

# The Impact of Social Media Advertisement on the Ghanaian Consumers' Purchasing Intention towards Kingsbite Chocolate: The Mediating Role of Brand Perception

Ayivor Bernard<sup>1</sup>, Afram Akwasi Michael<sup>2</sup>, Ayivor Ebenezer<sup>3</sup>

<sup>1</sup>College of Economics and Management, Zhejiang Normal University, Jinhua, China

<sup>2</sup>College of Economics and Management, Zhejiang Normal University, Jinhua, China

<sup>3</sup>College of Management, Accra Technical University, Barnes Rd, Accra, GA-106-2535, Ghana

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**Abstract:** This study investigates the impact of social media advertising on the purchasing intentions of Ghanaian consumers toward Kingsbite Chocolate, with a focus on the mediating role of brand perception. As social media rapidly transforms marketing practices in emerging economies like Ghana, understanding how digital advertisements influence consumer behavior in the local confectionery market is critical. Kingsbite Chocolate, a leading Ghanaian brand known for its authentic use of 100% Ghanaian cocoa, serves as the case study for exploring these dynamics. The research assesses key social media advertising dimensions-content quality, design appeal, advertisement frequency, and interactivity-and examines their direct effects on purchase intention as well as indirect effects through brand perception. **Method:** Employing a quantitative methodology using structured questionnaires administered to 359 active social media users in Ghana, the study applied regression and mediation analyses to test theoretical hypotheses rooted in the Theory of Planned Behavior and brand equity frameworks. **Results:** The findings indicate that while content quality, advertisement frequency, interactivity, and design appeal positively influence brand perception, only content quality, frequency, and interactivity have significant direct impacts on purchase intention. Brand perception significantly mediates the relationship between social media advertising and purchasing intentions, underscoring its critical role as a cognitive and emotional bridge in consumer decision-making. Among the advertising dimensions, interactivity emerged as the most influential factor in shaping both brand perception and purchase intention. **Conclusion:** The study highlights the effectiveness of Kingsbite Chocolate's social media campaigns in fostering engagement, trust, and cultural affinity, thus driving consumer loyalty within a competitive market shaped by economic, social, and cultural considerations. Practical implications emphasize the need for marketers to prioritize interactive and culturally resonant content to enhance brand perception and conversion rates. The research contributes valuable insights for digital marketing strategies tailored to emerging markets and supports Ghana's broader objectives of promoting local cocoa value addition and sustainable industry growth.

**Keywords:** Social media advertising; consumer purchase intention; brand perception; confectionery marketing; Ghanaian consumers.

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## 1. INTRODUCTION

The advent of social media has revolutionized modern marketing practices, offering unprecedented avenues for brands to engage directly with consumers on personalized and interactive levels. This shift is particularly pronounced in emerging economies such as Ghana, where rapid technological adoption and increasing internet penetration have opened new frontiers for digital marketing. Specifically, Ghana's fast-moving consumer goods (FMCG) sector, including the confectionery industry, faces evolving marketing challenges and opportunities amid intensifying competition from both local and international brands. In this context, Kingsbite Chocolate, a notable Ghanaian brand, presents a compelling case study to examine how social media advertisement influences consumer purchasing behavior. Social media advertising in Ghana has

rapidly gained prominence due to its cost-effectiveness and ability to foster greater consumer engagement through user-generated content, influencer endorsements, and targeted campaigns <sup>[1]</sup>.

Empirical evidence suggests that such advertising strategies significantly affect consumer awareness, attitudes, and ultimately purchasing intentions within the Ghanaian market <sup>[2]</sup>. However, the translation of advertisement exposure to actual purchases is complex and often mediated by consumers' brand perception, which encompasses their cognitive and affective evaluations of a brand's identity, quality, and social value. Brand perception has been identified as a critical intervening variable that shapes the effectiveness of social media marketing in forging consumer loyalty and trust <sup>[3]</sup>. Despite growing scholarly attention on digital marketing globally, there remains a gap in understanding the nuanced interactions between social media advertisements, brand perception, and purchasing intentions in the specific socio-cultural and economic landscape of Ghana. Moreover, existing studies have predominantly focused on broad FMCG categories or international brands, leaving limited insights into localized products like Kingsbite Chocolate, which grapple with issues of consumer ethnocentrism, price sensitivity, and competitive positioning. Addressing this empirical and contextual gap is essential to informing strategic marketing approaches that enhance local brand preference and sustainable market growth. Therefore, this research aims to investigate the impact of social media advertising on the purchasing intentions of Ghanaian consumers towards Kingsbite Chocolate and explore the mediating role of brand perception in this relationship. By integrating relevant consumer behavior theories such as the Theory of Planned Behavior and Brand Equity frameworks, the study seeks to provide both theoretical advancement and practical implications for marketers and policymakers within Ghana's digital economy. In sum, this study contributes valuable insights into the evolving role of social media marketing in shaping consumer choices in Ghana while highlighting the critical influence of brand perception as a mediating factor in consumer purchase intention. This understanding is particularly relevant as Ghana advances its digital infrastructure and prioritizes value addition in key sectors such as cocoa and confectionery production.

