THE IMPACT OF SOCIAL MEDIA MARKETING DIMENSIONS: INTERACTION, ENTERTAINMENT, CUSTOMIZATION, TRENDINESS, AND WORD OF MOUTH ON PURCHASE INTENTION WITH THE MEDIATING ROLE OF BRAND IMAGE AND BRAND TRUST FOR SMARTPHONE USERS IN QUETTA CITY

Rehmat Ali Kakar [1*], Sikandar Shahzad[2], Lutfullah Khoso

[1] PhD Scholar, Institute of Management Sciences, University of Balochistan Quetta, Pakistan;
[2] Assistant Professor, Department of Computer Sciences, Balochistan Agriculture College, Quetta, Pakistan;
[3] Balochistan Agriculture College, Quetta, Pakistan

Corresponding Author: [1] hikmatali.kakar@gmail.com

ABSTRACT

The field of marketing is gaining great interest for researchers to understand the factors that influence consumer behavior and purchase intention today. The key factors are the impact of Social Media Marketing (SMM) dimensions like Customization, Entertainment, Interaction, Trendiness, and Word of Mouth (WoM) on consumer behavior among numerous factors. The study is an endeavor to investigate the relationship between Social Media Marketing (SMM) dimensions and Purchase Intention (PI) in the context of smartphone consumers in Quetta City. Brand Trust (BT) and Brand Image (BI) are studied as mediating variables in the study. A sample of 289 participants was surveyed using a self-administered questionnaire. Data analysis is done through SPSS and SmartPLS software. This study proves that SMM positively and significantly affects the PI. SMM has also positively and significantly affected the BI and BT. Brand Image and Brand Trust has mediated the relationship between SMM and PI. This study will assist marketers to implement superior marketing methods for enhancing buyer purchasing intention.
Keywords: Social Media Marketing; Trust; Brand Image and Purchase Intention.

INTRODUCTION

The founder of Walmart, Sam Walton famously said that "There is only one boss in the organization that is customer and can fire everybody in the firm from the chairman towards lower employees a simple way by spending money somewhere else" (Pettersson & Söderström, 2015). The survival of the business depends on the consumer demand and purchasing of a specific product or services. Purchasing Intention or sometime called buying intention is a helpful measure for professionals in marketing, in term of sales forecast, and related professionals to identify customers who are likely to make a purchase. The PI also help the marketing professionals to predict revenue generation and

market trends. The term "Purchase Intention" refers to a specific measurement or evaluation of customers' reported purchase likelihood. In other words, buy or purchase intent is a measure of a consumer's willingness to engage in a given behaviour or make a decision to buy a product or service (Farris et al., 2010). Purchase intents are further categories in into four categories: informational, investigational, navigational and transactional (Cuofano, 2023).

In the era of 21st century business development is quick and continuous particularly in the sector of information technology. Several marketers offer their products and services via social media through

internet. Businesses that offer their products on social media face the difficulty of distinguishing themselves from their competitors by creating a distinct difference or trait. To attract their clients, businesses plan to satisfy need of consumer and increase consumer willingness into an experience while consuming products. This becomes much more apparent in case of smartphones which use technology that is more sophisticated and bit by bit growing. It make easier for customers to communicate buyers demand for smartphones which offers a chance for producers to compete to make products by introducing innovative technologies, which will encourage consumers to choose the best product (Wijaya et al., 2021a).

Social Media Marketing had profound impact on PI as well as it provides marketing and advertising professionals with an effective platform to reach target consumers. With the help of social media, marketers are able to engage with their target audience in a more personal and interactive way. This helps to create trust and loyalty among consumers, thereby increasing their PI. Previous research have revealed that SMM has direct relationship with PI. For example, a study by McDaniel and Gates (2015) found that favorable interactions regarding a specific brand developed through social media lead to inflamed PI. The authors also found frequent interactions with the brand on social media leads to increased PI. Similarly, a study by Hsu & Lin, (2015) found that customers who received promotional messages on social media were probably inclined to purchase products or services from the brand. The study also established a finding that SMM has positively affected the PI of the buyer. These findings recommend that SMM will assist an effective means for driving PI. It is vital for marketing professionals to recognize the supremacy of social media and proceed it to engage with their target audience in an effective and meaningful way. By doing so, they can increase the likelihood of customers making a purchase.

The field of digital marketing progressing as innovative technique instead of mass electronic and print media and social media is dominating a marketing technique and becoming a trend. Bernardo et al, (2022) disclose that social media is a collection of digital apps that are assembled on the conceptual and systematic framework of Web 2.0 which facilitate the establishment and interchange of information and data between online users. Facebook, Twitter, MySpace, Instagram, YouTube, Whatsapp, Path, Line, and other emerging platforms of social media.

