

Impact of Social Media Promotion on Purchase Decisions from Luxury Stores The Mediator Role for Purchase Intention

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Abstract

The study aimed to measure the impact of social media promotion on purchase decisions and the perceived intention of purchase decisions from luxury stores via Instagram in Saudi Arabia. The mediating role for Purchase intention. The research population consists of all Saudi Instagram Users above 25 years accounting for 60.9% of total users or 9.8 Million in 2024. The convenience sample is used. The minimum required for the sample is 385 persons. The Research Instrument is a fully structured questionnaire. The study utilized a five-point Likert scale to measure research variables. The study concludes that social media promotion weakly affected purchase intention and moderately affected the purchase decisions from luxury stores via Instagram in Saudi Arabia. The total direct effect among research variables is proven. In light of the above, the study recommends that luxury stores use social media promotion marketing and employ AI-based technologies for communication messages, notifications, and updates of products, promotions, events, and marketing occasions.

Key Words: Social Media, Sales Promotion, Purchase Decisions, Purchase Intention, Luxury Stores, Instagram, Saudi Arabia.

1. Introduction :

Social media has greatly benefited from the communication features available through the Internet, becoming a powerful tool for developing relationships and sharing valuable information and ideas (Donnellan et al., 2020). Social media has enabled communication between people worldwide, turning the act of communication into a social process that fosters the exchange of knowledge among communities (Van Esch et al., 2018). This social communication process allows for interaction during information exchanges (Gupta et al., 2021), which includes commenting on specific posts, sharing information among users within a network, and engaging in conversations with others (Donnellan et al., 2020). Furthermore, social media has facilitated the proliferation of applications, developing and shaping technological and ideological foundations of users and sharing user-generated content (Kaplan & Heinlin, 2010). It also helps connect individuals, continually strengthen relationships, and disseminate information more swiftly and at a lower cost (Fayvishenko et al., 2022).

Social media encompasses online platforms, including blogs, business networks, cooperative projects, corporate social networks, forums, photo-sharing sites, product reviews, social labeling, social games, video-sharing sites, and virtual worlds (Aichner et al., 2021). It has improved access to quick and customized solutions for customer issues and sharing text, photos, and videos. These changes have led managers to consider customers as brand allies rather than enemies (Aichner et al., 2021). Over time, social media has become one of the significant online channels, enabling immediate interaction and access to users and user-generated content (Chen & Lin, 2019). These tools effectively connect content, communication media, and social interaction, enhancing the communication flow (Cleo & Sophia, 2021). Social media provides opportunities for engaging with the public, sharing perspectives, and exchanging ideas through various communication sources and chat platforms (Sharma, 2020).

Social media has transformed the way information spreads, taking advantage of the technologies and tools provided by Web 2.0. While marketing has greatly benefited from these developments, it has effectively integrated them into marketing practices, particularly in communication and promotion (Chitharanjan, 2016). Social media has emerged as a powerful platform influencing all stages of consumer behavior, allowing users to access information quickly

and easily (Alshaibani, 2024; Salem & Salem, 2021). It is also a valuable tool for identifying dissatisfied consumer behaviors, monitoring internet usage patterns, facilitating connections between businesses and consumers, and developing timely, cost-effective relationships (Pratama et al., 2019).

Marketing has gained from the social media content and the virtual communities that fulfill the psychological needs of users (Jamil et al., 2022). Social media platforms support individuals in joining these communities, enabling them to engage with like-minded members and enhancing business success (Kumar & Singh, 2020). These platforms create opportunities for businesses to interact with consumers, fostering a sense of familiarity and belonging. This helps build strong relationships and positively influences customer loyalty (Agag et al., 2024). Additionally, technological advancements in consumer information systems have provided brands with greater flexibility. As a result, businesses can promote their products by establishing online communities for their customers and fans (Saeed et al., 2020).

Connecting marketing with social media has enabled customers to connect and share information with their friends more effectively. Platforms like Instagram, Facebook, MySpace, and X provide users with feedback quickly and easily. These platforms facilitate comments and information sharing in real-time, allowing marketers to engage in meaningful conversations with customers. In summary, social media has transformed communication between consumers and between consumers and businesses. This shift has increased the potential for persuasion and influence in marketing strategies based on these platforms (Sikandar & Ahmed, 2019). Additionally, social media provides businesses with extensive information coverage, enhancing the capabilities of marketing teams while remaining cost-effective and user-friendly (Sharma & Verma, 2018).

