THE IMPACT OF ENTERTAINMENT ON BUYERS' DECISIONS VIA FACEBOOK: JORDANIAN YOUTH BEHAVIOR OF E-FASHION STORES CONTEXT

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ABSTRACT

This study aims to determine the impact of social media entertainment on buying decisions via the Facebook platform. The research is quasi-experimental and is quantitative and descriptive. The sample size reached 500 active Facebook users from the Jordanian youth, and the snowball sample technique was employed. A questionnaire is the only tool used to collect the primary data and contains closed-ended questions. The Likert five-point scale measures the responses through the partial least squares (PLS) method. It was concluded that there is a positive statistical impact of social media-based entertainment on the buying decisions from e-fashion stores on the Facebook platform, and social media entertainment explains 28% of the variations in the buying decisions from e-fashion stores via Facebook. Social media is an effective and safe solution to cutting high unemployment rates in the Jordanian economy. The e-buying experience depends on entertainment, enjoyment, relaxation, and leisure. It is a radical solution for creating new jobs in the economy and decreasing the poverty rates among poor and unemployed people.

Contribution/Originality: The study reveals the importance of entertainment in the fashion industry, which is one of the most promising economic sectors in Jordan. The research focuses on the Jordanian youth segment, which accounts for more than 30% of the market size in Jordan. The paper helps in the understanding of the marketing and communication contexts of entertainment and how to integrate them into marketing communication strategies.

1. INTRODUCTION

Before 1990, traditional communication tools, such as fax, telephone, television, radio, billboards, and printed magazines, spread (Pütter, 2017). Such tools had limited power to help businesses achieve their goals. Not only accessing new markets, and attracting new customers but also delivering communicative content (Schivinski, Christodoulides, & Dabrowski, 2016). After 1990, there were global booms in most sciences, especially technology, marketing, and communication (Silvia, 2019), and many schools of thought focused on a single international market, which means a small and fragmented market (Hair, Sarstedt, Hopkins, & Kuppelwieser, 2014). In 2007, the global financial crisis caused a hyper recession in the markets, inflation, and the exchange rates of the major global currencies fluctuated (Laksamana, 2018).

These developments affected buyer behaviors worldwide (Hossain & Sakib, 2016). Businesses failed in open, interactive relationships and failed to maintain their reputation and business image (Almohaimmeed, 2019).

Accordingly, many countries have restructured their economies in exchange for better integration with the world vision and employed technical and technological improvements in their businesses (Kyule 2017).

Big businesses have changed their priorities and opportunities in the international market (Jocz & Quelch, 2008). Communication and marketing are required to stimulate action (Islam, Ikeda, & Islam, 2013), and technology-based marketing has been employed (Jocz & Quelch, 2008).

In light of the above, the internet was the magic tool that accelerated growth in all sectors, facilitated people's lives, and increased the collection and storage of information opportunities at a low cost (Pratama, Nirwanto, & Firdiansjah, 2019). Moreover, communication among people worldwide has become fast and easy (Kaplan & Haenlein, 2010). The internet has changed the ways of communication and connection among consumers, institutions, and intermediaries (Laksamana, 2018). Social media function increases the level of communication among peers, and over time becomes a form of socialization for people, creating new possibilities and influencing the decisions, interests, opinions, and feelings of others (Alalwan, Rana, Dwivedi, & Algharabat, 2017). The literature states that social media has expanded the exchange of information among individuals, groups, institutions, and societies, and it has increased the productive relationships among them (Merriam-Webster Dictionary, 2020).

Social media is a package of internet-based applications that enables the achievement of the goals mentioned above (Rust, Moorman, & Bhalla, 2010). Studies can now include social blogs, microblogs, podcasts, photos, videos, content communities, the virtual world, online gaming sites, news sites, and forums. These applications have changed the ways of interaction and the interests among individuals in most sectors. Thus, there has been a change in education, sports, friendship, medicine, engineering, economics, sociology, marketing, and communication (Yüksel, Bilim, & Yüksel, 2014).

In marketing, social networks have become one of the mechanisms used to influence the public, affect the growth of businesses, and enable easy interaction between sellers and customers (Alalwan et al., 2017). They are tools that can be used to change buying intentions and buying decision mechanisms (Grubor, Djokic, & Milovanov, 2017). Social media enables sharing experiences with others (Kozinets, De Valck, Wojnicki, & Wilner, 2010). The compatibility between social networks and marketing provides the audience with extra power to freely access distant markets and improve awareness, brand reputation, and sales and profits (Kaplan & Haenlein, 2010). Social networks can build brand loyalty, spread positive e-WOM (electronic word-of-mouth), improve customer acquisition rate, build an effective communication process, and develop relationships with customers (Trainor, 2012). fficial figures indicate that the rate of spending by enterprises on social media in 2019 reached $84 billion, with 4.13 billion internet users and 3.6 billion social media users (www.Statisitca.com, 2019). This international advancement enables businesses to design web pages that allow direct and free discussion with others, ensures quick access to information, and improves marketing practices to attract customers (Alalwan et al., 2017). These web pages also allow the rapid evaluation of brands and prompt submission of positive or negative opinions, and also enables quick responses regarding orders or specific needs (Alalwan et al., 2017).

