

Exploring the Impact of Social Media Marketing on Brand Loyalty and Purchase Intention: A Mediation Analysis of Brand Trust, Brand Identity, Brand Community, Value Co-Creation, and Brand Attachment

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ABSTRACT

Purpose

This study aims to address the existing gaps in the literature regarding the precise contextualization and consistent structuring of the relationship between social media marketing (SMM), brand loyalty (BL), and purchase intention (PI). Unlike previous research that broadly examined the influence of SMM on BL and PI, this research adopts a holistic approach to identify specific SMM constructs that significantly impact BL. Additionally, it incorporates mediation variables such as brand trust (BT), brand identity (BI), brand community (BC), value co-creation (VC), and brand attachment (BA) to provide a nuanced understanding of the true impact of SMM on BL and PI.

Design/Methodology/Approach

A cross-sectional survey was conducted with a sample of 384 clients in Pakistan using a self-structured questionnaire. Data were analyzed using the Partial Least Squares Structural Equation Modeling (PLS-SEM) method to investigate the hypothesized relationships.

Findings

The results indicate that BC and BL are significantly influenced by SMM. Moreover, the study reveals that SMM indirectly and positively affects BL and PI through the mediation of BT, BI, BC, VC, and BA.

Originality/Value

This study contributes to the literature by providing a comprehensive framework that elucidates the direct and indirect effects of SMM on BL and PI. It offers valuable insights for practitioners seeking to leverage SMM to enhance BL and PI by emphasizing the importance of fostering a sense of community and attachment among consumers.

Keywords: Social Media Marketing, Brand Loyalty, Purchase Intention, Brand Community, Brand Trust, Brand Identity, Value Co-Creation, Brand Attachment.

1. Introduction

Social media has defined an indispensable part of modern lifestyle, greatly contributing to communication and interaction on different platforms, such as Facebook, Twitter, Google+, YouTube, and Pinterest. If anything, most of the world's population, more than 35%, is connected to social media and contributes almost daily to some other respect, hence defining the significance of the subject within contemporary society (Shawky, 2020). Adoption has caused social media marketing activities (SMMAs) that encompass various online-networking strategies, such as entertainment, personalization, style trends, interaction, and word of mouth (Kim & Ko, 2012; Alalwan, 2017).

In this digital age, technology and communication have merged while using social media as a newly identified, or rather, fundamentally new marketing channel that offers many new opportunities to help the business, with interaction with customers and active brand expression (Erdoğan, 2012; Ebrahim, 2020). What started as a revolution in the past has now grown into being a vital strategic focus for businesses regarding widening the target audience, improving brand recognition, and consumer communication (Hennig-Thurau et al., 2004; Bapat, 2016). However, the dynamism evident in social media is now bringing about brisk displacements that give real marketers serious insights into purchases and the relationship between customers and brands. (Rockendorf, 2011).

1.2 Research Context

Social media has a strong say over consumer behavior in his purchasing criteria of researching the product and his buying decision. According to Hennig-Thurau, 2004, Kozinets, 2010, there is a completely different view created with respect to social media between consumers and the advertisers that has been brought out by the changes occurring in the social media (Sherbaz Khan, Rizwana Rasheed, & Mustafa Hyder, 2022). The social media platform is the pivotal measure that leads the conventional media in building a strong brand identity and a long-term relationship with the consumers, as information spreads in a digital way by a viral flow (Kim & Kim, 2010; Sano, 2014).

The ensuing paper seeks to bring out how social media marketing has recently affected the loyalty of consumers and purchase intentions with respect to players in the fashion industry. The overview of the study has been sub-sectionalized into four chapters in an attempt to fathom the outline. The first section has the beginnings, which include the introduction, problem statement, thesis questions, and objectives. The second has the literature review part with theoretical foundations by taking a closer look at the conceptual framework and hypotheses. The third is dedicated to presentations on research methodologies, while the fourth chapter of the same continues to bring the results through PLS-SEM, ending with its limitations and recommendations.

1.3 Research Background

As such, building strong relationships with customers and keeping them has always been a prime issue confronted by brands and gaining competitiveness in the market (Bapat & Thanigan, 2016). Prominent marketers have been developing strategies to retain the customer and not make him turn brand-hopper (Zhang, Van Doorn, & Leeflang, 2014). Many studies have been conducted for indulging in the regards of social media marketing towards generating brand loyalty and found

that it positively constructs brand knowledge and considerations toward purchases (Koufaris, 2002).

1.4 Research Scope

Generally, prior studies that had focused on the context of brand loyalty and purchase intention vis-à-vis social media marketing have generally lacked the much-needed consistency in constructs. In this very context, the underlying research will depict such constructs embedded in social media marketing which strongly impact brand loyalty, including mediating variables such as Brand Trust (BT), Brand Identity (BI), Brand Community (BC), Value Co-creation (VC), and explain it carefully.

1.5 Problem Statement

The brand switching of consumers in emerging economies like Pakistan is a common activity; however, it perhaps underlines brand loyalty as an adequate factor for business aspects.

Nevertheless, many of the studies were hardly researched in regard to the relationship between social media marketing and stages of brand loyalty, role of brand love, and customer actions across the existing types of brands in the fast fashion industry. Moreover, the perspectives of regional consumption and preference have been pretty much thrown to the winds, and it needs comprehensive study in order to make sense of the variance in cross-cultural usage.

1.6 Purpose of Research

The main objective of this paper, therefore, is to shed light on how social media marketing influences brand loyalty and purchase intention by analyzing its influence at the varied stages of brand loyalty and purchase intention, which earlier research have left unexamined.

1.7 Theory Development

Conceptual Framework: The Stimulus-Organism-Response (S-O-R) theory is the conceptual framework of the underlying theorization for the present study to be able to explicate the social media marketing effectiveness on the brand loyalty stages. It makes sense in the very detailed illustration given in relation to external stimulation interconnecting with personal characteristics and behavioral responses, thus illuminating human decision-making behaviors in marketing and consumer psychology (Mowen, 2002).

1.8 Research Questions

1. How does social media marketing influence value consciousness and its effect on brand loyalty?
2. What are the key factors of social media marketing that contribute to stages of brand loyalty? What role does social media marketing play in providing value to customers and increasing brand loyalty?
3. How does social media marketing influence value consciousness and its effect on brand loyalty?
4. What are the key factors of social media marketing that contribute to stages of brand loyalty?
5. What role does social media marketing play in providing value to customers and increasing brand loyalty?

6. What can be the strategies that brands can use to increase the brand loyalty of customers through social media marketing?

1.9 Objective of Research

1. To study how social media marketing influences value consciousness and its effect on brand loyalty.
2. To identify the key factors of social media marketing that contribute to stages of brand loyalty.
3. To investigate the role of social media marketing in providing value to customers and increasing brand loyalty.
4. To understand the strategies that should be incorporated by brands to increase brand loyalty of customers through social media marketing.