Kingsbite Chocolate occupies the large portion of market share in Ghana. Kingsbite Chocolate has established itself as a dominant player in the Ghanaian chocolate market, commanding a significant portion of the local market share due to its premium quality and authentic use of 100% Ghanaian cocoa <sup>[4]</sup>. The brand's reputation for delivering rich, smooth milk chocolate that resonates with Ghanaian consumers' preference for locally sourced and culturally resonant products has been pivotal to its market leadership. This strong positioning aligns with Ghana's efforts to promote value addition in the cocoa industry and nurture domestic brands that can compete with imported chocolates <sup>[5]</sup>. Market analyses highlight that the Ghanaian chocolate sector has experienced steady growth with increasing consumer demand for locally produced chocolates like Kingsbite, driven by rising awareness of Ghana's cocoa heritage and consumers' ethnocentric tendencies <sup>[5]</sup>. Kingsbite's market share leadership is further reinforced by strategic marketing investments on social media platforms, enabling the brand to engage youth and digitally savvy consumers more effectively than competitors. As such, Kingsbite's ascendancy offers a valuable context for examining how social media advertisement impacts consumer purchase intentions, particularly when mediated by brand perception shaped through quality, authenticity, and cultural affinity. The purchasing behavior of Ghanaian consumers towards Kingsbite Chocolate reflects a complex interplay of cultural pride, quality perception, price sensitivity, and socio-economic factors. Kingsbite, produced by the Cocoa Processing Company under the Golden Tree brand, benefits from consumers' affinity for products rooted in Ghana's rich cocoa heritage, which is often described as a premium, authentic local experience <sup>[6]</sup>. Ghanaian consumers value the brand as a symbol of national identity, given that it is crafted from 100% Ghanaian cocoa beans without cocoa butter substitutes, which resonates with their appreciation for quality and authenticity <sup>[7]</sup>.

Empirical research shows that local consumers demonstrate a strong preference for chocolates that align with their taste expectations, cultural values, and national pride, all of which Kingsbite delivers effectively <sup>[7]</sup>. Price remains a critical factor in purchasing decisions; recent price hikes due to global cocoa shortages and increased costs have impacted affordability and purchasing frequency, positioning Kingsbite within the premium segment of the market <sup>[8]</sup>. Despite these challenges, promotions and social media marketing campaigns have succeeded in maintaining consumer engagement and stimulating purchase intentions among digital-savvy demographics <sup>[7]</sup>. Additionally, the consumer behavior towards Kingsbite is influenced by marketing strategies that emphasize community support via local cocoa farmers, sustainability practices, and heritage branding, which enhance brand perception and trust <sup>[6]</sup>. Thus, Ghanaian consumers' purchasing behavior towards Kingsbite Chocolate combines traditional values with modern consumption patterns mediated through digital marketing channels, reflecting a unique fusion of cultural and economic determinants in a competitive market environment.

The purpose of this study is to examine the impact of social media advertisement on the purchasing intention of Ghanaian consumers towards Kingsbite Chocolate, with a specific focus on the mediating role of brand perception. The study aims to dissect the multi-dimensional construct of social media advertising-comprising content quality, design appeal, frequency, and interactivity-and assess how these dimensions influence both brand perception and behavioral intention.

## 2. CONCEPTUAL FRAMEWORK

The rise of social media platforms has transformed how consumers interact with brands and make purchase decisions, creating a dynamic arena for businesses to engage with their audiences. Social media advertising has emerged as a vital component of marketing strategies, with various elements such as content quality, design appeal, advertisement frequency, and interactivity playing crucial roles in shaping consumer attitudes and behaviors. Understanding the mechanisms through which these advertising dimensions influence consumer purchase intention is essential for brands like Kingsbite Chocolate aiming to enhance market share and consumer loyalty.

