Does Social Media Marketing Impact the Consumer Purchase Intention through Mediation effects of Brand Equity?

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Abstract

Purpose

The research study explores the important concept of marketing, the Social Media Marketing concept to investigates the better understanding of the behavior of consumer with the mediating effects of brand equity.

Design/methodology/approach

The conceptual model includes the five independent variables online communities, interaction, sharing contents, credibility, accessibility with mediating variable brand equity and the dependent variable the behavior of the consumer with the approach of (SEM) through quantitative methods using the non-probability purposive sampling technique.

Findings

The results suggest that factors of the marketing of the social media such as the communities of the online communities, interaction, credibility, accessibility and content sharing have the positive associated with the brand equity. Mediations relationships of brand equity with online communities, credibility, accessibility, contents sharing and interactions on the consumer purchase intention.

Research limitations/implications

The current research study integrated with the concept of the social media marketing, the mediating effects of brand equity and the understanding of the consumer buying behavior. Thus, study provides valuable insights for marketers on the effective and significance develop strategies and better understanding consumer buying behavior in the era of social networks.

Originality/value

Thus, findings indicates that brand equity has a positive associated with the consumer behavior. The research approach of the quantitative was used, and data was collected from 500 respondents to fill the firms.

Keywords: Social Media Marketing, Brand Equity, Behavior of consumer Purchase probability.

JEL classification – M30, M3

1. Introduction

Through the platform of the social media, the consumers easily interact with others relevant consumers for the purpose of sharing information, but without the social media platform, the multinational companies not possible to better communicate these important elements, brand awareness, brand availability, brand quality (Bernoff & Li, 2011). As compared to traditional ways such as radio, television, newspapers, magazines, in the current era of information technology the social media utilization are expanded (Mangold & Faulds, 2009). Due to information technology, social media phenomenon could not be controlled, the expert of the marketers with applying the concept of the social media marketing to increase consumer purchase intention (Berthon et al., 2007). Social media has the significance importance and an effective marketing approach in the competitive business environments to integrates with their target consumers and to developed build brand equity (Schivinski et al., 2019). Thus, the social media marketing has different stages to developed brand equity and as well as significance importance in such a way for businesses to reach the target consumers and respondents and enhance the products and services. Therefore, marketing of the social media has an important characteristic in the environment of marketing and as well as the marketing of social media to develop the attentions of the consumers (Hilte et al., 2019). The research also aims to provide insights into how businesses can influence with the marketing approach of social media marketing to enhance their brand equity and with consumer purchase intention (Khan et al., 2023). Businesses can now engage with their target audiences thanks to social media marketing. engage with them and develop lasting relationships. Customers usually use social media platforms to explore and find products in this digital age where nearly every home has access to the internet (Fatima, & Ali, 2022). There has been some investigation into the important factors on the effects of the media of social marketing with the customers' intentions to make purchases through online orders using techniques like online advertising and promotion (Sjukun et al., 2022). The media of social marketing vital role as the key steps for businesses to promote their brands nowadays, earning a reputation as a reliable means of advertising due to its affordability and convenience. Social media advertising is any creative material produced on social media platforms to target consumers (Madlberger & Kraemmer, 2019). As the important element of financial promotions such as brand prices, cut prices, discounts offer, and coupons and also includes the promotions of non-financial such as gifts and further addition, pleasure, arousal, and domination were presented as three categories of user emotions (Siahpush et al., 2017). In the past research study suggested that pleasure mediates and positively affects the link between arousal, dominance, and shopping behavior (Zhao et al., 2022). Their sense of enjoyment is increased by the perception of online clients' dominance. Positive emotions including pleasure, arousal, enjoyment of shopping, and quick satisfaction have been demonstrated in several studies to impact people's tendency to make impulsive purchases (Ruby & Vasantha, 2022). Social media marketing is regarded to be gaining ground not just in developed nations like the US and Canada but also in developing nations in Asia like Pakistan. In Pakistan, online purchasing was unheard of a few years ago; conventional shopping used to take hours. Despite being a latecomer, internet use in Pakistan is rapidly expanding; there are approximately 30 million users, and e-commerce in Pakistan is worth $30 million (Khan et al., 2022). So, the media of social has emerged as a powerful marketing approach competitive businesses environment, thanks to its wide reach, low cost, and ability to engage with customers online (Khan & Sajjad, 2013). The prior research study was suggested that the strategies of the social media marketing significance important to create competitive business environments to potential consumers and developed build brand awareness (CHUSNAINI & RASYID, 2022). In the prior study suggested that equity of the brand which includes and further includes the characteristics of the perceived quality, brand image, and brand awareness for consumers (Prasetia & Hidayat, 2021).