2. Research Significance:

The significance of this study can be emphasized in the following ways:

- A. Theoretical Significance: This study offers a theoretical framework that addresses existing gaps in the literature, thereby enhancing our understanding of the research topic.
- B. Practical Importance: The Sales promotion through social media in the Luxury industry is a contemporary and evolving issue in the world and Saudi Arabia. Consequently, this study aims to provide valuable insights and practical applications related to this topic, specifically within the context of the luxury products in Saudi Arabia.

3. Research Objectives:

The objectives of the study are shown by:

- 1) Measuring the impact of social media promotion on the purchase decisions from online luxury stores via Instagram in Saudi Arabia, with the following:
 - A. Measuring the impact of social media promotion on the purchase intention from online luxury stores via Instagram in Saudi Arabia.
 - B. Measuring the impact of social media promotion on the purchase decision from online luxury stores via Instagram in Saudi Arabia.
- 2) Measuring the impact of perceived intention on purchase decisions from online luxury stores via Instagram in Saudi Arabia.

4. Literature Review :

1) Social Media Marketing SMM:

Social media marketing (SMM) is a modern interaction between consumers and businesses, and consumers to consumers to influence marketing communication (Al-Nsour, 2024). It also facilitates word-of-mouth (WOM) among consumers (Hafidz & Tunisa, 2023) and utilizes online social networks to promote products and services (Wallace et al., 2022). This marketing approach involves creating shareable content within social networks (Ibrahim, 2021), which helps increase brand visibility and reach to target customers (Wallace et al., 2022). Furthermore, it allows for direct consumer engagement (Bushara et al., 2023), providing opportunities for inquiries, complaints, and suggestions (Ahmed et al., 2023).

Studies show that social media marketing (SMM) is a crucial component of modern marketing strategies (Wallace et al., 2022). It has shifted companies' approaches from just "attempted sales" to "engagement through consumer interaction" (Onamusi & Ayo, 2021). This shift enables businesses to communicate easily, quickly, and cost-effectively with their audiences (Zhong et al., 2021). SMM acts as a powerful communication tool for engaging with consumers (Li et al., 2021) and is effective in managing relationships with them (Park et al., 2021). Online exchange, communication,

and interaction enhance this relationship management (Ahmed et al., 2023). Recognized as a versatile tactic, SMM allows for targeted engagement and fosters two-way communication (Sandunima & Jayasuriya, 2024). Through SMM, companies can share ideas, create brand awareness, encourage feedback and dialogue, and drive product sales (Johansson & Hiltula, 2021). SMM is an innovative approach that involves consumers in the marketing process, allowing them to connect with brands (Bai & Yan, 2020). As a result, SMM has significantly transformed overall marketing strategies for enterprises. It enables companies to proactively gather notes, comments, and customer suggestions for product development (Chatzigeorgiou & Christou, 2020). Additionally, it has changed promotional strategies, allowing customers to build extensive information systems about available products (Onamusi & Ayo, 2021).

Social media marketing has increased the effectiveness of communication, interaction, targeting, and overcoming traditional marketing problems about feedback (Chitharanjan, 2016). It transformed the interaction from vertical to horizontal communication, from being "one to multiple" to "many versus many" (Dutot, 2020). The connection between marketing objectives and social media builds and maintains customer relationships (Lee et al., 2018) and designed brand loyalty programs (Banerji & Singh, 2024). SMM is a tool for market segmentation (Dhingra & Mudgal, 2019), improves interaction and communication between friends, shares content, monitors social behavior, and predicts consumer intentions (Aichner et al., 2021). SMM has successfully implemented accurate and accessible marketing methods for customers (Hafidz & Tunisa, 2023), market penetration, and mature marketing decision-making (Sikandar & Ahmed, 2019). This marketing method also built trust between the brand and customers and spread Positive WOM (Loitongbam et al., 2023), which affected awareness and access to remote markets (Sikandar & Ahmed, 2019).