Rashid et al., (2011) describe that the purchase habit for a specific product is influenced by a numerous factors such as product's price, quality, packaging, product knowledge, design, fashion celebrity endorsement, , and, in some cases, family relationships as well as BT. Brand awareness is nearly related to BI and defined as "the capacity of a customer to identify or ability to remember that a brand belongs to a specific product category". The capacity to purchase a product or to recognize and remember a brand in sufficient detail to make a purchase is known as brand awareness. Every consumer's initial move towards novel product or brand presented over advertising is brand awareness (Aaker, 2007). Blackwell et al., (2001) described that consumer decisions about certain brands is based on investigative for the internal and external factors existing in the environment. Internal information gained through previous experiences because of advertisement, while external information collected from peers or the market place, among other sources. Furthermore, earlier studies concluded that external factors such as demographic, group, and geography influence purchasing intention. However, there are some limitations with applying these elements, as well as some issues with measuring purchasing intent (Blackwell et al., 2011). Madahi and Sukati (2012) state in their research finding that in recent years, purchasing intentions have become more complex and significant. Customers have learned about products based on promotions tools, reports, and

reviews. Likewise, several brands, various items presented in a superstores, and so on have seriously affected and made challenging the selection of a specific product while making buying decision. Hence, not only internal factors like price, promotion, quality and other internal factors affect the PI but also other external behavioural factors like SMM, BT, brand loyalty and BI.

Smart phones are an important recently invented digital equipment of modern life. They provide us with a range of features and services that make our lives easier and more convenient. Smartphones allow us to interact with peers, near and dears, access the internet, take photos and videos, and even make payments and online purchases. Smartphones are also becoming increasingly important for businesses, as they provide a way to stay connected with customers and to access important data and information. In the usage of smartphone, the United States has the highest market share (84%), followed by France (78%). In terms of usage of smartphones in Asia, Iran leads the way with 72%, followed by Turkey (71%), and China (67%). Because of better technology and ease of use, the development of the smartphone business has encouraged the general expansion of mobile phones. Since then, the smartphone industry has steadily grown in terms of market size, launching of new models, and business suppliers. Historically, Pakistan has relied on imports to meet mobile phone demand. Pakistan has a market share of 36%.The sector's average demand from 2017 to 2020 peaked at 25 million units, expanding at a 15% annual growth rate. During the three quarter of 2021, demand was recorded at $25 million (PACRA, 2021).

According to (Rajagopal, 2019) external elements such as culture, vogue, social values, market economy and business rules for consumers usually inspire the buyer attitude and behaviour. The objective of this research is to examine the effects of SMM dimensions likewise trendiness, entertainment, customization, interaction, and WoM on Smartphone PI. This study aids firms by expanding awareness and useful information about the value of brand recognition by boosting prompting elements in the case of SMM. Several authors in variety of contexts have studied SMM Dimensions. Kim & Ko, (2010) applied to SMM activities in respect of luxury businesses, classifying these dimensions as Trendiness, Interaction, Entertainment, Customization and WoM.

In case of online purchasing, commercial interactions are based on the detached nature of the internet set-up; trust becomes an even more crucial issue. Consumers, in particular, face the problem of purchasing a product or service online from an unknown vendor; they also cannot feel or touch the item. Brand Trust is essential in supporting customers in overcoming risk and security issues. (Hong & Cha, 2013). Apparently, the effect of BI on buyer purchases is another critical subject in contemporary brand management research. Positive brand information influences perceived quality, perceived value and customer readiness to purchase, making BI a key indicator in the purchasing decision making process. Products with a positive BI has greater probability as first choice of buyer to purchased the specific product or utilized the services , so customer-purchasing decisions are impressively influenced by BI (Hien et al., 2020). As both the BT and BI has potential effect on PI and buying decision process and assist or revert the buyer decision, therefore the aforementioned variables are considered as mediating variables.

The most commonly employed theories for studying behavioural intention in technological research is Theory of Reasoned Action (TRA) developed by Fishben and Ajzen's in 1975. TRA is considered fundamental and influential human behaviour theory by the social scientist. It has been used to predict a variety of behaviors and useful to individual adoption of technology. The TRA explains that behavioral intention is formed based on any one of two factors that is attitude towards behaviour and other one is subjective norm. Attitude denotes to an individual's actions of the behaviour rather than his or her act. A set of beliefs

known as normative beliefs which determines subjective norm. Normative beliefs address the possibility that substantial apprehensive individuals or groups will accept or reject the conduct (Meskaran et al., 2013).

LITERATURE REVIEW

Schiffman & Kanuk, (2010) define buying intent as the transaction behaviour displayed by customers after analyzing goods and services, while online purchase intent is described as the willingness and motivation of consumers to do online transactions (Pavlou, 2003). This term refers to a customer's willingness to search for, select, and buy things on the Internet. According to Alford & Biswas (2002), PI is a customer's propensity of buying behaviour and resulted in high PI indicates the probability of more purchasing. When consumers want to buy a product, they initiate related search and obtained additional information established with the help of personal experiences and the related environmental factors surrounding that goods or service. Next step is gathering enough information and later on, they compare and evaluate the products characteristics and lastly make a purchase decision (Wang et al., 2013). Customers will opt to purchase a product after conducting preliminary research and being satisfied of finding the best product to meet their wants and preferences (Rahim et al., 2016).

