



The Impact of Social Media Marketing on Brand Awareness of Sub-urban People of Bangladesh- An Empirical Investigation

By

Md. Al Amin

**Under the Supervision of
Professor Dr. Md. Zakir Hossain Bhuiyan**

A thesis is presented

in partial fulfilment of the requirements for the Degree of

Masters of Philosophy in Marketing,

Faculty of Business Studies,

University of Dhaka

10 April, 2022



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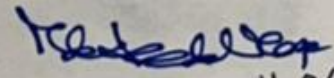
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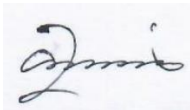
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It is to certify that Md. Al Amin, Son of Md. Jalal Uddin has pursued his Masters of Philosophy in Marketing under my supervision. His thesis title is “*The Impact of Social Media Marketing on Brand Awareness of Sub-urban People of Bangladesh- An Empirical Investigation*”. The findings in his thesis are genuine in nature, which includes final revisions, as I suggested.

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I wish him a good life and better opportunities in every step of his life.



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Dedication

The thesis is dedicated to
my *Grand-parent* (Late Abdul Mutaled and Sukurunnessa),
parents (Md. Jalal Uddin and Helena),
Wife (Tasmina Akter Shanta),
daughter (Afifa Amin Nimala) and
other family members (Alim, Ahad, Ankhi, Zaynab & Adnan).

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Abstract

Purpose: The study aims at exploring the influence of the determinants of social identification, customer engagement, trust, psychological issue (i.e., psychological reactance), and customer satisfaction on sub-urban customers' brand awareness and customer loyalty from the perspective of an emerging country (i.e., Bangladesh).

Design/Methodology/Approach: The study has developed and validated a unique researches model incorporating the Theory of Psychological Reactance (TPR), Social identity theory (SIT), Customer Engagement Theory (CET) and Satisfaction Loyalty Theory (SLT) model along with contemporary dimensions (e.g., sustainability perception, trust, social media marketing activities, brand attitudes) to determine the customer satisfaction brand awareness and customer loyalty of sub-urban customers' from the perspective of social media marketing in Bangladesh. The data were collected from 533 suburban social media customers using a mixed research strategy based on a cross-sectional setting using a purposive sampling technique (i.e., judgmental sampling) and analyzed with structural equation modelling (SEM) using SMART PLS 3 and SPSS AMOS software.

Findings: The research found that social media marketing activities (SMMA, brand attitudes, and sustainability perception positively influence social identification, customer engagement, trust and psychological reactance, whereas social identification, customer engagement, trust and psychological reactance can predict e-satisfaction of suburban social media customers. Moreover, the study analogies that e-satisfaction forecasts both the outcome variables of the study (i.e., brand awareness and customer loyalty); and SMMA can predict only customer loyalty, while the relationship between sustainability perception and brand awareness was not significantly found. In addition, the study conducted mediation analysis and found that e-satiation can mediate the influence of social identification, customer engagement, and trust on customer loyalty and brand awareness. However, the mediated impact of psychological reactance through e-satisfaction on customer loyalty and brand awareness was insignificant.

Research Limitations/Implications: The study findings would assist marketers, governments, local governments, and other essential customers in the educational industry in developing policies and strategies to build entrepreneur satisfaction and mobility intention. This satisfaction and consumer preferences should be prioritized by practitioners when implementing procedures and regulations for the educational

industry. However, the implementers need to be careful while generalising the study results since data were collected from a single source (i.e., from customers only) and Bangladeshi suburban areas on a cross-sectional basis.

Originality/value:

The study will enormously contribute to the existing social media marketing literature validating the proposed holistic framework applying the study has developed and tested a unique comprehensive model based on Theory of Psychological Reactance (TPR), Social identity theory (SIT), Satisfaction Loyalty Theory (SLT) and customer engagement theory (CET) from the perspective of an emerging country (i.e., Bangladesh) in social media marketing incorporating contemporary dimensions (e.g., sustainability perception, trust, social media marketing activities, brand attitudes)). Moreover, the mediating role of e-satisfaction in this industry also adds to social media marketing literature research. Besides, the examination of the motives, decision-making processes, and social marketing features contributes more to Bangladesh's economic sustainability. Finally, it will help bring considerable practical implications for respective stakeholders SME industry, including employees, managers, owners, customers, industry analysts, and respective government authorities.

Keywords: Psychological reactance, Customer Engagement, Social Media Marketing Activities, Suburban People, Sustainability Perception

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List of Abbreviations	
SMM	Social media marketing
SMMA	Social media marketing activity
SOR	Stimulus rganism response
U & G	Usage and gratification
SIT	Social identity theory
TPR	Theory of psychological reactance
SLT	Satisfaction loyalty theory
SEM	Structural equation modelling
AVE	Average variance extracted
CET	Customer engagement theory
TPB	Theory of planned behavior
TRA	Theory of reasoned action
CBBE	Customer-based brand equity model
TAM	Technology acceptance model
SI	Social identification
SP	Sustainability perception
PGR	Psychological reactance
CMB	Common method bias
CR	Composite reliability
HTMT	Heterotrait-monotrait
BATT	Brand attitudes
ESAT	Customer satisfaction
BA	Brand awareness
CL	Customer loyalty
TRT	Trust
ENG	Engagement
VIF	Variance inflation factor
SRMR	Standardized root mean square residual
RMSEA	Root mean square error of approximation
CFI	Comparative fit index
TLI	Tucker–lewis index
TFI	Normative fit index
CI	Confidence intervals

Chapter-1: Introduction

1.1 Introduction

The internet-dependent applications (i.e., apps) that build on the conceptual and technical roots of Web 2.0 and help create and exchange user-generated content are stated as social media. According to Ebrahim (2019), social media platforms rapidly grow, offering access to 2.77 billion internet users worldwide. Consequently, the growth of social media platforms created a significant influence on social media marketing (SMM) opportunities (e.g., customers' engagement, social media presence etc.) for organizations.

Social media marketing (SMM) is stated as an add-on to a digital and traditional marketing communication tool that tracks and support consumer communication, cooperation, and interaction with the organization, its brands, and the consumers, as well as stimulate customer involvement through social networking sites (Ebrahim, 2019; Dwivedi et al., 2021). As a result, organizations are financing in the technology sector to improve their social media presence (e.g., social identification), sustainability perceptions, customer trust, and psychological concern to confirm. Moreover, many studies explored the importance of customer satisfaction, SMM Activities (e.g., interaction, entertainment, trendiness, interaction, word of mouth, and customization), brand attitudes, and customer psychology in understanding repeated purchase intention, customer loyalty, customer brand awareness, and brand equity (Dwivedi et al., 2021; Akhtar et al., 2020; Chen & Lin, 2019). Accordingly, this understanding of repeated purchase intention, customer loyalty, brand awareness, and brand equity encourages marketers to spend 71% of their marketing budgets on social media platforms in the upcoming five years (CMO, 2018). As a result, they incorporate social media into their marketing strategy since they see it as less costly sites for marketers to conduct unified

marketing activities with minimal effort (Kim & Ko, 2010). Furthermore, it is argued that sub-urban customers are more exposed to social media platforms and more in number than urban people (Al Amin et al., 2021). Therefore, the research aims to explore the influence of social identification determinants, customer engagement, trust, psychological issues (i.e., psychological reactance), and customer satisfaction on sub-urban customers' brand awareness and customer loyalty from the perspective of an emerging country (i.e., Bangladesh).

The next part of this chapter will contain the background, the problem statement and rationale, the literature gap, and the study's research questions. Finally, the chapter will include the study's novelty and the research structure for the following eight chapters.

1.2 Background of the Study

Nowadays, the consumers are concerned about how a company creates, connects, and conveys superior virtual marketing values across social media platforms to build and sustain a strong relationship that upsurges stakeholder's values by improving collaboration, knowledge exchange, customized purchase suggestions, and the creation of word-of-mouth about current and changing offerings (Yadav & Rahman, 2017) rapidly. Social media has facilitated community members with different online programs, platforms, web tools, or technological systems that empower municipal members to cooperate and share material, for example, chat boot, messenger, Facebook, Instagram, LinkedIn, WeChat, Blog, Twitter, etc. (Kaplan & Haenlein, 2010; Tess, 2013). As a result, there has been incredible development in social media marketing. According to Hootsuite (2019), for about 3.2 billion active social media users, offering products and services on these social media platforms has been the biggest robust tool in the contemporary marketing. Moreover, more than 70% of small business

organizations rely on it to target new consumers (Infusionsoft, 2018). CMO (2018) reported that marketers would spend 71% of their marketing budgets on social media in the next five years.

Basically, social media had been started on May 24, 1844, with a series of electronic dots and dashes tapped out by hand on a telegraph machine (offline). Day by day, social media rapidly changed from the pre-internet era to the electronic era. In 2002, LinkedIn was started as a communication platform for experts. By 2020, it had more than 675 million users globally. In 2003, Myspace was founded, and it was the most visited platform in 2006 on the planet for sharing new music straight profiles. However, with the launch of Facebook, the largest social media platform, in 2004 by Harvard student Mark Zuckerberg, different social media platforms (e.g., Instagram, Messenger, Twitter, IMO, Whatsapp, etc.) have started to expand. For example, Twitter was founded in 2006 as a microblogging site. By 2020, 22% of U.S. adults were Twitter users. In 2020, Instagram was originated as a photo-sharing site and bought by Facebook in 2012. Instagram has over 1 billion users globally. In 2010, Pinterest was founded as a visual pinboard. Pinterest will have over 335 million monthly active users in 2019. Snapchat was also founded in 2011 as a video-sharing service for advantageous digital effects, often based on location. TikTok was founded in 2016 as a video-sharing site. In 2018, it became widespread among American young adults and teenagers worldwide. As of early 2020, this platform reached more than 800 million users globally.

Moreover, the social media advertising market is the second largest digital advertising sector. By 2026, global revenue of this sector is predicted to increase from \$153.7 billion to \$252.6 billion. Advertising expenditure in the social media advertising

segment is estimated to reach \$139 million by the end of 2022, with an annual growth rate of 10.29 percent (CARG 2022-2026), culminating in a projected market volume of \$206 million by 2026. Whereas CARG (2022) also mentioned that the increased usage of social media sites has a considerable detrimental influence on economic growth. It is argued that about a 1% rise in the amount of social media consumers, for instance, is associated with a 0.02 percent to 0.06 percent decline in gross domestic product (GDP) growth. Furthermore, social media allows us to reduce operating costs and make better use of resources since SMM also significantly influences consumer choices. As per Statista (2020), more than 3.6 billion people are using one of the social media networking sites worldwide in 2020, while the number of users is predicted to be about 4.41 billion by 2025. According to Statcounter Global Stats (2022), Bangladeshi people used Facebook (93.79%), LinkedIn (1.02%), YouTube (3.65%), Twitter (0.43%), Pinterest (0.48%), and Instagram (0.36%). According to Data Report, Bangladesh had 45.00 million social media users in January 2021, comparable to 27.2% of the total population.