1.1 Problem Statement

The current research study was exploring the important marketing approach of social media marketing with integrated of the consumer buying behavior and to investigate the mediations effects with the brand equity associated with the significance importance concept of social media marketing and the behavior of the consumer. Now a days, the social media has integrated with the ways of competitive business engage with their customers, and marketing of the social media showing an essential part in the developed of the strategies of the marketing (Khan, Rasheed, et al., 2022). However, it is not clear how explore the approach of social media marketing influence on the behavior of the consumer, and with the role of the brand equity in this relationship is still underexplored. The new innovative digital technology approach and the practices in the sector of corporate established strong relationships. The prior research study explained that the, the form of the conventional businesses and organizations face challenges if they fail to recognize the existence the digital technology on trade (Terason et al., 2021).

1.2 The Objectives of the Study

So that the current research has the objectives to examines the different effects regarding the marketing approach of social media marketing associated with the consumer buying behavior and to investigates the mediations effects of the brand equity with associations of the marketing of the social media and the consumers buying behavior. So that the aim of the research study was to examines the factors of the marketing of the social media with the behavior of the consumers and investigates the effects of the mediations with the brand equity between the marketing of the social media and the behavior of the consumer. So that the research study was to ascertain how the effects of the interactive advertising, and the social media marketing, and sales promotion impact online shoppers in Karachi, Pakistan.

1.3 Research Study Questions

The study has the important research questions for the research study on the impact of the marketing of the social media with the behavior of the consumer purchase likelihood with the analysis of mediation effects of the brand equity are:

1. What effects of the association with the marketing of the social media with the behavior of the consumer?
2. To what is the relationship of the mediation effects of the brand equity and the concept of marketing of the social media on the behavior of the consumers?
3. How do marketing of the social media and the influence of the brand equity on the behavior in the context of purchase intention?
4. What are the most effective strategies of the marketing of the social media the enhance brand equity and consumer purchase intention?
5. How can companies use the approach of the marketing of the social media marketing to create and sustain the brand equity and influence consumer purchase behavior?

1.4 Significance

The research study was examining the factors of the marketing with relate the concept of social media on the behavior of the consumer with the examines the mediation effects of brand equity has significant importance both academics, expert of the development marketing strategies, experts and practitioners.

Firstly, importance was to the academic literature by examining the associations with the marketing of the social media with the brand equity and the behavior of the consumers (Zaman & Kusi-Sarpong, 2023). Thus, provides empirical evidence that marketing of the social media can have a significant effect the consumer behavior, leading to an increase in purchase intention. Furthermore, it establishes the role of brand equity as a mediator in this relationship, suggesting that building strong brand equity through social media marketing can have a positive impact on the behavior of the consumer buying decisions.

1.5 Scope

The current research study scope, the field of marketing of the social media with the behavior of the consumers to take better decision making through the effects of the mediation of the brand equity would involve examining association with the concept of the social media marketing, brand equity, and consumer purchase intention. The study would likely start with a review of the significance relate the literature on social media marketing, brand equity, and consumer behavior (Zaman et al.). This would involve looking at the theories, concepts, and empirical studies related to these areas to explore the research gaps in the existing research and areas where further investigation is needed.

2. Literature Review

In the prior research study suggested that the rapid growth in the information technology and the globalization, both factors changed according to the mind of the consumers expectations. The competitive business environments and era of technology the social media marketing considered important in the life of the peoples of Pakistan. Actually, the brand equity in the buying behavior of the consumers and the perception of the Pakistani peoples associated with positive and significance buying decision. Prior research study suggested that the concept of social media marketing, and the effects of brand equity through mediating effect significance vital role on the Pakistani peoples buying behavior (Dermawan et al., 2022).

2.1 The social media Marketing

The prior research study explains the in the mind of consumer, through the concept of social media marketing enhance the values of the brands with the help of different characteristics in forms of content creation, content sharing for the consumers with the integrated various social media components such as the platform of Instagram, Twitter, Facebook, LinkedIn (CHUSNAINI & RASYID 2022).

2.2 Social Media Marketing Associated with Brand Equity

Interaction on social media can positively impact the perceived brand quality, brand loyalty, and brand awareness of customers. Past research studies have shown that social media marketing can increase brand equity by developed brand perceived positive values with the positive image with good brand experience to developed consumer brand trust and brand engagement (Keller, 2016; Hutter & Hoffmann, 2017).

