



## Exploring the role of social media marketing in building product awareness and adoption

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### Abstract:

The goal of study is to learn how SMMAAs (social media marketing actions) affect consumers' choice to buy (continuance, participate, and purchase). The role of social identity as a mediator between life satisfaction and other outcomes is also investigated. The people who took part in this research were all regulars on the Indian versions of Facebook and Instagram. The information was gathered by having respondents fill out a questionnaire on their own time. Facebook and Instagram users were recruited via an online group to fill out the survey on the approved online survey software. Structured equation modelling (SEM) was utilised to examine the data acquired from 353. The findings demonstrate that SMMAAs play a crucial role in shaping user intent. When it comes to the intentions and aims of social media users, contentment acts as a mediator, and when it comes to social identity, satisfaction acts as a mediator. Insights like this may guide advertising efforts toward more successfully influencing consumer behaviour. In the context of India, this research is the first to employ SMMAAs to investigate the relationship between social identity and user pleasure.

**Keywords:** Product Awareness, social identification, social media marketing, satisfaction, adoption, purchase intention.

### Introduction

In the recent decade, the use of messaging applications like WhatsApp, Instagram, and Facebook has exploded. People's favourite formerly offline activities may now be done online thanks to social networking platforms. Therefore, companies consider social media to be a fundamental tool for success in the digital arena. Using social networking sites to spread the word about a business wares or upcoming event has come to be known as social media marketing (SMM). With the meteoric expansion of community websites, many businesses have begun figuring out how to effectively use these sites in establishing robust interactions and communications with users, paving the way for the establishment of warm and welcoming online brand communities.

The nature of the online community is similar to that of real-world communities in terms of creating bonds via shared experiences, providing emotional support, and satisfying members need for a sense of belonging. Online communities are distinct from their in-person counterparts in terms of both manifestations and technology due to the major role that computers play in their operation. Brand communities are online communities based on brand-consumer interactions that transcend geographic proximity. Brand communities form as a result of consumers online interactions; these groups have their own language, customs, and sense of identity. Members of a group develop mutual respect for one another as they share knowledge and insights about a shared product. Members of a brand community have common experiences with the brand, making the brand itself a uniting factor and a common language among them.

Most studies have looked at the topic of how social networks may help companies from the standpoint of the brand owners themselves. In order to examine the effects of social communities on their



participants, however, there are also arguments on the advantages of brand community members. Customers are more likely to remain loyal to a brand that provides ongoing value to them. Alalwan et al. (2017) state that a valuable service provider will increase brand recognition and customer loyalty. The evaluation of social networking sites is mostly conducted through the lens of consumer value. Most customers are drawn to a social community to learn about a business and its products because of the proliferation of better and simpler choices for creating websites. Operators may get insight into client preferences via continued conversation. However, the significance of one's social group should not be underestimated. It should help prospective buyers by imparting knowledge about the brand in issue. Customers should also be able to talk to one another, since this will foster a feeling of community. That is why it is clear that the loyalty and preferences of a brand's online community depend on its members level of pleasure.

## Literature Review

### Activities related to Social Media Marketing

Raising customer awareness of a brand is a top priority for most modern firms, and these days that means using tactics. These applications enable users to produce and disseminate their own content via the internet. The term social media refers to a wide variety of online communities and tools, such as Twitter, Facebook, LinkedIn, Google+, blogs, online forums, user reviews, and wikis (Arrigo, 2018). The emergence of social media has expanded possibilities for sharing information, working together, and communicating. Bookmarking, rating, video, images, podcasts, wikis, microblogging, social blogs, and weblogs are just some of the many shapes that these social media platforms and services take. More and more people and organisations of all sizes are turning to social media as a way of communication. The use of social media for advertising reasons has spread across all sectors of society, from businesses to government bodies. The time and money needed to execute integrated marketing activities are decreased when all consumer partners, events, media, digital services, and merchants are linked in one central location (Tafesse and Wien, 2018).

Marketing efforts for luxury companies, centre on elements such as personalization, reputation, trendiness, interactivity, and entertainment, all of which have a substantial effect on consumers' propensity to make purchases and loyalty to the brand. Unlike goods, which are considered external elements, community marketing activities emerge as a result of exchanges between events and people's internal mental states (Parsons and Lepkowska-White, 2018). In addition to providing useful functions, marketers also have to concentrate on creating a memorable experience for their customers (Beig and Khan, 2018).

