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2022

Online at <https://mpra.ub.uni-muenchen.de/112325/>
MPRA Paper No. 112325, posted 11 Mar 2022 11:12 UTC

**Investigating The Effect of Brand's Social Media Pages On Developing
Economy Consumer Purchase Intention**

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THE ROLE OF INVOLVEMENT: INVESTIGATING THE EFFECT OF BRAND'S SOCIAL MEDIA PAGES ON CONSUMER PURCHASED INTENTION

Abstract:

With the passage of time people come to know that, investigating the brand social media, the brand familiarity and information quality on the future purchase intention is very impactful. In spite of appreciation of brand familiarity and information, quality prominence in brand communities, dynamics and consequences remains limited. To explore this subject of consumer purchase intention we found that information quality and brand familiarity effect the future purchase. To explore our hypotheses, we directed a survey with about 200 university students with the target population of Karachi Pakistan using Facebook with considerable experience with a particular brand. In this research, the statistical technique we use is the structural equation Modeling SEM. This technique helps to determine the structural relation found between latent constructs and measured variables. Furthermore, the findings show that there is a big impact of Brand familiarity and Information quality on Attitude towards brand social media pages and Future purchase intention.

Keywords: *Brand familiarity, Information quality, Attitude towards brand social media pages, & future purchase intention*

INTRODUCTION

1.1. Background of the Study:

Over 70% of Internet users are engaged on social media, with an average of 5.54 accounts. There are several explanations why people can interact on social media-entertainment, hotspots, or meaningless searches. Social media has grown steadily due to its ease of connection and the ability to choose whom to contact, when to contact, and what to share (Duggan, 2016; Degeratu et al., 2018; Doong et al. 2015). Individuals are not the only consumers of public media; they can also act as platforms for organizations, businesses, companies, or brands. These additional organizations may use social media to generate content and communicate with their constituents. The advertising income generated by social media is around US\$8 billion, and 38% of businesses expect to spend more than 20% of their advertising budget on social media platforms in the same year (Huang and Jones, 2015). In addition currently, 91% of retail firms use two or more social media platforms. (Huang and Jones, 2015). On social media, involvement with a brand refers to the sense of a connection between engagement and internal demands and interests with the social media platforms, this is a critical connection to comprehend. Yang (2012).

Social media provides companies with opportunities to engage with prospective consumers, to foster tight ties with existing customers, and build relationships with potential customers. The product related experience accumulated by the consumer

in amount are called Brand familiarity. Hollebeek and Conduit (2012) examined the impact the influence of blogs on brand attitudes and intentions, highlighting the value of connections and the openness of blogs and other forms of social media. Information quality refers to the accuracy of the data which is later used to predict outcomes (Madnick et al. 2009). However, the author points out those other online communities also need more research. Doong et al. (2015) suggest that When companies engage with followers on social media sites by replying to comments, resolving issues, and asking them to join, customers develop a feeling of connection with the brand, resulting in a greater degree of experience quality. Social media is an economical and simple-to-use tool that enables firms to engage directly with their customers. It is critical to understand the aspects that influence consumer-brand interactions on social media. platforms and the impact of interactions.

As the communication landscape changes, understanding how social media participation affects consumer attitudes and intentions is crucial for brands. Previous research mainly focused Nonetheless, social media is a large sector, and many companies and customers are engaged on many platforms. (Doong et al., 2015; Gummerus et al., 2014; Yang, 2017).

It is a well-established truth that brand awareness, or familiarity, and brand selection are inextricably linked (Axelrod 2017; Haley and Case 2019). This unmistakable association underscores the reality that choice improves awareness,

if only because consumers are exposed to goods they pick more often than ones they leave on the shelf. The concept that brand awareness has a causal role in the choosing process is of increased importance. Brand familiarity represents the consumer's brand-related experiences (Alba and Hutchinson 2016). Increased brand familiarity may be attributed to exposure to the brand via commercials or in-store signage, identification of the brand name, and past purchase and/or use of the brand. Previous study sheds light on the effect of brand familiarity on customer buying choices. For example, Hoyer and Brown (2015) discovered that when consumers were asked to choose a brand from a particular option set, those who were acquainted with the brand preferred to choose it despite its inferior quality. While those who were unfamiliar with the brands in the provided option set sampled more brands and chose the higher-quality brand, those who were acquainted with the brands in the given choice set sampled fewer brands and chose the higher-quality brand.

As Pakistan has accelerated the transition to a knowledge-based economy, information has evolved into an asset to be leveraged as a competitive resource by the majority of enterprises. Data and information are now as critical to an organization's health and future development as oxygen is to human existence. (Eckerson, 2013). Capacity and maturity in managing the quality of an organization's information may imply the difference between success and failure. For many businesses, information quality is becoming a competitive advantage.

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Information is exchanged across multiple decision makers inside a company and between supply chain partners not just to benchmark, revise, or establish competitive strategies, but also to manage day-to-day operations and resolve issues in real time (Al-Hakim, 2015). Small percentages of data quality improvement may have an effect on the outcome. For instance, in business and finance, improving data quality may have a major impact on the bottom line when applied to millions of transactions.