2. Literature Review

2.0 Conceptual Framework

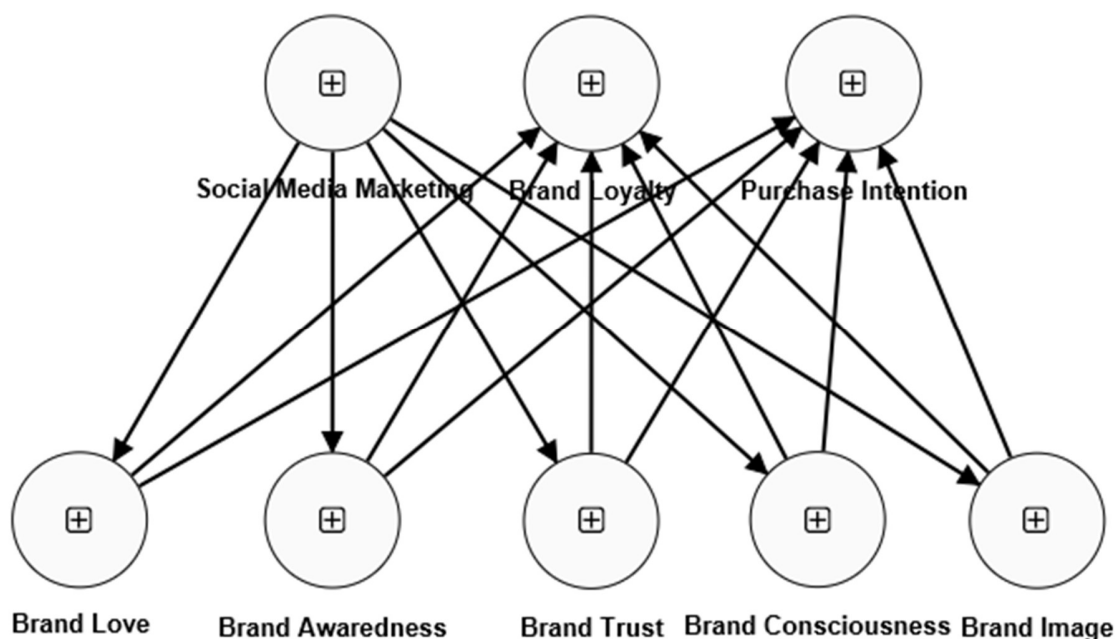


Figure 1 Conceptual Framework

2.1 Variables

2.1.1 Social Media Marketing as an independent variable

Social media has become a virtual marketplace where brands showcase their products and interact with customers to construct customer loyalty in the industry. This approach has been considered effective in fulfilling branding goals (Arif, Khan, et al., 2023). Consumers who are price-sensitive and seek low-cost products online benefit from social network marketing. In the past, businesses have viewed social media as an important source for the progress of business fields (Vernuccio,

2015) but it is difficult for businesses to generate strong brand loyalty using social media field (A. R. Ismail, 2017). It is defined as an online platform used to advertise a product or service by brands to enhance its reach for customers through social platforms, which may help in the creation of a social network for exchanging expertise and knowledge (Becker, 2013). There are many different strategies used by digital marketing such as e-mail, content marketing, promotion strategies through websites, and social media marketing. The most effective branding method is social media marketing (Habibi, 2014). In addition, new businesses are using this platform to transform their customers into participants in their advertising campaigns and to urge people to share their thoughts through online platforms (Becker K., 2013).

2.1.2 Brand Trust as 1st Mediating variable

Brand plays a vital role in influencing consumers' product choices. It acts as an important connection between the producer and the customer. A brand becomes a vital factor for its consumers when they decide to acquire a good by providing various features that cater to consumer needs throughout the purchasing process (Arif, Shah, et al., 2023b). The level of brand awareness among customers significantly contributes to establishing a strong bond between the brand and customer loyalty (Arif, Shah, et al., 2023a). When it comes to the evaluation of a product or service, other factors such as price, packaging, and technical features serve more importance than the brand itself (Serge 2000). According to research, well-known brands have the advantage of enhancing products or services and transmitting information about these benefits efficiently as compared to ordinary brands (Keller, 2003). There are many brands available in the market, but most customers prefer well-known and familiar brands. A well-known brand has a great influence on customers and motivates them to repeat purchases of the product and it does not affect the buying behavior of consumers due to the difference in price (Cadogan, 2000). The brand also contributes to the establishment of the product's identity (Kohli, 1997). The brand also increases the asset value of an organization.

2.1.3 Brand Image as a 2nd Mediating Variable

Brand image is defined as an impression formed in the minds of consumers because of various communications to form a meaningful set of connections (Uztuğ, 2003). It refers to how consumers perceived a brand based on the benefits it provides (Keller, 1993). In a similar context, brand image was defined as "a holistic picture in consumers' minds in relation to the brand." Brand image is believed to attract consumers towards goods and inspire them to purchase from that brand when people have a positive perception and demotivate them to purchase when the perception is negative (Deneçli, 2014: 157-158).

2.1.4 Brand Awareness as 3rd Mediating Variable

Brand awareness is defined as the effectiveness of elements such as name, logo, and symbol that is created in the memory of customers to define, recall, and remember that brand (Haque et al., 2023). Another definition of brand awareness is the ability of a brand to be chosen by consumers among different product categories relying on their memories (Aktuğlu, 2011). These abilities are evaluated as consumers' capacity to identify and remember a brand (Hoeffler, 2002). Brand recognition and awareness refer to the consumer's capacity to remember and differentiate brands they have already seen or heard before (Haque et al., 2023). Brand recall is defined as a brand's capacity to be remembered first when a product is required to suit specific needs (Tosun, 2010). As a result, brand awareness is extremely important in simplifying consumer choices, it also

contributes to brand loyalty and has a positive impact on influencing consumer purchasing tendencies in terms of brand image (Vural A.Z., 2016).

2.1.5 Brand Love as 4th Mediating Variable

Brand love is defined as a positive attitude, emotions, and loyalty towards a brand that creates a strong connection between consumers and the brand (Wallace, (2014)). This connection encourages a long-lasting bond with the brand, promoting brand loyalty and long-lasting progress and success of the business (Khan, Ali, et al., 2023). Hence, businesses need to prioritize methods that encourage and nurture strong affection and consumer love for their brand. Although earlier research has shown a connection between brand love and brand loyalty, it does not clear how this connection works in various stages of loyalty (Khan, Anwar, et al., 2023).

2.1.6 Brand Consciousness as the 5th Mediating Variable

Consumers who pay a lot of attention to brands are more likely to purchase a product from well-known brands, Consumer buying behavior is categorized according to their level of brand consciousness (Yi-Cheon Yim, 2014). These consumers access product quality based on brand name, and popularity, and their buying decisions are influenced by how they perceive the brand and their knowledge and information about the brand (Ferreira, 2015). It implies that being deeply brand conscious also contributes to building long-term relations with the brand and it promotes conative brand loyalty (Khan et al.). Brand-conscious customers respect a brand's emotional and symbolic qualities, which leads to the establishment of a strong emotional bond and affective brand loyalty (Albert, 2018). This attachment toward the brand creates a positive attitude and trust and enhances the likelihood of future purchases from the same brand (J. Sasmita, & Mohd Suki, N., 2015).

2.1.7 Brand Loyalty as a Double Mediating Variable

Customer brand loyalty is defined as customer intention to keep purchasing products from a specific brand instead of others, showing their commitment and dedication to that brand (M. W. Nyadzayo, & Khajehzadeh, S., 2016). Behavioral loyalty is defined as how often products are repurchased. But this type of loyalty may not reflect how devoted and loyal customers are to a brand, because some consumers buy products on the basis of their needs, rather they like them (Oliver, 1999). Usually from supermarkets consumers buy products to fulfil their needs and not because they are very devoted or attached. So, it might not provide a clear vision of how much consumers adore and love a brand (M. W. Nyadzayo, & Khajehzadeh, S, 2016). On the other hand, attitudinal loyalty refers to how customers feel about a specific brand. Research shows that this type of loyalty includes commitment as well as the intention to buy that brand (Yoshida, 2015). According to (Kang, 2015), occurs in stages. The first stage is conative loyalty, where customers believe what they heard about the brand in the past and what they expected from it (TaghiPourian, 2015). The second stage is attitudinal loyalty, where consumers feel deeply connected to the brand which leads to a positive attitude and pleasant experiences that make them satisfied with the brand (Lee, 2015; J. Sasmita, & Mohd Suki, N, 2015). When customers are kept satisfied, it leads to conative loyalty. Research confirmed that stages of brand loyalty follow this sequence, starting with cognitive and going up to conative loyalty, (Herrero, 2017).

2.1.8 Purchase Intention as a 2nd Dependent Variable

(Fishbein, 1975) claimed that the purchase intention represented the consumer's true purpose to make commodities. It is a combination of customer concerns and the possibility of acquiring goods, and it relates to an endeavor that acquire the goods in the near future based on one's attitude and preferences (Kim, 2012). In previous studies, it is found that purchase intention was strongly associated with one's attitude of likelihood towards the brand (Kim, 2012). According to (Kotler, 2003), an individual's views and unanticipated circumstances can also influence purchasing intention (Kotler, 2003). identified conditions that modify purchasing intention based on an individual's perceptions about private preferences and unforeseen events (Khan, Hyder, et al., 2023). Furthermore, other scholars defined purchasing intention as the consumers' proclivity to purchase things. The higher the purchase intention, the more a consumer wants to acquire a product (Dodds et al., 1991).