2) The Impact of Social Media Promotion on the Purchase Intention from Luxury Stores via Instagram:

Purchase intention is an indicator for predicting consumer behavior and promotes positive purchasing decisions. It is theoretically based on motives that influence behavior and reflect individuals' readiness to act in a planned manner (Gul et al., 2019). Specifically, electronic purchase intention refers to a user's desire to purchase a recommended product and involves pre-planning for future purchases (Chawla & Chodak, 2021). Research has shown that consumers often engage in pre-purchase preparation, which is a typical behavior supported by experiments. Studies indicate that purchase intentions can be developed through recommendations from others and interactions on social media (Khusboo & Ho, 2019). Consumers actively search for and gather information about others' experiences, monitor aspects of the external environment, evaluate purchasing behaviors, and make marketing comparisons (Chen & Lin, 2019). Moreover, Purchase intention encourages consumers to think about writing reviews to enhance their purchasing decisions (Chen et al., 2021) and to create a structured purchase plan (Jiaqi et al., 2021). It also serves as a means to assess the influence of marketing messages on consumer behavior (Chen et al., 2021) and informs daily purchasing practices (Arrigo, 2018).

Purchase intention (BI) refers to the behaviors shaped by consumer impressions, perceptions, and attitudes, which are influenced by persuasion, experience, and preference (Chi et al., 2011). Research indicates that several factors contribute to the formation of BI, including product quality, brand image, and marketing communication tools (Hakro et al., 2023). Additionally, electronic word-of-mouth (e-WOM) on platforms like Instagram, YouTube, and WhatsApp plays a significant role. These platforms offer valuable information about products, discounts, and promotional incentives, helping to create customer preferences and shape purchasing intentions (Pütter, 2017). Social media generates impactful content that affects purchasing behavior (Dash et al., 2021), enhances brand reputation (Escobar-Rodriguez & Bonson-Fernandez, 2017), fosters effective communication with consumers, and implements various marketing communication strategies (Dash et al., 2021).

Social media significantly influences consumers' perceptions of messages about promotional incentives and purchasing intentions (Trad & Dabbagh, 2020). These messages are crafted to enhance consumer-brand engagement (Laksamana, 2018). The influencing process begins with brand awareness, followed by familiarization, the development of positive feelings, and ultimately decisions to buy (Chakravarty & Sarma, 2022). Social media heavily depends on customer learning, and each stage in the buying process involves several sub-decisions of purchase (Al-Nsour et al., 2024). Social media is an informative tool for promotional incentives (Dibra, 2015). Additionally, social media is

vital for fostering perceived trust, monitoring, and shaping consumers' behavioral intentions toward brands in the marketplace (Kaur & Arora, 2020).

Studies confirmed the effect of social media on Purchase intention (Hafez, 2021; Farivar & Richardson, 2021; Ebrahim, 2020; Kim et al., 2007; Li, Daugherty & Biocca, 2002). The studies used 3D digital advertising to evaluate products, brand attitude, and purchase intention. Social media is a way to collect information on customer reviews, e-advertising messages, price details, product attributes, and other promotional incentives (Grifoni, Ferri, & Guzzo, 2017). The promotional incentives highly affected positive Purchase intentions (Takaya, 2019). SMM is usually in the form of photos, texts, and videos (Lo et al., 2020). Social media Promotion increase consumer interest in checking and testing the product and affect the purchase intention (Chen, 2013). Practices have shown that social media is one of the best ways to transmit information and influence the intention to buy (Omar & Atteya, 2020). According to the above, the sub-hypothesis may be formulated as follows:

- **HO₁: There is a Statistical Impact of Social Media Promotion on the Purchase Intention from LuxuryStores via Instagram.**

3) The Impact of Social Media Promotion on the Purchase Decisions from LuxuryStores via Instagram:

