

## **An Analysis of Social Networking Sites in Developing Electronic Word of Mouth and Brand Loyalty**

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### **ABSTRACT**

The purpose of this article was to examine the role of social networking sites in fostering electronic word-of-mouth and enhancing brand loyalty in Pakistan. The study initially aimed for a sample size of 384 but received 370 completed questionnaires. After eliminating 15 responses due to aberrant findings, 355 questionnaire answers were analyzed, resulting in a response rate of 92.44 percent. Data were gathered by using an electronic survey questionnaire and analyzed with SPSS to test the proposed model for normality, reliability, frequency tables, standard deviation, mean, and correlation. The findings indicated that social networking sites, along with social networking site rewards and self-image, significantly boosted brand loyalty by facilitating electronic word of mouth and brand commitment. This research provides valuable insights into the effectiveness of social networking sites in strengthening customer loyalty through enhanced online engagement and communication. These findings are particularly significant for marketers and businesses aiming to leverage social media platforms to build stronger, more loyal customer bases.

## **1 Introduction**

Recent research has offered novel ways to engage, promote, learn, and share information that highlights the distinctiveness of social technologies (Eid et al., 2016). Previous studies revealed a dearth of evidence on the influence of social networking sites (SNS) on brand loyalty. Modern technical breakthroughs, such as the advent of the Internet, telecommunications, and the World Wide Web (www), have opened new possibilities for online applications. The primary emphasis in recent decades has been on Web 2.0, which represents the widespread usage of SNS. These forums allow consumers to voice their opinions and obtain service-related information about their purchase habits (Permatasari and Kartikowati, 2017; Estell and Davidson, 2019; Shaikh et al., 2023).

Previous research had addressed brand loyalty quite differently from this study; Similarly, Agenvafor et al. (2021) studied the mediating effect of brand awareness on social media advertising and brand loyalty in Nigeria. Consumer brand identity has a prospective influence on brand loyalty and mediates effects through online brand advocacy (Wilk et al., 2021). Identity and brand loyalty have been noted in previous research as one of the factors influencing brand love (Marquette et al., 2017). Suartina et al. (2022) explained the role of brand love in mediating the consequences of intensive social media supply marketing in terms of brand loyalty and e-WOM. Langa et al. (2021) study revealed that strong segmentation has a positive and significant impact on brand loyalty. Eklund and Andreas (2022) examine the relationship between brand love and brand image in terms of brand experience and loyalty. Mills et al. (2022) studied the influence of brand community on the relationship between brand identity and brand loyalty. Existing studies (Rather et al., 2019; Rather and Hollebeek, 2019) have found a significant relationship between compensation and brand identity and brand loyalty.

Brands can promote brand loyalty by using social networking ads (Ismail, 2017) and e-WOM (Kwon et al., 2021; Bu et al. 2021). Positive e-WOM can also be created through social media promotion (Ramanathan et al. 2017). Companies use social networking to communicate with their customers and want to build lasting relationships with them (Wibowo et al., 2020). Social networking sites allow businesses to target specific markets for promotions or offer coupons to customers at short notice (Jung et al., 2020). Social networking sites are increasingly used to effectively respond to customer complaints and meet the target market to maintain customer relations effectively and obtain feedback for improving services great and have also supported celebrities as reference groups to increase brand commitment and loyalty through electronic word of mouth (Sundararaj & Rejeesh, 2021).

In a previous study by Nofal et al. (2020), the researchers limited the analysis to the latest data. The age of participants to learn how to send interview questionnaires was not considered. Thus, there are external validity concerns where the study was limited to self-image latent variables describing social networking site addiction. However, the present study will focus on a construct that includes variables assessing the impact of social networking sites, self-image, and their reward effects on brand loyalty, including brand commitment and eWOM mediator variables. Previously, the study was limited to a foreign country with a large number of Indians, raising the issue of generalizability Siddiqui et al. (2021) do the same. A review of the literature revealed insufficient research on the impact of social networking sites, social networking sites' self-image, and social media reward (SMR) effect on brand loyalty through the mediating role of electronic word of mouth, brand commitment, and brand loyalty. However, the current study focuses on how social networking sites, self-image and reward relationships with brand commitment, and eWOM build brand loyalty.

### **1.1 Research Objectives**

This study aims to achieve the following objectives.

- To check the impact of social networking sites, SMR, and SNS self-image on eWOM.
- To determine the influence of social networking sites, SMR, and SNS self-image on brand commitment.
- To recognize the impact of eWOM and brand commitment on brand loyalty.

### **1.2 Research Questions**

This study aims to answer the following questions.

- What is the impact of social networking sites, SMR, and SNS self-image on

eWOM?

- What is the influence of social networking sites, SMR, and SNS self-image on brand commitment?
- What is the impact of eWOM and brand commitment on brand loyalty?

