# The Influence of Social Media Marketing on Consumer Purchase Intention: Investigating the effect of non-logical brands

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## Abstract

*A large number of people are using social media which gives advantages to marketers to keep connected with their customers and also keep updated about what customers want. In this research, we are discussing the effect of social media marketing from the perception of non-local brands. The problem that we identified in the previous research is the easy usage of non-local brands' websites and apps which could be a concern for the social media consumers' purchase intentions in Pakistan which are being investigated in this research along with other variables. The literature of the study includes a detailed discussion about the hypothesis which consists of the relationship between brand trust, community, awareness, emotional attachment, Interaction and ease of use with purchase intention and the relationship between purchase intention and brand loyalty. This research approach was quantitative. The Data were collected online from 351 social media users in Pakistan. The research model was tested by using a structural equation model. This research has seven hypotheses in which H1, H2, H3 are rejected and H4 to H7 are accepted. This research has identified that companies should increase interaction, emotional attachment and ease of use through social media to affect the consumer's purchase to increase loyalty for a brand.*

***Keywords:*** *Brand trust; brand community; emotional attachment; ease of use; purchase intention; brand loyalty.*

***JEL Classification:*** *M31; M37*

## INTRODUCTION

The huge demand for social media between customers and businesses has changed the normal possibility of running business and marketing. Social media like Facebook, Twitter, YouTube, What's-App are the platforms that highly attract consumers which is also the opportunity for them to spend extra time on such platforms that results in a growing quantity of interaction through social media which keeps users connected with non-local brands. Continuous adding features in these social media platforms have also enhanced e-commerce (Turban et al., 2010). As consumers get more efficient with

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using social media sites, companies are looking to attract them with online brand communities (Islam et al., 2018). Customer interaction via social media platforms helps marketers to improve their brands and it also provides value to their brand. From a theoretical viewpoint, the findings of this study help in better understanding the value-adding ability of social media campaigns and show how purchase behavior is influenced by this new communication channel. This study is useful for marketing professionals because it suggests that social media activities have a beneficial impact on marketing by improving purchase management.

Social media has given the power to the consumer to express themselves about the brand which also helps the marketers to act accordingly. Social media marketing can influence the customers but to achieve that marketers have to study the behavior of the customers. Social media has changed all the personal ways of life man or woman and carrying out activities do in the digital location (Ngai et al., 2015). Social media marketing has made it easy for marketers to engage with customers separately whether it is a male or a female user. They can target their customers and influence their decisions by creating brand awareness. Social media allows consumers to quickly connect with buyers and share their opinions (Khan & Hameed, 2019). Other marketing techniques, such as promotional marketing, TV advertising, and door-to-door selling, are costly for small businesses owing to limited budgets for human resources and time constraints. As a result, social media marketing is less expensive and saves time when compared to other marketing techniques. The use of Social media for marketing enhanced the brand's popularity (Ali et al., 2016).

Social media marketing is getting customers more influence towards knowledge of the complexity. Today customers want eco-friendly relation stores and also can get information in detail and easily so they can have more trust in the brand. The global way of life gives more opportunity in the market to know what consumers want and most important their purchase intention regarding brand either non-local (Khan & Hussainy, 2017). E-commerce or we can say as today fast technology internet networks are becoming more beneficial for everyone because of social media platforms any business can be more expanded and also can get more engaged with all the new brands with this platform. This is proved that in today's world people are getting more involved with customers more easily and it is from their purchase intention towards the non-local brands (Lindh et al., 2020).

All the products give the market value which gives a big impact on society because it is linked with all the ways of different groups which can enhance the customer purchase intention which influences social media marketing. Social media marketing is increasing day by day because it has become more important to get to know the attitude or image of a brand than how consumers have a point of view regarding their non-local brands (Rabêlo Neto et al., 2019). Social media marketing has become a daily basis activity to make consumers believe that all products are part of a lifestyle that develops more relationships with other brands and to get more knowledge about other non-local brands. Marketers can align consumers more efficiently towards purchase intention (Agnihotri & Bhattacharya, 2021). Each individual is using social media today because social media are exchanging information through social networks. It also develops the rise of technology, consumer to consumer communication with more effectiveness which is the best platform for marketers to engage customers more and they can exchange the information to the main content. All individual personalities are more

linked with friends, relatives and other colleagues to share information regarding the non-local brands (Mladenovic et al., 2021).

Brands are basically to fulfill the needs of the consumers because non-local brands show the image and the position of the brand to citizens which motivates the marketers to enhance new technology, especially for non-local brands (Khan & Hussainy, 2018). Non-local brands are having positive relationships by influencing social media which drives the brand preference among them which means that people share information more if any consumer doesn't know anything regarding their brands. This is the best way for marketers to successfully position brands that they can learn from non-local culture and make their brands expand through social media marketing (Kashif & Udunuwara, 2021).

Social media marketing platforms are basically to connect consumers or audiences to get connected with brands, sales, and many other things. Consumer buying and brand loyalty have been drawing the attention of marketing researchers for a long time. This is the main reason that previous dimensions are not clear to people but now they have many possibilities to have excellence in their work with social media marketing but it is still not be proved because of the lack of empirical evidence and some disadvantages of social media marketing which is still in process to investigate the more interaction of consumers toward it. The previous study presented the relationship between the independent variables. The study also presented the relationship between purchase intention and brand loyalty.

