Factors Influencing Ad Clicks and Purchase Intention in Social Media Marketing Advertising: The Role of Media Factors, Content Factors and Connection Motivation (Yangon, Myanmar)

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Abstract

Purpose – The purpose of this research is to explore and understand the key factors that influence the effectiveness of social media advertising campaigns in Yangon, Myanmar. By investigating the impact of media factors, content factors, and connection motivation on ad clicks and purchase intention in social media advertising. **Design/Methodology/Approach** – This study employs quantitative methods and analytical techniques such as Cronbach's Alpha, Simple Linear Regression, and Multiple Linear Regression to investigate factors influencing ad clicks and purchase intention in social media advertising campaigns. The research instrument, a questionnaire, comprises screening questions, demographic information, and items aimed at assessing attitudes using a five-point. **Findings** – Content factors such as quality and type of content used in advertisements have a significant positive impact on ad clicks, leading to increased user engagement and click-through rates. Media factors, including platforms and channels used for advertising, show little to no influence on ad clicks, suggesting platform choice may not affect user engagement. Connection motivation, reflecting reasons for engaging with ads, has minimal impact on ad clicks, indicating motivation may not significantly influence ad performance. Ad clicks through social media marketing have a positive impact on purchase intention. **Research Limitations/Implications** – While the study provides valuable insights into ad clicks and purchase intention in social media marketing in Yangon, Myanmar, it is limited by sampling bias, generalizability constraints, and temporal issues. **Originality/value** – The focus of this study is to conduct an analysis of the key factors that influence ad clicks and purchase intention in social media marketing advertising.

Keywords – Ad clicks, Media factors, Content factors, Connection Motivation, Purchase Intention, Social Media Marketing Management

1. INTRODUCTION

1.1 Background of study

Social media has transformed into a multifaceted platform serving as a source of news, entertainment, and inspiration for millions of users worldwide.

Concurrently, it has evolved into one of the most potent channels for digital marketing, with companies increasingly recognizing and harnessing its power. According to Statista, global digital advertising spending reached a staggering $522.5 billion in 2021, a figure projected to soar to $836

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billion by 2026. In Myanmar specifically, digital advertising expenditure is expected to reach $142.8 million in 2024, reflecting the rapid growth and adoption of digital marketing practices in the region (Fuxman et al., 2024)

This surge in digital advertising expenditure can be attributed to several factors. Rising costs associated with traditional media have prompted many advertisers to shift their focus and resources towards interactive advertising on the internet, mobile phones, and social networks. The dynamic nature of social media platforms offers advertisers unparalleled opportunities to engage with their target audience in real-time, foster meaningful interactions, and drive brand awareness and loyalty.

However, despite the immense potential of social media advertising, achieving optimal results remains a challenge for many companies. According to Social Insider, the average click-through-rate for social media ads is a mere 1.36%, with engagement rates varying significantly across platforms. For instance, TikTok, the platform with the highest engagement, boasts a click-through-rate of only 4.25%, while Facebook registers the lowest at 0.06%. These statistics underscore the importance of understanding the factors influencing social media marketing clicks to enhance advertising effectiveness and maximize return on investment.

Against this backdrop, this study aims to investigate the factors influencing ad clicks and purchase intention in social media marketing advertising, with a focus on the Yangon region in Myanmar. Specifically, the study will examine the role of media factors, content factors, and connection motivation in shaping user engagement with social media advertisements. By identifying and understanding these factors, companies can tailor their content, select appropriate media channels, and cultivate trust with their target audience, thereby optimizing their advertising strategies for higher ad click-through rates and increased purchase intention.

1.2 Problem statements

In Yangon, Myanmar, businesses and marketers are facing the challenge of making their ads on social media more effective. They want to ensure not only people see their ads, they want the people to click on the ads and also buy their products. This depends on a few key factors. Firstly, it's about the type of media used in the ads - whether it's images, videos, or text. Secondly, it's about what the ad actually says - is it interesting, informative, or entertaining? Lastly, it's about why people are using social media in the first place - are they looking for inspiration, staying connected with friends, or seeking entertainment?

As Yangon's online marketplace continues to grow rapidly, understanding these factors becomes increasingly important for advertisers. By knowing what types of ads work best and why, businesses can tailor their marketing strategies to better suit the preferences and behaviors of the local audience. This research aims to delve deeper into these factors and how they interact to influence the effectiveness of social media advertising campaigns in Yangon, providing valuable insights for businesses looking to improve their online marketing efforts.

1.3 Objectives of study

(1) To investigate the influence of media factors on Ad clicks, purchase intention in social media advertising.

(2) To evaluate the influence of content factors on Ad clicks, purchase intention in social media advertising.

(3) To examine the influence of connection motivation on Ad clicks, purchase intention in social media advertising.

(4) To analyze the influence of media factors, content factors, and connection motivation on social media advertising effectiveness.

1.4 Research questions

(1) Do media factors have a significant influence on Ad clicks in social media advertising in Yangon?

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⑵ Do content factors have a significant influence on ad clicks in social media advertising in Yangon?

⑶ Does connection motivation have a significant influence on ad clicks in social media advertising in Yangon?

⑷ Do ad clicks have a significant influence on purchase intention in social media advertising in Yangon?

1.5 Significance of the study

1.5.1 Localized Understanding of Social Media Advertising: The study focuses on Yangon, Myanmar, providing a localized understanding of the factors influencing ad clicks and purchase intention, in the context of social media marketing. This is crucial as advertising effectiveness can vary significantly across different cultural and economic settings.

1.5.2 Guidance for Optimizing Advertising Strategies: By exploring the relationships between media factors, content characteristics, connection motivation, and advertising effectiveness, the study seeks to offer guidance for businesses aiming to optimize their advertising strategies. This includes tailoring content, selecting the right media channels, and building trust to enhance click-through rates.

1.5.3 Contributions to Academic and Practical Knowledge: The findings of the study are expected to contribute both to academic knowledge in the field of marketing and communication and to practical insights for businesses operating in Yangon's digital landscape. This dual contribution adds to the significance of the research, bridging the gap between theoretical understanding and real-world application.

1.6 Scopes of the study

This research aims to investigate the factors influencing Ad Clicks and Purchase Intention, in the context of Social Media Marketing Advertising in Yangon, Myanmar. The study will focus on the following parameters:

The primary geographical focus of this study is Yangon, Myanmar, the largest city and commercial hub of the country. Yangon's vibrant and diverse population, coupled with its unique cultural heritage and rapidly evolving economic landscape, makes it an ideal setting for examining the dynamics of social media advertising. By focusing on Yangon, this study aims to provide insights that are relevant and applicable to businesses and marketers operating within this specific regional context.

The research will cover the period January 2024 to March 2024. This time frame is carefully selected to capture recent trends and dynamics in social media advertising within Yangon. Given the fast-paced nature of digital marketing, the chosen time frame allows for the collection of timely and relevant data that accurately reflects current practices and behaviors among social media users in Yangon.