However, the facilities of virtual communications for the economically underprivileged people (e.g., sub-urban or suburban people) in Bangladesh have yet to be explored. In this regard, interactive technological communication platforms (i.e., social media platforms or social media networks) for the suburban community have been revolutionized by social media sites used to communicate with their friends and family members. In this study, sub-urban is conceived as 'edge cities' while central urban areas are considered 'core cities' (Garreau, 1991)). A recent study has shown that suburban people get more motivated to use social media than urban people since suburban people have fewer opportunities (e.g., movie shows, big concerts, visiting parks, or starred

hotels). Hence, suburban people rely more on virtual platforms for entertainment, interaction, trendiness, customization, or word of mouth using mobile apps (e.g., Facebook, messenger, imo, virtual games, etc.), although several alternative arguments exist. Despite of this vast sub-urban community, little is acknowledged about the influence of SMM on determining sub-urban people's behaviour. Hence, it is crucial to scrutinize the effect of SMM on sub-urban customers' brand awareness, purchase intention, customer loyalty, and brand equity based on Bangladesh.

1.3 Problem Statement and Rationale of the study

From the marketing point of view, social media is described as the technical constituent of communication, operation, and connection, establishing the purposes of a commercial that influences the network of consumers and prospects to encourage value co-creation (Andzulis et al. 2012). The customers are concerned about social media use as they compare products or services and wish to virtually build a relationship with the sellers. The marketing practitioners are worried about maintaining the "customers' loyalty" as it is essential to grasp the consumers' emotional, cognitive or psychological involvement or relationship with an organization for a longer time (Algharabat et al., 2019; Ebrahim, 2019). Therefore, the company emphasizes determining the impact of purchase behaviour as an attitudinal determinant that analyses customers' contributions in the future to a particular brand, and equity, a behavioural parameter that accounts for real purchasing history over time to build and sustain long time relationship through SMM (Kim & Ko, 2011). In addition, "brand awareness" is a necessary element that symbolizes consumers' capability to distinguish or recall a particular brand in different contexts (Dabbous & Barakat, 2020; Cheung et al. (2020)). This research analogizes that if the organization cannot confirm brand awareness for their customers, it will have

long terms impacts on company's productivity. However, few researchers have explored the predictors of these timely outcome variables (i.e., customer loyalty, and brand awareness) for the suburban people of the emerging country (e.g., Bangladesh) based on the SMM.

The digital transformation has motivated customers to use social media platforms due to the five major SMM activities: interaction, entertainment, trendiness, interaction, word of mouth, and customization (Kim & Ko, 2012). These SMMAAs are essential to restructuring customer engagement or trust, ultimately leading to customer loyalty and brand awareness (Kim & Ko, 2012; Koay et al., 2020; Liu et al., 2019). Agnihotri et al. (2016) mentioned that social media had reformed the formations of customers' and sellers' communications by facilitating open and significant communication and cooperation between them (Dwivedi et al., 2021). Moreover, with digitalization, a human being can't think of life without social media. Social media has evolved the method people communicate with anyone anytime from anywhere at very reasonable costs. In contrast, traditional media is unreasonably costly, time-consuming, and difficult to access. Moreover, sub-urban people are blessed by social media during COVID 19 Pandemic, such as online classes via ZOOM, m-health, m-commerce, m-banking, fan sites, etc. Besides, suburban people can purchase products or services from one social media since social media is considered a potential marketplace. Furthermore, Zollo et al. (2020) argued that social media groups are predominantly helpful to marketers since the customers unconventionally choose to follow some organisations on the social sites and decide to accept information and promotional posts from these. Accordingly, the marketers can get the opportunities to simply know their potential customers interested in their organizations from social media and enhance customers' satisfaction. Thus, understanding how SMM activities reform the sub-urban customer's

engagement, social identification, trust, and psychological variables that indirectly or directly link with customers' loyalty, brand equity, brand awareness, and purchasing behavior has been indispensable.

Moreover, consumers are becoming increasingly focused on sustainability perception. They want to buy sustainable products and services since environmental protection has become a significant issue, encouraging environmental responsiveness to gain competitive advantages (Lymperopoulo et al., 2006). Several studies confirmed that SMM could ensure ecological, economic, and social sustainability (e.g., Kong et al., 2020; Sivarajah et al., 2019; Costas et al., 2017). Similarly, the current study argued that the effect of unsustainable consumption patterns might worsen how developing countries face the growing percentage of environmental degradation. The extent of literature also suggests satisfying customers' needs regarding economic, social and environmental issues through sustainable products or services (Dwivedi et al., 2021; Kong et al., 2020; Sivarajah et al., 2019). Moreover, customers use social media platforms since it allows them to involve with other consumers and get valued offers, resulting in increased brand, product, or service awareness and customer involvement. Furthermore, social media allows for interaction, sharing of content, and information exchange with their fellows (Chang, Yu & Lu, 2015). Social media also report the users' replies to brands or social media platforms, which include beliefs or observations (Dwivedi et al., 2015), attitudinal responses like satisfaction (Sano, 2014), and behavioural reactions like word-of-mouth, purchase intention, and loyalty (Kim & Ko, 2012, 2010). Accordingly, the positive psychosomatic predisposition (e.g., brand attitudes, preferences, and commitment) motivates customers to be loyal or revisit intentions toward a particular brand generated by restructured, fashionable, and information depending on social media (e.g., Ebrahim, 2019; Wu et al., 2020; Maxwell-

smith et al., 2020). Consequently, some studies focused on the influence of brand attitudes on social identification (Maxwell-smith et al., 2020; Shoenberger et al., 2020; Yan et al., 2010); engagement (Alhabash et al., 2015); and trust (Ebrahim, 2019; Wu et al., 2020) based on the social media and the consumer-based brand equity. Therefore, it is crucial to know the impact of sustainability perception and brand attitudes on customer engagement, social identification, trust and psychological issues in SMM the context of Bangladeshi sub-urban customers.

Furthermore, the customers utilize their cognitive effort or psychological involvement consisting of cognitive resources (e.g., judgment, memory, and perception for task completion), how social media saves the environment and increase social inclusion (Urban & Wójcik 2019; Russo & Dossher, 1983). As a result, corporate executives pay special attention to these factors while making promotional or marketing decisions (Portney, 2008). Social media customers prefer to be engaged in the virtual platform (e.g., social media) to result in customers' value co-creation and relationship management, which has a direct influence on customers' satisfaction and indirect loyalty, purchase intention or brand awareness (Dwivedi et al., 2021; Wibowo et al., 2020). For example, McShane et al. (2019) examined social media approaches to impact online users' engagement based on the B2B business. However, marketing practitioners face challenges in ensuring customers' trust due to the lack of physical and the rise of social media content created by the users (Irshad et al., 2020). The challenge has become more complicated in the context of the emerging economy (e.g., Bangladesh). Besides, as social media is in the evolving stage in Bangladesh, the customers with less trust compare online shopping to in-store shopping (i.e., physical shopping) (Sheikh et al., 2019). Besides, trust positively influences customer satisfaction (Shiraji et al., 2020; de Oliveira Santini et al., 2020; Lin & Wang, 2006)

based on the SMM, social media and mobile commerce. As a result, it is postulated that mistrust can create customer dissonance (i.e., dissatisfaction), which might negatively impact customer loyalty and brand awareness (Irshad et al., 2020). Some researchers found that the confirmation of customer expectations might fulfill customer satisfaction based on the knowledge integration and learning, online repeat purchase intention and the diminishing role of habit, e-learning continuance intention, and internet shopping, respectively (Luo & Chea, 2020; Hsu et al., 2015; Lin, 2011; Lee, 2010) whereas customer engagement can also lead customer satisfaction (Gummerus et al., 2012; Brodie et al., 2013; Pansari & Kumar, 2017) based on the social media. Consequently, the present study understood that psychological reactance, customer engagement and trust influence customers' satisfaction which might instigate sub-urban customers' loyalty, brand equity, purchase intention and brand awareness based on the social media buying behavior from the perspective of an emerging economy like Bangladesh.

1.4 Research Gap

Despite this considerable potentiality of social media marketing, the existing studies did not explore the predictors (such as perceived cognitive factors, sustainability perception, SMM activities, brand attitudes, social identification, and customers' engagement) of brand awareness and brand loyalty in the context of social media marketing in the suburban areas in Bangladesh. According to Dwivedi et al. (2021), the themes of previous social media research can be found in different types: i) the effects of social media (Agnihotri et al. 2016; Ancillai et al. 2019), ii) adoption of social media (Buratti et al. 2018), iii) social media strategies (Cawsey & Rowley 2016; Huotari et al. 2015;), iv) social media use (Andersson et al. 2013; Bernard 2016), v) measuring the effectiveness of social media (Gazal et al. 2016), and vi) social media tools (Keinänen and Kuivalainen 2015).

Previous research has focused predominantly on the impact of social media marketing on client purchasing behaviour. For example, researchers have emphasized on analyzing the impact of **social media marketing activities** (SMMA) on consumers loyalty (e.g., Petzer & Tonder, 2018; FU et al., 2018; Lin & Wang, 2006) based on CET, SLT, SLT, and SLT; customer satisfaction (Dwivedi et al., 2021; Chen & Lin, 2019; Agnihotri et al. 2016; Ancillai et al. 2019) based on Task Technology fit Theory, social identity theory; customer engagement and relationship management (Dwivedi et al., 2021; Wibowo et al., 2020); social identification (Chen & Lin, 2019; Costas et al., 2017; Jin and Ryu, 2018; Grappi & Montanari, 2011) based on the S-O-R theory. Some studies also recognized the impacts of SMMA on brand awareness (Hsiao et al., 2020; Tan et al., 2021; Dabbous & Barakat, 2020) based on the Heuristic systematic model, S-O-R theory, and current marketing theory; brand equity (Chen & Qasim, 2020; Zollo

et al., 2020; Seo et al., 2020; Koay et al., 2020; Ebrahim, 2019) based on Stimulus-Organism-Response (S-O-R) theory, Usage and Gratification (U & G), S-O-R theory and sustainability (Kong et al., 2020; Sivarajah et al., 2019; Kasper et al., 2015). Many other researchers have also emphasized social media on value creation (Agnihotri et al., 2017; Agnihotri et al., 2012); knowledge creation (Kärkkäinen et al., 2011); employee brand management (Pitt et al., 2018; Pitt et al., 2017); intention to buy and sales (Hsiao et al., 2020; Ancillai et al., 2019; Salo, 2017; Mahrous 2013) based on the social media from B2B perspective.

Moreover, some other researchers found the influence of sustainability perception (SP) on brand attitudes (Kong et al., 2020; Jung et al., 2020; Yan et al., 2010); trust (Irshad et al., 2020) based on the integrated theory U & G and TRA (Theory of Reasoned Action) based on the social media; and brand equity (Costas et al., 2017) based on the SMM based on the social identity theory (SIT). In addition, several types of research have concentrated on the influence of brand attitudes on social identification (Yan et al., 2010) in social media, engagement (Alhabash et al., 2015), and trust (Ebrahim, 2019; Wu et al., 2020). Furthermore, the extent of literature also concentrated on the impact of EXPC on customer satisfaction (Luo & Chea, 2020; Hsu et al., 2015); engagement on customer satisfaction (Gummerus et al., 2012; Pansari & Kumar, 2017). The impact of trust on customer satisfaction (Shiraji et al., 2020; de Oliveira Santini et al., 2020; Lin & Wang, 2006) and psychological reactance on customer satisfaction (Akhtar et al., 2017; Kavvouris et al., 2019) were also understood in extent of literature. The influence of customer satisfaction on customer loyalty (Lin & Wang, 2006; de Oliveria Santini et al., 2020); continuance purchase intention (Dongiil et al., 2008; Chen & Lin, 2019); brand awareness (Aaker, 1991; Kim et al., 2018); and brand equity (Lim et al., 2011; Nobar et al., 2020).

