



Exploring the Connection between Social Media Marketing Activities and Purchase Decisions, Focusing on Electronic Word of Mouth and Brand Awareness

Muhammad Aqib Shafiq^a, Salman Mehmood^b, Muhammad Sajjad Khan^c, Zia Ur Rehman^d

^aPhD Scholar, Department of Business Administration, Ghazi University, Dera Ghazi Khan, Pakistan. Email: mastoiaqib@gmail.com

^bLecturer, Department of Business Administration, Ghazi University, Dera Ghazi Khan, Pakistan. Email: smehmood@gudgk.edu.pk

^cLecturer, Department of Business Administration, Ghazi University, Dera Ghazi Khan, Pakistan. Email: mskhan@gudgk.edu.pk

^dLecturer, Department of Business Administration, Ghazi University, Dera Ghazi Khan, Pakistan. Email: zrehman@gudgk.edu.pk

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Abstract

The cross-sectional study used in this paper aims to test the affiliation between marketing activities on social media platforms and customers' purchasing behavior in Pakistan. After establishing a theoretical model of the present activities performed in SMM- namely trendiness, customization, and personalization- an online survey with 396 completed responses was conducted to test the proposed model using the structural equation model. Consequently, the analysis validated the postulated moderating effects of SMMAs on purchase decisions with a mediating role of E-WOM and brand awareness. Further, this study also revealed the powerful moderated relationship between the brand image and the impact of E-WOM on consumers' purchase decision. This study is assumed to assist online customers in making decisions and help companies increase electronic word of mouth and brand awareness through the appropriate social media marketing activities. The research findings indicate that SMMAs significantly impact EWOM and brand image. EWOM and brand image positively influence purchase decisions, whereas brand image positively moderates the influences of EWOM on purchase decisions. As social media becomes increasingly integral to marketing, understanding its influence on purchasing behavior helps businesses tailor their strategies to meet consumer needs. With the rapid growth of social media platforms, businesses want to familiarise their promotion policies accordingly to remain competitive. The study provides empirical evidence on how specific marketing activities (trendiness, customization, personalization) influence consumer decisions, which can help firms optimize their marketing efforts. By identifying the associations between SMMAs, E-WOM, brand image, and purchase decisions, companies can enhance their online presence, drive engagement, and increase sales. Thus, the study presents useful information for firms interested in marketing through social networks to stimulate consumer demand and enhance the effectiveness of this approach.

1 Introduction

Products or services positively influence their purchasing behavior towards it (Ramanathan et al., 2017). Furthermore, customers' purchasing behavior could be

significantly influenced by fierce promotional offers and advertising campaigns that could capture their attention (Abashidze, 2023). With the developments in material and message technology, many available platforms designated to communicate brands' offerings and persuade consumers' purchasing decisions have arisen (Wang et al., 2016; Kouser et al., 2023) as Aswani et al. (2018) indicate that the rapid technological advancements in the online universe mainly drive these platforms' flourishing.

Prior studies on social media marketing (SMM) proved that developing valuable connections with customers through digital channels – typically social media platforms – is a key innovative tool to promote brands (Khoa et al., 2020). In this respect, numerous online social networks have emerged over the past few years, prompting companies to use them to smoothly cooperate with their consumers (Casper, 2021; Khoa et al., 2021). All across the designated platforms, A significant amount of helpful information may be gathered, segmented, and analyzed for marketing drives (Voorveld et al., 2018).

Chatterjee et al. (2021) revealed that the audience size of conventional digital media stations– such as TVs and radios- has significantly decreased since the emergence of online broadcasting networks (Chatterjee et al., 2021). According to Kushwaha and Kar (2021), customers usually use social networking websites to learn critical facts about products and services. With smartphones and other handy devices becoming more and more prevalent, using social media platforms to advocate purchase decisions has become the new normal. Furthermore, these platforms may be used to assist marketing companies in learning more about their targeted market and personalizing their promotional activities according to their customers' orientations. Although companies increasingly employ SMM for business development, further studies are needed to investigate its influence on customers' purchase decisions (Casper & Thaichon, 2021; Gul et al., 2023; Siddique et al., 2023).

According to previous related studies, investigations on SMM typically focused on its immediate impact on customers' purchase decisions; however, studies that addressed the mechanisms through which SMM drives those decisions are limited. Through the literature, brand trust is commonly found mediating the influence of SMM on brand equity (Ebrahim, 2020; Hafez, 2021). Furthermore, BT is found to mediate the inspiration of SMM on brand loyalty (Yazdanian et al., 2019), with some others suggesting a key character of brand trust

in bridging the inspiration of SMM on buying choices (Moslehpour et al., 2020; Moslehpour et al., 2021).