## **2 Literature Review**

### **2.1 Definitions**

#### **2.1.1 *Social Networking Sites***

SNSs are important for current interactions between users of social media websites (Mazurek et al., 2022). They have adapted to modern and effective marketing strategies in the e-commerce environment, changing how consumers interact with each other on a regular basis (Al-Abdullah et al. 2021). Due to the various factors that play an important role when consumers evaluate delayed products and make final purchase decisions, such interactions with other consumers can have an impact on consumers (Ayorlou et al. 2018). Facebook (an example of an SNS) is estimated to have more than 2.91 billion active users who create and create content (Statista, 2020).

#### **2.1.2 *Social Media Rewards***

Social media rewards are believed to increase customer response rates, community commitment, and online engagement, contributing to brand evaluation according to Harrigan et al. (2017), mobilizing businesses to use social platforms and online communities to increase public trust and improve public image. Xie and Li (2015) highlighted that psychological and financial incentives play a role in encouraging consumers to actively participate in the local digital segment, generate greater brand and product loyalty, and promote brand acceptance according to Zheng et al. (2015), the recognition of all perspectives and tangible motivations is an important part of a brand's recognition (Gensler et al., 2015).

### **2.1.3 Social Networking Sites Self-Image**

Self-image is a unique perception of their capabilities, limitations, visits, and behaviors (Kang et al., 2009). SNS self-concept is described as an individual's self-concept of a digital environment identified as an SNS (Reinecke & Trepte, 2014). It reflects the image of a person. SNS strategies affect overall personality and situational sensitivity to self (Aaker, 1999). Overall, ethics refers to people's everyday behavior in a fundamental way. Situational discrimination represents perceptions of the self-based on social context (Aaker, 1999) or motivated by outcomes in social context (Schenk and Holman, 1980). The SNS self-image adds a sense of structure and work that the other lacks (Hogg et al. 2000).

### **2.1.4 Brand Commitment**

The devoting or linking of an individual to their brand preference is known as brand commitment. It denotes a person's emotional attachment to a specific brand within a product segment (Khan et al., 2020). The commitment states an implicit or explicit confirmation of the dependability of the connection between the product and the buyer (Fu et al. 2014). Expressed unexpectedly, brand responsibility suggests people's dedication to the link by their favored image after utilizing web-based media networks. In this way, a person given to a relationship will generally keep up the collaboration and commitment to animate that responsibility (Wong and Gao, 2014). Subsequently, responsibility indicates to bond an individual feel about a relationship, either a person or an organization (Nusair et al. 2011).

### **2.1.5 Electronic Word of Mouth**

Ayunita and Muskita (2021) coined the term "electronic word of mouth" (E-WOM) to describe the spread of data via SNS and other virtual words of mouth. in addition to traditional word-of-mouth marketing, e-WOM may be spread through social media platforms by posting feedback, providing recommendations, and discussing particular

incidents. According to Asdiana and Yasa (2020), Devi and Yasa (2021), and Suartina et al. (2022), EWOM is a type of advertising message consisting of assertions delivered by potential clients and previous clients about a product or assistance that is widely disseminated via social media, both good and bad.

### **2.1.6 Brand Loyalty**

Brand Loyalty is an assertiveness publicized by clients to a specific brand even though in designing a buying choice for creation, there is a proposal from the alternative brand (Akoglu & Ozbek, 2021; Santos & Schlesinger, 2021; Safer et al., 2021; Nyamekye et al. 2021; Guan et al. 2021). One of the concepts that is most often discussed in marketing writings is brand loyalty, and professionals as well as scholars agree that it provides a number of benefits, a critical component of strategic management, in reality, businesses have long emphasized cultivating and managing brand loyalty (Techawachirakul, 2020). Brand loyalty benefits a corporation because if customers are loyal to a particular brand, the invention or business's total sales will likely improve, resulting in higher profitability (Nyamekye et al., 2021; Le, 2021).

## **2.2 Hypotheses Development**

### **2.2.1 Relationship of Social Networking Sites with eWOM**

According to Al-Abdallah and Bataineh (2018), SNS enables people to interact, dialogue, and share knowledge through apps ranging from online forums to picture albums to video-sharing platforms and personal postings. According to Chen and Dermawan (2020; McLean et al., 2021) and McLean et al. (2012), eWOM denotes to opinions expressed by current, possible, or previous clients about an item or business that is available to individuals and organizations online. Various travel SNSs are becoming increasingly competitive in attracting users to their sites. Despite users' considerable access to a large amount of eWOM evidence via a diversity of channels, the efficacy of eWOM

information in impacting purchase decisions remains unclear. There are growing worries about the reliability and quality of eWOM data sources (Hussain et al., 2020).

H1: Social Networking Sites positively effect on eWOM.

### **2.2.2 Relationship of Social Networking Sites with Brand Commitment**

SNS are essential to current communication between users of different online platforms. They have become modern and improved marketing channels in the e-commerce setting, transforming how consumers engage with one another regularly (Al-Abdallah et al., (2021). A psychological state that represents the buyer's connection with the brand and influences the purchaser's desire to maintain or sever ties with the brand (Woznyj et al., 2019; Suharto et al., 2020). This examination planned to build up a hypothetical model to comprehend the establishment of shopper brand connections on café Facebook fan pages. It is recognized that, through dynamic support in online networks, buyers produce belief and responsibility to brands (Flavián and Guinalú, 2006).