### Social Identification

Social identification, or the recognition that a person is an integral part of a larger group, is a central theme in many studies of brand communities. How one boosts their own sense of worth via processes of comparison, identification, and classification is explained in detail by the study of social identity (Chen and Lin, 2019). Neither the brand community nor its owner are well-defined, and neither the brand nor its members have a strong foundation on which to build trust or a sense of community. As a result, communities classify their residents based on factors such as educational attainment, occupational status, and geographic location. Users of social media platforms tend to cluster together in affinity groups.



Free and open communication between users fosters shared values and increases the sense of belonging among the community's constituents. Brand community identity may also be seen as the meeting point where user values and community ideals coincide.

Members of a brand social community, collaborate on finding answers by exchanging ideas via group projects. Brand communities are beneficial for both the company and the customers that join them. Participating in social groups, then, is beneficial for group cohesiveness and a feeling of belonging. Sharing one's knowledge with others is a great way to become involved in one's community since it encourages everyone to grow and develops a sense of community. Since community identity is such a significant role in determining how well virtual communities' function, an author argue that it is high time for it to be integrated in virtual communities. Positive connections among community members and increased participation in community events are additional benefits of a strong sense of community identity (Assimakopoulos et al., 2017). The studies that were looked at all point to the need of teamwork in making social networks operate. Those who share an organization vision and ethos work tirelessly to make it a success.

### **Satisfaction**

To guarantee client happiness, firms must assess how closely actual results meet clients' expectations. According to the implementation confirmation hypothesis, customers are satisfied when their experiences fulfil their expectations. In most cases, customers evaluate their pleasure based on how it stacks up against past experiences.

Recent studies have shown a favourable correlation between customer loyalty and involvement and fostering a feeling of community. How satisfied researchers are with their research community may be gauged by how they rate it. The value of the community might be estimated by studying its past interactions. When residents of a certain area are pleased with their living conditions, it reflects in their relationships with one another. Happiness, in other words, encourages participation and loyalty to the community.

### **Types of Intentions**

Numerous researches in the fields of information and marketing have used continuation intention as a proxy for future product or service loyalty. The success or failure of a service provider is dependent on the level of client retention achieved by the offered product or service. An effective information marketing system, should not only retain past users to assure continuing usage, but should also convince consumers to utilise it.

Managers of social networks need to know not just how to attract new users, but also how to keep the ones they already have engaged. Perceived utility and user satisfaction have a favourable effect on users' propensity to return, as shown by Ismail et al. (2018). There are two goals to maintaining a strong community presence. The first is a plan for the future. It represents the member's dedication to being active in the group. Then, the phrase referral intention, often known as word of mouth marketing, may be used to sum up any communication between members of the virtual brand community. Researchers have previously focused on the consistent use of information systems in their study of members of virtual communities. This research differs from others in that it is concerned with what keeps community members involved. Therefore, the study investigated not just the factors that motivate users to join in on local events, but also the ways in which users' goals informed their plans to return.



Research that relies on empirical evidence has the difficulty of verifying that the events being studied really occurred (such as a recommendation or a purchase). When making a purchasing decision, customers want details that are specific to them and their lives. After a sizable amount of data has been gathered, it will be analysed and comparisons made to identify the customers' actions. A customer's propensity to make a purchase may be measured by their buy intent, which reflects their product preference. Intention to buy, is a measure of a consumer's propensity to make a purchase. If the likelihood is high, then the propensity to buy is also high. Some prior research has linked consumers' perceived likelihood of making a purchase to their purchasing intentions. From a marketing perspective, at least three goals are required if a firm wants to keep its community in addition to attaining community aims and building effective marketing through the community. Intention to maintain membership, which includes keeping one's word within the group, and a desire to really be a part of the group are two examples. Members' propensity to endorse one another to those who are not already part of the community is what we mean by community recommendation intention. The second factor to think about is a member's community involvement intention, which is their propensity to take part in the brand community's events and initiatives. In contrast to previous work on the topic of information systems, this research clarified the impact that SMMA's have on consumers' propensity to make purchases and participate in events (Alalwan et al., 2017).