Previous investigations on SMM depended on diverse components in measuring its effects. Kim and Ko (2012) examined this concept through the lenses of trendiness, customization, EWOM, interactivity, and entertainment. Sano (2015) also used a fifth element, perceived risk, to study SMM's effectiveness. On the other hand, Jo (2013) addressed SMM through three lenses: actions, evidence, and announcements. Moreover, Kim (2017) reviewed other SMM features, such as immediacy, access, responses, and information. Following the findings of the studies above, this investigation examines the role of trendiness, customization, and personalization in driving SMM's influence on customers' online purchase decisions in Pakistan.

Following this introduction, a literature review of the aforementioned SMM variables is presented, and the research methodology, encompassing the data collection and analysis, is then delineated before discussing the research findings and future directions. This study will response the following questions.

- How do trendiness, customization, and personalization inspiration EWOM and brand awareness?
- What is the impression of EWOM and brand awareness on purchase decisions?
- Does brand image moderate the relationship between EWOM and purchase decisions?

This study aims to address the following investigation objectives.

- To inspect the inspiration of trendiness, customization, and personalization on EWOM and brand awareness.
- To explore the impression of EWOM and brand awareness on purchase decisions.
- To analyze the moderating role of brand image in the affiliation among EWOM and purchase decisions.

2 Literature Review

2.1 Relationship of Trendiness with EWOM

Trendiness denotes the latest updates a company spreads via social media platforms, offering the most recent information regarding its brands (Naaman et al., 2011). Furthermore, social media networks are utilized as primary search sources for trending peer-to-peer discussions (Ihle et al., 2023; Arshad et al., 2022). Buyers are often an incentive to grab evidence about a brand through their presence on social media sites, which inspires them to stay on track with its latest advancements (Gallaughner and Ransbotham, 2010). Brands may profit from spreading trendy knowledge by creating customer interest, eliciting favorable emotional responses, and driving commitment motives (Liu et al., 2021). Considering the comprehensive practice of knowledge in social media platforms, an enormous amount of information is being shared among users and institutions, making it difficult to manage (Singh and Goyal, 2019). Interactive feedback about online products and services can influence users' purchase attitudes and BL (Hashim et al., 2019). In this respect, EWOM is the key communication type where participants discuss positive and negative opinions through online platforms (Lee et al., 2017).

H1: Trendiness has a constructive impression on EWOM.

2.2 Relationship of Trendiness with Brand Awareness

With customers increasingly seeking brand details via social networking sites, which they perceive to be trendier and more up-to-date than traditional networks, trendiness is thereby foreseen to foster consumer awareness towards brands they encounter on SM (Ashley and Tuten, 2015; Abbas et al., 2023). Seo and Park (2018) looked at the consequence of SMMAs carried out by airlines on brand equity in their research. Their conclusions suggested a constructive correlation between SMMAs, BA, and BI.

H2: Trendiness has a constructive inspiration on Brand Awareness.

2.3 Hypotheses Development

2.3.1 Affiliation of Customization with EWOM

Customization refers to giving customers control over their marketing experience (Hu, 2023). This is typically pursued by allowing customers to choose their preferences, such as the type of content they want to see or the frequency of marketing messages they want to encounter. Customization is often used in social media networks, where online operators can customize product recommendations or build product bundles (Sun et al., 2022; Bushara

et al., 2023). In this respect, many users demonstrate their knowledge with their peers using their EWOM (Yan et al., 2016).

H3: Customization has a constructive impression on EWOM.

2.3.2 Relationship of Customization with Brand Awareness

SMMAAs may boost brand awareness - people recognize new brands when they see them on social media. Customers learn about new brands via social media but may also learn about them through relatives or close acquaintances. With the rise in social media clients, marketers on these sites may reach audiences more rapidly (Febriyantoro, 2020; Cleo and Sopiah, 2021; Seo and Park, 2018; Bilgin, 2018).

H4: Customization has an optimistic impression on Brand Awareness.