However, the extent of research did not consider how perceived cognitive factors shape brand awareness, customer loyalty, SMM activities, sustainability perception, social identifications, and customer responses (e.g., attitudes, engagement, trust, and satisfaction) based on the SMM. Hence, the study has recognized several literature gaps based on existing literature reviews. Accordingly, this study has developed and validated a unique researches model incorporating the Theory of Psychological Reactance (TPR), Social identity theory (SIT), and Satisfaction Loyalty Theory (SLT) model along with contemporary dimensions (e.g., sustainability perception, trust, SMMA, brand attitudes) based on the SMM from the perspective of an emerging economy like Bangladesh.

1.5 Research Objectives

The present research aims to discover the predictors of the suburban customers' loyalty

Primarily, the research pursues to examine the succeeding research objectives (ROs):

RO1: *To develop and validate a unique research model from the view of multiple theoretical lenses in the social media marketing (SMM) context.*

RO2: *To examine the influence of sustainability perception, SMMA, brand attitudes on customer engagement, social identification, trust and psychological reactance from the perspective of the suburban people of Bangladesh in the context of SMM.*

RO3: *To investigate the determinants of customers' satisfaction from the perspective of Bangladesh's suburban people in the context of SMM.*

RO3: *To explore the direct or indirect influencers of customer loyalty and brand awareness from the perspective of Bangladesh's suburban people in the context of SMM.*

RO5: *To analyze how customers' satisfaction mediates the influence between specific independent variables (customer engagement, social identification, trust, and psychological issues) and dependent or outcome variables (i.e., customer loyalty and brand awareness).*

1.7 Synoptic View of the Study

The next part of the study will include the subsequent chapters:

Chapter-2: Literature Review: This section describes previous researcher reviews and analysis on SMM, SMM activities, the influence of SMM activities on consumer satisfaction and value, the intention to use social media, customer relationship management, customer engagement, social identification, brand awareness and brand equity, sustainability perception, and psychological reactance. The last part of this chapter described a summary and identified the literature gap.

Chapter-3: Conceptual Framework and Hypothesis Development: In this chapter, the researcher conceptualizes a framework based on four theories such as social identity theory (SIT), theory of psychological reactance (TPR), customer-based-brand equity (CBBE), and satisfaction-loyalty theory (SLT), and develops twenty hypotheses.

Chapter-4: Methodology: The research design, measurement items, and data collection sections are described in the methodology chapter. The methodology shows that the data was collected from Bangladeshi suburban people who have purchased products or services through social media platforms using purposeful sampling (also known as judgmental sampling). In addition, a set of online survey questionnaires consisting of demographic items and measurement items was generated to collect data from target respondents. These measurement items were based on a 7-point Likert scale adopted from previous studies.

Chapter-5: Data analysis and result: The data were examined using structural equation modelling (SEM) with SMART PLS 3.0 software. The analysis has been divided into two parts. First, the measurement model was tested by construct reliability, convergent validity, and discriminant validity. The construct reliability of the model

was assessed by roh_A, composite reliability (CR), and Cronbach's alpha. The convergent validity is tested using Average Variance Extracted (AVE) and cross-loading. The discriminant validity was validated by Fornell and Lacker criteria and Heterotrait-Monotrait (HTMT) ratio. Second, the structural model was validated by examining the coefficient of determinations, the strength of the effect, hypotheses testing, collinearity issues, Blindfolding-Based Cross-Validated Redundancy, and model fit indices.

Chapter-6: Discussion: The researcher discussed each hypothesis with relevant support in this chapter. If the results of the hypotheses are reliable with preceding researches, the researcher has then discussed convincing arguments why they are compatible with existing literature. Similarly, if the hypotheses' results are inconsistent, the researcher has also discussed convincing possible arguments for why they are not consistent.

Chapter-7: Research Contribution: In this chapter, the researcher mentioned his theoretical contributions and managerial implications to the existing social media literature.

Chapter-8: Limitations and Further study: The chapter included the research limitations and guidelines for further research directions.

Chapter-2. Literature Review:

2.1 Social Media Marketing:

Social media refers to “a group of internet-based applications that builds on the ideological and technological foundations of Web 2.0 and that allows the creation and exchange of user-generated content” (Kaplan & Haenlein, 2010, 61). Whereas Yadav and Rahman (2017) stated that social media marketing is a procedure by which an organization creates, communicates, and delivers online marketing offers through different social platforms to establish and preserve stakeholder associations that increase the stakeholder’s value through smooth communication, data sharing, offering adapted buying commendations, and word of mouth conception between participants about current and trending goods and services. Social media includes of content community sites, review sites, Wikis, Internet platforms (Zeng & Gerritsen, 2014) and social networking platforms (e.g., Facebook, LinkedIn, Twitter etc. (Tess, 2013). Moreover, social media marketing (SMM) refers to the extension of digital and traditional marketing communication tools (Tuten & Solomon, 2017), which is considered as the furthest essential communication medium for brand information due to its collaborative characteristics empowering participation, and interactive activities (Knoll, 2016; Valos et al., 201; Kusumasondjaja, 2018). SMM scrutinizes and expedites customer communications, associations, knowledge sharing commotions and contacts with the organizations and the brands to enhance customer engagement. In addition, SM has a more remarkable ability to influence customers than traditional media (e.g., Print Media, Newspaper, TV, Radio etc.). Hence, over the last few decades, the researchers are increasingly conducting research to find out the diversified roles of social media marketing, which are summarised in **Table-1** and described in bellow sections.

Table 1 List of Relevant Literature

Author Name & Year	Context	Model	Sample	Respondent	Country	Factors (Independent)	Factors (Dependent)
1. Tan et al. (2021)	SM Brand Awareness	Heuristic Systematic model	279			Ad Persuasiveness, Ad Informativeness, Brand Awareness, Poster Category	Purchase Intention
2. Dwivedi et al. (2021)	Social media adoption in B2B	Task Technology Fit Theory			India	Innovativeness, technical skills, pressure, usability, Perceived ease of use, Social media usage, Adoption of social media, Age of salesperson, Attitude toward social media	Customer relationships, Acquiring new customers, Sales, Customer satisfaction, Stakeholder engagement
3. Wibowo et al. (2020)	Social media commerce		413	Social media users	Indonesia	Social media marketing activity, Customer experience, Relationship quality	Purchase, loyalty and participation intention
4. Chen & Qasim (2020)	Social media marketing	S-O-R	441	Chinese consumers	China	Interactivity, Personalization, Informativeness, Trendiness, E-Brand experience Word of mouth	Brand Love, Brand Equity
5. Zollo et al. (2020)	Social media marketing	U&G	420	Graduate students	USA	Social media marketing activities, Social media benefits, Brand experience	Consumer-based brand equity
6. Kong et al. (2020)	Social media marketing	Brand attitude model	429	Students	Germany	Trust, Sustainability perception, Brand luxury, Brand attitude	Consumer behaviour
7. Pop et al. (2020)	Green Cosmetics	TPB			Romania & Hungary	Social media, Altruistic & Egoistic motivation, Attitude, and Subjective norm	Purchase Intention
8. Irshad et al. (2020)	Social media	U&G, TRA		Consumers	Pakistan	Remuneration motivation, Social motivation, Empowerment motivation, Trust toward retailers present on social media	Online purchase intentions
9. Dabbous and Barakat (2020)	Social media	S-O-R	392	Millennials		Content quality, Consumer engagement, Brand interactivity, Brand awareness, Hedonic and utilitarian motive,	Purchase intention

Table-1: List of Relevant Literature (continued...)

Author Name & Year	Context	Model	Sample	Respondent	Country	Factors (Independent)	Factors (Dependent)
10. Cheung et al. (2020)	Social media marketing		214	Social media users	Hong Kong	Entertainment, Trendiness, Interaction, Customization, Consumer brand engagement, EWOM,	Brand awareness, Brand Image
11. Seo et al. (2020)	Social media		430			Personality, Social, and Information Characteristics, e-WOM, Trust	Brand Equity
12. Koay et al. (2020)	Social media	S-O-R	253	Private university Students	Malaysia	Co-creation Behavior, perceived social media marketing activities, Brand experience	Consumer-based brand equity
13. Ebrahim (2019)	Social media marketing		287	Egyptian social media users	Egypt	Entertainment, Interaction, Trendiness, Customization, WOM, SMM activities, Brand trust, Brand equity	Brand Loyalty
14. Eid et al. (2019)	Social media marketing	Current marketing theory	277	B2B SMEs	UK	Perceived ease of use, Perceived relative advantage, Observability, Subjective norms, Understanding customers' view and preferences, Understanding of competition, Brand awareness, International business contacts	Export Performance
15. Mukherjee (2019)	Social media marketing	Social identity theory				Firm-created social media communication, User-generated social media communication, Brand passion	Purchase Intention
16. Chen & Lin (2019)	Social media marketing	Social identity theory	502	Social media users		Social media marketing activities, Social identification, Perceived value, Satisfaction	Continuance intention, Participate, Purchase intention
17. Algharabat et al. (2019)	Social media	Grounded theory, consumer culture theory	500	Social media users	Jordan	Consumer involvement, Affection, Self-expressive brand, Cognitive processing, Activation of Consumer participation	Brand awareness, Brand loyalty, Perceived quality
18. Stojanovic et al. (2017)	Social media	Schema	249	International Tourists	Spain	Social media use, Cognitive image, Affective image, Brand awareness, Customer value, Brand quality	WOM, eWOM

Table-1: List of Relevant Literature (continued...)

19. Kim & Ko (2011)	luxury fashion brand		362	Consumers purchasing a luxury brand	Korea	Social media marketing activities, Value equity, Relationship equity, brand equity	Customer equity, Purchase intention
20. Liu et al. (2019)	luxury brand's social media marketing	The dual perspective of customer engagement.	3.78 million tweets	big data analytics and natural language processing	N/A	Interaction, entertainment, customization dimension, trendiness	customer engagement with brand-related social media content.
21. Saniti et al., 2020	social media	customer engagement theory	97 studies	meta-analysis	N/A	Customer engagement, positive emotions, satisfaction, and trust, commitment,	Behavioral intention, performance, and word-of-mouth.

2.2 Social Media Activities

As per Koay et al. (2020), social media marketing activity refers to how customers view an organisation or brand's participation in different social media marketing initiatives. Throughout these, social media platforms are just not limited to Facebook and the like but also include social media websites, blogs, wikis, virtual social worlds, a collection of several platforms that incorporate web sites, user ratings and reviews, suggestions and word of mouth, user wish lists, forums, and societies. Many researchers argued that business firms increasingly pursue messages about their product services, brands across SMM activity, including promotional campaigns on social media platforms, blogger authorizations, controlling user-generated content (UGC), firm-generated content (FGC) intending to create a unique and strong position in the mind of customers (Phan et al., 2011; Yu & Yuan, 2019). Kim & Ko (2010) identified five major SMM activities which increase customer engagement perceptions of different marketing practices and exemplifies social media (Yadav & Rahman, 2018). Such SMM activity (i.e., SMMA) instigates users' experiences and impacts brand equity and subsequent user intention and buying behaviors (Chen & Lin, 2019). In addition, many researchers focused on SMM activities to discover the predictors of social media adoption (e.g., Zollo et al., 2020; Koay et al., 2020; Ebrahim, 2019; Chen & Lin, 2019; Kim & Ko, 2011; Liu et al., 2019; Wibowo et al., 2020; Chen & Qasim, 2020; Cheung et al., 2020). For instance, many several studies scrutinized SMM activities as the predictors of brand equity and love or consumer-based brand equity (Zollo et al., 2020; Chen & Qasim, 2020; Koay et al., 2020; Ebrahim, 2019), purchase, loyalty intention and participation intention (Wibowo et al., 2020; Chen & Lin, 2019; Kim & Ko, 2011), customer engagement with brand-related social media content (Liu et al., 2019), brand awareness and brand image (Cheung et al., 2020) and customer equity (Kim & Ko, 2011). However, none of these

studies argued SMM activities as the determinants of social identification, customer trust and customer loyalty simultaneously in a developing economy such as Bangladesh. Moreover, the current research emphasizes that SMM activities are essential to simultaneously determine social identification, customer trust, and customer loyalty in a social media marketing perspective.