H2: Social Networking Sites positively affect brand commitment.

### **2.2.3 Association of Social Media Reward with eWOM**

The connection between social media and feelings has gotten much attention from academics, and the general public (Orben & Przybylski, 2019) found that SNS habit results in both happy and damaging feelings for user subjects under a variety of settings. People are motivated by rewards (Murayama, 2019). Positive e-WOM reviews comprise bright, passionate, and joyful descriptions of goods or services (Ismagilova et al., 2020). Consumers increasingly use eWOM to convey their disappointment with negative experiences (Fouroudi et al. 2020).

H3 Social Media Reward's has a helpful impression on eWOM.

### **2.2.4 Linking of Social Media Reward with Brand Commitment**

Mattila and Wirtz (2003) argued that consumers' actual experiences with a brand might vary depending on the information about that brand they get from different websites.

As the next generation of website creation and strategy features that promote messages, data distribution, and coordinated effort on the World Wide Web, long-range unofficial interaction destinations (SNS) are defined by their users as "the next big thing." (Paris et al. 2010). Expressed unexpectedly, brand responsibility alludes to the level of dedication people sense to the connection by their favored image when utilizing web-based media networks. In this way, a person given to a relationship will generally keep up the relationship and work to animate that responsibility (Gao and Feng 2016). Rewards programs leverage social networking channels and online forums to raise the degree of public trust and community image (Harrigan et al., 2017).

H4: Social media reward has a constructive impression on brand commitment.

### **2.2.5 Relationship of Social Networking Sites Self-image with eWOM**

Purchasers change their considerations, create verbal goals, and spread to others once they remain affected by the e-WOM audit (Yu et al. 2017). Three sorts of data distribution occur, suppliers, acquirers, and wholesalers. SNS individuals segment their data and thoughts, get other individuals' data, and give data to different individuals (Yeh and Choi, 2011). Shopper brain study affects client purchases, not all buyer behavior studies have examined how having a location, psychological self-image congruity, and local brand resemblance affect e-WOM objective (Harrigran et al., 2017). E-WOM sentiments and comments increase buyer interest and ID (Lin et al. 2014).

H5: SNS self-image has a constructive impression on eWOM.

### **2.2.6 Relationship of Social Networking Sites Self-Image with Brand Commitment**

The accomplishment of SNS executives depends on the foundation of a feeling that local area individuals have a place (Lin et al. 2014). Self-image congruity can influence the buying practices of shoppers to recognize and satisfy an individual basis from the item and brand commitment (Schenk & Holman, 1980). Examination of the possibility of mental self-image coherence within social networking site settings is meager. SNS



individuals create apparent similitudes by looking at and sharing shared characteristics like convictions, benefits, or qualities (Casaló et al., 2013). An SNS part develops a publically intuitive connection with the local area and, from a mental viewpoint, builds up a drawn-out close relationship (Martínez-López et al. 2015). An SNS part makes a mental insight toward the local area through the interpersonal organization and creates a feeling of having a place toward local area dependence.

H6: The SNS self-image has a positive impact on brand commitment.

### **2.2.7 Connection of eWOM with Brand Loyalty**

Customers are progressively developing and freely distributing brand-related information through electronic word of mouth to various online users, including acquaintances, coworkers, and everyone else (Cheung et al. 2019). One researcher used the vector modeling method to discover the outcome of WOM in online and out-of-date promotions. According to the studies, online marketing has a superior and more helpful impression on sales than outdated promotion with the help of online marketing, companies can analyze consumer responses more (Bruce et al. 2012). According to Syahrivar & Ichlas, (2018) foreign shoe business research, eWOM, and brand equity, including brand loyalty, is addressed in this research. According to the research, online customer feedback affects consumer loyalty.

H7: The e-WOM has a positive impact on brand loyalty.

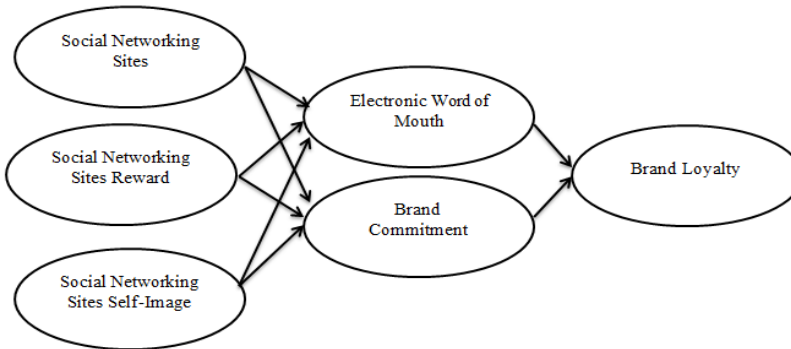
### **2.2.8 Affiliation of Brand Commitment with Brand Loyalty**

According to previous research, brand loyalty is a consumer's propensity to seek out and make repeat purchases of a preferred service or product, acquiring a particular brand set or the same brand, despite advertising strategies and situational influences that could cause switching behavior (Kumar, 2020). Brand commitment promotes brand loyalty via recurring purchases (Kabiraj & Shanmugan, 2011). A digital brand website allows the

company to include additional liveliness, colors, or photographs, which may increase customer attention and brand loyalty (Kujur and Singh, 2016).

