Social Network Marketing and the Consumer Purchase Intention: Mediation Role of Brand Trust and Brand Image

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Abstract

The current research study aims to examine the nexus between social network marketing and consumers' buying decisions with the mediating effects of brand trust and brand image to gain a better understanding of consumer behavior using social media platforms. The research study collects the data from the respondents of the social network marketing using google form and shared physically. Data was collected from 289 respondents and analyzed with SMART PLS. The findings of the research study explained that social network marketing has a significant relationship with consumer purchase intention, brand trust, and brand image. The findings also indicate that brand trust mediates the association of the factor of social network marketing and consumer purchase intention because of the significance value=0.000, which is less than 0.05; thus, the hypothesis is that brand trust mediates the relationship between social media marketing and the consumer purchase intention is accepted. Furthermore, based on the results, the brand image has the mediation effects between the social media network and the consumer purchase intention. The research study expanded the existing literature on social network marketing the examined the mediating effects of brand image and brand trust with consumer purchase intention in the context of Pakistan.

Keywords: Content Marketing, Social Media Marketing, Online Convenience, Brand Equity, Consumer Purchase Intention.

Introduction

The prior research study suggested that social network marketing is integrated with marketing, which includes the platforms of social media. This marketing strategy has significant importance in the industry of social media marketing through the form of formal advertising campaigns to attract customer engagement and increase consumer purchase intention (Soetjipto, 2023). The research study explained that the social media network is based on internet-based social media platforms to connect with lovely friends, members of the family, and as well as customers through Facebook, Twitter Instagram (Archer & Nalloor, 2021). Actually, social network marketing is a subset of social media marketing to connect consumers with any limitations time no nay location limitations, and to connect with two-way communications as compared to traditional one-way communications. Now, the world is moving the advanced technology, thus, the better needs of the social network marketing

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understanding, and this concept positively impacts the behavior of consumer purchase intention (Syaifullah & Honantha, 2020). The prior research study suggested that social network marketing is part of social media marketing or is the subset of social media marketing and has a greater impact on the behavior of consumer buying behavior through social networking methods or approaches; consumers and brands are strongly associated or connected without any time of limitations, or locations, and developed two-way communications as compare to old marketing or traditional marketing approach or communications (Silvia, 2019).

Information technology revolutionary has a positive impact on the behavior of the Pakistani people and shows a rapid growth in the awareness of the uses of social media, such as Facebook, which communicates with people and connects with more than 20 million (Kemp, 2015). The prior research study was suggested that the through social media marketing and visual merchandising include window displays, forum displays, and the includes promotion signage with floor merchandising because displaying goods more attractive for consumers and creates more attention. The technique of visual merchandising has significance regarding the brands' visual making for the purpose of attracting customers and displaying with highlights differentiate characteristics and features in the shopping malls and as well as stores to enhance customer purchase intention (Jeong & Kim, 2022).

The prior research study suggested that in retail superstores, visual attractions, and better communications always have significant importance, and thus, visual merchandising is an important marketing tactic in the retail sector as well as retail shopping malls. For the purpose of increasing consumer purchase intentions and increasing market shares in competitive environments, more focus is placed on visual merchandising strategies and techniques in retail operations (Mondol et al., 2021). Thus, in the success of the retail store business, visual merchandising is one of the beneficial techniques and strategies and is attractive for customers through both interior and exterior features, and also has a positive impact on the consumer purchase intention. Through this approach, the retailer has a better understanding of consumer needs and better decisions regarding the right products for the right customers (Ali et al., 2017). These numbers explained that the platform of social networking, Facebook growing in the Pakistani environment and has many business opportunities for the users of social media. It also gives individuals the to develop connections with business communities.

Thus, many organizations in various industries have raised more awareness of the use of social media platforms, and organizations focus more focuses, the promote brands, products, and services. Different e-commerce companies such as Alibaba and Daraz connect with their customers and increase their business (Barhemmati & Ahmad, 2015). Because of the theory of the uses and gratification integrated with the traditional platforms and also based on the advanced technologies, to better understand how consumers have emotional, cognitive, and other factors needs, the consumers are as gratified. Also, consumers connect with the consumer ships, and this theory is also integrated to examine the factors of how social media networking impacts consumer buying behavior. Actually, due to globalization and a borderless world, people spend maximum time using social media networks for real-time communication. Thus, now multinational companies, through the use of social media, offer products and services to attract customers' attention and increase consumer purchase intention (Forbes, 2017).