According to Harrigan et al., (2021) with social media we can now make online purchases that require recommendations from friends, family, and so on because we can't view it directly, causing different concerns such as products that don't fit, items that don't ship, and so on. We may increase buyer's confidence regarding purchasing a product by providing reviews about it from individuals we trust, whether they be friends or influencers (Haudi et al., 2022). The study of Khiong et al., (2022) explains that social media is associated with relationship marketing such as, every firm should be capable of changing customer behaviour to make actual purchase instead of trying to purchase. Social Media Marketing is a method of allowing anybody

to promote websites, products, or services to the public on a large scale that previously did not exist (Majeed et al., 2021). Miller et al., (2009) argue that the importance of social media stems from consumer-community participation as well as the enabling of instant, collaborating, and inexpensive communications. Because online forums, blogs, and social networks have been ingrained in the lives of the majority of people, social media have progressed into unconventional communication efforts that accomplish current relationships and actions in a delightful manner that can enhance the users' understanding.

Ding & Keh, (2016) explains that extensive usage of social media offers a setup for brand promotion and influencing customer-purchasing decisions. Social media has facilitate to carry out integrated marketing efforts with significantly less effort and price than was previously possible. Marketing is a process comprised of multiple tactics; though, one of the key goals of any marketing tactic is to increase sales and cost-effectiveness. Kim & Ko, (2010) categorized the SMM activities/dimensions into five components namely interaction, entertainment customization, trendiness, and WoM.

The effect of having fun and playing on social media is entertainment. People that use social media for recreational objectives are said to be looking for enjoyment, fun, and virtual community is built around identifiable benefits. In social media, entertainment is an important component that promotes positive sentiments, motivates involvement, and generates the desire to use constantly mode of surfing on internet (Muntinga et al., 2011). Social media communications offer insights for users that practicing social media platforms with the aim of particular businesses objective. The social media operators interact virtually and debate particular goods and services perhaps specific brands and share ideas and thoughts (Godey et al., 2016a).

Offering the most latest information regarding products or services denoting trendiness. People are more likely to recognize information from social

media than from advertisement campaigns or promotions. Because of this, people still trust many social media platforms that provide the most recent information. For instance, most customers select clothing based on how others appear when sporting the same products. (Godey et al., 2016a). Customization in social media depend on on contact with particular people as compared to traditional commercial media as mass communication. Consumers can receive information that has been personally customized and drawn from multiple sources, and this personalization is used as a technique to gain customer satisfaction (Ding & Keh, 2016).

WoM is an explanation of the positive, neutral, and negative experiences of potential buyers, current, and past customers of products, services, brands, or companies gained over the Internet. The individuals communicate every day with friends and colleagues, are a substantial and influential source of opinion formation and a source of receiving information on products, brand names, and voting choices (Harrigan et al., 2021; Haudi et al., 2022).

Chaudhuri & Holbrook, (2001) define the BT as an amount of confidence in a brand's capability to achieve a desired function. Trust is one of the prominent factor to establish a durable relationship between a consumers and a certain products brand. Trust, which is recognized as a crucial factor in long-term customer interactions. For customers to build solid and enduring connections with a business, they must first develop trust in that business. When one party trusts another, positive behaviours like purchase intent and referral are created, and strong brand loyalty becomes an essential part of a customer commitment (Lau et al., 1999).

Every business or organization has to have a strong BI. A brand's image is made up of consumer perceptions, attitudes, and opinions about that particular brand (Schmitt, 2012). A company's BI can be utilized to set its products apart from those of rivals. Businesses and organizations must therefore focus on developing their brand. Once the consumer

befitted brand loyal of a particular product and will continue to follow it and avoid to purchase other related products, which is advantageous for the business. Associating brands with powerful, best, and distinctive qualities in the perspective of consumers can help create a favorable BI (Hur et al., 2011).

METHODOLOGY
In this study, the independent variables are SMM that covering five dimensions namely: Interaction, Entertainment, Customization, Trendiness, and WoM. The PI is a dependent variable in the study. BT and BI that effect PI are considered as mediating variable. The study investigates the effect of SMM on PI and BT and BI variables are mediating variables that facilitate the relationship since SMM promotes both BT and BI in some business scenarios. The research framework is depicted in figure 1:
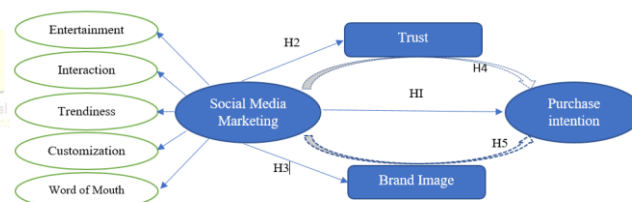

Figure 1: Model of the Study

Validity Test
Ghozali & Latan, (2015) define validity as the association relating to construct scores and overall divergence scores or variables. When an research tool has a significant value of 0.05 in this study, it is deemed valid and if the value is greater than the 0.05 value the instrument will be considered as unacceptable. The SmartPLS 4.0 software package was used to do the validity test.

Reliability Test
Reliability indicates consistency in results of measurement tool after multiple repetitions of same test with the same conditions. Reliability is measured using an index known as a coefficient. Research usually use data quality testing as an

internal consistency reliability adaptability test. Sekaran, (2006) has indicated that Cronbach alpha, a one-time measurement approach, can be used to compute reliability testing. The measuring equipment is considered reliable where the Cronbach alpha value will be greater than 0.600.

Model Fit

In order to testify the model fit for the study, multiple indicators like R-Square and Variance Inflation Factor (VIF) are used. The bootstrapping approach is used to the sample and simulation is employed for hypothesis testing. If a test has a t-statistical value more than 1.960 and a p-value lower than 0.05, it is considered significant.