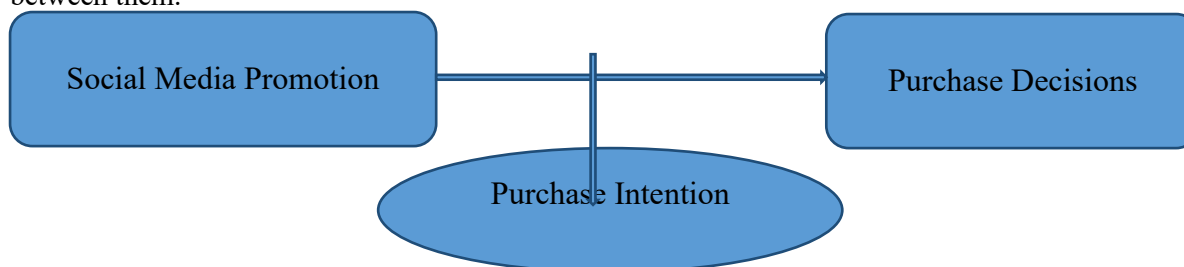
Sales promotion plays a crucial role in the communication mix, encompassing a variety of news, persuasive messages, and reminders aimed at influencing consumer behavior (Yildirim & Aydinb, 2012). These promotions are typically classified as short-term cash and non-cash incentives designed to attract customers, encourage product purchases, and help businesses bypass competitors (Al-Sahli & Alnsour, 2022). Promotional incentives serve as informative communications that enhance the dialogue between sellers and buyers. They promote immediate responses from consumers and stimulate purchases, ultimately fostering a competitive advantage and building customer loyalty (Zafar et al., 2018). These incentives can manifest as direct financial benefits or be linked to attributes such as quality, convenience, value expression, exploration, and entertainment (Al-Ayyaf & Al-Nsour, 2024). The versatility of promotional incentives, alongside various marketing tools—both financial and non-financial—makes them an effective means of improving communication with target markets. They also serve as innovative solutions to challenges faced by businesses (Ofosu-Boateng, 2020). Furthermore, promotional incentives have been shown to influence consumer behavior significantly, prompting changes in the timing and quantity of purchases while shifting consumer preference toward specific brands (Shahzad et al., 2020). Additionally, purchasing behavior influenced by these incentives is often planned and systematic, distancing it from impulsive purchase tendencies (Chen et al., 2022). Overall, effective sales promotions can drive meaningful changes in consumer behavior and strengthen market position.

The relationship between promotional incentives and consumer participation on social media is evident through various activities, including product acquisition, reviews, comments, and post-purchase evaluations (Shaozhi, 2020). Consumers engage in meaningful discussions about brands, which allows social media to connect them to the company's website, enabling them to post messages and respond to others (Xhema, 2019). Utilizing social media simplifies the process of finding and comparing discounts and promotional incentives among different retailers, ultimately encouraging purchases and enhancing brand awareness (Tortorice, 2017). Moreover, social media serves as a platform to showcase advertised products, develop promotional incentives, and foster future purchasing behavior (Widodo et al., 2017).

Online promotional incentives play a crucial role in collecting data, tracking customers, and identifying top clientele (Gomez- Diaz, 2012). However, they often face challenges in effectively attracting new customers and fostering long-term loyalty (Lee et al., 2019). During economic downturns, consumers are more inclined to respond to promotional incentives and discounts, prioritizing immediate savings and consumption goals over brand loyalty (Gul et al., 2019). E-promotional incentives, such as electronic vouchers and coupons, have proven to be effective in motivating customer engagement (Verlegh et al., 2013). These incentives enable various stores to enhance their communication with customers, particularly during the post-purchase phase, by utilizing smartphones, mobile applications, emails, and the Internet (Blazevic et al., 2013). Based on above, the following sub-hypothesis can be formulated:

- **HO₂: There is a Statistical Impact of Social Media Promotion on the Online Purchase Decision fromluxuryStores via Instagram.**

According to the above review of the theoretical framework and previous studies related to the current research, it was possible to design the appropriate conceptual framework for this study. This conceptual framework explains the IV, DV, and MV and determines the directional relationship between them.