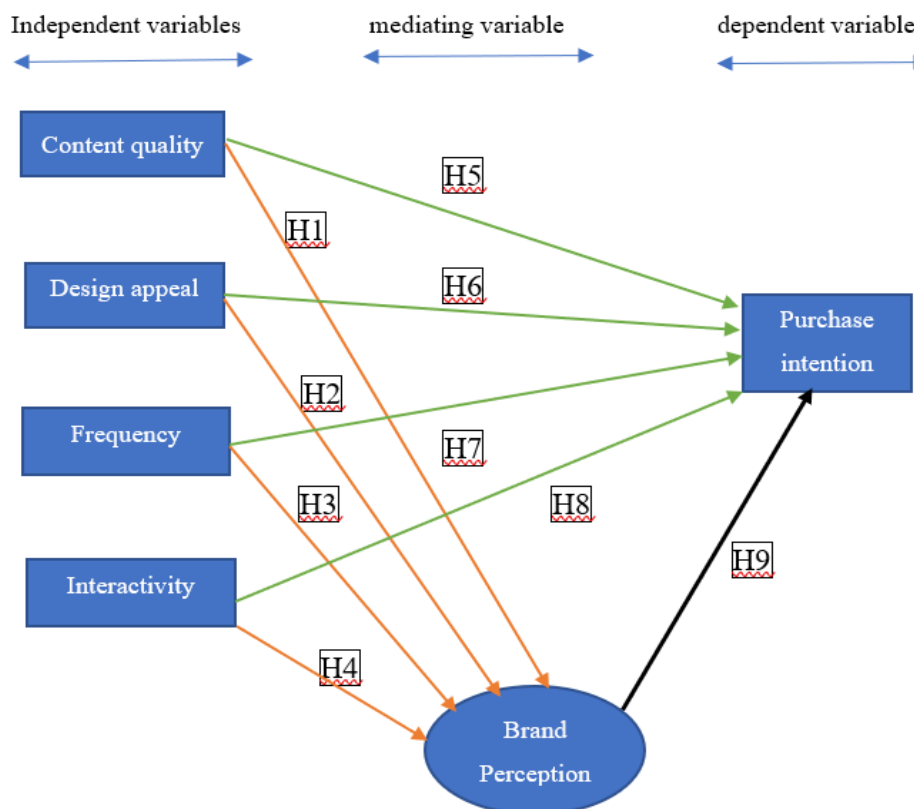


Figure 1: conceptual framework

Based on the integrated conceptual framework adapted from the Theory of Planned Behavior (TPB) and social media advertising theory, this study formulates several hypotheses to examine the influence of key social media advertising dimensions on consumer purchase intention toward Kingsbite Chocolate. The framework identifies four primary advertising attributes-Content Quality, Design Appeal, Frequency, and Interactivity-as pivotal predictors that shape consumers' Brand Perception and subsequent Purchase Intention. Brand Perception is positioned as a mediating variable that elucidates the psychological mechanism through which advertising influences buying decisions.

There are 9 hypotheses designed from the framework;

- H1:** Content quality positively and directly influences Purchase Intention toward Kingsbite Chocolate.
- H2:** Design Appeal does not have a significant direct effect on Purchase Intention toward Kingsbite Chocolate.
- H3:** Frequency positively and directly influences Purchase Intention toward Kingsbite Chocolate.
- H4:** Interactivity positively and directly influences Purchase Intention toward Kingsbite Chocolate.
- H5:** Content quality has a positive effect on brand perception toward Kingsbite Chocolate.

**H6:** Design appeal has a positive effect on brand perception toward Kingsbite Chocolate.

**H7:** Advertisement frequency has a positive effect on brand perception toward Kingsbite Chocolate.

**H8:** Interactivity has a positive effect on brand perception toward Kingsbite Chocolate.

**H9:** Brand perception has a positive effect on consumers' purchase intention toward Kingsbite Chocolate.

The current study employed a combination of descriptive and inferential statistical techniques to analyze the data collected through structured online questionnaires. Descriptive statistics, including means, frequencies, and standard deviations, were used to summarize demographic characteristics and response patterns. To examine relationships between social media advertising, brand perception, and consumer purchase intention, inferential analyses such as Pearson's correlation and multiple regression analysis were conducted. The mediating role of brand perception was rigorously evaluated using the PROCESS macro in SPSS, which allowed for assessment of both direct and indirect effects. Reliability of the measurement scales was tested with Cronbach's Alpha, with a threshold value of 0.70 set to ensure adequate internal consistency. Data processing and analysis were performed using SPSS, and Excel software, ensuring statistical rigor and coherence with theoretical frameworks such as the Theory of Planned Behavior.

### 3. RESULTS AND ANALYSIS

A total of 359 individuals completed a questionnaire examining the impact of social media advertising on Ghanaian consumers' purchasing intentions toward Kingsbite chocolate, with a focus on the mediating role of brand perception. Based on responses to demographic-related questions—including age, gender, marital status, occupation, and personal income—the demographic profile of the respondents was analyzed as follows.

#### Gender

From the pie chart showed below, among the 359 participants, males comprised 54.9% (197 individuals) and females 45.1% (162 individuals). This gender distribution provides insight into the sample composition, allowing the study to assess potential differences in how social media advertising and brand perception influence purchasing intentions for Kingsbite chocolate across male and female consumers.