The study will target social media users in Yangon, Myanmar, encompassing individuals from diverse demographic backgrounds and varying levels of online engagement. This includes but is not limited to young adults, professionals, entrepreneurs, and consumers of various age groups and socio-economic statuses who actively use social media platforms for personal and professional purposes.

The research will consider major social media platforms prevalent in Yangon, including but not limited to Facebook, Instagram, Twitter, and TikTok. These platforms are widely used by individuals and businesses across various sectors in Yangon, making them key channels for social media advertising and engagement. By examining multiple platforms, the study seeks to provide a comprehensive understanding of user behaviors and perceptions across different social media environments, allowing for nuanced insights into the effectiveness of advertising strategies across various platforms.

For this study, a quantitative research method will be employed to gather data and analyze user behaviors and perceptions related to social media advertising in Yangon, Myanmar. The quantitative approach will involve the use of surveys administered

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to a sample of social media users within the target population.

2. LITERATURE REVIEW AND HYPOTHESES DEVELOPMENT

2.1 Theories related to each variable

2.1.1 Media Factors

Add4profit Digital Media Agency (2024) website highlights the significance of media factors such as algorithms on social media platforms in determining the reach and visibility of digital marketing efforts. Additionally, the type of social media platform used is crucial in social media marketing advertising. Voorveld et al. (2018) suggest that due to the many differences among platforms, each offers a unique context for advertising. Advertising formats vary across platforms; for instance, on Instagram, companies use attractive pictures, while on Snapchat, they offer sponsored lenses, and on Twitter, they post short messages (Newberry, 2016). Therefore, media factors such as the type and quality of social media can influence engagement with social media advertising, including ad clicks (Voorveld et al., 2018).

2.1.2 Content Factors

A good content strategy is crucial if someone intend to launch a social media marketing advertising campaign. With a good content, companies can share important links and quotations, encouraging customer to interact with ad like ad clicks on their online social media platforms. Enhancing clarity further by including images or powerful thoughts inside the content enables users to click on them especially on social media like Twitter and Facebook "Importance of Content Marketing" (n.d.). Rowley (2008) highlights how the distinct features of digital content shape marketing approaches, emphasizing the importance of engaging consumers actively and involving them in creating experiences, particularly in the realm of ad clicks and social media marketing. Moreover, according to the Hierarchy Effect of Advertising, whether an ad is effective depends on

the ability of the content of the ad to make consumers engage in thinking and feeling about the product in the ad before they take an action, buy or not to buy. Also, when consumers perceive the display ads on social media to be informative, a good source of product/service information, yet entertaining, and they are involved with the ads, they are more likely to click on the display ads (Mao & Zhang, 2015).

2.1.3 Connection Motivation

In social media marketing advertising, connection motivation plays a pivotal role in influencing ad clicks. Studies have shown that individuals are more likely to engage with advertisements and share their experiences through electronic word-of-mouth (eWOM) when they perceive social cues or pressure from their peers (Cheung et al., 2014). Social media platforms provide users with opportunities to connect with friends, family, and acquaintances, facilitating the spread of information and opinions about advertised products or services. According to Social Identity Theory (Tajfel & Turner, 2004), individuals are driven to engage with advertisements and content that reinforce their sense of belonging to a social group, leading to increased ad clicks as users seek connection with like-minded individuals. Finally, Bandura's work on observational learning and social modeling emphasizes the significant role of individuals' behaviors, including the ad-clicking behavior of their connections (Bandura, 2002).

2.1.3 Ad Clicks (Social Media Marketing Advertising)

In the realm of social media marketing advertising, advertisers are increasingly leveraging platforms to stimulate digital engagement, particularly through ad clicks (McCarthy, 2017). The effectiveness of these engagement strategies is typically evaluated using social media monitoring tools, which offer quantitative metrics such as likes, shares, comments, and ad clicks (Scheinbaum, 2016). Individuals tend to engage with media content that aligns with their existing attitudes and beliefs. Ad

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clicks often reflect individuals' selective exposure to advertising content that resonates with their preferences and interests. When users click on an ad, they indicate their interest in the promoted product or service, potentially influencing their purchase intentions (Zillmann, 2000).

2.1.4 Purchase intention

Social media platforms play a crucial role for companies' marketing teams, allowing them to understand their target audience's preferences and interests. This enables businesses to deliver personalized advertisements that resonate with consumers' needs and expectations. By leveraging social media, companies can easily engage with potential customers and effectively promote their offerings. The main aim of such advertisements is to attract consumers' attention, provide them with relevant information while increasing the purchase intention (Todi, 2008; Wang et al., 2009).

Research by Colliander et al. (2015) suggests that blogs have a greater influence on purchase intention compared to online newspapers. Additionally, viral marketing campaigns on platforms like Facebook have been found to enhance brand image and value, leading to a higher intention to purchase among consumers (Dehghani & Tumer, 2015). Furthermore Balakrishnan et al. (2014) highlight the positive impact of social media marketing advertising, participation in online communities, and electronic word-of-mouth (E-WOM) on purchase intention via social media platforms. Overall, studies by Godey et al. (2016) emphasize the positive influence of marketing activities on social media platforms on purchase intention.

2.2 Related literature review

2.2.1 Media Factor and Ad Clicks (Social Media Marketing Advertising)

In media research, various studies have explored the impact of media factors on ad clicks, including information-seeking, entertainment, and interaction (Bronner & Neijens, 2006; Malthouse et al., 2007).

While earlier research has focused on social media experiences, it often overlooks direct comparisons among platforms, leading to a gap in understanding users' engagement patterns (Muntinga et al., 2011; Lin & Nuangjamnong, 2022). However, it's anticipated that users interact differently with each platform due to their distinct functionalities, interfaces, and content, suggesting that platform-specific "media factors" play a crucial role in influencing ad clicking behavior.

The ad-media congruency effect highlights the importance of aligning ads with the platform or medium they are displayed on. When ads seamlessly integrate with the style and content of the social media platform, consumers are more likely to click on them (Mao & Zhang, 2015). Voorveld et al. (2018) suggest that platform-specific media factors are key determinants of advertising effectiveness.

Overall, media factors significantly influence user behavior and outcomes in social media marketing advertising. By understanding and leveraging these factors, advertisers can optimize their strategies to enhance ad clicks and drive greater success in their marketing campaigns.

Hypothesis 1 (H1): There is a significant influence of media factors on ad clicks (social media marketing advertising) in Yangon, Myanmar.

2.2.2 Content Factors and Ad Clicks (Social Media Marketing Advertising)

When consumers find display ads on social media both informative and entertaining, and they actively engage with the ads, they are more inclined to click on them. This suggests that when ads provide useful product or service information in an engaging and enjoyable way, consumers are more likely to interact with them by clicking on them (Mao & Zhang, 2015). Additionally, the emotional appeal of advertisements is a pivotal aspect in influencing user behavior on social media platforms, constituting one of the key content factors. Emotional content, encompassing ads that evoke joy, surprise, or excitement, has shown to

drive higher levels of user engagement and sharing compared to neutral or informational content (Escalas & Stern, 2003).

