

MEDIATING AND MODERATING EFFECTS IN SOCIAL MEDIA MARKETING: ENHANCING PURCHASE INTENTIONS THROUGH DIGITAL PLATFORMS

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ABSTRACT

This study investigates the impact of social media marketing activities (SMMA) on buyers' purchase intentions, incorporating product quality perception (PQP), digital platform usability, and social pressure as moderators. Data was collected through questionnaires administered to small consumer samples using convenience sampling. The analysis involved mediation and moderation analysis, as well as validity and reliability tests for the questionnaires. The findings show that SMMA significantly influences buyers' purchase intentions through PQP and the usability of digital platforms. Additionally, social pressure moderates the relationship between brand loyalty and purchase intention. The results provide valuable insights into leveraging social media for enhancing brand loyalty and effectively utilizing social pressure in marketing messages. These findings contribute to marketing knowledge and offer practical implications for organizations aiming to achieve a competitive edge in the digital marketplace.

Keywords: Social Media Marketing; Consumer Purchase Intention; Mediation & Moderation Analysis; Consumer Engagement & Product Involvement; Brand Loyalty & Awareness

INTRODUCTION

In the digital era, social media has become a crucial tool for businesses to connect with their target audience and promote products (Khan *et al.*, 2019). Social media marketing, involving tactics like content creation, audience engagement, and influencer partnerships, significantly impacts consumer behavior and buying decisions (Ao *et al.*, 2023). This analysis utilizes a mediated-moderated model to explore the relationships between consumer purchase intentions and behaviors resulting from social media marketing activities (Ceyhan, 2019). It highlights the roles of mediating and moderating variables in shaping these relationships, offering recommendations for businesses to realign marketing strategies (Bilgin, 2018).

The success of social media campaigns depends on factors such as content quality, engagement methods, and alignment of brand values with consumer preferences (Abdullah *et al.*, 2023). Empirical evaluation of social media's impact on consumer

behavior, especially purchase intention, is essential (Duan *et al.*, 2023). This study aims to enhance understanding of consumer behavior by examining how social media marketing affects buying attitudes through mediation and moderation pathways (Ebrahim, 2020). Key focus areas include the impact of social media marketing on brand awareness, brand image, and brand loyalty (Faisal & Ekawanto, 2021). The study employs a moderated-mediated model to identify mechanisms through which these activities influence consumer decision-making (Ahmed *et al.*, 2018). This insight aids companies in refining their marketing efforts, boosting consumer engagement, and enhancing purchasing behavior (Shaari, 2021). By understanding the effects of social media marketing on brand quality and consumer preferences, entrepreneurs can develop more effective digital strategies (Wang *et al.*, 2019). Social media research focused on demographics and consumer behavior provides practical insights to

optimize online marketing and maximize sales (Majeed *et al.*, 2021). Ultimately, this project aims to equip marketing professionals with the knowledge and skills to effectively leverage social media platforms, fostering engagement, maintaining brand loyalty, and improving purchase intentions (Almohaimmed, 2019). Understanding the interplay between brand awareness, image, and loyalty enables businesses to tailor strategies and effectively reach their target audiences (Abraham *et al.*, 2022).

LITERATURE REVIEW

This study examines the influence of social media marketing on purchase intention, highlighting the role of social pressure as a moderator (Khan, 2022). Factors like perceived quality, brand status, and value influence purchase intention, with trust being a key determinant (Bilgin, 2018). External factors like advertising and social media presence also influence consumer behavior (Ahmed *et al.*, 2023). The study addresses the modernization of e-commerce, cross-cultural variability, sustainability and ethical concerns in consumer decision-making (Choedon & Lee, 2020).

Marketing research focuses on factors influencing consumer loyalty towards brands, including trust, satisfaction, image, and perceived quality (Ceyhan, 2019). Customer involvement is crucial for loyalty, and strategies like personal communication and experiential ingredients can enhance it (Khan *et al.*, 2019). However, competitive pressures and market disruptions can impact loyal customers, and understanding digitalization's impact on brand loyalty is essential (Majeed *et al.*, 2021).