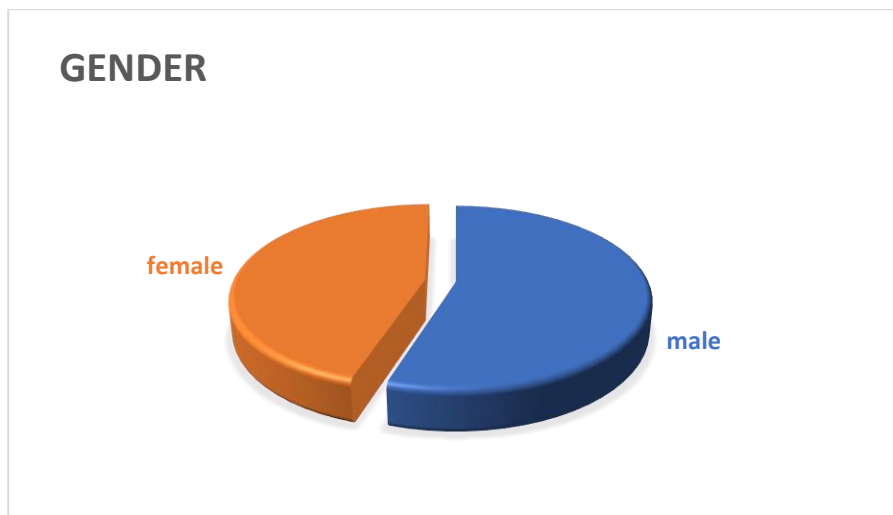


Figure 2: Percentage of Gender

#### Age

From the chart showed below, among the 359 participants, 7.5% (27 individuals) were teenagers (under 18), 23.4% (84 individuals) were young adults (18–30), 42.1% (151 individuals) were middle-aged (30–45), and 27% (97 individuals) were older adults (over 45). This age distribution provides a diverse sample for examining how social media advertising and brand perception influence purchasing intentions toward Kingsbite chocolate across different life stages.

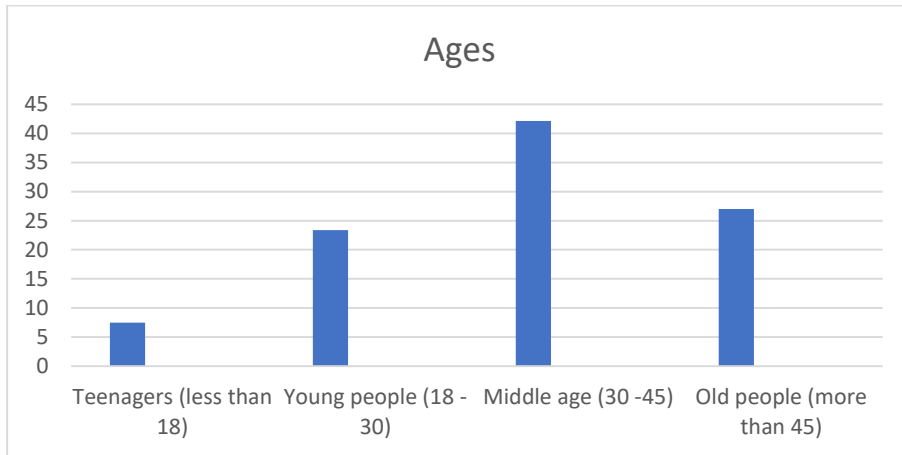


Figure 3: Percentages of Age

**Marital Status**

From the pie chart showed below, among the 359 participants, 25.3% (91 individuals) were married, 25.9% (175 individuals) were unmarried, and 48.7% (93 individuals) were dating. This marital status distribution offers insight into the social relationships of consumers, which may influence their purchasing intentions and responses to social media advertising for Kingsbite chocolate.

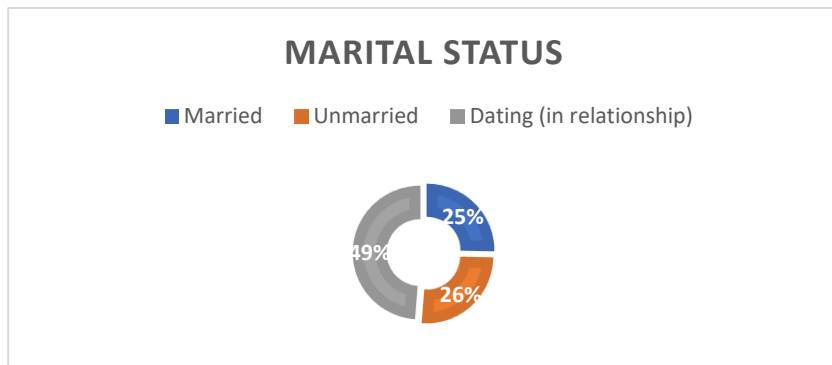


Figure 4: Percentages of Marital Status

**Occupation**

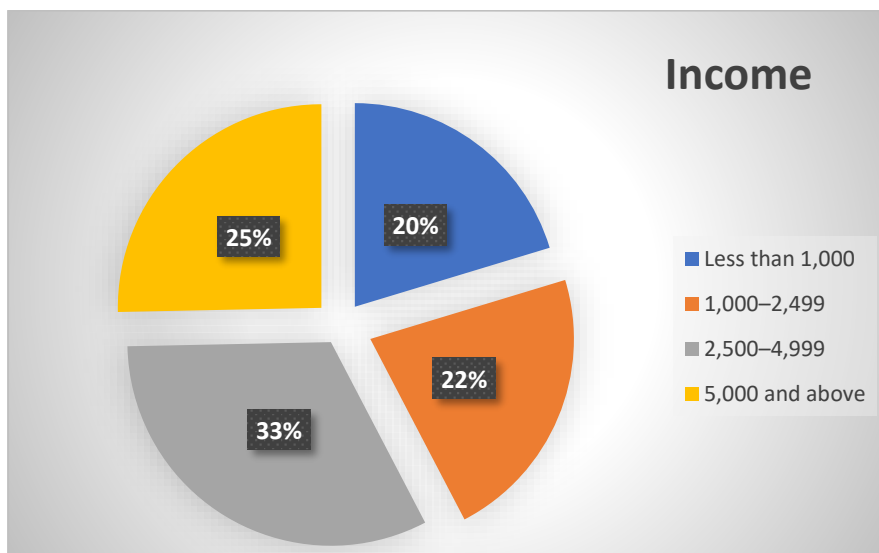
From the table 4.4 showed below, among the 359 participants, 20.6% (74 individuals) were students, 20.6% (74 individuals) were employed, 37.9% (136 individuals) were self-employed, and 20.9% (75 individuals) were unemployed. This occupational distribution provides a varied perspective on how different employment statuses may affect consumers' purchasing intentions and their responses to social media advertising for Kingsbite chocolate.



