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Purchase Decision on Products Advertised on Facebook: Insights from Social Impact Theory

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ABSTRACT

This study examines Social Impact Theory factors; normative and informational social influences, and social media commitment on the purchase decision of products advertised on Facebook. The study adopts a quantitative survey-based approach, using an online questionnaire administered to 314 postgraduate students from three purposively selected universities in Lagos State, Nigeria (University of Lagos, Lagos State University, and Pan Atlantic University). This study used descriptive statistics to answer three research questions, and regression analysis to test two research hypotheses with the aid of SPSS analytical tool, version 26. Findings revealed that normative social influence, and social media commitment had significant influences on the purchase decision on products advertised on Facebook while informational social influence did not. The study recommends that decision makers in organisations, corporations or companies should encourage Facebook advertisements as an effective communication tool.

Keywords: Customers' purchase decision, E-commerce, Facebook, Internet, Social media

1. INTRODUCTION

Social media advertising is gradually becoming important and widely accepted in many parts of the world including Africa. This is because of its numerous advantages over the traditional method of advertising. For instance, it promotes user friendliness which makes online advertising more attractive. It has also been known to influence the purchase decisions of existing or prospective customers whether they view online videos, sound clips or texts (Nwoziri, 2019). Purchase decision involves processes that start from the moment a potential buyer recognises the need for a product, to the point of searching for information about the product and evaluating various alternatives before purchasing on the Internet. This study adopts the social impact theory in explaining the factors influencing the purchase decision on products advertised on Facebook. The social impact theory factors adopted in this study include: normative social influence, informational social influence, and social media commitment. The influence of these three social impact theory variables was first determined on purchase intention. The influence of purchase intention was later determined on the purchase decision.

In this study, normative social influence refers to the influence of others, which ultimately leads to submissive behaviours (Boon, Fong & Ai' 2017; Lee & Gan, 2020). The informational social influence relates to following the suggestions, choices or preferences of others to help customers rationalise their intention to purchase products (Heinzen & Goodfriend, 2018). According to Heinzen & Goodfriend (2018), normative social influence occurs when people conform to gain acceptance and avoid rejection, while informational social influence occurs when people conform to be correct. Both normative and informational social influence can help consumers save costs when purchasing goods and services online. Social media commitment refers to the participation of users in social networks (Kwahk & Kim, 2017), especially Facebook. In this study, it is a measure of emotional bonds expressed by postgraduate students to social media or their desire to continue using social media. Wang, Yan, & Chen (2019) claim that social influence is the effect a person gets as a result of other people's emotions, opinions, and behaviour when planning for online purchases.

This study adopts the social impact theory to examine how normative and informational social influences, and social media commitment influence the purchase decision on products advertised on Facebook by postgraduate students at the University of Lagos, Lagos State University, and Pan Atlantic University, Lagos State, Nigeria. University of Lagos (UNILAG) is a federal university founded in 1962 (University of Lagos website, 2021) while Lagos State University (LASU) was established as a state government university in 1983. Pan-Atlantic University (PAU) is a private university established in 2002 (Pan-Atlantic, University website, 2021).

1.1 Statement of the Problem
Increased confidence in the use of technology and online payment has caused changes in consumer behaviour and changed the traditional methods of transacting business (Khouloud, 2020). This has made e-commerce gain recognition and adopted by many, especially during the COVID-19 pandemic (D'Adamo, González-Sánchez, Medina-Salgado, & Settembre-Blundo, 2021; Gu, Slusarczyk, Hajizada, Kovalyova, Sakhbieva, 2021; Popov, 2021) since the closure of malls during the lockdown and social distancing caused many consumers to use e-commerce (Amin, 2021). There is a need to examine factors that will promote continual purchases via e-commerce, this was achieved in this study.