Measurement Model

The measurement model is confirmed keeping in view the validity of the indicators to confirm that construct indicators have a good correlation among them. In Measurement model executed for this study, no item was removed as all the factor has high factor loading than cutoff value of 0.708 (Gefen & Straub, 2005). The study employs "Cronbach's alpha" and "Composite Reliability" (CR) to evaluate the construct's reliability. Each construct CR value in the model has higher score than the recommended value of 0.700, hence, it is concluded that the model reliability is in accordance with acceptable criteria for research (Wasko & Faraj, 2005). Moreover, each construct has a Cronbach alpha greater than the 0.700 cutoff and Average Variance Extracted (AVF) is greater than 0.500, so convergent reliability is considered adequate and acceptable. The result of the validity, reliability along with the factor loading are presented in Table1 and Figure 2. The Fornell-LArcker criterion was used to determine whether a concept had discernment validity; the Table 2 demonstrates that the square root of AVE of the construct is more than the value of inter-construct correlation. The Heterotrait-Monotrait Criterion of Correlation with a value below the threshold of 0.90 was also used to assess the discriminate validity.

Hence, the discriminate validity and *HTMT Ratio* is established in Table 2 and Table 3 and Figure 2.

Table 1

Factor Loading and Validity Variables	Factor Loading	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
BI		0.829	0.845	0.885	0.658
	0.826				
	0.801				
	0.777				
	0.841				
Customization		0.775	0.783	0.857	0.601
	0.793				
	0.663				
	0.804				
	0.829				
Entertainment		0.754	0.758	0.843	0.573
	0.743				
	0.775				
	0.756				
	0.754				
Interaction		0.789	0.791	0.865	0.616
	0.732				
	0.725				
	0.867				
	0.807				
PI		0.710	0.747	0.823	0.546
	0.748				
	0.869				
	0.770				
	0.524				
Trendiness		0.697	0.756	0.833	0.631
	0.610				
	0.903				
	0.839				
	0.839				
BT		0.923	0.923	0.942	0.766
	0.885				
	0.907				
	0.882				
	0.882				
	0.816				

Table 2 Discriminate Validity (Fornell and Larcker Criteria)

	BI	PI	SMM	BT
BI	**0.811**			
PI	0.383	**0.739**		
SMM	0.266	0.501	**0.734**	
BT	0.244	0.461	0.573	**0.875**

Note: Value in the bold represent square root of AVE

Table 3: HTMT Ratio

	BI	PI	SMM	Trust
BI				
PI	0.49			
SMM	0.31	0.66		
BT	0.26	0.56	0.67	

Figure. 2. Validity and Reliability Model

Structural Model

Figure 3: Testing Hypothesis Using Path Coefficients

The structural model's predictive potential is analyzed by calculating R^2 and Q^2 extending from strong (0.75), moderate (0.50), and weak (0.25) criteria as described by Hair et al., (2011). The aforementioned Table 3 displays the R^2 value of the PI construct (0.352) that indicate a week model. It can be elaborated that constructs of SMM dimensions (Customization, Interaction , Trendiness, Entertainment, and WoM) along with both mediating variables (BT and BI) have effected the PI construct by 35.2%, while the remaining 64.80% are affected by variables outside the model called intervening variables. The Q^2 value is utilized to assess the research model's prediction potential. Ghozali & Latan, (2015) described that a research model with a Q^2 score more than zero (0) suggests that the model has strong predictive relevance; while, Q^2 score less than zero (0) shows that the model lacks predictive relevance. The Q^2 score of 0.127 is more than zero and clearly indicating that the research model has enough capable to be called predictive model, in other words the model utilized in this study has forecasted the association between variables studied in the research. The PLS Predict is mentioned in Table-4 and Table-5.

Table 4 R-Square and Q-Square
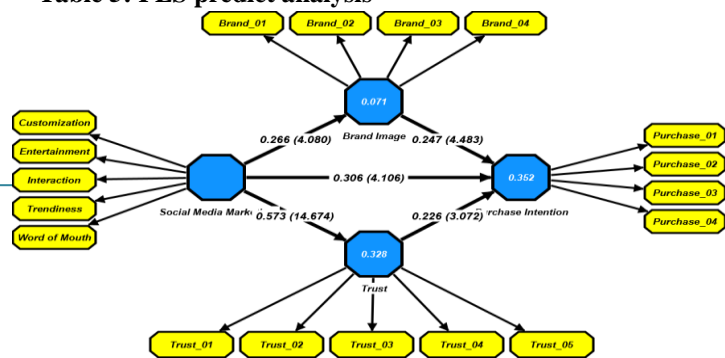
Table 5: PLS predict analysis

FINDINGS / RESULTS
Testing Hypothesis

Hypothesis testing is performed to examine whether the proposed hypotheses would be supported or not sported by the structural model measurement data. The relevance of the effect of the IV on the DV is understood through the values based on the findings

	Q²pre dict	PLS-SEM_R MSE	PLS-SEM _MA E	LM_ RMS E	LM_ MAE	Differe nce (RMSE)	Differe nce (LM)
Purchase_1	0.13	0.757	0.54	0.76	0.55	-0.010	-0.009
Purchase_2	0.18	0.648	0.47	0.65	0.47	-0.010	-0.006
Purchase_3	0.13	0.623	0.42	0.62	0.43	-0.006	-0.003
Purchase-4	0.05	0.973	0.81	0.96	0.80	0.004	0.006

of hypothesis testing. For H1, H2 and H3 positive standardized path coefficient values indicate that the direction from IV to DV is a unidirectional relationship, so that any change in IV will also change the value of DV, and proposed hypotheses are supported. Results of hypothesis testing are presented in Table 6 and Figure 3.