Consumers and marketers have progressively accepted the activities of online-based brand communities (OBBCs), particularly their use of social media for communication (Algesheimer, Dholakia, & Herrmann, 2005; Hutter, Hautz, Dennhardt, & Füller, 2013). As a result, marketing for diverse consumer items has taken on a new orientation, with manufacturers and sellers using the online area to engage clients and future users. Additionally, the internet's fast expansion acts as a catalyst for pre-purchase information gathering (Hutter et al., 2013). According to Adjei, Noble, and Noble (2010), social media-based brand communities have evolved into a medium for customer-to-customer (C2C) and business-to-customer (B2C) information distribution and exchange. Again, Adjei et al. (2010) demonstrated that OBBC acts as a catalyst for a product brand's retention of both current and new consumers.

Consumers' expressed purchase intentions are a critical input for marketing managers for forecasting future sales and determining the impact of their activities on consumer buying behavior. Between 70% and 90% of customers of market research firms reported in a survey that they track and utilize purchase intentions on a daily basis (Jamieson and Bass, 2014). Through idea and product testing, purchase intentions are used to gauge customer demand for new items. These studies are often undertaken to determine if a sufficient number of customers would purchase a new product to justify its introduction and, if so, how to effectively use the marketing mix's features to optimize sales. Purchase intentions are also used by marketing managers to forecast future demand for their goods and to determine the influence of their marketing operations on those future sales.

1.2. Problem Statement:

Social media is an effective tool to cater both the retailers in order to engage and make an impact in consumers (Mersey et al. 2010). However, it is also be noted that business can use social media as an important strategic tool to increase their reach and intimacy with the potential customers by making a good presence through selective and widely used social media platforms. In order to build a rapport with the potential customers (Colliander and Dahlen 2011). However a previous study (Hutter, Hautz, Dennenhartz, & Fuller, 2013) has also depicted the significance of one of the social networking sites, i.e. Facebook and consumers' involvement on

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the businesses using this platform for increasing their brand(s) reach in order to build a rapport and consumers' future purchase intention.

Social media is one of the most essential strategic tools in current era of business revolution which is cost-effective easy to use. Which offers proper integration, links the brand directly with the end users, and hence makes its essential to understand what factors influences the end users to social media interaction with the brand platforms. What are the consequences of social media participation? However, past researches has only focused on Facebook and its usage as strategic tool of promotion by the businesses to increase consumers' engagement and expertise of the brand. whereas this study will discuss about the social media on a broader image which, in reality, spans many social media platforms, with different companies and customers engaged on each (Durukan et al., 2012; Gummerus et al., 2012; Yang, 2012)

As such, we will investigate social media as a whole in this research, concentrating on specific sites to determine engagement, attitude, and intention.

1.3. Research Objective:

The goal of this research is to look at:

How well people know a brand and how good their information is affects how much they use social media for that brand, which in turn affects their attitude and how likely they are to buy from that brand.

1.4. Research Question:

1. People who follow brands on social media should be more likely to buy their products or use their services.
2. How should a brand's social media pages affect a consumer's desire to buy from them in the future?
3. How should brand social media pages affect consumer familiarity with the brand?

1.5. Significance of the Study:

This study is good for people who work in academics and research because it gives them a set of rules to follow. Furthermore, the study has a very good idea about how customer brand involvement and how they work together familiarity effect on future purchase intention

1.6. Limitation of the Study:

To begin, this study's population is restricted to Pakistan only within the specific regions of city Karachi along with a restricted age criterion as our targeted audience. Secondly, this research is conducted on undergraduate students so, there can be certain areas of discussions, which requires a detailed analysis like PhD scholars, and hence this research cannot be considered like an expert scholar's research but an initial level research study. Lastly, research's data collection has conducted through online survey due to current pandemic conditions and hence the sample size is limited.

1.7. Organization of the Study:

This report has organized into chapters. The structure of the first three chapters is in the following sequence. Chapter 1 is the introduction and it organized in a way that consists comprises context, problem statement, research purpose, research questions, and study scope, restriction, and structure. Chapter 2 includes a literature review and it organized in a way that consists of theoretical review, Review of the empirical evidence and development of a theoretical framework. Chapter 3 is entirely dedicated to methods. Chapter 4 is devoted entirely to data analysis, measurement models, and conclusions. Chapter 5 concludes with a conclusion and suggestion.

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LITERATURE

REVIEW

2.1. Theoretical Background:

We used Associative Network Theories in this investigation of Memory (ANT). Aristotle has proposed the (ANT) over 2,000 year ago. The **Associative Network Theories of Memory (ANT)** explains brand awareness and its impact on brand perception and sponsorship conduct. Present research results confirm the influence of brand awareness on brand perception and patronage. (Dwyer et al., 2018; Gruen et al., 2017). As a critical factor influencing a user's perception, intention, and behavior towards social media marketing activity. In this case, Wu et al. find that the user's habitual behavior toward social media significantly enhances the user's creative output (2016). In her recent study, Jung (2017) determine whether this concept is applicable to a social media environment. The study also tried to determine if the quality of information shared on social media is adequate pages could explain the significant increase in brand social media engagement. Brand awareness is not possible on the media website. In light of this assessment, it is clear that a conceptual model addressing the most crucial features of social media advertising is required (Dwivedi, Rana, Tajvidi et al., 2017; Kapoor et al., 2017; Plume, Dwivedi, & Slade, 2016; Shareef et al., 2017). Additionally, this model should explain how these factors might be used to forecast consumers' perceptions and intentions toward items and services promoted through social media advertising (Alalwan et al., 2017; Kapoor et al., 2017; Shareef et al., 2017).