Kwahk & Kim (2017) investigated the effects of social media on consumers' purchase decisions in Taobao - China's largest e-commerce website launched in May 2003. Constructs from the study include social interaction ties, social media commitment, normative and informational social influences, trust in online vendors and purchase intention. Latela (2019) adopted the Technology Acceptance Model (TAM) to study the influence of social media advertisements on consumers' intentions, and the theory of planned behaviour to examine the influence of interactivity, entertainment, informative, credibility and irritation on consumers' purchase intention.

Gu, Slusarczyk, Hajizada, Kovalyova & Sakhbieva (2021) studied the predisposition of online consumer behavior at the time of making a purchase decision. A survey was conducted among online shoppers in the 10 fastest growing e-commerce countries (China, United States, United Kingdom, Japan, Germany, France, South Korea, Canada, Russia, and Brazil) in terms of e-commerce market growth. The increasing importance of the speed of decision making by consumers when purchasing goods and services online was also determined.

Ogunsola & Olojo (2021) examined how effort and performance expectancy, social influence, and trust influenced citizens' use of government services via Facebook and Twitter, while Nugroho & Wuisan (2021) studied the influence of social media usage, electronic word of mouth and trust on purchase decision in Zalora, Indonesia.

Ogunsola & Ojebola (2017) investigated the quality of information services provided through Facebook by selected law enforcement agencies in Nigeria. None of these studies focused on how normative and informational social influences, social media commitment, and purchase intention influence customers' purchase decision on products advertised on Facebook among the selected population in Nigeria.

1.2 Research Questions
This study provides answers to the following research questions:
1. What is the level of normative social influence on the selected postgraduate students?
2. What is the level of informational social influence on the selected postgraduate students?
3. What is the level of social media commitment of the selected postgraduate students to Facebook?

1.3 Research Hypotheses
This study tested the following research hypotheses:
1. There is no significant influence of the variables of social impact theory (normative social influence, informational social influence and social media commitment) on customers' purchase intention
2. There is no significant influence of purchase intention on customers' purchase decision

2. REVIEW OF RELATED WORKS

2.1 Social Media Advertising
The concept of social media advertising emanated from online advertising which is sometimes referred to as online marketing, Internet advertising, electronic advertising, web advertising or electronic commerce (Dar & Tariq, 2021). Online advertising includes adverts on Facebook and WhatsApp, electronic mail, banner advertising, pop-up advertising, text advertising, dynamic media, rich media advertising, interstitial advertising, and online classified advertising. Social media advertising has various advantages such as helping brands and companies reach and impact a comprehensive audience. This is because it can be used to generate effective, efficient, and innovative marketing strategies since customers provide feedback to retailers (Arora, 2018). Social media makes it possible for different age groups and races of consumers to have access to different products and services (Arora, 2018).

Social media is a large platform that can attract an audience both locally and internationally; this makes social media advertising a lot easier than any other type of promotional tool (Butenko, 2020). Social media advertising features numerous advantages such as accurate targeting of customers, advertising co-creation between customers and advertisers, and the creation of many multidimensional interactions among people (Zeng, Tao, Yang & Xie, 2017). Advertisements on social media can be made for products, services, ideas, events, persons, places, and organisations (Agbele, 2019).

Products advertised on social media can be classified into consumer and industrial products based on the type of customers that use them (Agbele, 2019). Consumer products are items purchased for personal use. They can be convenience products, shopping goods and specialty products. Examples of convenience products are stapled goods like wheat, milk, and sugar or emergency goods such as umbrellas and raincoats (Bogoro & Usman, 2019). Consumer products could also be in the form of shopping goods that could provide opportunities for customers to compare prices, quality and styles in a selection and purchase-making process (Claessens, 2017) such as cars, furniture, hotel services, and large home appliances. Consumer products include specialty products like the services of celebrities, beauticians, expensive electronic gadgets and designer clothes (Agbele, 2019).