Social media marketing (SMM) promotes products via social media sites (Xie & Lee, 2015), content, communication, outreach, web traffic, awareness, and brand dissemination (Kim & Ko, 2010). It also plays an active role in consumer engagement on brand censorship by increasing opportunities to chat with others (Lee & Sullivan-Bolyai, 2011). SMM facilitates the connection between brands and consumers without temporal or spatial limitations, and it has generated two-way communication (Kim & Ko, 2012). The literature and empirical studies confirm that SMM influences decision-making regarding purchases, satisfaction, loyalty, trust, and brand commitment (Brodie, Ilic, Juric, & Hollebeek, 2013). In this academic paper, the fashion industry integrates with social media marketing in Jordan. This sector has witnessed an international movement according to economic and technological conditions. In the past, the fashion industry concentrated on the elites of society, businesspeople, and wealthy people. The one-way communication by newspapers and specialized magazines did not allow them to track

fashion shows and events worldwide (Ko & Megehee, 2012). In the digital era, businesses have benefited from customer tracking and watching global fashion shows, and they have geared their products to target specific groups. It is also a tool for marketing strategies. Social media has become the most favorable place to track international fashion houses, such as Chanel, Louis Vuitton, Dior, Dolce & Gabbana, and Saint Laurent Paris.

Over time, electronic fashion stores have accelerated and offered imitation designs (reproductions). It offers affordable products to most consumers, especially young people, through the "fast fashion" phenomenon. The personal blogs of celebrities and influencers have become a favorite place for young people interested in fashion. They influence buying intentions and decisions and improve satisfaction and e-brand loyalty (Nawaz, Salman, & Ashiq, 2015).

2. LITERATURE REVIEW

Entertainment is one of the dimensions of value and aesthetic response on social networks. It is associated with the intangible features and pleasure of shopping online (Ertemel & Ammoura, 2016). Studies confirm that social media marketing is a form of entertainment (Manthiou, Chiang, & Tang, 2013). The enjoyment of the online purchasing experience is the view of the 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).

The study adds that entertainment leads to the shopper's feeling of being a happy, social person and is the way social media is used 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 enjoyment and reduced anxiety (Lee & Ma, 2012). Communication and marketing studies have determined that entertainment and leisure directly affect users' attitudes toward advertising. Advertising positively impacts attitudes, increasing brand image among users. As a result, social media entertainment enhances engagement behavior and shows positive attitudes and a good brand image (Mir & Zaheer, 2012). It attracts shoppers and builds long-term relationships (Hair, Ringle, & Sarstedt, 2011). Previous studies have unanimously agreed that online research is a fun and interactive process; it helps marketers attract customers, reduces price sensitivity, and influences attitudes toward a brand or one of its products (Novak, Hoffman, & Yung, 2000). The development of positive purchasing attitudes toward a brand means a prior preference for that brand, and marketers integrate marketing function with entertainment content to create a strong emotional attachment between the shopper and the brand (Hudson & Hudson, 2006). As a result, users' positive emotions (happy, enthusiastic, or satisfied) prompts them to share information with other members on the platform (Dobele, Lindgreen, Beverland, Vanhamme, & Van Wijk, 2007).

Entertainment is a communicative function that stimulates purchasing attitudes toward the brand and increases the follow-up of customers to communicate positive impressions and opinions about the brand (Kang, 2005). Experience shows that marketers use social media to deliver entertaining content to communicate information to consumers. The content may take the form of photos, videos, downloadable games, and contests to add more joy and pleasure, attract attention, and motivate them to participate (Lee & Ma, 2012). Entertainment also includes many entertaining interactive functions in forms such as live video streaming, video chat communications, multiplayer games, music, videos, forums, reviews, ratings, geolocation options, thrillers, and humor (George, 2005). One study cites that in 2019, Jordan Airlines RJ used comedy to promote its new offers via Facebook, with disagreement among Jordanians between supporters and opponents despite the importance of the event in building and promoting business image (Al-Nsour, 2021). That finding was consistent with one study that showed that viewing funny content is a leisure activity for customers (Manthiou, Tang, & Bosselman, 2014). Entertainment via social media is an additional marketing trigger for user engagement, thus creating exciting and entertaining activities (Ashley & Tuten, 2015). Several studies have proven the relationship between online purchasing behavior and entertainment (Kim & Ko, 2010). It also linked the frequency of shopping online with entertainment, where entertaining content plays an active role in influencing the number of visit by fans of the brand (Khan, 2017). Other

studies have added that entertainment, enjoyment, and relaxation are all reasons for using social media (Muntinga, Moorman, & Smit, 2011).