2.3.3 Relationship of Personalization with EWOM

Personalization in social media generates a marketing message tailored to customers' specific interests and aspirations (Barbosa et al., 2023; Sandi, 2023). This is often done by using customers' personal data and purchase history, entailing the creation of targeted social media ads (Chandra et al., 2022; Ali & Khan, 2023). As outlined by Kalaiganam et al. (2018) and Ho and Lim (2018), personalization offers added value to brands and their consumers, who tend to get more relevant suggestions. According to Bresnick (2019), TikTok's personalization system reshapes the platform into a digital playground, making it more akin to a inspired outlet than a social networking site, where many individuals use rich effect filters on their video clips to enhance their appearance and mimic the style of famous personalities.

H5: Personalization has a favorable effect on EWOM.

2.3.4 Relationship of Personalization with Brand Awareness

Personalization is becoming an effective communication method in which information broadcasters develop and send personalized content to each message receiver, relying on their evaluated choices in this context (Li, 2019; Shafiq and Khan, 2024). It is considered an effective marketing and promotional method for gaining attention and interest in a progressively crowded online world and a tool for reducing learning ability (Bang et al., 2019). Fanion (2011) suggests that personalization has a major impact on brand awareness for companies, whereas Tsimonis and Dimitriadis (2014) support this idea, showing that SM is influential in building brand awareness.

H6: Personalization has a helpful impression on BA.

2.3.5 Relationship of EWOM with Purchase Decision

According to Umamy et al. (2016), EWOM influences PD. His research findings showed that EWOM communications are incredibly insightful in making customer purchase decisions. This is further supported by Tjhin and Aini (2019) and Kamil and Albert (2020), who suggest that EWOM significantly helps customers refine their purchase decisions in the clothing and food industries. Marketing professionals across many industries encourage customers to undertake favorable EWOM, motivating their peers to shape their purchasing decisions conveniently (Kim et al., 2015).

H7: EWOM has a beneficial bearing on Purchase Decision.

2.3.6 Relationship of Brand Awareness with Purchase Decision

Brand image influences purchase decisions, and his study suggests that item superiority has a major impact on brand image Murdapa (2020). According to Ekhsan's (2019) study on purchase decisions, brand image was the most significant predictor factor with a positive impact, outperforming other parameters investigated. According to Tjahjono et al. (2021), brand image significantly benefits purchase decisions. Furthermore, tests by Hermiyenti and Wardi (2019) and Ramadhanti and Usman (2021) discovered that brand image substantially influences purchase decisions.

H8: BA has an encouraging impression of PD.

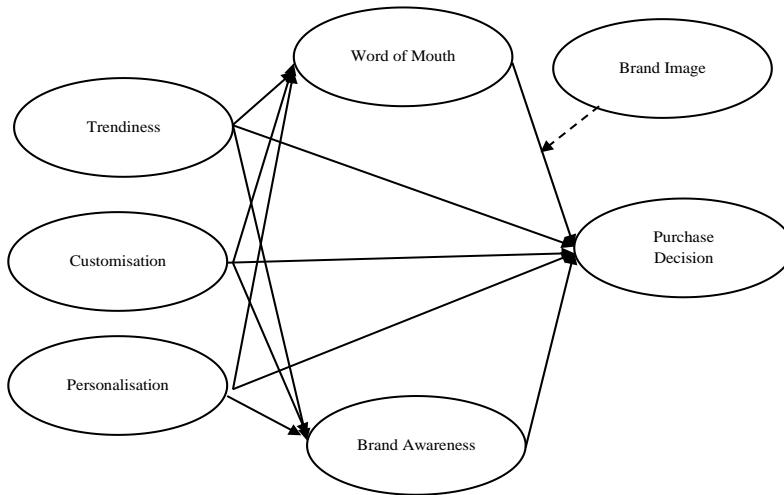
2.3.7 Brand Image Moderates the impact of EWOM on Purchase Decision

EWOM is an belief stated by actual, prospective, or earlier shoppers about an item or service readily offered to individuals or organizations online (McLean et al., 2021; Kumar & Khan, 2023) Chen and Dermawan (2020). Positive opinions, frequency, and negative perceptions are among the parameters applied to assess the impact of EWOM (Sharafat et al., 2021). Ehirli (2020) and Kamil and Albert (2020) describe EWOM as “any opinion that is favorable or adverse by potential or existing shoppers about an item or business that is made reachable to several individuals and organizations through the Online platform,” including reliable sources such as websites or apps. Reza and Samiei (2012) employ a pilot investigation of customers’ use of online recommendation sources to investigate how EWOM influences purchase decisions. A deficiency of successful knowledge to distinguish items raises the risk of purchase Mansour and Farmanesh, (2020); Kajtazi and Zeqiri,