Industrial products are of three types: material products, capital items and services. Examples of material products are agricultural products and natural resources such as cotton, cocoa, shear butter, rubber, coffee, wheat, crude oil, bitumen, iron ore, and rocks. Material products are goods rather than services. Capital items include machinery such as generators, drillers, sewing machines, trucks, vehicles, servers, elevators and others. Capital goods are more related to infrastructure construction like transportation, energy and communication networks (Du & Zhang, 2018), and constructions which require the use of machinery and equipment. Services are intangible products that complement the general day-to-day business and daily living such as banking services, legal services, and security services (Agbele, 2019).

2.1.1 Customers' Purchase Decision

Hafid, Pradana, Diandri & Bunga (2019) describe the purchasing decision process as an alternative evaluation stage which indicates an early interest in buying, therefore measuring the consumer's tendency to take action on a product. Kotler & Armstrong (2014) emphasise the relevance of the five-stage model in consumer behaviour while making a purchase. Thus, need recognition, information search (using social media), evaluation of alternatives, purchase decision and post-purchase decision combine to reflect the customers' purchase behaviour.

Need recognition is the first stage of the buyer decision process. Internal stimuli (like hunger) or external stimuli (such as advertisements) make the consumer realise that there is a difference between their current state and their desired state (Kotler & Armstrong, 2014). In information search, consumers who are stimulated by their needs will be encouraged to seek more information (Hafid, Pradana, Diandri & Bunga (2019). In the evaluation of alternatives, consumers start to compare and evaluate several alternatives in terms of product features, their desires and needs (Bodam, & Bognet, 2021). In purchase decisions, they choose a brand according to their preference.

At the post-purchase stage, consumers evaluate the product's performance based on expectations and reach a state of satisfaction or dissatisfaction. According to Voramontri & Klieb (2019), outcomes are compared against expectations in a subjective evaluation which takes one of three different forms: positive disconfirmation or satisfaction (performance is better than expected), simple confirmation or neutral response (performance equals expectations), and negative disconfirmation or dissatisfaction (performance is worse than expected).

2.2 Empirical Review of Literature

According to Tiew (2012) who studied price, product, promotion, social, culture, place and family as factors influencing consumer decision-making when they purchase mobile phones in Sibu, Sarawak, Malaysia. Data from the study were analysed using descriptive statistics, paired t-test and factor analysis. The result showed that price had the highest influence on consumer decision to purchase a mobile phone in Sibu while culture had the least, although all the variables can be seen as one component factor that affected purchase decision.

Kwahk & Kim (2017) examined the effects of social media on consumers' purchase decisions with evidence from Taobao - China's largest e-commerce website. The study which aimed at understanding the effects of social media on consumers' purchase decisions in the e-commerce environment showed social interaction ties and social media commitment as important elements of social media. For the survey-based approach, an online questionnaire was used. The outcome indicated that social interaction ties had significant positive effects on social impact transfer factors and trust in online vendors but did not directly influence visit intention. Social media commitment plays an important part in increasing social impact transfer factors and e-commerce outcomes.

A study by Nugroho & Wuisan (2021) examined the influence of social media usage, electronic word of mouth, and trust as mediating variables towards purchase decisions in Zalora, Indonesia. Data collection was carried out by distributing electronic questionnaires to a sample population of 235 respondents. The study concluded that social media usage had a positive and significant influence on customers' trust as well as customers' purchase decisions. Electronic word of mouth had no significant influence on customers' purchase decisions.

The influence of social media advertisements on consumers' purchase intention was determined by Latela (2019). The research examined the influence of interactivity, credibility, informativeness, entertainment and irritation on consumers' purchase decisions. The outcome showed that informativeness and credibility had a significantly positive relationship with consumers' purchase intentions on social media advertising while irritation and interactivity had a negative relationship with the dependent variable.

In line with the unified theory of acceptance and use of technology model (UTAUT), Adamu, Ibrahim & Lawan (2019) investigate consumer acceptance of social media shopping. A survey was conducted using a questionnaire which was administered to 380 undergraduate students from two universities in Nigeria: the University of Maiduguri and Yobe State University. The findings showed that consumers' intention to buy items on social media was moderately high. The study by Adamu, Ibrahim & Lawan (2019) also shows that WhatsApp was the most preferred social media application for doing online shopping followed by Facebook.