Figure 5: Percentages of occupation

**Income**

The income distribution of respondents in the study shows that most consumers fall within the moderate to high-income categories, with 32.3% earning between 2,500 and 4,999 Ghana cedis and 25.3% earning 5,000 Ghana cedis and above. This suggests a substantial portion of the market has the purchasing power to consider premium products like Kingsbite Chocolate. Meanwhile, around 42% earn less than 2,500 Ghana cedis, indicating a notable segment that may be more price-sensitive. This income profile provides important context for tailored social media marketing strategies aimed at influencing brand perception and purchase intention across different income levels. Understanding these economic realities is essential for optimizing advertising dimensions such as content quality, design appeal, frequency, and interactivity to effectively appeal to diverse consumer groups within Ghana’s chocolate market.



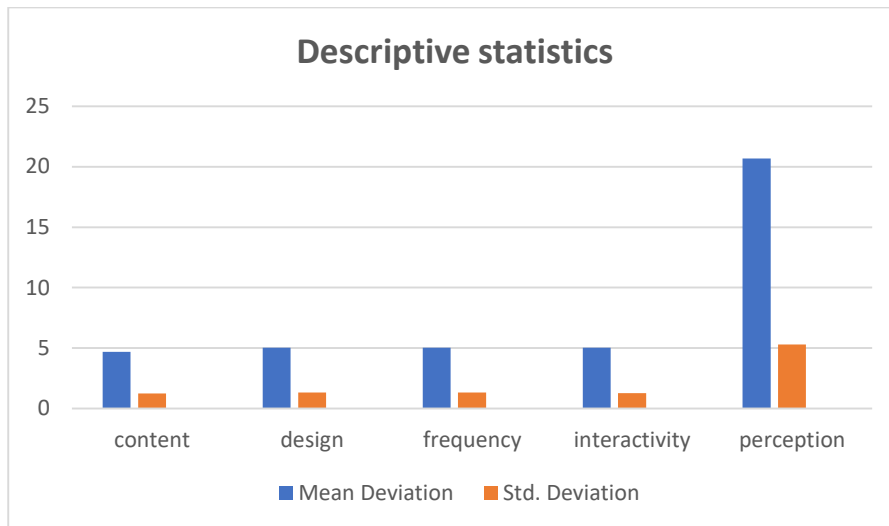
**Figure 6: Percentages of income**

**Descriptive statistics**

The table below presents the descriptive statistics, which summarize the central tendency and spread of the data. The mean scores for content, design, frequency, and interactivity are all relatively high, ranging from 4.7019 to 5.0397, while brand perception has a mean of 20.6825. These high mean values suggest that respondents generally held favorable views about the social media advertising elements of Kingsbite Chocolate and the brand itself. In other words, most participants responded positively to the statements measuring these constructs, which reflects a generally strong perception of the brand’s online communication efforts. The standard deviations, which range from 1.23650 to 1.33632 for the individual advertising dimensions, indicate that although responses were fairly clustered around the mean, there was still enough variation among respondents to make meaningful comparisons and conduct further analysis. The analysis sample size of 359 also shows that the data set is large enough to support stable factor analysis results.

**Table 1: Descriptive statistics**

Variables	Mean	Std. Deviation	Analysis N
content	4.7019	1.23650	359
design	5.0272	1.33632	359
frequency	5.0348	1.32268	359
interactivity	5.0397	1.26995	359
perception	20.6825	5.30042	359



**Figure 7: Descriptive statistics**

(Source: Organized by the current thesis)

### Reliability test

Below Table represent the results of reliability test for independent variables (content quality,  $\alpha = 0.766$ , design appeal,  $\alpha = 0.770$ , frequency,  $\alpha = 0.732$  and interactivity,  $\alpha = 0.742$ ), mediating variable (brand perception = 0.775) and dependent variable (purchase intention = 0.724). which the generally rule for Cronbach's Alpha is

- $\alpha \geq 0.9$ : Excellent
- $\alpha \geq 0.8$ : Good
- $\alpha \geq 0.7$ : Acceptable
- $\alpha \geq 0.6$ : Questionable
- $\alpha < 0.6$ : Poor

Therefore, all the four variables have Cronbach's Alpha values above the 0.7 threshold. This means that for each variable, the set of 4 questions reliably measured the same underlying concept. The internal consistency for all scales is Acceptable, which is a standard and satisfactory level of reliability test.

