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Influence of social media marketing communications on young consumers' attitudes and Purchase Intention

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Abstract

The study has considered awareness, knowledge, liking and preference as the predictors of consumer's intention to purchase leading to an actual purchase behavior over social media channels such as Facebook. Also, intention to purchase was considered as a mediator in the study. The quantitative approach has been used in this research. The total responses for the study were 296 collected from the target population to examine the construct developed based on the underpinned hypothetical framework. This research has used a questionnaire based on a five-point Likert scale which has been adapted from earlier studies. The convenience sampling technique has been used in our research. PLS-SEM was used to examine the proposed research model.

Keywords: *Facebook, Technology Acceptance Model, Higher Education Institutes, Pakistan*

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Introduction

This investigation plans to fill a few gaps in past literature about online purchase intentions and real utilization of Facebook for web-based buying and their impact on customers' purchase choices. Nonetheless, limited studies look at the implications of cooperation in web-based buying as far as consumer behaviors, brand preference, brand awareness, brand knowledge, brand liking, and expectation to buy on the web (Hoang, et al., 2020; Noorlitaria, et al., 2020; Yusiana, et al., 2020). Furthermore, past researches have emphasized either the impact of operative elements on the online buying intention or the

impact of customers' features regarding purchase intention. A survey of the extant literature on web-based buying uncovers that earlier studies have concentrated on distinguishing the components related to joining and taking part in web-based shopping. Additionally, in a couple of decades' previous studies have seen enormous enthusiasm for online purchasing brands among service providers, Mahrous and Abdelmaaboud, (2017); Wirtz et al. (2013). Researches have demonstrated that customers are depending increasingly on web-based networking media to make a purchase decision. One of the known

promoting ideas, which are widely utilized by marketing researchers, is brand awareness, brand preference, brand knowledge, and brand liking with the most critical explanations behind such significance including the effect of online buying intention, Duffett (2017). Besides, Social networking ended up being significantly speedier as the trend shifted towards globalization and the Internet of things, and this transformed to interactive data communication technology (ICT) channels, which were named social media and additionally Web 2.0. Individual to individual communication isn't a new reality, as it has reliably been inside human sense to connect and to propose, prescribe each other about business content. In this way, the greater part of youth Internet clients additionally makes usage of no less than one sort of online web-based social networking. Our study objective is to give a better comprehension to know the effect of brand awareness, brand knowledge, brand liking, and brand preference on intention to buy and indirect effect of brand awareness, brand knowledge, brand liking, and brand preference on actual purchase with the impact of intention to web-based buying.

Problem Statement

With the development of brand management and its dimensions in recent times, the need to understand the different perspectives of purchase intentions in the social media platforms has become enlarged, Porral, Fernández, Boga, and Mangín (2015). Certainly, brand knowledge, brand preference, and brand awareness were based on core concepts of brand management but

still, these areas have significant importance to the online consumer market. Despite extensive internet penetration and millions of Facebook and other social network active users, the business domain is undoubtedly facing critical difficulties in their brand management, Duffett (2017); Gunawardane (2015). The likeability and prominence of the brand over social media have prior importance in online platforms, Duffett (2017); Mahrous and Abdelmaaboud (2017). Therefore, companies are striving hard to gauge the contributing factors to the purchase intentions of consumers in recent times. Hence, the study has highlighted this problem for improvement purposes and to provide workable implications for better brand management over social media networks. The study has also identified that previous studies have although considered brand management concepts and perspectives to analyze the purchase intention and actual purchase (Wang, 2015; Vinh, 2016; Beukeboom et al. 2015). But these studies were found weak in demonstrating structural model and empirical evidence for the assessment of purchase intention and actual purchase from the perspective of likeability and brand equity concepts concurrently. Moreover, the past literature was also found weak in providing causal modeling frameworks in the context of the developing world.

Research Questions

1. Is there a direct effect of brand awareness, knowledge, preference and liking on purchase intention?
2. Is there an indirect effect of brand knowledge, awareness, preference

and liking on actual purchase with the mediation of purchase intention?

3. Is there an effect of consumer purchase intention on consumer actual purchase in the context of social media?

Study Aims & Objectives

Study Aim

The study aimed to highlight the role of Social Networking Services (SNS) for online purchase behavior. The study focused on the role of Social Networking Services (SNS) for the online purchase behavior of young consumers of Karachi city in the context of Facebook specifically. The study has used four critical types of social media marketing communication objectives including brand awareness, brand knowledge, brand liking, and brand preference as influencing factors to intention and actual use of Facebook for online buying.