5. Research Methodology :

- A. Research Method and Type:** The quantitative method is appropriate for current research. It is causal descriptive and describes and measures the impact of the independent variable (Social Media Promotion) on the dependent variable (Purchase decision) and Mediator (purchase intention).
- B. Research Population:** The total Instagram users reached 16.3 million in 2024. The research population consists of all Saudi Instagram Users above age 25 accounted 60.9% of total users or 9.8 Million in 2024 (Datareportal.com, 2024).
- C. Research Sample:** The study used a non-probability sampling method. It is based on personal judgment when selecting a population (Malhotra & Hawes, 2016). This method fits the difficulty of elaborating a detailed list of population names, addresses, and characteristics. The convenience method is the fit the required samples from Instagram Saudi Users. The convenience sample is a non-probability sampling technique where samples are selected from the population only because they are conveniently available to the researcher. Researchers chose these samples because it is easy to recruit, and the researcher did not consider selecting a sample that represents the entire population (Malhotra & Hawes, 2016). Ideally, it is good to test a sample that represents the population. But, in some research, the population is too large to examine and consider the entire population. It is one of the reasons why researchers rely on convenience sampling, which is the most common non-probability sampling method, because of its speed, cost-effectiveness, and ease of availability of the sample (Malhotra & Hawes, 2016). According to the Sample calculations, the minimum required for the sample is 385 persons.
- D. Research Instrument:** A fully structured questionnaire is the appropriate method for data collection. This questionnaire was developed based on relevant previous studies. Academics and professionals evaluate the preliminary items, confirming their external validity, relevance, and effectiveness in achieving the research objectives. The final version of the questionnaire was distributed electronically using the Google Drive platform, and the response rate was 100%.

6. Measurement :

The study utilized a five-point Likert scale to characterize and measure research variables, following the methodologies of previous studies by Harun and Husin, 2019, Voramontri & Klieb, 2019, Purwaamijaya, 2020, Suwandi, 2020, Al-Nsour, 2020, Aggarwal & Mittal, 2022. The response levels ranged from 1 to 5, where 5 represents a very high level, and 1 indicates a very low level. The relative scale to interpret these response levels is designated as follows: (1) 5 to 4.2 signifies a very high level, (2) less than 4.2 but equal to or greater than 3.6 indicates a high level, (3) less than 3.6 but equal to or greater than 2.4 represents a moderate level, (4) less than 2.4 but equal to or greater than 1.6 signifies a weak level, and (5) any score below 1.6 indicates a very low level. The sample responses are evaluated based on descriptive analysis. There are indicators used such as the arithmetic mean, standard deviation, and relative frequencies. This analysis aimed to evaluate the level of social media involvement and its impact on online purchase decisions through the Instagram platform. The data were analyzed using Structural Equation Modeling (SEM) with PLS Smart software. This method is based on several statistical assumptions and indicators, including the p-value, which indicates the direction of the relationship between the research variables. The Standard Beta coefficient shows both the strength and direction of that relationship. The f-squared (f^2) and R-squared (R^2) values assess how the independent variable (IV) explains the dependent variable (DV) and

MediatorVariable (MV).The Q-squared (Q^2) value predicts the behavior of the research variables. Finally, the Goodness-of-Fit (GOF) test evaluates the overall performance of the regression model.

7. Reliability and Validity:

- **Construct Reliability (CR):** The statistical rule indicates that the acceptable value of the test is above 0.7 and below 0.95 (Hair et al., 2014). Table 3 shows values between the permitted limits of 0.7 - 0.95, so there is an acceptable degree of internal consistency between the items, and can be trusted to test the research hypotheses.
- **Average Variance Extracted (AVE):** The statistical rule indicates that the lower limit is 0.5, and values above 0.7 are very good (Henseler, Ringle & Sinkovics, 2009). Table 4 indicates that AVE values are above 0.5 for all latent variables, thus statistically acceptable, and can be trusted to test the study's hypotheses.
- **Discriminate Validity (Cross Loading):** The statistical rule considers a higher value than 0.7 statistically acceptable (Henseler, Ringle & Sinkovics, 2009). Table 2 shows all Items above 0.7, so they have achieved test conditions, and they are reliable and statistically accurate.

Table 2: Results of Cross Loading, CR, AVE, CR & VIF

Construct	Items	Cross Loading	CR	AVE	Rho_A
Social Media Promotion (PI)	SMP1	0.795	0.927	0.680	0.905
	SMP 2	0.853			
	SMP 3	0.819			
	SMP 4	0.859			
	SMP 5	0.861			
	SMP 6	0.754			
Purchase Intention (PI)	BI1	0.882	0.948	0.751	0.934
	BI2	0.887			
	BI3	0.855			
	BI4	0.877			
	BI5	0.854			
	BI6	0.842			
Online Purchase Decision (OPD)	OPD1	0.767	0.933	0.701	0.914
	OPD2	0.843			
	OPD3	0.868			
	OPD4	0.851			
	OPD5	0.838			
	OPD6	0.852			