**Table 2: Reliability test for independent variables**

Independent Variables	Number of items	Cronbach's Alpha
Content Quality	4	0.766
Design Appeal	4	0.770
Advertisement Frequency	4	0.732
Interactivity	4	0.742
Brand perception	4	0.775
Purchase intention	4	0.724

(Source: Organized by the current thesis)

### Validity Test

The table below reports the Kaiser-Meyer-Olkin (KMO) measure and Bartlett's Test of Sphericity, which are used to determine whether the data are appropriate for factor analysis. The KMO value of 0.902 is excellent, because values above 0.90 are generally considered outstanding. This means that the patterns of correlations among the variables are compact enough to produce reliable and distinct factors. Put differently, the items share enough common variance to justify grouping them into meaningful constructs. Bartlett's Test of Sphericity is also highly significant, with a chi-square value of 1241.551,

degrees of freedom of 10, and a significance value of 0.000. This result indicates that the correlation matrix is not an identity matrix, meaning the variables are sufficiently related to one another for factor analysis to be appropriate. As a researcher, this provides strong evidence that the items in your questionnaire are not random or unrelated, but instead share underlying dimensions that can be extracted statistically.

Equation below determines the number of samples;

$$n = \frac{(z_{\alpha/2} + z_{\beta})^2}{f^2} + k + 1$$

where; n is the sample number

f is 0.15

k is the independent variables number

$(z_{\alpha/2} + z_{\beta})^2$  is  $(1.96 + 0.84)^2$

$$n = \frac{(1.96 + 0.84)^2}{0.15^2} + 4 + 1$$

$$n = 353.4$$

**Table 3. KMO and Bartlett's Test**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.902
Bartlett's Test of Sphericity	Approx. Chi-Square	1241.551
	df	10
	Sig.	.000

(Source: Organized by the current thesis)

Overall, the reliability and validity tests reassured me that the questionnaire used in this thesis was both dependable and meaningful. This means that the conclusions drawn from the study are based on sound measurement, and the results can be interpreted with greater confidence. By confirming both reliability and validity, I strengthened the credibility of my findings and ensured that the analysis of social media advertising and purchase intention toward Kingsbite Chocolate was grounded in a well-tested instrument.

**Correlation Analysis**

**Table 4: Correlation Analysis result**

	Purchase intention	Brand perception	Content quality	Design appeal	Frequency	Interactivity
Purchase intention	1					
Brand perception	.693**	1				
Content quality	.662**	.645**	1			
Design appeal	.656**	.694**	.683**	1		
Frequency	.669**	.717**	.665**	.729**	1	
Interactivity	.709**	.725**	.665**	.730**	.720**	1

\*\* . Correlation is significant at the 0.01 level (2-tailed).

(Source: Organized by the current thesis)

According to the Correlation Analysis tables 4 above, it has explained the relationship between the purchase intention of Kingsbite and the five dimensions. It demonstrated that there was a strong positive relationship between purchase intention and all five factors, with all correlations passing the significance test at the 0.01 level (2-tailed). This means that purchase intention will significantly increase if the performance of any of these factors is improved. Among all the positive relationships, the correlation coefficient between interactivity and purchase intention is the strongest (r = 0.709), closely followed by brand perception (r = 0.693). The correlations between the independent variables themselves are also notably high, particularly between frequency and interactivity (r = 0.720) and between design appeal and interactivity (r = 0.730),

suggesting these factors are closely related in influencing the consumer. The results suggest that all five dimensions are important drivers of purchase intention, with interactivity and brand perception being the most directly influential. A strategy that enhances these factors is likely to have the greatest positive impact on consumers' willingness to purchase Kingsbite Chocolate.

**Regression Analysis**

Simple regression involved one dependent variable (Y) and one independent variable (X), which was used to predict the value of the dependent variable measured on an interval scale based on the independent variable. Multiple regression extended this concept by allowing prediction when multiple independent variables were involved, offering a more comprehensive model of prediction. The general multiple regression equation was expressed as:

$$Y = \beta_0 + \beta_1X_1 + \beta_2X_2 + \dots + \beta_nX_n + \epsilon$$

Where Y represented the dependent variable, Xi the independent variables,  $\beta_0$  the intercept,  $\beta_i$  the regression coefficients, and  $\epsilon$  the error term. To examine the exact relationship between the purchase intention of Kingsbite chocolate and five factors, a regression analysis was conducted, where purchase intention served as the dependent variable, the five factors (content quality, design appeal, advertisement frequency, interactivity) were the independent variables, and brand perception acted as a mediating variable. The outputs of SPSS 16 was used to reveal the regression equation as

**Table 5: Model Summary of regression analysis**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.783 <sup>a</sup>	.613	.608	.86861

a. Predictors: (Constant), perception, content, design, frequency, interactivity

(Source: Organized by the current thesis)

From above table 5, The model summary assesses how well the five predictors collectively explain the variation in purchasing intention. The key result is the R Square value of 0.613 (or 61.3%). This means that the combined factors of content, design, frequency, interactivity, and brand perception together explain 61.3% of the variance in Ghanaian consumers' purchasing intention towards Kingsbite chocolate. The high Adjusted R Square (0.608) confirms that all variables meaningfully contribute to this strong result. This indicates the model has very high explanatory power.