Ads that include content which evoke positive emotions are more likely to be clicked and shared by users with their social networks (Berger & Milkman, 2012). Moreover, the visual and interactive components of advertisements significantly influence user perception and engagement, representing crucial content factors. Visual content, encompassing images and videos, typically garners more attention and evokes stronger emotional reactions than text-based content (Escalas & Stern, 2003).

Hypothesis 2 (H2): There is a significant influence of content factors on ad clicks (social media marketing advertising) in Yangon, Myanmar.

2.2.3 Connection Motivation and Ad Clicks (Social Media Marketing Advertising)

Connection motivation refers to individuals' intrinsic desire to connect with others and cultivate social relationships (Ryan & Deci, 2000). Hoffman and Fodor (2010) identified four key consumer motivations driving online behavior: connections, creation, consumption, and control. However, Mao and Zhang (2015) focus on two motivations – consumption (or shopping) and connection (or communication), and predict that the former is a facilitator and the latter is an inhibitor to consumers' ad clicking behavior. If consumers are driven by consumption motivation when they browse social media sites (e.g., getting more information about a product or making a purchase), they are more likely to click on ads on social media. In contrast, if they are driven by connection motivation (e.g., catching up with friends), they tend to pay little attention to ads and hence are less likely to click on the ads.

Hypothesis 3 (H3): There is no significant influence of connection motivation on ad clicks

(social media marketing advertising) in Yangon, Myanmar.

2.2.4 Ad Clicks (Social Media Marketing Advertising) and Purchase intention

Zhang and Mao (2016) argued that the studies on mobile advertising indicate that rich content (which includes visually engaging and interactive elements such as high-quality images, videos, animations, and interactive features), meets the needs of consumers, generates positive advertising attitudes, and helps attract more clicks from consumers. Rich content also assists consumers in obtaining sufficient product information through advertising descriptions, which in turn influences their purchase decisions. Compared to unclicked ads, clicking behavior represents a positive response to the product; when the intention or frequency of ad clicks is higher, it will affect the evaluation of the advertised product (Mao & Zhang, 2016; Log & Nuangjamnong, 2023).

In their study, Supotthamjaree and Srinaruewan (2021) stated that by examining different aspects of consumer engagement, it shows how clicking on ads can affect whether someone decides to make a purchase. Ultimately, it emphasizes the importance of understanding how ad clicks can impact people's decision-making process when it comes to buying products or services. Studies have also found that online advertising, online communities, and electronic word-of-mouth (E-WOM) on social media platforms positively impact purchase intention (Balakrishnan et al., 2014). Overall, marketing activities on social media platforms tend to have a positive effect on consumers' purchase intention (Godey et al., 2016; Nuangjamnong, 2022).

Hypothesis 4 (H4): There is a significant influence of ad clicks (social media marketing advertising) on purchase intention in Yangon, Myanmar.

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2.3 Theoretical frameworks

2.3.1 Figure 1, this theoretical framework highlights what influences ad clicks and purchase intention in social media advertising. This theoretical framework focuses on how content factors, media factors, and individual factors (like connection motivation) affect ad clicks and purchase intention. The study aims to help us better understand why consumers react to social media ads. By looking at the roles of content, media, and individual factors, we hope to uncover why people do what they do when they see ads on social media.

Figure 1.

What drives consumers to click on social media ads? The roles of content, media, and individual factors by Mao and Zhang (2015).
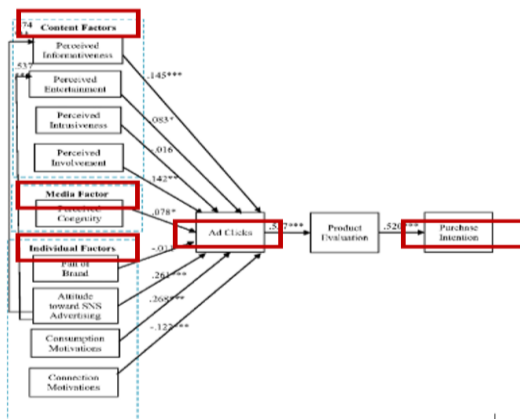
2.3.2 The second theoretical framework (Figure 2) illustrates the relationship between ad clicks and purchase intention. Building upon these hypotheses, the research model is designed to elucidate how factors such as congruity, attitudes towards social networking site (SNS) advertising, consumption motivation, and word-of-mouth (WOM) influence purchase intention through ad clicks. The study aims to advance understanding of how ad clicks impact purchase intentions on social media platforms. The findings underscore the significance of consumer behavior in utilizing social media and its influence on purchase intention among Turkish consumers.

Figure 2.

The Relationship with Ad Clicks and Purchase Intention: An Empirical Study of Online Consumer Behavior: Based on these hypotheses, the research model is structured to explain how Congruity, Attitudes to SNS Advertising, Consumption Motivation and WOM affect Purchase Intention through Ad Click by Erdem et al. (2017).
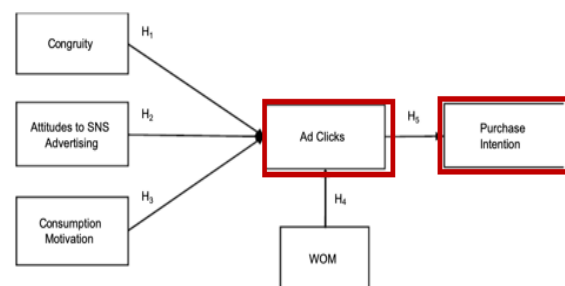
2.4 Hypotheses development

Hypothesis 1 (H1): There is a significant influence of media factors on ad clicks (social media marketing advertising) in Yangon, Myanmar.

Hypothesis 2 (H2): There is a significant influence of content factors on ad clicks (social media marketing advertising) in Yangon, Myanmar.

Hypothesis 3 (H3): There is no significant influence of connection motivation on ad clicks (social media marketing advertising) in Yangon, Myanmar.

Hypothesis 4 (H4): There is a significant influence of ad clicks (social media marketing advertising) on purchase intention in Yangon, Myanmar.

2.5 Conceptual framework

The conceptual framework in Figure 3 is based on a synthesis of previous research, theoretical concepts, and literature reviews, with media factors, content factors and connection motivation being the independent variables that influence ad clicks and purchase intention which are dependent variables. In the context of social media marketing advertising, the

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conceptual framework shows how the relationship between media factors, content factors, connection motivation, social media marketing advertising (ad clicks), purchase intention and as shown in the figure below:

Figure 3.

The conceptual framework of factors influencing ad clicks and purchase intention in social media marketing advertising: the role of media factors, content factors and connection motivation (Yangon, Myanmar)
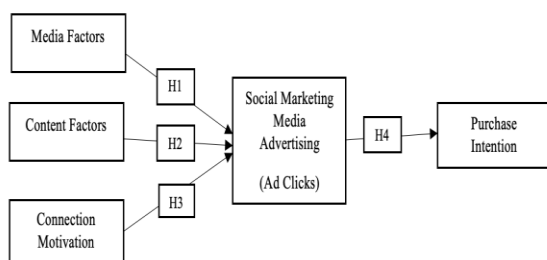
Source. Constructed by researcher

3. RESEARCH METHODOLOGY

3.1 Research design

This study aims to investigate the factors influencing the ad clicks and purchase intention. This study uses quantitative methods and various analytical techniques such as Cronbach's Alpha, Simple Linear Regression and Multiple Linear Regression.

