IMPACT OF SOCIAL MEDIA ENTERTAINMENT ON THE ONLINE PURCHASE DECISION STUDY ON YOUTH BUYERS OF FASHION PRODUCTS VIA FACEBOOK

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ABSTRACT

This study aims at diagnosing the impact of of Social Media Entertainment on the Online Purchase Decision. The research is descriptive. The questionnaire is the tool of collecting the data needed from research population. The sample size reached to 500 Facebook users from the Jordanian youth, and snowball sample was used. The study conclude that there is a positive statistical impact of Social Media Entertainment on the Online Purchase Decision from the fashion stores. The social media entertainment explains 28% of variations in the online purchase decision.
KEYWORDS: *Fashion Industry, Social Media Entertainment, Purchase Decision, online Stores, Jordan.*

1. INTRODUCTION

Prior to 1990, many communication tools such as fax, direct mail, telephone, television, radio, billboards, and printed magazines (Pütter, 2017) were used, and it was clearly demonstrated by their inability to achieve the goals of enterprises by accessing new markets, attracting the largest number of consumers, and enabling them to access real communicative content (Schivinski et al., 2016, p.1).Beyond 1990, the world has seen a major boom in most sciences especially technology, marketing, and communication (Silvia,2019), and with it emerged a number of intellectual trends that focused on the concept of a single international market, which means going beyond the concept of small and fragmented markets (Hall,2016). In 2007, the global financial crisis emerged and caused a fierce recession in the markets, inflation spread, and the exchange rates of major currencies around the world fluctuated (Laksamana,2018).

These events generated many negative effects on the purchasing behaviors of individuals around the world (Hossain & Sakib,2016), and with them businesses became unable to build open interactive relationships of customers, and the ability to maintain reputation and mental image decreased (Almohaimmeed,2019). Accordingly, many countries of the world have restructured their economies, adopted international exchange and integrated into international development, and benefited from technical and technological developments in the conduct of their business (Kyule,2017). It was incumbent upon the giants to change the priorities and opportunities for access to the international market (Jocz&Quelch, 2008), to pay attention to communication and marketing as one of the sectors stimulating international action (Islam et al., 2013), as well as to employ technology-based marketing (Jocz&Quelch, 2008).

In light of this, the advent of the Internet was the magic tool that accelerated growth in all sectors, facilitated people's lives, and increased opportunities to collect and store information at the lowest possible costs (Pratama et al.,2019). Moreover, communication between individuals around the world has become fast and easy (Kaplan & Heinlin, 2010), and the Internet has changed the ways of communication and communication between consumers, institutions and salesmen (Patria. 2018), and with it social media has emerged in a way that has contributed to increasing the level of communication between peers, and over time has become a form of socialization of individuals, and has generated great possibilities to influence the decisions of others with common interests, opinions and feelings (Alalwan et al. 2017). The literature considers that social media has expanded the exchange of information between individuals, groups, institutions, and communities, and increased the level of productive relationships between them (Merriam-Webster Dictionary, 2020).

Social media contains a package of Internet-based applications that are used to achieve previous goals (Rust et al.,2010). Studies mention the existence of social blogs, microblogs, podcasts, photos, videos, content communities, the virtual world, online gaming sites, news sites, forums... These applications have been able to change the form and ways of interaction, and the exchange of interests between individuals in many sectors.

Thus, there has been a change in education, sports, friendship, medicine, engineering, economics, sociology, marketing, and communication (Yuksel et al.,2014).

In marketing, social networks have become one of the most important mechanisms used to influence the public, an effective tool for the growth of businesses and the improvement of interaction between sellers and customers (Alalwan et al. 2017). It has been a tool to change the purchasing intentions and purchasing decision-making mechanism of consumers (Grubor et al., 2017). Help share shopping experiences with others (Kozinets et al., 2010). We add that the integration of social networks with marketing has facilitated audience access, improved their level of awareness, improved brand reputation, increased sales and profit indicators (Kaplan & Heinlin, 2009), and social networks have become one of the competitive strategies that support marketing in building brand loyalty, spreading the positive verbal and WOM e-word, improving customer guidance rate, building an effective communication process and developing relationships with customers (Kevin, 2012).