Through e-word of mouth, multiple users can share from one place to another or globally. Thus, electronic word of mouth has significance and the positively associated with consumer purchase intention with the help of social media networks (Ruhamak et al., 2018). Thus, social media network sites have the significant growth, and social media, now audience, and people have shifted from traditional word of mouth to electronic word of mouth because traditional word of mouth is based on the referred way of communication in the form of face-to-face with shared relatives, friends, and whereas the electronic word of mouth the way of communications, shared with friends, relatives, and the communications online through the social networks, such

as the Twitter, Facebook and furthers social platforms (Silvia, 2019).The field of social media marketing has a significant importance in competitive business, and effective marketing strategies improve the firm performance and generate profitability. Therefore, all sets of activities or marketing strategies, are the way of methods to transfer finished goods from the manufactured to the end consumers' sale of point or the place of the convenience stores to access consumer products easily. The prior research study suggested that visual merchandising is part of marketing, and marketing is the oldest concept in the world. human history supports the marketing approaches in business, sales, promotions, advertising, branding, and visual merchandising (Karunarathne, 2021). The prior research study was suggested that visual merchandising is includes window displays, forum displays, and the includes promotion signage with floor merchandising because displaying goods more attractive to consumers and creates more attention. The technique of visual merchandising has significance regarding the brand visual making for the purpose of attracting customers and displaying with highlights differentiate characteristics and features in shopping malls and as well as stores to enhance customer purchase intention (Jeong & Kim, 2022).

The current research study proposes to explore the concept of social network marketing, the mediating role of brand trust and brand image, and their relationship to consumer buying decisions in Pakistan. Thus, the study focuses more on the behavior of the consumer purchase intention regarding social network marketing.

The research study was to examine the greater understanding of the approach of social network marketing towards the effects of the mediations of the brand trust and the brand image impact on the consumer purchase intention. Furthermore, the factors of social network marketing, such as electronic word of mouth, online convenience, and online communication, impact consumer purchase intention by mediating the role of brand image and brand trust to enhance consumer behavior as well as more significantly affect the behavior of the consumer.

The research study objectives investigate the impact of social networking marketing on the behavior of the consumer buying intention, the effects of mediations of the brand trust, and the brand image of the consumer purchase intention. The research study has different research objectives are follows:

- To analyze the factors of the social networking marketing impact on the consumer purchase intention
- To investigate the effects of the brand image on consumer purchase intention
- To examine the impact of brand trust on consumer purchase intention
- To analyze the mediating effects of the brand image between the e-word of mouth the consumer purchase intention
- To investigate the effect of brand trust between the e-word of mouth associated with the consumer purchase intention

The current research study explores the relevant literature of the research study regarding social network marketing to examine the mediating effects of consumer engagement, consumer brand trust, and brand image between the relationship of social network marketing and; the research study the significant importance of social media marketing, digital marketing, marketing, and the behavior of the consumer buying decisions in the context of the country of Pakistan. The current research study results incorporate the file of social network marketing, digital marketing, content marketing, and all the social media platforms to engage and the mediating role of brand trust and brand image to increase consumer purchase intention.

Literature Review
The Theoretical Background
According to Katz and Blumler (1974), and developed the theory of Gratification. Thus, the current research study incorporated the theory of Uses and Gratification theory. The theory of

uses of gratification theory basically applies to conventional media to examine consumer preferences and the behavior of the consumers; thus, new technology, such as the internet, websites, social media, emails, Facebook, and Instagram, has significant importance in the traditional media also crucial in the social media platforms (Ngai et al., 2015). Through the theory of uses and gratification, based on assumptions, the consumer has active and self-conscious patriciates in the choice of media, and the consumers have personal goals as compared to the media influence; thus, the media selection consumer has the concept of object-oriented and has the focus on the value (Heidari et al., 2023). In the various social media research studies, the application of the theory of uses and gratification has been significance importance for exploring the concept of motives, uses the social network platforms, and examining the factors of impact on consumer purchase intention; the developed research model and hypothesis developed (Li et al., 2020). Therefore, the theory of the uses and gratification integrated with the traditional platforms and also based on advanced technologies to better understand how consumers have emotional, cognitive, and other factors needs the consumers are as gratified. Also, consumers connect with the consumer ships, and this theory is also integrated to examine the factors of how social media networking impacts consumer buying behavior. Actually, due to globalization and a borderless world, people spend maximum time using social media networks for real-time communication. Thus, now multinational companies, through the use of social media, offer products and services to attract customers' attention and increase consumer purchase intention (Park et al., 2021).