The research instrument employed the questionnaire which includes three distinct sections. These items were systematically organized as follows: two screening questions to ensure participant eligibility, six items dedicated to collecting pertinent demographic information and 21 items.

The internal consistency of the questionnaire was evaluated using Cronbach's alpha, a well-established measure of reliability. To ensure the questionnaire's effectiveness and identify any potential ambiguity or uncertainty in the items, a pilot test was conducted involving a small sample of 30 respondents. This pilot testing procedure allowed for the refinement and

validation of the questionnaire prior to its full-scale implementation,

To assess respondents' attitudes and levels of agreement regarding each variable, a five-point Likert scale was utilized. This psychographic instrument is structured with "1" indicating "Strongly Disagree" progressing to "5" signifying "Strongly Agree". The Likert scale provided a standardized and reliable method for measuring the intensity and direction of respondents' opinions on the variables under investigation.

This study uses both primary and secondary data to investigate the factors influencing the ad clicks and purchase intention. Primary data is collected through the questionnaire distributed to the audience who are familiar and get targeted to the social media marketing advertisements daily. Secondary data is collected from reliable sources such as articles, journals and previous research on these topics. Secondary data provides important context and background information that helps to interpret primary data findings. For example, secondary data can be used to learn about the media factors, content factors and connection motivation and their influence on ad clicks and purchase intention. By combining primary and secondary data, this study is able to provide a more comprehensive and nuanced understanding of the complex relationship between these variables.

3.2 Population and Sampling

3.2.1 Sample Unit

The sampling population for this study encompasses individuals residing in Yangon, Myanmar, who actively participate in social media platforms. Specifically, the target population comprises social media users who have engaged with advertising content on platforms such as Facebook, Instagram, and Twitter. Yangon, being the largest city in Myanmar with a dynamic digital landscape, offers an ideal context for investigating the factors influencing ad clicks and purchase intention in social media marketing advertising. According to

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Macrotrneds website, the population of Yangon, Myanmar in 2024 is 5,710,000.

3.2.2 Sample Size

The determination of the sampling size is guided by the principles outlined by Krejcie and Morgan (1970), considering the estimated population of social media users in Yangon. Based on preliminary data analysis and power calculations, the sample size for this study is set at 384 respondents. This sample size allows for sufficient statistical power to detect meaningful relationships between the variables of interest, considering the complexity of the research model and the diversity of factors under investigation. Additionally, the researcher will employ stratified sampling techniques to ensure representation across demographic variables such as age, gender, and socioeconomic status, thus enhancing the generalizability of the findings to the broader population of social media users in Yangon, Myanmar

3.2.3 Sampling Procedures

The researcher decided to utilize a non-probability sampling approach, specifically employing convenience sampling (or haphazard sampling). This entailed screening all collected response data beforehand to ensure its relevance to the research goals. Due to time limitations, the researchers selected a non-probability sampling technique for data collection. In essence, given the time constraints and overall workflow, this approach was deemed the most appropriate for the study.

3.3 Research Instrument

3.3.1 Questionnaire Design

There are three parts to the online questionnaire comprising

Part I. Screening questions (2 questions):

Part II. Demographic questions (6 questions) : Gender, Age, Employment Status, how often do you use social media platforms for personal purposes? Which social media platforms do you use most

frequently? and, how likely are you to purchase after seeing an advertisement on social media?

Part III. Measuring Variables (21 items)

Media Factors: Media factors in social media advertising encompass elements such as platform selection, ad formats, placement strategies, targeting options, and algorithmic changes, all of which influence the effectiveness and impact of advertising campaigns (3 items).

Content Factors: Content factors in social media advertising refer to elements like visuals, copywriting, and messaging that influence the effectiveness of ads (5 items).

Connection Motivation: Connection motivation in social media advertising refers to the underlying reasons and incentives that drive individuals to connect with brands, products, or services on social media platforms, such as seeking entertainment, social interaction, information, inspiration, or utility (5 items).

Ad Clicks: Ad clicks in social media advertising refer to the instances when users interact with an advertisement by clicking on it, typically to learn more about the promoted product, service, or brand (5 items).

Purchase Intention: Purchase intention in social media advertising represents the likelihood or inclination of consumers to make a purchase or engage in a transaction with a brand or product after exposure to advertising messages or content on social media platforms (3 items).

3.4 Validity and Reliability

3.4.1 Content validity (IOC)

The content validity of questionnaire items was evaluated by the researchers using the IOC index. After seeking the opinion of three expert, 21 out of 25 questions achieved IOC scores exceeding 0.5, demonstrating satisfactory validity. Consequently, a refined set of 21 questions was selected, precisely tailored to the variables under investigation. This meticulous procedure guaranteed the precision and pertinence of the questionnaire, thereby ensuring the

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collection of valid data for the study as shown Table 1.

Table 1.

The item Objective Congruence (IOC) index with three experts

Variables	Before Number of items	After number of items	Rang of IOC Weight Scores
Media Factors	5	3	0.67 – 1.00
Content Factors	5	5	0.67 – 1.00
Connection Motivation	5	5	0.67 – 1.00
Ad Clicks	5	5	0.67 – 1.00
Purchase intention	5	3	0.67 – 1.00

3.4.2 Cronbach's Alpha with Reliability Test

A pilot test involving 50 participants was conducted to identify any inconsistencies or flaws in the questionnaire items. The reliability of each variable was evaluated using Cronbach's alpha. According to Cronbach's (1951) categorization, alpha values surpassing 0.9 are considered excellent; those within the 0.8 to 0.9 range are deemed good, and values ranging from 0.7 to 0.8 are considered acceptable. Scores falling between 0.6 and 0.7 are considered questionable, those within 0.5-0.6 are considered poor, and any score below 0.6 is deemed unacceptable.

This study assessed the reliability of various variables, including media factors, content factors, connection motivation, ad clicks, and purchase intention, using Cronbach's alpha values obtained from the pilot test. The results revealed Cronbach's alpha values of 0.733 for three items related to media factors, 0.769 for five items related to content factors, 0.761 for five items related to connection motivation, 0.697 for five items related to ad clicks, and 0.669 for three items related to purchase intention, as presented in Table 2. All the assessed items met the criteria for Cronbach's alpha, with values exceeding 0.60, indicating that these items are considered acceptable and reliable for administration to the intended survey participants.

Table 2.

The value of reliability analysis of the entire study question and variable (n=50)

Variables	Cronbach's Alpha	Strength of Association
Media Factors	0.733	Acceptable
Content Factors	0.769	Acceptable
Connection Motivation	0.761	Acceptable
Ad Clicks	0.697	Questionable
Purchase Intention	0.669	Questionable

4. FINDINGS

4.1 Descriptive analysis of demographic data

Based on Table 3 the demographic data collected from 390 respondents, the analysis reveals several key insights into the factors influencing ad clicks and purchase intention in social media marketing advertising in Yangon, Myanmar.