2.3 The Social Media Marketing and the Consumer Behavior

In the prior research study explained concept of the social media marketing always the positive associated and creates the influence with the buying behavior of the consumers and creates positive attitudes with brands to expand brand awareness and providing information which effects on the behavior of the consumer's buying decisions (Zafar et al., 2022). Social media marketing can also create a sense of urgency or scarcity that can encourage the consumer to make a purchase (Phan, Thomas, & Heine, 2017). Research has shown that social media marketing positively associated with the behavior of the consumer purchase intention (Wang & Zhang, 2012; Islam & Rahman, 2018).

2.4 Mediation effects of brand equity

Through the past research study suggested that mediation effects of the brand equity integrated with the approach of social media marketing and the consumer black box. So that different functions of the social media marketing could be increase the value of the consumer awareness of the perceived quality and the awareness of the brand and the loyalty of the brand of a product or service, which in turn, leads to a positive associated with consumer buying decisions (Choi & Rifon, 2012; Islam & Rahman, 2018).

2.5 Brand Equity

The prior research study suggested that the values added in the products or services is defined as the marketing term of the brand equity and explored the perception the consumers perceptions and the consumer minds towards brands, so that high value of the brand equity then consumers have high level of desired to pay the products or the service (Zaman et al., 2023). Brand equity is an essential factor that influences the consumer's decision-making process (Azzari & Pelissari, 2020). Thus, defined of brand equity, is the value addition to the brands and could be form of the intangible value that a brand brings to a company, in terms of customer loyalty, market share, and pricing power (Terason et al., 2021).

Companies can enhance their brand equity through advertising and marketing campaigns, product innovation, and delivering exceptional customer service (Armawan, 2021). The value added in the product or service is referred brand equity, because through form of symbolic and as the form of functional benefits in term of product utilizing and the product consuming (Vazquez et al., 2022). The enhancing the effectiveness of the marketing programs, brand preferences, to increase market share of the firm and to expand the consumer purchase intention, because high level of brand values in the brands, high level of brand equity in the mind of consumers (Majid et al, 2016). Purchase intentions are the consciously made decision to make an effort to buy a particular brand by an individual. Many businesses utilize purchase intention as a key index that is crucial to the evaluation process when assessing consumer behavior (Poushneh, 2021). The customer is accustomed to weighing their options before making a purchase by consulting the available data.

In recent years, social media marketing has become an increasingly popular means of promoting products and services. In the past research study found that social media marketing positively affects consumer purchase intention (Chung, & Kim, 2020).

2.6 The Online consumer behavior and social media advertising

Regarding the opinions of the attitudes of the consumer towards social media advertisements which is associated with the behavior of the customers' purchase intentions, and these impressions are favorably connected with ad memory and awareness (Qabool et al., 2021). In the prior research study suggested that when young social media users connect with social media advertising, then beliefs, attitudes, and the behavior responses of these young social media users positively associated with consumer buying behavior (Madlberger & Kraemmer, 2019).

2.7 Online Communities positively associated with brand equity

Because the communities of the online are virtual platforms where people with shared interests, hobbies, or goals can connect and interact. These communities have become increasingly popular in recent years, with millions of users participating in various platforms such as social media, forums, and chat rooms. Online communities can be created by brands as a way of engaging with customers, building brand loyalty, and enhancing brand equity (Chung, & Kim, 2020).

H1: The online Communities have positive associated with the brand equity.

2.8 Interaction positive associated with brand equity

Through the different dimensions of the brand attachment, brand trust, brand affect, creates the brand interaction with the consumer expectation, and their preferences (Park et al., 2010). In the prior research study, explained that customer emotional connection relates to brand attachment, and the brand credibility, brand reliability associated with brand trust, the customers feelings towards brands is defined as brand affect. So thus, these factors of brands associated with consumer attitudes (Lin et al., 2023). Furthermore, the study found that these relationships can be strengthened through various marketing strategies, such as building a strong brand identity, providing high-quality products and services, and fostering positive customer experiences (Chung, & Kim, 2020)

H2: Interaction has the positive association with the brand equity.

2.9 Sharing Content positively associated with brand equity

The brand awareness, brand image and brand loyalty more enhancing through the concept of content sharing and in the brand any value added, refer to as the brand equity in terms of consumers benefits such as brand perceived quality, brand image, brand awareness (Keller, 1993).