2.3 The Impact of Social Media Marketing

Besides, the world's marketing practitioners have been interested in accepting SMM as their main category of marketing approach, aiming to create brand trust, strong customer relationships, brand awareness, brand loyalty, and repurchase intention. The effect of social media marketing related literature can be *categorized into different sub-classifications shown in table-2, which are stated below:*

2.3.1 Customer Satisfaction and Value

Some researchers analysed customer satisfaction and value based on the SMM (Dwivedi et al., 2021; Chen & Lin, 2019; Agnihotri et al. 2016; Ancillai et al. 2019; Rossmann & Stei 2015). For instance, Salo, (2021) determined the number of social media characteristics (e.g., the effect of social media, determining the effectiveness of social media etc.) to measure the consumer's satisfaction and social media adoption intention based on the B2B companies. Agnihotri et al. (2016) scrutinized the impact of the implementation of social media based on the B2B sales executives on customer satisfaction. They define social media use as a sales representative's use and incorporation of social media platforms to achieve their job (Agnihotri et al. 2016). Another study by Chen & Lin (2019) examined the influence of SMMA's on customers' social media adoption intention understanding the indirect effect of social identification, perceived value, and satisfaction. However, this study discovered customer satisfaction's direct and mediated role on purchase intention, brand awareness, and equity-based on the SMM.

Table 2: The Relevant Researches Related to The Effect of Social Media Researches

Constructs	Reference
Social media marketing activities (SMMA)	Petzer & Tonder, 2018; FU et al., 2018; Lin & Wang, 2006; Anderson & Srinivasan, 2003; Dwivedi et al., 2021; Chen & Lin, 2019; Agnihotri et al. 2016; Ancillai et al. 2019; Rossmann & Stei 2015; Wibowo et al., 2020; Bhattacharjya & Ellison and Ellison 2015; Gáti et al. 2018; Iankova et al. 2018; Chen & Lin, 2019; Costas et al., 2017; Jin and Ryu, 2018; Grappi & Montanari, 2011; Kim & Ko, 2012; Koay et al., 2020; Liu et al., 2019; Chen & Lin, 2019.
Customer loyalty	Petzer & Tonder, 2018; FU et al., 2018; Lin & Wang, 2006; Anderson & Srinivasan, 2003;
Customer Engagement	Dwivedi et al., 2021; Wibowo et al., 2020; Bhattacharjya & Ellison and Ellison 2015; Gáti et al. 2018; Iankova et al. 2018; Gummerus et al., 2012; Brodie et al., 2013; Pansari & Kumar, 2017
Social identification	Chen & Lin, 2019; Costas et al., 2017; Jin and Ryu, 2018; Grappi & Montanari, 2011
Brand equity	Chen & Qasim, 2020; Zollo et al., 2020; Seo et al., 2020; Koay et al., 2020; Ebrahim, 2019; Costas et al., 2017; Lim et al., 2020; Nobar et al., 2020
Brand awareness	Hsiao et al. 2020; Tan et al., 2021; Dabbous and Barakat, 2020; Cheung et al., 2020; Eid et al., 2019; Stojanovic et al., 2017; Aaker, 1991; Kim et al., 2018
Customer satisfaction	Dwivedi et al., 2021; Chen & Lin, 2019; Agnihotri et al. 2016; Ancillai et al. 2019; Rossmann & Stei 2015; Luo & Chea, 2020; Hsu et al., 2015; Lin, 2011; Lee, 2010; Gummerus et al., 2012; Brodie et al., 2013; Pansari & Kumar, 2017; Shiraji et al., 2020; de Oliveira Santini et al., 2020; Lin & Wang, 2006
Brand attitudes	Ebrahim, 2019; Wu et al., 2020; Maxwell-smith et al., 2020; Shoenberger et al., 2020; Alhabash et al., 2015; Yan et al., 2010; Kong et al., 2020; Jung et al., 2020
Sustainability perception	Kong et al., 2020; Sivarajah et al., 2019; Kasper et al., 2015; Jung et al., 2020; Costas et al., 2017
Psychological reactance	Akhtar et al., 2017; Kavvouris et al., 2019
Trust	Irshad et al., 2020; Ebrahim, 2019; Wu et al., 2020; Shiraji et al., 2020; de Oliveira Santini et al., 2020; Lin & Wang, 2006

2.3.2 Intention to Use Social Media

The research-based on social media adoption found that social media plays a vital part in the digital conversion of organizations. As a consequence, numerous scholars have paid consideration to recognize the factors of social media marketing adoption intention (Dwivedi et al., 2021; Pop et al., 2020; Irshad et al., 2020; Dabbous & Barakat, 2020; Mukherjee, 2019; Chen & Lin, 2019; Kim & Ko; 2011; Ancillai et al., 2019; and Tan et al., 2021). For example, Dwivedi et al. (2021) illustrate that innovativeness, technical skills, pressure, usability, and usefulness are crucial factors to understand users' adoption intention to use social media in B2B perspective, validating an informative outline on social media for both, academicians and practitioners. Irshad et al. (2020) determined the influences of the impacts of consumers' enthusiasm on intentions to buy through social media. They also found the mediated effect of trust towards retailers present on social media platforms. Dabbous and Barakat (2020) investigated the impacts of content quality and brand interactivity on brand awareness and intention to buy using social media. They validated an empirical study based on S-O-R model. Mukherjee, (2019) emphasized on firm-generated content (FGC) and user-generated content (UGC) to identify if SMM is operative to instigate a sense of arousal or passion for the promoted brands and finally create a purchase intention in the minds of customers. Saniti et al. (2020) illustrated that customer's behavioural intention is cardinaly determined through customer engagement. Several other studies emphasized that ease of use, usefulness and perceived enjoyment instigate the intention to use social media (e.g., Facebook) (Costas et al., 2017; Dwivedi et al., 2021). However, the present study intended to find out the direct influence of customer engagement and the indirect impact of social identification, psychological reactance, customer engagement and trust on purchase intention using one of the social media sites.

2.3.3 Customer Relationship Management

Another group of researchers has conducted researches to find out the consequences of social media marketing on customers engagement and relationship management (e.g., Dwivedi et al., 2021; Wibowo et al., 2020; Niedermeier et al. 2016; *Iankova et al., 2018*; Ogilvie et al. 2018; Kim & Ko, 2011). Ancillai et al. (2019) analogized that social media marketing both develops levels of sales and impacts customer relationship management and customer performance (e.g., customer referral, customer satisfaction, trust in brands); organizational performance (e.g., sales and brand) based on their in-depth interviews with social selling experts. Wibowo et al. (2020) found the SMM activities and customer experiences as the determinants of relationship quality in determining customer purchaser intention, loyalty intention, and participation intention using social media platforms. Another research by Bhattacharjya and Ellison (2015) showed that business organizations could build strong relationships with customers utilizing responsive customer relationship (CRM) management based on social media networks depending on the B2B service providers. Gruner and Power (2018) analyzed the operations of different social media networks in contact with consumers. They found how the organizations' one type of social media activity can influence on a different kind of activity using a regression model. They also showed that different commotions on YouTube, LinkedIn, and Twitter might negatively influence companies' promotional commotions on Facebook. Besides, Kim and Ko (2011) identified characteristics of SMM activities. They investigated the analogies amongst perceived activities, brand equity, customer equity, value equity, relationship equity, and purchase intention based on the luxury fashion brand. Although major studies considered single culture or country, *Iankova et al. (2018)* examined the usefulness of SM by diverse organizations using 449 respondents from the US and UK. They found

that SM is comparatively less essential for managing customer relationships in B2B organizations compared to B2C, and B2B2C. Hence, it is assumed that it would be wiser to concentrate on a particular social media platform in shaping the successful intercompany relationship with their customers.

2.3.4 Customer Engagement

Many scholars explored the antecedents influencing customer engagement based on social media marketing (Dwivedi et al., 2021; Cheung et al., 2020; Dabbous & Barakat, 2020; Hollebeek, 2019; Guesalaga, 2016). Dabbous and Barakat (2020) found the direct or indirect influence of content quality, brand interactivity, hedonic and utilitarian motive on customers engagements based on the S-O-R model based on the social media networks. This study intensified that online consumer engagement became almost double in line with the rise of customer brand awareness online, increasing purchase intention of those particular brands offline. Cheung et al. (2020) identified the impacts of perceived SMM elements on customer brand engagement in the brand-building process. Another study by Guesalaga (2016) examined the customers' employment as a situational variable which has a direct influence on person factor (i.e., individual competence and commitment in SM), another situational factor (i.e., organizational competence and commitment in SM) and SM usage in sales. Hollebeek (2019) validated an integrated resource-based view (RBV) for identifying consumer's engagement. They illustrated customers' factors and resources in directing business buyer resource integration and their efficiency and effectiveness, which are determinants of consumer engagement in their proposed framework. This consumer's engagement ultimately affects on business consumer co-creation and relationship output. Saniti et al. (2020) conducted a meta-analysis and developed a framework to

determine the predictors of consumers' engagements in social media. They found that customer engagement in social media platforms is influenced by customer satisfaction, positive emotions, and trust, whereas consumers' concentration in SMM is influenced by commitment. They also mentioned that customer satisfaction significantly predicts consumer engagement inconvenience (high vs low) based on the B2B vs B2C and Facebook vs Twitter and different Blogs). They found that Twitter seems double as possible as other social media networks to increase customer engagement through customers' satisfaction and positive emotions. Liu et al. (2019) explored the influence of SMMA's taken by a luxury brand on consumer engagement. They forecast that the three out of five cardinal activities of SMM activities positively influence customers' engagement in social media platforms, whereas customization and WOM do not. Thus, the influence of customer engagement in the context of SMM is indispensable.

