the demographics of the respondent: gender, age and daily social media spending hours. Section two asked about the social media content informativeness. Section three asked about social media content entertainment. The fourth section in the survey asked about social media content credibility. The fifth section asked about social media content perceived value.

Last, but not least, the sixth section in the survey asked about the purchase intentions toward food advertisements on social media. In sections two to six, the respondents were asked to answer on a five-point Likert scale ranging from "Strongly Disagree" to "Strongly Agree."

### 4.2 *Study Sample*

The sample of the study was heterogeneous, as the researchers considered social media users with different backgrounds. Due to the worldwide COVID–19 pandemic, the researchers could not reach a large number of respondents, but the size of the sample was not that small. The 211 received responses were distributed as follows: 68 responses from males and 143 responses from females. Age has been considered as a demographic variable. Accordingly, 42 responses were from the age group of 18-24, 109 responses were from the age group of

25-34 and 60 responses were from the age group of 35 and above. Moreover, daily social media spending hours have also been considered as a demographic variable. So, 71 responses are related to social media users who used social media for less than two hours, 102 are related to social media users who spent 2 to 5 hours on social media and the remaining 38 responses are related to social media users who used social media for more than 5 hours.

## 5. Data Analysis

### 5.1 *Reliability Coefficient*

To test the reliability of the survey, the researchers used Cronbach's alpha. "Cronbach's alpha test is used to measure the internal consistency of the items and how closely related a set of items are as a group. Cronbach's alpha coefficient values less than 0.6 can't be accepted as reliability-indicating values (Hair et al., 1998)." All values for reliability coefficient testing are higher than (70%), which indicates that Cronbach's alpha for each scale is within the accepted range and suggests high internal consistency of informativeness, entertainment, credibility, perceived value, purchase intention as well as the overall items.

### 5.2 *Variables' Descriptive Analysis*

To divide the level of importance into three levels from low to medium to high, a statistical standard has been used.

Category length was found to be 1.33. The level of importance ranked low for (1-2.33), while (2.34-3.66) ranked as medium and finally, (3.67-5) ranked as high (Kerlinger, 1986).

### 5.3 *Social Media Advertisement Descriptive Analysis*

Based on the analysis of social media advertisements, informativeness has the highest order of importance with an average of (3.716) and a standard deviation of (0.77). Then, social media advertisements' perceived value came second with an average of (3.45) and a standard deviation of (0.791), followed by social media advertisements' entertainment with an average of (3.364) and a standard deviation of (0.802). Finally, social media advertisements' credibility came last with an average of (2.744) and a standard deviation of (0.8). Purchase intention came in the medium category with an average of (3.296) and a standard deviation of (0.806), indicating that respondents have a positive intention to buy food through social media advertisements.

### 5.4 *Testing of Hypotheses*

*5.4.1* Using multiple linear regression, the data analysis results were as follows:

**Table 1. Model summary**

| Model | R | R Square | Adjusted R$^2$ | Std. Error |
|:---:|:---:|:---:|:---:|:---:|
| 1 | 0.717 | 0.513 | 0.504 | 0.56778 |

a.   Predictors: (Constant), Perceived Value, Credibility, Informativeness, Entertainment.

**Table 2. ANOVA**

| | Model | Sum of Squares | df | Mean Square | F | Sig. |
|---|---|---|---|---|---|---|
| 1 | Regression | 70.077 | 4 | 17.519 | 54.344 | 0.000[b] |
| | Residual | 66.410 | 206 | 0.322 | | |
| | Total | 136.487 | 210 | | | |

a. Dependent Variable: Purchase Intention.

b. Predictors: (Constant), Perceived Value, Credibility, Informativeness, Entertainment.

**Table 3. Coefficients**

| | Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 0.297 | 0.216 | | 1.374 | 0.171 |
| | Informativeness | 0.186 | 0.065 | 0.178 | 2.852 | 0.005 |
| | Entertainment | 0.187 | 0.063 | 0.186 | 2.952 | 0.004 |
| | Credibility | 0.188 | 0.058 | 0.117 | 2.026 | 0.044 |
| | Perceived value | 0.392 | 0.074 | 0.384 | 5.312 | 0.000 |

a. Dependent Variable: Purchase Intention.

**H01**: Multiple linear regression was used. The value of R is (0.717), the value of $R^2$ is (0.513) and the value of adjusted $R^2$ is (0.504). Accordingly, 50.4% of the variance in the purchase intention can be predicted by the four social media variables. $\alpha$ = (0.000), which is lower than (0.05). Hypothesis H01 is accepted and supported, indicating that there is a statistically significant impact of social media advertisements on customers' purchase intention in food industry in Jordan at $\alpha \leq 0.05$. The relation is considered strong, as R = 71.7% and the independent variables can predict 50.4% of the variance in the dependent variable (purchase intention).

**H011**: The P-value for social media advertisements' informativeness is (0.005), which indicates that there is a statistically significant impact on customers' purchase intention. Thus, hypothesis H011 is accepted and supported. Furthermore, the coefficient beta for H011 is (0.178), which points to that every unit increase in social media advertisements' informativeness will cause purchase intention to be increased by (0.178).

**H012**: The P-value for social media advertisements' entertainment is (0.004), which indicates that there is a statistically significant impact on customers' purchase intention. Thus, hypothesis H012 is accepted and supported. Furthermore, the coefficient beta for H012 is (0.186), which points to that every unit increase in social media advertisements' entertainment will cause purchase intention to be increased by (0.186).