**ANOVA**

The ANOVA table 6 below tests examine whether the overall regression model is statistically significant. The results show an F-statistic of 112.035 with a significance level of  $p < .001$ . This means the probability that the combined effect of all five predictors (content, design, frequency, interactivity, and brand perception) on purchase intention is due to mere chance is less than 0.1%. The model is highly effective and statistically significant. Therefore; the set of social media ad variables and brand perception, taken together, have a real and meaningful impact on the purchasing intention of Ghanaian consumers towards Kingsbite chocolate.

**Table 6: ANOVA**

Model		Sum of Squares	df	Mean Square F	Sig.
1	Regression	422.640	5	84.528	112.035 .000 <sup>b</sup>
	Residual	266.331	353	.754	
	Total	688.972	358		

a. Dependent Variable: Purchase intention

b. Predictors: (Constant), perception, content, design, frequency, interactivity

(Source: Organized by the current thesis)

**Coefficient of regression analysis on Purchase Intention (Dependent variable)**

Below Table 7 represents the results of a regression analysis examining the influence of five marketing factors on purchase intention for Kingsbite Chocolate. The data shows unstandardized (B) and standardized ( $\beta$ ) coefficients, along with significance values (Sig.) to determine statistical importance. Three independent variables with a significance of  $p < 0.05$ -content quality, advertisement frequency, and brand perception-can significantly affect consumers' purchase intention, with interactivity being the most influential predictor ( $\beta = .262$ ). Further, the regression coefficients for these significant variables are all positive, implying that they positively affect purchase intention. That is, higher levels of interactivity, more favorable brand perception, and higher-quality content led to a stronger consumer willingness to purchase. The variables of design appeal ( $p = .184$ ) did not show a significant effect. The Variance Inflation Factor (VIF) statistics for all variables are below 5, indicating that multicollinearity is not a concern in this model. The results suggest that Kingsbite's marketing strategy should prioritize fostering interactive engagement with the audience and strengthening brand perception, as these are the strongest drivers of purchase intention.

**Table 7: Coefficients of regression analysis**

	Unstandardized Coefficients		Standardized Coefficients		Collinearity Statistics		
	B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1 (Constant)	.251	.209		1.204	.229		
content	.232	.056	.207	4.145	.000	.439	2.280
design	.078	.059	.075	1.331	.184	.343	2.918
frequency	.129	.059	.123	2.185	.030	.345	2.898
interactivity	.286	.062	.262	4.607	.000	.339	2.951
perception	.240	.057	.229	4.207	.000	.369	2.711

a. Dependent Variable: intention

(Source: Organized by the current thesis)

**Hypothesis Test**

**Table 8: Hypothesis Test**

Hypothesis	Correlation Coefficients with Purchase intention	Coefficients of regression analysis with Purchase intention	t test result	Test on Hypothesis results
H1	0.662**>0	0.148>0	Sig.t=0.000<0.05	Accepted
H2	0.656**>0	0.172>0	Sig.t=0.184>0.05	Not Accepted
H3	0.669**>0	0.278>0	Sig.t=0.030<0.05	Accepted
H4	0.709**>0	0.321>0	Sig.t=0.000<0.05	Accepted
H5	0.645**>0	0.232>0	Sig.t=0.004<0.05	Accepted
H6	0.694**>0	0.078>0	Sig.t=0.002<0.05	Accepted
H7	0.717**>0	0.129>0	Sig.t=0.000<0.05	Accepted
H8	0.725**>0	0.286>0	Sig.t=0.000<0.05	Accepted
H9	0.693**>0	0.240>0	Sig.t=0.000<0.05	Accepted

(Source: Organized by the current thesis)

Table 8 presents the results of the statistical testing for the nine hypotheses concerning the impact of social media advertisement dimensions on Brand Perception and Purchase Intention for Kingsbite Chocolate. The tests evaluated the significance and direction of the relationships using correlation and regression analysis. The results indicate that eight of the nine hypotheses are supported by the data, while one hypothesis is not supported. Among the tested relationships, the hypotheses stating that Content Quality (H5), Design Appeal (H6), Frequency (H7), and Interactivity (H8) positively influence Brand Perception all passed the test. The strongest influence on brand perception comes from Interactivity (Beta

= 0.321). Furthermore, the hypothesis that Brand Perception (H9) positively influences Purchase Intention is also strongly supported (Beta = 0.240), confirming its important role in the model. Regarding the direct effects on purchase intention, the hypotheses for Content Quality (H1), Frequency (H3), and Interactivity (H4) are supported. However, the hypothesis that Design Appeal (H2) directly influences Purchase Intention failed, as its regression coefficient was not statistically significant (Sig. = 0.184 > 0.05).