8. Testing Hypothesis and Research Outcomes:

- **HO₁:** *There is a Statistical Impact of Social Media Promotion on the Purchase Intention from Luxury Stores via Instagram in Saudi Arabia.*

A. Path Analysis Statistics:

Path analysis is part of the regression model obtained from the correlation matrix. The path of the model shows the causal relationship between the variables. Some statistical indicators measure the model fit as Standardized Beta and t-statistics (Magno et al., 2024). The statistical rule says that the P-value below 0.05 (Probability of Errors) is statistically significant, and a direct relationship between the two variables is accepted. The Standardized Beta signal measures the direction of the relationship, and a negative signal means a reverse relationship between the variables. The results of the path analysis in table 2 show the indirect impact of social media promotion on the purchase intention via Instagram platform and the indirect effect of social media promotion on the purchase decisions from luxury stores via Instagram in Saudi Arabia. Table 2 indicates that P-values are less than 0.05 for all correlational relationships. Empirically, the existing relationships between IV, DV, and MV are proven and clearly show that social media promotion affects the purchase intention and the purchase decisions from luxury stores via Instagram. The social media promotion and purchase decision indicators are Beta = 0.169 and P- value = 0.00. The social media promotion and the purchase

intention relationship indicators are Beta = 0.162 and P- value = 0.00. The weak direct positive relationship between purchase intention and purchase decisions according to Beta = 0.074 and P-value = 0.00. All previous statistical relationships have been accepted at a significance level of $P_0 < 0.01$.

Table 2: Path Direct Effects of First Hypotheses

<i>Relationship</i>	<i>Std. Beta</i>	<i>Std. Error</i>	<i>T- Value</i>	<i>P- Value</i>	<i>Decision</i>	<i>f²</i>	<i>Decision</i>
SMP → BI	0.162	0.006	27.907	0.00	Supported Positive Relationship	0.003	Weak Effect Size
SMPOBD	0.169	0.007	25.715	0.00	Supported Positive Relationship	0.20	Moderate Effect Size
PI → BI → OPD	0.074	0.007	10.029	0.00	Supported Positive Relationship	0.29	Moderate Effect Size

Significant at $P_0^* < 0.01$.

Significant at $P_0^{**} < 0.05$.

B. Path Analysis Evaluation:

The effect size f^2 is part of the P-value and measures the effect size of the IV on the DV ((Hair et al., 2020). P-value determines the size power of IV on BI and OBD. The statistical rule indicates that the f^2 between 0.02 and 0.15 means weak power, and the between 0.15-0.35 means moderated effect, while the effect will be strong if the f^2 is above 0.35 (Henseler et al., 2009). Table 2 above shows a moderate effect of social media promotion on the purchase decision of Saudi buyers from luxury stores via Instagram ($f^2 = 0.20$). At the same time, there a tiny effect of social media promotion on the purchase intention from luxury stores via Instagram in Saudi Arabia ($f^2 = 0.003$).

On the other hand, the R^2 coefficient of determination was used to measure the Power of IV to interpret variability in the dependent variable (Hair et al., 2016). The statistical rule indicates that values below 0.12 mean a poor power to interpret the variance, whereas a value between 0.12 - 0.26 means a moderated interpretation power, and if the value exceeds 0.26 the interpretive power is high (Hair et al., 2017). Social media promotion therefore has a high and strong power to explain the variance in the online purchase decision from luxury stores via Instagram in Saudi Arabia (0.722). It was also found that the social media promotion power to explain the variance in the purchase intention from luxury stores via Instagram was high and strong (0.722). The literature suggests that access to more effective forecasting is achieved through other indicators, including the R^2 coefficient of determination, and the Q^2 Predictive Relevance (Chin & Dibbern, 2010).

Q^2 shows the possibility of restructuring data collected with the help of structural models and performance indicators (Fornell & Cha, 1994). The statistical decision-making rule provides predictive relevance if the Q^2 value is greater than 0.00 (Hair et al., 2017). Accordingly, the results of Table 5 indicate a high potential to analyze the difference in an online purchase decision ($Q^2 = 0.503$) due to social media promotion. As previously shown, the value of f^2 above 0.35 means high predictive relevance of online purchase decisions in luxury stores via Instagram. Finally, to assess the goodness of model performance, a GoF test measuring the quality of structural models was used (Chin & Dibbern, 2010). The test is defined as the geometric mean of the AVE and R^2 for all endogenous constructs in the model. The statistical rule states that the test value below 0.1 means an inadequate model and that the value between 0.1 - and less than 0.25 means that the model is slightly appropriate, whereas the value between 0.25 - and less than 0.36 means a moderated power and if the test value is above 0.36, this means that the regression model is highly appropriate (Wetzels & Odekerken, 2009). Thus, according to the test values GoF in Table 3, the regression model used is highly suitable for the nature of research variables.