2.2.1 Social Media Marketing, Brand Trust, and Brand Loyalty:

Social networking is regarded as a useful marketing tool that helps to create a better connection with customers (Ibrahim, 2021). These interactions also help to build trust and clear all doubts that prevent customers from engaging with the brand and making online purchases. According to consumers, social media is a valuable source of information in marketing practices. Social media marketing has a positive influence on brand trust (L. Sanny, Arina, A., Maulidya, R., & Pertiwi, R., 2020). This result is in line with (Bernarto, 2020). Brand trust has a positive influence on social media marketing. This finding is consistent with (Bernarto, 2020), study discovered that social media marketing positively affected brand trust, with a rise in social media marketing factors promoting an increase in brand trust variables. As a result, the following hypotheses have been created:

H1: Social Media Marketing has a significant effect on brand trust.

H2: Brand trust mediates the relationship between social media marketing and brand loyalty.

H3: Brand trust has a significant impact on brand loyalty.

2.2.2 Social Media Marketing, Brand Image, and Brand Loyalty

Despite an increase in the use of social media technologies, continuous brand marketing activities have become increasingly effective. It is simpler for brands to establish their own identity and imprint it on consumers' minds when they use visual components. (Aytan, 2014) came to the conclusion that company efforts through online channels had an effect on brand attitude and brand image. The purpose of the research was to examine how customers are affected by brands' use of social media technologies. In their investigation into how much social media affects the brand performance of companies in the tourism industry, (L.C., 2018) came to the conclusion that the interaction component of social media tools has a positive effect on brand image. In their study of GSM operator customers, (Dib, 2015)) It was determined that brand awareness and the development of brand image are significantly impacted by social media promotional activities (Khan, Imran Zaman, et al., 2023). According to the research by (Jokinen, 2016), social media is more significant than conventional media generally in terms of branding and its influence on brand image. The study came to the conclusion that social media use has an important effect on how consumers perceive a brand. Consequently, the hypotheses have been created:

H4: Social media marketing has a significant impact on brand image.

H5: Brand image mediates the relationship between social media marketing and brand loyalty.

H6: Brand image has a significant impact on brand loyalty.

2.2.3 Social Media Marketing, Brand Awareness, and Brand Loyalty

Contrary to traditional advertising methods, social media advertising now involves users in an interactive way by allowing them to share, like, and comment on content. The steps that businesses take to build brand awareness on social media have gotten slightly simpler as the platform has grown more accessible (Nyekwere, 2013). This scenario is also supported by earlier research in the field. The study by (Akbar, 2018) on young consumers in Izmir discovered that social media significantly affects brand awareness. This study found that Facebook, which is one of the social media sites, significantly increases brand recognition. According to the results of another study, social media marketing campaigns significantly affect brand recognition (Sherbaz Khan, Sobia Jamil, et al., 2022). Social media, in particular online communities, engagement, content sharing, ease of access, and confidentiality, have an undisputed advantage in raising awareness (Elaydi, 2018). Brand loyalty and brand image are impacted by social media marketing activity. But their most significant influence is on brand awareness, according to a study done with 547 brand followers who utilize social media networks. Furthermore, this research discovered that brand awareness and brand perception significantly impacted brand loyalty (Bilgin, 2018). As a result, the hypothesis has been created:

H7: Social media marketing has a significant impact on brand awareness.

H8: Brand awareness mediates the relationship between brand loyalty and social media marketing.

H9: Brand Awareness has a significant impact on brand loyalty.

2.2.4 Social Media Marketing, Brand Love, and Brand Loyalty

According to earlier research indicate (Aro, 2018), social networks have had very little influence on consumers' BL behavior. The basis of the construct description of BL can be further explained by two theories: the triangular theory of the love (Rubin, 1970) and the interpersonal theory of the love (Sarkar, 2012). The degree to which customers feel a solid emotional connection to a particular brand is reflected by BL, in accordance with (Langner, 2016). According to (Proksch, 2015), To establish a solid connection between customers and the brand, it is essential to foster positive opinions and ideas about the business on various social media platforms (S Khan et al., 2022). The use of emoji symbols like cheerful faces and brightly colored hearts allows customers to express their love and feelings for a particular business (Lee, 2016). Consequently, the hypotheses have been created:

H10: Social media marketing has a significant effect on brand love.

H11: Brand love mediates the relationship between social media marketing and brand loyalty.

H12: Brand love has a significant impact on brand loyalty.

2.2.5 Social Media Marketing, Brand Consciousness, and Brand Loyalty

Each customer has a distinct preference when it comes to selecting a product from a specific brand (Madzharov, 2015); (Salem, 2018). Some consumers choose a product as they are used to the brand due to its well-known reputation for quality products (Heckler, 2014). These days, customers follow and engage with the fashion and branding industries exclusively through social media channels. In fact, encouraging customers to share brand images and videos on social media may be an intelligent strategy to increase followers' likelihood to make a purchase decision and get them to discuss the company in teams, both of which can help a brand's reputation (Mukherjee, 2017). Consequently, the hypotheses have been created:

H13: Social media marketing has a significant impact on brand consciousness.

H14: Brand consciousness mediates the relationship between social media marketing and brand loyalty.

H15: Brand consciousness has a significant impact on brand loyalty.

2.2.6 Social Media Marketing, Brand Trust, and Purchase Intention

The perspective of a brand-consumer interaction in branding literature is the basis for the concept of brand trust (Zehir, 2011). In the most recent branding literature, there are a number of principles for brand trust (Shin, 2019). According to (Chaudhuri, 2001), brand trust was defined as the customers' readiness to depend on the brand to fulfill its declared purpose. Similar confidence that a brand will continue to be dependable and satisfy customers is necessary for engaging with it. (Delgado-Ballester, 2003). Only in dangerous situations (such as when there is a bigger or smaller range of brands) should the concept of trust be used. According to (Chaudhuri, 2001) and (Doney, 1997), Although know they could depend on a reputable brand, the buyer's confidence fell when they thought the products to be exceedingly dangerous (Khan, Khan, et al., 2023). According to (Lau, 1999), Another way to define brand trust is a customer's tendency to rely on a brand in a situation of doubt because they think the brand will deliver positive outcomes. According to several academics (Chinomona, 2013); (Sheth, 1995), when customers started to develop a preference for a certain brand, repurchasing was likely to occur. Earlier studies (Afsar, 2014); (Chinomona, 2013) showed that brand trust was a predictor of brand preference. (Aydin, 2014) and (L. Sanny, Arina, A. N., Maulidya, R. T., & Pertiwi, R. P., 2020) discovered a connection between brand trust and buying intention, showing that if brand trust increased, the quantity of intention to buy will rise. According to earlier research (Aydin, 2014); (L. Sanny, Arina, A. N., Maulidya, R. T., & Pertiwi, R. P., 2020), brand trust has a positive impact on purchase intention. Consequently, the hypotheses have been created:

H16: Brand trust has a significant impact on purchase intention.

H17: Brand trust mediates the relationship between social media marketing and purchase intention.

2.2.7 Social Media Marketing, Brand Image, and Purchase Intention

(OYunus et al., 2016) stated that a product's brand image is crucial since it can increase consumers' knowledge of the product and affect buying choices. Furthermore, other research by (Shafiee, 2014) in the Iran aviation business and (Lien, Wen, Huang, & Wu, 2015) in the Taiwan hotel industry also demonstrated a beneficial influence of BI on PI. As a result, it is possible to interpret the findings of these studies by saying that as the brand image becomes more positive, Purchase Intention will rise as a result. The study's findings are consistent with the available research data. (Savitri, 2022); (Wijayaa, 2021); (Yuliantoro, 2019). assert that brand image has a favorable and considerable impact on consumers' ability to purchase. This suggests that a more favorable brand image for a product will have a greater influence on consumer willingness to support product purchases. This study is consistent with those from (Savitri, 2022); (Wijayaa, 2021); (Yuliantoro, 2019). In addition, brand image was found to partially mediate the association between SMM activities and purchase intention (Yunus, 2016). They also came to the conclusion that BI is an effective intermediary between SMM activities and the purchase intention (Tariq, 2017). Consequently, the hypotheses have been created.

H18: Brand image has a significant effect on purchase intention.

H19: Brand image mediates the relationship between social media marketing and purchase intention.