(2020). Electronic word-of-mouth (EWOM) will greatly assist consumers as they develop their purchase decisions (Choi, 2020; Bu et al., 2021; Iqbal et al., 2024). A positive BI can enhance brand loyalty, belief, and customer’s desire to buying goods from trusted brands (Amoozad et al., 2020; Khan et al., 2023). Research by Lutfie and Marcelino (2020) suggests that brand image plays a role in determining the sales capacity of an item. BI, user image, and product image are the indicators utilized. In the past, possessing a reputable or recognized brand image was often synonymous with having a more critical item (Marques et al., 2020), thus providing the most potent beneficial effect on customers’ purchase decisions (Zhao et al., 2020; Mao et al., 2020). BI has an impression on customer purchase decisions. According to studies by Febriyantoro (2020) and Al-Dmour et al. (2021), the greater the product brand image, the more developed the purchase decision.

H9: BI moderates the impression of EWOM on PD.

Figure 1 Conceptual Framework



3 Methodology

The data about the respondents was collected in Pakistan during the year 2023, namely from companies operating in the electronics, clothes, and cosmetics industries. The methodology employed in this study was quantitative, using questionnaires. The research population comprises individuals who purchase different internet brands. Recently, social media networks have developed as a significant instrument for enhancing organizations’

consumer base and effectiveness. These enterprises use SMPs has seen notable advancements in Pakistan. A stratified random sampling method was employed to ensure a representative sample from three key industries: electronics, clothing, and cosmetics. The study utilized a structured, nominal, Likert-scale questionnaire to gather information on consumers' perceptions of SMMA and their purchase behavior. Data analysis involved Exploratory Factor Analysis (EFA) to identify latent variables, followed by Structural Equation Modeling (SEM) using Smart PLS 4.0 and SPSS 26 to test the proposed hypotheses. The questionnaire includes inquiries on SMMA's impression of purchasing choices in electronic commerce. These inquiries pertain to screening, characterization, and investigation aspects. The survey distribution across several social media networks was contingent upon the specific requirements of the inquiry. At the start of the study, 500 questionnaires were delivered to the participants, of which 441 were returned. This resulted in an initial response rate of 88%. Forty-five of the surveys received were either empty or included untrustworthy responses. Consequently, the data were analyzed on 396 working questionnaires, yielding a functioning return rate of 79%.

3.1 Instrument Development

To gather information for this experimental investigation, a questionnaire was used. Our poll consisted of two sections: a seven-point Likert scale in the second section and a nominal scale in the first. Data on online shoppers' demographics, such as gender, age, education level, and city of residence, was gathered in the first section of the survey.. The components of SMM activities, EWOM, brand awareness, brand image, and purchase decisions are involved in the second section of the survey. Three factors were derived from the prior research conducted by Yadav and Rahman (2017b) and Kim and Ko (2012) to assess Trendiness. Three questions related to Trendiness were adopted from earlier investigations by Seo and Park (2018). Three components of Personalization have been adapted from studies directed by Kim and Ko (2012), Kassim and Ismail (2009), and Srinivasan et al. (2002).”Six items were developed from the previous research by Bambauer-Sachse and Mangold (2011) to portion EWOM. Four elements have been adopted to measure Brand Awareness from earlier investigations (Rivera et al., 2019).” Five questions were adapted to assess brand image based on Nigam and Kaushik’s (2011) previous study. Five items were derived from the earlier research of Shareef et al. (2008) to measure Purchase Decisions.

3.2 Analyses

Two statistical techniques were used to assess the proposed model: Structural Equation Modelling (SEM) and Exploratory Factor Analysis (EFA). Finding and examining latent patterns in the dataset is the first step in the exploratory factor analysis (EFA) process. Second, SEM is utilized to estimate the existing model for engagement in electronic settings. Unlike regression analysis or other dependency studies that seek to clarify influences using mathematical methods, the main goal of a structural equation model (SEM) is to inspect a collection of interrelationships that comprise numerous explanations (Hair et al., 2020). The study will be assessed in light of how well it works using Smart PLS (version 4) and SPSS (version 26).