H8: The brand commitment positively impacts brand loyalty.

**Figure 1. Proposed Framework**



### 3 Methodology

#### 3.1 Sampling and Data Collection

Taherdoost (2014) claimed primary and secondary research was based on sampling methodologies or samples. Selecting the most appropriate sampling technique was compulsory before the data-collecting procedure. Here for the present study, the population of Pakistan was considered by the research to study the impression of SNS in developing electronic word of mouth and brand loyalty evidence from Pakistan. The sample size for this investigation was calculated using 384 clients of SNS as the foundation. Of the 370 survey replies, 15 proved inappropriate to include in the study. People who were very much involved in preferring brands were loyal to those brands in Pakistan. The researcher identified various individuals to collect data who were highly engaged in social networking site use.

Information was gathered by self-distribution through random sampling, which was a more efficient approach to acquiring data since it eliminated sample biases. As per Ghaljaie and Naderifar (2017), this type of sampling assisted in meeting the deadline and was time convenient. Because of its benefits, the researchers applied the approach to 384 individuals. Statistics were attained through the help of a survey by self-administrated Google survey form from the participants. In the previous studies, the data was collected only from South Africans and American adults using the survey Nofal et al. (2020). However, the current study included data collection from students, govt. Employees, private employees and business people of Pakistan. As per Simon Kemp (2021), the active users of Social networking sites are 46 million in Pakistan. The sample size of 384 persons was chosen using the calculating method proposed by Krejcie and Morgan (1970).

### **3.2 Instrument Development**

The eight questions used in this study to evaluate SNS were derived from studies done previously (Taylor et al. 2011). The item SNS was evaluated on a seven-point Likert scale, with 1 representing severe disagreement and 7 denoting strong agreement. The SNS self-image rating measure was adapted from Kim & Jung (2020). The scale for social networking sites rewards was developed from Lee and Kim's (2005) scale. Three items from Hennig-Thurau et al. (2004) were used to measure eWOM. Verhoef et al. (2002)'s measured brand commitment scale inspired the development of two items. The brand loyalty measure was adopted from Bennett and Rundle-Thiele's 2002 (three Items) study.

## **4 Results**

Confirmatory Factor Analysis (CFA) and Structural Equation Modeling (SEM) were utilized to assess the suggested model. Discovering previously unseen patterns in the data is the starting point for CFA. In addition, SEM analyzes the current model of

interaction in electronic settings. A structural equation model's statistical goal, in distinction to regression examination and other reliance investigations, is to investigate a set of connections that point to multiple possibilities (Hair et al., 2020). Both SPSS (version 26) and Smart PLS (version 4) implementations of the studies will be analyzed.

#### 4.1 Demographic Analysis

The questionnaire was distributed among social networking site users, with a sample size of 384, yielding 355 responses. The sample comprised 18% female (64 participants) and 82% male (291 participants).

**Table 1 Demographic Analysis**

<b>Demographic</b>	<b>Group</b>	<b>Frequency</b>	<b>Percentage %</b>
Age	18-24 years	191	53.8%
	25-34 years	130	36.6%
	35-44 years	28	7.9%
	45 and above	6	1.7%
Education	10-12 years of education	17	4.8%
	14-16 years of education	256	72.1%
	18 years or more	82	23.1%
Profession	Students	184	51.8%
	Self-employed	40	11.3%
	Private employees	80	22.5%
	Government employees	51	14.4%

#### 4.2 Confirmatory Factor Analysis, Reliability and Descriptive Analysis

Confirmatory factor analysis (CFA) was commenced to scrutinize the arrangement of the components to initiate the investigation. The CFA was conducted using the highest possible probability for extraction and Promax for movement, as Harrigan et al. (2018) recommended for datasets that would later be evaluated employing SEM. The EFA discovered eight characteristics that facilitate comprehension of the model's underlying variables. The findings of the CFA show that the data are sufficient. In addition,

each of the eight components has an Eigenvalue more significant than 1, and the total variance explained is 71.502%, above the acceptable criterion (Hair et al., 2019). The design matrix of the CFA's resultant influences is exposed in Table 2. In addition, the dependability of the scales was proven by the fact that all scale items had alpha coefficient values above the 0.7 threshold (Cronbach, 1970).

