

How Social Media Design, Interactivity And Information Availability Shape Co-Creation And Purchase Intention

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Abstract:

Background: The rapid growth of the internet and digital platforms has changed how businesses operate and increased competition in many industries. As of February 2025, around 5.5 billion people, or 67.9% of the global population, use the internet, and more than 5.2 billion people, or 64% of the population, use social media (Statista, 2025; Kepios, 2025). This development has changed consumer behavior and how companies interact with customers (Ajina, 2019; Dwivedi et al., 2021). Social media has become an important marketing tool that allows two-way communication between consumers and brands, giving users access to information and opportunities to share experiences and opinions (Sahoo et al., 2025). For companies, social media offers an effective and low-cost way to reach large audiences and build stronger relationships with consumers (Ajina, 2019). In this situation, purchase intention becomes an important part of the consumer decision process, linking the stage of evaluating alternatives to the final buying decision (Davies & Protheroe, 2023; Wang et al., 2023). Recent studies show that the usability of social media and online promotions can increase user satisfaction, encourage participation in value co-creation, and improve consumers' intention to buy (Dwivedi et al., 2021; Zhang et al., 2017).

Materials and Methods: This study uses a quantitative approach with a questionnaire-based survey method with a Likert Scale score of 1-5, where a score of 1 means strongly disagree with the statement given and a score of 5 means strongly agree with the statement given. The survey was conducted to help test the relationship between social media usability (design quality, interactivity, availability of information), participation in co-creation, and purchase intention. The conceptual model was tested using Structural Equation Modeling (SEM) analysis with Partial Least Squares (PLS). The study population was active Instagram users in Indonesia who had interacted with business accounts (for example through likes, comments, or participation in their campaigns).

Results: The findings indicate that all three dimensions of social media usability, design quality, interactivity, and information availability, significantly influence both co-creation and purchase intention. Co-creation partially mediates these relationships, showing that usability enhances purchase intention both directly and indirectly through user engagement. Among the dimensions, design quality has the strongest overall effect, highlighting the critical role of appealing and user-friendly platform design in fostering co-creation and purchase intention.

Conclusion: This study explored how social media usability influences co-creation and purchase intention. The findings show that all three dimensions have significant direct and indirect effects. Design quality has the strongest impact, showing that attractive and user-friendly platforms encourage consumers to engage and buy. Co-creation acts as a partial mediator, meaning usability increases purchase intention both directly and by motivating users to interact with brands. In general, when social media is well-designed, interactive, and informative, consumers feel more connected and are more likely to make purchases.

Key Word: Co-Creation; Design Quality; Information Availability; Interactivity; Purchased Intention

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I. Introduction

The swift mushrooming of internet and digital platforms has intensified competition among businesses and shifted the way companies run their business (Dwivedi et al., 2021). In accord with recent statistics as of February 2025, 5.5 billion individuals globally become active in using the internet, by way of 67.9% global population (Statista, 2025). Interestingly, of this total more than 5,2 billion individuals use social media or equal to more than 64% of the global population, and the total user has increased over the past year (Kepios, 2025; Statista, 2025). Due to this phenomena, social media changed customer behavior and reshaped how businesses

operate and develop across various dimensions, fundamentally altering companies and their interactions with society, consumers, and the market environment (Ajina, 2019; Dwivedi et al., 2021).

Social media platforms have emerged as pivotal enablers of dynamic interactions between consumers and brands, fundamentally transforming traditional marketing paradigms (Shawky et al., 2020; Dwivedi et al., 2021). These digital channels not only grant consumers instant access to a wealth of information but also empower them to shape brand perceptions by sharing recommendations, reviews, and personal experiences (Sahoo et al., 2025). For businesses, social media represents a highly cost-effective marketing tool, enabling brands to reach wide audiences and achieve strategic objectives with relatively minimal investment (Ajina, 2019). Consequently, identifying and understanding the key drivers that influence consumer participation and purchase intention in this context is of critical importance, as these factors exert a significant impact on both brand performance and broader economic outcomes (He et al., 2022).