A study by Ogunsola & Akanji (2018) administered an online questionnaire to 411 respondents to investigate the influence of perceived risks on consumers' online shopping behaviour in Nigeria. The study found that the six dimensions of perceived risk (financial risk, product risk, time risk, psychological risk, privacy risk, and delivery risk) have significant relationships with consumers' online shopping behaviour, while social risk does not.

Mwiti (2020) showed the influence of social media advertising on consumer buying behaviour at the Hilton Hotel, Nairobi. Engaging 200 employees working at the hotel, a sample size of 133 employees was obtained. The findings revealed a significant relationship between social media reach, social media frequency, social media tools' influence and consumer buying behaviour.

After reviewing the literature for this study, a research framework was proposed based on the research hypotheses which is illustrated in Figure 1. It is assumed that normative and informational social influences, social media commitment influence purchase intention, while purchase intention also influences purchase decision:
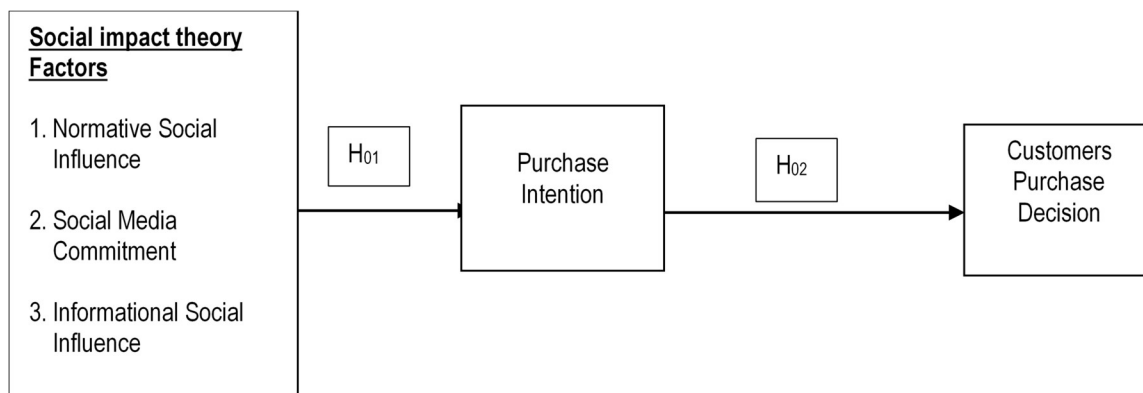
Figure 1: Research Framework

3. METHODOLOGY

This study adopts a descriptive design approach. The target population is the postgraduate students in three selected universities in Lagos State, Nigeria. This research was survey-based and quantitative data were collected using an online structured questionnaire (google form). All constructs except for demographics were adapted from Kwahk & Kim (2017) and measured by items that required respondents' rates ranging from undecided to strongly agree (undecided, strongly disagree, disagree, agree, strongly agree). This study involved two faculties/schools that were common to the three selected universities. These are the faculties of social sciences and management sciences. School of media and communication which was unique to Pan-Atlantic University was included in the study because courses in the school were classified under the Faculty of Social Sciences in other schools.

Postgraduate students were selected because some of them already had jobs and have started earning some income and some had scholarship awards (Ng, Ahmad & Nurul, 2016). It is expected that they will likely have more cash to spend than undergraduates. The population of this study was selected on the premise that Lagos State is the most commercialised state in Nigeria with the largest number of social media users and shoppers (Aja, 2019). According to Statista (2021), Facebook is ranked second as the most widely used social media platform in Nigeria as of the last quarter of the year 2020. Hence, the selection of Facebook for this study.

This study adopted the Slovin (1960) in Guilford & Frutcher (1973) sampling selection formula and can statistically be represented as $n = N / (1 + Ne^2)$ where n = number of samples, N = total population in the sample frame and e = error tolerance. In this study, N = 5545 and confidence level = 95% (0.05) in determining responses from the total population of 5,545 postgraduate students across two faculties purposively selected from the three selected universities: UNILAG (4,225), LASU (1,049) and PAU (271).