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Age distribution among respondents shows that the largest proportion falls within the age range of 25-34, constituting 54.1% of the sample, followed by those aged 18-24 (33.6%). A smaller percentage falls within the age ranges of 35-44 (10.8%) and over 45 (1.5%).

In terms of gender, female respondents dominate the sample, accounting for 57.2%, while male respondents make up 34.4%. A minority preferred not to disclose their gender, representing 8.5% of the sample.

Regarding employment status, students represent the largest group, comprising 49.5% of respondents, followed by employees (42.6%), owners (7.2%), and retirees/unemployed individuals (1%).

When it comes to the choice of social media platforms, Facebook emerges as the most popular, with 59.0% of respondents using it, followed by TikTok (24.1%) and Instagram (16.9%).

Analyzing the frequency of social media usage, the majority of respondents reported using social media once a day (99.0%), while a very small portion reported using it multiple times a day (0.8%) or a few times a week (0.3%).

Regarding the intention of purchase, a significant portion of respondents indicated a likelihood to make a purchase, with 44.1% being either very likely or likely to purchase, while 31.8% expressed a neutral stance. A smaller proportion expressed unlikeliness to purchase, with 6.2% being either unlikely or very unlikely to make a purchase.

This descriptive analysis provides valuable insights into the demographic composition and behaviors of respondents in Yangon, Myanmar, which are crucial for understanding the dynamics of social media marketing advertising in this context. Further analysis will explore the relationships between these demographic factors and the variables related to media factors, content factors, and connection motivation in social media marketing advertising strategies.

Table 3.

Demographic information analysis by using frequency distribution and percentage. (n=390)

Demographic Factors	Frequency	Percent
Age 18-24	131	54.1%
25-34	211	33.6%
35-44	42	10.8%
over 45	6	1.5%
Total	**390**	**100%**
Gender Female	223	57.2%
Male	134	34.4%
Prefer not to say	33	8.5%
Total	**390**	**100%**
Employment Status Employee	165	49.5%
Student	193	42.6%
Owner	28	7.2%
Retire/Unemployed	4	

Demographic Factors	Frequency	Percent
		1%
Total	**390**	**100%**
Choice of Social media		
Facebook	230	59%
Instagram	66	24.1%
Tiktok	94	16.9%
Total	**390**	**100%**
Frequency of Social Media Usage		
Multiple times a day	386	99%
Once a day	3	0.8%
A few times a week	1	0.3%
A few times a month	-	-
Total	**390**	**100%**
Intention of Purchase		
Very Likely	66	16.9%
Likely	172	44.1%
Neutral	124	31.7%
Unlikely	24	6.1%
Very Unlikely	4	1.02%
Total	**390**	**100%**

4.2 Descriptive analysis with mean and standard deviation

This section provides a summary of the Mean and Standard Deviation for each group variable, which includes media factors, content factors, connection motivation, ad clicks and purchase intention. The evaluation of mean scores based on the criteria adapted from Imsa-ard et al. (2021) is presented below.

Mean score	Interpretation
4.21 - 5.00	Strongly agree
3.41 - 4.20	Agree
2.61 - 3.20	Neutral
1.81 - 2.00	Disagree
1.00 - 1.80	Strongly disagree

Table 4 displays illuminating results from the mean and standard deviation analyses of media factors among 390 respondents. The statement "I believe that targeted advertising on social media platforms is more relevant to my interests and needs" garnered the highest mean score of 4.05, suggesting a strong agreement with the relevance of targeted advertising. Following closely is the statement "I click on the advertisements out of curiosity when I see the same social media advertisement for a brand frequently," with a mean score of 4.03, indicating a generally positive attitude towards engaging with advertisements out of curiosity.

In contrast, the lowest mean score of 3.96 was recorded for the statement "I engage with social media advertisements that offer valuable content or information relevant to my interests." Although still indicating agreement, it suggests a slightly lower

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level of engagement compared to the other statements.

Regarding standard deviation, the statement with the highest variability was " I click on the advertisements out of curiosity when I see the same social media advertisement for a brand frequently," with a standard deviation of 0.971. This indicates that there was more variability in responses to this statement compared to others. Conversely, the statement with the lowest standard deviation was "I engage with social media advertisements that offer valuable content or information relevant to my interests," which had a standard deviation of 0.895, suggesting a more consistent level of agreement among respondents regarding this aspect of advertisement engagement.

The mean and standard deviation of content factors (CF) among 390 respondents in Table 4 reveal insights into their views and actions regarding social media advertising. The statement "I am more likely to engage with social media advertisements that offer useful information about the product/service that I am interested in," achieved the highest mean score of 4.20. This suggests a preference for informed ads and reflects a positive attitude toward informative content. Following closely is "The clear messaging of social media advertisements can influence my decision to engage with them," with a mean score of 4.15. This indicates that clear messaging influences ad engagement, showing strong agreement among respondents. The mean score of 4.09 for "I engage with social media advertisements that are visually appealing or creative" indicates respondents' positive reception towards visually appealing ads. In contrast, "Social media advertisements that resonate with my personal experiences can influence me to engage with them," and " The authenticity and transparency of social media advertisements influence my perception of the brand," had mean scores of 3.92 and 3.94, respectively. Despite these relatively lower scores, respondents agreed that personal resonance and authenticity influence ad engagement. These

assertions exhibit similar standard deviations, ranging from 0.764 to 0.992, indicating moderate consumer factor agreement in responses.

Table 4 displays the mean and standard deviation of connection motivation (CM) among 390 respondents, shedding light on the reasons behind people's interactions with social media ads. The statement " I connect with brands or products on social media because it offers me practical utility or benefits in my daily life" achieved the highest mean score of 4.17. This indicates that respondents seek practical benefits in their daily lives and strongly believe that engaging with brands or products on social media is beneficial. Following closely is " I engage with social media advertisements to gather information about products or services that interest me," with a mean score of 4.13. This suggests a high level of agreement that social media ads offer valuable information about products or services of interest, highlighting the importance of informational content in stimulating engagement. The mean score of 3.98 for "I follow or engage with social media advertisements to seek entertainment or enjoyment" demonstrates respondents' strong preference for social media ads, indicating how entertainment value drives ad engagement. Respondents also agreed with "I engage with social media advertisements to feel part of a community associated with the brands or products" and " Social media advertisements provide me with opportunities to express my values by connecting with brands or products that resonate with me," with mean scores of 3.99 and 3.94, respectively. This underscores the desire for social connection and alignment of values with ads. Standard deviation variability ranged from 0.836 to 0.974, demonstrating moderate agreement among respondents regarding connection motivation variables driving social media ad engagement.