Consumer purchase decision-making has been extensively examined within contemporary marketing scholarship, with extensive research dedicated to understanding the sequential process by which consumers move from recognizing a need to ultimately selecting a product or service (Taneja et al., 2024). This process initiates when individuals perceive a discrepancy between their current state and a desired state, prompting them to seek information, evaluate available alternatives, and make a selection that best satisfies their needs (Salem, 2018). Conceptually, the purchase decision can be viewed as a multi-stage journey encompassing various considerations: what product to acquire, the optimal timing for purchase, preferred purchase channels, brand or model selection, payment methods, and budget allocation. These decisions are shaped by consumers' perceptions of a firm's offerings and brand reputation, as well as their prior experiences and the extent to which previous purchases have fulfilled their expectations (Omran, 2023). Moreover, marketing interventions-such as advertising, promotions, and strategic communications-play a pivotal role in influencing consumer behavior at each stage of the decision-making process (Vishesh, 2018). Within the stages of consumer decision-making, purchase intention functions as a critical intermediary between the evaluation of alternatives and the final purchase decision (Davies & Protheroe, 2023). Specifically, purchase intention emerges subsequent to the evaluation of alternatives and precedes the actual act of purchasing, thereby underscoring its essential role as a pivotal link in the overall decision-making process (Wang et al., 2023).

Recent studies further demonstrate that consumer co-creation activities-whereby individuals actively engage in the development or customization of products and services-can substantially enhance purchase intention. Participation in co-creation fosters a heightened sense of involvement, ownership, and emotional attachment to the product, which positively influences consumers' evaluation of alternatives and reinforces their intention to purchase. Consequently, consumer co-creation not only enriches the overall decision-making process but also serves as a catalyst that elevates purchase intention, ultimately increasing the likelihood of actual purchase behaviour (Pralhad & Ramaswamy, 2004; Hoyer et al., 2010; Lin et al., 2023). Social media usability and online promotion have emerged as critical determinants in contemporary digital marketing environments (Khanom, 2023). The accessibility, functionality, and user-friendliness of social media platforms, coupled with strategically designed online promotional activities, significantly influence consumer engagement patterns. These elements not only enhance user satisfaction but also substantially increase consumers' propensity to participate in value co-creation processes.

Research by (Dwivedi et al., 2021) said that when social media interfaces are intuitive and promotional content is relevant, consumers exhibit greater willingness to contribute ideas, provide feedback, and engage in collaborative product development. This participatory behaviour creates a virtuous cycle wherein consumers develop stronger emotional connections to brands, leading to more favourable evaluations during the decision-making process. In addition, contemporary marketing research underscores the significance of social media usability and online promotion in shaping consumer behaviour (Erkan & Evans, 2016). The design and functionality of social media platforms, coupled with strategically deployed promotional campaigns, influence not only user satisfaction but also consumers' willingness to engage in value co-creation processes, ultimately affecting purchase intention (Zhang et al., 2017). In addition, usability and interactive features of social media platforms, combined with targeted promotional efforts, significantly enhance user satisfaction and encourage consumers to participate in co-creation activities, which in turn positively influence their purchase intentions (Hajli, 2014).

Recent research emphasizes that social media usability and online promotion are critical determinants in contemporary digital marketing, significantly shaping consumer behaviour. The interactive features and user-friendly design of social media platforms, combined with strategically targeted promotional campaigns, enhance user satisfaction and foster consumer engagement in value co-creation activities (Mayrhofer et al., 2020). Co-creation and engagement are intrinsically linked concepts that mutually reinforce one another within digital marketing contexts. Platforms such as Instagram serve as strategic venues that facilitate high levels of consumer engagement and co-creation by enabling users to share authentic photos and experiences. This dynamic interaction fosters the generation of User-Generated Content (UGC), positioning social media as a central element

in contemporary branding processes. Consequently, social media not only amplifies brand visibility but also cultivates deeper consumer-brand relationships through participatory value creation (Iglesias-Sánchez et al., 2020).