3.3 Data Analysis

3.3.1 Respondent's Profile

The sample for this study comprised 396 respondents, with a majority of 82% male participants and 17% female participants, establishing a predominantly male demographic. Concerning age distribution, 51% of respondents were under 30 years old, including 2% specifically aged between 18 and 30. Participants aged between 31 and 45 made up 40.9% of the sample, while 7.5% were in the 46–60 age bracket. Educational backgrounds varied: 7% of respondents held a bachelor's degree or lower, 28.4% held a master's degree, MPhil graduates represented 64.6%, and Ph.D. holders comprised 2% of the sample. The regional representation was diverse, with participants from Dera Ghazi Khan (2%), Bhakkar District (25.1%), Kot Adu (4.7%), Layyah Market (0%), Muzaffargarh District (13.4%), and Rajanpur District (2%). This demographic breakdown provides a comprehensive view of the sample characteristics, encompassing gender, age, education, and regional distribution, contributing to the study findings' context and interpretability.

3.3.2 Reliability Analysis

The reliability of an instrument refers to its ability to minimize random error, thereby enhancing the accuracy of the results obtained. As Kirby (2011) suggests, a reliable tool increases the likelihood of generating error-free outcomes. This study conducted internal consistency tests to assess the instrument's reliability, yielding Cronbach's alpha values ranging from 0.757 to 0.875. Specifically, the reliability coefficients were as follows: trendiness ($\alpha = 0.816$), customization ($\alpha = 0.865$), personalization ($\alpha = 0.757$), EWOM ($\alpha =$

0.875), brand awareness ($\alpha = 0.871$), brand image ($\alpha = 0.784$), and purchase decision ($\alpha = 0.838$). Hair et al. (2006) have established that a minimum alpha value of 0.60 is necessary for a latent factor to be considered reliable. Therefore, the values obtained in this study confirm acceptable reliability levels across all constructs measured, supporting the robustness of the instrument used. Descriptive statistics and the dependability of conceptions, mean, SD, correlation, and so on are defined and explained. The analysis of the. Concerning trendiness, customization, personalization, EWOM, BI, and brand awareness, as well as the purchase decision, a mean and SD analysis was conducted in Table 2. The mean of trendiness was 5.26, and the standard deviation was 1.48, of customization, it was 4.65 with a standard deviation of 1.73, of personalization, it was 4.11 with a standard deviation of 1.66, of electronic e-WOM it was 4.76 and for the standard deviation was 1.47, for brand awareness, it was 5.15.

Table 1 Reliability Analysis

Variables	Cronbach's Alpha	Composite Reliability	AVE	Mean	SD
Trendiness	.816	.891	0.732	5.26	1.48
Customization	.865	.917	0.787	4.65	1.73
Personalization	.757	.861	0.673	4.11	1.66
EWOM	.875	.906	0.615	4.76	1.47
Brand Awareness	.871	.912	0.721	5.15	1.45
Brand Image	.784	.851	0.534	5.10	1.30
Purchase Decision	.838	.886	0.608	4.29	1.54

3.4 Correlation Analysis

The correlation analysis in Table 2 reveals significant positive relationships among the constructs, indicating their interconnectedness. Trendiness demonstrates a moderate helpful connection with customization ($r = 0.596$, $p < 0.01$), personalization ($r = 0.432$, $p < 0.01$), EWOM ($r = 0.480$, $p < 0.01$), brand awareness ($r = 0.512$, $p < 0.01$), EWOM moderated by brand image ($r = 0.431$, $p < 0.01$), and PD ($r = 0.534$, $p < 0.01$). Customization exhibits robust optimistic links with personalization ($r = 0.640$, $p < 0.01$) and EWOM ($r = 0.518$, $p < 0.01$), as well as moderate correlations with brand awareness ($r = 0.534$, $p < 0.01$), EWOM moderated by brand image ($r = 0.568$, $p < 0.01$), and PD ($r = 0.554$, $p < 0.01$). Personalization strongly correlates with EWOM ($r = 0.664$, $p < 0.01$). It shows moderate positive associations with brand awareness ($r = 0.565$, $p < 0.01$), EWOM moderated by brand image ($r = 0.609$, $p < 0.01$), and PD ($r = 0.577$, $p < 0.01$). EWOM is strongly associated with brand awareness ($r = 0.585$, $p < 0.01$), EWOM moderated by brand image

($r = 0.678$, $p < 0.01$), and PD ($r = 0.662$, $p < 0.01$). Brand awareness also displays robust constructive associations with EWOM moderated by brand image ($r = 0.643$, $p < 0.01$) and purchase decision ($r = 0.611$, $p < 0.01$). Finally, EWOM moderated by brand image displays a moderate optimistic correlation with purchase decision ($r = 0.517$, $p < 0.01$). These findings indicate that all constructs are positively and significantly interrelated, supporting their relevance to the study framework.