The nature of this research will be cross-cultural which means we will conduct this research with the consumers of Pakistan. In this study, we will investigate the relationship between the independent variables mentioned above with the dependent variables and we will also include one more factor which is Ease of Use. We will study how ease of use will influence the purchase intention of the online consumer because easy use of websites and apps would make consumers buy frequently without complications. Buying a product online is now a more normal habit for consumers all around the world particularly in countries with well-developed social media marketing (Khan & Hameed, 2017). The consumer is more likely to establish purchase intention when the website of the particular brand is easy to use with the help of technology. The importance of Ease of use is to generate the possibilities for the brands to attract more international customers because, without easy website use, the consumer's purchase intention would be doubtful (Khan et al., 2021).

# LITERATURE REVIEW
## Social Media Marketing Activities

In this day and age associations are creating usage of social media to keep the customer connected with the brands (Okazaki et al., 2015). Numerous associations have neglected to acquire trust and have not had the option to keep relations in the social media marketing setting. Social Media marketing is fundamentally an online marketing promotion for the background of society to accomplish correspondence and brand purpose. Social media is the best apparatus to change customers into marketers while producing, altering, making and sharing online details regarding associations and brands (Hartmann & Apaolaza-Ibáñez, 2012). Some advantages of social media marketing for marketers have been accounted for in the literature, for instance, it enables two ways

correspondence and diminishes the responsibility of searching information (Laroche et al., 2013). Numerous hypothetical viewpoints have been proposed to find the impact of brands on intention. Existing social media research has created and primarily used enormous quantities of speculations to pursue the conduct of social media users. This research additionally distinguished 35 theories and isolated them into 3 theories of individual, social and mass correspondence conduct (Ngai et al., 2015). From these records and joined with related research, we determined the research background and developed a conceptual framework for hypothesis relationship testing.

## Brand Trust

According to various perspectives brand trust is more significant for any brand to their customers it gains attraction and keeps connect with brands (Moorman et al., 1993; Morgan & Hunt, 1994; Doney & Cannon, 1997; Chaudhuri et al., 2001; Sirdeshmukh et al., 2002; Erdem & Swait, 2004). The certainty of an item, brand and service rely upon the customer's capacity to depend on the brand. Brand trust is likewise called the view of brand consistency. The review concentrated on that singular buyer's suspicions about protection and how the association between security and consumer intention influences online purchase. Additionally, tells that brand is the most significant perspective to impact the customer purchase intention for doing shopping as an online purchase decision.

Kuan and Bock (2007) carefully concentrated on the connection between trust and buying intention in the shopping environment and an exceptionally sure relationship. Leea and Jeong (2014) additionally let us know that in different channel banking business situations it is found that purchasers' trust in disconnected financial administrations urges buyers to utilize disconnected banking web-based financial administrations. Zboja and Voorhees (2006) after a cautious investigation of consumers' view of brand trust and repurchase intention it is found that brand trust is identified with purchaser fulfillment and repurchase intention. Likewise social media the presence of marketers permits them to become acquainted with individuals who might impact their purchase intention.

*H₁: Social media-based brand trust positively influences consumer purchase intention.*

## Brand Community

Brand communities depend on a coordinated set of social connections among brand lovers, focusing on communities obliged by geography (Muniz Jr., & O'Guinn, 2001). Social media brand communities are a subset of online brand communities however fundamental distinction lies in their interactive stages. Many organizations are using social media sites since they have become famous on social sites recently, and they likewise can build brand community dependent on social sites (Muniz, Jr. & O'Guinn 2001; Kaplan & Haenlein, 2010; Essamri et al., 2019; Yasin et al., 2019). In furthermore to having offline brand communities' brands, for example, Aston Martin also attempt to keep up with their online images to connect with consumer online, in this way improving their association of individuals of their brand community via social media sites, (for example, Facebook, Twitter and so on) (Essamri et al., 2019).

These sites are very helpful and useful and helpful for users to keep them free and give facilities to cooperate them on numerous topics, language, issues and a lot more which display an environment that gives open assess information, connections and messages to users (Yasin et al., 2019). The establishment of a brand community area that incorporates data, not only for business reasons, greatest effects on member's feelings and purchase intention (Algesheimer et al., 2005; le Duong,

2020). The huge number of acceptance of consumers online brand community keeps on expanding, their inspiration to rehearse in such communities and their inspiration to participate. Such a community might influence their willingness to purchase.

*H₂: Social media-based brand communities positively influence consumer purchase intention.*

**Brand Awareness**

Brand awareness is characterized as when individuals are using the web they become more acquainted with the capacity of the consumer to distinguish and recall the brand in various circumstances. Brand awareness likewise incorporates two components: brand awareness and brand recall. Hoeffler and Keller (2002) defined that Brand profundity begins with Brandwidth and builds up a relationship with brand awareness. Profundity effectively refers to or recalls a brand, while width implies that the brand name promptly comes to the mind of the consumer. At the point when brand profundity and breadth assume a part in the consumer mind simultaneously, customers will decide to purchase a brand.

*H₃: Social media-based brand awareness positively influences consumer purchase intention.*

**Interaction**

Interactions dependent on social media platforms are ostentatiously changing how brands and their consumers share information (Gallaugher & Ransbotham, 2020; Kaplan & Haenlein, 2010). Online media interaction happens between users who own/utilization a brand related to a social media platform to impart their product to the brand or with comparative individuals who own/use comparable products or brands (Muntinga et al., 2011; Martín-Consuegra et al., 2019). Daugherty et al. (2008) investigate that Social interaction can assist marketers with creating users inspired topics. Interaction in online media can assist customers with sharing thoughts and give a platform for dialogue.