Existing literature on customer engagement within digital environments-such as social media platforms and online retail spaces-offers valuable insights into the factors that drive engagement. These drivers include consumer-related attributes (such as personality traits, level of involvement, and trust) (Harrigan et al., 2018; Gligor et al., 2019), brand-related factors (Meire et al., 2019), as well as content-specific characteristics (such as the type, length, and readability of messages) (Pancer et al., 2019; Li et al., 2020). Recent evidence highlighted the critical role of interactivity in fostering engagement on social media, demonstrating that brands' active responsiveness to customers is linked to higher purchase rates and increased referrals (Bozkurt et al., 2021). It is in line with the research generated by (Yuan et al., 2024) interactivity dimensions such as two ways communication and participation enhance engagement in the Sharing Economy Platform (SEP).

While interactivity is widely recognized as a key driver of consumer participation in co-creation, the availability of information on brand social media platforms also plays a crucial role in shaping value co-creation as a collaborative process between businesses and consumers. This process fundamentally relies on the exchange of information (Vargo & Lusch, 2004). Empirical evidence further substantiates that enhanced information availability significantly deepens user engagement by mitigating uncertainty and augmenting perceived control over the co-creation experience (Bozkurt et al., 2021). Given the growing centrality of social media in brand communication and consumer engagement, a nuanced understanding of how social media usability-including information availability, interactivity, and platform design-drives user participation in co-creation is of paramount importance for both scholarly research and managerial practice. Elucidating these mechanisms not only advances theoretical discourse but also informs the development of more effective strategies for fostering collaborative value creation in digital environments.

In parallel, effective online promotion strategies serve as catalysts for user engagement, attracting consumers and motivating them to interact with brands in more meaningful ways. The synergy between website usability and online promotion not only enhances user satisfaction but also fosters a greater willingness to participate in co-creation activities-collaborative processes where consumers contribute to the development or improvement of products and services. Studies indicate that value co-creation, facilitated by transparent dialogue and accessible digital environments, significantly boosts user satisfaction and increases the likelihood of adopting new offerings.

Against this background, the present study foregrounds the critical role of social media usability-encompassing design quality, interactivity, and information availability-as a foundational antecedent to consumer engagement in co-creation activities and, by extension, the enhancement of purchase intention. While interactivity has been extensively acknowledged as a key driver of co-creation, the availability of relevant and timely information within brand social media platforms is equally vital in shaping the collaborative value creation process between businesses and consumers, and information exchange constitutes the bedrock of value co-creation. Empirical evidence further substantiates that enhanced information availability mitigates consumer uncertainty and elevates perceived control, thereby fostering more profound user engagement in co-creation processes. Although prior research has predominantly examined discrete elements of social media usability, the novelty of this study lies in its integrative approach, simultaneously investigating the synergistic effects of design quality, interactivity, and information availability on co-creation participation and subsequent purchase intention in social media. Given these theoretical foundations, this study is guided by the following research questions:

R1: How do the dimensions of brand social media usability influence consumer participation in co-creation?

R2: To what extent does willingness to co-create mediate the relationship between social media usability and purchase intention?

Moreover, by situating this inquiry within the dynamic and rapidly evolving social media landscape, the study offers novel insights into how brands can strategically leverage usability features to deepen consumer relationships and drive sustainable value creation.

II. Literature Review

Design Quality

Effective social media design serves as a foundational element in enhancing user experience and fostering consumer willingness to engage in co-creation activities. Platforms characterized by intuitive interfaces, aesthetic appeal, and seamless navigation have been empirically shown to strengthen users' cognitive and emotional investment in value creation (Cheung et al., 2020; Zhang et al., 2020). Interactive design elements, such as polls, idea submission portals, and collaborative tools, not only lower participation barriers but also align with organizational learning principles that emphasize user-centricity (Zhang et al., 2020). For instance,

Instagram, as a visually interactive platform, enables brands to cultivate deeper consumer relationships, transforming passive recipients into active contributors (Rahayu et al., 2023).