It also includes brand image, where a favorable image enhances the brand asset value, compel repeat patronage, and enhances financial returns on a brand (Ao *et al.*, 2023). However, the onset of digital era has made the management and perception of brand image more dynamic and complex for marketing discipline / marketers (Ahmed *et al.*, 2018). Another important consideration is log and contextual factors, for cultural values, norms and the industry nature define what brands people pay attention to and appreciate (Abdullah *et al.*, 2023).

It is a well-known fact that people's behavior and performance are affected by brand recognition, and there are different methods for evaluating the brand's relative strength (Abraham *et al.*, 2022). Customer motives are supported and it helps to include new brands into new markets (Ardiansyah & Sarwoko,

2020). There are awareness limitations concerning digital marketing and offline activities (Bilgin, 2018). There is still classical advertising, however, popular and promising strategies such as influencer marketing, content marketing, direct client communication and others are growing (Ceyhan, 2019).

Social media marketing activities (SMMA) play a central role in marketing plans because they assist in the reaching of the potential consumers, giving an identity to the brands, triggering website traffic, making leads, and making sales (Majeed *et al.*, 2021). It need to be mentioned that SMMA has great impact on brand perception and attitude formation increasing credibility (Ahmed *et al.*, 2023). Videos, pictures, infographics, and the users' content differ in the explicative ability (Faisal & Ekawanto, 2021). Thus, with SMMA, brands and customers engage and develop an effective communication relationship to create bonding (Wang *et al.*, 2019). Thus, content like poll or live streams, contributes to the creation of brand audience (Khan, 2022). Social media as the advertising tools enable company to conduct the audience-advertising and transmit the specific message (Duan *et al.*, 2023). However, challenges in this age are not straightforward and thus the need for business entities to be conscious of cultural innovations and pace of consumption (Ao *et al.*, 2023).

Social media marketing (SMM) significantly impacts brand awareness, brand image, and brand loyalty. Studies show that SMM enhances brand equity by increasing visibility, accessibility, and memorability, leading to greater brand involvement and recall (Ceyhan, 2019). Hypotheses:

- **H1:** SMM positively impacts brand awareness.
- **H2:** SMM positively impacts brand image.
- **H3:** SMM positively impacts brand loyalty.

Moreover, brand awareness is crucial for consumer behavior and brand loyalty, as higher awareness leads to familiarity and trust, fostering repeat purchases (Ebrahim, 2020). Hypothesis:

- **H4:** Brand awareness positively impacts brand loyalty.

Branding has a strong positive relationship with the brand image which in turn has positive impact, in terms of emotions and intentions on consumers (Ao *et al.*, 2023). Hypothesis:

- **H5:** Brand image positively impacts brand loyalty.

Furthermore, loyalty affects purchase intention positively as perceived quality, brand trust, and satisfaction influence customers' intentions to purchase the brands (Khan *et al.*, 2019). Hypothesis:

- **H6:** Brand loyalty positively impacts purchase intention.

Social pressure is a significant concept in social psychology, influencing individual attitudes towards others (Shaari, 2021). It is influenced by social norms, conformity to group norms, and peer pressure (Ebrahim, 2020). Social comparison processes also contribute to social pressure (Almohaimmed, 2019). People face various sources of social pressure,

including family, friends, peers, and authority figures (Wang *et al.*, 2019). Understanding individual variability in vulnerability to social pressure is crucial for developing interventions (Duan *et al.*, 2023). Technological advancements have also increased social pressure, affecting self-esteem and behavior (Faisal & Ekawanto, 2021). The influence of social pressure on the brand loyalty and purchase intention is measured since social norms and peer pressure can potentially strengthen or weaken the purchase intentions (Shaari, 2021). Hypothesis:

- **H7:** Social pressure moderates the relationship between brand loyalty and purchase intention.