Social Network Marketing and Social Media

The research study is based on social media networking, and the term social media explains the broader characteristics of internet-based services. Moreover, through this service, shared information participates in terms of online exchange, including the user-created content associated with online communities, such as blogs, Wikipedia, sites of social networking, Twitter, Facebook, YouTube, and Instagram Dewing (Syaifullah & Honantha, 2020). Thus, the era of innovative technological revolution in the world is happening, then social media has significant importance in sharing information and communications. This approach is essential for people to communicate ways multinational companies create social media network links to connect customers to easy access, convenient, effective, and fast sharing, and particular interests of the customers (Zhang & Chen, 2020). Thus, with the help of social media sites, social networking plays an essential role in users creating user profiles, sharing accurate time information, and connecting with people for better communication. Therefore, strategic marketers use social networking marketing as a vital tool because individuals spend more time and more likes on these social networks, and experts consider them for advertising purposes of the social networks (La Cava et al., 2022)

Consumer Purchase Intention

The prior research study suggested that the advertising, selling, and marketing fields always consider the factor of consumer purchase intention and its importance for the decision-making process. Actually, purchase intention is the significance and evaluation of the buying behavior of the consumers. The more purchase intention, the more products or services are purchased (Hu & Shi, 2020). The past research study explained that brand, advertisement, product quality, and brand image are significantly associated with consumer purchase intentions (Mirabi et al., 2015).

The Social Network Marketing and Purchase Intention

The prior research study explained that the platforms of the social media approach were used to attract the target audience exa, mine the consumer purchase intention perceptions, and

investigate consumer needs and wants through effective advertising. Thus, the current research study was to capture the customer's attention, sharing information regarding the products, services, and enhanced brand repurchase. Thus, social media is positively associated with consumer purchase intention (Park et al., 2021). Actually, through social network marketing, the blogs on consumer purchase intention have a more significant impact, and through viral marketing on Facebook, more create the brand image and more customer values, thus creating more and highly consumer purchase intention (Chusnaini & Rasyid, 2022). Thus, past research studies suggested that electronic word of mouth, online communication, online convenience, and the communities online create a positive association with consumer purchase intention (Stefanny et al., 2022)

Social Network Marketing and Brand Image

Through social network marketing, users better communicate, share information, collaboration, create businesses with the help of direct sales, and create value and retention (Shaarawy, 2017). The strategies of social network marketing develop effective connections with online consumers, and the significant driving force, digital word of mouth, to increase the image of the brand and trust and enhance consumer buying behavior decisions (Chusnaini & Rasydid, 2022). Therefore, social network marketing is an essential and significant approach to developing and building brand image, brand loyalty, and brand trust. Thus, the strategies of social network marketing are associated with a positive impact on consumer buying behavior and increase consumer purchase intention (Zulfikar, 2023). Due to the creates higher brand image creates higher consumer perceptions regarding the quality of the products; thus, a high brand image creates a positive image and positive effects on the consumer purchase intention and greater purchase intention (Islam & Hussain, 2022)

Social Network Marketing and Brand Trust

The prior research study explained that the concept of the marketing of social networks associated positive and significant relationship with the consumer experience marketing activities, and due to these activities, social network marketing developed brand trust because the long-term associations between the social network and consumer, create brand trust and brand commitment (Hafez, 2021). Through social network marketing, brand significance connects, communicates, and interacts with potential customers, and better, effective interactive communication creates positive brand trust and brand commitments through social network marketing strategies (Heidari et al., 2023). Because the brands create effective brand trust and develop relationships between the consumer and the consumer attitude, they have a positive impact on consumer buying behavior. Thus, brand trust creates a higher level of consumer purchase intention. Thus, brand trust and consumer purchase probability have positive associations (Takaya, 2019).