Official information indicates that the rate of spending by enterprises on social media in 2019 reached $ 84 billion, and Internet users amounted to about 4.13 billion people, of whom 3.6 billion are social media users (www. Statisitca, 2019). This international acceleration has been an incentive for businesses around the world to design web pages that allow direct interaction, free discussion with users, to ensure quick access to information, and to improve marketing practices geared towards attracting customers (Alalwan et al. 2017). These pages also provided a high potential for rapid evaluation of brands and products, and the possibility of prompt submission of positive or negative opinions, which means getting a quick response about requests and needs (Alalwan et al. 2017).

SMM allowed for the promotion of products via social media sites (Xie & Lee, 2015), focusing on content, communication, outreach, web traffic, awareness, and brand dissemination (Kim & Ko, 2012). It also plays an active role in consumer engagement on brand censorship, increasing opportunities to talk to others (Lee & Sullivan-Bolyai, 2011). We add that SMM has facilitated the connection between the brand and consumers away from temporal and spatial constraints, and has generated two-way communication rather than relying on one-way communication (Kim & Ko, 2012).The literature and empirical studies confirm that SMM is a key catalyst for purchasing decision-making, improving satisfaction, loyalty, trust and commitment to the brand (Brodie et al., 2013).

In this academic paper, the fashion industry will be linked to social media marketing in Jordan, where this sector has witnessed a great leap around the world based on many economic and technological factors, especially after fashion was limited for a long period of time to the elite classes in society of businessmen and wealthy people who have purchasing power, and the single communication system did not allow tracking fashion shows around the world due to the limited tools of communication such as newspapers and specialized magazines (Ko & Megehee, 2012). In the digital age, businesses have benefited from customer tracking, allowing them to keep abreast of global fashion shows and weeks, and targeting their products towards target groups accurately. She also worked on the effective design of marketing strategies. Social media has become the most preferred place to follow fashion houses and international fashion houses such as Cahnel, Louis Vuitton, Dior, Dolce & Gabbana, Saint Laurent Paris.

Over time, the establishment of electronic fashion stores has accelerated, and they have become offering imitation designs (reproductions) of the role of global fashion, and offer their products at affordable prices suitable for all consumers, especially young people who are most keen to follow the fashion markets Fast Fashion, and personal blogs of celebrities and influencers have become a favorite place for young people interested in fashion males, women and children, because of their strong influence on purchasing intentions, making a purchase decision, and improving the satisfaction and electronic loyalty of brands (Nawaz et al.,2015).

2. LITERATURE REVIEW

Entertainment is seen as one of the dimensions of value and aesthetic response on the social network, and is associated with intangible features on the site and pleasure in shopping (Ertemel & Ammoura, 2016), and studies confirm that social media marketing is considered a form of entertainment (Manthiou et al., 2013). Enjoying the online purchasing experience is a powerful view of the online consumer. Pleasure while shopping also refers to the ability to meet personal needs in pursuit of escape from reality, aesthetic enjoyment, or emotional enjoyment (Harshini, 2015).

We add that entertainment is that feeling that a shopper has of being a happy social person, and entertainment is the way social media uses to escape stress (Lee & Ma,2012). The value of entertainment on social media also explains the ability of the social platform to meet users' needs for emotional rejoicing, enjoyment, and reducing anxiety (Lee & Ma, 2012). Communication and marketing studies determine that entertainment and entertainment directly affect users' attitudes towards advertising. The advertising message positively affects the attitudes of users, increasing their inclination towards the brand. As a result, the social media entertainment and entertainment feature enhances engagement behavior, shows positive attitudes towards

the brand by users (Mir & Zaheer, 2012), and is also used to attract shoppers and build long-term relationships with them (Hair et al.,2010).

Previous studies have unanimously agreed that online research is a fun interactive process; it helps marketers attract customers, reduce price sensitivity, and influence attitudes towards a brand or one of its products (Novak et al., 2000). The development of positive purchasing attitudes towards a brand, means a prior willingness to prefer and buy that brand, and here marketers integrate marketing content with entertainment content; with the aim of creating a state of strong emotional attachment to the shopper and the brand (Hudson & Hudson, 2006). As a result, having positive emotions in the user (happy, enthusiastic, or satisfied) prompts them to share information with other members of the site (Dobele et al., 2007).