Specific Objective

- To examine the consumer behavior towards purchase on Social Media Channels
- To explore the theory of planned behavior surrounding the research on consumer behavior
- To identify the indirect impact of brand awareness, knowledge, liking and preference on actual purchase with the mediation of purchase intention.
- To identify the direct impact of purchase intention on the actual purchase.

Significance of the Study

It has been signified that consumer buying behavior is a moderately broad and wide aspect, which it would challenge for the

researcher to assemble, investigate and cover all the fundamental information and insights into one research; in this manner, the researcher has enlightened the concentration in relationship with the social networking website, which associates with online networking. The goal of the study is to clarify why, when, and how online networking has affected young customer buying behavior. In addition, maybe, with this specific point of view the study holds, it can help to identify the opportunities and drawbacks organizations are looking with this effect on consumers buying behavior to seize and grasp the conceivable outcomes in the new marketing epochs(Chan & Li, 2010; Duffett, 2017; Park, Jeon, & Sullivan, 2015).

Research Scope

The research scope is limited to the city Karachi, Pakistan and has focused on the web 2.0 technology i.e. the social networking sites and specifically the young consumer's online purchase behavior over these social media websites. Hence, this research will provide an opportunity to explore the behavior, attitude, preferences and perceptions of young consumers towards social media websites such as Facebook. The study will assist the brands operating on these social media websites to better serve the needs of the consumers and stimulate their purchase behavior in a positive manner so that these brands can be more productive.

Limitation of the Study

The study has used only four determinants and predicting variables of purchase intentions and purchase behavior of online consumers. Also, the study confined to Facebook only as Social Networking Sites (SNS). The study was also restrained to the

consumers of Karachi city of Pakistan and focused on self-administrated survey methodology for data collection. Also, the study has not aimed to highlight the direct influence of brand awareness, brand knowledge, brand liking, and brand preference on purchase behavior in the online brand-consumer market of Pakistan. The study would like to share the experiences and feedback of young customers in Karachi regarding their social networking sites, social presence, and buying behavior. The special focus of this study assists in shedding light on the young online customer of social sites by enlightening Facebook in Karachi, Pakistan.

Literature Review

Theoretical Background

Aaker, (1991) proposed that brand equity has some factors that are realistically intertwined with each other. These factors include brand awareness, brand association, brand loyalty, and perceived quality. On the other hand, Keller (1993, 2001); P Kotler and Keller, (2006) theory of brand equity postulates that brand preference and brand perception are two core foundational bricks for developing brand equity, while it leads to brand loyalty in the end. Additionally, these components and determinants of brand equity including brand image, brand loyalty, brand perception, and brand preference, considerably diagnosis and determine the purchase intention of the consumers. Furthermore, the Theory of Planned behavior proposed that Intention leads to behavior. Icek Ajzen has argued in his Theory of Planned Behavior that if the consumer has an intention to purchase then the likelihood of an actual purchase is significant (Ajzen, 1991).

Therefore, through these two conceptual and commonly used models and theories of brand equity and Planned Behavior. The current study has purposefully developed the theoretical foundations that brand image, brand loyalty, brand perception, and brand preference have critical roles in the management and understanding of consumers' purchase intention. Thus, the current study has developed the hypotheses undertaken in the study based on brand equity theories proposed by (Aaker, 1991; Keller, 1993).

Theoretical Development of Hypotheses

Brand Awareness and Consumer Purchase Intention

A brand can be defined as “name, term, sign, symbol, or a design” that is used to identify a product or service of an offeror and to differentiate the product or service from its direct or indirect competitors (Kotler, 1991, p.442). Hoang, et al., (2020) argued that brand awareness has a direct impact on consumer's purchase intention as it impacts the development and strength of brand association. Moreover, brand awareness aids the consumer in identifying the brand in various groups of products and affects their intention to purchase any one product (Ramkumar and Liang, 2020). Likewise, Tsimonis and Dimitriadis, (2014) argued that Brands can effectually improve and augment strong consumer relationships. Social media can play a significant role in establishing brand awareness which in turn strengthens the consumer-to-business relationship, and increase brand recognition (Febriyantor, 2020). Hence, the study has hypothesized that:

H1a: Brand awareness has a significant direct influence on purchase intention.