H1. Social Media Marketing (SMM) has significant positive effect on Purchase Intention

R Square	
	R Square	Q Square
PI	0.352	0.127

(PI).

The Smart PLS result for H1 indicated t-value of 4.106 > 1.96 and P value of 0.000< 0.050 that H1 is accepted and SMM has a considerable positive effect on Smartphone PI; hence, increasing in SMM will considerably boost PIs. These results are consistent with previous studies conducted by Wijaya et al., (2021b) , Jasin, (2022) Sihombing, Savitri et al., (2021), Sihombing & Pramono, (2021) and Yuliantoro et al., (2019) which discover that SMM had a substantial positive impact on PI.

H2. Social Media Marketing (SMM) has a positive significant effect on Brand Image (PI).

Analysis of H2 having t-statistics of 4.080 > 1.96 or a P value of 0.000 > 0.05 indicates that H2 is accepted and SMM has a considerable positive effect on BI. , SMM has also a considerable positive effect on BI, hence, increasing in SMM will considerably enhanced BI. This indicates that when SMM is more valuable, BI will be more valuable as well. As a result, the SMM is proven to have a favorable and significant effect on BI. The finding of the study has congruence with Perera & Perera, (2016) (Sandes & Urdan, 2013), (Godey et al., 2016b), Savitri et al., (2021) and (Wijaya et al., 2021b).

Table 6: Path Coefficients for Testing Hypothesis

Hypothesis	Relationship	Std Beta	Std Error	T statistics	P values	f-Sq	2.5% CI LL	97.5% CI UL	Decision
H1	SMM -> PI	0.306	0.074	4.106	0.000	0.094	0.154	0.447	Supported
H2	SMM -> BI	0.266	0.065	4.080	0.000	0.076	0.122	0.377	Supported
H3	SMM -> BT	0.573	0.039	14.674	0.000	0.489	0.486	0.640	Supported
H4	SMM -> BI -> PI	0.066	0.023	2.884	0.004	0.086	0.027	0.116	Supported
H5	SMM -> BT -> PI	0.129	0.044	2.928	0.003	0.052	0.047	0.221	Supported

H3. Social Media Marketing (SMM) has a positive significant effect on Brand Trust (BT).

The t value of 14.674 > 1.96 or a P-value of 0.000 > 0.05 indicates that H3 is accepted and SMM has a considerable effect on BT; hence, increasing in SMM will considerably built buyer BT regarding purchase of a product. The result is in line with the study of Jung & Kim, (2016), Hall-Phillips et al., (2016) and Hanaysha (2022).

H4. Brand Image (BI) Mediates the Relationship between Social Media Marketing and Purchase Intention (PI).

Mediation analysis was executed to evaluate the mediating role of BI between SMM and PI. The results mentioned in Table 6 and figure 3 revealed a substantial indirect effect of SMM on PI with B = 0.066, t = 2.884, p 0.004 < .001. The total effect of SMM on PI is significant (ß = 0.306 , t = 4.106, p 0.000 < .001) , in the presence of the mediator, BI, the effect of SMM on Purchasing Intention is still significant (B = 0.066, t = 2.884, p 0.004 < .001). This shows that BI mediates the relationship between SMM and PI . Hence, H 4 is accepted that BI has facilitated the relationship between IV and DV. The bootstrapping analysis upper and lower limits LL = 0.027, UL = 0.116 indicates that "0" has not accrued in between LL and UL which support the mediation effect.   Thus, H4 has accepted and the mediation effect is statistically significant that BI has mediated the relationship between DV and IV

H5. Brand Trust (BT) Mediates the Relationship between Social Media Marketing (SMM) and Purchase Intention (PI).

In order to verify the mediating role of BT between SMM and PI, mediating analysis with the help of bootstrapping method is performed. The mediation results discovered a significant indirect effect of SMM on PI B = 0.129, t = 2.928, p 0.003< .001. The total effect of SMM on PI with B = 0.306 , t = 4.106, p 0.000 < .001 is significant. In the presence of mediating variable, BT, the effect of SMM on PI was still significant (B = 0.129, t = 2.928, p 0.003< .001). This shows that BT has mediates the relationship between SMM and PI, Hence, H5 is accepted. The bootstrapping analysis lower limit and upper limit LL = 0.047, UL = 0.221 shows that "0" has not accrued in between LL and UL which support the mediation effect. Thus, the results revealed that BT mediates the relationship between SMM and PI.