The purpose of this research is to determine the association between the sentiments expressed on social media sites in the social media environment and the brand's future purchase intentions.

2.2. Hypothesis Development:

2.2.1. INVOLVEMENT WITH BRAND ON SOCIAL MEDIA:

Involvement, especially the interaction In social media, between customers and companies, is an important relationship that needs to be understood. **Kumar (2016)** Define involvement as "perception of participation relationship based on needs, value and intrinsic benefits" (**Harmeling et al., 2017**). In this research, involvement refers to the interaction using social media platforms associated with the brand, and the interaction depends on demand, value or interest, especially brand awareness. Research shows believes the primary measures of involvement are individual characteristics (such as previous social media usage), motivational factors, and contextual factors (such as familiarity with the brand) (**Mallin, 2018**). Previous research has shown that engagement affects brand perceptions, buying intentions, advertising attitudes, and internet purchasing behavior (**Jaakkola & Alexander, 2019; Kumar et al., 2018; Van Doorn et al., 2017**). E.g., (**Harmeling et al., 2017**) researched the intention of making online purchases and found that emotional investment is an important indicator of making online purchases. In 2012, Barger,

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Zhang and Mullin examined the online community's function participation in promoting brand participation & originate that online community participation has a significant impact on product participation. They discovered an online community members have a greater relationship with brands than non-community consumers do. Interestingly, their findings indicate that brand engagement is higher among online community members who are both active and non-target brand users increasing **Van Doorn et al. (2018)**. He also found that participating in virtual communities could have a favourable effect on client loyalty to a brand. Dijkmans et al. (2012) discovered that communication connected to social media usage had a favourable effect on purchase intention correlated with their attitudes towards products (**Barger et al., 2012**). **Pentina and Brodie (2012)**. In addition, the data also informs consumers about purchasing decisions and more active interaction with the product. Researched how the connection is impacted by fan pages between customers then brands and the motivations that motivate them to take part. They discovered that fan page use and interaction are increasing. (for example a measure of engagement) have a significant impact on product faithfulness. **Harrigan et al. (2016)** analyzed the effect of brand activities on social media and the interaction of consumers with brand pages on social media in the purchase decision, and originate that the participation of public media will meaningfully affect the Three levels of judgment : cognitive stage (awareness and knowledge), emotion stage. (Sympathy, preferences and beliefs) and transition phases (purchase and loyalty). They also

found that interaction using social media tools to measure WOM and businesses' active purchase intentions is critical. In addition, **Schultz (2013)** he supports the Other studies' findings indicate that online contact through social media may help establish confidence in e-commerce, which eventually results in a company's purchasing habit. **Beatty et al. (2013)** according to reports, social media brand communities have a great influence Customer relationships and brand loyalty are two things that focus on In 2015, Jaakkola et al. tested the effect of customer engagement on the trust and engagement of Facebook brand pages, and they found that it had an effect. Their study found that being active on a brand's social media page could help people trust the brand and be more interested in it. Customers and brands will have a better relationship because of this. Besides that, **Jaakkola et al. (2015)** the brand trust found conveys the relationship between active customer engagement and on social media, people are interested in brands pages. A recent study on how social media communication affects how people think about a brand. The finding shows that the active participation of brand community members on public media has a significant effect on brand participation and faithfulness. Thus, we propose the hypothesis as:

H1a: Consumers' social media interactions with a brand have a substantial impact on their perception of the company's social media presence.

H1b: Consumers' social media interactions with a company have a substantial impact on their future purchase intention with the brand.

2.2.2. ATTITUDE TOWARDS BRAND'S SOCIAL MEDIA AND FUTURE PURCHASE INTENTION;

The **Theory of Reasoned Action (TRA)** (Algharabat et al., 2018; Hollebeek et al., 2014), assumed that the attitude towards the thing and individual norms remain the straight causes of behavioral intentions. Attitudes towards objects are raised to as people's positive or harmful evaluations of objects, and are collected of a being's most famous beliefs. In (Leckie et al., 2019), According to the report, beliefs about trust have a major influence on the likelihood of making an online purchase. Additionally, several studies have discovered that trust indirectly affects online shopping intentions. (Leckie and Brodie, 2019; Wen et al., 2018). In Saini and Lynch (2016), it was found that when people are stress-free to recall (nearby) and even over period, they are more closely related to future behavior. Allowing to their research, approaches can extra accurately predict Future behaviour will be influenced by people's increased direct experience engaging with relationship objects. Additionally (Degeratu et al., 2018; Danaher et al., 2013; Saini and Lynch, 2016). ICT, 2014, they reported that when participants formed their own posture based on information about the behavior, the association between posture and behavior was stronger. Previous studies have shown that in the context of