Purchase Intention

The intention of the consumer purchaser is associated with the words of the attitudes of the consumers and the consumer preferences, and suggested that the positive attitude will be willing to purchase the products and the services, repurchase, and in the future planning to purchase. Thus, the current research study incorporates the construct of consumer purchase intention and has a significant consumer influence (Alnsour et al., 2018). Because consumer preferences regarding purchasing products and services are based on consumer attitudes, if the consumer attitude is associated with favorable factors and they are associated with consumer satisfaction, then the consumer philosophy leads the consumer purchaser intention (Hammouri et al., 2021).

Research Hypotheses

H1: The Social network marketing has the significantly impact on brand trust

H2: The Social network marketing has the significantly impact on brand image

H3: The Social network marketing has the significantly impact on the consumer purchase intention

H4: Brand trust mediates the relationship between the social network marketing and the consumer purchase intention

H5: Brand image mediates the relationship between the social network marketing and the consumer purchase intention

H6: The brand trust has the positively and the significantly impact on the consumer purchase intention

H7: The brand image has the positively and the significantly impact on the consumer purchase intention

Figure 1: Conceptual Research Framework
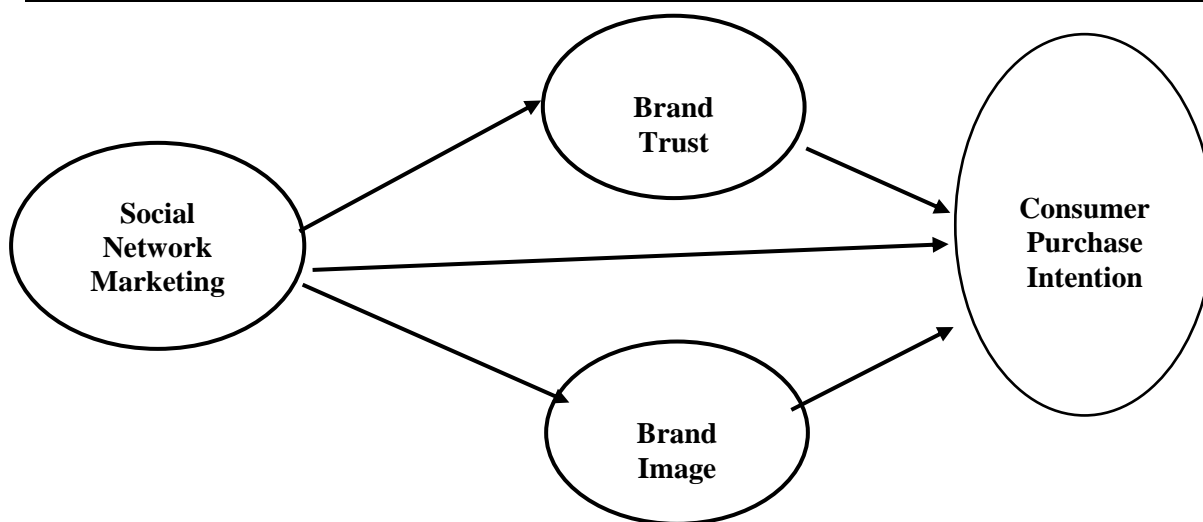
Methodology

The research design is the methods, techniques, will be conducted research study, the current research study, examine the mediating effects of the brand trust, brand image with the association of the social network marketing, electronic word of mouth, online convenience, online communication and the consumer purchase intention, which is descriptive research design. The quantitative research approach based on the current research study, and physically and as well as google survey form used to collect the data from the respondent, with the non-probability, convenience sampling technique, and the unit of analysis, the respondents have used the social networking sites, The instrument is developed on the bases of construct used in the past researches. Data is collected by using the developed instrument from 289 respondents. Out of 289 responses, 8 responses were excluded due to the missing values in the responses. The data of 281 respondents is analysed by using SMART PLS and the instrument's validity and reliability is also check.