Empirical evidence further confirms that entertainment-oriented interactivity enhances user-brand collaboration, reinforcing the notion that well-designed platforms facilitate sustained value co-creation and strengthen emotional brand connections (Cheung et al., 2020; Rahayu et al., 2023). Additionally, context-specific studies, such as those in the coffee industry, highlight how perceived behavioral control directly increases consumer intent to participate in co-creation.

Interactivity

Brand interactivity in social media environments significantly drives co-creation participation. Real-time, entertainment-driven interactions serve as key facilitators of consumer-brand engagement, which in turn mediates co-creation behavior (Cheung et al., 2020). Features such as live Q&A sessions, user-generated content campaigns, and gamified challenges promote two-way communication, enabling consumers to contribute ideas and feedback. These dynamics align with social interaction theory, where reciprocal exchanges build trust and commitment—critical precursors to sustained co-creation (Kietzmann et al., 2011). Moreover, subjective norms and perceived social pressure, both integral to interactive environments, have been shown to positively influence co-creation intent, particularly in service innovation contexts (Cheung & To, 2016; Rahayu et al., 2023).

Information Availability

Comprehensive and up-to-date information availability on social media platforms further stimulates co-creation. Brands that transparently share product insights, development timelines, and market trends empower users to contribute meaningfully to innovation processes (Hussain et al., 2022). Cognitive information-transfer interactions, FAQs, and data-driven posts, motivating proactive participation in ideation and problem-solving (Cheung et al., 2020). Füller (2010) further identifies that intrinsic motivation (e.g., enjoyment) and extrinsic rewards (e.g., recognition) thrive in information-rich environments, which also reduce ambiguity and foster confidence in collaborative tasks, thereby reinforcing electronic word-of-mouth (e-WOM) (Hussain et al., 2022).

Co-Creation

Co-creation, defined as a collaborative process where consumers and firms jointly generate value through interaction and feedback, is increasingly recognized for its impact on purchase intentions. Willingness to co-create reflects consumers' readiness to engage in collaborative activities, while purchase intention denotes their likelihood of buying as a result of such engagement. Grounded in Social Exchange Theory and the Stimulus-Organism-Response (SOR) model, recent studies conceptualize co-creation as a stimulus that elevates perceived value, thereby driving purchase intent (Ma & Lu, 2024). Empirical evidence consistently demonstrates a positive relationship between co-creation behavior and purchase intentions. Ma and Lu (2024) found that customer participation and citizenship behaviors in user-generated content communities significantly enhance purchase intent, with perceived value mediating this relationship. In the sharing economy, value co-creation intent partially mediates the effect of customer participation on repurchase intention, suggesting that participation and perceived ethicality shape both co-creation and subsequent buying behavior (Hendar et al., 2022). The interactive nature of digital platforms, particularly social media, amplifies this effect by enabling consumers to share knowledge, provide feedback, and influence product development, fostering psychological ownership and commitment that heighten purchase likelihood (Hussin et al., 2022).

Community atmosphere and perceived value often moderate and mediate the co-creation–purchase intention link. Vibrant, supportive communities amplify co-creation's positive impact, while perceived value acts as a critical mediator, translating engagement into actionable buying behavior (Ma & Lu, 2024). This relationship is further reinforced by findings that value co-creation cultivates psychological ownership and brand attachment, both strong predictors of purchase intent (Hussain et al., 2022; Sohaib & Han, 2023; Shi et al., 2022). These insights underscore the importance of fostering supportive, information-rich environments to maximize the benefits of co-creation initiatives.