*H₄: Interaction in social networks positively affects consumer purchase intention.*

**Emotional Attachment**

Consumer behavior literature has perceived that consumers have an emotional attachment to attractive substances like material resources, location, gifts and brands (Kleine & Baker, 2004; Thompson, 2006; Slater, 2000), these extras were created to enable individuals to meet their experience, symbolic and emotional needs. (Park et al., 2006). For instance, later (Slater, 2000) depict that consumers have an excellent emotional attachment to Coca-Cola and iconic brands. Customers' adoration and excitement for brands like Pigeon and Sensex. With the expanding significance of social media in individuals' lives, users are building up associations with their favorite brands (Jenkins-Guarnieri et al., 2013; Harrigan et al., 2017). Consumer emotional attachment is fundamentally a way of keeping an interface with brands via social media to feel great and adoring in regards to brands (Dwivedi et al, 2018).

*H₅: Social media-based emotional attachment positively influences consumers' purchase intention.*

**Ease of Use**

The power to persuade a consumer of the product's ease of use and utility determines the intention for a product and improves consumption (Venkatesh et al., 2003; Bagozzi, 2007). Studies feature two significant, persuasive variables for how customers perceive contributions: (1) the information wellsprings of vendors and products, and (2) the reliability of different sources (Lynch et

al., 2001). In a buyer behavior context, these two elements refer to the ideas of evidence exchange and trust and buying intention (Mukherjee & Nath, 2007). Consequently, site ease of use is of incredible importance for the exchange to occur (Harrison-Walker, 2002) and trust to create (Casaló et al., 2011; Safari, 2012).

*$H_6$: A website's perceived ease of use positively influences consumer purchase intention*

**Brand Loyalty**

Despite the fact that there are numerous different brands, but a consumer consistently prefers to purchase a brand, he realizes that the consumer is showing brand loyalty. Higher satisfaction will lead to emotional and rational loyalty, in this way it is likely to make consumer satisfaction and them become loyal customers (Berry & Carbone, 2007). Brand royalty likewise makes individuals pay more for the ideal brand, regardless of whether other comparable brands can be used and prescribe a similar brand to other people. Brand royalty is significant because the quantity of organizations serving a similar customer base and offering comparable products or servicing is expanding. The absence of brand loyalty will make consumers change to competitors' products or brands. Past research has affirmed that brand royalty will in general demonstrate the willingness to purchase a brand (Yoo et al., 2000). Attitude theory accepts that brand royalty is described by a good attitude towards the brand and the intention to repeat buys over the long run (Rossiter & Percy, 1991). The participation and cooperation of online media will likely create a good attitude and will lead to purchase intention.

*$H_7$: The purchase intention of the customer through social media has a positive influence on brand loyalty.*
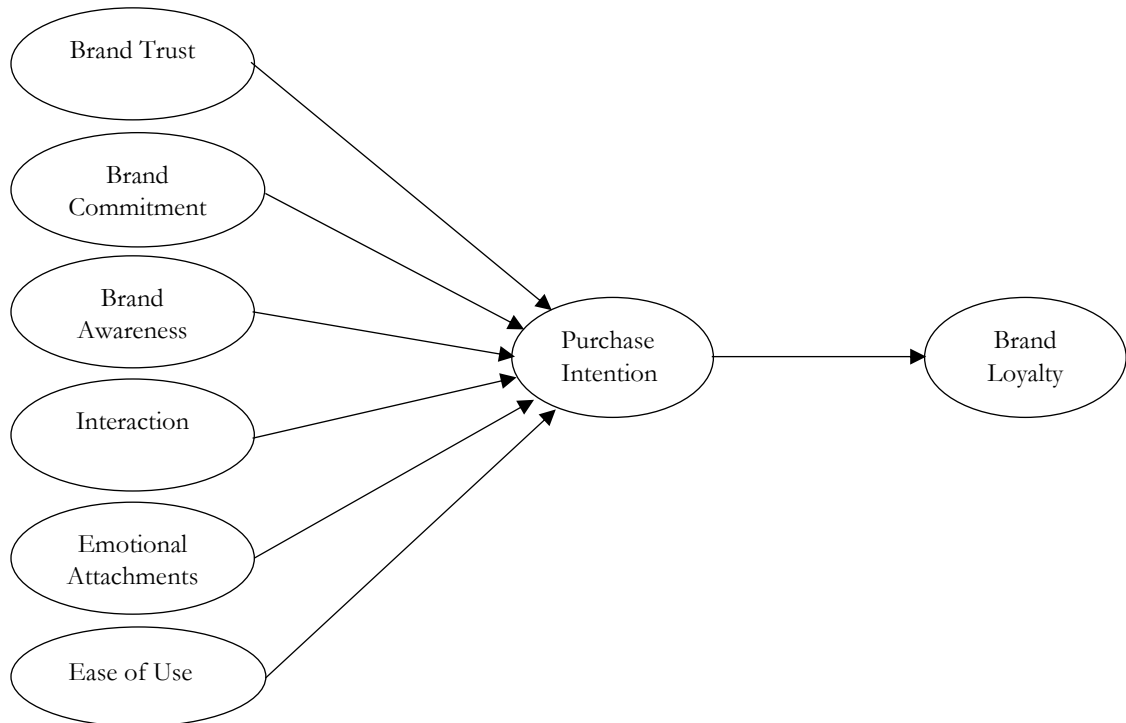