online purchases, Consumers' perceptions regarding websites or online shopping significantly influence their purchasing decisions. Online conduct. **Doong et al. (2017)** discovered that the product's reputation on the fan page of social networking sites (SNS) has a positive impact on the purchase intention of SNS users. It confirmed the significant correlation between brand reputation and brand engagement created by actively participating in brand pages on social media. Recent studies **Ha and Perks (2018)** shown that the brand attitudes generated by consumers' posts on brand Social network sites have a significant and beneficial effect on a brand's buying intentions. As a result, we attempted to investigate the link between attitudes and buy intention using social media and advanced the following hypotheses.

H2. Consumers' perceptions of a brand's social media presence have a substantial impact on their future purchase intentions.

2.2.3. BRAND FAMILIARITY:

Hajli and Hutter (2017) Point out that, brand awareness is an important source of brand information, when a brand frequently advertises in the media; customers frequently recognize the brand. Well-known brands are more familiar to consumers and easier to remember and recognize than unfamiliar brands (**loroche and Daly, 2017**). In **Huang and Jones (2015)** should be noted that brand awareness refers to consumers' straight and secondary knowledge of the product. Product awareness

observes the structure of consumer brand awareness and leads to behavioral processing. Well-known and unknown products stored differently in consumers' minds. A well-known brand refers to a segment in which customers have prior brand exposure, use it frequently through brand advertising, or can meet with people who recommend the brand. Previous research has shown that well mature brands can used as powerful signals that influence purchasing decisions (**Perks et al., 2014**). Previous research has shown that customers often make product selections based on brand names or associated signals (Simonson, 2013; Brady et al., 2014) and brand awareness is critical for customers' perceptions of a brand or product how the brand intends to buy (Duggan, 2016; Degeratu et al., 2018). **Doong et al. (2015)** they pointed out that increasing brand awareness could increase customer loyalty to the brand and increase purchase willingness. **Brenner et al. (2012)** the impact of supposed risk, class and brand awareness in the store was reviewed, and it was found that brand awareness has the greatest overall impact the perceived quality and likelihood to buy branded items. (**Hollebeek and Conduit (2012)** also found that brand awareness and familiarity with consumers are the key factors affecting their brand perception and preference. Assuming that the More customers are aware of the brand; the more people are aware of the brand, the stronger the consumer's interest in the brand. The previous studies mentioned earlier indicate that when customers are more likely to interact with a brand via real usage, advertising, or promotional activities across several media, they may have a

more favorable brand experience and preferences than consumers who are less likely to interact with a brand. Brodie and Malthouse (2016) discuss the intricacies of online environment may mean that shopping must be avoided. However, brand awareness can increase brand loyalty in social media communities and can collect information from companies and users. Previous research related to online shopping found that compared with offline, online brand awareness has a greater disadvantage, especially for goods that require sensory knowledge (Clader et al., 2016; Kim et al., 2013; Saini and Lynch, 2016). Hofacker and Miles (2017) has revealed that consumers acquainted with social media sites are more inclined to trust user-generated material while making online purchases than those unfamiliar with social media platforms. The finding is that brand awareness can lead to brand participation on social media; this is a critical component of the decision-making process.

H3: Consumer familiarity with a brand has a big impact on their social media engagement with that brand.

2.2.4. INFORMATION QUALITY OF SOCIAL MEDIA CONTENT:

Previous research has shown that consumer interaction with online stores is closely linked to the info on the website (Kelly and Thibaut 2015, 2018). In 2015, Guo and Tang discovered a considerable improvement in the quality of the material on

the website affected the meaning of making online purchases on the website. Previous research has checked the quality and dependability of information posted on Internet discussion boards. **Zaichkowsky (2017)** Information quality and reliability issues are becoming more critical, particularly in the context of the World Wide Web. While the WWW offers a unique environment for information discovery, it often lacks quality control systems. Additionally, Zaichkowsky advised that discussion forums and future study should assess the quality of information on other Internet platforms and how this quality of information affects the using more internet channels. Social media is a tool for connecting people and sharing material to the people. Therefore, this content must have a certain level of quality to increase consumer engagement with the brand on public media. in previous study completed by **Hollebeck (2016)** explore that decision study conducted on Facebook found that when people are exposed to news that contains a higher level of usefulness and entertainment value, participation factors, attitudes toward advertising, brand attitudes, and purchase intentions all increase. The researchers also agree that the brand's emotions in the social media community

Will have a beneficial effect on brand's customer engagement on the brand's social media pages (**Harrigan et al., 2014; Hollebeck et al., 2016**). **Conduit and Brodie (2019)** found that consumers' attitudes towards social media posts, are closely related to the on social media sites, there is interaction and information. Additionally, they assert that active engagement and valuable material on social

media sites would foster favorable opinions of the company's social media pages, resulting in impulsive sales. Consumers connect with a brand's social media sites; the information on the brand's social media pages is of high quality will increasingly affect brand awareness.