2.3.5 Social Identification

Social identity theory (SIT) refers to how a person can improve self-esteem and self-affirmation via classification, identity and comparison (Tajfel & Turner, 2004). Several pieces of research include the social identity considering that the fellows of a particular brand community contain themselves as part of that brand community. The owner and community can also refer to themselves which might increase the bonding between brand community and members or the bonding among the members and the brand (Algesheimer et al., 2005; Chen et al., 2014). Hence, the present study can define social identification as the degree of community members' intelligence to recognize on a particular social media platform (Bhattacharya & Sen, 2003). Several studies concentrated on the necessity of social identification based on the shaping users' behaviour to use one of the social media platforms (e.g., Chen & Lin, 2019; Costas et

al., 2017; Jin and Ryu, 2018; Grappi & Montanari, 2011). For example, Jin and Ryu (2018) conducted a study in light of social media (i.e., Facebook) dependent on viral marketing as well as social commerce. They found that the positive influences of social identifications on Facebook profile owners' were based on the view of in and out groups. Moreover, they analyzed the moderating impact of materialism, involvement in fashion and opinion leadership on attraction, identification with celebrity and emotional indolent with advertisement. Another study by Chen and Lin (2019) validated a framework to test the mediating role of social identification, value and customer satisfaction among SMM activities and different forms of intention to use social media networks based on 502 social media users through an online survey. They also found that social media identification and value directly influence customer satisfaction, affecting customer intention to continue, participate, and purchase a particular product or service. Another research by Costas et al. (2017) shows that undergraduate students' actual use of Facebook positively influenced social identification, sought the spectacles regarding their departments, and the ways department's Facebook pages might be utilized to get more students. Based on the extent of literature on retail and service sectors, Grappi and Montanari (2011) identified the role of positive or negative emotions and hedonism on satisfaction and social identification, which ultimately instigates a particular Italian festival's attendees' repatronizing intention using social media. However, few studies concentrated on exploring the effect of social title on customer satisfaction based on SMM usage. Hence, it is essential to incorporate the roles of social identification in SMM literature.

2.3.6 Brand Awareness

Many researchers incorporated the role of SMM on brand awareness (Hsiao et al., 2020; Tan et al., 2021; Dabbous & Barakat, 2020; Cheung et al., 2020; Eid et al., 2019; Stojanovic et al., 2017). For instance, Hsiao et al. (2020) collected about 1395 posts from social media networks (i.e. lookbook. nu) and examined the effect of SM based on the fashion industry utilizing regression analysis. They explored that the addition of private and national fashion brand in social media post might enhance the level of acceptance that influence buying interest and brand awareness. The research by Tan et al. (2021) explored the influences of systematic advertisement cues (i.e., ad informativeness as well as ad smoothness) and advertisement heuristic cue (i.e., advertisement poster category) on customer brand awareness and successive impact on purchase intention using SMM based on heuristic-systematic model developing an experimental design based on predominantly into two categories: firm and influencer. Some studies considered content quality, interactivity, SMM activities, social media usage and customer engagements predictors of brand awareness (Dabbous & Barakat, 2020; Cheung et al., 2020; Stojanovic et al., 2017). However, Eid et al. (2019) found that perceived ease of use, perceived relative advantage, observability, and subjective norms cardinaly influence different dependent valuables, including brand awareness, based on 277 British B-to-B SMEs as a sample using one of the social media.

Whereas another group of researchers concentrated on the role of brand equity (e.g., Chen & Qasim, 2020; Zollo et al., 2020; Seo et al., 2020; Koay et al., 2020; Ebrahim, 2019; Tatar & Eren-Erdogmus, 2016; Warner-Søderholm et al., 2018; Stojanovic et al., 2017; Kim & Ko, 2011). For instance, in the social media perspective, the customer responses toward collaborations are related to trust, which has an essential role in

determining the influence of online actions and marketers' exertions on brand equity and loyalty (Tatar & Eren-Erdogmus, 2016; Warner-Søderholm et al., 2018). The research undertaken by Stojanovic et al. (2017) found the significance of using the strength of social media on brand equity based on the tourist destination. They revealed that the influence of interaction, eWOM and trendiness on consumer brand engagement enhances the brand awareness and brand knowledge of customers. However, they showed that the impacts of entertainment and customization on consumer-brand engagement were not significant in this context. Chen & Qasim (2020) conducted a study in China and examined the possessions of SMM actions on customer-based-brand equity (CBBE) and brand love based on the S-O-R model. Moreover, they also analyzed the mediating influence of electronic brand experiences among SMM activity and brand equity, and SMM activities and brand love. The research by Zollo et al. (2020) presented that SMM activities, brand experiences, and SM benefits (i.e., cognitive, social, personal and hedonic) impact customer-based-brand equity. Moreover, Seo et al. (2020) analyzed the influence of SM usage characteristics on eWOM, trust, and brand equity by defining the primary features of personality, social, and information. They identified several determinants of trust (i.e., personal characteristics, social characteristics, and informational characteristics) that influence brand equity, brand awareness, and brand equity. Some other studies found the determinants of CBBE, such as co-creation behaviour, SMM activities, brand experiences (Koay et al., 2020), SMM activities and brand trust (Ebrahim, 2019) and SMM activities (Kim & Ko, 2011).

However, few conclusive pieces of research were conducted to find out predictors (e.g., social identification, psychological reactance, customer engagement and trust) of brand

awareness and brand equity using SMM. Therefore, it is essential to determine the factors influencing brand awareness and brand equity depending on social media usage.

2.3.7 Sustainability Perception

Sustainability denotes the approach that assists a business firm “to meet its current requirements without compromising its ability to meet future needs” (World Commission Report on Environment and Development 1987, p 41). Very few researches concentrated on the role of sustainability perception based on of SMM (e.g., Kong et al., 2020, Sivarajah et al., 2019; Kasper et al., 2015). For instance, Kong et al. (2020) explored a study on sustainability perception and social media communication to analyse how sustainability perception (i.e., cultural, environmental, social and economic sustainability) influences both attitudes and consumer behaviour (i.e., WOM & purchase intention) depending on the consumers’ response to marketing communications of fashion brands. According to Sivarajah et al. (2019), big data and SM within a participating web environment can be profitable and sustainable via tactical and marketing-based business operations. Kasper et al. (2015) proposed a social media matrix that supports business firms to resolve SM activities depending on their corporate and communications objectives. Their matrix consists of three sections: i) social media goals and social media task areas, ii) five cardinal SMM activities, and iii) a structure to evaluate the suitability of each activity on each SM network for defined goals. Eccentrically, no conclusive spectacles have been provided to elucidate the well-researched attitude-behavior gap related to the incongruence among ecologically responsive attitudes and actual behavior using social media platforms (Vermeir & Verbeke, 2006). Besides, Du et al. (2016) emphasized understanding sustainability and social media use in explaining an organization’s new product development process.

Their study found a positive association between sustainability orientation and new product development (NDP). Thus, the present study argues that customers with more knowledge about sustainability perception are prone to buy sustainable products. However, to the best of the researcher's knowledge, no studies thought about the influence of sustainability perception on brand attitudes and brand equity using SMM. Accordingly, the present study explores the direct or indirect impacts of sustainability perception on brand attitudes, trust, brand awareness, brand equity and purchase intention using social media platforms.

2.3.8 Impact of Psychological Reactance

Several researches considered efforts and quality as the two most crucial determinants that influence users' behaviour and intentions to use a particular system (Wang & Benbasat, 2009; Todd & Benbasat 1999). In addition, according to Komiak and Benbasat (2006) a decision related to aid is conceived to be restrictive based on the choice behaviour, the users might think that the assistance is not representing their genuine preference. Moreover, in accordance with reactance theory, first developed in a generic context of personal freedom and choices by Brehm (1966), if a user is restricted to take a decision that is supported by the aid, and that aid does not propose his or her expected supports functionalities, the psychological reactance might be ascended, decreasing the intention to use that particular aid for the second time. The predominant propositions related to psychological reactance are that human beings constantly seek particular behavioural and cognitive freedom. Few studies consider the impact of psychological reactance, analyzing the intention to use one specific technology (Akhtar et al., 2020; Kavvouris et al., 2020). For example, Akhtar et al. (2020) developed and validated a framework to examine the COVID-19 restrictions

and psychological reactance toward in-store shopping freedom restoration. They found that choice hesitation and confidence influence psychological reactance, which leads to choosing freedom and resistance to persuasion. Kavvouris et al. (2020) also explored the influence of customers' psychological reactance generated by pro-environmental normative appeals on the intention to behave sustainably. However, none of these studies considers the role of psychological issues in determining brand awareness, equity, and intention to purchase directly or indirectly based on the SMM. This is indispensable to comprehend the influence of mental reactance on customers' satisfaction and customer-based brand equity using SMM as customers grow and sustain positive beliefs and attitudes towards a particular brand only if they positively produce their perceived psychological efforts. The psychological reactance, cardinally combined of perceived advice quality, perceived psychological efforts and perceived restrictiveness, is argued to shape customer behavior to use a particular social media platform. Hence, it is essential to discover the character of perceived psychological reactance on satisfaction and customer-based brand equity using one of the Social Media platforms.

2.4 Literature Review Gap

Despite a vast potentiality, the existing literature ignored the direct or indirect influence of perceived cognitive factors, SMM activities, sustainability perception, social identifications, customers' responses (e.g., attitudes, engagement, trust and satisfaction) on brand awareness, equity and intention to purchase based on the social media marketing. Hence, depending on the literature review, the present study has recognized several literature gaps. Therefore, applying the Theory of Psychological Reactance (TPR), Social identity theory (SIT), satisfaction loyalty theory (SLT), and customer engagement theory (CET) in the field of SMM, this study is conducted to fill these identified gaps. Accordingly, it is worth studying how perceived cognitive factors shape brand awareness, equity and intention to purchase, SMM activities, sustainability perception, social identifications, and customers' responses (e.g., attitudes, engagement, trust and satisfaction) based on the social media marketing. Moreover, the conceptual framework and hypothesis development illustrations are presented in the following section.

Chapter-3. Theoretical Framework and Hypothesis Development

3.1 Introduction to Theoretical Background

With time, the mode of communication is shifted from physical to toward virtual communications. Consequently, the existing researchers are keenly interested in analyzing the antecedents that might impede or contribute to managerial implications of SMM in shaping customers' brand awareness, equity and intention to purchase particular products or services, developing and distinguished corroborating theories which are shown in **Table-3**. The previous research also concentrated on different aspects of SMM based on several established theories and models, such as: Social identity theory (SIT, Tajfel & Turner, 2004), (Chen & Lin, 2019; Costas et al., 2017; Jin and Ryu, 2018; Grappi & Montanari, 2011), customer-based-brand equity (CBBE) (Chen & Qasim, 2020; Zollo et al., 2020; Koay et al., 2020) and customer engagement theory (CET) (Liu et al., 2019; Saniti et al., 2020), User and Gratification theory (UGT) (Zollo et al., 2020; Irshad et al., 2020), Stimulus-Organism-Response (S-O-R) (Chen & Qasim, 2020; Dabbous & Barakat, 2020; Koay et al., 2020), Heuristic Systematic model (Tan et al., 2021), Task Technology Fit Theory (Dwivedi et al., 2021), theory of planned behaviour (TPB) (Pop et al., 2020) and theory of reasoned action (TRA) (Irshad et al., 2020). Some others have been considered in the situation of various procedures of technology usage intention, such as the theory of psychological reactance (TPR), (Brehm, 1966) (e.g., Akhtar et al., 2020; Kavvouris et al., 2020), Satisfaction-Loyalty Theory (SLT, Anderson & Srinivasan, 2003). Among these theories, the present study has carefully evaluated and integrated the following five approaches to develop the proposed research model shown in table-3 and described in the following sections.