A total of twenty (20) postgraduate students from the University of Ibadan participated in the pre-test of the research instrument. Master's degree students from the faculties of multidisciplinary studies, economics and management sciences, and the social sciences participated in the pre-test. The Cronbach's alpha scores of the variables are as follows; normative social influence had 0.849, informational social influence rated 0.797, social media commitment rated 0.831, purchase intention rated 0.902 while the dependent variable; purchase decision rated 0.823. Using the convenience sampling technique, a total of 314 respondents participated in the study.

This study used descriptive statistics and linear regression analyses with the aid of the Statistical Package for the Social Sciences (SPSS) version 26 as analytical tools.

For the actual data collection, the researchers sought pre-informed consent of the class heads/representatives or influencers across the faculties and schools who assisted in sharing and consistent follow-up of the questionnaire link on the social media platforms (specifically, class WhatsApp groups) and any other online platform relevant to each department or schools understudy. The questionnaire was designed in a way that multiple submissions using the same e-mail address were not allowed, this ensured that no respondent filled the questionnaire more than once.

4. DATA ANALYSIS AND DISCUSSION OF FINDINGS

The demographic information of respondents is presented in this section.

Table 1: Demographic Profile of Respondents of the Three Selected Universities (N=314)

Age Range	Frequency	Percentage (%)
20 and below	1	0.3
21-25 years	79	25.2
26-30 years	77	24.5
31-35 years	57	18.2
36-40 years	45	14.3
41 years and above	55	17.5
Total	314	100
Sex	**Frequency**	**Percentage (%)**
Male	135	43.0
Female	179	57.0
Total	314	100
Monthly Income Range (in Naira)		
20,000 and below	91	29.0
21,000-40,000	59	18.8
41,000-60,000	34	10.8
61,000-80,000	51	16.2
81,000 and above	79	25.2
Total	314	100
Institution		
University of Lagos (UNILAG)	151	48.1
Lagos State University (LASU)	105	33..4
Pan-Atlantic University (PAU)	58	18.5
Total	314	100.0

Department		
	Frequency	Percentage (%)
Accounting	3	0.6
Banking and Finance	61	19.3
Business Administration	50	15.7
Economics	25	7.9
Employment Relations and Human Resource Management	10	3.1
Psychology	17	5.3
Sociology	36	11.4
Geography	4	1.3
Lagos Business School	19	6.1
Public Administration	33	10.4
Political Science	2	0.6
School of Media and Communication Study	43	13.7
Total	314	100

Table 1 shows the demographic information of respondents who participated in the study based on age, sex, monthly income range, institution, and department. Table 1 reveals that many of the respondents were female (57%), while respondents aged 21-25 years had the highest representation (25.2%). Most respondents (29%) have a monthly income range of N20,000 and below which is the lowest level of monthly income Range.

Answers to Research Questions

Research Question 1: What is the level of normative social influence of the selected postgraduate students on Facebook?

Responses on the level of normative social influence on Facebook are presented in Table 2:

Table 2: Level of Normative Social Influence on Facebook in the Three Selected Universities (N=314)							
Item	Undecided	Strongly disagree	Disagree	Agree	Strongly agree	SD	Mean
I purchase products and services advertised on Facebook because my friends do.	29 (9.2%)	17 (5.4%)	29 (9.2%)	117 (37.3%)	74 (23.6%)	1.301	2.45 (4th)
I have a high sense of belonging with other people when I buy products advertised on Facebook	17 (5.4%)	16 (5.1%)	16 (5.1%)	128 (40.8%)	88 (28.0%)	1.237	2.65 (2nd)
Other people's recommendations influenced my decision for online purchases of products advertised on Facebook	15 (4.8%)	17 (5.4%)	15 (4.8%)	128 (40.8%)	90 (28.7%)	1.227	2.68 (1st)
I make purchases on Facebook in other to be more like my friends	16 (5.1%)	25 (8.0%)	23 (7.3%)	114 (36.3%)	88 (28.0%)	1.256	2.59 (3rd)

Table 2 shows that respondents who were influenced by other people's recommendations had the highest mean with 2.68 (1st) while respondents who purchased products and services advertised on Facebook because of their friends recorded the lowest mean score of 2.31 (4th).