The construct reliability is calculated by Cronbach's Alpha (Flynn et al. 1990), with a minimum value of 0.70 recommended by Hair et al. (2006). It was interesting to conclude that social networking sites had 08 items with a Cronbach Alpha of 0.890. Social media rewards consist of 03 items having a Cronbach Alpha value of 0.855. Social networking sites' self-image had 04 items with a Cronbach Alpha of 0.828; electronic word-of-mouth had 3 items with a Cronbach Alpha of 0.849; and brand commitment had 02 items with a Cronbach Alpha of 0.836. In contrast, brand loyalty had 03 items with a Cronbach Alpha of 0.852. Every Alpha ( $\alpha$ ) result was more than 0.60. Therefore, it can be inferred that all survey devices exhibited a good level of reliability when utilized for conducting supplementary investigations.

**Table 2: Reliability and convergent validity**

Variables	No. of Item	Factor Loading	Cronbach's Alpha	Composite Reliability	AVE
Social Networking Sites	SNS1	0.857	.890	.897	.757
	SNS2	0.777			
	SNS3	0.744			
	SNS4	0.831			
	SNS5	0.796			
	SNS6	0.876			
	SNS7	0.723			
	SNS8	0.750			
Social Networking Sites Rewards	SNSR1	0.854	.855	.867	.779
	SNSR2	0.909			
	SNSR3	0.884			
Social Networking Sites Self-Image	SNSSI1	0.785	.828	.831	.761
	SNSSI2	0.803			

	SNSSI3	0.863			
	SNSSI4	0.800			
Electronic Word of Mouth	EWOM1	0.868	.849	.850	.768
	EWOM2	0.878			
	EWOM3	0.883			
Brand Commitment	BC1	0.922	.836	.839	.858
	BC2	0.931			
Brand Loyalty	BL1	0.885	.852	.857	.774
	BL2	0.893			
	BL3	0.861			

### 4.3 Descriptive and Correlation Matrix

Correlation inspection was employed to establish whether any associations between the variables exist. And with its sign of negative (-) or positive (+), it also tells us about the direction of the connection among the variables. The association between variables was upbeat and had a significant relationship at a 90 percent significance level. None of the variables was a linear function of any other variables. At the 99% confidence level, seeing the strong relationship between SNS and BL was informative. The association was significant in both direction and strength and pointed in a generally good way.

The correlation matrix showed that all the null hypotheses could be rejected. That suggests that social networking sites significantly impact brand loyalty to a particular brand. Correlations greater than .10 were considered substantial in the current examination at the .05. A bivariate correlation analysis demonstrates a significant helpful affiliation between social networking sites and social media rewards ( $r = .59, p .01$ ), social networking sites had strong positive correlation to social networking sites self-image ( $r = .65, p < .01$ ), SNS had strong optimistic relationship to e-word of mouth ( $r = .66, p < .01$ ), SNS had significant helpful connection to brand commitment ( $r = .62, p < .01$ ) and SNS had strong positive correlation with brand loyalty ( $r = .51, p < .01$ ). Likewise, Social media rewards was positively correlated with social networking sites self-image ( $r = .55, p < .01$ ), positively correlated with E-word of mouth ( $r = .51, p < .01$ ) also had strong constructive

connection with brand commitment ( $r = .49, p < .01$ ) and Brand commitment and brand loyalty were favorably associated ( $r = .49, p < .01$ ). Meanwhile, social networking sites self-Image had strong positive correlation to E-word of mouth ( $r = .74, p < .01$ ) also had strong optimistic connection with brand commitment ( $r = .61, p < .01$ ), significantly associated with brand loyalty ( $r = .54, p < .01$ ). Likewise, E-word of mouth was positively correlated with brand commitment ( $r = .69, p < .01$ ), significantly associated with brand loyalty ( $r = .63, p < .01$ ). Likewise, brand commitment was significantly linked with brand loyalty ( $r = .64, p < .01$ ).

The mean of social networking sites was ( $M= 4.79, SD=1.40$ ), social media rewards ( $M= 3.86, SD= 1.79$ ), social networking sites self-image ( $M= 4.79, SD= 1.44$ ), e-word of mouth ( $M= 5.00, SD= 1.49$ ), brand commitment ( $M= 4.81, SD= 1.65$ ) and brand loyalty ( $M= 5.05, SD=1.50$ ).

**Table 3: Pairwise Correlations and Descriptive Analysis**

<b>Panel A—Pairwise correlations</b>						
	<b>Construct</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
1	Social Networking Sites					
2	Social Networking Sites Rewards	.596**				
3	Social Networking Sites Self-Image	.652**	.557**			
4	Electronic Word of Mouth	.669**	.513**	.745**		
5	Brand Commitment	.627**	.498**	.614**	.697**	
6	Brand Loyalty	.517**	.493**	.540**	.637**	.645**

**Panel B—Summary and descriptive statistics**

<b>Construct</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>
Means	4.79	3.86	4.79	4.81	5.00	5.06
SD	1.4	1.7	1.4	1.6	1.4	1.5

#### 4.4 Structural Equation Model

We use a structural equation model (SEM) to examine and appraise the conceptually sophisticated ideas about the higher-order concept of eWOM and brand

commitment, as illustrated in Figure 2. The SEM used maximum likelihood estimation in SmartPLS 4. Conferring to Hu et al. (1999), the subsequent component approximations display good information fit, and the model exhibited good data model fit:  $\chi^2/df = 2.050$ ;  $NFI=.932$  and  $SRMR = 3.321$ . All of the affiliations within the structural model, which describe the antecedents of social networking sites, are beneficial in developing loyalty through electronic word of mouth and brand commitment.