III. Methods

This study uses a quantitative approach with a questionnaire-based survey method with a Likert Scale score of 1-5, where a score of 1 means strongly disagree with the statement given and a score of 5 means strongly agree with the statement given. The survey was conducted to help test the relationship between social media usability (design quality, interactivity, availability of information), participation in co-creation, and purchase intention. The conceptual model was tested using Structural Equation Modeling (SEM) analysis with Partial Least Squares (PLS). The study population was active Instagram users in Indonesia who had interacted with business accounts (for example through likes, comments, or participation in their campaigns).

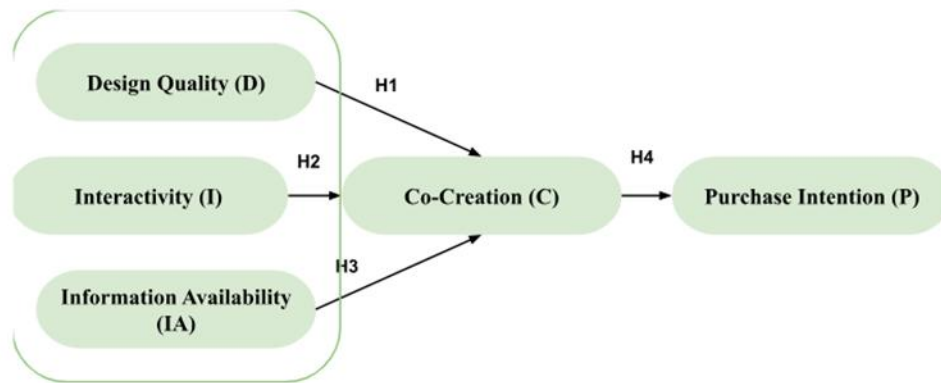


Figure 1. Theoretical Framework

This research framework is grounded in the understanding that brand social media usability plays a critical role in encouraging consumer participation in co-creation. An intuitive and appealing design enhances user comfort and experience, interactivity enables two-way communication that strengthens engagement, and transparent information availability builds consumer confidence to contribute meaningfully to value co-creation. Furthermore, the framework positions willingness to co-create as a mediating variable that bridges the relationship between social media usability and purchase intention. In other words, when consumers perceive social media platforms as easy to use, interactive, and information-rich, they are more willing to engage in co-creation activities, which in turn reinforces their intention to purchase. Thus, the framework emphasizes that social media usability not only directly influences co-creation but also indirectly enhances purchase intention through the mediation of willingness to co-create.

IV. Result

The data presented in Table 1 show Cronbach's Alpha values greater than 0.7, namely 0.812, 0.904, 0.897, 0.859, and 0.780, indicating that all variables are reliable and can be trusted as research data.

Table no 1: Cronbach's Alpha values

Variable	Items	Cronbach's α
Information Availability	4	0.812
Interactivity	2	0.904
Design Quality	5	0.897
Co-creation	4	0.859
Purchase Intention	4	0.780

Table no 2: Descriptive Statistics

Construct	n	Mean
Usability (Info, Interactivity, Design)	231	4.318
Co-creation (willingness/actual intent)	231	4.317
Purchase Intention	231	4.144
Information Availability (Info)	231	4.431

Based on the data, the mean scores for each construct indicate generally high responses from participants. The usability construct (which includes information availability, interactivity, and design quality) obtained a mean score of 4.318, while co-creation (reflecting willingness or actual intent to participate) scored 4.317, and purchase intention recorded a mean of 4.144. Among the dimensions, information availability showed the highest mean value, approximately 4.431, suggesting that respondents particularly appreciated the accessibility and clarity of information provided through the business account analyzed. Overall, these results indicate that respondents hold a positive perception of the business's social media usability, are willing to engage in co-creation activities, and show strong purchase intentions, reflecting a favorable consumer attitude toward the brand's online presence.