Conceptual Framework

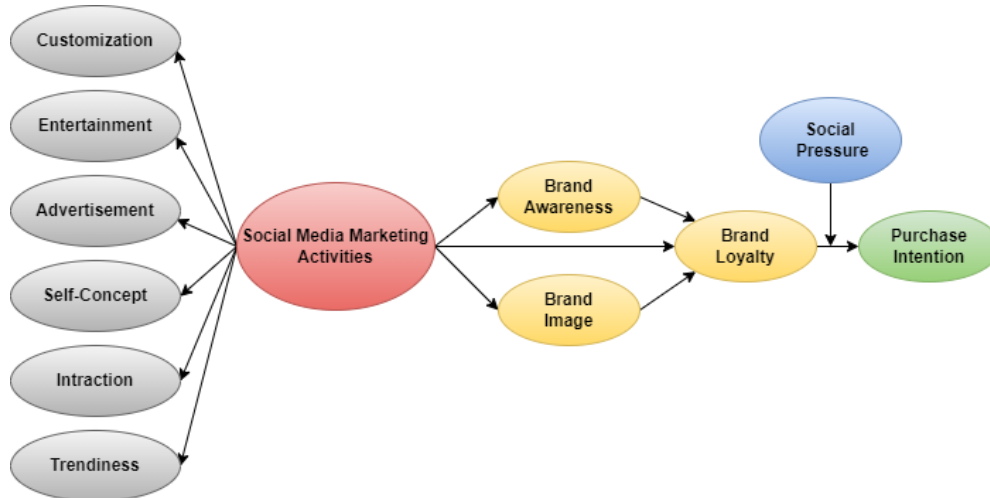


Figure 1 Social Media Marketing's Effect on Purchase Intention

In this framework SMMA, brand awareness, brand image, brand loyalty, and social pressure have been identified to investigate their functions in affecting the consumer behaviour and purchase decisions.

METHODOLOGY

This study uses quantitative research methods to investigate consumer behavior and attitudes towards social media advertising. Data was collected from a sample of consumer groups using questionnaires, focusing on factors like intended purchase, product quality, digital platform usability, social pressure, brand loyalty, and brand image. Convenience sampling was used to gather 350 responses, with 315 suitable for analysis. The data was analyzed using statistical instruments to identify missing values, outliers, normality, linearity, and multicollinearity.

A survey was conducted with 315 participants to understand consumer behavior and attitudes towards social media marketing. The population included individuals with diverse demographic characteristics, including gender, age, and marital status, and education, occupation, and income level. Each respondent was analyzed individually, providing a comprehensive view of consumer behavior across various demographic segments.

Questionnaire was developed to measure consumer behavior and attitudes, incorporating Likert scale and open-ended questions on brand image, customization, attraction, ads, self-image, interaction, trendiness, and social pressure. The questionnaire was translated and evaluated for quality and comprehensibility, with Cronbach's alpha assessing reliability. Data was collected through online surveys and printed handouts,

focusing on social media marketing activities, brand awareness, loyalty intentions, and demographic details.

Pilot testing of questionnaire revealed a majority of female respondents (74%), aged 18-30 (76%), single (67%), and students (45%). Income levels varied, with 41% earning between 15,000-30,000 and 34% earning over 60,000. Online shopping experience ranged from less than a year to over five years. The pilot test improved data collection accuracy and confirmed the questionnaire's validity and reliability for the main study.

Missing values, typically represented by empty cells or specific symbols in SPSS, can arise from non-response, data entry errors, or skipped questions. In this study, no missing values were found for the variables Gender, Age, Marital Status, Education, Profession, Income, Total Shopping Experience, and Duration of Online Shopping.

Outliers, values significantly different from the rest of the data, were identified. For example, SMMA had a minimum value of 1.77 and a maximum of 5.00, with a mean of 4.0190, indicating skewness on the lower side. Similar patterns were observed for BA, BI, BL, and PI.