3. METHODOLOGY

The quantitative approach is the most appropriate for the current study. A fully structured questionnaire was the only method used to collect the primary data, and it contains several closed-ended questions that express the independent and dependent variables. The study population consisted of all young Jordanians using the Facebook platform aged 18–35 and 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 used via the snowball method. Based on sampling tables, the recommended sample size reached 385 and then increased by 30% (115 people), so the final sample size comprised 500 people. The 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 the hypotheses.

4. MEASUREMENT

4.1. Profile Respondents

The independent variable "entertainment via Facebook" consists of five items. The level of responses to each of the responses was average.

Table 1. Descriptive statistics of research variables (relative frequencies, standard deviations, and arithmetic means).

Item	Responses (%)					S.D.	Mean	Outcome
	VL	L	M	H	VH			
Marketing videos posted through social media are useful for me	6	14.4	37.5	30.1	12	1.045	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	1.097	3.1806	Moderate
I'm attracted by online marketing via social media	21.6	23.3	24.5	21	9.7	1.276	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	1.176	3.0816	Moderate
I'm interested in marketing challenges on social media	13.8	20.6	32	23.3	10.3	1.185	2.9573	Moderate
Entertainment	12.2	18.94	31.82	26.14	10.96	1.156	3.0474	Moderate
I get a rich personal shopping experience via social media	13.2	20	35	23.5	8.3	1.138	2.9379	Moderate
Shopping via social media provides the opportunity to make collective buying decisions (with family and friends)	7.6	15.3	33.8	30.3	13	1.102	3.2583	Moderate
Social media provides tools and options for a fully planned shopping process	8.2	14.6	34.4	29.5	13.4	1.114	3.2544	Moderate
Social media provides regular flexible shopping times	8	16.3	32	30.1	13.6	1.125	3.2505	Moderate
Social media provides a low-cost shopping advantage	8.3	20.4	32.2	24.9	14.2	1.153	3.1612	Moderate
Social media provides flexible payment options	8.9	16.9	29.7	29.3	15.1	1.169	3.2485	Moderate
Buying decisions via Facebook	9.0334	17.25	32.85	27.9334	12.934	1.134	3.1852	Moderate

The arithmetic mean of the independent variable is 3.074 and the standard deviation is 1.155. This means that the level of entertainment via Facebook achieved by young buyers in Jordan is moderate, with approval from 37.1%

of the respondents and an interval confidence of 1.155 ±3.05. The dependent variable "buying decision via Facebook" consists of six items. In Table 1, the arithmetic mean is 3.185, and the standard deviation is 1.133, meaning that the online buying decision among young shoppers is moderate, with the approval of 40.8% of the respondents, and with a mean of 1.134 and a standard deviation of 3.1852.

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 between 0.7 and 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 to measure. The average variance extracted (AVE) measures the amount of explained differences in construct elements or latent variables (Henseler, Ringle, & Sarstedt, 2015). The statistical rule indicates that the minimum value of the test is 0.5, and values above 0.7 are considered very good.

Table 2. Results of exploratory factor analysis (EFA).

Construct	Item	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 Buying Decisions	Y1	0.767	0.914	0.701
	Y2	0.843		
	Y3	0.868		
	Y4	0.851		
	Y5	0.838		
	Y6	0.852		

Table 2 shows that the average variance extracted values are more than 0.5 for all variables in the construct and are statistically acceptable. Finally, according to cross loadings, a particular item should have higher loadings on its own parent construct in comparison to other constructs in the study. If an item loads well onto another construct in comparison to its own parent construct, then there are issues of discriminant validity. The difference of loading less than 0.10 also indicates that the item is cross loading onto the other construct and hence could be a threat to discriminant validity. The statistical rule states that the test value must be greater than 0.7. Based on Table 2, all test values are more than 0.7 and therefore conform to the conditions of the statistical evaluation.