H4: There will be an incremental influence of the information quality of a brand's social media content on customer engagement with the brand on social media.

2.3. Conceptual Model:

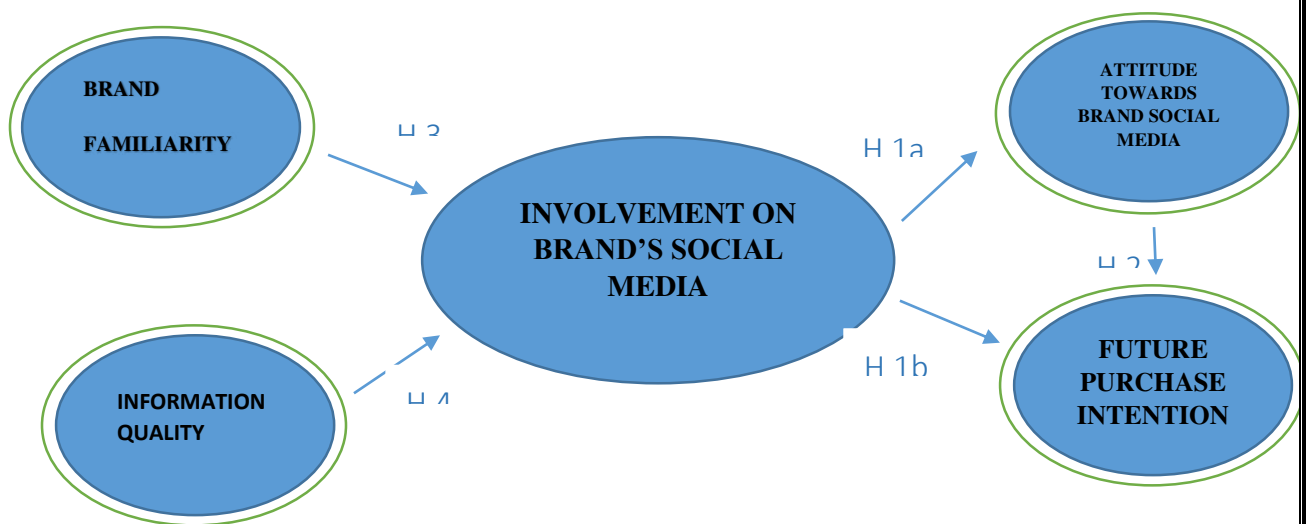


Figure 1

METHODOLOGY

3.1. Research Purpose:

The research proposes has divided into three category: explanatory research, exploratory research & descriptive research. This was the explanatory study, It explains the cause and reason of the occurrence of any fact, and explain how the variable has affected by other variables in the organization. The goal of our study is to see if there is a link between characteristics like brand recognition familiarity, information quality and attitude towards brand social online pages, future purchase intention and involvement on brands social media. Therefore, explanatory purpose has been used.

3.2. Research Approach:

We have three-researched approaches: qualitative, quantitative and pragmatic methods. The approach used in this research is a quantitative. Quantitative research mostly used to establish theories or hypotheses, as well as mathematical models, for specific phenomena. Quantitative methods are mainly used for explanatory research. This method is used to ensure that the finding do not cause confusion among consumers. As we know questionnaire are the best way to find the ideal target market or determine consumer preferences (Qureshi et al., 2021; Raza et al., 2020). We want to understand the impact of brand familiarity, information quality, attitude on brand online media, and future intention of customer on involvement on brands social media. Therefore, we have used quantitative approach.

3.3. Research Design:

The correlation research design had employed in this study. The reason for using this design is that we are using an explanatory research method. This design method connects two variables and tells us how they affect each other. E.g., A correlational study may be used by a researcher to determine the association between viewing violent television and aggressive attitude. This study has supplemented by regression techniques. (Bushman & Huesmann, 2019).

3.4. Sampling Technique:

The convenience sampling strategy has utilized in this investigation. This technique allows us to reach many people in a short period. We use this technique to offset the time constraints of our research. Researchers can consistently collect data through this technique (Raza et al., 2021).

3.5. Target Population:

This study's target audience is restricted to those aged 18 to 31. (Mostly students). The target audience of this study is consumers of Pakistan who use virtual brands and have extensive experience in specific virtual brands.

3.6. Sample Size:

The study's sample size is 200 participants.

3.7. Statistical Techniques:

Statistical tools used to interpret the data in this study are **SPSS** and **SMART PLS**. **SPSS** uses descriptive statistics techniques to determine the demographic information of variables. **To assess the correlation between our dependent and independent variables, Smart PLS employs a technique (PLS-SEM).**

1. Reliability Analysis: is the extent to which a research approach provides consistent and reliable outcomes.

2. Factor Analysis: is the process of compressing a large number of variables into a small number of them in order to make your research data easier to deal with.

3. Regression Analysis: is a quantitative approach of approach that is utilized when a study requires modelling and evaluating numerous variables, including a dependent variable and one or more independent variables in the relationship.