Results and Data Analysis

**Measurement Model (Outer Model)-Reliability and Validity**

The results indicate the value of the average variance extracted, greater than 0,5, then meet the

criteria of the convergent validity of the items of the constructs in the study. Since all the constructs the values more than 0.5, thus, the results indicate all the items of the constructs have the sufficient the convergent validity. Further, conducted the test, which is examines the constructs' reliability in the study, thus the values of the Cronbach's alpha and the composite reliability test, the results indicates that greater than 0.7, thus all the constructs in the questionnaire, the good level of reliability (Jogiyanto & Willy, 2014)

Table 2: Reliability and Composite Reliability

Constructs	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
BI	0.888	0.889	0.924	0.753
BT	0.866	0.867	0.909	0.714
CPI	0.883	0.895	0.909	0.592
SNM	0.871	0.886	0.899	0.560

Figure 2: Measurement Model
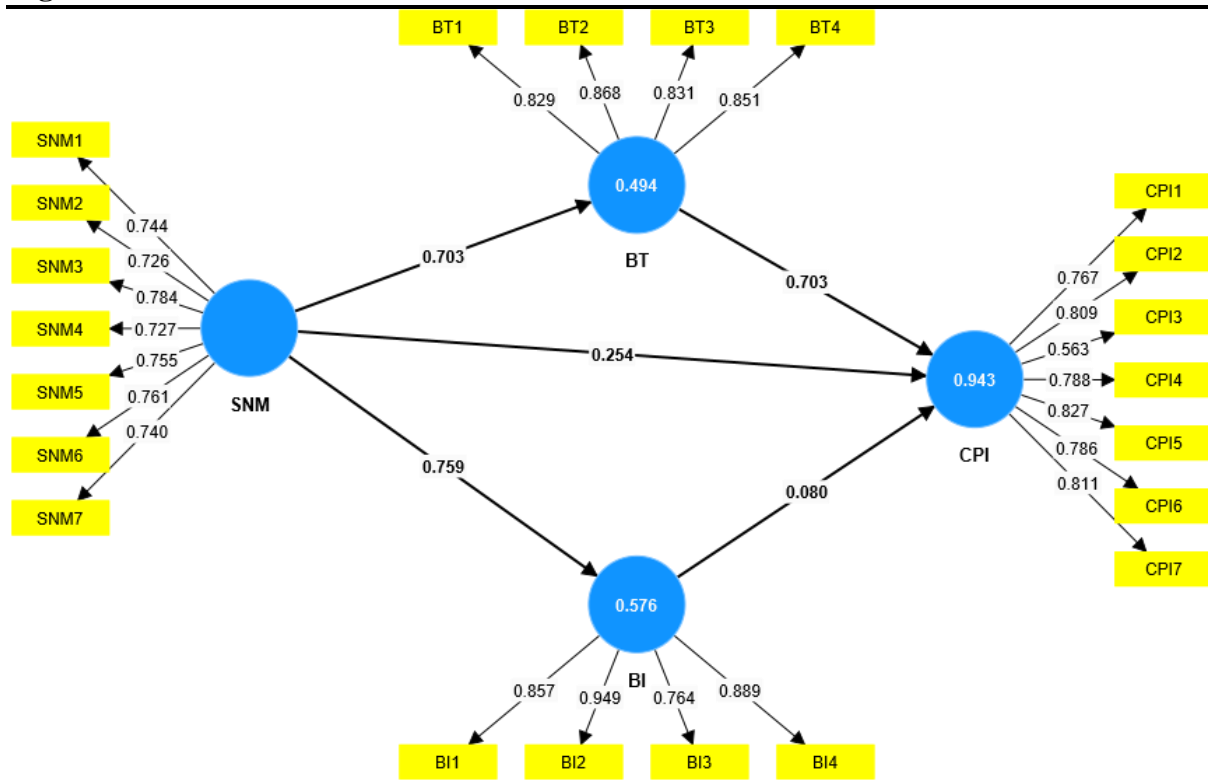
Path Coefficients

The results indicates that the relationship of the social network marketing has the positively impact on the brand trust, because the probability value=0.000, which is blow than 0.05, thus, the hypothesis, The social network marketing has the positively and the statistically impact on the brand trust. The hypothesis, H2, the social network marketing has the significantly and the positively impact on the brand image. Because the probability value=0.000, which is less than 0.05, thus the concludes that social network marketing has the positive impact on the brand image. Thus, the social network marketing impact on consumer purchase intention.