5. HYPOTHESIS TESTING

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

Path analysis is part of the regression model that depends on the correlation matrix. The model direction relies on a square and an arrow in the causal relationship between the two variables. Statistical indicators explain the level of goodness as a standardized beta and t-statistics (Coffman & MacCallum, 2005). The statistical rule states that a p-value below 0.05 (probability of errors) is considered statistically acceptable. Thus, it indicates a directional relationship between the two variables in the assumed relationship. The statistical rule says that the standardized beta signal measures the relationship; the (-) means a negative relationship between the two variables, and the (+) indicates a positive relationship. The path coefficient refers to the direct impact of the social media entertainment variable on buying decisions via Facebook and provides the path of the interrelationship between them. To accept or reject the directional relationship (path direction), according to Table 3, the p-value of the correlation is less than 0.05 (0.00). Empirically, there is a correlation between social media entertainment and online buying decisions from fashion stores via Facebook (beta = 0.130, p-value = 0.00).

Table 3. Direct effects of the first hypothesis.

H	Relationship	Std. Beta	Std. Error	T-Value	P-Value	Decision
H_0	Entertainment → Buying Decision	0.130	0.005	24.064	0.00	Support a positive relationship

The use of f^2 is a complementary tool to the p-value test (Fidler et al., 2005). This statistical measure illustrates the magnitude of the effect of the independent variable on the dependent variable (Cohen, 1988). According to the statistical rule, entertainment on Facebook has a weak impact on the online buying decisions among Jordanian youth ($f^2 = 0.04$). The R^2 coefficient of determination can also be used to measure the strength of the linear relationship between the two variables. It measures the variance ratio in the dependent variable that can be explained by one or more independent variables (Hair et al., 2011). Table 4 refers to the results of the R^2 test, which shows a positive relationship between entertainment and buying decisions (beta = 0.130, p-value = 0.00), and a positive relationship between entertainment and the e-buying decisions via Facebook, confirmed with a significance p-value of < 0.01.

The literature suggests effective forecasting by many indicators previously discussed. The coefficient of determination is R^2, and the predictive relevance is known as Q^2 (Wold, 1985). The results of blindfolding show a possibility of predictive relevance for the complex serial data. Q^2 shows the power of restructuring the data collected depending on the structural model and performance indicators (Fornell & Larcker Cha, 1994). The statistical decision-making rule decides that predictive relevance exists if the Q^2 value is more than 0.00. Table 4 shows the power of analyzing the differences in the buying decisions via Facebook ($Q^2 = 0.28$) due to social media entertainment. As we discussed before, the f^2 value is higher than 0.02, which means a medium predictive relevance of the online buying decision by entertainment via Facebook.

Finally, SmartPLS was used to calculate the goodness of fit value to determine the performance quality of the inner model (Stewart, 2009). The goodness of fit value is 0.335, which is between 0.25 and 0.36, meaning that the overall performance of the model is medium.

Table 4. Other statistical indicators of the first hypothesis.

Indicator	Value	Decision
f^2	0.04	Small effect
R-squared	0.130	Medium power of explanation
Predictive relevance Q^2	0.28	Medium predictive relevance
Goodness of fit	0.335	Medium goodness of fit

6. DISCUSSION

The results indicate a moderate correlation between entertainment and the online buying decisions among young Jordanians via Facebook, thus confirming that entertainment explains buyers' performance during the SMM process. The study found that 42.1% of buyers were interested in watching marketing videos via Facebook, 40.4% were interested in published stories and novels, 38.7% of buyers were interested in marketing adventures, and 33.6% were interested in discovering marketing challenges via Facebook. The study therefore proves that entertainment has a statistical impact on the buying decisions from fashion stores via Facebook.

Frequent visits to social media pages have become part of the daily routine of Jordanian buyers and reflects the modern lifestyle. Studies confirm that psychological factors drive the need to reduce anxiety and pressure, and are a way to void the actual lives of Jordanian youth (one recent study summarized that the unemployment rate among Jordanian youth reached 50%, where they have a greater abundance of leisure time). Therefore, the behaviors of Jordanian shoppers through social networks include posting, commenting, discussing, and uploading photos/videos. In light of such findings, the results of previous studies and SMM theory are confirmed by this

study. Overall, many studies confirm the existence of a positive relationship between online purchasing behavior and entertainment (Kim & Ko, 2010). Studies link the frequency of shopping to the degree of entertainment and enjoyment. Studies have added that entertainment, enjoyment, and relaxation are the reasons behind the use of, and participation in, social media (Muntinga et al., 2011). Generally, communication and marketing studies have determined that entertainment affects users' attitudes towards advertising. The advertising message positively affects their attitudes and increases their inclinations towards the brand. As a result, social media entertainment enhances user engagement, showing positive attitudes towards the brand (Mir & Zaheer, 2012).

Current results present new evidence about the relationship between entertainment and e-buying decision via Facebook. The decision-makers in the Jordanian economy are supposed to be aware of the importance of social media as an effective and safe solution to cut high unemployment rates. The experience decides that the e-buying experience depends on entertainment, enjoyment, relaxation, and leisure is interested. It is a solution for new jobs in the economy and decreases the poverty rate among people.

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