3.8. Measurement Instrument:

The data for this study was obtained using questionnaires. The research consists of five variables that are brand familiarity (BF), information quality (IQ), attitude towards brand social media (ABSM), future purchase intention (FPI) and involvement on brands social media (IBSM). The survey tool is divided into five parts, each having 3-8 questions. The questions are taken from (“**Brand Familiarity**”) Doong et al. (2011); “**Information Quality**” by Ha and Perks

(2005). Savolainen (2011), “**Involvement on Brand’s Social Media**” by Huang et al. (2010), “**Attitude Toward Brand’s Social Media**” by Huang et al. (2010) and “**Future Purchase Intention**” by Hu et al. (2011). These items were assessed using a five-point Likert scale with a range of 1 to 5, i.e. (1= strongly disagree, to 5= strongly agree).

3.9. Ethical Consideration:

We will make sure about the confidentiality of the personal information provided by the interviewees participating in our research and the information they provide will never be misused. We assure you that the information collected by them will not be identified with their personality and it will remain safe.

3.10. Demographic:

Table 1 provides the demographic characteristics of the respondents, revealing that 59.4 percent of the sample is male and 40.6 percent is female. The chart also reveals that the majority of the respondents are undergraduate and graduate students and are between the ages of 21 and 23 (41.4 percent of the sample).

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Table 1

DEMOGRAPHIC VARIABLE			
VARIABLE	CATAGORIES	FREQUENCY	PERCENTAGE
GENDER	MALE	119	59.4%
	FEMALE	81	40.6%
AGE			
	18-20	48	24%
	21-23	83	41.4%
	24-26	54	26.8%
	More than 26	15	7.6%
EDUCATION	UNDER GRADUATE	85	42.7%
	GRADUATE	59	29.6%
	POST GRADUATE	33	16.6%
	OTHER	22	11.1%

DATA ANALYSIS

Data Analysis:

For the statistics, the partial least squares structural equation modelling (PLS-SEM) approach is used, exploitation of sensible PLS version 3.2.3 Ringle, Wende and Backer (2014). We accompanied (Ringle et al., 2014; Ahmed et al., 2021), 's criteria and implemented a methodology through two hundred (200) subsamples to training session the importance well each path coefficient's worth. PLS-SEM is the most properly favored method above one of a kind covariance-based totally, SEM due to it plays properly at the models with various variables Raza et al. (2019). The motive to choose PLS-SEM is its mathematical overall performance that has progressed to structural equation modelling based on covariance (CB-SEM). There are two steps to use PLS-SEM procedure. The initial procedure we examine the model of measurement and second step is based at the analysis of the structural version. In the size model, we should analyses the construct validity and discriminant validity criteria, while inside was structural version We have a proclivity to evaluate the R2 and, as a result, the relevance of the measurement coefficients.

4.1.1- Measurement Model:

The measuring model was used to examine convergent and discriminant validity. Convergent validity is assessed using individual item reliability, Cronbach's Alpha, composite reliability, and average variance retrieved (AVE). The findings of

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convergent validity reports has showned in Table 2. Moreover, as can be seen from the findings, Individual item dependability, Cronbach's Alpha, and composite reliability are all more than 0.55, which meets the criteria of Tabachnick and Fidell. Furthermore, AVE value is more than 0.5, which meets the cutoff criterion set by Fornell and Larcker.

Table-2 Measurement model results.

CONSTRUCTS	ITEMS	LOADINGS	CRONBACH'S A	COMPOSITE RELIABILITY	AVERAGE VARIANCE EXTRACTED
ATBSM	ATBSM1	0.901	0.939	0.954	0.805
	ATBSM2	0.897			
	ATBSM3	0.905			
	ATBSM4	0.929			
	ATBSM5	0.852			
BF	BF1	0.861	0.897	0.924	0.710
	BF2	0.826			
	BF3	0.862			
	BF4	0.884			
	BF5	0.875			
FPI	FP1	0.923	0.808	0.936	0.829
	FP2	0.924			

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IOBSM	FP3	0.884			
	IOBSM1	0.842	0.921	0.939	0.719
	IOBSM2	0.886			
	IOBSM3	0.853			
	IOBSM4	0.866			
	IOBSM5	0.847			
	IOBSM6	0.889			
IQ	IQ1	0.820	0.959	0.964	0.712
	IQ2	0.866			
	IQ3	0.823			
	IQ4	0.825			
	IQ5	0.877			
	IQ6	0.904			
	IQ7	0.840			
	IQ8	0.835			
	IQ9	0.829			
	IQ10	0.818			
	IQ11	0.842			

To examine discriminant validity, the correlation matrix, cross loading, and heterotrait-monotrait ratio of correlations (HTMT) criteria were utilized. The cross-diagonal component of AVE has a greater square root than the off-diagonal component, as shown in Table 3, meeting the criterion set out by Fornell and

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Larcker. According to them, the square root of AVE should be larger than the two latent variables of correlation (Khaskheli et al., 2020; Raza & Khan, 2021).

Table 3 Summary statistics.