### Development of Hypotheses

Thanks to social media, people who have same interests can connect online and have a place to have meaningful conversations and exchange ideas. Social media users may build a neighbourhood via consistent interaction. Strong social bonds may be established via sustained communication and the exchange of experiences and knowledge. There is a positive relationship between the number of people who follow a person and the quality of the content they produce. In light of the above analysis, we conjectured the following.

**H1:** “Social media marketing activities (SMMA's) have a significant impact on social identification.”

Users' persistence intent is impacted by their level of post-service satisfaction. Researchers in the field of social media have come to the same conclusion: customer happiness has a major impact on users' propensity to return. Therefore, the level of service satisfaction is evaluated based on the customer's experience. Satisfaction affects purchasing decisions. The desire to buy again stems from the positive experience the product or service provided to the buyer. People with shared interests may build online communities and work together using social media. By maintaining meaningful relationships and sharing useful content with others, you may build a social media community. Long-term knowledge and growth exchanges help members develop meaningful connections with one another. Numerous studies have shown the strong positive connection between satisfied customers and their propensity to buy again. Furthermore, marketing research has shown that a positive product experience influences the likelihood that a customer would repurchase the item. As a result, we put up the following theory:

**H2:** “SMMA's have a significant impact on satisfaction.”

Participation in community activities (meetings, discussions, and browsing) may impact members' brand-associated behaviour on the habits of American consumers. Brand loyalty increases customer happiness. Consumers take use of internet communities to readily and often share their experiences and opinions on a great. Customer-brand interactions are what build loyalty, trust, and a shared sense of identity. In a nutshell, the findings of this research imply that a shared sense of identity helps members



of a group feel more connected to one another and to the group's shared brand experiences. If a group has a strong sense of identity, its members are likely to be deeply ingrained in and highly valued by the brand communities to which they belong. As a result, we put up the following theory:

**H3:** “Social identification has a significant impact on satisfaction.”

Brand communities are useful because they facilitate the exchange of marketing data, the administration of a community, and the investigation of consumer needs. The rights of consumers are anticipated to be strengthened and customer satisfaction boosted as a result of these actions. If a website is well-designed and easy to use, the client who makes a purchase there will be quite pleased. Long-term success in community platform management depends on increasing consumer pleasure, boosting purchase intent, building community loyalty, and facilitating user communication and engagement. The following possibilities were thus put out by us:

**H4:** “Satisfaction has a significant impact on continuance intention.

**H5:** Satisfaction has a significant impact on participate intention.

**H6:** Satisfaction has a significant impact on purchase intention.”

Consumers' propensity to spend money is said to be impacted by transaction utility theory, which was introduced by Thaler (1985). Dodds (1991) and others have argued that consumers are not ready to buy until they have formed an opinion about a product's worth. Petrick et al. (2001) argue that a product's quality is measured by how happy its buyers are with it. Several studies have shown a connection between experiencing pleasure, valuing something, and planning to act on it. As a result, we put up the following theory:

**H7:** “Social identification mediates the relationship between SMMA and satisfaction.”

According to research conducted by Bhattacharjee et al. (2008), the level of user satisfaction with an information system directly correlates to the likelihood of future usage. It has been demonstrated via research that job satisfaction significantly affects CI. Research on information system use intention has shown that user satisfaction with the system they are currently using is the most influential element in deciding CI. According to Assimakopoulos et al., repeat purchases are driven by a satisfied customer's positive experience with the product (2017). Multiple studies highlight the correlation between happy customers and repeat business. Numerous studies have shown that satisfied consumers are more inclined to make repeat purchases of a product. The following possibilities were thus put out by us:

**H8:** “Satisfaction mediates the relationship between social identification and continuance intention.

**H9:** Satisfaction mediates the relationship between social identification and participate intention.

**H10:** Satisfaction mediates the relationship between social identification and purchase intention.”

## Conceptual Framework

### Research Methodology

The research team behind this survey created it with the aforementioned assumptions in mind. The people who took part in this research were all regulars on the Indian versions of Facebook and Instagram. The information was gathered by having respondents fill out a questionnaire on their own time. Preliminary research involving 40 people was conducted. The final questionnaire was revised after suggestions were made to make it more accessible to the study's respondents. Three marketing specialists from the academic community reviewed and revised the pieces of constructs to guarantee



their content authenticity. Expert editors removed any spelling and punctuation errors to ensure authenticity. The experts have suggested some minor language modifications for the questions evaluating social identity and happiness and have advocated maintaining the same number of items. Social media users, particularly those on Facebook and Instagram, were sought out for participation in this study. Tan and Teo (2000) found various advantages to adopting online surveys, including: Its more cost-effective, people respond to surveys faster, and you can collect data from anywhere in the world. We got 353 full surveys in total. In all, 353 answers satisfied the requirements for inclusion.