Figure 1: *Research Model*

# METHODOLOGY

The goal of this research is to better understand the influence of social media marketing (SMM) on consumer purchase intentions in Pakistan, a developing country. Although the use of social media is growing. It has been observed that consumer behavior in Pakistan has been changing in recent years. This is quantitative research in which we are investigating the social motivations behind the users of social media, as well as the dependent effect on buying intention and loyalty with the help of a previous study. By expanding a basic understanding of digital consumer behavior, this research not only contributes to the development of concepts but also to strategic planning. We studied the literature in order to identify the items in the questionnaires. We picked the items used in the questionnaire from various studies. The 3 items of Brand trust are taken from (Jung et al., 2014) and 2 items are taken from (Bernarto et al., 2020). Three items of the Brand community are taken from (Jung et al., 2014) and 2 are taken from (Qiao et al., 2019). Three items of Brand awareness are taken from (Seo et al., 2020) and two items are taken from (Bernarto et al., 2020). Two items of Interaction are taken from (Wu et al., 2018) and three items are taken from (Kim & Ko, 2012). Three items of Purchase intention are taken from (García et al., 2020). The items of Emotional attachment are taken from (MacInnis & Park, 2005).

Three items of Brand loyalty are taken from (Yoo et al., 2000) and two are taken from (Phau & Cheong, 2009). Two items for Ease of use are taken from (Eneizan et al., 2020) and two are taken from (García et al., 2020). The sample has been obtained from several locations in Karachi, Pakistan. The questionnaire was spread out via various social media platforms. Respondents were requested to share their names and other information in order to ensure that the sample acquired is credible. There are 351 respondents who have participated in this online questionnaire which is created on the google form. We have used the sampling techniques on Smart PLS to test the observations and we applied structural and measurement models. In these models, we tested the reliability, validity, R square, and Model fit. To test the hypothesis we have applied the 5000 bootstrapping method on Smart PLS. We also applied to blindfold to see the values of the Q square.

## *Result Analysis*

Table 1: *Demographic Profile*

| Particulars | Frequency | percentage |
|---|---|---|
| **Gender** | | |
| Male | 214 | 61 |
| Female | 137 | 39 |
| Age group | | |
| Below 20 years | 44 | 12.5 |
| 21 to 30 years | 224 | 63.8 |
| 31 to 40 years | 64 | 18.2 |
| 41 to 50 years | 13 | 3.7 |
| 51 and above | 6 | 1.7 |

| | | |
|---|---|---|
| Income level | | |
| Below 25000 | 99 | 28.2 |
| 25001-30000 | 73 | 20.8 |
| 30001-40000 | 67 | 19.1 |
| 50000-60000 | 80 | 22.8 |
| Other | 32 | 9.1 |
| Qualification | | |
| Metric | 17 | 4.8 |
| Intermediate | 82 | 23.4 |
| Bachelors | 186 | 53 |
| Masters | 55 | 15.7 |
| Diploma certificate | 2 | 6 |
| Other | 9 | 2.6 |
| Work experience | | |
| Less than 1 year | 114 | 32.4 |
| 1-3 years | 102 | 29.1 |
| 4-6 years | 68 | 19.4 |
| 7-10 years | 35 | 10 |
| Above 10 years | 32 | 9.1 |

We have a total of 351 responses and 214 are male and 137 are female. Male contribution is 61 % and female contribution is 39%. Male responses are higher than female responses because we have circulated our questionnaire in the business sector, offices. Colleges and universities. Age group status shows respondents aged below 20 are 44 and almost 12.5% of responses are received from people aged below 20. The respondents between 21 to 30 there a frequency are 224 and almost 63.8%. It was the highest frequency because young people use social media more than others. The respondents aged between 31 to 40 their frequency is 64 and almost 18.2%. The respondents' age between 41to 50 their frequency is 13 and almost 3.7%. The respondents aged 51 and above have a frequency is 6 and almost 1.7%.

Income status shows that 99 out of 351 respondents are below 25000 income level, almost 28.2% responses received from below 25000 income level. Its frequency is high because of responses from young aged people and university and college students who earn less than 25000. 73 out of 351 respondents are between income level 25001 to 30000 and almost 20.8%. 67 out of 351 respondents are between 30001 to 40000 income level and almost 19.1%. 80 out of 351 respondents are between 50000 to 60000 income level and almost 22.8% responses receive from 50000 to 60000 income level. 32 out of 351 are other income levels which are more than 60000 and almost 9.1% responses. The educational status of respondents shows that 17 out of 351 respondents are matric pass-outs means college students, almost 4.8% of responses were from them. 82 out of 351 respondents 351 are intermediate, and almost 23.4% responses from intermediates. 186 out of 351 respondents are Bachelors, almost 53% responses received from Bachelors. It is at a higher frequency because we received the responses from universities and colleges, office staff and others. This is why Bachelor's respondents are more than others. 55 out of 351 respondents are masters, almost 15.7% responses

received from masters. 2 out of 351 respondents are diploma certificates, almost 0.6%. 9 out of 351 respondents are other qualifications, almost 2.6%.