DISCUSSION / ANALYSIS

The key objective of this study is to evaluate the impact of SMM on consumer PIs in presence of two mediators BI and BT. All five proposed hypotheses in the research are accepted and verified to be true. This study finding reveals that SMM has significant positive effect on PI. Notwithstanding, Smartphones are anticipated to enhance marketing methods in order to enhance sales by offering the finest service to customers. According to Sihombing & Pramono, (2021), providing upright service makes customers feel more at ease and loyal. Corporations must treat customers professionally and politely in order for them to be pleased and to provide progressive evaluations on social media about

products they intended to buy and endorse to others. When customers post good product evaluations on social media, they indirectly support a brand. Firms are encouraged to give photographs and video about products that are as appealing as possible in order to deflect consumers' attention away from photos and videos shared on social media by offering a quality product catalogue. Furthermore, increasing sales through social media can be accomplished by publishing information regarding marketing promotions and offering discounts in order to entice people to purchase things.

The study concluded that SMM have a positive and considerable impact on the level of PI as well as SMM also have a positive and significant impact on improving BI and developing BT. All five dimensions of SMM have a positive and significant impact on PI. The finding are in accordance with the study of by Wijaya et al., (2021b) , Jasin, (2022) Sihombing, Savitri et al., (2021), Yuliantoro et al., (2019) and Sihombing & Pramono, (2021). SMM has positive effect on both BI and BT and the finding has congruence with the previous studies of Perera & Perera, (2016) , (Sandes & Urdan, 2013), Godey et al., (2016b), Savitri et al., (2021), of Jung & Kim, (2016), Hall-Phillips et al., (2016) and Hanaysha (2022). SMM has a favorable and significant effect on PI via BI and BT. Thus, social media can have an impact on marketing, which is a critical component for every business owner.

The study is limited to samples taken from smartphone users of Quetta City. Secondly, non-probability convenience sampling technique used for the study reduced the results' generalizability. Third, the variables were analyzed in their holistic form while neglecting the dimensions; consequently, future research can take the dimensions of the variables into account as well for relevant results.

Today social media has developed into the utmost well-known and crucial virtual space that provide a platform for the user not only for social networking but also as an inexpensive means for online product and service promotion. The influence of social media is commendable since it enables businesses to promote product to a large audience quickly and affordably, while also ensuring that their target audience gets the advertisement.

CONCLUSION

Social Media Marketing remained the hub marketing efforts and the factors, which influence PI and in turn affect the behavior of consumers are vital to success. The dimensions of SMM on PI are investigated in the present study. The BT and BI are utilized as mediators in the study using a self-administered questionnaire. The study is carried out in the context of smartphone consumers in Quetta city with a sample of 289 participants selected through convenient sampling. The data were analyzed through SPSS and SmartPLS-4 . The present study confirmed that dimensions of SMM have a positive and significant effect on PI, BI and BT. BI and BT mediate the inter-relationship between SMM and PI relationship.

The marketers by using the results of the present study may implement superior marketing techniques including the different dimensions of SMM for enhancing customers PI. They may also work on the developing the BT of the consumers and the image of the brands in the minds of the consumers. Social media is currently imagined as the most important low cost platform to digitally advertise products to reach the target market. Therefore, SMM can be used to improve the marketing efforts towards the success of the business.

LIMITATION OF STUDY

This study has few limitations: First, this research investigates two variables (BT and BI) as mediators. Future researchers can study other variables which may reveal the sophistication of SMM and PI relationship. Second, the data was collected from smartphone consumers as the same model can be tested in other industries to improve the understanding of the relevant constructs. Third, researchers may use longitudinal data. Fourth, the research is based on survey questionnaire and future

researchers can use mix method design. Finally, other sampling techniques can be used to improve generalizability.

REFERENCES

Aaker, D. (2007). California Management Review Innovation: Brand It or Lose It. *California Management Review*, 1–24.

Alford, B. L., & Biswas, A. (2002). The effects of discount level, price consciousness and sale proneness on consumers' price perception and behavioral intention $. *Journal of Business Research*, *55*(9), 775–783. https://doi.org/https://doi.org/10.1016/S0148-2963(00)00214-9

Blackwell, R. D., Miniard, P. W., & Engel, F. J. (2011). *Consumer Behaviour*. Dryden Press, Harcourt College Publishers. Chaudhuri, A., & Holbrook, M. B. (2001). The Role of Brand Loyalty / 81 The Chain of Effects from Brand Trust and Brand Affect to Brand Performance: The Role of Brand Loyalty. In *Journal of Marketing* (Vol. 65).

Cuofano, G. (2023). What Is Purchase Intention? Purchase Intention In A Nutshell. In *The Leading Source of Insights On Business Model Strategy & Tech Business Models*.

Ding, Y., & Keh, H. T. (2016). A re-examination of service standardization versus customization from the consumer's perspective. *Journal of Services Marketing*, *30*(1), 16–28. https://doi.org/10.1108/JSM-02-2015-0088

Farris, P. W., Neil T. Bendle, Phillip E. Pfeifer, & David J. Reibstein. (2010). *The Universal Marketing Dictionary* (Second Edition). Pearson Education, Inc. https://marketing-dictionary.org/p/purchase-intention/#cite_ref-1

Gefen, D., & Straub, D. (2005). A Practical Guide To Factorial Validity Using PLS-Graph: Tutorial And Annotated Example. *Communications of the Association for Information Systems*, *16*. https://doi.org/10.17705/1cais.01605

Ghozali, I., & Latan, H. (2015). *Partial Least Squares, konsep, teknik dan aplikasi menggunakan program Smartpls 3.0*. Badan Penerbit UNDIP.