Table 4 presents the mean and standard deviation of ad clicks (AC) among 390 respondents, shedding light on their propensity to click on social media ads. The statement " I often click on social media

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advertisements to learn more about the products or services being advertised" achieved the highest mean score of 4.34. This indicates that respondents are proactive in seeking product or service information by clicking on ads. Following closely is "I click on social media advertisements that provide clear and concise information about the advertised product or service," with a mean score of 4.21. This suggests high agreement that clear and simple information drives advertisement clicks, emphasizing the value of useful content in engagement. Participants also agreed that "Social media advertisements that offer discounts or special offers are more likely to prompt me to click on them," scoring 4.06. Discounts and special offers drive ad clicks, indicating a desire for value. Survey respondents agreed that "I only click on the social media advertisement of popular brands or brands that I am already familiar with," with a mean score of 3.97. While significantly lower than other claims, it still demonstrates a predisposition to click on familiar or popular brand ads, underlining the impact of brand awareness and familiarity in interaction. The standard deviation varied from 0.816 to 1.196, demonstrating moderate agreement among respondents regarding the factors influencing their social media ad clicks.

Table 4 illustrates the mean and standard deviation of purchase intention (PI) among 390 respondents, unveiling their intentions to make purchases based on social media advertising. The statement "Social media advertisements that align with interests increase my intention to purchase the advertised brands or products" garnered the highest mean score of 4.12. Respondents strongly believe that when advertisements align with their interests, it positively impacts their purchasing intentions. This underscores the significance of relevance and personalization in advertising techniques, as it suggests that targeting individual interests enhances purchase intentions. Following closely is "I consider purchasing after clicking on a social media advertisement that interests me," with a mean score of 4.01. This implies that engaging with compelling ads heightens buying intentions. Participants also concurred that "My purchase intention is influenced by online exclusive offers of the brands," scoring an average of 3.91. Although slightly lower than the other claims, it still indicates that online exclusive offers influence purchase intention, underscoring the importance of promotional incentives in consumer behavior. The standard deviation ranged from 0.978 to 1.109, indicating considerable agreement among respondents regarding the factors impacting their purchasing intentions.

Table 4.

Mean and Standard deviation

	Mean	Std. Deviation	Interpretation
Media factors (MF)			
MF1: I engage with social media advertisements that offer valuable content or information relevant to my interests.	3.96	0.895	Agree
MF2: I click on the advertisements out of curiosity when I see the same social media advertisement for a brand frequently.	4.03	0.971	Agree
MF3: I believe that targeted advertising on social media platforms is more relevant to my interests and needs.	4.05	0.951	Agree
Content factors (CF)			
CF1: I am more likely to engage with social media advertisements that offer useful information about the product/service that I am interested.	4.2	0.764	Agree
CF2: I engage with social media advertisements that are visually appealing or creative.	4.09	0.839	Agree

CF3: The clear messaging of social media advertisements can influence my decision to engage with them.	4.15	0.992	Agee
CF4: Social media advertisements that resonate with my personal experiences can influence me to engage with them.	3.92	0.896	Agree
CF5: The authenticity and transparency of social media advertisements influence my perception of the brand.	3.94	0.900	Agree
Connection motivation (CM)			
CM1: I follow or engage with social media advertisements to seek entertainment or enjoyment.	3.98	0.950	Agree
CM2: I connect with brands or products on social media because it offers me practical utility or benefits in my daily life.	4.17	0.836	Agree
CM3: I engage with social media advertisements to gather information about products or services that interest me.	4.13	0.846	Agree
CM4: I engage with social media advertisements to feel part of a community associated with the brands or products.	3.99	0.974	Agree
CM5: Social media advertisements provide me with opportunities to express my values by connecting with brands or products that resonate with me.	3.94	0.859	Agree
ad Clicks (AC)			
AC1: I often click on social media advertisements to learn more about the products or services being advertised.	4.34	0.816	Strongly Agree
AC2: I only click on the social media advertisement of popular brands or brands that I am already familiar with.	3.97	1.196	Agree
AC3: Social media advertisements that offer discounts, or special offers are more likely to prompt me to click on them.	4.06	0.947	Agree
AC4: I click on social media advertisements that provide clear and concise information about the advertised product or service.	4.21	0.92	Strongly Agree
AC5: Social media advertisements that use engaging visuals or interactive elements (e.g., videos, GIFs) are more likely to capture my attention.	3.94	1.098	Agree
Purchase intention (PI)			
PI1: I consider making a purchase after clicking on a social media advertising that interests me.	4.01	1.000	Agree
PI2: Social media advertisements that align with interests increase my intention to make a purchase from the advertised brands or products.	4.12	0.978	Agree
PI3: My purchase intention is influenced by online exclusive offers of the brands.	3.91	1.109	Agree

4.3 Hypothesis Testing Result

The researchers used linear regression, a statistical analytical approach, to examine the significant influence of various variables. The analysis aimed to investigate the relationship between variables, including the influence of media factors, content factors and connection motivation on ad clicks and purchase intention in a social media marketing management. In relation to the analysis of linear regression, researchers utilize a straightforward linear regression analysis and multiple linear regression in conjunction with R-square to assess the amount of variation in the dependent variable that is accounted for by independent variables. Castro et al. (2017) discovered a significant correlation between independent and dependent variables, and in regression analysis, independent variables should be considered valid if the variance inflation factor value is lower than 5, as well as using R-square to identify the portion of

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variance in the dependent variable that is influenced by independent variables.

4.3.1 Result of Multiple Linear Regression of H1, H2 and H3

Statistical Hypothesis

H_0: There is no significant influence of media factors (H1), content factors (H2) and connection motivation (H3) on ad clicks (social media marketing advertising) in Yangon, Myanmar.

H_a: There is a significant influence of media factors (H1), content factors (H2) and connection motivation (H3) on ad clicks (social media marketing advertising) in Yangon, Myanmar.

The results from the multiple linear regression analysis in table 5 are summarized as follows

For Hypothesis 1 (H1) concerning Media Factors, the unstandardized coefficient (B) is -0.1266 with a standard error (SE B) of 0.0681. The standardized coefficient (β) is -0.1309. The t-value is -1.861, corresponding to a p-value of 0.064. The variance inflation factor (VIF) is 3.70. Based on these results,

the null hypothesis (Ho) is not rejected for Media Factors.

For Hypothesis 2 (H2) regarding Content Factors, the unstandardized coefficient (B) is 0.9274 with a standard error (SE B) of 0.0816. The standardized coefficient (β) is 0.7832. The t-value is 11.362, with a p-value of less than 0.001 (indicated by '*'). The variance inflation factor (VIF) is 3.55. Therefore, the null hypothesis (Ho) is rejected for Content Factors.

For Hypothesis 3 (H3) related to Connection Motivation, the unstandardized coefficient (B) is 0.0167 with a standard error (SE B) of 0.0822. The standardized coefficient (β) is 0.0150. The t-value is 0.203, corresponding to a p-value of 0.839. The variance inflation factor (VIF) is 4.07. Thus, the null hypothesis (Ho) is not rejected for Connection Motivation.

Additionally, the coefficient of determination (R²) is 0.00608, and the adjusted R² is 0.004, indicating a very low proportion of variance explained by the model. The asterisk (*) indicates statistical significance at the conventional threshold of p < 0.05. The dependent variable in this analysis is Ad Clicks.

Table 5.