DATA ANALYSIS

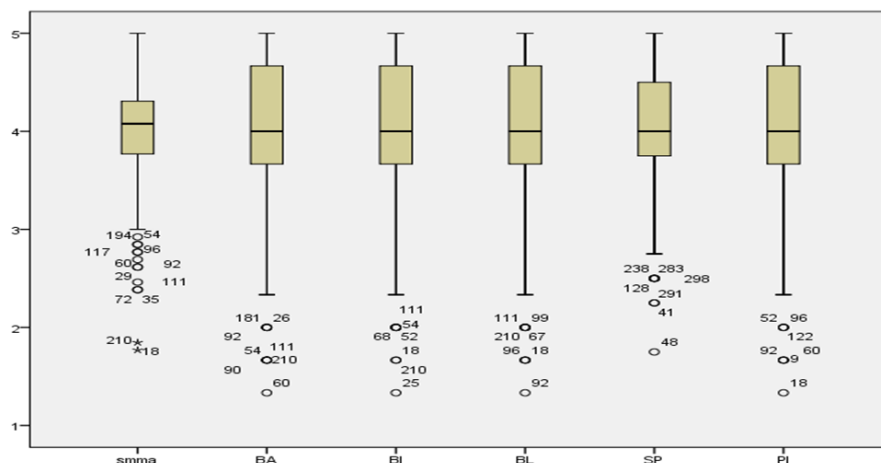


Figure 2 Outliers Analysis

The One-Sample Kolmogorov-Smirnov Test indicated non-normal distribution for SMMA, BA, BI, BL, SP, and PI, with significant Kolmogorov-

Smirnov Z statistics ($p < 0.05$). This suggests the need for caution in statistical testing due to potential distortions from non-normal data.

Table 1 One-Sample Kolmogorov-Smirnov Test for Normality

		One-Sample Kolmogorov-Smirnov Test					
		smma	BA	BI	BL	SP	PI
N		315	315	315	315	315	315
Normal Parameters ^{a,b}	Mean	3.9905	4.0688	4.0212	4.0063	4.0008	4.1111
	Std. Deviation	.53245	.73329	.75777	.73385	.62603	.74678
Most Extreme Differences	Absolute	.129	.209	.156	.176	.109	.152
	Positive	.063	.102	.098	.088	.062	.117
	Negative	-.129	-.209	-.156	-.176	-.109	-.152
Kolmogorov-Smirnov Z		2.290	3.703	2.760	3.122	1.935	2.697
Asymp. Sig. (2-tailed)		.000	.000	.000	.000	.001	.000

a. Test distribution is Normal.
 b. Calculated from data.

ANOVA results showed a significant linear relationship between SMMA and PI ($p < 0.001$), with a Pearson correlation coefficient (R) of 0.638 and an

R-squared value of 0.407, indicating that 40.7% of the variance in PI is explained by SMMA.

Table 2 Analysis of Linearity in Regression Model for Predicting PI from SMMA

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
PI * smma	Between Groups	(Combined)	80.740	34	2.375	7.046	.000
		Linearity	71.205	1	71.205	211.268	.000
		Deviation from Linearity	9.535	33	.289	.857	.695
Within Groups			94.371	280	.337		
Total			175.111	314			

Measures of Association

	R	R Squared	Eta	Eta Squared
PI * smma	.638	.407	.679	.461

Low multicollinearity was confirmed with tolerance values greater than 0.1 and VIF values less than 10,

indicating that predictor variables are not highly correlated.

Table 3 Multicollinearity Assessment

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.766	.279		2.749	.006		
	smma	.423	.085	.302	4.985	.000	.426	2.349
	BA	.132	.060	.129	2.197	.029	.450	2.222
	BI	.121	.054	.123	2.255	.025	.522	1.915
	BL	.300	.057	.295	5.274	.000	.498	2.007
	SP	-.142	.048	-.119	-2.983	.003	.976	1.025

a. Dependent Variable: PI

Table 4 Reliability Analysis Results

Reliability Statistics

Cronbach's Alpha	N of Items
.825	6

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
smma	20.2082	6.847	.755	.775
BA	20.1299	6.084	.722	.768
BI	20.1775	6.128	.675	.779
BL	20.1923	6.083	.722	.768
SP	20.1979	8.424	.115	.880
PI	20.0876	6.257	.648	.785

Cronbach's Alpha value of 0.825 indicated high internal consistency of the measurement scale.