	ATBSM	BF	FPI	IOBSM	IQ
ATBSM	0.897				
BF	0.608	0.843			
FPI	0.588	0.578	0.911		
IOBSM	0.562	0.460	0.543	0.848	
IQ	0.422	0.471	0.548	0.500	0.844

Table 4 shows the cross-loadings of the items, indicating that all of the items in their relevant construct have a greater weighting than the associated variable. Furthermore, the cross loading difference exceeds the recommended level of 0.1. Our results meet the standard and in line with previous studies (Raza et al., 2021; Guoyan et al., 2021). Where ATBSM is attitude towards brand social media; BF is brand familiarity, FPI is future purchase intension; IOBSM is investigation towards brand social media; IQ is information quality

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Table 4 Loadings and cross loadings.

	ATBSM	BF	FP	IOBSM	IQ
ATBSM1	0.901	0.297	0.609	0.546	0.584
ATBSM2	0.897	0.247	0.654	0.554	0.401
ATBSM3	0.905	0.507	0.532	0.569	0.429
ATBSM4	0.929	0.506	0.418	0.597	0.478
ATBSM5	0.852	0.467	0.581	0.599	0.417
BF1	0.562	0.861	0.599	0.586	0.400
BF2	0.591	0.826	0.407	0.560	0.548
BF3	0.567	0.862	0.501	0.555	0.538
BF4	0.511	0.884	0.547	0.562	0.526
BF5	0.519	0.875	0.476	0.444	0.517
FP1	0.510	0.630	0.923	0.384	0.577
FP2	0.508	0.608	0.924	0.380	0.553
FP3	0.414	0.687	0.884	0.377	0.412
IOBSM1	0.600	0.601	0.404	0.842	0.466
IOBSM2	0.611	0.638	0.430	0.886	0.588
IOBSM3	0.637	0.576	0.509	0.853	0.590
IOBSM4	0.630	0.598	0.541	0.866	0.509
IOBSM5	0.699	0.548	0.505	0.847	0.577
IOBSM6	0.604	0.537	0.591	0.889	0.567
IQ1	0.609	0.525	0.548	0.612	0.820

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IQ2	0.488	0.532	0.537	0.614	0.866
IQ3	0.428	0.587	0.525	0.657	0.823
IQ4	0.480	0.566	0.532	0.592	0.825
IQ5	0.471	0.513	0.587	0.528	0.877
IQ6	0.460	0.512	0.566	0.571	0.904
IQ7	0.443	0.564	0.513	0.518	0.840
IQ8	0.488	0.502	0.541	0.593	0.835
IQ9	0.442	0.521	0.564	0.504	0.829
IQ10	0.402	0.505	0.540	0.570	0.818
IQ11	0.312	0.499	0.411	0.574	0.842

Table 5 shows the results of the heterotrait-monotrait correlation ratio. The findings show that all of the constructs are far less than 0.85, This supports the conclusions of Henseler, Ringle, and Sarstedt, as well as Raza et al. (2017) and Qazi et al. (2020), that no HTMT value is more than 0.85. Therefore, discriminant validity has explained by the aforementioned results.

TABLE 5 HETEROTRAIT-MONOTRAIT RATIO

	ATBSM	BF	FPI	IOBSM	IQ
ATBSM					
BF	0.718				
FPI	0.769	0.816			
IOBSM	0.725	0.835	0.727		
IQ	0.733	0.825	0.720	0.848	

4.1.2- Assessment of Structural Model:

The PLS-SEM technique use to estimate the structural model and the outcome shown in Table 6. Based on the magnitude, sign, and statistical significance of the variables, a hypothesis has evaluated for each path in a table. In a normalized regression weight, the (β or coefficient values) represent the intensity with which independent variables impact the dependent variable (SRW). The stronger the effect of the independent variable on the dependent variable, the higher the coefficient value. The p-values, which must be less than 0.1 to be declared significant, determine the importance of the hypotheses (Raza and Hanif, 2013; Ali et al., 2021). The structural model's explanatory power has measured by the amount of variation in the dependent variable explained by the value of R². The structural model supports two of the four hypotheses, according to the results.

TABLE-6 STANDARDIZED REGRESSION WEIGHTS FOR THE RESEARCH MODEL.

Hypothesis	Regression Path	Effect type	SRW	P-Value	Remarks
ATBSM ->					
H1	IOBSM	Direct effect	0.456	0.006	Supported
H2	BF -> IOBSM	Direct effect	0.121	0.272	Not Supported
H3	FPI-> IOBSM	Direct effect	0.323	0.001	Supported
H4	IQ-> IOBSM	Direct effect	0.230	0.881	Not Supported

Discussion:

The first hypothesis is associated to attitudes towards brand social media, and investigation towards brand social the media demonstrates a large and beneficial association ($\beta = 0.456$, $P < 0.1$), therefore accepting the H1 and it is supported from the past investigation. The findings are in line with previous research Clair et al.(2012) & Yoo (2020). Findings revealed that a person's social media interaction with a company is a crucial component in creating and promoting attitudes With relation to the brand's social media pages, this finally leads to a desire to buy in the future.