2.2.8 Social Media Marketing, Brand Awareness, and Purchase Intention

Nowadays, consumers rely on their friends' recommendations for any object on social media. According to (Mintel, 2015), around 21% whole population in Ireland have had positive experiences with that items that have been posted by their peers on social media. However, this study uses consumers' expressed preferences for the online platform via where they can easily check brand updates and how it include in their decision criteria for the product they want to purchase using social media (Sherbaz Khan, Muhammad Irfan Khan, et al., 2022). A variety of factors of the customer purchasing decision have been studied by prior scholars. In this study, the main objective is to investigate how brand awareness and social media content marketing affect consumer purchasing decisions. In this study, brand awareness and social media content marketing are both treated as independent variables, while customer purchase decisions are treated as dependent variables. The elements listed below and how they relate to the variables will be looked at in this study. Considerations for Brand Awareness:

- hash keys
- Blog shares: Social media marketing considerations
- Vlogger valuations
- Online word-of-mouth

Social media has developed into a powerful tool for connecting and engaging with customers by brands. Brands must comprehend the significance of social media because it aids in brand promotion and raises consumer awareness (Irfan, 2017); (York, (2015, July 30)). Content marketing helps brands by providing brand details via social media sites and platforms that raises brand recognition and modify consumers' perceptions of their products (Odden, 2013). Consequently, the hypotheses have been proven.

H20: Brand awareness has a significant impact on purchase intention.

H21: Brand awareness mediates the relationship between social media marketing and purchase intention.

2.2.9 Social Media Marketing, Brand Love, and Purchase Intention

The most popular method of predicting consumer behavior is purchase intention. Customers are compelled to think about and evaluate brand involvement and brand love claims as they construct their purchasing intentions (Khan, Qabool, et al., 2023). Purchase intention is influenced by cognitive elaborations of brand engagement and the caliber of brand love information. Actual purchasing behavior and intention differ from one another (Chandon, 2005). For neo-luxury brands, brand love has influenced purchase intention (Rodrigues, 2019). It is essential for marketers to continuously work on creating a long-term relationship between customers and brands in order to foster brand love among consumers. Empirically, brand love has been shown to be positively influenced by a sense of belonging in earlier studies (Bergkvist, 2010). Customer affinities or connections to other customers affiliated with the brand are referred to as a sense of community (Keller, 2003). On many social media platforms, this sense of community may be clearly seen in the online environment (Mangold, 2009). It makes it possible for businesses to communicate with their clients and simplifies client-client interactions.

H22: Brand love has a significant impact on purchase intention.

H23: Brand love mediates the relationship between social media marketing and purchase intention.

2.2.10 Social Media Marketing, Brand Consciousness, and Purchase Intention

According to (Kaplan, 2010), (Chi-Hsun, 2008.) and (Keisidou, 2013), social media advertisement is a methodology for promoting websites, products, or company services that uses readily available internet-based applications as a marketing instrument for exchanging generated by users. information, establishing personal relationships with customers, and empowering people and communities. Brand consciousness is a crucial component of consumer brand knowledge and refers to the degree to which a brand is present in the consumer's thoughts (O'Guinn, 2009). Since customers will easily identify and remember the brand if they have a high brand consciousness, the overall goal communications of marketing are to increase brand consciousness. As a result, they are conscious regarding the brand they have chosen and are ready to pay the price determined. (Liao, 2009.), it falls into categories of customers who are more brand consciousness. Brands are seen as an indicator of power and level by these consumers. According to (Gounaris, 2010), Purchase intention refers to the consumer's willingness to repurchase the same products from the business. Many businesses share data and Create brand awareness through social media among consumers. Sending images via social media is a useful technique to raise customer knowledge regarding the brand and motivate many people to promote the brand and built it well-known (Manrai, 2001). As defined by (A.R. Ismail, 2017), brand consciousness is the customer's psychological tendency to choose a product that is popular with prominent advertising branding (Sherbaz Khan, Rizwana Rasheed, & Mustafa Hyder, 2022). According to (Shimp, 2007), customers will eventually research and assess information about the various brand alternatives that are accessible in order to develop brand consciousness, and they will then make judgments about what to buy that begin with the purpose of propensity to purchase a specific brand. It is a brand's commitment to encouraging customers to plan to repurchase the goods or services of the same firm in the future since customers frequently display their personal qualities through a brand (Manrai, 2001). Brand consciousness has a favorable impact on purchase intention, according to research by Chi-Hsun (2008) and Kiseol (2010). after that hypothesis has been created:

H24: Brand consciousness has a significant impact on purchase intention.

H25: Brand consciousness mediates the relationship between purchase intention and social media marketing.

2.2.11 Brand Loyalty and Purchase Intention

One of the most important elements influencing consumer purchase intention has been demonstrated to be consumer loyalty to a particular brand by research by (Pandey, 2016) on the factors that influence the decision of a consumer to buy further, (Chi, 2009) found that brand loyalty had a positive impact on consumers' buying intentions furthermore many authors confirmed this conclusion, including (Calvo-Porrall, 2015), (Shahid, 2017). One of the main factors influencing profitability is customer loyalty, which provides firms with a cost advantage by retaining their most loyal consumers and increases purchase intent and lowers price sensitivity. Popp & Wilson, 2018: 143). Therefore, loyalty is a key strategy and a must for firms that operate online. (Demangeot & Broderick, 2010: 167). Retailers can use loyalty as a competitive advantage in a highly competitive market (Kwon & Lennon, 2009: 559). There are two types of loyalty: behavioral and attitudinal. While behavioral loyalty relates to commitment and involves consumer behaviors like intent to buy and intent to promote a product behavioral loyalty refers to the frequency of repurchases (Nam et al., 2011: 1015; quoted by Hew et al., 2016: 144). In accordance with the literature, brand loyalty has a considerable impact

on both purchase intention and word-of-mouth (WOM) (Eelen et al., 2017; Munnukka Karjaluoeto& Tikkanen, 2015; Huang & Chen, 2018) (Kim & Lee, 2019; Das, 2014a; Huang & Chen; Anderson et al., 2014; Kim & Lee, 2019; Munnukka et al., 2015). As a result, Singh (2009) has established the following hypothesis:

H26: Brand loyalty significantly affects purchase intention.

3. Methodology

This chapter gives a description of a few sample sketch methods that might be used to achieve goals. This chapter discusses the research methods used to accomplish the study's goals. The test will include the goals described in Chapter 1 in order to acquire data. The objectives that were already outlined in Chapter 1 will be tested to see if they are still relevant. The chapter explains the method used to acquire the data, the sample size, the population sampling plan, the instrumentation procedure, and the measurement. The dialogue began with an explanation of the data set that was obtained from the responder. The following section of this chapter examines descriptive and inferential statistics to solve research concerns and evaluate competing hypotheses. The conceptual structure study then takes into consideration the effect of social media marketing on brand loyalty and purchase intent. The majority of the time, factor analysis is used to condense a number of components before modeling the direct and indirect connections between the conceptual structure's components.

3.1 Variables

Independent variables:

Social Media Marketing

Mediating variable:

Brand Trust

Brand Image

Brand Awareness

Brand Love

Brand consciousness

Dependent variable:

Brand Loyalty

Purchase Intention

3.2 Research Approach

3.3 Research Design

We use deductive techniques in our study as we move from general to specific and applied SOR theory. The paradigm for research is positivist. We choose positivism because it concentrates on a single reality. As positivists, we concentrated our research on numbers and facts. The current study heavily utilizes a quantitative methodology to ascertain the opinions of respondents selected from the intended audience. In order to determine the level of significance between the independent variable mediating variable and dependent variable in the previously stated theoretical model, this analysis will test various hypotheses.

3.4 Type of The Research

The type of research we did was causal. Whether there is a causal relationship connection between two variables is determined by a form of research known as causal. The analysis is carried out in the selected research project to ascertain whether there is a causal link between IV and DV. Does social media marketing have an effect on brand loyalty and purchase intention? The impact of mediators on DV was also examined.

3.5 Data

We created a Google Forms online survey and distributed it to gather information based on the factors that enabled us to produce accurate figures. People between the ages of 18 and 50 who used social media platforms to communicate were sent the questionnaire.

3.7 Sample Size

The total amount of findings, or the number of samples needed to generate population projections, is important in analysis. Insufficient sampling size may result in inaccurate data and conclusions based on false information. A total of 384 students from the upper and middle classes made up the sample size. The data will be gathered using a survey with questions. The target population is broken into two categories: males and females, and each group is categorized according to age, education, and experience.