Table 3: R^2 , Q^2 , and GOF Results

Construct	Measure	Value	Result
Online Purchase Decision	R^2	0.722	Large Power of Explanation
	Q^2	0.503	Large Predictive Relevance
	GOF	0.757	Large Goodness of Fit.
OnlinePurchase Intention	R^2	0.587	Large Power of Explanation
	Q^2	0.438	Large Predictive Relevance
	GF	0.864	Large Goodness of Fit.

9. Research Discussion :

The results shows a moderated correlation between social media promotion and Online Purchase Decisions via Instagram platform in Saudi Arabia. The empirical results of the path analysis show a moderated impact of using social media promotion on Online Purchase Decision via Instagram. More results showed three social media promotions via Instagram platform that were highly perceived by Saudi buyers: price reductions ($M = 2.94$) and used by 32.2% of shoppers. Pre-sales services ($M = 2.88$) are used by 31.2% of shoppers, and digital purchasing vouchers ($M = 2.63$) are used by 23.1% of shoppers. In contrast, three social media promotions were lowly perceived by Saudi buyers via Instagram: promotional gifts ($M = 2.59$) and used by 25.5% of shoppers, digital loyalty programs ($M = 2.59$), and by 22.5% of shoppers. Electronic marketing contests ($M = 2.57$) are used by 22.1% of shoppers as well. Overall, the results of the current study supported that social media promotion has a positive impact on online purchase decisions consisting of several decisions: the brand selection, the timing of the purchase, the quantity of the purchase, and the brand conversion. Social media Promotion is a way to reduce price sensitivity (Rusmardiana et al., 2020), impacting sales quantity, and profit rates (Hadi & Hafnidar, 2019). At the micro level, price reductions partially affected the purchase decision in the current study. Price reductions promote price awareness and recall (Huang et al., 2014). It is considered one of the most complex price incentives in measurement via social media platforms because of its connection to the awareness or perception in mind shoppers (Gong, Smith & Telang, 2015). However price knowledge helps classify the importance of goods in electronic stores and brand-level judgment (Lee & Chen-Yu, 2018). From a traditional purchasing vouchers perspective, many studies have confirmed a small relationship with online Purchase because it provides customers with undesirable products (Primack et al., 2017). Most studies agree that this tool comes in lately in the sales promotion strategy and has a low impact on the brand experience (Volles et al., 2023), provides tiny brand awareness, and does not affect the product value (Rusmardiana et al., 2020). In contrast, studies confirm that e-vouchers are one of the interactive tools of the 21st century, especially after mobile phones. Experiences show that 67% of users are interested in mobile vouchers (Ashraf et al., 2014). Modern businesses and marketing agencies view the e-voucher as value-added and strongly affect Purchase behavior (Sen et al., 2024). It is also an intelligent tool for online retailers and includes efficient and user-friendly capabilities (Zhang et al., 2018). Due to less perceived promotional incentives by shoppers, free promotional gifts offered by eluxury stores are expected to incentivize the purchase of the core product at a low or free cost (Vijayalakshmi & Mahalakshmi, 2013), taking the form of product packaging and free shipping, free subscriptions to electronic platforms, entertainment and low-price offers (Al-Elboda, 2017). This outcome contradicts the results that confirmed that promotional gifts in global beauty stores increase sales by 40%, stock turnover by 60%, and improved purchase decisions by 50% (Al-Nsour, 2020).