Second hypothesis has associated to the brand familiarity and investigation towards brand social media. The link between them has discovered to be positive but negligible. ($\beta = 0.121$, $P > 0.1$), As a result, the H2 is rejected. This has likewise

supported through subsequent study Kaur et al. (2019), Vivek et al., (2012) This suggests that customers' engagement with a brand's social media pages has influenced by their familiarity with the brand's social media content. While brand recognition may initially inspire people to check out a company's social media sites, the quality of the material has a bigger influence on social media participation than brand familiarity.

Third hypothesis regarding the future purchase intention and investigation towards brand social media is substantial and positive, implying that the H3 hypothesis is correct ($\beta = 0.323$, $P < 0.1$). These results are consistent with recent research (Martins et al., 2019; Carlson et al., 2018), which found condition of website content have a substantial impact perception of brand as trustworthy and increases customers' propensity to purchase the brand. Similarly, our research shows that brand familiarity have a beneficial or significance impact on customers' perception to buy the brand in the future. It can be related to the fact that connecting with customers' brands might enhance their buy intent in the future.

The last hypothesis is related to the information quality and investigation towards brand social media. The link between them has discovered to be positive but negligible ($\beta = 0.230$, $P > 0.1$), therefore H4 has not acceptable. In the last, outcomes helps the rulings of Kaur et al. (2014) and Algesheimer et al., (2005). A substantial amount of research has demonstrated that IQ functions as an

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environmental cue that is required to affect online customer behavior. The IQ of material published by firms on their social media pages influences individuals' BA and allows them to recognize and recall the brand.

CONCLUSION AND

RECOMMENDATIONS

CONCLUSION:

Social media provides a platform for businesses to communicate with their consumers, it is becoming increasingly interesting to see how brands use this medium to influence their customers. According to this study, on a brand's social media website, the quality of social media content is critical. More Facebook likes and shares, as well as Twitter and Instagram followers, are often sought for by brands. In order to develop this sort of relationship, the company must use the content available on their social media platforms to encourage this type of involvement from consumers and general followers. While customers may be hesitant to connect on a brand's social media sites, businesses could encourage users to do so by providing meaningful and entertaining material that is diverse. The dependent variable on this have a look at investigating of brand social media, mediator is brand familiarity and independent variable are information quality and future purchase intention. The data was acquired from 200 university students, and the Partial Least Square Structured Equation Modeling (PLS-SEM) approach was used to analyze the results. The findings demonstrate that looking into brand social media and having a good attitude regarding brand social media identification has a positive and significant impact on future purchase intent. However, while brand familiarity and information quality have an instant influence on brand social media investigation, they aren't substantial enough, which is why the preliminary

hypothesis has been abandoned. This study will assist new companies who will release virtual brand communities in Pakistan and assist them identifying which factors will assist them in developing their brand.

Managerial Implications / Recommendations

This research additionally gives perception for marketing practitioners, Businesses should pay extra attention to the content on their social media platforms, according to us, Because this increases engagement, it may influence future purchase intent. Because companies have complete control over the content they post on their social media accounts, executives should understand what kind of information consumers want to acquire from them, as well, as how they want to interact with the firm and other people via the pages. Analytics tools will be using by social media managers who regulate the flow of information on their branded social networking sites to track which items are most seen, liked, re-shared, or otherwise relevant to their users. Brands may utilize the information to identify which information points are of the finest ingredients for their users. They should then use this information to encourage further participation on their social media pages, whether through promotions, product details, or content extraction from their users, in order to develop a reciprocal connection between brand and user. Furthermore, providing feedback through various social media platforms might be crucial in establishing social media as a credible avenue for customer relationship management.

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As a result, online platform administrators may see an increase in followers on their platforms or an increase in engagement on their sites. According to the conclusions of this study, companies should be prepared to provide directions to selling channels, since their engagement may have an influence on future purchase intent. These social media accounts should include online connections to further information about how and where to buy, as well as be prepared to answer questions from customers about future purchases from the business.

FUTURE RECOMMENDATION

The outcomes of this study has very significance, important and contribute for the existing of information concerning brand participation and social media sites, even though they are not without flaws. First, the study's scope has limited by the demographics and geographic location of the participants. Because social networking platforms are no longer just for teens, future study should widen the target group to include people of all ages. Future research should look at other demographic variables and social media practices. Furthermore, this study had restricted by the respondent's capacity to recognize a brand with which they had previously interacted on social media. While the prompt was necessary to establish familiarity as respondents finished the survey, future research might focus on specific brands or product categories. Customers' page engagement and decision-making in terms of whether or not they would shop the brand in a social media

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setting have influenced by the information aspects of pages. This emphasizes the importance of content quality and user interface design, as well as emotional and aesthetic page design elements, in the creation of social media pages. Therefore, future research should focus on what kind of material or information individuals find appealing and exceptional on a brand's social media accounts. The amount of information users seek on social network profiles may be a delicate balancing act. As a result, more research should be conducting to assess not just the kind of information that consumers consider to be of high quality, but also the frequency and intrusiveness with which they get this information. Future study might focus on social media-based relationship-oriented interactive communication. In addition, how it influences brand perceptions and transaction behavior.

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