H3: Sharing Content has a positive association with the brand equity.

2.10 Credibility has a positive association with the brand equity

When a brand is perceived as credible, it can enhance the trust that consumers have in the brand, leading to increased loyalty and positive word-of-mouth marketing. This can ultimately result in higher sales and profitability for the brand.

H4: Credibility has a positive associated with the brand equity.

2.11 Accessibility has a positive impact on brand equity

In the prior research study explained that association with the between accessibility and the marketing term of the brand equity has been well established relationships. Several studies have shown that improving accessibility can have a positive impact on brand equity. Also, a study conducted by Cho and Lee (2018) found that improving website accessibility positively impacted brand equity for online retailers.

H5: Accessibility has a positive association with the brand equity.

2.12 Brand equity mediates the effects of online communities with the behavior buying decision

In the previous research study explained that brand equity importance the mediating role in of associated with the online communities on consumer purchase intention. For instance, a study by Hsiao, Chen, and Chen (2018) investigated the association with the online communities, the equity of the brand and the behavior of the consumer purchase intention. The past research study explores the concept of the online communities with brand equity and the behavior of the consumers in the context of the social media, such as Facebook, and creates positive associations with brand equity. So that, the marketing term brand equity creates the relationship of the mediation effects with online communities and the behavior of consumer (Chen & Chang, 2020).

H6: Brand equity mediates associated with the Online Communities and the behavior of the consumer Purchase Intention.

2.13 Brand equity mediates the impact of Interaction and consumer purchase intention

For the success of the brand, the brand equity has a vital role and creates the close interaction to brand which has positively effects on the behavior of the consumers and their attitudes, through the mediation effects of brand equity (Khan, Jamil, et al., 2022). Actually, the mediating effect of any factor, is the phenomenon which explain the relationship two variables. Thus, brand equity developed the mediation relationship between the interaction and the behavior of the consumers (Liu et al., 2020).

H7: Brand equity mediates the impact of Interaction and Consumer Purchase Intention.

2.14 Brand equity mediates the impact of Sharing Content and consumer purchase intention

The brand equity can be defined as the worth and the brand reputation. Sharing content, as the other hand, refers to the act of disseminating information, ideas, or opinions through social media, blogs, or other online platforms. Previous research has shown that sharing content can have a positive associated with the consumer purchase intention (Cheung & Thadani, 2012; Kim & Lee, 2018).

H8: Brand equity mediates the impact of Sharing Content and Consumer Purchase Intention.

2.15 Brand equity mediates the impact of Credibility Content and consumer purchase intention

Credibility content the consumer received the message regarding the believable and trustworthy by the audience, while the behavior of the behavior of the consumer purchase intention and explain the consumer attitude towards the willingness of the brand (Liu et al., 2020). A study by Nguyen and Nguyen (2021) investigated the effects of the mediating on the brand equity in the association with the credibility content and the behavior of the consumer purchase intention.

H9: The brand equity mediates the relationship of the credibility with the consumer purchase intention.

2.16 Brand equity mediates the impact of Accessibility and consumer purchase intention

The past research study suggested that in the Chinese hotel industry, the results indicates that the brand equity positively and significantly effects on the behavior of consumers, as includes the factor of accessibility (Zhang & Liu, 2019). In the prior research study explain that during the online shopping, the brand equity creates the mediation effects with the association accessibility and the behavior of the consumer in the context of Korean consumers (Kim et al., 2020)