The results of the Pearson correlation analysis indicate strong and positive relationships among the three key constructs of the study. The correlation between usability and co-creation ($r \approx 0.710$) suggests that higher levels of social media platform usability—reflected in ease of use, aesthetic appeal, and functionality—are associated with greater consumer participation in co-creation activities. Similarly, the correlation between usability and purchase intention ($r \approx 0.715$) demonstrates that an enhanced user experience contributes directly to consumers' willingness to purchase, emphasizing the importance of well-designed and information-rich social

media environments. The strongest correlation is observed between co-creation and purchase intention ($r \approx 0.752$), indicating that active consumer engagement in collaborative value creation significantly increases their likelihood of making a purchase. Overall, these findings reinforce the research hypothesis that usability plays a critical role in stimulating co-creation, which in turn enhances purchase intention, highlighting the interdependent nature of these constructs in shaping consumer behavior within social media contexts.

The structural equation modeling (SEM-PLS) results reveal that all dimensions of social media usability, namely design quality, interactivity, and information availability, exert significant direct and indirect effects on purchase intention through co-creation as a mediating variable. For Design Quality, the results indicate strong relationships across paths: the effect of design on co-creation ($\beta = 0.681$, $p < 0.001$) and the effect of co-creation on purchase intention ($\beta = 0.533$, $p < 0.001$) are both highly significant. The indirect effect ($a \times b = 0.363$, 95% CI [0.245–0.503]) confirms a significant mediation effect, while the direct path ($\beta = 0.398$, $p < 0.001$) remains significant, suggesting partial mediation. This finding implies that visually appealing, intuitive, and user-friendly design elements not only directly increase consumers' intention to purchase but also indirectly foster engagement through co-creation activities, enhancing the overall behavioral response.

In terms of Interactivity, the model shows that interactive social media features significantly influence both co-creation ($\beta = 0.596$, $p < 0.001$) and purchase intention ($\beta = 0.354$, $p < 0.001$). The indirect effect ($a \times b = 0.336$, 95% CI [0.207–0.480]) is significant, indicating that interactive elements such as comment responses, polls, and feedback loops promote consumer participation and, in turn, stimulate purchase intention. Like design quality, this relationship is partially mediated by co-creation, reflecting the dual mechanism of direct brand engagement and collaborative interaction.

For Information Availability, the path from information availability to co-creation is also strong ($\beta = 0.642$, $p < 0.001$), as is the path from co-creation to purchase intention ($\beta = 0.516$, $p < 0.001$). The indirect effect ($a \times b = 0.331$, 95% CI [0.225–0.463]) is significant, confirming that clear, relevant, and easily accessible information encourages consumers to participate in co-creation activities and ultimately enhances their purchase intention. The persistence of a significant direct effect ($\beta = 0.362$, $p < 0.001$) again suggests partial mediation.

Comparatively, Design Quality exhibits the strongest mediating effect (indirect $\beta = 0.363$), followed by Interactivity ($\beta = 0.336$) and Information Availability ($\beta = 0.331$). This indicates that visual design and user experience are the most influential aspects of usability in driving both engagement and purchase behaviors.

Overall, these findings support the conceptual framework proposing that social media usability enhances purchase intention both directly and indirectly through co-creation. Consumers' perception of usability not only shapes their positive evaluation of the brand but also fosters collaborative value creation—strengthening the pathway from engagement to actual purchase intention.

V. Discussion

The findings of this study provide empirical evidence that social media usability, comprising design quality, interactivity, and information availability, plays a critical role in shaping consumer participation in co-creation and, ultimately, in enhancing purchase intention. Consistent with prior studies (Cheung et al., 2020; Rahayu et al., 2023; Hussain et al., 2022), the results confirm that usability dimensions are not merely functional aspects of digital interfaces but serve as strategic levers that influence how consumers engage, collaborate, and make purchasing decisions in online environments.