Brand Awareness and Consumer actual purchase with purchase intention as a mediator

Kristyatmoko, (2015) argued that purchase intention is a significant predictor of consumer behavior and that when the consumer has an intention to purchase then this indicates a significantly positive commitment of the consumer to make an actual purchase.

Moreover, Noorlitaria, et al., (2020) argued that a higher level of brand awareness can influence the trust of the consumer with a brand which in turn would increase purchase intention and actual purchase. Hence, in light of these arguments the following hypothesis has been postulated:

H1b: Brand awareness has a significant indirect influence on actual purchase with the mediation of purchase intention.

Brand Knowledge and Consumer Purchase Intention

According to Yusiana, et al., (2020) brand knowledge means the information that consumers possess regarding the brand has a significant positive relationship with consumer attitude towards the brand and intention to purchase. Shahid, et al., (2017) argued that brand awareness is a nascent level of knowledge about the brand that a consumer has, and this involves the name and or identification of the brand and the information about its features. Hence, brand knowledge is considered to be the primary factor in consumer search for a brand, and it affects the decision-making process of the consumer to purchase the brand. Therefore,

keeping in view these arguments presented in the literature, the following hypothesis has been postulated:

H2a: Brand knowledge has a significant direct influence on purchase intention

Brand Knowledge and Consumer Actual Purchase with the mediation of Purchase Intention

Esch, et al., (2006) argued that actual purchases are influenced by brand knowledge through a brand relationship which comprises satisfaction received from the brand, consumer trust, and emotional attachment with the brand. However, Cheung, et al., (2020) stated that brand knowledge is a critical component in the consumer's decision-making process which leads to an intention to purchase and thereby increasing the likelihood of an actual purchase of the brand. Hence, companies invest in consumer brand engagement campaigns to raise awareness about the brand and ensure that the consumer can recognize and recall the brand to increase the chances of an actual purchase (Kim, et al., 2018). Hence, the study postulated the following hypothesis:

H2b: Brand knowledge has a significant indirect influence on actual purchase with the mediation of purchase intention

Brand Liking and Consumer Purchase Intention

Chiang and Tseng, (2017) stated that consumers often press the like button for product-related posts on social networking sites which indicates their supportive attitude and special affection towards a brand. Moreover, Phua and Kim, (2018) argued that users of social networking sites demonstrate a liking behavior towards the brand that exerts its efforts on enhancing social media

consumer engagement. Likewise, Chiang and Tseng, (2017) further stated in their paper that designing engagement features for brands on social networking sites such as Facebook increases the probability of consumers liking behavior which contributes to the consumer purchase intention from the brand. Hence, the following hypothesis was postulated:

H3a: Brand liking has a significant direct influence on purchase intention

Brand Liking and Consumer Actual Purchase with Mediating Effect of Purchase Intention

Rahman, et al., (2018) have argued that fan page engagements that encourage consumer liking behavior positively stimulate consumer purchase intention which in turn results in an actual purchase. Likewise, McClure and Seock, (2020) argued that consumer involvement with a brand's social media page such as liking behavior leads to a positive consumer attitude towards that page which as a result leads to the likelihood of actual purchase. Hence, keeping in view the arguments presented in the literature, the following hypothesis was postulated:

H3b: Brand liking has a significant indirect influence on actual purchase with the mediation of purchase intention.

Brand Preference and Consumer Purchase Intention

Gautam and Thakur, (2015) stated that consumer preferences amid non-branded and branded products play a significant role in predicting consumers' intention to purchase from the brand. Moreover, Krishnan and Nandhini, (2017) argued that consumer brand preference towards purchasing a product contributes to the positive intention to

purchase the product. Hence, keeping in view the arguments present in the literature the following hypothesis was postulated:

H4a: Brand preference has a significant direct influence on purchase intention.

Brand Preference and Consumer Actual Purchase with the mediation of Purchase Intention

Gunawan, et al., (2018) argued that consumer brand preference contributes to 29% of the driving force of consumer intention to purchase in the grocery industry. It is the outcome of retail choice availability which is considered an important factor for the consumers. The same was supported by Maymand and Razmi, (2017) that availability of the product is an important factor to predict brand preference and consumer brand preference along with convenience positively stimulates consumer purchase intention which results in an actual purchase. Hence, keeping in view the arguments presented in the literature the following hypothesis was postulated:

H4b: Brand preference has a significant indirect influence on actual purchase with the mediation of purchase intention.