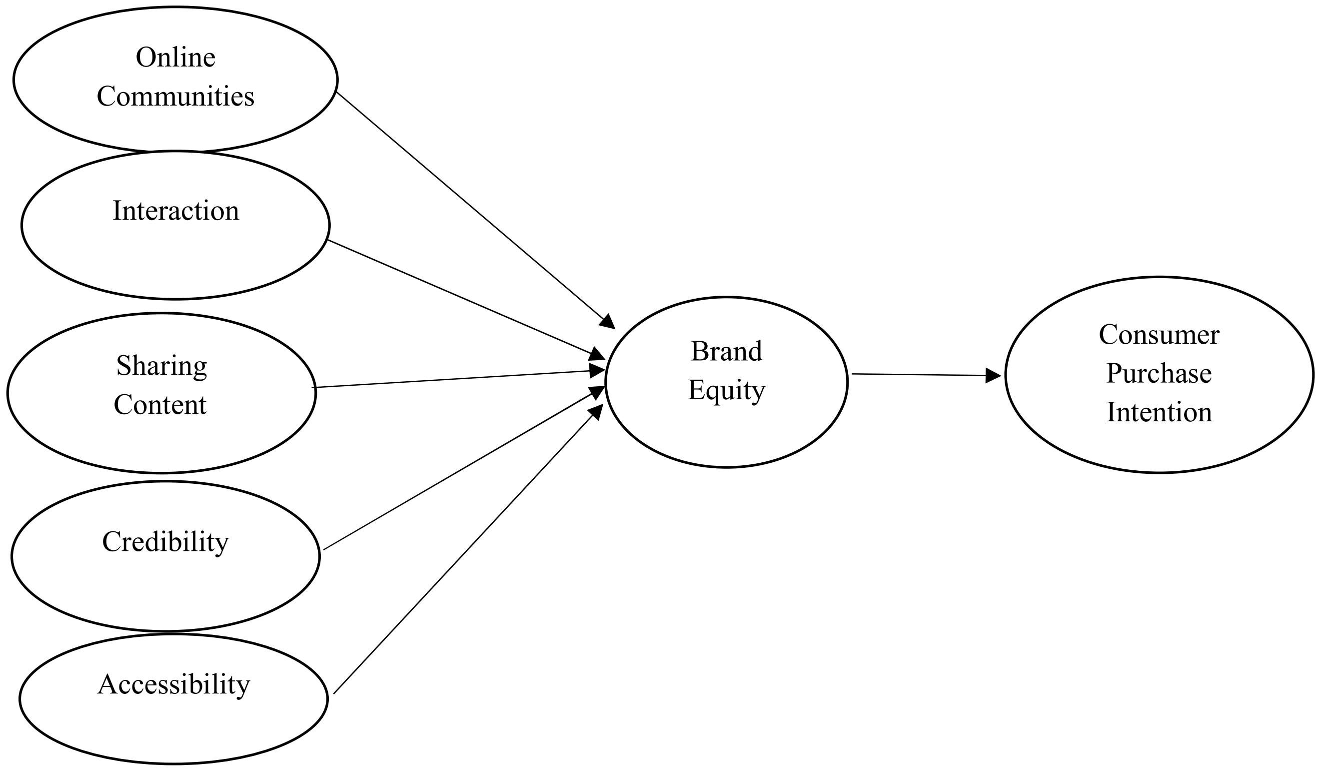
H10: Brand equity mediates the impact of Accessibility and Consumer Purchase Intention.

2.17 Brand equity has a positive behavior of consumer

The brand equity of the high-level regarding values in the products will benefits for consumers and extended the behavior of the consumer buying attitudes. Another study conducted by Kim, Lee, and Hyun (2018) investigated the relationship of the brand equity with the behavior of the consumers buying process regarding of luxury fashion brands.

H11: Brand equity has a positive impact on Consumer Purchase Intention.