Brand Perception is a Key Driver, the support for H5-H9 confirms that social media ads effectively build a strong brand perception, which in turn positively affects purchase intention. Interactivity is the Most Influential Factor, interactivity shows the strongest positive relationship with both brand perception (H8) and purchase intention (H4), highlighting it as a critical element of the social media strategy. Design Appeal has an Indirect-Only Effect, while Design Appeal (H6) successfully helps build a positive brand perception, it does not have a significant direct effect on purchase intention (H2 failed). This suggests that attractive design influences buying decisions primarily by improving how the brand is perceived, rather than directly convincing customers to buy. In conclusion, the findings strongly validate the proposed model, demonstrating that Kingsbite's social media advertising efforts are effective. The results provide clear guidance for prioritizing marketing efforts, with a strong emphasis on fostering interactivity and understanding the central role of brand perception.

### **Management Implication for Improving Purchase Intention**

The findings of this study on the impact of social media advertising on Ghanaian consumers' purchase intention towards Kingsbite Chocolate offer several important implications for marketing management. In light of the study, the role of social media as a powerful marketing communication and consumer engagement platform is brought into sharp focus, especially within Ghana's dynamic cultural and economic context. This chapter discusses the practical strategies that marketers and brand managers can implement to effectively enhance purchase intention, aligning with the multidimensional nature of social media advertising and the mediating role of brand perception.

Firstly, the study highlights interactivity as the most influential social media advertising dimension driving both brand perception and purchase intention. This underscores the imperative for marketers to design campaigns that are not merely informative but also highly engaging to foster two-way communication with consumers. Interactive content such as polls, contests, live sessions, and customer feedback opportunities should be prioritized to create immersive brand experiences that cultivate emotional attachment and trust. Creating spaces where consumers can actively participate enhances brand loyalty, which is particularly critical for Kingsbite, a brand rooted in cultural identity and local pride. Interactivity helps transform passive advertisement exposure into meaningful engagement, which ultimately motivates purchase behavior.

Secondly, content quality remains a crucial element in shaping purchase intention. High-quality content that delivers clear, relevant information about the authenticity, premium nature, and heritage of Kingsbite Chocolate reinforces positive brand perceptions. As consumers increasingly seek trustworthy and culturally resonant content, marketing efforts must emphasize storytelling that aligns with Ghanaian consumers' values such as the use of 100% Ghanaian cocoa, commitment to local farmer support, and product excellence. Quality content does more than inform; it builds credibility and emotional connection, which are essential for convincing consumers to translate intention into actual purchase. Advertisement frequency also plays a significant role in maintaining brand salience and reinforcing purchase intention. Regular, well-timed posts and campaigns ensure sustained brand presence in the consumer's digital environment, helping to overcome the noise of competing products and messages. However, frequency should be carefully managed to avoid advertisement fatigue, which can generate adverse effects. A strategic balance where consumers receive enough exposure to reinforce brand recall but not overwhelm them is key to enhancing the effectiveness of social media campaigns. Although design appeal positively influences brand perception, this study found it did not significantly directly impact purchase intention. Marketers should still invest in visually appealing content to grab attention but allocate more resources towards enhancing interactive elements and content quality, which deliver more tangible returns on purchase motivation. The mediating role of brand perception is a pivotal insight with broad managerial implications. Marketing strategies should consciously integrate efforts to strengthen positive brand perceptions, including trust, authenticity, product quality, and cultural relevance. Encouraging consumer trust and loyalty through transparent communication and consistent product experiences amplifies the effect of social media advertising on purchase intention. Marketers can leverage brand perception as a cognitive and emotional bridge, translating digital engagement into buying behavior. Demographically, targeting younger, digitally savvy consumers through platforms like Instagram, Facebook, and TikTok remains vital given their dominant role in market trends and their affinity for

interactive, authentic content. Tailoring messaging to resonate with this audience's preferences will enhance campaign efficacy and purchase intention.

Finally, marketers should adopt an integrated marketing approach that complements social media efforts with pricing strategies, product quality assurance, and aligned distribution channels. This is particularly important given the price sensitivity highlighted in the research, where affordability remains a key barrier for some consumers. Combining digital engagement with accessible pricing and availability will optimize overall consumer conversion. In conclusion, navigating the complex interplay of social media advertisement dimensions and brand perception offers a promising path for enhancing Ghanaian consumers' purchase intention towards Kingsbite Chocolate. By prioritizing interactivity, content quality, strategic advertisement frequency, and brand authenticity, marketers can effectively engage consumers, build loyalty, and drive sales growth in a culturally nuanced and economically competitive environment. This integrated approach not only benefits Kingsbite but also contributes to the broader objectives of local industry sustainability and economic development.

#### **4. CONCLUSION**

Related to the data from quantitative research used to analyze the correlation and regression to test variables to form a new model showing the relationship between various social media advertisement dimensions and purchase intention towards Kingsbite Chocolate, several important findings and noticeable outcomes emerged from the analysis. First, the study found that among the dimensions considered-content quality, design appeal, advertisement frequency, and interactivity-content quality, advertisement frequency, and interactivity significantly influence customers' purchase intention through the mediating effect of brand perception.

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