**Measures**

**Dependent Variable**

We utilised eight questions borrowed from previous research to elicit responses about three aspects of intent: continuation, participation, and purchase.

1. One of the three questions used to gauge continuation intent in Bhattacharjee et al (2008), research is the statement, I want to continue purchasing social media rather than discontinuing its usage.
2. My plans are to keep taking part in social media activities, is one of three questions used to gauge participant intent in Debatin et al (2009).
3. Two items, one of which is the sampled statement I expect to buy via social media in the near future, were modified from the work of Pavlou et al. (2007) to measure consumers' intent to make a purchase.

**Independent Variable**

Eleven items were taken from previous research by Kim and Ko and utilised to assess the five aspects of SMMA (2012).

1. One of the two factors that establish what constitutes fun is the fact that people like utilising social media to purchase.

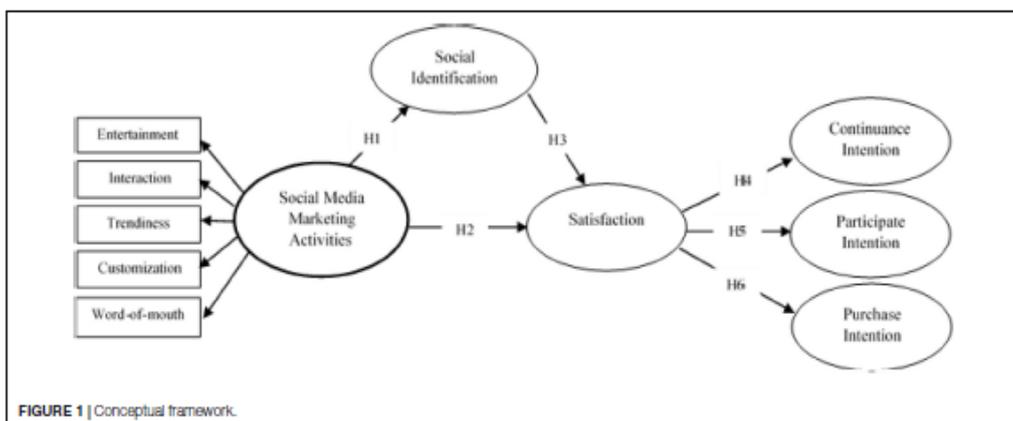




TABLE 1   Inner model	evaluation.				
Variables		Item loading	AVE	CR	$\alpha$
Continuance intention	CI1	0.887	0.794	0.880	0.712
	CI2	0.756			
	CI3	0.881			
Customization	Cust1	0.759	0.652	0.851	0.741
	Cust2	0.878			
	Cust3	0.679			
	Cust4	0.844			
Entertainment	E1	0.781	0.687	0.865	0.762
	E2	0.884			
	E3	0.719			
	E4	0.861			
Interaction	Int1	0.840	0.753	0.859	0.671
	Int2	0.762			
	Int3	0.756			
	Int4	0.724			
	Int5	0.858			
	Int6	0.799			



Participant intention	PI1	0.872	0.894	0.934	0.825
	PI2	0.940			
	PI3	0.913			
Purchase intention	PuI1	0.896	0.652	0.850	0.739
	PuI2	0.822			
Social identification	SI1	0.775	0.907	0.929	0.685
	SI2	0.815			
	SI3	0.772			
	SI4	0.828			
	SI5	0.819			
Satisfaction	Satis1	0.861	0.862	0.900	0.643
	Satis2	0.778			
	Satis3	0.807			
	Satis4	0.874			
	Satis5	0.833			
	Satis6	0.808			
Trendiness	Trn1	0.852	0.900	0.952	0.909
	Trn2	0.955			
	Trn3	0.822			
	Trn4	0.952			
Word of mouth	WOM1	0.767	0.685	0.864	0.760
	WOM2	0.868			
	WOM3	0.788			
	WOM4	0.876			

2. A dialogue or exchange of opinions with others is available via brand pages on social media; this is one of three criteria used to assess the quality of interaction.
3. Two factors are used to determine the degree to which something is trendy; one of these factors is the frequency with which something is shared on social media.
4. One indicator of customization is the availability of tailored queries inside a brand's social media properties.
5. There are two indicators of word-of-mouth, “one of which is the following: I would want to share information about the brand, product, or services I learned about on social media with my friends.