Work experience status shows that 114 out of 351 respondents have less than 1 year of experience almost 32.5% of responses are received from respondents with less than 1-year of job experience. It was higher frequency because we received responses from young people and youth, mostly Bachelors students. That is why their work experience is less than 1 year and it has a higher frequency. 102 out of 351 respondents have 1 to 3 years of work experience almost 29.1 responses are received from respondents with 1 to 3 years job experience. 68 out of 351 respondents have 4 to 6 years experience, almost 19.4. 35 out of 351 respondents have 7 to 10 years of work experience, almost 10%. out of 351 respondents who have above 10 years experience almost 9.1% of responses are received from respondents with above 10 years of job experience.
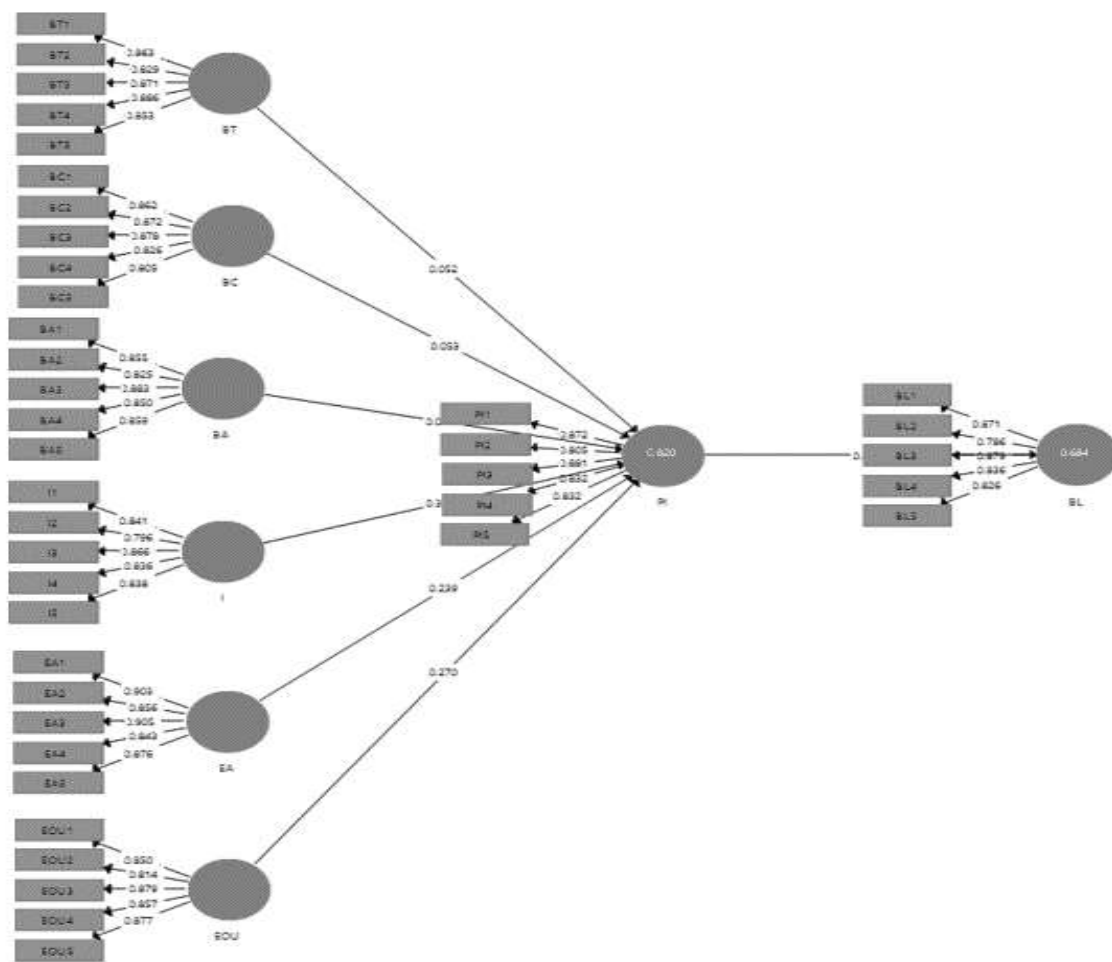


Figure 2: *Model*

Table 2: *Reliability and validity*

| CONSTRUCTS | ITEMS | OUTER LOADING | VIF | CRONBACHS ALPHA | RHO-A | CR | AVE |
|---|---|---|---|---|---|---|---|
| | | | | | | | |