Table 2 Correlation Analysis

Constructs	TRE	CUS	PER	EWOM	BA	BI
Trendiness						
Customization	.596**					
Personalization	.432**	.640**				
EWOM	.480**	.518**	.664**			
Brand Awareness	.512**	.534**	.565**	.585**		
EWOM*Brand Image	.431**	.568**	.609**	.678**	.643**	
Purchase Decision	.534**	.554**	.577**	.662**	.611**	.517**

3.5 Structural Equation Model

In order to reevaluate the suggested relationships of the scrutiny, this analysis included the structural equation model. SEM was an excellent estimating technique since it helps determine the model's meaning by differentiating estimate approaches to models in a crucial manner using the whole model fit information (James et al., 2006). Meanwhile, in order to engage with the end users in these fundamental ways, they were taken into consideration based on the hypothesis and then included into the product, assisting clients in thinking critically about the conceptualization model that was suggested in the analysis (Byrne, 2013). The Smart PLS 4.0 software was used to build the SEM for examining the correlations between the latent variables. The SEM is the preferred technique for determining if sample data may provide insight into a theoretical structure (Santos et al., 2021). The inquiry model was examined by SEM using the maximum probability approach. Path analysis was used to identify the relationships between the elements, and the structural model was used to evaluate the validity of the proposed model. We also examined the variance described for the endogenous variables (R^2) and the path coefficients for the proposed links. The SMM components, TRE, CUS, and PER, are three significant antecedents in shaping EWOM ($\beta = 0.20$, 0.27 , and 0.14). Therefore, Hypotheses 1, 3, and 5 are reinforced. SMM activities explain 48% of the variance in EWOM. The SMM activities components, TRE, CUS, and PER, are three essential antecedents in determining

brand awareness ($\beta = 0.44, 0.54, \text{ and } 0.35$). This supports Hypotheses 2, 4, and 6. SMM explain 42% of the variation in brand awareness. EWOM and brand awareness positively impact purchase decisions ($\beta = 0.29 \text{ and } 0.30$). Therefore, Hypotheses 7 and 8 are supported. EWOM and brand awareness explain 61% of the variance in a purchase decision. Brand image positively moderates the inspiration of EWOM on purchase decisions ($\beta = 0.11$).