Multiple Linear Regression Analysis Summary for Hypothesis 1, 2 and 3

Variables	B	SE B	β	t	p	VIF	Null Hypothesis
H1: Media Factors	-0.1266	0.0681	-0.1309	-1.861	0.064	3.70	Fail to reject Ho
H2: Content Factors	0.9274	0.0816	0.7832	11.362	<0.001*	3.55	Rejected Ho
H3: Connection Motivation	0.0167	0.0822	0.0150	0.203	0.839	4.07	Fail to reject Ho

Note: R² = 0.483, Adjusted R² = 0.479, *p < 0.05. Dependent variable = Ad Clicks

B = Unstandardized coefficients B | SE B = the standard error for the unstandardized beta | B = the standardized beta (β) |

t = t-value | p = p-value | VIF = Variance inflation Factor

4.3.2 Result of Simple Linear Regression of H4

Statistical Hypothesis

H_0: There is no significant influence of ad clicks (social media marketing advertising) H4 on purchase intention in Yangon, Myanmar.

H_a: There is a significant influence of ad clicks (social media marketing advertising) H4 on purchase intention in Yangon, Myanmar.

The results from the simple linear regression analysis in Table 6 for Hypothesis 4 are as follows:

For Hypothesis 4 (H4) concerning Ad Clicks, the unstandardized coefficient (B) is 0.134 with a standard error (SE B) of 0.0567. The standardized coefficient (β) is 0.119. The t-value is 2.37, corresponding to a p-value of 0.018 (indicated by '*'). The variance inflation factor (VIF) is 1.00. Based on these results, the null hypothesis (Ho) is rejected for Ad Clicks.

Additionally, the coefficient of determination (R²) is 0.00608, and the adjusted R² is 0.004, indicating a very low proportion of variance explained by the model. The asterisk (*) indicates statistical significance at the conventional threshold of $p < 0.05$. The dependent variable in this analysis is purchases intention.

Table 6.

Simple Linear Regression Analysis Summary for Hypothesis 4

| Variables	B	SE B	β	t	p	VIF	Null Hypothesis
H4: Ad clicks	0.134	0.0567	0.119	2.37	0.018*	1.00	Rejected Ho

Note: $R^2 = 0.0143$, Adjusted $R^2 = 0.0117$, *$p < 0.05$. Dependent variable = Purchase Intention

B = Unstandardized coefficients B | SE B = the standard error for the unstandardized beta | B = the standardized beta (β) |

t = t-value | p = p-value | VIF = Variance inflation Factor

Figure 4.

Summary of hypothesis testing results
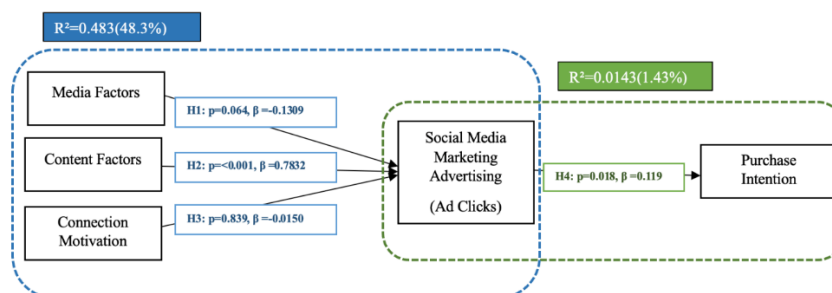
5. CONCLUSION AND RECOMMENDATIONS

5.1 Summary of Findings

The research findings with multiple linear regression shed light on several key aspects related to the hypotheses tested in the study. Here's a summary of the research intentions inferred from the findings:

Media Factors (H1): The analysis reveals a non-significant negative relationship between Media Factors and Ad Clicks (B = -0.1266, p = 0.064). While the p-value is marginally above the conventional significance threshold (p < 0.05), it suggests a trend toward rejecting the null hypothesis. Thus, there may be a weak relationship between Media Factors and Ad Clicks, albeit not statistically significant.

Content Factors (H2): The results indicate a significant positive relationship between Content Factors and Ad Clicks (B = 0.9274, p < 0.001). The large standardized coefficient (β = 0.7832) suggests a strong influence of Content Factors on Ad Clicks. Consequently, the null hypothesis is rejected, affirming the importance of Content Factors in driving Ad Clicks.

Connection Motivation (H3): The analysis shows a non-significant relationship between Connection Motivation and Ad Clicks (B = 0.0167, p = 0.839). The

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p-value is substantially higher than 0.05, indicating a failure to reject the null hypothesis. Thus, there is insufficient evidence to support a significant association between Connection Motivation and Ad Clicks.

Ad Clicks (H4): For Hypothesis 4, examining Ad Clicks as the predictor of Purchase Intention, the results reveal a significant positive relationship (B = 0.134, p = 0.018). With a standardized coefficient (β) of 0.119, the findings suggest that Ad Clicks positively influence Purchase Intention. Therefore, the null hypothesis is rejected, highlighting the role of Ad Clicks in shaping Purchase Intention.

Overall, these findings underscore the importance of Content Factors in driving Ad Clicks and suggest a potential link between Ad Clicks and Purchase Intention. However, further research may be warranted to explore the nuanced relationships between Media Factors, Connection Motivation, and consumer behavior in social media advertising.

The outcomes of a simple linear regression analysis concerning Hypothesis 4, focusing on Ad Clicks as the predictor of Purchase Intention. The summary of research intentions inferred from the findings is as follows:

Hypothesis 4 (Ad Clicks): The analysis demonstrates a statistically significant positive relationship between Ad Clicks and Purchase Intention (B = 0.134, p = 0.018). The standardized coefficient (β) of 0.119 suggests that an increase in Ad Clicks is associated with a corresponding increase in Purchase Intention. Consequently, the null hypothesis is rejected, indicating that Ad Clicks have a discernible impact on Purchase Intention.

These findings underscore the pivotal role of Ad Clicks in influencing consumers' intentions to make purchases based on social media advertising. By clicking on advertisements, individuals demonstrate an active interest in the promoted products or services, which subsequently enhances their inclination to make a purchase. This highlights the importance of effective advertising strategies in capturing users' attention and fostering engagement,

ultimately driving consumer behavior and purchase decisions.

5.2 Discussion based on Findings

The findings from the simple linear regression analysis presented in Table 6 shed light on the relationship between ad clicks and purchase intention in the context of social media advertising. The results reveal a statistically significant positive association between ad clicks and purchase intention, indicating that an increase in ad clicks corresponds to a higher likelihood of individuals intending to make a purchase. This discussion will delve into the implications of these findings and their significance in understanding consumer behavior in the digital marketing landscape. The positive relationship between ad clicks and purchase intention underscores the effectiveness of interactive advertising formats in influencing consumer decision-making processes.

Ad clicks serve as a proxy for consumer engagement with advertisements, indicating active interest and willingness to explore further information about the advertised products or services. When users click on ads, they signal a level of interest and engagement that can translate into heightened purchase intentions. This finding aligns with previous research emphasizing the importance of user engagement as a driver of purchase behavior in online advertising contexts. One possible explanation for the observed relationship is the role of relevance and personalization in shaping consumer responses to social media advertisements. Advertisements tailored to individual preferences and interests are more likely to capture users' attention and elicit clicks.