Entertainment is a communicative function that stimulates purchasing attitudes towards the brand, and increases the follow-up of customers to obtain positive impressions and opinions about the brand (Kang, 2005). Experience shows that marketers use social media to deliver entertaining and funny content in an effort to communicate interesting information to consumers. The contents may take the form of photos, videos via Facebook, downloading games, and contests to add more joy and pleasure and attract the attention of users and motivate them to participate (Lee & Ma,2012). Entertainment also includes a number of entertaining interactive functions in form and content such as live video streaming, video chat communications, multiplayer games, music, videos, forums, reviews, ratings, geolocation options, thriller, Amazing, humor, and Funny (George, 2005).

One study cites that in 2019, Jordan Airlines RJ used humor to promote its new offers via Facebook, and here opinions differed among Jordanians between supporters and opponents, despite its importance in introducing the company's new offerings (Al-Nsour,2021). That finding was consistent with one study that showed that fun content is interesting to customers (Manthiou et al., 2014). Entertainment via social media is an additional marketing incentive to lubricate and stimulate user engagement, thus creating exciting and entertaining activities (Ashley & Tuten, 2015). There are several studies that have proven the relationship between online purchasing behavior and entertainment (Kim & Ko, 2010). It also linked the frequency of shopping on the site to entertainment and entertainment, where entertainment content plays an active role in influencing the visit of fans of the brand (Khan ,2017). Other studies have even added that entertainment, enjoyment, and relaxation are all major reasons for using social media (Muntinga et al., 2011).

3. METHODOLOGY

The quantitative approach is the most appropriate for the current study, the fully structured questionnaire is the tool for collecting primary data, and it contains a number of closed-ended questions that express the IV and the DV variables. A pilot study was conducted to confirm the effectiveness of the tool on 10% of the target sample reached 50 persons. The study population consisted of all young Jordanians using the Facebook platform aged 18-35, ant reached 1.501 million in 2021. Due to the difficulty of determining the detailed information of names and addresses of young Jordanians using the platform, non-probability samples were resorted to using the Snowball Method. Based on sampling tables, the recommended sample size reached 385 and it increased by 30% (115 people), so the final samples size reached 500 persons. The current study used the statistical program PLS Version 3.5.1 which consists of a package of statistical tests designed to ascertain the quality of the research data and test its hypothesis.

4. MEASUREMENT
4.1 Profile Respondents

The independent variable IV "entertainment" via social media consists of 5 items. The level of responses to them all was average. It was found that the arithmetic mean of the independent variable (3.074) and standard deviation (1.155). This means that the level of entertainment via social media by young shoppers in Jordan is moderately with the approval of 37.1% of the respondents and interval confidence of 1.155 ±3.05. The dependent variable DV "Online Purchase Decision" consists of 6 items to which the response was at the medium level. The arithmetic mean (3.185) and standard deviation (1.133) were valued. This means that the level of online purchase decision among young shoppers is moderately and with the approval of 40.8% of the respondents and with interval confidence of 1.133 ±3.185.

Table 1 : Descriptive Statistics of Research Variables

Item	Responses%					S.D	Mean	Decision
	VL	L	M	H	VH			
Marketing videos posted through social media are useful for me	6	14.4	37.5	30.1	12	1.04499	3.2777	*Moderate*
I'm attracted by the content of marketing novels and stories posted through social media	7.8	18.1	33.8	29.1	11.3	1.09669	3.1806	*Moderate*
I'm attracted by online marketing via social media.	21.6	23.3	24.5	21	9.7	1.27619	2.7398	*Moderate*
I'm attracted by other people's marketing adventures on social media.	11.8	18.3	31.3	27.2	11.5	1.17577	3.0816	*Moderate*
I'm interested in marketing challenges on social media.	13.8	20.6	32	23.3	10.3	1.18442	2.9573	*Moderate*
Entertainment :	**12.2**	**18.94**	**31.82**	**26.14**	**10.96**	**1.155612**	**3.0474**	***Moderate***
I got a rich personal shopping experience via social media.	13.2	20	35	23.5	8.3	1.13831	2.9379	*Moderate*
Shopping via social media provided the opportunity to make collective buying decisions (with family and friends).	7.6	15.3	33.8	30.3	13	1.10240	3.2583	*Moderate*
Social media provided tools and options for fully planned shopping process.	8.2	14.6	34.4	29.5	13.4	1.11383	3.2544	*Moderate*
Social media provided regular flexible shopping times.	8	16.3	32	30.1	13.6	1.12513	3.2505	*Moderate*
Social media provided a low cost advantage of shopping via social media.	8.3	20.4	32.2	24.9	14.2	1.15326	3.1612	*Moderate*
Social media provided the options of flexible payment of shopping via social media..	8.9	16.9	29.7	29.3	15.1	1.16881	3.2485	*Moderate*
Online Purchasing Decision	9.033333	17.25	32.85	27.93333	12.93333	1.133623	3.185133	*Moderate*