Table 3: Different Models Used in Relevant Literature

Theory	Author	Field/Context	Variables (Independent)	Variables (Dependent)
1. TPR	N/A	Social Media Marketing	N/A	N/A
	(Akhtar et al., 2020)	Offline shopping	Perceived choice hesitation, Resistance to persuasion, Perceived choice confidence, Choice freedom satisfaction	Consumer Psychological reactance
	(Kavvouris et al., 2019)	pro-environmental normative	Self-Constraint, Freedom Threat, Counterarguing, Normative Appeals	Behavioral Intentions
	(Lee & Lee, 2009)	Online Recommendation Services	Expected Personalization, Threat to use, Perceived usefulness, Perceived ease of use	Intention to use
	(Wang & Benbasat, 2009)	Consumer Decision in E-Commerce	Decision strategy, Explanation facilities, Perceived advice quality, Perceived restrictiveness, Perceived cognitive effort	Intention to use decision aids
2. SIT	(Chen & Lin, 2019)	Social Media Marketing	Social media marketing activities, Social identification, Perceived value, Satisfaction	Continuance intention, Purchase intention, Participation intention
	(Grappi & Montanari, 2011)	Tourist re-patronizing behaviors	Positive Emotion, Negative Emotion, Hedonic Value, Satisfaction, Social Identification	Re-patronizing intention
	(Mukherjee, 2019)	Social Media Marketing	Firm-created social media communication, User-generated social communication, Brand passion	Purchase Intention
	Costas et al., 2017	Social Media Marketing	PU, PEOU, enjoyment, intention to use, social identification, Social Influence	Actual Use
	(Guan & So, 2016)	health-related behaviors	Social Identity, Social Support, Self-efficacy	Behavioral Intention
	(Sierra & Quitty, 2014)	Nostalgia Purchase	Attitudes about the past, Yearning for the past	Purchase Intention
	(Heere et al., 2014)	University Students' Brand Community Development	State Identity, University Identity, City Identity, Team Identity	Merchandising, Media consumption, Attendance

Table-3: Different Models Used in Relevant Literature (Continued....)

3. CBBE	(Algharabat et al., 2019)	Social Media Marketing	Consumer involvement, Consumer participation, Self-expressive brand, Cognitive processing, Affection, Activation	Brand awareness/association, Brand loyalty, Perceived quality
	(Chen & Qasim, 2020)	Social Media Marketing	Interactivity, Personalization, Informativeness, E-Brand Experience, Trendiness, Word-of mouth	Brand equity, Brand love
	(Cheung et al., 2019)	Social Media Marketing	Entertainment, Trendiness, Interaction, EWOM, Customization, Customer brand engagement	Brand image, Brand awareness,
	(Ebrahim, 2019)	Social Media Marketing	Interaction, Entertainment, Trendiness, Customization, EWOM, SMM activities, Brand trust, Brand equity	Brand Loyalty
	(Stojnovic, 2017)	Social Media Marketing	Social media use, Cognitive image, Brand awareness, Brand quality, Affective image, Customer value	WOM, eWOM
	(Koya et al., 2020)	Social Media Marketing	Co-creation Behavior, Perceived Social Media Marketing Activities, Brand Experience	Consumer-Based Brand Equity
	(Zollo et al., 2020)	Social Media Marketing	Social Benefits, Social Media Marketing Activities, Brand Experiences	Consumer-Based Brand Equity
	(Tolba & Hassan, 2009)	Brand Market Performance	Knowledge Equity, Relationship Equity, Attitudinal Equity, Intention to purchase, Behavioral loyalty Brand Preference,	Brand Market Performance
	(Tong & Hawley, 2009)	Sportswear Market in China	Perceived Quality, Brand Awareness, Brand Association, Brand Loyalty, Other Proprietary Brand Assets	Brand Equity
	(Taylor et al., 2007)	Brand Equity in Financial Service	Perceived Brand quality, Perceived Brand Value, Brand Uniqueness, Willing to pay a price premium	Brand Loyalty Intention

Table-3: Different Models Used in Relevant Literature (Continued....)

4. CET	(Santini et al., 2020)	Social Media Marketing	Trust, Satisfaction, Positive emotion, Commitment, Customer engagement, Word of Mouth Behavioral intention,	Performance
	(Liu et al., 2019)	Social Media Marketing	Entertainment, Trendiness, Interaction, Customization	Consumption/Contribution/creation of brand-related social-media content
	(Carlson et al., 2018)	Social Media Marketing	Content quality, Brand-page sociability, Brand-page interactivity, Brand learning value, Customer contact quality, Hedonic value, entitativity value,	CEB Intention
	(Hinson et al., 2018)	Customer engagement on Facebook	Self-image expression, Brand identification, Social interaction ties, Brand trust, Customer engagement	Customer participation, Customer generated advertising
	(Petzer & Tonder, 2018)	Loyalty and Quality Construct	Customer satisfaction, Commitment, Customer value., Trust, Customer engagement	Loyalty intention
	(Harrigan et al., 2017)	self-brand connection and brand usage intent	Customer involvement, Affection, Cognitive processing, Activation	Brand usage intent, Self-brand connection,
5. SLT	(Anderson & Srinivasan 2003)	electronic commerce	e-satisfaction; moderator: trust, value, purchase size, inertia, motivation	e-loyalty
	Limbu et al., 2011	consumers' perception of ethics of online retailers	Non-deception, fulfillment, and security, satisfaction, risk, usefulness, ease of use, social influence	loyalty
	Lin & Wang (2006).	mobile commerce loyalty	Value, trust, satisfaction, habit	loyalty
	Niu et al., 2021	Parking mode alternatives	Hedonic and perceived value, expectation, satisfaction, loyalty,	Behavioral intentions
	(Mohammed et al., 2020)	Muslim Consumers Transformative Behavior	Religious Values, Religious Faits, Religious Commitments, Culture & Weather, Luxury shopping & dining experience, Accessibility, Cosmopolitanism, Customized activities & amenities, Luxury services, People & reputation	Loyalty
	(FU et al., 2018)	Loyalty to Public Transit	Expectation, Service quality, Confirmation, Perceived value, Satisfaction, Corporate image	Loyalty

[*TPR = Theory of Psychological Reactance, SIT = Social identity theory, CBBE = customer-based-brand equity model, and CET = customer engagement theory; SLT = Satisfaction-Loyalty Theory, SMM = Social Media Marketing]

3.1.1 Social Identity Theory (SIT)

Among these well-established models, social identity theory (SIT) is one of the most critical models. SIT refers to how a person can improve self-esteem and self-affirmation via classification, identity and comparison (Tajfel & Turner, 2004). Many researchers have also considered SIT to find out the customer behavior based on the SMM (e.g., Chen & Lin, 2019; Mukherjee, 2019; Costas et al., 2017), based on the health-related behaviours (e.g., Guan & So, 2016), determinants of nostalgia purchase (Sierra & Quitty, 2014), social identification in tourist re-patronizing behaviors (e.g., Grappi & Montanari, 2011) and university students' brand community development (e.g., Heere et al., 2014). A study Chen & Lin (2019) empirically validated a holistic model based on SIT to find out the influence SMMAs, social identification, perceived value, and satisfaction on continuance intention, participation intention, and purchase intention. Another study by Mukherjee, (2019) also integrated firm generated social media communication, user-generated social communication, and brand passion into SIT to develop a conceptual framework. Moreover, Costas et al. (2017) also developed a theory based on SIT. They explored the influence of PU, PEOU, enjoyment, intention to use, social identification, social influence on actual use based on the SMM. Besides, based on SIT, Guan & So, (2016) examined the impact of social identity, social support, and self-efficacy on behavioral intention based on health-related behaviors. Sierra & Quitty (2014) explored that attitudes about the past, yearning for the past influence nostalgia purchase based on SIT whereas, Grappi & Montanari, (2011) utilized SIT to find out tourists re-patronizing behaviors. However, none of these studies has considered the direct or indirect impact of social identification on brand awareness, customer satisfaction, brand loyalty and brand equity.

3.1.2 Theory of Psychological Reactance (TPR)

Another well-established model is the theory of psychological reactance (TPR, Brehm, 1966) which is widely used to find out the usage behaviour in exploring personal freedom and choices. The TPR states that if a user is restricted from taking a decision supported by the aid. If aid does not propose their expected support, the psychological reactance might be ascended, decreasing the intention to use that particular aid for the second time. The predominant proposition related to TPR is that the human being always seeks particular behavioural and cognitive freedom. The theory is utilized in wide ranges of contexts. For example, Wang and Benbasat (2009) conducted a study in consumer decision in e-commerce based on TPR and found that decision strategy, explanation facilities, perceived advice quality, perceived restrictiveness, perceived cognitive effort are the primary determinants of intention to use decision aids. Another study by Akhtar et al. (2020), developed their conceptual model based on TPR to determine the predictors of consumer psychological reactance toward offline shopping. Kavvouris et al. (2019) also utilized TRP to examine impacts of self-construal, freedom treat, counterarguing, and normative appeals on the users' behavioural intentions based on the psychological reactance of pro-environmental normative. Whereas, Lee and Lee (2009) conducted a study on online recommendation services and analyzed that expected personalization, threat to use, perceived usefulness, and perceived ease of use impact on intention to use based TRP model. Thus, it is apparent that TRP is one of the most crucial models to determine the users' behavior related to information and communication technology. However, despite this vast potentiality, TRP is yet in the social media marketing context to determine the antecedents of brand awareness, brand loyalty, and brand equity. Accordingly, the present study argues that the implications of TRP in the social media marketing context might guide the researchers and

implementers to determine customer satisfaction, purchase intention, brand awareness, brand loyalty and brand equity using one of the social media platforms.

3.1.3 Satisfaction Loyalty Theory (SLT)

According to Anderson & Srinivasan (2003), satisfaction loyalty theory (SLT, Anderson & Srinivasan 2003) refers to how individual variables (e.g., inertia, convenience motivation, and purchase size) or business variables (e.g., trust and perceived value) increase or decrease the influence of electronic satisfaction on electronic loyalty to a particular brand. In this case, they differentiated between true loyalty and spurious loyalty to a particular brand and examined both customers' attitudes and behavioral choices toward a particular brand. SLT has been utilized in several studies to conclude how satisfied customers are being converted to loyal customers based on their choice behavior and attitudes. For example, Limbu et al. (2011) found that a satisfied customer is more likely to be loyal by maintaining and sustaining a relationship with a particular brand and less like to find different alternatives based on the customers' awareness of online retailers' ethics. They incorporated non-deception, fulfilment, and security, risk, usefulness, ease of use, and social influence in to SLT. Besides, Lin and Wang (2006) also applied SLT and found that satisfaction and value, trust, and habit are critical determinants of mobile commerce loyalty. In addition, Teng (2010) conducted a study to explore the determinants (e.g., immersion satisfaction, customization) of online gamer loyalty based SLT. Another study by FU et al. (2018) validated a holistic framework integrating SLT and Expectation-Confirmation Theory (ECT) in finding out the loyalty to public transit. They also incorporated expectation, service quality, confirmation, perceived value, and corporate image into SLT to discern the public transit loyalty. Moreover, to reimburse

for the limitations of satisfaction loyalty theory (SLT), several other studies integrated SLT with different models, e.g., with technology acceptance model (TAM) (Niu et al., 2021), E-service quality (E-S-QUAL, Sheng and Liu, 2010) etc. Although the appropriate extent of literature explored overall satisfaction as influencing customers' loyalty, the satisfaction loyalty theory (SLT) is not yet applied based on social media marketing. Despite the immense capability of shifting the customer to make loyalty online, this SLT needs special attention to find out how SMM can instigate customers to be satisfied, leading to customer loyalty. Hence, the present research argues that the integration of SLT can find out causal effects of online customer satisfaction on purchase intention, brand awareness and loyalty besides customer loyalty.