As users interact with ads that align with their needs and preferences, they perceive greater value in the promoted offerings, leading to increased purchase intentions. This underscores the importance of data-driven targeting strategies and personalized advertising content in maximizing the effectiveness of social media advertising campaigns. Furthermore, the findings highlight the dynamic nature of consumer behavior in the digital age, where users actively seek out information and engage with brands

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on their own terms. Ad clicks represent a proactive step in the consumer journey, signaling an intent to explore and evaluate potential purchase options. In an increasingly competitive online marketplace, advertisers must prioritize user experience and deliver compelling content that resonates with target audiences to drive meaningful engagement and, ultimately, conversions.

However, it is essential to acknowledge the limitations of the study. The analysis focuses solely on the relationship between ad clicks and purchase intention, overlooking other potential factors that may influence consumer behavior in social media advertising contexts. Future research could explore additional variables, such as ad content, user demographics, and situational factors, to provide a more comprehensive understanding of the drivers of purchase intentions in online advertising.

In conclusion, the findings underscore the significance of ad clicks as a predictor of purchase intention in social media advertising. By understanding the dynamics of user engagement and the factors that drive consumer behavior, marketers can optimize their advertising strategies to effectively target and engage with their audience, ultimately driving business success in the digital marketplace.

5.3 Recommendations based on Findings

The study's findings suggest several recommendations for guiding practitioners and marketers in optimizing their social media advertising strategies to improve purchase intentions and drive conversions.

First, enhancing relevance and personalization is crucial. Given the positive association between ad clicks and purchase intention, advertisers should prioritize relevance and personalization in their ad campaigns. By leveraging data analytics and consumer insights, marketers can tailor advertising content to align with the interests, preferences, and demographics of their target audience. Personalized ad experiences can increase user engagement and foster a deeper connection with potential customers, ultimately driving higher purchase intentions.

Secondly, focusing on interactive and engaging content is essential. Research demonstrates that interactive and visually appealing ad formats effectively capture users' attention and stimulate engagement. Marketers should leverage interactive elements such as videos, GIFs, and interactive polls to create immersive ad experiences that encourage users to interact with the content. Brands can enhance user engagement by incorporating interactive elements into their ads, which can prolong user engagement and increase the likelihood of driving purchase intentions.

Thirdly, implementing A/B testing and iterative optimization is critical. Continuous testing and optimization are essential for refining advertising strategies and maximizing their effectiveness. Marketers should conduct A/B tests to experiment with different ad creatives, messaging, and targeting parameters to identify the most impactful combinations. By analyzing the performance metrics of different ad variants, brands can iteratively refine their strategies to optimize for higher ad clicks and, ultimately, increased purchase intentions.

Fourth, offering incentives and exclusive deals can be effective. Discounts, promotions, and exclusive offers can serve as powerful motivators to encourage users to click on ads and explore the promoted offerings further. Marketers should consider incorporating incentive-based strategies into their ad campaigns, such as limited-time discounts, freebies, or loyalty rewards, to incentivize ad engagement and drive purchase intentions. Brands can create a sense of urgency and exclusivity by offering tangible benefits to users, prompting them to act and make purchases.

Fifthly, optimizing landing pages and conversion paths is crucial. The effectiveness of social media advertising extends beyond the ad itself; it also hinges on the user experience post-click. Marketers should optimize the landing pages linked to their ads for conversions, incorporating clear and compelling calls-to-action, intuitive navigation, and streamlined checkout processes. By providing a seamless

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transition from ad engagement to conversion, brands can capitalize on users' purchase intentions and facilitate the path to purchase, maximizing the ROI of their advertising efforts.

Lastly, continuous monitoring and analysis of performance metrics are essential. Marketers should leverage analytics tools to track metrics such as click-through rates, conversion rates, and return on ad spend (ROAS) to assess the impact of their ad campaigns on purchase intentions. By gaining insights into user behavior and campaign performance, brands can make data-driven decisions to optimize their advertising strategies and maximize their impact on purchase intentions.

By implementing these recommendations, marketers can leverage the findings of the study to enhance the effectiveness of their social media advertising efforts, driving higher ad clicks and, ultimately, increased purchase intentions. By prioritizing relevance, engagement, and optimization, brands can create compelling ad experiences that resonate with their target audience, fostering stronger connections and driving tangible business outcomes in the digital marketplace.

5.4 Implications based on findings and theories

The study conducted in Yangon, Myanmar, has significant implications for social media marketing. It reveals that content quality and relevance play a pivotal role in driving ad clicks. This underscores the importance for businesses to prioritize the creation of engaging and personalized content to captivate users and increase the likelihood of ad clicks.

Interestingly, factors such as the choice of social media platform and the motivations behind connecting with brands did not significantly impact ad clicks in Yangon. This suggests that focusing on content quality outweighs the importance of platform selection in advertising. By discerning the content types that resonate with their audience, businesses can craft ads that effectively capture users' attention and prompt them to click.

Moreover, the study indicates that ad clicks strongly influence individuals' purchase intentions. Consequently, businesses should design their ads strategically to encourage users to act, whether it be making a purchase or further engaging with the brand. Through optimizing ad performance and employing targeted messaging that prompts user interaction, businesses can enhance their chances of converting ad clicks into tangible purchases.

Hence, the study underscores the criticality of content strategy, personalized content creation, and leveraging ad clicks in social media marketing within Yangon, Myanmar. By understanding the drivers of user engagement and purchase intent, businesses can tailor their marketing approaches to establish meaningful connections with their target audience and achieve successful outcomes in their advertising endeavors.

5.5 Limitations of the study

While this study provides valuable insights into the factors influencing ad clicks and purchase intention in social media marketing advertising in Yangon, Myanmar, it is not without limitations. Sampling bias, limited generalizability, temporal constraints, and the selection of social media platforms are notable limitations that may affect the applicability of the findings beyond the study's specific context. However, despite these limitations, the study offers methodological insights for future research, practical guidance for marketers, policy implications for regulators, and educational opportunities for students and professionals interested in digital marketing. By acknowledging these limitations and embracing the implications of the research, stakeholders can leverage its insights to advance knowledge and inform decision-making in the realm of social media advertising.

5.6 Further Studies

Building upon the findings of this research, future studies could explore several avenues to expand our understanding of social media marketing dynamics. These include investigating comparative content

strategies across different cultural contexts, conducting longitudinal analyses to track user engagement over time, delving into platform-specific investigations to understand the impact of content factors on ad clicks within popular social media platforms in Yangon, Myanmar, conducting qualitative research on user experiences and motivations, conducting experimental studies to test causal relationships between content factors, ad clicks, and purchase intention, and conducting ethnographic research to observe real- world interactions between users and social media advertising. By pursuing these avenues, researchers can deepen their understanding of social media marketing, optimize strategies for engaging users, and contribute to the advancement of knowledge in digital marketing.

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