Figure 2 Structural Equation Model

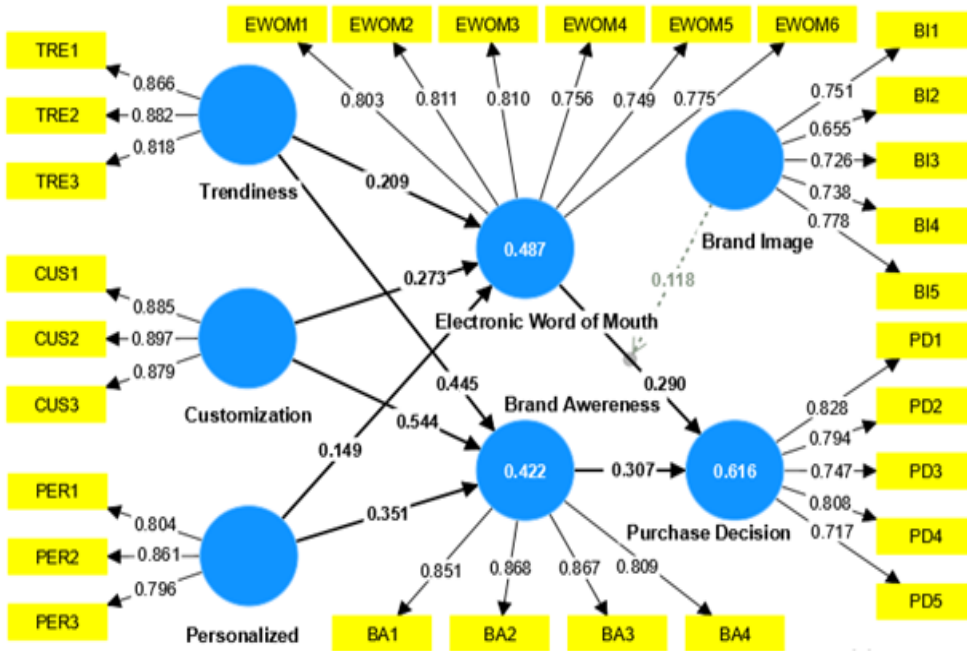


Table 3 SEM Results-Regression Coefficients

Hypothesis	Path	Beta	P-value	Results
1	TRE -> EWOM	.209	.000	Approved
2	TRE -> BA	.445	.000	Approved
3	CUS -> EWOM	.273	.000	Approved
4	CUS -> BA	.544	.000	Approved
5	PER -> EWOM	.149	.000	Approved
6	PER -> BA	.351	.000	Approved
7	EWOM -> PD	.290	.000	Approved
8	BA -> PD	.307	.000	Approved
9	BI*EWOM -> PD	.118	.000	Approved

4 Discussion

The current investigation proposed model proposes to estimate the link between SMMAAs (i.e., trendiness, customization, and personalization) and PD through the mediating role of EWOM and BA in Pakistan. The outcomes prove that all three SMM activities significantly influence purchase decisions through the mediating consequence of EWOM and brand awareness. Additionally, previous research has established that SMM activities are critical antecedents to EWOM (Park et al., 2021; Winarno and Indrawati, 2022; Aqib et al., 2022a; Dhewi and Kurniatio, 2023) and brand awareness (Bilgin, 2018; Aqib, 2022b; Arsalani et al., 2020; Tania, 2023; Aljumah et al., 2023) in online shopping. Furthermore, EWOM benefits purchase decisions, supported by earlier investigations (Asnawati et al., 2022; Listiana and Afifah, 2023; Rania et al., 2023). Likewise, brand awareness has a favorable association with purchase decisions, as demonstrated in previous studies (Suwardi, 2023; Mulyani and Hermina, 2023; Nugraha et al., 2023; Sukma and Iswara, 2023; Akbar et al., 2023). This study emphasizes how social media marketing efforts may encourage online customers to make purchases while also contributing to developing EWOM and BA in the business sector. SMM initiatives may establish conversational links between customers and salespeople on an e-commerce platform when no direct connection exists. The research also investigated how EWOM and BA mediate the affiliation among SMM activities and PD. All components of the SMM operations have similar worth regarding customer buying choices. This investigation's conclusions have significant implications for both the academic and practical elements of firm operations.

4.1 Theoretical Contributions

Initially, the investigation outcomes confirm the papers' framework's feasibility. The created framework showcases the impression of SMM activities on PD via the mediating function of EWOM and brand awareness. As a result, by empirically assessing the framework using SEM, this research considerably adds to academic understanding. Second, by investigating SMM activities in an emerging nation, this investigation conceptually advances e-business investigation. An earlier investigation has revealed that SMM activities are critical for e-shopping purchase decisions (Hanaysha, 2022; Suleman et al., 2023, Aqib et al., 2023). It demonstrates that SMM activities considerably affect consumer purchasing decisions. The research results highlight the importance of all three aspects of SMM in online purchasing: trendiness, customization, and personalization. It also emphasizes the importance of including SMM activities in e-shopping methods, which might be the most excellent approach to drive users to buy goods or services online. Furthermore, by examining purchasing decisions in Pakistan, this study theoretically connects to firms that engage in operations using SMMAAs. Finally, the investigation suggests that in the Pakistani context, a notable or substantial association exists between SMM activities, EWOM, brand awareness, and purchase decisions.

4.2 Managerial Implication

The results received from this study have vital managerial implications. It urges executives to recollect the three factors of SMM that are determined inextricably connected with EWOM, emblem awareness, and purchase choices. These findings display the importance of social networks and advise that company experts, mainly those in the e-trade place, need to use social networking websites to create the latest, customized content material to meet their corporation's desires. Furthermore, managers are recommended to create attractive classified ads that prompt customers' sentiments toward the provider and strengthen their EWOM and emblem cognizance. While growing social media content, entrepreneurs should pay near attention to its accuracy and features, as this could boost EWOM, logo cognizance, and step forward buy selections.