### Mediating Variables

In this work, we used a dual mediation strategy,

1. Sample item: I consider myself as a member of the social media community. The five-item social identification scale was adapted from research conducted by Bhattacharya and Sen (2003).
2. Sample item: Overall, I am glad to acquire my desired goods via social media, one of six satisfaction items adapted from Chen et al. (2015).

### Results

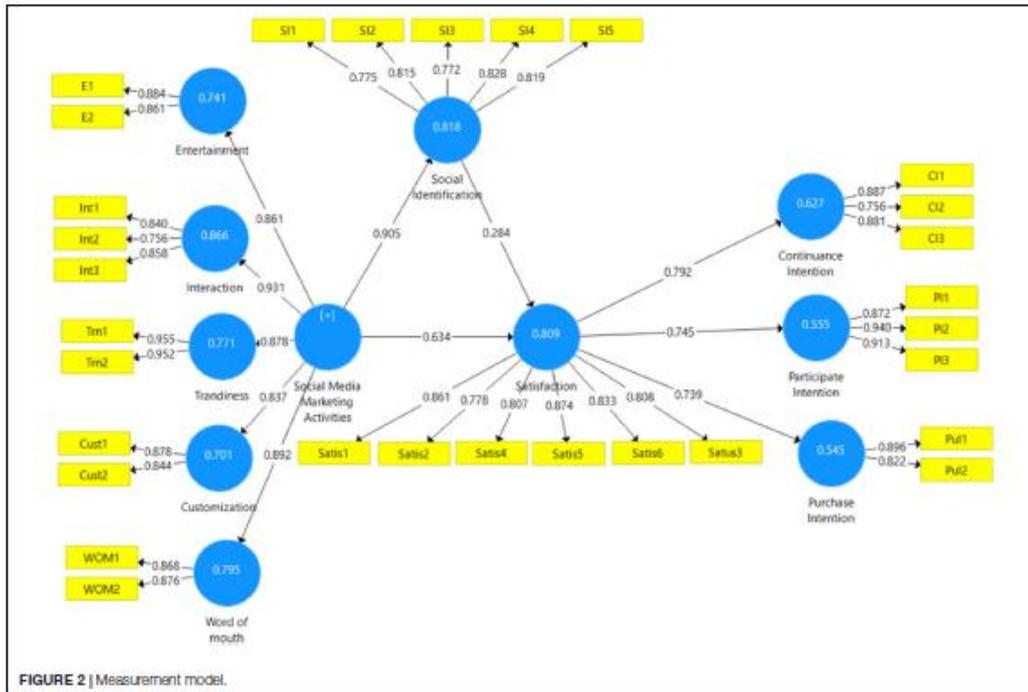
Partial least square (PLS) modelling is used in this study instead of more traditional covariance-based methods like LISREL and AMOS. We use PLSSEM because it may be used for both confirmatory and exploratory studies (Hair Joe et al., 2016). Covariance-based SEM and partial least squares (PLS)-SEM are two methods for modelling structural relationships (Hair et al., 2014). SEM is more useful for hypothesis expansion, whereas PLS is mostly utilised for hypothesis validation (Podsakoff et al., 2012). There would be two stages to a PLS-SEM-based methodology: first, weighing, and then measuring (Sarstedt et al., 2014). When modelling several different factors at once, PLS-SEM really shines. PLS-SEM is just as helpful for analysing tiny data sets (Hair et al., 2014). All parameter computations are simplified by PLS-SEM (Hair Joe et al., 2016). Smart PLS 3.9 was used for this investigation.

### Model Measurement

Table 1 displays the data model used in this study, which is based on a total of 31 variables. The reliability of this survey was calculated using Cronbach's alpha (Hair Joe et al., 2016). All items in Table 1 have reliability coefficients of  $\geq 0.7$ , as measured by Cronbach's alpha. The composite reliability (CR) for all of the loadings in this investigation is over the threshold of 0.70, demonstrating appropriate indicator reliability. We're fine to go since all of the item loadings are greater than 0.6. (Henseler et al., 2015).