Research Question 2: What is the level of informational social influence of the selected postgraduate students?

Table 3 shows that respondents who are influenced by other people's recommendations had the highest mean of 2.68 while respondents who purchased products and services advertised on Facebook because of their friends had the lowest mean score of 2.31.

Table 3: Level of Informational Social Influence on Facebook in the Three Selected Universities (N=314)							
Item	Undecided	Strongly disagree	Disagree	Agree	Strongly agree	SD	Mean
I make most of my purchase decisions on products and services advertised on Facebook on the recommendations of my friends.	17 (5.4%)	12 (3.8%)	11 (3.5%)	119 (37.9%)	104 (33.1%)	1.261	2.73 (4th)
Before making a purchase decision on products and services advertised on Facebook, I read customer reviews.	14 (4.5%)	6 (1.9%)	8 (2.5%)	127 (40.4%)	108 (34.4%)	1.212	2.82 (2nd)
I rarely make any purchase of products and services advertised on Facebook without seeking the opinion of others.	9 (2.9%)	8 (2.5%)	11 (3.5%)	128 (40.8%)	106 (33.8%)	1.171	2.83 (1st)
Before making an online purchase of products and services advertised on Facebook, I ask for diverse opinions on Facebook	13 (4.1%)	5 (1.6%)	14 (4.5%)	123 (39.2%)	106 (33.8%)	1.207	2.80 (3rd)

Table 3 shows that respondents who rarely purchase products and services advertised on Facebook without sorting for the opinion of others had the highest mean with 2.83, while respondents who made most of their purchase decisions on products and services advertised on Facebook on the recommendations of their friends recorded the least mean score of 2.31.

Research Question 3: What is the level of social media commitment of the selected postgraduate students to Facebook?

Respondents' answers regarding their level of social media commitment are presented in Table 4.

Table 4: Level of Social Media Commitment of Respondents from Three Selected Universities on Facebook (N=314)							
Item	Undecided	Strongly disagree	Disagree	Agree	Strongly agree	SD	Mean
I have a sense of commitment to other customers on Facebook.	17 (5.4%)	12 (3.8%)	13 (4.1%)	143 (45.5%)	77 (24.5%)	1.208	2.63 (4th)
I enjoy spending lots of time on Facebook.	14 (4.5%)	16 (5.1%)	17 (5.4%)	123 (39.2%)	89 (28.3%)	1.233	2.64 (3rd)
I expect that I will continually purchase products on Facebook to keep in touch with other customers.	19 (6.1%)	15 (4.8%)	11 (3.5%)	123 (39.2%)	93 (29.6%)	1.274	2.65 (2nd)
I enjoy exchanging product purchase experiences with other customers on Facebook.	12 (3.8%)	13 (4.1%)	9 (2.9%)	132 (42.0%)	96 (30.6%)	1.203	2.75 (1st)

Table 4 shows that respondents who enjoyed exchanging product purchase experiences with other customers on Facebook had the highest mean of 2.75 while those who had a sense of commitment to other customers on Facebook recorded the lowest mean score of 2.63.

Research Hypotheses

Research Hypothesis 1: There is no significant influence of the variables of social impact theory (normative social influence, informational social influence and social media commitment) on customers' purchase intention

Presented in Tables 5a and 5b are the results of the multiple linear regression analysis of the influence of the independent variables (normative social influence, informational social influence and social media commitment) on the customers' purchase decision.