Moreover, advertising specialists ought to have a radical recognition of the kinds of logo details that customers frequently search for through social networking websites, as well as the potential to assess which content will improve customers' connections. In this admire,

several strategies are available for marketers to song clients' interactions and reactions toward online materials, including advertising analytics software programs committed to massive data evaluation. Using hashtags or competitions, you should inspire customers to segment their practices with items on social media accounts. This not only increases word-of-mouth marketing (eWOM), but it also increases the visibility and trustworthiness of the brand. Work with influential technology industry professionals to provide genuine material about new goods. They can greatly influence their followers' brand awareness and purchasing choices via their endorsements. TikTok and Instagram Live are two examples of platforms that may be used to demonstrate product features in real-time. In addition to fostering community and increasing consumer participation, this strategy may also encourage word-of-mouth marketing. Tools that use augmented reality (AR) should be implemented so that clients may virtually try different apparel articles. This function may be promoted via social media, building buzz and stimulating sharing, thus increasing EWOM. Working with fashion vloggers who can exhibit articles of clothes in "haul" films is a great possibility. The use of this visual depiction has the potential to generate enthusiasm and affect the purchasing choices of followers. Emphasise environmentally responsible activities in social media. It can increase brand recognition and attract environmentally sensitive customers by delivering engaging stories about environmentally favorable efforts. Utilize SMPs such as YouTube and Instagram to use cosmetic lessons or product reviews created by beauty personalities. Through the use of eWOM, these movies have the potential to influence buyer choices greatly. Customers should be encouraged to share their change experiences due to utilizing your goods. Not only does this help to develop community, but it also functions as compelling testimonies, which helps to enhance the company's legitimacy. Take use of social media to spread the word about limited-edition items or exclusive promotions. Establishing a sense of urgency may prompt rapid purchasing choices while simultaneously raising the exposure of a brand. Brands in the electronics, clothes, and cosmetics sectors can dramatically influence purchase choices and generate strong brand recognition via word-of-mouth marketing (eWOM) if they successfully use social media marketing.

Further, an online retailer's reputation is vital in purchasing decisions (Ziaullah et al., 2016). Past research also encouraged that online retailing justice promotes customer trust and relationship commitment, improving purchasing decisions (Ziaullah et al., 2014; Ziaullah et al., 2015). Hence, practitioners are recommended to maintain justice and trust

that encourages customers to make purchases or post-purchase decisions and maintain sustainable relationships.

5 Conclusion

This article explores the impact of SMM on EWOM and purchase decisions in Pakistan. We use SEM to investigate how SMM activities impact purchase choices via the mediating roles of EWOM and brand awareness. This inquiry aids in developing a deeper conceptual understanding of SMMAs as important factors influencing EWOM and purchasing choices. Online purchasers' perception of SMMAs is a critical and unique element of online purchasing. Social media marketing efforts significantly influence buying decisions. SMPs offer companies with an easy method to connect with their target audience and interact with them via marketing strategies like sponsored posts, influencer marketing, and social media advertisements. EWOM is crucial in mediating the affiliation among SMM efforts and purchase choices. EWOM refers to customers' opinions, recommendations, ideas, and comments shared about goods and services on SMPs. Positive EWOM may greatly impact purchasing choices by establishing customer trust and trustworthiness. Brand awareness is an significant issue that inspirations the connection among SMMs and purchasing choices. SMM may greatly enhance brand recognition by generating brand visibility and brand remembrance among customers. Enhanced brand awareness may result in a higher possibility of making a buying. Increasing customer involvement may boost the impression of SMM on PD. Customers actively participating in SMMs like commenting and sharing are likelier to purchase. Various elements, such as the nature of the item or amenity, the target audience, and market rivalry, might impact the effectiveness of SMM on customer decision-making. The study indicates that SMMAs may significantly influence purchasing choices, with the mediating inspiration of EWOM and BA.

Businesses in Pakistan and other nations should focus on their SMM efforts to enhance brand recognition, boost customer interaction, and create favorable EWOM to influence online users' buying choices. This article offers significant insights for online firms to pinpoint customers' fundamental concerns in digital social interactions. The present inquiry is limited by many restrictions that reduce the comprehensiveness of its results and provide opportunities for other investigations. The research focused on the people residing in six specific districts in Pakistan: Rajanpur, Dera Ghazi Khan, Muzafargarh, Kot Adu, and Layyah. Therefore, it may not be demonstrative of the whole population of Pakistan.

Secondly, this investigation did not differentiate between different categories of items when assessing the influence of SMMAs on customers' buying choices. Future research should investigate other factors, such as causes, outcomes, or moderating factors that impact the relationship between SMMAs, EWOM, brand awareness, and PD. Furthermore, while this experimental study was limited to Pakistan, it would be advantageous for future research to reproduce it in other countries and analyze the outcomes.

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