3.8 Sampling Technique

Because it is easier to get in touch with respondents and get precise and complete information, a basic non-probability convenience sampling method was utilized in the inquiry. A convenience sample is utilized in order to avoid favoritism on the part of people while choosing which instances to include in the sample (Rotem, 1986). So long as no evidence is absent, convenience sampling produces a sample that is remarkably representative of the population under study.

3.9 Confidence Level and Level of Significance

Throughout the whole research process, we used a level of assurance of 95% and a 5% level of importance.

3.10 Scale

The reply of the populace was calculated using the Likert scale, the most used research tool in business (Cavana, 2001). To examine the variation in the recorded responses, using information from the published work, the answers were scored on a Likert scale with a five-point range.

3.11 Target Population

The target audience for the topic "The Impact of Social Media Marketing on Brand Loyalty and Purchase Intention" would normally consist of people who are both regular users of social media platforms and customers and users of a variety of goods and services. People who frequently use multiple brands' goods or services and participate in social media in some way. People frequently interact with material from brands they are interested in on social media sites like Facebook, Instagram, Twitter, LinkedIn, TikTok, etc.

People who often shop through the Internet are exposed to brands' social media marketing initiatives. People who closely interact with brands on social media, such as by sharing, commenting, and enjoying content about them. Understanding the relationships between social

media marketing, brand loyalty, and purchase intention is important for marketing, consumer behavior, and social media professionals and scholars.

3.12 Research Instrument

A questionnaire is updated and used as a data collection tool to examine how respondents perceive the variables of interest in the current study. The instrument is added at the conclusion of the theory. 384 cross-sectional observations make up the total sample size. Independent mediating, and dependent, are three variables addressed in the study in order to account for the diversity of opinions expressed in the recorded responses, each topic is scored using a Likert scale of five (Strongly agree five points equal to strongly disagree 1 =).

3.13 Statistical Analysis Techniques

The current study uses both descriptive statistics and a number of statistical tests on the data that were gathered. Along with the outcomes of the various approaches taken to the data collection, a brief analysis is also provided. All variables' consistency is examined using a reliability test (Cronbach alpha). Regression, correlation, and other statistical methods including descriptive analysis methods are also implemented.

4. Results and Discussion

This chapter is primarily concerned with the conclusions and analysis of information gleaned from a survey of 384 participants. The median estimate from all respondents is 384. The margin of error is 5%, while the confidence level is 95%. Male and female respondents were separated into categories based on age, education, and experience. Descriptive statistical analysis, correlation, regression analysis, Cronbach's alpha, diagnostic analysis, and a discussion of the overall findings and outcomes are all covered in this chapter. These tests are carried out using Smart PLS software.

Table 4.1: Reliability Analysis

Variables	N	No of Items	Cronbach's alpha
BI	384	3	0.779
BLL	384	3	0.770
BT	384	3	0.730
BA	384	3	0.765
BC	384	3	0.860
BL	384	3	0.805
PI	384	3	0.744
SMA	384	3	0.857

Note: BI: Brand Image, BLL: Brand Loyalty, BT: Brand Trust, PI: Purchase Intention, BA: Brand Awareness, BL: Brand Love, BC: Brand Consciousness, SMA: Social Media Marketing Activity

4.1 Reliability Analysis

Through the use of Smart PLS, the validity of every concept we employed in our research has been evaluated. The accuracy of a reliability test measures how well it measures a feature or attribute. This test verifies the validity of the analytical tool, such as the questionnaire. All our constructs have Cronbach's Alpha values higher than 0.7, indicating their dependability and consistency. A questionnaire is used and adapted as a data collection tool to examine the respondent's attitudes

toward the variables of interest in the current investigation. The reliability analysis findings are shown in Table 4.1, which also lists the approximate number of items for the independent, mediating, and dependent variables. Additionally, for all 384 variables that are included in the final analysis, the table also displays the total number of valid observations. The scores for each item are given on a Likert scale with a range of one to five. If the Cronbach alpha score is more than 70%, (Nunnally, 1967) asserts that the data's dependability is adequate.

BI Cronbach's alpha is 0.779. This indicates a reasonably good level of internal consistency for the 3 items that make up the Brand Image variable. BLL Cronbach's alpha is 0.770. Similar to Brand Image, Brand Loyalty also demonstrates good internal consistency. BT Cronbach's alpha is 0.730. While still reasonably high, this value indicates slightly lower internal consistency compared to the previous two variables. BA Cronbach's alpha is 0.765. Brand Awareness also shows good internal consistency. BC Cronbach's alpha is 0.860. This variable has a high Cronbach's alpha, indicating very good internal consistency among its items. BL Cronbach's alpha is 0.805. Brand Love also demonstrates good internal consistency. PI Cronbach's alpha is 0.744. Perceived Innovation has a reasonable level of internal consistency. SMA Cronbach's alpha is 0.857. This variable, like Brand Consciousness, shows high internal consistency.

Note: BI: Brand Image, BLL: Brand Loyalty, BT: Brand Trust, PI: Purchase Intention, BA: Brand Awareness, BL: Brand Love, BC: Brand Consciousness, SMA: Social Media Marketing Activity