**H013**: The P-value for social media advertisements' credibility is (0.044), which indicates that there is a statistically significant impact on customers' purchase intention. Thus, hypothesis H013 is accepted and supported. Furthermore, the coefficient beta for H013 is (0.117), which points to that every unit increase in social media advertisements' entertainment will cause purchase intention to be increased by (0.117).

**H014**: The P-value for social media advertisements' perceived value is (0.000), which indicates that there is a statistically significant impact on customer's purchase intention. Thus, hypothesis H014 is accepted and supported. Furthermore, the coefficient beta for H014 is 0.384, which points to that every unit increase in social media advertisements' perceived value will cause purchase intention to be increased by (0.384).

All independent variables have a statistically significant impact on customers' purchase intention in food industry in Jordan at $\alpha \leq 0.05$.

## 6. Results and Conclusions

This study was conducted to study the extent of social media advertisements' influence on customers' purchase intention. The study is based on selecting four independent variables, which are: (informativeness, entertainment, credibility and perceived value). Up to the researchers' knowledge, this study is considered as the first study that studied the influence of these four variables on purchase intention in the Jordanian food industry. Also, it aided to discover the most crucial variables that business owners and marketers specialized in food industry need to take care of when considering campaigns for promoting their food products in the Jordanian market using social media platforms. According to Alalwan (2018), Jordan is considered as one of the fast-growing countries in terms of

social media users, where the number of social media users in Jordan reached 7.2 million in 2016. This study as well as further studies in the future might help specialists in food industry investigate more other variables that would support increasing customers' purchase intention.

Survey result analysis supported the hypothesized model and the hypotheses of the study. It is also aligned with the findings of Dao et al. (2015). Social media advertisements affect customers' purchase intention positively and motivate them to go for actions and initiate the purchase decision. Also, the study of Alalwan (2018) has supported the importance of these factors in the Jordanian context.

Perceived value, as matched with Dao et al. (2015) findings, has the highest impact on customers' intention to buy. We need to build on these findings and suggestions to focus more on the importance of certain elements and features that should be available in social media advertisements related to food products. Customers should realize that they perceive good value from the ads, due to its impact on customers' purchase intention, as shown earlier in the analysis part.

Perceived value is not the only element needed in a successful social media advertisement despite its essential role. Dao et al. (2015) found that advertising informativeness is the second contributing attribute, followed by advertising entertainment, while in this study, the second contributing attribute is social media advertisements' entertainment, followed by social media advertisements' informativeness. These findings support the need to focus more on these parts of the ads to motivate customers to buy products. Customers want to see an attractive advertisement full of pleasure and enjoyment. Such a way will attract customers to watch the ads and will affect their

decisions to buy or not. Customers will also want to obtain the desired food products based on evidence and have all the needed information related to their decision to purchase the product or not.

Finally, matched with Dao et al. (2015) findings, the credibility of advertisements has the least impact compared to the other previously mentioned attributes.

The data analysis supported that social media advertisements have a positive impact on customers' purchase intention of food products among adult Jordanian customers who are using social media. Also, the studied attributes of social media advertisements in this study, which are: informativeness, entertainment, credibility and perceived value of the ads, have a positive impact on customers' purchasing intention of food products.

This study gave insights for food organizations that want to conduct a market study on food industry in Jordan, as well as ideas for researchers to study the impact of social media advertisements using a different mix of attributes, studying various sectors or investigating the effects on different customers' behaviors other than the intention to buy.

## 7. Recommendations

This study illustrated the need to conduct further investigations, considering other motivators that will maximize the impact of social media advertisements on customers' intention to buy in food industry.

Perceived value, as illustrated in this study, has the highest effect on customers' intention to buy compared to the other mentioned attributes. Still, there is a need to build on these findings and suggest focusing more on the perceived value of the ads in order to reinforce its impact on customers who intend to buy.

There is a need to enhance the effects of social media advertisement entertainment, since it has a positive impact on customers' intention to buy, but the degree of its impact

is not that high.

The same applies to the informativeness of the advertisements, which also has a positive effect, but it needs to be encouraged to have a higher impact.

The credibility of the advertisements has the least influence among the previously mentioned attributes. Considering this, further study of this attribute is needed to find the causes underlying this finding and how it can be improved.

For future and market studies, respondents may be asked about their marital status, monthly income, educational level and geographical data to gain a better understanding of their contributions to the impact of social media ads on customers' purchase intention of food products.

Face-to-face discussion with customers and in-depth interviews will give more understanding of customers' behaviors and perceptions toward social ads in food industry. Also, considering personal skills and traits of customers, such as technology readiness, creativity, community, privacy concerns and local traditions will aid in understanding the targeted and potential customers' behaviors and guide organizations' promotional campaigns. Finally, other social media platforms and online channels, such as Snapchat and WhatsApp, have to be studied. In addition, studying the impact of each channel will provide food organizations with the best and most appropriate channel to reach their customers and attract more of them.

## 8. Limitations

Due to the worldwide COVID–19 pandemic, the researchers could not reach a large number of respondents, but the size of the sample was not that small.

Demographics chosen by the researchers may be

considered as limitations. At the same time, this gives insights for future studies to examine broader and more specific demographics of respondents. From the same perspective, geographical factors may be considered for future studies.

This study successfully addressed and clarified the main factors that could affect the purchase intention of the Jordanian customers toward food products, but personal skills and traits are not addressed in this study. Considering these factors in future studies may give a clearer

understanding of what motivates customers to buy using social media platforms. Also, in this study, the researchers selected Facebook, Instagram and YouTube as the considered online channels without studying the impact of each channel separately. Taking into consideration studying the impact of each channel separately and selecting other online channels will enrich the understanding of the impact of social media platforms on customers' purchase intention.

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