A Cronbach's alpha of 0.70 or above is required for trustworthiness in all structures (Hair et al., 2014). All values are bigger than 0.7, as can be seen in Table 1 and Figure 2.

Convergent validity may be evaluated via the use of scale reliability and Cronbach's alpha at the item level (Hair Joe et al., 2016). The expert says that CR and AVE should be more than 0.70 and 0.50, respectively. The average variance extracted scores and CR were used to determine convergence validity (Fornell and Larcker, 1981). The results of the convergent validity and internal consistency tests are shown in Table 3; all indicators are considered valid since their average variance extracted scores are more than 0.50 and their Cronbach's alpha values are greater than .70. A CR rating of 0.70 or above is considered to be satisfactory and is seen favourably as an indicator of internal consistency.”



Hypotheses	Direct effect	Indirect effect	Total Effect	VIF	Decision
SMM- > SI- > SAT	B = 0.213, <i>t</i> -value = 3.570, <i>p</i> = 0.032	B = 0.257, <i>t</i> -value = 4.481, <i>p</i> = 0.000	B = 0.284, <i>t</i> -value = 5.348, <i>p</i> = 0.000	75 %	Supported
SI- > SAT- > CI	B = 0.342, <i>t</i> -value = 3.435, <i>p</i> = 0.000	B = 0.225, <i>t</i> -value = 4.636, <i>p</i> = 0.000	B = 0.425, <i>t</i> -value = 6.543, <i>p</i> = 0.000	64 %	Supported
SI- > SAT- > PAI	B = 0.324, <i>t</i> -value = 5.324, <i>p</i> = 0.000	B = 0.211, <i>t</i> -value = 4.338, <i>p</i> = 0.000	B = 0.439, <i>t</i> -value = 4.345, <i>p</i> = 0.000	73 %	Supported
SI- > SAT- > PAI	$\beta$ = 0.312, <i>t</i> -value = 3.434, <i>p</i> -value = 0.000	$\beta$ = 0.213, <i>t</i> -value = 5.437, <i>p</i> -value = 0.000	B = 0.431, <i>t</i> -value = 5.932, <i>p</i> = 0.000	73 %	Supported



TABLE 3 | Discriminant validity.

Fornell–Larcker criterion							Heterotrait–monotrait (HTMT) ratios						
	CI	PI	PU I	Sat	SI	SM MA		CI	PI	PU I	Sat	SI	SM MA
CI	0.844						CI	0.813					
PI	0.682	0.908					PI	0.854	0.873				
PUI	0.622	0.714	0.806				PUI	0.765	0.825	0.789			
Sat	0.792	0.745	0.739	0.827			Sat	0.847	0.869	0.786	0.876		
SI	0.778	0.769	0.798	0.818	0.802		SI	0.785	0.854	0.734	0.786	0.768	
SM MA	0.823	0.879	0.839	0.821	0.605	0.77	SM MA	0.759	0.769	0.945	0.804	0.846	0.876
<i>CI, continuance intention; PI, participate intention; PUI, purchase intention; Sat, satisfaction; SI, social identification; SMMA, social media marketing activities.</i>													

consistency (Sarstedt et al., 2014). In addition, convergent validity is demonstrated when the mean extracted variance score is more than 0.50, since this indicates that a construct with greater than 50% variability is elucidated by the appropriate evidence.

Discriminant validity was reached when the correlation between the variable and itself reached its highest value, as indicated in Table 3. Quota values for the HTMT should be more than 0.90 and less than 0.95. In a 2016 study, (Hair Joe et al. Discriminant validity was preserved in this study's classifications since all HTMT ratios are less than 0.90, as demonstrated in Table 3.

The VIF was computed to identify the multicollinearity issue in the model. According to the specialists, there is no collinearity problem in the results if the value of VIF is bigger than 5. (Hair et al., 2014). According to the findings, the VIF's internal value must be between 1.421 and 1.893 for all indicators. In addition, there is no evidence of data collinearity in this investigation, and the results are consistent. As a measure of the explanatory power of the model, R2 values were calculated for all modelled predictors. It reveals the extent to which independent factors serve as illustrative models for dependent ones. Higher R2 values, between 0 and 1, indicate better predicting ability. R2 values between 0.25 and 0.50 indicate low reliability, whereas R2 values between 0.75 and 1.00 indicate high reliability. Primary findings with an R2 better than 0.5 suggest a suitable model. Figure 2 shows that the model has high predictive accuracy due to an R2 value larger than 0.5 on all exogenous constructs (Hair Joe et al., 2016).