Consumer Purchase Intention and Actual Purchase

The intention is found to be a strong predicting factor for consumer behavior, and the main focus behind the theory of planned behavior. Moreover, past studies have found that consumer purchase intention has a direct positive relationship with consumer actual purchase (Indiani and Fahik, 2020). Hence, keeping in view the arguments presented in the literature, the following hypothesis has been postulated:

H5: Purchase intention has a significant direct influence on the actual purchase.

Conceptual Framework

Following figure 1 has illustrated the proposed research model.

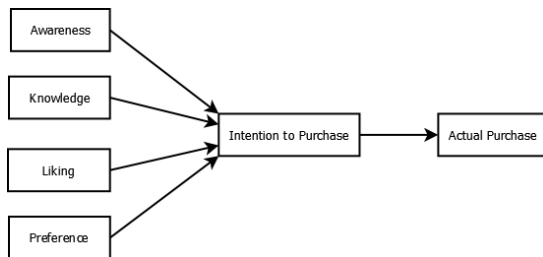


Figure 1: Proposed Research Model

Research Methodology

Research Approach

A quantitative research design was utilized for investigating the variables of the construct. The quantitative approach was utilized to aid in collecting quantifiable data and statistically analyze the data to assess the relationships amid the variables of the study (Bryman, 1984; Kothari, 2004).

Research Purpose

An explanatory research purpose allows the researcher to examine a phenomenon correctly and elucidate the pattern of the relationship amongst a variety of variables. In our study, an explanatory research purpose was used to recognize and comprehend the cause and effect relationships amid the variables of the construct (Gravetter and Forzano, 2003). Consequently, the study has made use of explanatory research purposes to attain the anticipated objectives.

Research Design

Our study decisively used causal research design to derive cause and effect

investigation amid the variables (Bryman, 1984). The reason behind choosing a causal research design was to acquire the evidence of a cause and effect relationship amid Brand Awareness, Brand Likeability, Brand Knowledge and Brand Preference, and Consumer Purchase Intention, and to obtain the evidence of cause and effect relationship amid Purchase Intention and Actual Purchase.

Sample Size

The sample size for the study was 296 responses from the target population i.e. residents of Karachi, Pakistan to decisively achieve the research objectives and answer research questions remarkably. The respondents of the study frequently purchased online and had a clear understanding of and familiarity with Social Networking Sites.

Data Collection Technique/Tools

Among the many techniques of data collection, the study used a survey-based technique to gather data from the target population. This allowed the researcher to acquire data from respondents using a questionnaire who frequently purchased from superstores and marts of Karachi, Pakistan like Imtiaz Supermarket, ChaseUp, Metro, etc.

Data Collection Instrument

This study utilized a five-point Likert scale questionnaire adopted from Duffett (2017). The questionnaire was designed using Google forms and circulated among the respondents via Facebook and LinkedIn.

Sampling Technique

In our study, the purposive judgmental sampling technique was used to select the sample from the target population.

The purposive technique enabled the researcher to select those respondents from the population who were living in Karachi and frequently purchased from Social Networking Sites.

Statistical Technique/Tools

The study made use of various statistical techniques for data analysis. These include Cronbach's alpha reliability for testing internal consistency of the data, Cronbach (1951); Santos (1999); Confirmatory Factor Analysis (CFA) to verify the theoretical relationship of the measures to particular construct as uncovered by the statistical methods, Fox (1983); Loehlin (1998) and finally, path analysis using PLS-SEM to estimate the relationship among study variables (Loehlin, 1998; Stoelting, 2002).

Ethical Considerations

All ethical considerations were taken into account when conducting the research study. Moreover, the research immensely considered the privacy and confidentiality of the participants which is very crucial (Bryman, 1984). The questionnaire accompanied a cover letter ensuring that the data collected from the respondents will solely be used for the purpose of research, and will not in any way harm the privacy of the respondent.