4.2 **Reliability and Validity**:

Cronbach's Alpha is a measure of internal consistency between Scale Items, and the statistical rule indicates that the acceptable value of the test is above 0.7 and not more than 0.95 (Hair et al., 2014). According to Table 2, Cronbach's Alpha values fall within the permitted limits, so there is an acceptable degree of internal consistency between items and constructs what to measure. Average Variance extracted measures the amount of explained differences in construct elements or latent variable (Henseler et al., 2014). The statistical rule indicates that the minimum value of test is 0.5, and values above 0.7 are considered very good. Table 2 indicates that AVE values are greater than 0.5 for all variables in Construct, which are statistically acceptable. Finally, Cross Loading refers to the extent to which each item alone measures what to measure. The statistical rule states that the test value must be greater than 0.7, and based on Table 2 as well, all test values are greater than 0.7 and therefore conform to the conditions of the statistical evaluation .

Table 2 : Results of Exploratory Factor Analysis (EFA)

Construct	Items	Factor Loading	Cronbach's Alpha	AVE
Entertainment	U1	0.729	0.853	0.633
	U2	0.747		
	U3	0.759		
	U4	0.875		
	U5	0.856		
Online Purchase Decision	Y1	0.767	0.914	0.701
	Y2	0.843		
	Y3	0.868		
	Y4	0.851		
	Y5	0.838		
	Y6	0.852		

5.　Hypothesis Testing

- H0: There is a significant impact of social media entertainment on the online purchase decision from the fashion stores.

Path analysis is an extension of the regression model, through which the correlation matrix can be obtained, and the path of the model is shown by a square and an arrow, from which the causal relationship between the two variables appears. Some statistical indicators that explain the level of suitability of the model are also obtained including Standardized Beta and t-Statistics (Coffman & MacCallum, 2005).The statistical rule states that P-Value below 0.05 (Probability of Errors) is considered statistically acceptable. Thus, it indicates that there is a directional relationship between the two variables in the assumed relationship. The statistical rule holds that the Standardized Beta signal is an indicator for measuring the direction of the relationship, since the signal (-) means that there is a negative relationship between the two variables and the signal (+) means that the relationship between them is positive.

The path coefficient refers to the direct impact of the social media entertainment variable on the online purchase decision, and it provides transactions for the path of the interrelationship between them. To accept or reject the directional relationship (path direction) according to the results of Table 3, we find that the P-Values of the correlation are less than 0.05 (0.00). Empirically, it has been emphasized that there is a correlation between social media entertainment and the online purchase decision (Beta=0.130, P-Value = 0.00).

Table 3 : Path Direct Effects of First Hypotheses:

H	Relationship		Std. Beta	Std. Error	T-Value	P-Value	Decision
H_0	Entertainment →	Online Purchase Decision	0.130	0.005	24.064	0.00	Supported Positive Relationship

Significant at P_0* < 0.01.　　　　Significant at P_0** <0.05.

The use of f^2 is complementary to the P-Value hypothesis significance test (Fidler et al., 2005), a statistical measure to illustrate the magnitude of the effect of the independent variable IV on the dependent variable DV (Cohen, 1988), and according to the statistical base used, there is a weak effect of entertainment via social media on the online purchase decision of Jordanian youth ($f^2 = 0.04$). R^2 Coefficient of Determination can also be used as a criterion that measures the strength of the linear relationship between the two variables, and relies on it to measure the variance ratio in the dependent variable (DV) that can be explained by one or more independent variables (IV) (Hair et al., 2010). Table 4 refers to the results of the R^2 test, where it was found that there is a positive relationship between Entertainment and OPD (Beta=0.130, P-Value= 0.00), and the positive relationship between social media entertainment and the OPD electronic purchase decision was confirmed at Significant P0 < 0.01.