4.2- Descriptive Statistics

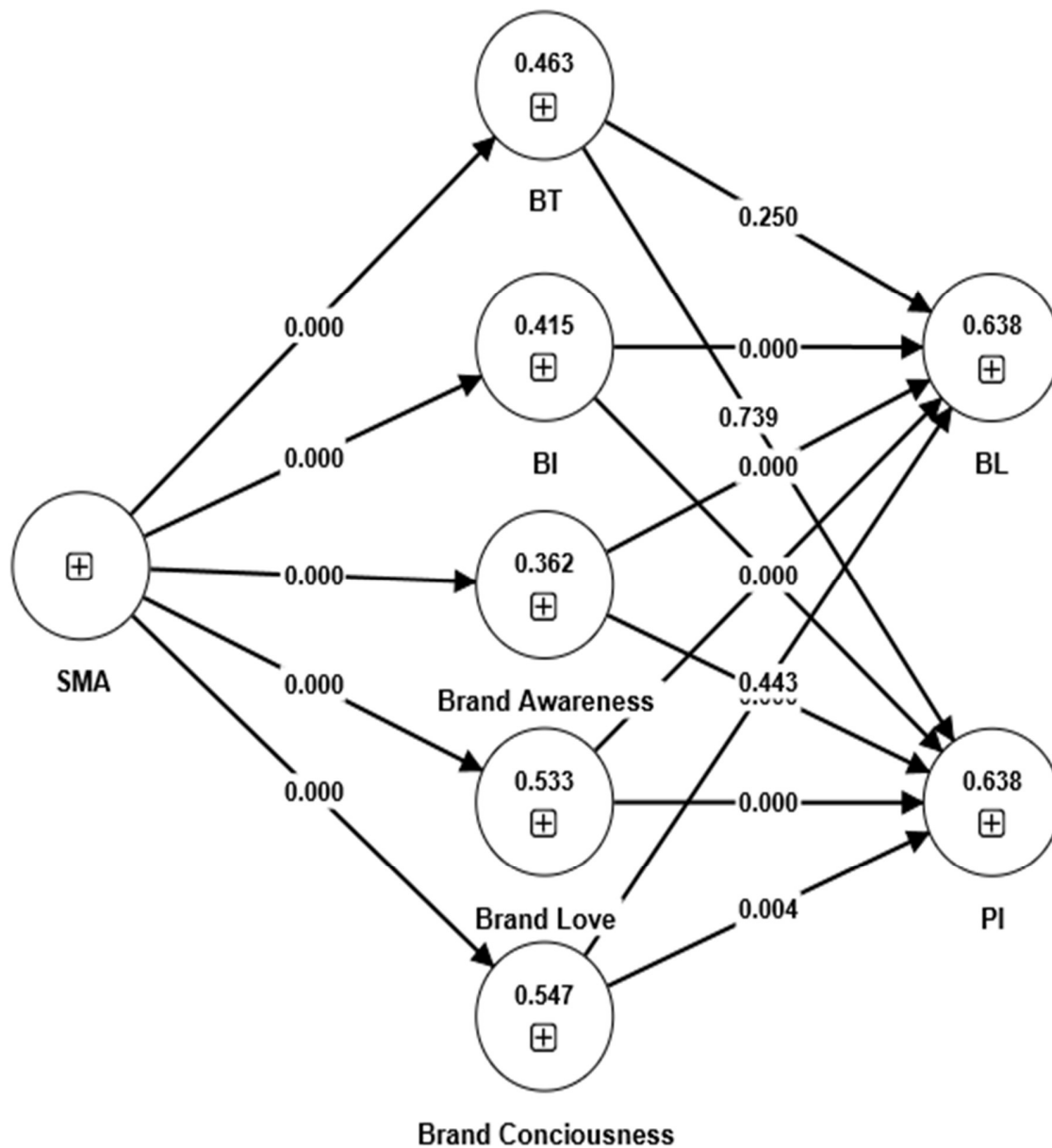
4.1.2- Table 1: Descriptive Statistic

Variables	Mean	Median	S. D	Excess kurtosis	Skewness	N	p value
BI	0.000	0.007	1.00	-0.091	-0.629	384	0.000
BLL	0.000	0.161	1.00	-0.356	-0.440	384	0.000
BT	0.000	0.041	1.00	-0.115	-0.413	384	0.000
BA	0.000	0.124	1.00	-0.601	-0.232	384	0.000
BC	0.000	-0.055	1.00	-0.763	-0.201	384	0.000
BL	0.000	0.080	1.00	-0.040	-0.625	384	0.000
PI	0.000	-0.002	1.00	-0.568	-0.144	384	0.000
SMA	0.000	0.113	1.00	-0.343	-0.329	384	0.000

Note: BI: Brand Image, BLL: Brand Loyalty, BT: Brand Trust, PI: Purchase Intention, BA: Brand Awareness, BL: Brand Love, BC: Brand Consciousness, SMA: Social Media Marketing Activity

We conducted the test of descriptive analysis on SPSS, which is summarized in Table, to make sure the data were normal and to get univariate normality. The rate of Skewness and Kurtosis might be negative or positive since it is a general rule that if Skewness is larger than +1 or less than -1 the categorization or dispersion is highly skewed. Positive kurtosis values suggest that the distribution is heavy or overly light, whereas negative kurtosis values indicate that the classification or distribution is lighter tailed. This demonstrated how this data is often disseminated. We may infer that the presented data has a normal tendency because all the constructions' Kurtosis and Skewness values fall within the range of ± 1 . The p-value is given as 0.000 for all variables. This suggests that the variables are statistically significant, meaning that the sample data provides strong evidence against the null hypothesis that the variable's population parameters are zero. According to the values in the table, it seems that the variables have been standardized or normalized in some way, as indicated by the mean and standard deviation values

of 0 and 1, respectively. The variables show relatively low skewness and excess kurtosis, suggesting that they are not heavily skewed or have extreme tails. The consistent p-value of 0.000 indicates that these variables are statistically significant in the analysis, likely playing an important role in the context they are being studied.



4.3 Discriminant Validity

	BI	BLL	BT	BA	BC	BL	PI	SMMa
BI								
BLL	0.971							
BT	0.888	0.815						

BA	0.997	0.944	0.877					
BC	0.789	0.672	0.916	0.727				
BL	0.891	0.793	0.971	0.764	0.910			
PI	0.961	1.051	0.849	0.901	0.818	0.891		
SMA	0.781	0.865	0.860	0.740	0.857	0.869	0.922	

In the above table, the values in the table represent correlation coefficients between pairs of constructs. For example, the value "0.971" between "BI" (Brand Image) and "BLL" (Brand Loyalty) indicates a high correlation between these constructs.

To assess discriminant validity, we look for low correlations between constructs that are not theoretically expected to be closely related. High correlations between constructs can suggest potential issues with discriminant validity. For example, the row "BI" (Brand Image) represents the correlations between Brand Image and other constructs.

The high correlations in the "BI" row with "BA" (Brand Awareness) and "PI" (Purchase Intention) might indicate potential issues with discriminant validity. These high correlations could imply that the constructs are closely related or possibly even redundant.

4.3 Correlation Analysis

To make sure that all the constructs employed in our research are associated with one another, correlation analysis is carried out. So, to confirm that all the components employed in our research are connected with one another, we conducted the test using Smart PLS. The table below provides a summary of the findings.

Constructs	BI	BL	BT	BA	BC	BL	PI	SMA
BI	1							
BLL	0.755	1						
BT	0.667	0.611	1					
BA	0.771	0.729	0.657	1				
BC	0.644	0.552	0.721	0.586	1			
BL	0.700	0.624	0.746	0.612	0.756	1		
PI	0.739	0.801	0.624	0.697	0.655	0.679	1	
SMA	0.644	0.710	0.680	0.602	0.740	0.730	0.734	1

Note: BI: Brand Image, BLL: Brand Loyalty, BT: Brand Trust, PI: Purchase Intention, BA: Brand Awareness, BL: Brand Love, BC: Brand Consciousness, SMA: Social Media Marketing Activity.

(Bryman 2005) asserts that the correlation between the constructs should range from 0.20 to 0.90. The following table demonstrates that the correlation between the various constructs employed in this study virtually meets the necessary requirements, allowing us to draw the conclusion that they are connected. The connection between Purchase Intention and Brand Loyalty is the highest, at 0.801, according to the above data, while the correlation between Brand Loyalty and Brand Consciousness is the lowest, at 0.552. Brand Awareness and Brand Consciousness There is a moderate positive correlation (0.586) between Brand Awareness and Brand Consciousness. Brand Love and Brand Consciousness There is a strong positive correlation (0.756) between Brand Love and Brand Consciousness. PI and BL These two variables have the highest correlation coefficient

in the matrix (0.801), indicating a strong positive correlation between them. BT and Brand Love There is a relatively strong positive correlation (0.746) between BT and Brand Love. SMA and BL there is a relatively strong positive correlation (0.710) between SMA and BL. BI and BL these two variables also have a strong positive correlation (0.755).

4.4 Collinearity Statistics (VIF)

Basically, it assesses how much a predictor variable's variance is "inflated" by the presence of correlated predictors.

	VIF
1	1.813
10	1.606
11	2.045
12	1.553
13	1.483
14	1.570
15	1.647
16	1.727
17	1.670
18	1.857
19	2.242
2	2.074
20	2.341
21	2.012
22	1.938
23	1.850
24	1.627
25	2.437
26	2.128
3	1.290
4	1.703
5	1.432
6	1.687
7	1.841
8	1.777
9	1.223

The table displays Variance Inflation Factor (VIF) values for a set of predictor variables in a model. VIF values are used to assess multicollinearity, which is the presence of a high correlation between predictor variables in a regression model. High VIF values can indicate a high degree of collinearity among the variables, potentially leading to unstable coefficient estimates and difficulties in interpreting the model results. Lower VIF values are preferred to ensure that the predictor variables are relatively independent. Most VIF values are relatively low: The majority of the VIF values are below 2.5, which generally indicates low to moderate collinearity. This suggests

that the predictor variables are not highly correlated with each other. A few variables have higher VIF values: Variables numbered 19, 20, 21, 22, 25, and 26 have VIF values above 2.5. These values could indicate a higher degree of collinearity among these variables. Variables 19, 20, and 25 have the highest VIF values: These variables (with VIF values around 2.2 to 2.4). It shows that they are highly correlated with each other or with other variables in the model. Variable 9 has a very low VIF value: Variable 9 has a VIF of 1.223, which is quite low. This suggests that this variable is relatively independent and has minimal correlation with other predictor variables. Overall, the VIF values indicate moderate collinearity: Based on the VIF values provided, the presence of severe multicollinearity doesn't seem to be a major concern.