The Kaiser-Meyer-Olkin (KMO) Measure of Sampling Adequacy was 0.869, and Bartlett's Test of

Sphericity was significant ($p < 0.001$), supporting the appropriateness of the data for factor analysis.

Table 5 Factor Analysis Results

KMO and Bartlett's Test									
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.869							
Bartlett's Test of Sphericity		Approx. Chi-Square		826.143					
		df		15					
		Sig.		.000					

Total Variance Explained									
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.464	57.727	57.727	3.464	57.727	57.727	3.437	57.280	57.280
2	1.009	16.808	74.535	1.009	16.808	74.535	1.035	17.256	74.535
3	.459	7.657	82.193						
4	.405	6.752	88.945						
5	.375	6.249	95.194						
6	.288	4.806	100.000						

Extraction Method: Principal Component Analysis.

Univariate analysis provided descriptive statistics for individual variables, including minimum, maximum, mean, and standard deviation, helping to understand the distribution and central tendency of the data.

Table 6 Descriptive Statistics for Univariate Data Analysis

Descriptive Statistics						
	N	Minimum	Maximum	Mean	Std. Deviation	
smma	315	1.77	5.00	3.9905	.53245	
BA	315	1.33	5.00	4.0688	.73329	
BI	315	1.33	5.00	4.0212	.75777	
BL	315	1.33	5.00	4.0063	.73385	
SP	315	1.75	5.00	4.0008	.62603	
PI	315	1.33	5.00	4.1111	.74678	
Valid N (listwise)	315					

Spearman's rank-order correlation was used due to non-normality. Strong positive correlations were found between SMMA and BA, BI, BL, and PI, while social pressure showed weaker correlations.

Table 7 Correlation Analysis Using Spearman's Rank-Order Correlation

		Correlations						
		smma	BA	BI	BL	SP	PI	
Spearman's rho	smma	Correlation Coefficient	1.000	.562**	.565**	.542**	.159**	.554**
		Sig. (2-tailed)	.	.000	.000	.000	.005	.000
		N	315	315	315	315	315	315
BA	BA	Correlation Coefficient	.562**	1.000	.495**	.521**	.203**	.509**
		Sig. (2-tailed)	.000	.	.000	.000	.000	.000
		N	315	315	315	315	315	315
BI	BI	Correlation Coefficient	.565**	.495**	1.000	.514**	.140*	.488**
		Sig. (2-tailed)	.000	.000	.	.000	.013	.000
		N	315	315	315	315	315	315
BL	BL	Correlation Coefficient	.542**	.521**	.514**	1.000	.170**	.588**
		Sig. (2-tailed)	.000	.000	.000	.	.002	.000
		N	315	315	315	315	315	315
SP	SP	Correlation Coefficient	.159**	.203**	.140*	.170**	1.000	.014
		Sig. (2-tailed)	.005	.000	.013	.002	.	.806
		N	315	315	315	315	315	315
PI	PI	Correlation Coefficient	.554**	.509**	.488**	.588**	.014	1.000
		Sig. (2-tailed)	.000	.000	.000	.000	.806	.
		N	315	315	315	315	315	315

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

* . Correlation is significant at the 0.05 level (2-tailed).

The regression model explained 51.9% of the variance in PI, with significant contributions from

SMMA, BL, and BI. Multicollinearity was low, ensuring reliable coefficient estimates. pressure does not moderate the relationship between SMMA and PI.