First, design quality emerged as the most influential factor in predicting both co-creation and purchase intention. This suggests that well-designed, visually appealing, and user-friendly social media interfaces foster emotional engagement and encourage consumers to participate in collaborative brand activities. The strong mediation effect through co-creation implies that users who perceive social media content as aesthetically pleasing and easy to navigate are more likely to develop psychological ownership and attachment to the brand, which subsequently enhances their purchase intentions. This aligns with the theoretical perspectives of user experience and visual communication, which emphasize that design serves as a bridge between functional satisfaction and emotional resonance (Cheung et al., 2020; Zhang et al., 2020).

Second, interactivity also demonstrated significant direct and indirect effects on purchase intention. The presence of interactive features, such as comment sections, polls, and real-time responses, creates a dialogic environment that fosters trust and social connection. This finding supports the assumptions of Social Interaction Theory (Kietzmann et al., 2011), suggesting that reciprocal communication between consumers and brands builds relational capital that translates into stronger engagement and co-creation behavior. Interactivity thus functions as both a relational and motivational mechanism, encouraging users to contribute feedback and ideas that, in turn, enhance their purchase likelihood.

Third, information availability was found to significantly influence both co-creation and purchase intention, highlighting the pivotal role of transparent and accessible information in reducing uncertainty and enhancing perceived control over the decision-making process. This finding corroborates the Service-Dominant Logic framework (Vargo & Lusch, 2004), which posits that value creation in digital environments depends

heavily on information exchange and knowledge integration. When consumers are equipped with sufficient, relevant, and timely information, they feel more confident participating in co-creation and making informed purchase decisions.

Furthermore, the mediation analysis confirms that co-creation acts as a partial mediator in the relationship between social media usability and purchase intention. This underscores the dual mechanism through which usability operates: directly by enhancing user satisfaction and indirectly by fostering participatory engagement. The partial mediation also suggests that while usability directly shapes consumers' perceptions and attitudes, its full potential is realized when users transition from passive observers to active collaborators. This aligns with the Stimulus–Organism–Response (SOR) framework, wherein social media usability (stimulus) affects internal cognitive-emotional states (co-creation as organism), which subsequently influence behavioral outcomes (purchase intention as response) (Ma & Lu, 2024).

From a managerial standpoint, the results provide actionable insights for brands seeking to enhance consumer engagement and drive purchase intentions through social media. Companies should prioritize integrative usability strategies that balance visual design, interactive functionality, and transparent information. Investing in intuitive interface design can strengthen brand aesthetics and emotional appeal, while fostering two-way communication through interactive features can deepen relational engagement. Moreover, ensuring the availability of accurate and relevant information can cultivate consumer trust and encourage greater participation in co-creation activities, ultimately reinforcing brand loyalty and conversion rates.

In theoretical terms, this study contributes to the expanding discourse on digital consumer behavior by empirically validating the mediating role of co-creation between social media usability and purchase intention. It extends existing literature by integrating three core usability dimensions into a single predictive framework, thereby offering a more holistic understanding of how consumers experience and respond to social media marketing environments.

Overall, the findings reaffirm that social media usability serves as both an antecedent and a catalyst for co-creation and purchase intention, highlighting the interdependence between user experience design, participatory behavior, and consumer decision-making in the digital era.

VI. Conclusion

This study examined how social media usability affects co-creation and purchase intention. The results show that all three dimensions have significant effects, both directly and indirectly. Among them, design quality has the strongest influence, meaning that a well-designed and easy-to-use social media platform makes users more willing to engage and more likely to buy. The analysis also found that co-creation partially mediates the relationship between usability and purchase intention. This means usability improves purchase intention not only on its own but also by encouraging users to participate and interact with brands.

In short, when social media is visually appealing, interactive, and provides clear information, consumers feel more connected and involved, which increases their intention to purchase. For marketers, this study highlights the importance of improving usability in social media strategy. Focusing on design, interactivity, and reliable information can build stronger relationships with consumers and increase their buying interest. Future research can explore other factors, such as trust or satisfaction, and test this model in different industries or countries.

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