4.5 Regression Analysis

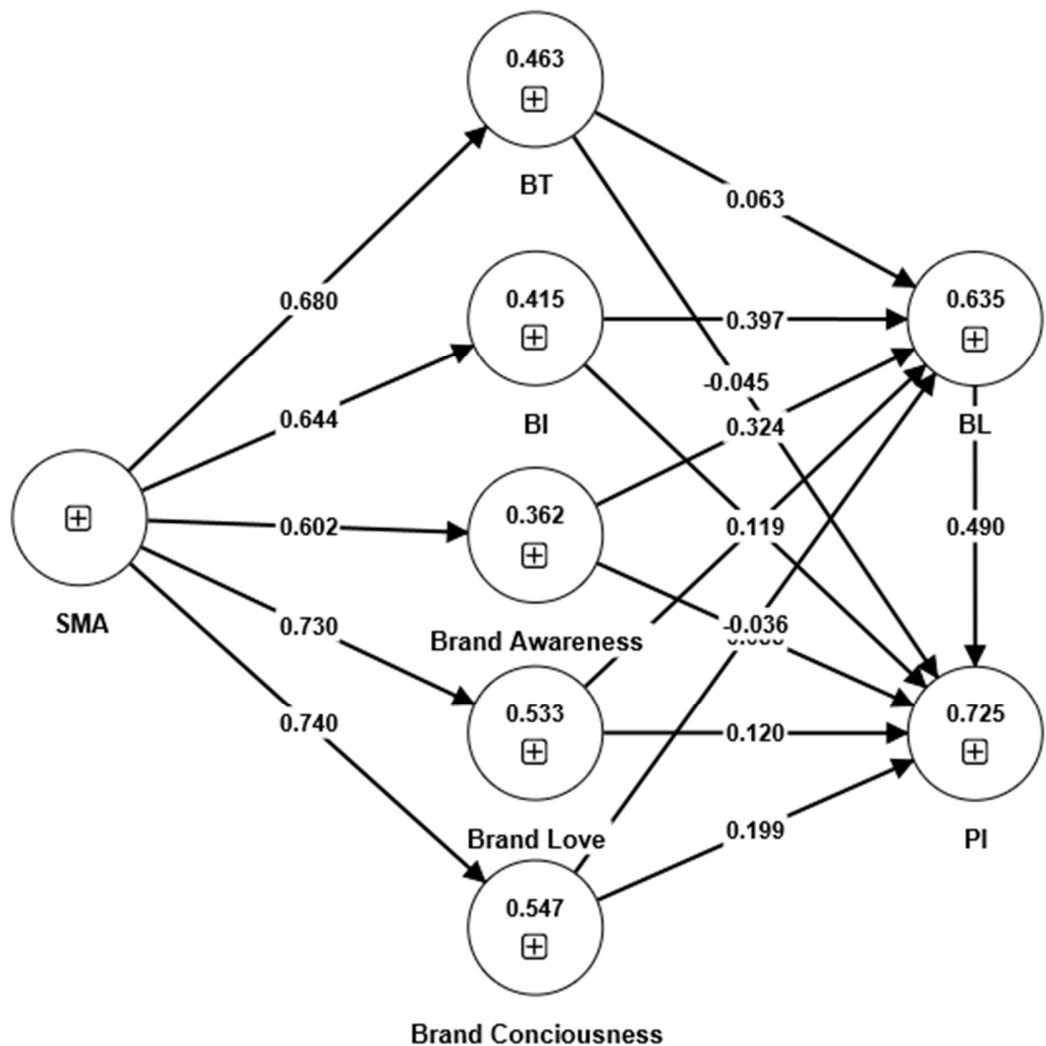
The table seems to present the results of a regression analysis involving various predictor variables and their relationships with two outcome variables, "Brand Loyalty (BL)" and "Purchase Intention (PI)". Hypothesis Testing is based on the value of sigma. The hypothesis is rejected if the value of sigma is greater than 5% which means the t-value should be greater than 1.96 for the acceptance of the hypothesis. The "P values" represent the probability of observing a t-statistic as extreme as the one calculated, assuming the null hypothesis that the coefficient is equal to zero. Smaller p-values generally indicate that the coefficient is statistically significant, implying that the predictor variable has a significant effect on the outcome variable. Positive coefficients suggest a positive relationship between the predictor and the outcome. Negative coefficients suggest a negative relationship. If the p-value is less than a chosen significance level (often 0.05), the relationship is considered statistically significant. "Each row represents a different regression model.

Hypotheses	Beta Value	S. D	T -Value	P values	Decision
H1: BI -> BL	0.395	0.055	7.158	0.000	Accepted
H2:BI -> PI	0.120	0.044	2.700	0.007	Accepted
H3: BL -> PI	0.489	0.046	10.544	0.000	Accepted
H4: BT -> BL	0.066	0.055	1.162	0.245	Rejected
H5: BT -> PI	-0.046	0.044	1.024	0.306	Rejected
H6: BA -> BL	0.325	0.055	5.879	0.000	Accepted
H7: BA -> PI	0.089	0.042	2.119	0.034	Accepted
H8: BC -> BL	-0.035	0.050	0.723	0.470	Rejected
H9: BC -> PI	0.200	0.065	3.043	0.002	Accepted
H10: Brand Love -> BL	0.126	0.055	2.349	0.019	Accepted
H11: Brand Love -> PI	0.120	0.044	2.706	0.007	Accepted
H12: SMA -> BI	0.646	0.044	14.640	0.000	Accepted
H13: SMA -> BT	0.681	0.033	20.553	0.000	Accepted
H14: SMA -> BA	0.604	0.040	14.898	0.000	Accepted
H15: SMA -> BC	0.741	0.031	23.622	0.000	Accepted
H16: SMA -> Brand Love	0.732	0.029	25.229	0.000	Accepted

Note: BI: Brand Image, BL: Brand Loyalty, BT: Brand Trust, PI: Purchase Intention, BA: Brand Awareness, BL: Brand Love, BC: Brand Consciousness, SMA: Social Media Marketing Activity.

In the row "BI -> BL," the coefficient of 0.397 suggests that "Brand Image (BI)" positively influences "Brand Loyalty (BL)." The t-statistic of 7.158 is quite large, and the p-value is 0.000 (very small), indicating that this relationship is statistically significant.

Similarly, in the row "SMA -> BT," the coefficient of 0.680 suggests that "Social Media Advertising (SMA)" positively influences "Brand Trust (BT)." The large t-statistic and very small p-value indicate a strong and significant relationship.



4.6

Mediation Analysis

The table seems to present the results of a mediation analysis involving pathways from predictor variables through mediators to outcome variables. Mediation analysis examines the potential mediating role of one or more variables between an independent variable (IV) and a dependent variable (DV). There are two types of mediation. The first type is Partial Mediation; it is when the direct effect remains significant even after the indirect effect. The second type is Full Mediation; it is when the direct effect remains insignificant after the indirect effect. Each row represents a specific mediation pathway, often denoted as IV -> Mediator -> DV. For example, "Brand Love -> BL -> PI" suggests that "Brand Love" is the independent variable (IV), "Brand Loyalty (BL)" is

the mediator, and "Purchase Intention (PI)" is the dependent variable (DV). Positive coefficients suggest a positive mediated effect, while negative coefficients suggest a negative mediated effect. If the p-value is less than a chosen significance level (often 0.05), the mediated effect is considered statistically significant.

Hypotheses	Sample mean	S. D	T Value	P values	Decision
Brand Love -> BL -> PI	0.062	0.028	2.265	0.024	Accepted
SMA -> BC -> BL -> PI	-0.012	0.018	0.717	0.474	Rejected
SMA -> BI -> PI	0.077	0.029	2.663	0.008	Accepted
SMA -> Brand Love -> BL -> PI	0.045	0.021	2.214	0.027	Accepted
SMA -> Brand Love -> PI	0.088	0.033	2.663	0.008	Accepted
SMA -> BT -> BL	0.046	0.039	1.118	0.264	Rejected
BI -> BL -> PI	0.193	0.032	6.091	0.000	Accepted
SMA -> BA -> BL	0.196	0.037	5.281	0.000	Accepted
SMA -> BT -> BL -> PI	0.022	0.019	1.095	0.273	Rejected
SMA -> BC -> BL	-0.026	0.037	0.722	0.471	Rejected
SMA -> BA -> BL -> PI	0.096	0.019	4.934	0.000	Accepted
BC -> BL -> PI	-0.017	0.025	0.719	0.472	Rejected
BA -> BL -> PI	0.158	0.029	5.418	0.000	Accepted
SMA -> BI -> BL	0.255	0.039	6.580	0.000	Accepted
SMA -> Brand Love -> BL	0.093	0.041	2.296	0.022	Accepted
BT -> BL -> PI	0.032	0.027	1.141	0.254	Rejected
SMA -> BT -> PI	-0.032	0.030	1.006	0.315	Rejected
SMA -> BI -> BL -> PI	0.124	0.022	5.793	0.000	Accepted
SMA -> BC -> PI	0.149	0.050	2.932	0.003	Accepted
SMA -> BA -> PI	0.054	0.025	2.107	0.035	Accepted

In the above table Brand Love -> BL -> PI" shows a coefficient of 0.063, indicating a positive mediated effect of "Brand Love" on "Purchase Intention" through "Brand Loyalty. The t-statistic of 2.265 and a p-value of 0.024 suggest this effect is statistically significant.