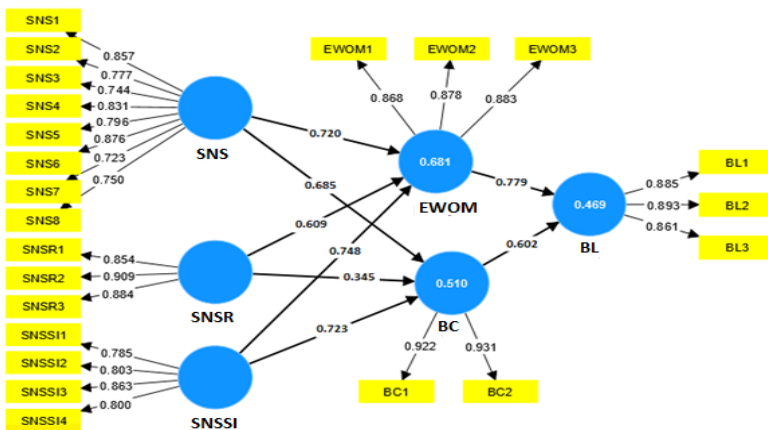
The standardized path coefficient disclosed significant linking among self-reported SNS and self-reported eWOM ( $\beta = .72$ ,  $R^2 = .68$ ;  $p < .000$ ) and explained 68% variance in self-reported electronic word of mouth. Thus, hypothesis 1 was supported. H2: The standardized path coefficient disclosed significant linking among self-reported social networking sites and self-reported brand commitment ( $\beta = .68$ ,  $R^2 = .51$ ;  $p < .000$ ) and explained 51% variance in self-reported brand commitment. Thus, hypothesis 2 was supported. H3: The standardized path coefficient disclosed a significant association between self-reported social networking site rewards and self-reported electronic word of mouth ( $\beta = .60$ ;  $R^2 = .68$ ;  $p < .000$ ) and explained 68% variance in self-reported electronic word of mouth. Thus, hypothesis 3 was supported. H4: The standardized path coefficient disclosed a significant association between self-reported social networking sites rewards and self-reported brand commitment ( $\beta = .34$ ;  $R^2 = .51$ ;  $p < .000$ ) and explained 51% variance in self-reported brand commitment. Thus, hypothesis 4 was supported. H5: The standardized path coefficient disclosed a significant link between self-reported social networking sites' self-image and self-reported electronic word of mouth ( $\beta = .74$ ;  $R^2 = .68$ ;  $p < .000$ ) and explained 74% variance in self-reported electronic word of mouth. Thus, hypothesis 5 was supported. H6: The standardized path coefficient disclosed a significant link between self-reported social networking sites' self-image and self-reported brand commitment ( $\beta = .74$ ;  $R^2 = .68$ ;  $p < .000$ ) and explained a 68% variance in self-reported brand commitment. Thus, hypothesis 6 was supported. H7: The standardized path



coefficient disclosed a significant association between the self-reported electronic word of mouth and self-reported brand loyalty ( $\beta = .77$ ;  $R^2 = .46$ ;  $p < .000$ ) and explained a 46% variance in self-reported brand loyalty. Thus, hypothesis 7 was supported. H8: Using the standardized route coefficient, it was exposed that there was a substantial relationship between brand commitment and brand loyalty ( $\beta = .60$ ;  $R^2 = .46$ ;  $p < .000$ ) and explained a 46% variance in self-reported brand loyalty. Thus, hypothesis 8 was supported.

Hair et al. (2019) state that values of 0.02 (= insignificant), 0.15 (= average), and 0.35 (= major), correspondingly, imply insignificant, moderate, and considerable impacts when evaluating  $f^2$ . The  $f^2$  values of 0.23 for SNS, 0.21 for SMR, 0.25 for social media self-image, 0.30 for electronic word of mouth, 0.22 for BC, and 0.26 for brand loyalty serve as examples of these significant impacts.