Table 8 Multiple Regression Analysis

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.720 ^a	.519	.511	.52230	1.756

a. Predictors: (Constant), SP, smma, BL, BI, BA

b. Dependent Variable: PI

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	90.818	5	18.164	66.584	.000 ^b
	Residual	84.293	309	.273		
	Total	175.111	314			

a. Dependent Variable: PI

b. Predictors: (Constant), SP, smma, BL, BI, BA

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.766	.279		2.749	.006
	smma	.423	.085	.302	4.985	.000
	BA	.132	.060	.129	2.197	.029
	BI	.121	.054	.123	2.255	.025
	BL	.300	.057	.295	5.274	.000
	SP	-.142	.048	-.119	-2.983	.003

a. Dependent Variable: PI

Multiple mediation analysis showed that SMMA significantly predicted PI through BA, BI, and BL, with BL being the most influential mediator. The interaction term between SMMA and SP was not statistically significant, indicating that social

FINDINGS

The study confirms that social media marketing has a strong positive effect on brand awareness, brand image, and brand loyalty (Bilgin, 2018). Engagement on new social media platforms helps prevent brand obsolescence, influencing positive brand

perceptions, recall, and loyalty (Khan, 2022). Successful social media strategies benefit corporations by delivering rich content, establishing partnerships with influencers, and encouraging consumer engagement (Ahmed *et al.*, 2023). Perceived brand loyalty positively affects actual brand loyalty, indicating that loyal customers tend to make repeat purchases (Faisal & Ekawanto, 2021). The study also finds that social pressure does partial mediate the relationship between brand familiarity and purchase intention; This underlines the need of considering the relations and requirement of consumers' social relations in marketing strategies (Ao *et al.*, 2023).

This study focuses on social media marketing and its effects on brand attitude, perception, and buying behaviour because the perceptual and affective factors may influence the consumer decision-making processes (Ebrahim, 2020). It also emphasizes the role of social influences in forming consumers' relationship with brands and patterns of purchase behavior (Majeed *et al.*, 2021). The results offer practical relevance for the marketing procedures, revealing the importance of market research and customer division (Abdullah *et al.*, 2023).

However, some limitations are intrinsic to this investigation on the impacts of SMM on the brand familiarity, associations, attitudes, and purchasing behaviours. Participants' self-reported data can be influenced by social desirability bias and recall bias; the cross-sectional study design restricts causal inference (Duan *et al.*, 2023). Of course, other types of studies, particularly the longitudinal ones, would provide more solid evidence regarding the issues of causality and temporal dynamics. The fact that the study is mainly confined to SNS may blur the vision off other digital and conventional mediums of marketing (Almohaimmeed, 2019). Finally, the variable that has a direct impact on willingness to engage in risk taking, social pressure, is not a dichotomous variable, but rather has its merits and demerits and the moderating factors include culture under which one operates, personalities and social context (Wang *et al.*, 2019). There is also a need to acknowledge changes in consumers' behavior due to the dynamic nature of social media sites as the focus of future research.

CONCLUSION

Altogether, as per this research, social media marketing performances concern brand recognition, brand impression, brand commitment, and brand conversion intention (Choedon & Lee, 2020). This establishes that such activities are beneficial to the branding process because they enhance brand loyalty, on grounds of trust, satisfaction, and emotional connection that consumers have with certain brands (Shaari, 2021). The study also confirmed the positive relationship between brand attachment with purchase intentions, and therefore urged that marketers must concentrate in creating brand familiarity as well as creating a positive attitude towards the brand (Ahmed *et al.*, 2018). Furthermore, it also defines social pressure as a moderator of the model, which shows how it affects the overall consumer's purchasing decision and varies according to context (Khan *et al.*, 2019). Moving forward, marketers are encouraged to adopt comprehensive multi-platform strategies, personalize interactions, utilize interactive tools, and employ social media analytics to assess marketing effectiveness. Future research should explore emerging trends and leverage technologies like augmented reality, virtual reality, and artificial intelligence to deepen understanding of consumer behavior and brand outcomes.

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