Figure 1.1: Propose Conceptual Research Model

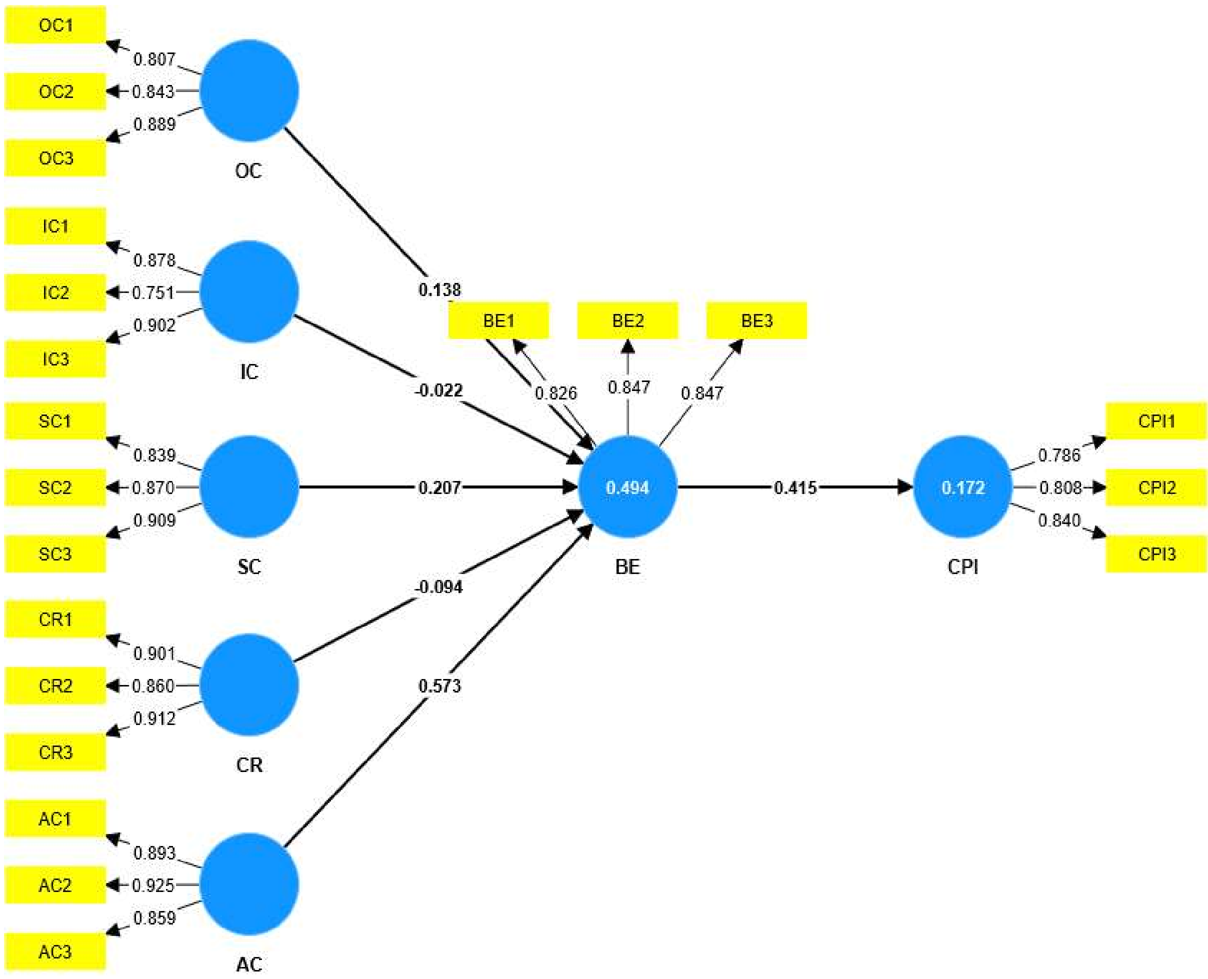


3. Research Approach

The current research study was the form of the approach of the explanatory research based on the primary quantitative data which followed deductive approach. The current research study was use to non-probability sampling, the convenience sampling technique to collect the responses to examines the effects of the marketing of social of the behavior of the consumer purchase intention through mediation effects of brand equity. The sample size of current research is 500 respondents with the technique of convenience sampling in the current research study.

Table 1
Confirmatory Factory Analysis (CFA)

Measurement of the constructs	Items.	Loading.	Cronbach's Alpha.	Rho_A	Reliability Composite	Average Variance Extracted
Online Communities	OC1	0.807	0.810	0.880	0.884	0.717
	OC1	0.843				
	OC1	0.889				
Interaction	IC1	0.878	0.803	0.844	0.883	0.717
	IC1	0.751				
	IC1	0.902				
Sharing Content	SC1	0.839	0.846	0.873	0.906	0.763
	SC1	0.870				
	SC1	0.909				
Credibility	CR1	0.901	0.871	0.878	0.920	0.794
	CR1	0.860				
	CR1	0.912				
Accessibility	AC1	0.893	0.872	0.875	0.921	0.796
	AC1	0.925				
	AC1	0.859				
Brand Equity	BE1	0.826	0.791	0.791	0.878	0.706
	BE1	0.847				
	BE1	0.847				
Consumer Purchase Intention	CPI1	0.786	0.746	0.769	0.853	0.659
	CPI1	0.808				
	CPI1	0.840				



4. Model of the Measurement

4.1 Reliability Analysis

Measured the reliability through the composite reliability, in terms of Cronbach alpha and the Rho_A reliability, the values of the results indicate from the range 0.7 to 0.9, which is considered good internal consistency of the items, in the current research study showing the results more than 0.7 (Hair et al., 2019). The measurement model assessment describes the construct validity and convergent validity, discriminant validity and the HTMT ratio. The value of the Average Variance Extracted more than 0.5, will be accepted for research model.

Table 2

Fornell-Lacker Criterion Discriminant Validity of the Research Study.