Table 5a: Relationship between Variables of Social Impact Theory and Customers' Purchase Intention

Model	R	R Square	Adjusted R square	F	P value (sig)
1	.724[a]	.524	.520	127.901	.000[b]
Model	**Sum of Squares**	**DF**	**Mean Square**	**F**	**P value (sig)**
Regression	30268.658	5	10089.553	113.897	**.000[b]**
Residual	27461.460	308	88.585		
Total	57730.118	313			

Table 5b: Individual Contribution of the Social Impact Theory Variables on Customers' Purchase Intention

Model	Unstandardised Coefficients		Standardised Coefficients	T	Sig
	B	**Std. Error**	**Beta**		
(Constant)	7.904	1.561		5.063	.000
Normative Social Influence	.243	.103	.162	2.362	**.019**
Informational Social Influence	.168	.119	.106	1.412	.159
Social Media Commitment	.774	.095	.509	8.154	**.000**

Dependent Variable: Purchase intention

Table 5a presents the multiple linear regression analysis of the influence of the independent variables on purchase intention. Table 5a shows that there is a significant joint influence of the independent variables on purchase intention (p = 0.000). Table 5b shows that normative social influence (β = 0.162, t =2.362, p = 0.019) and social media commitment (β = 0.509, t =8.154, p = 0.000) have an individual significant influence on the purchase intention of the products advertised on Facebook while informational social influence do not (β = 0.106, t =1.412, p >0.000).

Research Questions 2: There is no significant influence of customers' purchase intention on customers' purchase decision

Tables 6a and 6b present the linear regression analysis of the influence of perceived customers' purchase intention on customers' purchase decision:

Table 6a: Relationships between Purchase Intention and Purchase Decision

Model	R	Adjusted R square	DF	F	P value (sig)
1	.642[a]	.410	1	218.401	.000[b]
Model	**Sum of Squares**	**DF**	**Mean Square**	**F**	**P value (sig)**
Regression	6445.755	1	6445.755	218.401	**.000[b]**
Residual	9208.194	312	29.513		
Total	15653.949	313			

Table 6b: Influence of Purchase Intention on Purchase Decision					
Model	**Un-standardised Coefficients**		**Standardised Coefficients**	**T**	**Sig**
	B	**Std. Error**	**Beta**		
(Constant)	6.906	.749		9.214	.000
Purchase Decision	1.251	.085	.642	14.778	**.000**

  Dependent Variable: Purchase decision

Table 6a shows that there is a significant influence of customers' purchase intention on purchase decision (p = 0.000). The result from Table 6a above shows that there is a significant relationship between purchase intention and purchase decision of customers among postgraduate students. Table 6b shows a significant influence of purchase intention on purchase decision (β = 0.642, t =14.778, p = 0.000).

4.1 Discussion of Findings

The findings from this study established the influence of the two independent variables (normative social influence, and social media commitment) from social impact theory on purchase intention, while informational social influence does not significantly influence purchase intention. This is supported by Kian, Boon, Fong & Ai (2017) who affirmed that social influence positively and significantly influences the purchase intention of goods on social media. This corroborates the study by Kwahk & Kim (2017) whose study shows that social media commitment is important to increasing e-commerce outcomes. Customers' purchase intention had a significant influence on the purchase decisions of customers. This result is in line with the findings of Shubhangam, Strivastava, Ravi & Singh (2020).

5. CONCLUSION AND RECOMMENDATIONS

5.1 Conclusion
The findings provide insights into the key customer purchase decision variables related to online advertising as identified from social impact theory, these are normative social influence, and social media commitment. These factors had significant relationships with purchase decisions and thereby, they can influence customers to buy goods and services online.

5.2 Recommendations
The following recommendations are made:

1. Enterprise owners or managers should adopt and implement electronic commerce strategies, especially social media advertising and have an in-depth understanding of the factors that influence prospective customers of their products and services.
2. This study shows social media commitment has a high influence on purchase intention and the decision to purchase products. This suggests that many people are committed to the use of social media. Consequently, policymakers in organisations, corporations or companies should encourage Facebook advertisements as an effective communication tool with active and/or potential buyers.

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