Godey, B., Manthiou, A., Pederzoli, D., Rokka, J., Aiello, G., Donvito, R., & Singh, R. (2016a). Social media marketing efforts of luxury brands: Influence on brand equity and consumer behavior. *Journal of Business Research*, *69*(12), 5833–5841. https://doi.org/10.1016/j.jbusres.2016.04.181

Godey, B., Manthiou, A., Pederzoli, D., Rokka, J., Aiello, G., Donvito, R., & Singh, R. (2016b). Social media marketing efforts of luxury brands: Influence on brand equity and consumer behavior. *Journal of Business Research*, *69*(12), 5833–5841. https://doi.org/10.1016/j.jbusres.2016.04.181

Hair, J. F., Ringle, C. M., & Sarstedt, M. (2011). PLS-SEM: Indeed a silver bullet. *Journal of Marketing Theory and Practice*, *19*(2), 139–152. https://doi.org/10.2753/MTP1069-6679190202

Hall-Phillips, A., Park, J., Chung, T. L., Anaza, N. A., & Rathod, S. R. (2016). I (heart) social ventures: Identification and social media engagement. *Journal of Business Research*, *69*(2), 484–491. https://doi.org/10.1016/j.jbusres.2015.05.005

Hanaysha, J. R. (2022). Impact of social media marketing features on consumer's purchase decision in the fast-food industry: Brand trust as a mediator. *International Journal of Information Management Data Insights*, *2*(2). https://doi.org/10.1016/j.jjimei.2022.100102

Harrigan, M., Feddema, K., Wang, S., Harrigan, P., & Diot, E. (2021). How Trust Leads To Online Purchase Intention Founded In Perceived Usefulness And Peer Communication. *Journal of Consumer Behaviour*, *20*(5), 1297–1312.

Haudi, Rahadjeng, E. R., Santamoko, R., Putra, R. S., Purwoko, D., Nurjannah, D., Koho, I. R., Wijoyo, H., Siagian, A. O., Cahyono, Y., & Purwanto, A. (2022). The role of e-marketing and e-crm on e-loyalty of indonesian companies during covid pandemic and digital era. *Uncertain Supply*

Chain Management, *10*(1), 217–224. https://doi.org/10.5267/j.uscm.2021.9.006

Hien, N. N., Phuong, N. N., van Tran, T., & Thang, L. D. (2020). The effect of country-of-origin image on purchase intention: The mediating role of brand image and brand evaluation. *Management Science Letters*, *10*(6), 1205–1212. https://doi.org/10.5267/j.msl.2019.11.038

Hong, I. B., & Cha, H. S. (2013). The mediating role of consumer trust in an online merchant in predicting purchase intention. *International Journal of Information Management*, *33*(6), 927–939. https://doi.org/10.1016/j.ijinfomgt.2013.08.007

Hsu, C. L., & Lin, J. C. C. (2015). What drives purchase intention for paid mobile apps?-An expectation confirmation model with perceived value. *Electronic Commerce Research and Applications*, *14*(1), 46–57. https://doi.org/10.1016/j.elerap.2014.11.003

Hur, W. M., Ahn, K. H., & Kim, M. (2011). Building brand loyalty through managing brand community commitment. *Management Decision*, *49*(7), 1194–1213. https://doi.org/10.1108/00251741111151217

Jasin, M. (2022). The Role of Social Media Marketing and Electronic Word of Mouth on Brand Image and Purchase Intention of SMEs Product. *JOURNAL OF INFORMATION SYSTEMS AND MANAGEMENT*, *01*(04). https://jisma.org

Jung, Y. J., & Kim, J. (2016). Facebook marketing for fashion apparel brands: Effect of other consumers' postings and type of brand comment on brand trust and purchase intention. *Journal of Global Fashion Marketing*, *7*(3), 196–210. https://doi.org/10.1080/20932685.2016.1162665

Khiong, K., Tinggi, S., Agama Buddha, I., & Boyolali, S. (2022). Impact and Challenges of Digital Marketing in Healthcare Industries during Digital Era and Covid-19 Pandemic. *Journal of Industrial Engineering & Management Research*, *3*(5). https://doi.org/10.7777/jiemar

Kim, A. J., & Ko, E. (2010). Impacts of luxury fashion brand's social media marketing on customer relationship and purchase intention. *Journal of Global Fashion Marketing*, *1*(3), 164–171. https://doi.org/10.1080/20932685.2010.10593068

Lau, G. T., Lee, S. H., & Manager, M. (1999). Consumers' Trust in a Brand and the Link to Brand Loyalty. In *Journal of Market Focused Management* (Vol. 4).

Madahi, A., & Sukati, I. (2012). The Effect of External Factors on Purchase Intention amongst Young Generation in Malaysia. *International Business Research*, *5*(8). https://doi.org/10.5539/ibr.v5n8p153

Majeed, M., Owusu-Ansah, M., & Ashmond, A. A. (2021). The influence of social media on purchase intention: The mediating role of brand equity. *Cogent Business and Management*, *8*(1). https://doi.org/10.1080/23311975.2021.1944008

McDaniel, C., & Roger, G. (2015). *Marketing Research* (10th ed.). ohn Wiley and SonsWall Street Journal .