“In Table 4, we can see that the following percentages of uncertainty have been removed from each of the variables: 62.7% for continuous intention, 55.5% for participation intention, 54.5% for purchase intention, 80% for satisfaction, and 88% for social identity. Overall, the findings show that the R<sup>2</sup> values of endogenous variables are higher than 80%, which is indicative of a robust parsimonious model (Sarstedt et al., 2014). Importantly, the results provide strong support for the model's accuracy. All Q<sup>2</sup> results for the model's four latent variables point to its high predictive power (Hair et al., 2014).

### Hypothesis Testing

The significance of correlations in this study were evaluated using Bootstrapping with a replacement sample size of 5,000. (Hair Joe et al., 2016; Awan et al., 2021). As shown by statistical analysis ( $b = 0.905$ ,  $t\text{-value} = 36.570$ ,  $p = 0.000$ ), SMMAs are associated with one's social identity. The correlation between SMM and contentment was found to be statistically significant ( $b = 0.634$ ,  $t\text{-value} = 8.477$ ,  $p = 0.000$ ).

TABLE 4 | Predictive accuracy and relevance of the model.

Construct	R-square (R <sup>2</sup> )	(Q <sup>2</sup> )
Continuance intention	0.627	0.430
Participate intention	0.555	0.452
Purchase intention	0.545	0.395
Satisfaction	0.809	0.544
Social identification	0.818	0.512

Table 5 reveals that the H3 hypothesis is supported by a significant positive relationship between social identity and happiness ( $b = 0.284$ ,  $t\text{-value} = 4.348$ ,  $p = 0.000$ ). We find that there is a statistically significant relationship between satisfaction and continuous intention ( $b = 0.792$ ,  $t\text{-value} = 15.513$ ,  $p = 0.000$ ), which lends credence to Hypothesis 4. The findings support the hypothesis (H5;  $b = 0.745$ ,  $t\text{-value} = 12.041$ ,  $p = 0.000$ ) that there is a positive relationship between participant satisfaction and subsequent activity. As can be observed, there is strong evidence for H6 ( $b = 0.739$ ,  $t\text{-value} = 12.397$ ,  $p = 0.000$ ), which states that satisfaction has a positive relationship with the impulse to make a purchase. The results of this investigation corroborate hypotheses 1, 2, 3, 4, 5, and 6. The results suggest that the following theories are plausible: H4, H1a, H1b, H3, H3, H2, and H2b (refer to Table 5 and Figure 3). When the VIF is over 80%, mediation occurs; when the VIF is between 20% and 80%, mediation occurs only partly; and when the VIF is below 20%, mediation does not occur at all (Preacher & Hayes, 2008). The findings reveal that social media use ( $b = 0.213$ ,  $t\text{-value} = 3.570$ ,  $p = 0.000$ ;  $b = 0.257$ ,  $t\text{-value} = 4.481$ ,  $p = 0.000$ ; variation accounted for [VAF] = 75% ;  $p = 0.000$ ) partially mediates the relationship between SMM and contentment. The Value-Added Function (VAF) is used to quantify the extent of the oblique impact in relation to the total impact (Hayes and Preacher, 2010). With a VAF of 64%, we see that social identification mediates the relationship between continuous intention and social identification ( $b = 0.342$ ,  $t\text{-value} = 3.435$ ,  $p = 0.000$ ) and between social identification and indirect effect ( $b = 0.225$ ,  $t\text{-value} = 4.636$ ,  $p = 0.000$ ). To quantify the size of the oblique impact in relation to the total impact, we may use a tool called the Value-Added Function (VAF) (Hayes, 2009). Satisfaction mediates the link between social identity and participant intention, as shown by the indirect effect ( $b =$



0.211,  $t = 4.338$ ,  $p = 0.000$ ) and the moderated effect size (VAF, 73%). The correlation between social identity and desire to buy ( $b = 0.312$ ,  $t = 3.434$ ,  $p = 0.000$ ) is mediated by levels of customer satisfaction (VAF = 78%). See (Table 2) for details.”