| Construct | Item | | | | | | |
|-----------|------|-------|-------|-------|-------|-------|-------|
| Brand awareness | BA1 | 0.855 | 2.456 | | | | |
| | BA2 | 0.825 | 2.260 | 0.908 | 0.909 | 0.931 | 0.730 |
| | BA3 | 0.883 | 3.025 | | | | |
| | BA4 | 0.850 | 2.516 | | | | |
| | BA5 | 0.859 | 2.567 | | | | |
| brand community | BC1 | 0.862 | 2.508 | | | | |
| | BC2 | 0.872 | 2.791 | 0.903 | 0.905 | 0.928 | 0.721 |
| | BC3 | 0.878 | 2.805 | | | | |
| | BC4 | 0.826 | 2.173 | | | | |
| | BC5 | 0.805 | 1.999 | | | | |
| brand loyalty | BL1 | 0.871 | 2.598 | | | | |
| | BL2 | 0.786 | 1.887 | 0.896 | 0.900 | 0.923 | 0.706 |
| | BL3 | 0.879 | 2.837 | | | | |
| | BL4 | 0.836 | 2.244 | | | | |
| | BL5 | 0.826 | 2.163 | | | | |
| brand trust | BT1 | 0.863 | 2.632 | | | | |
| | BT2 | 0.829 | 2.380 | 0.913 | 0.915 | 0.935 | 0.741 |
| | BT3 | 0.871 | 2.653 | | | | |
| | BT4 | 0.886 | 3.077 | | | | |
| | BT5 | 0.853 | 2.591 | | | | |
| Emotional attachment | EA1 | 0.903 | 3.492 | | | | |
| | EA2 | 0.856 | 2.551 | 0.925 | 0.926 | 0.943 | 0.769 |
| | EA3 | 0.905 | 3.529 | | | | |
| | EA4 | 0.843 | 2.364 | | | | |
| | EA5 | 0.876 | 2.829 | | | | |
| ease of use | EOU1 | 0.850 | 2.414 | | | | |
| | EOU2 | 0.814 | 2.089 | 0.908 | 0.910 | 0.932 | 0.732 |
| | EOU3 | 0.879 | 2.780 | | | | |
| | EOU4 | 0.857 | 2.520 | | | | |
| | EOU5 | 0.877 | 2.805 | | | | |
| Interaction | I1 | 0.841 | 2.274 | | | | |
| | I2 | 0.796 | 1.992 | 0.892 | 0.894 | 0.920 | 0.698 |
| | I3 | 0.866 | 2.571 | | | | |
| | I4 | 0.836 | 2.218 | | | | |
| | I5 | 0.838 | 2.211 | | | | |
| purchase intention | PI1 | 0.872 | 2.611 | | | | |
| | PI2 | 0.805 | 2.038 | 0.899 | 0.903 | 0.926 | 0.714 |
| | PI3 | 0.881 | 2.850 | | | | |
| | PI4 | 0.832 | 2.182 | | | | |
| | PI5 | 0.832 | 2.246 | | | | |

For the analysis of the data, we used Smart PLS software. There were eight variables in this research and the outer loading of all the variable items is greater than 0.7 which shows that the data is perfect and there is no issue in the data. The value of VIF is less than 5. Cronbach's Alpha is an indicator of reliability testing. The Cronbach's Alpha of Trust is 0.913 it is greater than 0.70 which means data is reliable to predict and data is 91% consistent and 9% inconsistent which means 9% is an error. The Cronbach's Alpha of Brand Community is 0.903 which means data is reliable to predict hypothesis. The Cronbach's Alpha of Brand Awareness is 0.908 means that the data is reliable to predict. The Cronbach's Alpha of Interaction is 0.892 means that the data is reliable to predict of hypothesis. The Emotional Attachment is 0.925 means that the data is reliable to predict.

Cronbach's Alpha of Ease of use is 0.908 which means that data is reliable to predict hypothesis because the value is greater than 0.70 and data is 90% consistent and the remaining 10% inconsistent the value of Brand Loyalty is 0.895 means that the data is reliable to predict hypothesis because the value is greater than 0.70 and data is 89% consistent and remaining 11% is inconsistent. The value of Purchase Intention is 0.899 means that data is reliable to predict and hypothesize. The value of Brand Loyalty is 0.895 means that the data is reliable to predict the hypothesis because the value is greater than 0.70 and the data is 89% consistent and the remaining 11% is inconsistent. All the values of the data are greater than 0.7 so the data is reliable to predict (Table 1).

Composite reliability is also an indicator of construct Reliability. All the values of composite reliability must be greater than 0.7. The value of Composite Reliability of Brand Trust is 0.931 it was greater than 0.70 which means data is reliable to predict and reliability is accepted and data is 93% consistent and 7% inconsistent means 7% is an error. The value of Composite Reliability of Brand Community is 0.928 which means data is reliable to predict hypothesis. The value of Composite Reliability of Awareness is 0.931 means that data is reliable to predict. The value of Composite Reliability of Interaction is 0.920 means that data is reliable to predict hypotheses and because the value of Interaction is greater than 0.70. The value of Emotional Attachment is 0.943 means that the data is reliable to predict the hypothesis because it was greater than 0.70 and the data is 94 % consistent and the remaining 6% are inconsistent and error. The value of Ease of use is 0.932 which means that data is reliable to predict. The value Composite Reliability of Loyalty is 0.923 means that the data is reliable to predict. The value of Composite Reliability of Purchase Intention is 0.926 means that data is reliable to predict and hypothesis because the value is greater than 0.70 and data is 92% consistent and the remaining 8% inconsistent. The value Composite Reliability of Loyalty is 0.923 means that the data is reliable to predict (Table 2).

AVE is the indicator of construct validity testing if the value of AVE is greater than 50% it means that the data is valid. All the values of AVE are greater than 0.5 which means that all the questions explaining and supporting their own variable are valid and reliable to predict the outcome. The AVE value of Brand Trust is 0.741 means that the data is valid because it is greater than 0.50. The data is 74% significant and the remaining 26% is considered an error. The AVE value of the Brand community is 0.721 means that the data is valid. The AVE value of awareness is 0.730 means that the data is valid. The AVE value of interaction is 0.698 means that the data is valid because it is greater than 0.50. The AVE value of Emotional Attachment is 0.769 means that the data is valid. AVE value of Ease of Use is 0.732 means that the data is valid because it is greater than 0.50. The data is

73% significant and the remaining 27% is considered an error. The AVE value of Loyalty is 0.706 means that the data is valid because it is greater than 0.50. The data is 70% significant and the remaining 30% is considered an error. The AVE value of purchase intention is 0.714 means that the data is valid because it is greater than 0.50 (Table 2).