**Figure 2 Structural Model**



**Table 4 Summary of Direct Hypothesis Effects Outcomes**

Hypo.No	IVs	DVs	Beta	T	P	Results
H1	SNS	EWOM	0.720	4.628	0.000	Approved
H2	SNS	BC	0.685	3.874	0.023	Approved
H3	SNS Rewards	EWOM	0.609	10.564	0.011	Approved
H4	SNS Rewards	BC	0.345	9.926	0.000	Approved

H5	SNS Self-Image	EWOM	0.748	11.181	0.000	Approved
H6	SNS Self-Image	BC	0.723	10.455	0.000	Approved
H7	EWOM	BL	0.779	9.252	0.020	Approved
H8	BC	BL	0.602	10.299	0.000	Approved

**Table 5 f<sup>2</sup> Values**

S/N	Variable	F2 value
1	Social Networking Sites	0.23
2	SNS Rewards	0.21
3	SNS Self-Image	0.25
4	EWOM	0.30
5	Brand Commitment	0.22
6	Brand Loyalty	0.26

#### 4.5 Discussion

Social networking sites had confidently linked to E-word of mouth. An earlier investigation by Chu and Choi (2011) displayed that the impact of eWOM on SNS was positive. SNS had a positive linkage to brand commitment. prior findings show substantial associations between SNS use and enjoyment of tourism involvements, which were influenced by commitment and pleasant feelings (Chung et al., 2017; Shafiq et al., 2023). Social media rewards were positively connected to e-word of mouth". The importance of three new elements (information sharing wants, identity desire, and marketplace reward) and two additional aspects (open market pleasure and marketplace commitment) impacting electronic word of mouth, directly and indirectly, is explained by the findings of Jung-Eun Son's earlier work. SMR were completely associated to brand commitment. Conferring to the investigation of Barreda et al. (2020) and Muhammad et al. (2023), social media' rewards are confidently associated with brand commitment in the tourism industry. These results are consistent with Ng and Feldman's (2008) findings, that customers are more inclined to form an intense brand attachment if they see emotional benefits as difficult to get in a message repetition trip. A previous study by Koh et al. (2007) proved that SMR

significantly affected brand commitment. Social networking sites' self-image had a constructive impression on eWOM. The results of SEM supported this hypothesis that SNS self-image had the goodness of fit indexes among eWOM. Social networking sites' self-image had a constructive impression on brand commitment. Overall, SEM results showed that social networking sites' self-image was positively significantly associated with brand commitment. A beneficial effect of eWOM on brand loyalty. Overall, outcomes displayed that eWOM was significantly associated with brand loyalty. Researchers looked at how brand loyalty together with perceived danger moderated the influence of eWOM on repurchase intention (Praharjo & Kusumawati, 2016; Shafiq et al., 2022). In the study, they found that the indirect impact demonstrates that even the assessment of eWOM on repurchase intention was favorable and substantial when mediated by brand loyalty. The brand commitment had a favorable impact on brand loyalty. The consequences of SEM defined that brand commitment was associated with brand loyalty. Prior research (Richard & Zhang, 2012) demonstrated a clear link between the two variables. In addition, brand commitment acts as a mediator between brand awareness and brand loyalty. This finding backs up the results of Saeed et al. (2014), who found that commitment worked as a mediator.

## **5 Conclusion**

The main intention of this investigation was to establish the connection between SNS, SMR, SNSSI, eWOM, BC, and BL. The investigation, on the other hand, looks at the inspiration of SM in the expansion of eWOM and BL. Online surveys were employed to collect information from highly engaged individuals in preferring brands and was loyal to those brands in Pakistan for this persistence quantitative research design was admitted. In direction to fill the breach in the ongoing study of SNS and BL, the current study was conducted. The consequences of the investigation exposed a considerable and favorable

connection between the variables, as well as the function of SNS in the development of eWOM and BL in Pakistan. It is specified that users of social networking sites must follow and enhance brand loyalty in brands for this goal. 355 active users of various social networking sites were questioned for information. To clean and screen the information, as well as perform reliability analysis, frequency tables, and descriptive statistics, the Statistical Package for the Social Sciences (SPSS) was first employed (Mean, Median, Mode, Variance, Standard Deviation, and Range). The validity and model fitness were then checked using SEM via Smart PLS Version 4. To help companies, understand their weaknesses and drawbacks in this area and strengthen brand loyalty, the present research supports a novel methodology for studying electronic word-of-mouth and brand commitment displaying systems in SNSs. Second, it offers a thorough strategy for carrying out advertising and aids electronic advertising managers in building suitable activity designs for fostering brand loyalty. Third, it is crucial and applies to all organizations, enterprises, and companies that utilize social media. Our everyday lives have been significantly impacted by social networking sites, which provide us with a forum for connection, communicating, and share information with our friends, family, and colleagues. As social networking sites continue to evolve and become more sophisticated, they offer various rewards and incentives to users, which can contribute to enhancing their self-image and, in turn, benefit brand loyalty. Electronic word of mouth and brand commitment are essential factors that mediate the connection between SNS rewards, self-image, and brand loyalty. By understanding and leveraging these factors, businesses can effectively use social networking sites to promote their brands and enhance customer loyalty. Businesses must maintain a strong and positive presence on social networking sites and engage with their customers actively. By doing so, they can build a strong relationship with their customers, enhance their brand reputation, and increase customer loyalty, ultimately leading to increased sales and revenue.