Meskaran, F., Ismail, Z., & Shanmugam, B. (2013). Online Purchase Intention: Effects of Trust and Security Perception. *Australian Journal of Basic and Applied Sciences*, *7*(6), 307–315.

Miller, K. D., Fabian, F., & Lin, S. J. (2009). Strategies for online communities. *Strategic Management Journal*, *30*(3), 305–322. https://doi.org/10.1002/smj.735

Muntinga, D. G., Moorman, M., & Smit, E. G. (2011). Introducing COBRAs. *International Journal of Advertising*, *30*(1), 13–46. https://doi.org/10.2501/ija-30-1-013-046

PACRA. (2021). *Mobile Phone and Allied Products Sector Study*. www.pacra.com

Pavlou, P. A. (2003). Consumer Acceptance of Electronic Commerce: Integrating Trust and Risk with the Technology Acceptance Model. In *International Journal of Electronic Commerce / Spring* (Vol. 7, Issue 3).

Perera, G. R., & Perera, I. (2016). Influence of social media marketing on the brand image of organizations in the hospitality industry of Sri Lanka. *International Journal of Asian*

Business and Information Management, *7*(1), 30–41.

Pettersson, C., & Söderström, B. (2015). *Factors affecting consumers purchase intentions for digital news: A quantitative study of Resumé*. Umeå University.

Rahim, A., Safin, S. Z., Kheng, L. K., Abas, N., & Ali, S. M. (2016). Factors Influencing Purchasing Intention of Smartphone among University Students. *Procedia Economics and Finance*, *37*, 245–253. https://doi.org/10.1016/s2212-5671(16)30121-6

Rajagopal. (2019). Consumer Behavior: External Factors. In *Contemporary Marketing Strategy* (pp. 35–63). Springer International Publishing. https://doi.org/10.1007/978-3-030-11911-9_2

Rashid, S., Raza, I., & Muhammad, Z.-R. (2011). Analysis of the factors affecting customers' purchase intention: The mediating role of perceived value. *African Journal of Business Management*, *5*(26). https://doi.org/10.5897/ajbm10.1088

Sandes, F. S., & Urdan, A. T. (2013). Electronic Word-of-Mouth Impacts on Consumer Behavior: Exploratory and Experimental Studies. *Journal of International Consumer Marketing*, *25*(3), 181–197. https://doi.org/10.1080/08961530.2013.780850

Savitri, C., Hurriyati, R., Wibowo, L. A., & Hendrayati, H. (2021). The role of social media marketing and brand image on smartphone purchase intention. *International Journal of Data and Network Science*, *6*(1), 185–192. https://doi.org/10.5267/J.IJDNS.2021.9.009

Schiffman, L. G., & Kanuk, L. L. (2010). *Consumer Behavior*. Pearson- Prentice Hall.

Schmitt, B. (2012). The consumer psychology of brands. *Journal of Consumer Psychology*, *22*(1), 7–17. https://doi.org/10.1016/j.jcps.2011.09.005

Sekaran, U. (2006). *Research Methods for Business: A Skill Building Approach*. John Wiley & Sons.

Sihombing, S. O., & Pramono, R. (2021). The Integration of Social Media to the Theory of Planned Behavior: A Case Study in Indonesia. *Journal of Asian Finance,*

Economics and Business, *8*(5), 445–0454. https://doi.org/10.13106/jafeb.2021.vol8.no5.0445

Wang, J. S., Cheng, Y. F., & Chu, Y. L. (2013). Effect of celebrity endorsements on consumer purchase intentions: Advertising effect and advertising appeal as mediators. *Human Factors and Ergonomics In Manufacturing*, *23*(5), 357–367. https://doi.org/10.1002/hfm.20336

Wasko, M. M., & Faraj, S. (2005). Special issue why should i share? Examining social capital and knowledge contribution in electronic networks of practice 1. In *Wasko & Faraj/Social Capital & Knowledge Contribution MIS Quarterly* (Vol. 29, Issue 1).

Wijaya, O. Y. A., Sulistiyani, Pudjowati, J., Kartikawati, T. S., Kurniasih, N., & Purwanto, A. (2021a). The role of social media marketing, entertainment, customization, trendiness, interaction and word-of-mouth on purchase intention: An empirical study from indonesian smartphone consumers. *International Journal of Data and Network Science*, *5*(3), 231–238. https://doi.org/10.5267/j.ijdns.2021.6.011

Wijaya, O. Y. A., Sulistiyani, Pudjowati, J., Kartikawati, T. S., Kurniasih, N., & Purwanto, A. (2021b). The role of social media marketing, entertainment, customization, trendiness, interaction and word-of-mouth on purchase intention: An empirical study from indonesian smartphone consumers. *International Journal of Data and Network Science*, *5*(3), 231–238. https://doi.org/10.5267/j.ijdns.2021.6.011

Yuliantoro, N., Goeltom, V., Juliana, & Bernarto, I. (2019). Repurchase intention and word of mouth factors in the millennial generation against various brands of Boba drinks during the Covid 19 pandemic. *African Journal of Hospitality, Tourismand Leisure*, *8*(2), 1–11