Table 3: *Discriminant validity through Fornell-Larcker Criterion*

|  | Brand awareness | Band community | Band loyalty | Brand trust | Emotional attachment | Ease of use | Interaction | Purchase intention |
|---|---|---|---|---|---|---|---|---|
| Brand Awareness | 0.855 | | | | | | | |
| Brand Community | 0.809 | 0.849 | | | | | | |
| Brand Loyalty | 0.777 | 0.760 | 0.840 | | | | | |
| Brand Trust | 0.802 | 0.815 | 0.742 | 0.861 | | | | |
| Emotional Attachment | 0.746 | 0.772 | 0.846 | 0.703 | 0.877 | | | |
| Ease of use | 0.800 | 0.744 | 0.847 | 0.745 | 0.795 | 0.856 | | |
| Interaction | 0.828 | 0.748 | 0.743 | 0.749 | 0.702 | 0.799 | 0.836 | |
| Purchase Intention | 0.804 | 0.770 | 0.827 | 0.754 | 0.803 | 0.845 | 0.838 | 0.845 |

To test the discriminant validity, we use the Fornell-Larcker ratio method. We can verify that all of the diagonal values are greater than their left side values, as well as their below values. The data is characterized by the variance of their own construct, indicating that discriminant validity is not an issue. (Table 3)

Table 4: *R-square*

|  | R-square | R-square adjusted |
|---|---|---|
| Brand Loyalty | 0.684 | 0.684 |
| Purchase Intention | 0.82 | 0.817 |

The R square value of purchase Intention is 0.820 which means that we also find strong variance in this data. In the R square squire table, we have two variables so two R squares were found. The R square value of Brand Loyalty is 0.684 which means that we find strong variance in this data. (Table 4).

Table 5: *Model Fitness*

|  | SSO | SSE | Q² (=1-SSE/SSO) |
|---|---|---|---|
| Brand Awareness | 1755.000 | 1755.000 | |
| Brand Community | 1755.000 | 1755.000 | |
| Brand Loyalty | 1755.000 | 915.816 | 0.478 |
| Brand Trust | 1755.000 | 1755.000 | |
| Emotional Attachment | 1755.000 | 1755.000 | |

| | | | |
|---|---|---|---|
| Ease Of Use | 1755.000 | 1755.000 | |
| Interaction | 1755.000 | 1755.000 | |
| Purchase Intention | 1755.000 | 742.231 | 0.577 |

We use the Q square Method for testing the Model Fitness. The value of Q square is greater than 0. We have two Values of Model Fitness. BL value of Q square is 0.479 it was greater than 0.00 so the model is fit to predict the outcome. The purchase Intention value of Q square is 0.577 it was greater than 0.00 so the model is fit to predict the outcome (Table 5).

Table 6: *Hypothesis-Path Coefficients*

| | Original Sample (O) | Sample Mean (M) | Standard Deviation (STDEV) | T Statistics (\|O/STDEV\|) | P Values |
|---|---|---|---|---|---|
| Brand Awareness -> Purchase Intention | 0.044 | 0.042 | 0.062 | 0.715 | 0.474 |
| Brand Community -> Purchase Intention | 0.053 | 0.055 | 0.056 | 0.937 | 0.349 |
| Brand Trust -> Purchase Intention | 0.052 | 0.051 | 0.057 | 0.904 | 0.366 |
| Emotional Attachment -> Purchase Intention | 0.239 | 0.238 | 0.059 | 4.052 | 0.000 |
| Ease Of Use -> Purchase Intention | 0.270 | 0.273 | 0.073 | 3.724 | 0.000 |
| Interaction -> Purchase Intention | 0.339 | 0.339 | 0.062 | 5.438 | 0.000 |
| Purchase Intention -> Brand Loyalty | 0.827 | 0.828 | 0.021 | 39.432 | 0.000 |

The independent variable Brand Trust is rejected and has no relationship with Purchase intention. The P-value of BT is 0.366 which is higher than 0.05. In this table, we see that the independent variable BT has no significant relationship with the dependent variable PI. T value of BT is 0.904 which is less than 1.96 so we conclude that this hypothesis testing is rejected. $H_1$ is rejected and not significant. The independent variable BC is rejected and has no relationship with PI. The P-value of BC is 0.349. It was rejected because the P-value is higher than 0.05. The T value of BC is 0.937 which is less than 1.96 so we conclude that this hypothesis is rejected.

$H_2$ is rejected and is not significant. The independent variable BA is also rejected and has no relationship with Purchase intention. The P-value of BA is 0.474 which is higher than 0.05. The T value of BA is 0.715 which is less than 1.96. There is no relationship between BA and PI and $H_3$ is rejected and is not significant. The independent variable Interaction is accepted and has a positive relationship with Purchase Interaction. The P-value of Interaction is 0.000 which is significant because the P-value is less than 0.05. The T value of Interaction is 5.438 which is also significant because the t value is higher than 1.96 so we conclude that this hypothesis has a significant relationship. There is a positive relationship between both variables I and PI and $H_4$ is accepted and significant. Independent variable EA is accepted and has a positive relationship between both variable EA and PI. The P-value of EA is 0.000 which is significant because P-value is less than 0.05. The T value of EA is 4.052 which is higher than 1.96 so we conclude that this hypothesis is a significant and positive relationship between both variables EA and PI and $H_5$ is accepted and significant.