The literature suggests that achieving greater effectiveness in forecasting is through a number of indicators previously discussed such as the determination coefficient R^2, along with the prediction variable known as Q^2 (Wold,1985), depending on the results of Blindfolding it is possible to come up with Predictive Relevance for a wide and complex set of data. Q^2 shows the possibility of restructuring the data collected with the help of the structural model and performance indicators (Frornell & Cha, 1994). The statistical decision-making rule states that Predictive Relevance exists if the Q^2 value is greater than 0.00. Therefore, the results of table 4 indicate that there is an acceptable possibility of analyzing the difference in the Online Purchase

Decision (Q^2=0.28) due to social media entertainment, and as we have already shown the f^2 is higher than 0.02, which means that there is an average predictive capacity of the Online Purchase Decision variable in the model.

Finally, to examine the suitability of the model, Smart-PLS has been used to calculate the GOF test value and is used to determine the predictability strength of the Inner Model (Stewart, 2009). Based on the statistical decision-making base, there was an average predictive ability of the general model (Measurement & Structural), as the test value (GOF= 0.335), which is between (0.25) and (0.36), and therefore, the overall performance of the model is average, and it is also suitable for examining the variables of the current study to an average degree.

Table 4: Other Statistical Indicators of First Hypotheses

Indicator	Value	Decision
f^2	0.04	Small Effect Size
$R - Square$	0.130	Medium Power of Explanation
Predictive Relevance Q^2	0.28	Medium Predictive Relevance
GoF	0.335	Medium Goodness of Fit.

6. DISCUSSION

The results indicate an medium correlation between the entertainment function and the Online Purchase Decision among young Jordanian shoppers via Facebook by mean (3.04) and standard deviation (1.155). The results confirm that there are a number of entertainment appearances that shoppers perform during the SMM process. We find that 42.1% of them have an interest in watching marketing videos through the platform, compared to 40.4% who have an interest in published stories and marketing novels. While it was found that 38.7% of shoppers have an interest in marketing adventures, and 33.6% have an interest in learning about marketing challenges via Facebook. As a result, the results concluded that entertainment and entertainment did not prove its statistical impact on the Online Purchase Decision in the current study.

Frequent visits to social media pages have become part of the Jordanian shopper's routine life, and a form that reflects the modern lifestyle. Studies confirm that there are psychological motives that push to get rid of the state of anxiety, the pressure experienced by the citizen, and fill the void that Jordanian youth live in (one recent study summarized that the unemployment rate among Jordanian youth reaches 50%, where they have a great abundance of leisure time). Therefore, the behaviors that the Jordanian shopper performs through social networks are to post, comment, discuss, upload photos/videos... Etc. In light of that finding, previous studies and SMM theory have confirmed the findings of our current study.

Entertainment is one of the dimensions of value and aesthetic response on the social network, and is associated with intangible features across the site, pleasure in shopping, and therefore SMM is based on entertainment (Manthiou et al.,2013).Enjoying the online purchasing experience enhances the point of view of electronic consumers, and as we have said, the pleasure while shopping is the ability to meet individual needs, beautify the escape from physical reality, or shift in the pattern of purchase, along with aesthetic enjoyment, and emotional enjoyment (Harshini, 2015).
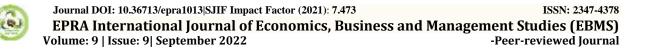
Overall, many studies confirm the existence of a positive relationship between online purchasing behavior and entertainment (Kim & Ko, 2010). Studies also link the frequency of shopping to the degree of entertainment and entertainment as well. Entertainment content plays an active role in influencing fans of the brand (Khan et al., 2016). Studies add that entertainment, enjoyment, and relaxation are a major reason behind the use and participation in social media (Muntinga et al., 2011).Generally, communication and marketing studies determine that entertainment and entertainment directly affect users' attitudes towards advertising. The advertising message positively affects their attitudes, increases their inclinations towards the brand. As a result, social media entertainment enhances user engagement, showing positive attitudes towards the brand (Mir & Zaheer, 2012).

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