**DISCUSSION AND CONCLUSION**

Kim and Ko (2012) suggested SMMA, the focus of this research, and asked what variables affect their use of social media. The following are some of the study's key findings: The significance of SMMA has not been fully explored in the vast majority of social media research. This research shows that SMMA have a considerable impact on social identity, which in turn affects consumer choice, engagement, persistence, and happiness.

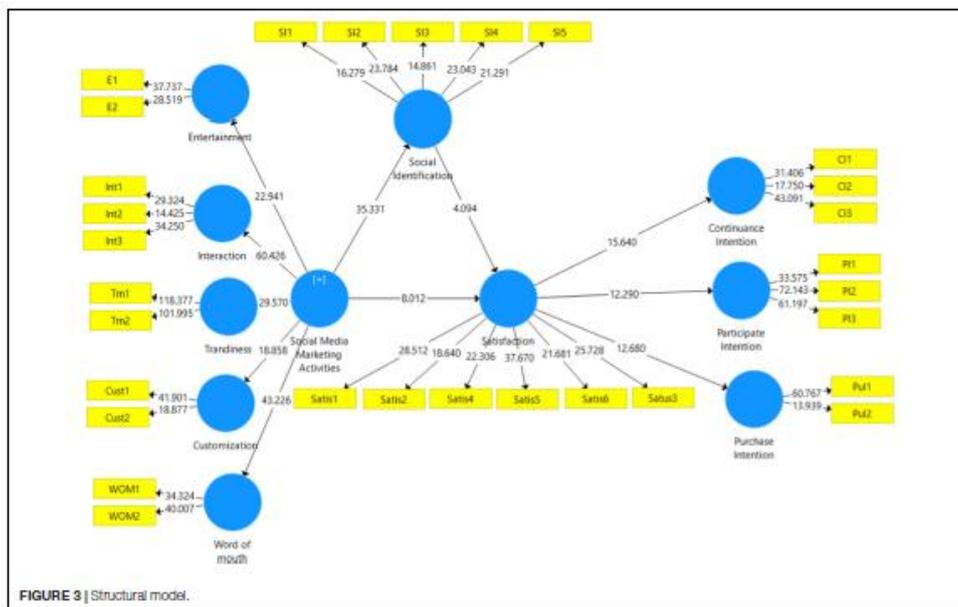


FIGURE 3 | Structural model.



	Hypothesis	Path coefficient (t-value)	Confidence interval	F square	p-values	Decision
H1	SMMA -> SI	0.905 (36.570)	0.838 to 0.937	4.507	0.000	Accepted
H2	SMMA -> Sat	0.634 (8.477)	0.443 to 0.789	0.383	0.000	Accepted
H3	SI -> Sat	0.284 (4.348)	0.137 to 0.392	0.077	0.000	Accepted
H4	Sat -> CI	0.792 (15.513)	0.791 to 0.872	1.678	0.000	Accepted
H5	Sat -> PI	0.745 (12.041)	0.596 to 0.835	1.246	0.000	Accepted
H6	Sat -> PUI	0.739 (12.397)	0.593 to 0.824	1.200	0.000	Accepted

The research clarified people's motivations for using social media. The results indicated that SMMA were capable of maintaining corporate identities. Unlike blog marketing and keyword advertising, which were linked to content, SMM reaches the intended audiences to amplify the effect of the disseminated information. Therefore, social media platforms should think about how to maximise the effect of SMMA. Operators may help SMMA by participating more actively in the forum. In order for members of a community to be well-informed, they may be given the opportunity to share the rationale for their preference for one brand over another. Members gain insight into their brand preferences via open dialogue and the dissemination of useful information, which in turn strengthens both the affinity for and solidarity within the community around the brand in question (Yadav and Rahman, 2017).

The findings show that most top-level managers are concerned that poor brand community management would impede the creation of a sustainable competitive advantage. There have been reports of major developments in marketing strategy and technology with the rise of social media. Social media has made it unnecessary for consumers to depend on more conventional forms of media while doing research prior to making a buying decision. Providers of social media services owe it to their customers to develop effective strategies for controlling post frequency, volume, and content. According to the findings, customer loyalty may be fostered when a company makes its clients feel like part of a certain community via its offerings. Users could also cease buying items from rival companies. Companies should realise that a competitive brand is built via the careful management of online tactics and the brand community, which leads members of the brand community to avoid the products and services of rivals.

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