The independent variable EOU is accepted and has a positive relationship between both variables EOU and PI. The P-value of EOU is 0.000 which is significant because P-value is less than 0.05. The T value of EOU is 3.724 which is higher than 1.96 so we conclude that there is a positive relationship between both variables EOU and PI and $H_6$ is accepted and significant. Independent variable PI is an Accepted and positive relationship between both variable PI and BL. The P-value of PI is 0.000 which was accepted because P-value is less than 0.05. We see that independent variable PI has a significant relationship between PI and BL because the T value of PI is 39.432 which is higher than 1.96. A positive relationship between both variables PI and BL and $H_7$ is accepted and significant (Table 6).

## CONCLUSION

### Discussion and Conclusion

This research is focused on social media marketing which is related to the purchase intention of consumers and also related to brand loyalty that consumers are loyal to their products. The finding of this research tells us that brand trust, brand awareness, interaction, brand community and ease of use that we add to our new independent variable that is linked with social media marketing which indicates that they are having mostly a relationship with purchasing behavior. Most marketers are using social media platforms that engage consumer purchase intention to create brand loyalty. This study is especially for marketers to know how the consumers and to gauge them through social media that is from the brand community, ease of use and interaction that are linked with purchase intention. It also proved with findings of theoretical and practical implications.

In the conclusion, we can say how Pakistani people are involved in using social media marketing with the relationship between purchase intention that indicates Interaction, emotional attachment and ease of use. These findings show us that this research is based on how Pakistani people are engaged with non-local brands but their experience is mixed because all have a different point of view towards their brands that's why half of them have a positive impact on purchase intention. This result also shows that ease of use is most important for purchase intention because it indicates that social media marketing platforms give importance to people so they can motivate and build a strong relationship with brands on consumer purchase intention.

### Implication and Contribution

This research includes various theoretical implications for future research. In this study the role of brand trust, brand awareness, interaction, brand community, emotional attachment and ease of use has been frequently discussed in the literature, this research is conducted to investigate the influence of brand trust, brand awareness, interaction, brand community, emotional attachment and ease of use on the purchase intention of the consumer and also investigated their experiences through these variables. Previous research has been primarily limited to a few aspects of social media-based marketing, such as brand community (Laroche et al., 2013) and brand awareness (Hutter et al., 2013).

In the previous study, some branding activities can influence the purchase intention, through the brand loyalty of consumers and more interaction with social media. Our study also proved that purchase intentions are having positive relation to brand loyalty that makes consumers more efficient. All the responses are not accurate because their thinking towards the benefits of using social media is

not clear due to not believing in purchasing online through social media. In today's era, people are having a positive effect of social media that engages consumers towards purchase intention and brand loyalty that makes a strong impact on social media marketing through activities of consumers. Most branding managers are using these social media techniques to admire consumers but still, some branding managers are not using this type of technique. They should use this type of technique that explains in depth because managers should change their strategies to attract consumers toward their products so their consumers get more focused and engaged with their brands and also make some improvements in brand trust, brand community, brand awareness. In the second part of our study, we can observe that the relationship between interactions, emotional attachment, and ease of use is dependent on consumer online purchase intention.

The findings of this study show that consumers have less trust in non-local brands as the hypothesis is rejected which shows Pakistani consumers on social media trust local brands more. The relation of brand community, brand awareness and purchase intention has also been rejected in this research which shows that online Pakistani consumers have a non-significant effect of brand trust, brand community and brand awareness on purchase intentions. In the end, we must say that according to the results of the study, interaction, emotional attachment, and ease of use is the most significant predictor of customers' purchase intentions. Customers' interest in the SMM Interaction, emotional attachment, and ease of use must be given preference by management. In the third part of our study, we can observe that social media with purchase intention are having significant relationships with consumer brand loyalty.

Our findings tell that brand trust, brand community and brand awareness are not having significant relation to purchasing intention. It indicates that these three still do not have any influence on purchase intention that having consumer loyalty on their brands. The interaction, emotional attachment and ease of use have a positive effect on purchase intention that having brand loyalty. Social media marketing helps the consumer to build loyalty towards their brands so they mostly influence purchase intention more frequently. All the relationship that is had with brand loyalty and consumers' purchase intention can only be defined by these variables that are improving and focusing on purchase intention of changing consumer behaviors.

Social media marketing is the best and possible choice for today to have more interaction through these that can help both consumers and marketers to have a link with each other. In this research, we have added one new independent variable which is ease of use. We have investigated whether ease of use has any significant effect on consumers' purchase intentions or not. In this research, we have taken the responses from Pakistan which was previously from Saudi Arabia. In the findings, we found out that Pakistani consumers' purchase intentions are affected by ease of use. The new hypothesis was significant and had a significant relationship with purchase intention which also shows the significance towards brand loyalty.

**Limitations**

This study provides some limitations, the study is limited only to Pakistan. To offer future research it can be undertaken globally so this research found different and more good results because different cultures provide different responses and results will be different. Further, we added a new independent variable Ease of Use in our research and collected online responses. It was accepted and

we received positive responses to this variable. Further future research can be undertaken globally with other aspects in different countries as well. This research has no mediation and moderating effects. These effects can be applied in further research to get better and more productive results.

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