## **5.1 Theoretical Contributions**

This research contributes to the existing conceptual framework primarily. This research adds to educational learning by utilizing SEM to test the theoretical framework empirically. This research theoretically refers to companies that use social media networks to assess brand loyalty in the Pakistani market. Past research had just centered around contemplating The influence of online media influencers on individual behaviors and purchasing choices, regularly in quantitative studies (Jaakonmäki et al., 2017). Past research has also considered one SNS in each web-based media stage. Since it was realized that the individual's behaviors and buy choice measures were not exclusively founded alone but followed by a progression of activities in an ongoing effort, particularly interaction (Fitzmaurice et al., 2006). This investigation can be viewed as of scholastic worth as it has concentrated on how a few kinds of SNS influence the whole interaction on a few diverse web-based media stages. Third, the study confirms a solid link between SNS, SMR, SNSSI, E-WOM, BC and BL in the Pakistani scenario.

## **5.2 Practical Contributions**

There are numerous valuable ramifications and commitments found in this research study. First, the study confirms that social networking sites positively affect eWOM. Managers may strengthen eWOM and swiftly impact their clients' purchasing attitudes by using social networking sites, which can strongly influence the technology element of today's corporate environment. Managers implement this by creating a new social networking department specifying the desired audience. Social networking managers are those who know who the consumers are. Create a development strategy focused on your customers. These managers will use these social network development checkpoints to keep track of progress. They can choose a simple design for social networks. Simple design and easy options satisfy customers, resulting in positive electronic word of

mouth. Second, the outcomes display a robust progressive affiliation between SNS and brand commitment. Through social networking sites, managers give the best services related to the brand and achieve customer trust in their brand. Managers can regularly check customers' reactions and needs and focus on covering customer needs through social networking sites. From this, managers can improve the process of delivering products to customers through SNS. Third, there is strong evidence that the SMR positively impacts eWOM. Managers may use SMR to enhance eWOM and ultimately create a public image. Using social networking platforms, managers reward customers who purchase products using the brand's social networking sites. This rewarding activity will impact customer purchasing and promote good electronic word of mouth. Fourth, this investigation affirms that the SMR positively impacts brand commitment. Managers can convince shoppers through SMR to take an interest in local online platforms by becoming more dedicated to the brand. Managers should connect with individuals who purchase products from the brand. Managers reward those customers individually or in a group shape and post the event pictures and videos on their social networking platforms. This will establish a favorable perception of the company in the thoughts of buyers. Fifth, this research also determined that there is a beneficial influence of SNSSI on eWOM. This manager can use SNSSI to generate favorable feedback for the company resulting from positive eWOM. Managers critically observe the design and process of using the social networking sites of brands and the most knowledgeable and accurate information about brand products. Precise information about related products will create a positive self-image and promote good electronic word of mouth. Sixth, it has been observed that SNSSI positively impacts brand commitment. With the gradual vanishing of traditional media, managers can use SNSSI to influence prospects and customers and reap strong brand commitment. Managers can use persuasive information on the websites related to product reliability, durability, tangibility, and commitment to providing the desired product to the customer, which will boost the

self-image of the sites and brand commitment. Seventh, this study reflects that eWOM positively impacts brand loyalty. Similarly, Managers may track and evaluate eWOM practices on social media to discover how customers feel about a firm or its brand. As a result, companies may assess consumer expectations and implement them into future relationship marketing efforts. In this regard, Managers must ensure they accurately reflect and express their brand before utilizing public relations tactics and prevent misinterpretations. The study demonstrates a significant connection between brand commitment and brand loyalty. The managers can increase brand loyalty by incorporating brand commitment programs that will mold customers' behavior to improve repurchasing, containing constructive recommendations, and disregarding competitors' offerings.

### **5.3 Limitations and Future Research Directions**

The investigation's shortcomings lessen the applicability of its outcomes and deliver fresh advices for future investigation. The sample size was enormous, but for the other demographic categories to be worldwide, it required to be more significant. The sample size of this research is another flaw. 384 persons participated in the survey. On the other hand, suggested trials with a larger, randomly chosen sample may provide results that are more trustworthy. Even whether they are factors, consequences, or causes, other variables may need to be considered in suggested experiments. Additionally, even if the scope of this experimental study is restricted to Pakistan, it should assist ascertain whether the findings are applicable to other countries. This study will provide as a preliminary opinion for further study on the subject.

For further study, the following set of recommendations was formulated: The scope of this investigation was constrained because only 355 individuals were present. The scope of the study should be extended by extending the sample size for future research. This will lead to a more dependable outcome. This study employed a random sample

approach since equal selection opportunity was given to all world members. Future studies should use sophisticated strategies for sampling to increase the overall reliability of research and include qualitative methodologies such as interviews and observations to create more prosperous and more reliable data. In addition, sophisticated software like SEM and PLS can be used to get more perfect findings.

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