Data Analysis

Pilot Study

Table 1: Pilot Study (n = 50)

Variable Name	N Items	Cronbach's Alpha
Actual Purchase	8	0.565
Awareness	8	0.601
Intention to Purchase	8	0.764
Knowledge	8	0.718
Likeability	8	0.712
Preference	8	0.515

Descriptive Statistics

Table 2: Descriptive Statistics (n = 296)

		Frequency	Percent
Gender	Male	157	53.0
	Female	139	47.0
Age Group	18 years to 25 years	120	40.5
	26 years to 35 years	127	42.9
	36 years to 45 years	28	9.5
	Above 45 years	21	7.1
Marital Status	Single	201	67.9
	Married	95	32.1
Qualification	Under Graduate	15	5.1
	Graduate	47	15.9
	Post-Graduate	39	13.2
	Doctorate	195	65.9

Construct Validity

Henceforth, the study has initially assessed construct validity to estimate adequate factor loadings of each item to their respective construct and ensure the constructs were developed appropriately. Construct validity aims to assess the development of constructs with respective and accurate items that are theoretically underpinned, Hair, Black, Babin, Anderson, and Tatham (2010). Following table 3 shows the result of construct validity.

Table 3: Construct Validity

	Actual Purchase	Awareness	Intention to Purchase	Knowledge	Likeability	Preference
ACTUAL6	0.937					
ACTUAL7	0.921					
AWARE2		0.863				
AWARE4		0.833				
AWARE5		0.829				
AWARE7		0.748				
AWARE8		0.741				
INTENT1			0.879			
INTENT2			0.830			
INTENT3			0.790			
KNOW6				0.792		
KNOW7				0.859		
KNOW8				0.816		
LIKE2					0.884	
LIKE3					0.951	
LIKE5					0.951	
PREF1						0.906
PREF2						0.798
PREF3						0.761

The above table clearly shows that all the items were appropriately loaded in their respective, theoretically underpinned, construct with at least 0.70-factor loading as suggested by Hair, Sarstedt, Ringle, and Mena (2012); Tabachnick, Fidell, and

Osterlind (2001). Thus, the study has achieved construct validity.

Convergent Validity

Furthermore, the study assesses convergence among the items to ensure their appropriate representation in their respective construct. Convergent validity refers to the assessment of convergence or correlation among the measures of a particular variable using Average Variance Extracted (AVE). Whilst, convergent validity also assesses the internal consistency of constructs by a more comprehensive parameter known as composite reliability. Following table 4 shows the result of convergent validity including three core parameters namely Average Variance Extracted (AVE), composite reliability, and Cronbach's Alpha.

Table 4: Convergent Validity

Constructs	Cronbach's Alpha	Composite Reliability	Average Variance Extracted (AVE)
Actual Purchase	0.842	0.927	0.863
Awareness	0.862	0.901	0.647
Intention to Purchase	0.782	0.872	0.695
Knowledge	0.765	0.863	0.677
Likeability	0.922	0.950	0.864
Preference	0.766	0.863	0.679

For the confirmation of convergence amongst measures, it has been suggested that AVE should be greater than 0.50, composite reliability should be at least 0.80 and Cronbach's alpha coefficient should be at least 0.70, Hair et al. (2010); Hair, Hult, Ringle, and Sarstedt (2016); Hair et al. (2012); Nunnally (1967). Therefore, it has been clearly shown in the above table that all the constructs have achieved convergent validity.

Discriminant Validity

Finally, the study has focused on assessing discriminant validity using three major criteria for Partial Least Square (PLS) method for SEM technique including cross-loadings, Fornell and Larcker

(1981) criterion, and Heterotrait-Monotrait (HTMT) ratio. The discriminant validity refers to the evaluation of distinct characteristics of a particular variable in contrast to all other constructs, Fornell and Larcker (1981); Hair et al. (2016). Following table 5 and 6 show results showed Fornell and Larcker (1981) criterion and HTMT ratio.