	AC	BE	CPI	CR	IC	OC	SC
AC	0.892						
BE	0.662	0.840					
CPI	0.424	0.415	0.812				
CR	0.503	0.315	0.310	0.891			
IC	0.428	0.389	0.516	0.422	0.847		
OC	0.380	0.408	0.936	0.270	0.542	0.847	
SC	0.452	0.469	0.437	0.452	0.636	0.435	0.873

Through the validity of the discriminant which describe the characteristics of each construct has the characteristics of the uniqueness or the characteristics of distinctiveness of the constructs from each other's. In other words, it assesses whether the measures used to assess different constructs actually measure different things and are not just measuring the same thing.

Through the Method of Fornell-Larcker criteria the table of 4.2, the values in the table, the diagonal values greater than from each construct with corresponding values.

Table 3

Path Coefficient Results

S.#	Hypotheses	Relationship	Sample Mean (M)	Standard Deviation (STDEV)	T-Value	P-Values	Empirical Decisions
1	**H1:** Online Communities has positive impact on brand equity	OC -> BE	0.434	0.078	5.510	0.000	**Supported**
2	**H2:** Interaction has a positive impact on brand equity	IC -> BE	0.273	0.081	3.332	0.001	**Supported**
3	**H3:** Sharing Content has a positive impact on brand equity	SC -> BE	0.195	0.098	2.112	0.035	**Supported**
4	**H4:** Credibility has a positive impact on brand equity	CR -> BE	0.378	0.080	4.707	0.000	**Supported**

5	**H5:** Accessibility has a positive impact on brand equity	AC -> BE	0.574	0.088	6.507	0.000	**Supported**

4.2 Interpretation of Path Coefficient of the Research Study

H1: Online Communities has positive associated with the on-brand equity

In, table of path coefficient and the association with the online communities->brand equity which explain that the impact of the independent variable online communities' total effects on the brand equity with the value= 5.510 and p-values is 0.000, which is less than 0.05, explain that the online communities have a positive association with the brand equity. Hence H1: The online Communities has positive associated with the brand equity.

H2: Interaction has the positive associated with the brand equity

The result of the path coefficient, showing the relationship Interaction->brand equity, demonstrate the effect of independent variable interaction positive impact on brand equity with t-value=3.332 and p-value = 0.001, which is less than 0.05. which explain that the variable interaction has significant and positive associated with the effect on the brand equity.

H3: Sharing Content has a positive impact on brand equity

The results of the table of the path coefficient, demonstrate the relationship of sharing content->brand equity, with the t-value= 2.112 and the p-value=0.035, which is less than 0.05. means that the relationship of the variable of the factor of the sharing content has significant relationship with brand equity.

H4: Credibility has the positive associated with the brand equity

The results of the table of the path coefficient which is demonstrate the relationship of Credibility->brand equity with the value of t=4.707 and the values of p-value-0.000, which is less than 0.05. So that the findings of the study explained that the independent variable of credibility has positive associated with the brand equity.

H5: Accessibility has a positive associated with the brand equity

Therefore, the study results of the path coefficient table, demonstrate the relationship of Accessibility->brand equity with t-value= 6.507 and p-value=0.000 which is less than 0.05. which explain that the variable of accessibility has a positive association with the brand equity.

Table 4

Results of Mediation Effects

S.#	Hypotheses	Relationship	Sample Mean (M)	Standard Deviation (STDEV)	T Value	P Values	Empirical Conclusion

6	**H6: Brand equity mediates the impact of Online Communities and Consumer Purchase Intention**	**OC -> BE -> CPI**	**0.229**	**0.064**	**3.526**	**0.000**	**Supported**
7	**H7: Brand equity mediates the impact of Interaction and Consumer Purchase Intention**	**IC -> BE -> CPI**	**0.206**	**0.105**	**2.076**	**0.038**	**Supported**
8	**H8: Brand equity mediates the impact of Sharing Content and Consumer Purchase Intention**	**SC -> BE -> CPI**	**0.081**	**0.041**	**2.079**	**0.038**	**Supported**
9	**H9: Brand equity mediates the impact of Credibility and Consumer Purchase Intention**	**CR -> BE -> CPI**	**0.557**	**0.065**	**8.475**	**0.000**	**Supported**
10	**H10: Brand equity**						

	mediates the impact of Accessibility and Consumer Purchase Intention	**AC -> BE -> CPI**	**0.242**	**0.048**	**4.944**	**0.000**	**Supported**

H6: Brand equity mediates the impact of Online Communities and Consumer Purchase Intention

The relationship OC **->** BE -> CPI, explain that mediations effects of the brand equity with the online communities and consumer purchase intention. Then the result that p-values=0.000 which is less than 0.05, thus this result explains that mediating effects of brand equity with the association between the online communities and consumer purchase intention. Then hypothesis H6 supported.