Further results, indicates that, the social network marketing has the positively and the statistically impact on the behavior of the consumer purchase intention, the results indicates that the, probability value=0.000, which is blow than 0.05, thus the hypothesis, supported the social network marketing associated with the consumer purchase intention. So that, social

media marketing has the significance importance in the behavior of the consumer purchase intention.

The results, indicates that the, **H6:** The brand trust has the positively and the significantly impact on the consumer purchase intention, is supported, because the probability value=0.000, which is less than 0.05, thus the concludes that the brand trust has the positive associated with the consumer purchase intention. So that the consumer has the strong impact on the behavior of the consumer purchase intention.

H7: The brand image has the positively and the significantly impact on the consumer purchase intention, results finding indicates the brand image has the positive associated with the consumer purchaser intention. So that the brand image has the greater impact on the behavior of the consumer and purchase intention. Therefore, the companies need to developed more brand image and more increase consumer purchase intention.

Table 3: Results of the Path Coefficients

Hypothesis	Relationship	P-Value	Conclusion
H1: The social network marketing has the significantly impact on brand trust	SNM -> BT	0.000	Accepted
H2: The social network marketing has the significantly impact on brand image	SNM -> BI	0.000	Accepted
H3: The social network marketing has the significantly impact on the consumer purchase intention	SNM -> CPI	0.000	Accepted
H6: The brand trust has the positively and the significantly impact on the consumer purchase intention	BT -> CPI	0.000	Accepted
H7: The brand image has the positively and the significantly impact on the consumer purchase intention	BI -> CPI	0.033	Accepted

Mediating Effects of the Results Analysis

H4: Brand trust mediates the relationship between the social network marketing and the consumer purchase intention.

The findings indicates that the brand trust mediates the association of the factor of social network marketing and the consumer purchase intention, because the significance value=0.000, which is less than 0.05, Thus, the hypothesis, the brand trust mediates the relationship of the social media marketing and the consumer purchase intention.

H5: Brand image mediates the relationship between the social network marketing and the consumer purchase intention, based on the results, the brand image has the mediation effects between the social media network and the consumer purchase intention. Because the probability value=0.004, which is less than 0.05, thus, concludes that the hypothesis, brand image mediates the relationship between the social network and the consumer purchase intention

Table 4: Specific Indirect Effects Analysis

Hypothesis	Relationship	P-Value	Conclusion
H4: Brand trust mediates the relationship between the social network marketing and the consumer purchase intention	SNM -> BT -> CPI	0.000	Accepted
H5: Brand image mediates the relationship between the social network marketing and the consumer purchase intention	SNM -> BI -> CPI	0.004	Accepted

Through the results of the specific effects of the study, the brand trust has the mediating effects of the relationship of the social network marketing and the behavior of the consumer purchase intention. Thus, the brand trust has the significance importance between the relationship of the social network marketing and the consumer purchase intention. Further, results suggested that the brand image has also mediating effects of the relationship of the social network marketing and the consumer purchase intention.

Conclusion

The social network marketing has the significantly impact on brand trust, thus, the results of the path analysis, the social network marketing has the positive associated with the brand trust, thus the companies, in the concept of social network marketing used with the factor of brand trust. Thus, the use of social media networks, Facebook marketing, content marketing, Instagram and digital marketing, has the significance importance to increase consumer purchase intention with associated with developed band trust, and more promotions and engagement more customers

The social network marketing has the significantly impact on brand image therefore, through the results of the path coefficient, the social network marketing has the positive, thus the social network marketing has the greater impact on the brand image. Therefore, the use of the digital marketing, social media marketing platforms, to developed more connections with the brands and to increase consumer purchase intention.

Social network marketing has the significantly and the positively associated with the consumer purchase intention, the results indicates that the social network marketing associated with consumer purchase intention, thus also the results indicates that the brand trust and the brand image has the positively and the significantly impact on the behavior of the consumer purchase intention. The findings indicates that the brand trust mediates the association of the factor of social network marketing and the consumer purchase intention, because the significance value=0.000, which is less than 0.05, Thus, the hypothesis, the brand trust mediates the relationship of the social media marketing and the consumer purchase intention.

Therefore, the, based on the results, the brand image has the mediation effects between the social media network and the consumer purchase intention. Because the probability value=0.004, which is less than 0.05, thus, concludes that the hypothesis, brand image mediates the relationship between the social network and the consumer purchase intention

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