Table 5: Discriminant Validity using Fornell and Larcker (1981) Criterion

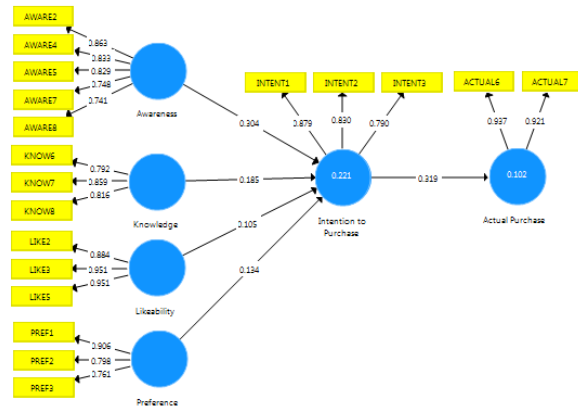
	Actual Purchase	Awareness	Intention to Purchase	Knowledge	Likeability	Preference
Actual Purchase	0.929					
Awareness	0.699	0.804				
Intention to Purchase	0.319	0.381	0.834			
Knowledge	0.065	0.123	0.260	0.823		
Likeability	0.200	0.210	0.206	0.084	0.929	
Preference	0.225	0.238	0.264	0.219	0.163	0.824

In the above table, the squared root of AVE for all the respective constructs was greater than its corresponding variables. Therefore, discriminant validity using Fornell and Larcker (1981) criterion has been achieved. Lastly, the study used Heterotrait-Monotrait (HTMT) ratio for discriminant validity as suggested by Hair et al. (2016); Hair et al. (2012); Henseler, Ringle, and Sarstedt (2015) for the PLS-SEM technique. Following table 6 shows the result of the HTMT ratio.

Table 6: Discriminant Validity using Heterotrait-Monotrait (HTMT) Ratio

	Actual Purchase	Awareness	Intention to Purchase	Knowledge	Likeability	Preference
Actual Purchase						
Awareness	0.827					
Intention to Purchase	0.390	0.461				
Knowledge	0.085	0.149	0.327			
Likeability	0.219	0.229	0.234	0.095		
Preference	0.270	0.282	0.317	0.260	0.183	

It has been suggested by Henseler et al. (2015) that all the variables of HTMT ratio should be less than 0.85 for acceptable discriminant validity in PLS-SEM. Thus, the above table showed that all the constructs have achieved discriminant validity. Whilst, in a cumulative manner, it has been proven that all the constructs of the study have achieved discriminant validity using three criteria.



Path Analysis

The following table has presented path analysis for direct effect amid independent variables and dependent variables of the model.

Table 7: Path Analysis for Direct Effect

	Estimates	S.E.	T-Stats	P Values
Awareness → Intention to Purchase	0.304	0.066	4.630	0.000
Intention to Purchase → Actual Purchase	0.319	0.061	5.221	0.000
Knowledge → Intention to Purchase	0.185	0.070	2.640	0.008
Likeability → Intention to Purchase	0.105	0.050	2.089	0.037
Preference → Intention to Purchase	0.134	0.070	1.905	0.057

The above table clearly showed that awareness (0.304, $p < 0.10$), knowledge (0.185, $p < 0.10$), likeability (0.105, $p < 0.10$) and preference (0.134, $p < 0.10$) of the brand have positive and statistically significant relationship with intention to purchase. However, intention to purchase (0.319, $p < 0.10$) has directly positive and statistically significant relationship with actual purchase.

Furthermore, the following table shows path analysis for indirect effect amid independent, dependent, and mediating variables in the model.

Table 8: Path Analysis for Indirect Effect

	Estimates	S.E.	T-Stats	P Values
Awareness → Intention to Purchase → Actual Purchase	0.097	0.036	2.705	0.007
Knowledge → Intention to Purchase → Actual Purchase	0.059	0.023	2.594	0.010
Likeability → Intention to Purchase → Actual Purchase	0.033	0.019	1.775	0.076
Preference → Intention to Purchase → Actual Purchase	0.043	0.025	1.704	0.088

The results have clearly shown that awareness (0.097, $p < 0.10$), knowledge (0.059, $p < 0.10$), likeability (0.033, $p < 0.10$) and preference (0.043, $p < 0.10$) have positive and statistically significant

relationship with actual purchase with the mediation of intention to purchase.

The following table shows the predictive relevancy of the dependent variables in the model framework.

Table 9: Predictive Relevancy

Exogenous Variables	R Square	R Square Adjusted	Q Square
Actual Purchase	0.102	0.099	0.080
Intention to Purchase	0.221	0.210	0.138

It has been shown that the combination of awareness, knowledge, likeability, and preference can able to predict 22.1 percent variability in intention to purchase. However, the combination of awareness, knowledge, likeability, preference, and intention to purchase can predict 10.2 percent of the variance in the actual purchase.