H7: Brand equity mediates the impact of Interaction with the behavior of the consumer Purchase Intention. Thus, the relationship of IC -> BE -> CPI, which explains the association between the interaction and consumer purchase intention. Therefore, the results that the p-value=0.038 which is less than 0.05. thus, through these results explain that mediates the effects of brand equity with the association the interaction and consumer purchase intention. Thus, hypothesis H7 supported.

H8: Brand equity mediates the impact of Sharing Content and Consumer Purchase Intention. Thus, the relationship of SC -> BE -> CPI, which explain the brand equity mediates the relationship between the sharing content and consumer purchase intention. Thus therefore, the results of p-value= 0.038 which is less than 0.05, its mean that there is mediation between the relationship of the sharing content and the behavior of the consumer purchase intention.

H9: Brand equity mediates the impact of Credibility with the behavior of the consumer Purchase Intention: Thus, the relationship of CR -> BE -> CPI, which explain that brand equity mediates the relationship the credibility and the behavior of the consumer purchase intention. Thus, the findings of the data, the value of p-value= 0.000, which is less than 0.05, means that there are mediation effects of brand equity between the credibility with the behavior of the consumer purchase intention.

H10: Brand equity mediates the impact of Accessibility with the behavior of the consumer Purchase Intention: The relationship of AC -> BE -> CPI, which is explain that there is mediates the association the accessibility and consumer purchase intention. Thus, the results that the value of p=0.000 which is less than 0.05, explain the thus there are mediations between the variable of accessibility and consumer purchase intentions.

Table 5
Results of Direct effect

S.#	Hypotheses	Relationship	Sample Mean (M)	Standard Deviation (STDEV)	T Value	P Values	Empirical Conclusion
11	**H11**: Brand equity has a positive impact on Consumer Purchase Intention	BE -> CPI	0.422	0.065	6.416	0.0	**Supported**

H11: Brand equity has a positive impact on Consumer Purchase Intention

Thus, the relationship BE -> CPI shows that the direct effect of the brand equity on behavior of the consumer purchase intention. Thus, the results shown that p-value=0.000, which is less than 0.05, which explain that the brand equity has a positive impact on consumer purchase intention. Therefore, H11: Brand equity has a positive impact on Consumer Purchase Intention supported.

5. Conclusions

Therefore, the current research study was examining the marketing of social media on the behavior of the consumer purchase behavior with the effects of mediation of the brand equity. The research study explains the are significant relationships of the marketing of social media and brand equity on behavior of behavior which are supported research study hypotheses. The results indicate some factors of social media marketing positive effects on brand equity, such as the online communities have a positive associated with the brand equity and also results indicates that interactions support of brand equity due to P-values=0.001, which is less than 0.05. we can say that interactions have a positive association with the brand equity. Also, the content sharing has support brand equity due to P-value=0.035 which is less than 0.05. the results suggested that the factor of social media marketing credibility has positive impact on brand equity therefore, the value of P-value=0.000, which is less than 0.05. the results indicates that accessibility has direct positive impact on brand equity. The research study explains that the mediation effects of brand equity between the independent variables' online communities with behavior of consumer purchase intentions and the brand equity mediates the relationship of credibility and behavior of the consumer.

5.1 The managerial and the theoretical implications

The current research study has both the significance importance in the theoretical and the managerial implications in the field of social media marketing with the consumer behavior. Through the significance literature of social media marketing with mediating effects between the association with the social media marketing and consumer behavior. So that, the theoretical implication of the current research study was to better understand different factors of social media marketing and consumer behavior with mediating effects of brand equity in the field of social media marketing and better decision making with marketing activities on the behavior of consumer. Therefore, the managerial point of view, the current research study results indicate, the multinational companies designing strategic social media marketing for the purpose of consumer behavior to increase revenues. The results of the current research study suggested that social media marketing most focus on developed marketing strategies to build significance brand equity will have positive impact on consumer purchase intention.

5.2 Future Recommendations and Limitations

The current research study has some limitations and also has some gives future research in the field of social media marketing to increase consumer purchase intention. The cross-sectional research design has the limitations to developed relationship causal variables. Future research could include more moderating and mediating variables to enhance consumer purchase intention.

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