4.7 Heterotrait-Monotrait Ratio (HTMT) – List

The table appears to present results from a Heterotrait-Monotrait (HTMT) analysis, which is a method used to assess discriminant validity and convergent validity in the context of latent variable modeling, such as structural equation modeling. HTMT ratios compare the correlations between two constructs (heterotrait) to the correlations between the same construct (monotrait) to determine if the constructs are distinguishable and distinct from each other. HTMT ratios assess discriminant validity. If the HTMT ratio is less than 1, the table suggests that the constructs have discriminant validity, indicating that they are distinct and not too highly correlated.

	Heterotrait-monotrait ratio (HTMT)
BL <-> BI	0.971
BT <-> BI	0.888
BT <-> BL	0.815

BA <-> BI	0.997
Brand Awareness <-> BL	0.944
Brand Awareness <-> BT	0.877
BC <-> BI	0.789
BC <-> BL	0.672
BC<-> BT	0.916
BC<-> A	0.727
Brand Love <-> BI	0.891
Brand Love <-> BL	0.793
Brand Love <-> BT	0.971
Brand Love <-> BA	0.764
Brand Love <-> BC	0.910
PI <-> BI	0.961
PI <-> BL	1.051
PI <-> BT	0.849
PI <-> BA	0.901
PI <-> BC	0.818
PI <-> Brand Love	0.891
SMA <-> BI	0.781
SMA <-> BL	0.865
SMA <-> BT	0.860
SMA <-> BA	0.740
SMA <-> BC	0.857
SMA <-> Brand Love	0.869
SMA <-> PI	0.922

The HTMT ratio between the two constructs such as "BL <-> BI" refers to the HTMT ratio between "Brand Loyalty (BL)" and "Brand Image (BI)."

In the above table "BL <-> BI," the HTMT ratio is 0.971, which is less than 1. This suggests that "Brand Loyalty (BL)" and "Brand Image (BI)" have good discriminant validity, implying that they are separate and distinct constructs. low HTMT ratios indicate that the constructs we are measuring, such as "Brand Loyalty," "Brand Image," "Brand Trust," "Brand Awareness," "Brand Consciousness," "Brand Love," and "Purchase Intention," are distinct from each other and are adequately capturing different aspects of the underlying concepts.

5. Conclusion

In the ever-evolving business environment, the significance of social media marketing (SMM) as a critical determinant in sculpting brand loyalty and purchase intention has been increasingly recognized. This research ventured into the complex interrelation between SMM activities (SMMa) and their consequential effect on brand loyalty and purchase intention, navigated by a

spectrum of mediating variables that elucidate the multifaceted nature of consumer behaviors and decision-making frameworks.

The results of this investigation bring to light the nuanced impact of SMMa on brand loyalty and purchase intention. Utilizing the Smart PLS software, the study analyzed a robust dataset gleaned from a significant sample size of 384 participants. An intricate analysis unveiled the dynamics among independent, mediating, and dependent variables, offering profound insights that advance beyond a superficial comprehension of consumer inclinations.

The exploration commenced with an acknowledgment of SMMa's fundamental role as an independent variable. In an era where brands are increasingly utilizing digital platforms for connectivity, engagement, and messaging, the magnitude of SMMa's effect on brand loyalty and purchase intention is accentuated (Sherbaz Khan, Rizwana Rasheed, & Ghulam Muhammad, 2022). The analytical rigor presented in this study has affirmed the critical role of SMM in molding consumer perspectives, predilections, and purchase propensities, substantiating its integral place in contemporary marketing paradigms.

Within the labyrinthine connections unearthed in this study, the mediating variables stood out as key elements in bridging SMM with brand loyalty and purchase intention. Constructs such as brand trust, brand image, brand awareness, and brand consciousness were identified as foundational elements that ease the consumer's journey from initial interaction to devoted loyalty and definitive purchasing decisions (Khan, Rashid, et al., 2023). These mediators serve as channels that translate the influence of SMM into tangible shifts in consumer conduct.

The culmination of this research points to implications that transcend academic theory. The findings hold considerable value for marketing professionals, strategists, and policymakers. With a richer comprehension of the interactions between SMM, mediating factors, and consumer actions, enterprises can craft marketing initiatives that deeply resonate with their audience (Sherbaz Khan, Imran Zaman, et al., 2022). The study offers a strategic blueprint for constructing SMM initiatives that judiciously employ mediating elements to strengthen brand loyalty and encourage purchase intentions.

In conclusion, this research has delineated the intricate fabric interweaving social media marketing, mediating variables, and consumer behaviors. The corroborated interplay among these elements highlights the extensive impact of SMM in fostering brand loyalty and purchase intention. With this knowledge, firms can effectively navigate the digital landscape's complexities and utilize the full spectrum of SMM to cultivate enduring connections with their clientele, reinforcing loyalty and guiding purchasing decisions with strategic finesse.

5.1 Practical and Managerial Implications

The insights derived from this study empower organizations to refine their social media marketing strategies for maximum resonance with their consumer base. By dissecting the determinants of brand loyalty and purchase intention, businesses can construct bespoke campaigns that yield heightened consumer engagement and commitment. This tailored approach can spur proactive consumer involvement, input, and dialogue on social platforms, fortifying the consumer-brand nexus. Moreover, discerning which platforms have the most substantial sway on brand loyalty and purchase intentions allows firms to judiciously allocate resources to the channels best suited to their audience's predilections and behavioral patterns.

A deeper understanding of the drivers of brand loyalty informs strategic development to sustain lasting customer relationships, potentially through loyalty initiatives, individualized interactions,

and prompt response to consumer feedback. Additionally, the study's insights can direct businesses to enhance their offerings, with a keen focus on customer satisfaction that can, in turn, augment brand loyalty and purchase inclination.

Establishing key performance indicators (KPIs) that reflect the findings of this study can provide enterprises with benchmarks to measure and refine their social media marketing endeavors. Such continuous appraisal and adaptation are pivotal for ongoing optimization. Ultimately, this study's elucidation of the impact of social media marketing on brand loyalty and purchase intention offers a compass for organizations aiming to cultivate targeted strategies, engage customers more effectively, and enhance the overall performance and rapport with their clientele.

5.2 Limitations

- The study of the effects of social media marketing on brand loyalty and purchase intention has some limitations, including the limited time frame. Furthermore,
- The study was confined to Karachi only with a respondent result of 384 within a time frame of just 2 months which isn't enough to produce significant concrete results. This would have led to sample biases.
- Only Smart PLS software was used for statistical calculations of the tested factors.
- Sampling bias can occur when the study does not accurately represent the entire population of social media users or customers.
- Limited data availability on social media platforms can make it challenging to fully understand the effects of social media marketing on brand loyalty.
- Measuring brand loyalty can be complex and challenging to accurately assess, requiring the use of multiple measures or subjective measures that are subject to bias.
- However, the study acknowledges its limitations. While the use of Smart PLS software and a substantial target population lent credibility to the findings, the dynamic nature of consumer behavior can warrant further investigation. The generalizability of the findings could also benefit from expanded demographics and geographic contexts.

5.3 Recommendations

- Social media marketing can increase brand loyalty and purchase intention by considering value consciousness, brand consciousness, brand trust, brand image, and brand love as determinants.
- To target value-conscious customers, highlight the benefits and advantages of your products or services on social media, such as cost savings, high-quality materials, or unique features.
- To attract brand-conscious customers, showcase your brand's identity and values on social media by sharing behind-the-scenes content, customer testimonials, or philanthropic efforts.
- To foster brand love, create a sense of community and connection on social media by hosting online events, running social media campaigns that encourage customer participation, or responding to comments and messages in a personalized and friendly way.
- By employing these strategies, social media can effectively build brand loyalty and increase customer engagement.

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