Discussion

Our study has revealed a positive impact of brand awareness, Brand Knowledge, Brand Preference, and Likeability on Consumer Purchase Intention. Hence, this implies that Consumers who are familiar with a brand, have an understanding of the brand values and Like the Product Posts from the brand on Social Networking Sites are more likely to purchase the brand. Hence, Pakistani consumer behavior can be predicted through these factors, and their willingness to purchase can be stimulated. Therefore, the brands that operate on Social Media should be more focused on creating posts that generates brand awareness, provides knowledge in an engaging way and ensure that consumers engage with the brand posts and like them. These findings are congruent to the findings of Hoang, et al., (2020), Noorlitaria, et al., (2020), Yusiana, et al., (2020), Kim, et al., (2018), and Phua and

Kim, (2018). Likewise, the study also revealed that Purchase intention in the context of Pakistani Consumer behavior on social media networking sites results in an actual purchase from the brand. Hence, if the consumer has an intention to purchase from the Social Networking Site then the likelihood of an actual purchase is significant. These findings are congruent with the findings of Maymand and Razmi, (2017) and Indiani and Fahik, (2020).

Conclusion and Recommendations

Conclusion

The findings of the research revealed that when consumer awareness and knowledge about the brand is high then it positively affects his intention to make the purchase over the social networking website. Likewise, when a company engages in activities that are centered on consumer engagements and the brand posts receive more likes from the consumers then this would positively stimulate the intention of the consumer to make a purchase from that brand over social media. Hence, this implies that consumers are more inclined towards posts that receive a higher number of likes and also they are more likely to purchase from brand they are aware of and have knowledge about. Likewise, brand preference was also found to play a significant role in stimulating consumer's intention to purchase from the brand.

In addition, when customer awareness about the brand has been increased so the actual purchase has also increased with the mediation of intention to purchase, which means that customer awareness triggered the

behavior and make the attitude towards purchase brand. Moreover, knowledge about brands among several brands helps customers to the actual purchase of brand with the mediation of intention to purchase, it means that when customers know brands so the attentiveness of selecting brand among competitors' brand help to purchase brand. Additionally, likeability helps in actual purchase to customers with the mediation of intention to purchase, which means customer behavior depends on the likeability of the brand of choice and selection of a particular brand. Furthermore, preference helps the customer in the actual purchase of a brand with the mediation of intention to purchase; it means that customer behavior depends on the customer preference that influenced the actual purchase after the purchasing intention to purchase of the brand.

Theoretical Contribution

Understanding consumers' online behavior and its association with their purchase intention and behavior become important for researchers and academicians. Therefore, the current study significantly contributes to enhancing the knowledge and understanding about consumers' preference factors and knowledge perspective towards online purchase intention and actual purchase behavior. Furthermore, the study also contributed to the positive dynamics of online shopping behavior for profound understanding to academicians. However, the study also helped researchers to further understand and comprehend various aspects of purchase intention and actual purchase from the developing country perspective.

Managerial Implications

Several important attributes have been concluded by this study that can be used to make a successful intention to purchase. Managers should use a trustworthy endorser that is an expert in his or her field. Consumers are price sensitive who purchase low price products but they are willing to pay extra for enhancement in intrinsic cues but not for extrinsic cues such as packaging (Ramkumar & Liang, 2020). Therefore, companies can take this consideration for building strategy regarding the brands in the future. Managers should focus on quality and promote features of the brand to improve brand likeability among customers. It has been suggested that companies should expand familiarity among consumers through different activities such as investing in product quality associations, and promoting quality reviews. Furthermore, it has been recommended that a company should expand its likeability perceptions strategically to focus on building a better reputation and increasing familiarity. Firms ought to ceaselessly look to build their image affability and to oversee it all the more deliberately keeping in mind the end goal to separate themselves from their opposition and to increase supportable upper hand (Febriyantoro, 2020).

Future Line of Research

Future research should use these findings and sub-social measurements to call for far-reaching thought of test variety. A complete example may reveal other vital precursors and outcomes that are vital in mark agreeability. Moreover, future examinations are urged to incorporate bigger examples for directing cross approval of the model with the goal that generalizability can

be ensured. Future considers are urged to research the connections amid brand sociability and different builds, for example, fulfillment, and unwaveringness, and mark love. Understanding these connections empowers researchers to look into these ideas. This investigation of the forerunners of brand affability, mark information, and awareness is an initial move towards accomplishing this.

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