The perceived weakness in the promotional gift policy is unplanned, random, and temporary impact (Shamout, 2016). The failure of e-promotional gifts in the current study can also refer to be: the low importance of the brand offering these gifts, the occasional over-presentation of promotional, the prediction of rapid and immediate sales growth, and the fall into the short-term promotion trap (Amaliyah et al., 2020). At other times, the brand falls into the wrong evaluation trap by customers, inadequate promotional gifts for shoppers' interests and aspirations, and a conflict between retailers and consumers' goals about promotions value (Kumar, Suganya, & Imayavendan, 2018). Loyalty Programs are integrated and structured marketing tools that encourage buybacks and customer retention (Al-Nsour, 2023). It is a marketing system that enhances the loyalty of privileged customers, improves purchasing behavior, and builds profitable relationships with customers (Avrossina et al.,

2023), Increasing brand recognition and improving the indicators of satisfaction and loyalty (Al & Muhammad, 2021). Loyalty programs discover strong feelings, improve psychological feelings, promote the customer's self-concept, and make the brand more relevant to him (Ahsan et al., 2022). The poor recognition of digital loyalty programs in luxury stores via Instagram is due to weak reward structure, weak program implementation, immediate results, weak data on competing programs in the market, and weak targeted consumer databases (Al-Sahli, 2022; Al-Nsour, 2022). Finally, marketing competitions are promotional means that provide cash and non-cash gifts according to personal, creative, and cultural buyer skills (Al-Nsour, 2021). Based on previous studies, the poor perception and use of marketing competition in e-luxury stores are due to poor attraction of new customers, and the winner is not brand loyal (Orji et al., 2020). However, it stimulates interest in the communications campaign and reduces the cost of acquiring the products (Khan et al., 2019). Therefore, electronic luxury stores must intensify contact with customers post-purchase using smartphones, electronic applications, e-mail, and the Internet (Blazevic et al., 2013).

The current study has failed to confirm the impact of social media promotion on BI. The study doesn't find studies linked directly to social media promotions with BI. Empirical studies show that the effectiveness of social media promotion requires a competitive environment and large and mature markets with short-term seasonal products (Rusmardiana et al., 2020). Studies show that perceived brand confidence, level of electronic interaction, and electronic credibility explain the weak impact of social media promotion on the purchase intention from digital luxury stores (Khan et al., 2019). This tip can be explained in the context of social learning theory to understand the consumer behavior of individuals when exposed to communication messages (Koutroubas & Galanakis, 2022). For social media promotion to succeed in influencing the purchase intention from luxury stores via Instagram, communications messages with influential content require a third party to change consumer thinking and decision-making power (Rahayu et al., 2023). The proof of the theory depends on confidence in the content provided by retailers and luxury stores (Nazir & Tian, 2022).

The current study employed the purchase intention BI as a mediator for the causal relationship between social media promotion SSP and online purchase decision OBD. The results show that the direct impact of social media promotion on OBD remains high, with a high proportion of the study's overall impact. In general, the applied results support the theoretical frameworks of this hypothesis, which found direct and indirect effects on the purchase intention and online purchase decisions from e luxury stores. Applied studies consider BI as a pre-phase of the purchase decision-making process, highlighting the willingness to buy or not to buy (Wells, Valacich, & Hess, 2011). Therefore, the purchase decision indicates consumer behavior prediction and the literature determines that a positive intention increases buying. Several signals have accompanied the purchase intention and show the planned effort to do some behavior (Nazir & Tian, 2022). At this point, consumers conduct searches, collect information on other people's experiences, monitor elements of the external environment, then assess purchasing behavior, think about it, and make the necessary marketing comparisons (Chen & Lin, 2019). BI allows execute reviews to improve purchase decisions and access to best practices (Marlien et al., 2020). Ultimately, the purchase intention strongly positively affected the purchase decision (Mirabi et al., 2015). A study (Cham et al., 2020) found that purchase intention influences Malaysian clothes buyers' behavior. A study (Su et al., 2023.) revealed that the intention affects Taiwanese buyers towards used clothing of generations X, Y, and Z. Environmental awareness, perceived value, and perceived risks also influence the purchase intention of environmentally friendly clothing. However, studies have not found a relationship between the purchase intention of BI and the purchase decision of OBD luxury stores via Instagram, finding no impact of the purchase intention on the Indonesian consumer's decision to buy (Marlien et al., 2020).

In light of the above, the study recommends that luxury stores use social media promotion and employ AI-based technologies for communication, notifications, and updates of products, promotions, events, and marketing occasions. Establishing a non-profit national training center is also an issue with social media marketing. Its mission is to provide specialized human resources in digital marketing and meet the local market needs for qualified and professional marketing labor.

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