3.2 Theoretical Gap

Despite, the existing studies have ignored the impacts of SMM activity dimensions, brand attitudes, customers' sustainability perceptions for elucidating the user's responses (e.g., social identifications, trust, customer engagement, psychological reactance, customers' satisfaction, customer loyalty, and brand awareness) based on the SMM. Moreover, the existing studies also understood the necessity of analyzing the influence SMM activities (e.g., Kim & Ko, 2012; Koay et al., 2020; Liu et al., 2019; Chen & Lin, 2019), brand attitudes (e.g., Kong et al., 2020; Yan et al., 2010), sustainability perception (e.g., Kong, et al., 2020) and trust, (e.g., Irshad et al., 2020) on users' behavioural reaction in various context. After rigorous evaluations of the extent of research, the present study has integrated the Theory of Psychological Reactance (TPR), Social identity theory (SIT), satisfaction loyalty theory (SLT), and customer engagement theory (CET) along with SMM activities, brand attitudes and sustainability perception into a single framework based on the SMM. Moreover, this research has excluded the moderating variables (i.e., firm-level factors and individual

level factors) from SLT since it is argued that the analysis of the direct influence of trust will be more appropriate in determining customer satisfaction in SMM context following the propositions of Shirazi et al. (2020). Accordingly, the proposed twenty distinguished hypotheses & the structural relationship among the constructs are depicted in **Figure 1**.

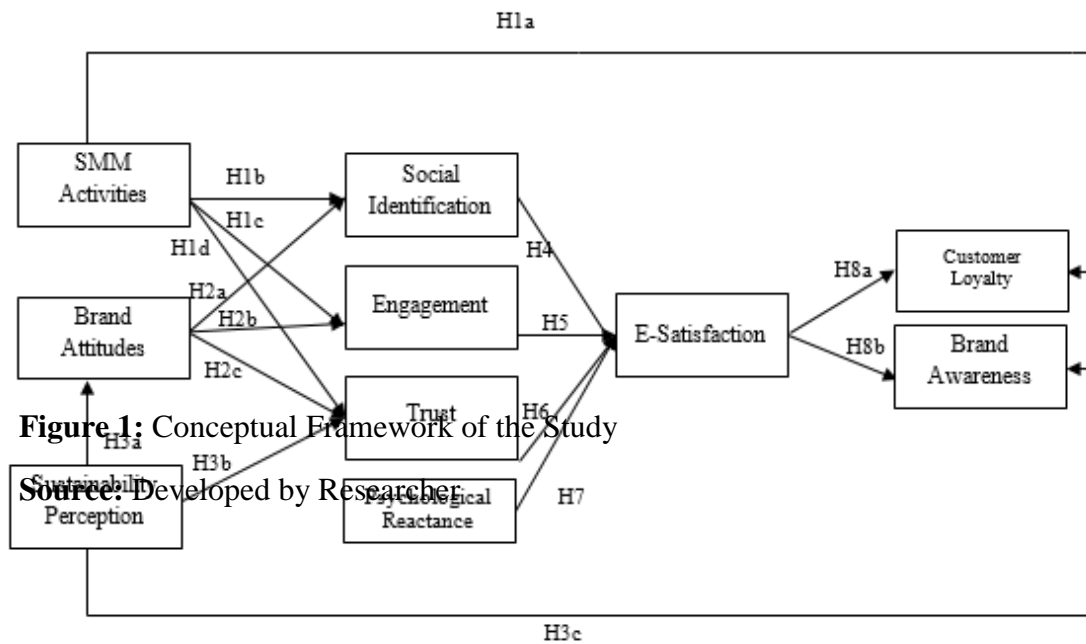


Figure 1: Conceptual Framework of the Study
 Source: Developed by Researcher

3.3 Hypothesis Development

3.3.1 Social Media Marketing Activities (SMMA), Social Identification, Engagement, Trust and Customer Loyalty

According to Chen & Lin (2019); Kim and Ko (2010, 2012), SMMA is defined as looking at the possessions of communal members' awareness of actions on social-media marketing pleasure, engagement, propensity, personalization, and word-of-mouth. The study by Kim and Ko (2012) noted that the five primary components of SMMA are entertainment, interaction, trendiness, personalization, and word-of-mouth. These factors will substantially affect customer equity and purchase intentions, among other factors. Ismail (2017) finds that SMM activities can increase consumer loyalty and influence the brand's value consciousness in this study. Moreover, businesses use SMMA to interact, communicate and connect with customers, deliver value and experience, and improve brand-response behaviour (Ebrahim, 2019). Many studies have demonstrated that SMMA has a good influence on the consumers' loyalty based on the SMM (e.g., Ebrahim, 2019; Algharabat et al., 2019; Wibowo et al., 2020). Several other studies have found that SMMA has an optimistic influence on consumer loyalty (e.g., Petzer & Tonder, 2018; FU et al., 2018; Lin & Wang, 2006; Anderson & Srinivasan, 2003) based on the loyalty and quality constructs, loyalty to public transportation, loyalty to mobile commerce, and e-commerce, respectively. Thus, the present study developed the following hypothesis:

H1a: *SMM activities positively influence customer loyalty in the context of social media marketing.*

Furthermore, social identification is the degree to which members of a community on a particular social media platform experience a sense of belongingness (Bhattacharya & Sen, 2003; Algesheimer et al., 2005). Members can build loyal social relationships

with the support of long-term information exchange and more excellent communication (Raacke & Bonds-Raacke, 2008). SMMAs have been found to positively influence social identification by several researchers (Chen & Lin, 2019; Mukherjee, 2019; Jim and Ryu, 2018; Costas et al., 2017; Grappi & Montanari, 2011). For example, Chen and Lin (2019) discovered that social media identification and value directly influence customer satisfaction, which impacts the consumers' intention to continue, participate, and purchase a particular product or service. Another study by Costas et al. (2017) shows that undergraduate students' actual use of Facebook is absolutely influenced by social identification. Based on the extent of literature on retail and service sectors, Grappi and Montanari (2011) identified the role of negative and positive feelings and hedonism in satisfaction and social identification, which ultimately instigates a particular Italian festival's attendees' re-patronizing intention using social media. Thus, the present study has emerged with the following hypothesis:

H1b: *SMM activities positively influence social identification in the context of social media marketing.*

Moreover, engagement denotes to a customer's psychological and behavioural proclivity to interact with brands (Tafesse, 2016). Consumer engagement behavior is defined as "beyond transactions, and might be explicitly described as a customer behavioral expression with a brand or business focus, beyond purchase, originating from motivating impulses" (Van Doorn et al., 245). Many scholars have explored the antecedents influencing consumers engagement based on social media marketing (e. g., Dwivedi et al., 2021; Cheung et al., 2020; Dabbous & Barakat, 2020; Hollebeek, 2019; Guesalaga, 2016). Because Cheung et al. (2020) identified the impacts of perceived SMM elements on brand engagement in the brand-building process, Dabbous and Barakat (2020) found the direct or indirect impact of content quality, brand

interactivity, and hedonic and utilitarian motives on consumer engagement based on the S-O-R model based on the social media networks. Other studies (e.g., Hinson et al., 2018; Petzer & Tonder, 2018; Harrigan et al., 2017) discovered a positive influence of engagement based on the Facebook, loyalty and quality constructs, self-brand connection, and brand usage intention. Hence, the current research developed the following hypothesis:

H1c: *In the context of social media marketing, SMM activities have a favourable impact on engagement.*

In addition, trust can be defined on many levels, both individually and organizationally. Individual trust is defined as a person's belief in another individual, whereas organizational trust is defined as a member's belief in the corporation or organization (Mayer et al., 1995). Customers can share new information from the business page on social networking sites, such as fashion or discount news (Cheung et al., 2009). Several researchers have found that trust is influenced by SMM activities positively (e.g., Ebrahim, 2019; Shirazi et al., 2020; Irshad et al., 2020) based on the SMM. Other studies also found trust (e. g., Petzer & Tonder, 2018; Hinson et al., 2018; Anderson & Srinivasan, 2003) based on the loyalty and quality constructs, customer engagement on Facebook, and e-commerce. Thus, the present study posited the following hypothesis:

H1d: *SMM activities positively influence trust in the context of social media marketing.*

3.3.2 Brand Attitudes, Social Identification, Engagement and Trust

Social identification is demarcated as "the individual's understanding that he belongs to particular social groupings, combined with some emotional and value-based importance to group membership" (Tajfel, 1972, 292). Madrigal (2001) looked at how

social identity affected the belief-attitude-intention hierarchy. He discovered that people's attitudes and beliefs mediate the impact of social identification on buying intentions. Currás-Pérez et al. (2009) concentrated on the customer's identification with communally accountable businesses more recently. They discovered that attitudes acquired from the consumer-company title directly impacted a person's perception of the brand (and purchase intention). Other studies also found a positive influence on brand attitude (i. e., Maxwell-Smith et al., 2020; Shoenberger et al., 2020; Yan et al., 2010) based on the purchase intention toward American apparel and socially conscious strategy, respectively. Hence, the current study proposed the following hypothesis:

H2a: *The influence of brand attitudes on social identification in the context of social media marketing.*

Moreover, increased social engagement metrics, including likes, positive comments, shares, and brand perception, are critical performance indicators in evaluating a successful social media marketing campaign (Alhabash et al. 2015). Alhabash et al. (2015) explored that the growth of the number of likes and comments (and other forms of engagement) on a post in social media platforms is associated with offline behavioural intentions (e.g., buy intent). In addition, the brand's marketing campaign may have been appreciated based on social media engagement. Hence, the present research developed the following hypothesis:

H2b: *The influence of brand attitudes on engagement in the context of social media marketing.*

Furthermore, "brand attitude" is stated as a customer's overall impression of a brand. Shimp (2010) discovered that brand attitude is prejudiced by consumer perceptions of a brand and can predict consumer behaviour toward it. Because customers share unities and evidence with others who influence their decisions, consumer trust is critical

(Ebrahim, 2019). Wu et al. (2020) has explored that trust positively impacts brand views based on customer-based brand equity. Thus, the current study decomposed the following hypothesis:

H2c: *In the context of social media marketing, the positive impact of brand attitudes on trust.*

3.3.3 Sustainability Perception, Brand Attitudes, and Trust

Human awareness of the environment is referred to as "sustainability perception." In conveying sustainable development, Lee (2020) used the term sustainability. Originally, sustainability had three dimensions: environmental, social, and economic (Caniato et al., 2012; Peattie & Blez, 2010). Natural resource utilization, carrying abilities, and ecosystem integrity were all part of the environmental dimension. Participation, empowerment, socioeconomic mobility, and cultural preservation were all part of the social dimension. The environmental factors comprised home requirements, labour efficiency, and industrial and agricultural expansion (Kong et al., 2020). A company's sustainable marketing actions develop a positive brand image and brand attitude based on the traditional fashion market and brand loyalty. That's why the impact of brand attitude on sustainability perception is essential (Jung et al., 2020). So, the subsequent hypothesis was posited:

H3a: *The sustainability perception positively influences brands' attitudes in the context of social media marketing.*

Furthermore, appropriate long-term marketing activities that bear dependability can foster constructive attitudes (Goldsmith et al., 2000). If customers are to grow optimistic attitudes and intentions toward sustainability exertions, they should be translucent and authentic (Osberg et al., 2019). On the other hand, if sustainable

advertising misinforms customers or conveys unclear info regarding goods and sustainability characteristics (Schmuck et al., 2018), customers may observe that the brand is untruthfully "greenwashing" (Laufer, 2003) and lacks legitimacy (Olsen et al., 2014). Nevertheless, customers who significantly believe a brand and assume it to act in their best interest may form a harmful brand evaluation if the brand seems to greenwash its activity (Schmuck et al., 2018). Thus, sustainability perception impacts trust (e. g., Kong et al., 2020) based on social media communication. Hereafter, the research posited the following hypothesis:

H3b: *Trust positively influences sustainability perception in the context of social media marketing.*

3.3.4 Social Identification and Customer Satisfaction

The degree of post-service pleasure after using social media is referred to as customer satisfaction (Chen et al., 2012; Chen et al., 2013; Chen & Lin, 2015). Furthermore, according to Algesheimer et al. (2005), social identification is stated at the point to which members of a community establish a sense of individuality on a specific social media. Furthermore, He et al. (2012) explored that a consumer's brand identity favours satisfaction. That is why the impact of social identification on customer satisfaction is significant. According to numerous studies, customer satisfaction has a more substantial influence (i.e., Dwivedi et al., 2021; Chen & Lin, 2019; Dash et al., 2021) based on the social media influence on B2B, social media marketing operations, and marketing-to-millennials, respectively. Henceforth, the current study decomposed the below hypothesis:

H4: *Customer satisfaction is positively associated with social identity in the context of social media marketing.*

3.3.5 Engagement and Customer Satisfaction

Customers' psychological and behavioral inclination to interact with brands is referred to as engagement (Tafesse, 2016). Customer satisfaction refers to satisfaction after receiving service via social media (Chen & Lin, 2015). Many researchers have explored that satisfied consumers are more likely to demonstrate the pleasure and enthusiasm associated with high customer engagement (Gummerus et al., 2012), to designate the gratification and trust that underpins consumers engagements (Brodie et al., 2013), and to promote businesses (Pansari & Kumar, 2017), especially in a social media context. Besides, other studies also found engagement has a more significant effect on customer satisfaction based on social media. Hereafter, the research has proposed the following hypothesis:

H7: Engagement is positively associated with consumer satisfaction in the context of social media marketing.

3.3.6 Trust and Customer Satisfaction

Trust is exclusively significant when adapting to new technology, including social commerce, whereby individuals face high uncertainty and risk and have less control over others' behavior (Hoffman et al., 1999). Consumers are often satisfied when they believe a website to have a high level of trust, honesty, and competency (Flavian et al., 2006). As a result, when customers make online purchases, trust is shown to be a crucial component of satisfaction (Kim and Park, 2013). Satisfaction usually occurs when e-commerce vendors, for example, meet the intended expectations (Anderson and Sullivan, 1993). Many researchers have discovered that trust and customer satisfaction are positively associated with the SMM (Shirazi et al., 2020). Other studies have established that trust has a favourable influence on consumer satisfaction in the arena

of social media and mobile commerce (e. g., de Oliveira Santini et al., 2020; Lin & Wang, 2006). Therefore, the present research proposed the subsequent hypothesis:

H6: *Trust has a positive effect on customer satisfaction in the context of social media marketing.*

3.3.7 Psychological Reactance and Customer Satisfaction

As per the psychological reactance theory (Brehm, 1996), any effort to change and control someone's existing attitude or conduct might be viewed as a threat to their individual agency and hence their freedom. With an increase in threats to freedom, the degree of psychological reactance rises, drawing those who would like to return their freedom directly to the source of control (Brehm and Brehm, 1981; Lee et al., 2014). Several researchers have explored a negative relationship between psychological reactions and customers' satisfaction (e.g., Akhtar et al., 2017; Kavvouris et al., 2019) based on the offline shopping freedom restoration and pro-environmental normative appeals. Other studies also found psychological reactions (Lee and Lee, 2009; Wang and Benbasat, 2009) based on the online recommendation services and consumer decisions in e-commerce. Thus, the study developed the following hypothesis:

H7: *In the context of social media marketing, psychological reactance has an impact on customer satisfaction.*

3.3.8 Customer Satisfaction, Customer Loyalty and Brand Awareness

A buyer's post-purchase evaluation and effective feedback on the goods and services experience is satisfaction (Oliver, 1992). It's thought to be a powerful predictor of behaviours like repurchase intentions and loyalty (Eggert and Ulaga, 2002). According to Anderson and Srinivasan (2003), an unsatisfied consumer is more likely than a

pleased buyer to seek information on substitutes and respond to competitor solicitations. According to previous studies (Wang et al., 2001), customer satisfaction is also a good indicator of repeat purchases. Several researchers have discovered a favorable association between consumer satisfaction and customer loyalty (Lin & Wang, 2006; de Oliveira Santini et al., 2020). Thus, this research supports the hypothesis.

H8a: *In the context of social media marketing, consumer satisfaction has a favourable impact on customer loyalty.*

Furthermore, brand awareness (Keller, 2016) is a crucial element of brand knowledge, mentioning the capacity of probable clients to distinguish and recall a brand in their minds, aiding in the association of items with brands (Aaker, 1991). (Langaro et al., 2018; Su, 2016) define brand awareness as a requirement for the companies to be comprised in customers' deliberation set throughout the purchase decision-making procedure. Customers' frequent and unforgettable experience with the brand ensures brand awareness (Aaker, 1991; Kim et al., 2018). Therefore, the subsequent hypothesis was posited:

H8b: *Consumer satisfaction has a positive influence on brand awareness in the context of social media marketing.*

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Chapter-4. Research Methodology

4.1 Research Design

4.1.1 Research Phase

Furthermore, the present research has adopted a mixed-method, which integrates both qualitative and quantitative approaches by performing a scale questionnaire survey and open-ended interview following the suggestions of (Donna et al., 2011). The investigator has also followed a cross-sectional research design to confirm the causality among the variables over time for quantitative data analysis (Creswell, 2009).

4.1.2 Type and Sources of Data

The present adopted scale data and utilized both primary sources of data (i.e., interviews and survey) and secondary data (i.e., reviewing existing literature). The primary data were collected in Bangladesh, and the study's respondents were from the suburban people of Bangladesh who purchased products using social media.

4.1.3 Questionnaire Design and Pretesting

A self-administered questionnaire was created with two sections (demographic data and measurement elements). All items were derived from previous studies and were initially written in English. The back-translation approach was used to convert the questionnaire into Bengali, given that people in suburban areas prefer Bengali for communication (Brislin, 1976). The translated questionnaire was examined and confirmed by two bilingual experts who teach business studies-related subjects at the university level. Moreover, the researcher carried out a pilot research on a sample of 25 participants to check for the sustainability and efficacy of the questionnaire. The measurement items are derived from the literature (see Appendix A) and comprise a 7-point Likert scale (7 for strongly disagreeing and 1 for strongly agreeing).

4.1.4 Sampling Design Process

The study **targeted** the people of different suburban areas from nine major districts of Bangladesh. The profile of the participants is shown in **Table-4**. In this study, Suburban areas are conceived as "edge cities," while central urban areas are designed as "core cities" (Jeffrey 1989; Garreau 1991). According to the Bangladesh Telecommunication Regulatory Commission (BTRC), the nation's internet connections increased to 12.1 crores at the end of June 2021, up from 10.35 crores at the end of June 2020. Among them, 45 million used social media (i.e., Facebook, LinkedIn, Whatsapp, Instagram, IMO, Pinterest, and others) in January 2021. The study targeted customers who purchased products and used at least one of the social media marketing platforms (e.g., Facebook, Youtube, LinkedIn, Whatsapp, Instagram, IMO, Pinterest, and others) and provided orders through social media. The reasons behind choosing suburban respondents are: a) most of the SMM literature focuses on urban dwellers (e.g., Agnihotri et al., 2016; Ancillai et al., 2019; Rossmann & Stei, 2015; Buratti et al., 2018; Gáti et al. 2018; Gazal et al. 2016; Itani et al. 2017; Cawsey & Rowley 2016; Huotari et al. 2015; Kasper et al. 2015 etc.), evidencing a dearth of literature on suburban realities; b) suburban dwellers receive fewer traditional banking opportunities; c) suburban areas are experiencing higher growth of social media services; d) SMM are fostering sales in suburban areas with the help of pervasive internet and mobile phone technologies.

Because the population and the sampling **frame** were unknown, the present study adopted the **purposive sampling** method, which allowed them to select participants to tie the obligatory nature and superiority of information desired for this study as well as to evade the dangers of gathering poor quality data (Etikan et al., 2016). Several

technology adoption studies utilized the same method (e.g., Haryani & Motwani, 2015; Arif et al., 2020; Mombeuli, 2020; Hong et al., 2017; Blinded for Review, 2021b) while choosing respondents from selected areas to give a better representation of the population. Moreover, this approach was shaped by the researcher's related knowledge and experience, aligning with the rationale behind choosing purposive or judgemental sampling and ensuring the samples represent the population (Bernard, 2002; Etikan et al., 2016). Thus, purposive sampling facilitated selecting well-informed respondents, resulting in good quality data, and a large number of respondents ensured rigour (Cresswell, 2011). Based on the formula $n = pq (z/e)^2$ the probable **sample size** from the target population is proposed at 385. However, the study suggests the sample size be 533, which will be more representative.

4.2 Measurement Items

The research used a seven-point Likert scale that ranges from 1 (strongly disagree) to 7 (strongly agree). The items of SMMAAs were extracted from Koay et al. (2020); Wibowo et al. (2020); Kim and Ko (2012), brand attitudes were extracted from Qin (2020), Van Rompay et al. (2009), sustainability perception was adopted from Kianpour et al. (2014); and Kim et al. (2015), social identifications were extracted from Costas et al. (2017); Grappi & Montanari (2011), engagement was adopted from Gummerus et al. (2012); trust was collected from Ebrahim (2019); psychological reactance was collected from Akhtar et al. (2020); Kwon and Chung (2010); Hong and Faedda (1996), e-satisfaction (E-SAT) was extracted from Anderson and Srinivasan (2003); and Bhattacharjee (2001), customer loyalty was extracted from Ebrahim (2019) and Wibowo et al. (2020), brand awareness was extracted from Tong and Hawley (2009); and Dabbous and Barakat (2020), and brand equity was extracted from Ebrahim (2019). Since social identification (SI), sustainability perception (SP) and psychological

reactance (PGR) are the new factors for the social media marketing (SMM) research, the study conducted an EFA to check the dimensionality of these three factors. The researcher found the six items of social identification, the six items of sustainability perception and p the ten items of psychological reactance accounted for 73.89%, 75.06%, and 69.56% of the total variance, respectively.

4.3 Data Collection

The data was collected in Bangladesh in October, November, and December 2021. The researcher mailed a reply-paid envelope, a cover letter, and a questionnaire to the respondents following Dillman's (2000) proposal. To ensure that responses could be delivered together with the mail, an e-mail with a cover letter and a questionnaire was sent to each respondent's e-mail address. The researcher sent an e-mail to the responders requesting that they return the completed questionnaire within two weeks. After another two weeks had passed, the responders who had not responded received the final e-mail. The researcher sent a last request to the existing participants who had not responded to the survey after the two-week time limit had expired. There were very few noteworthy changes between the online and paper-based surveys, consistent with earlier research (Dillman, 2000; Chatterjee et al., 2002; Hall, 2008). A total of 980 survey questionnaires (offline and online) were issued to target respondents, and 566 responded with their thoughts. A total of 533 responses (66.46 percent) were kept after screening out the incomplete questionnaire. There were 252 men (54.35 percent) and 180 women (40.43 percent). **Table-4** shows the complete demographic profile of the participants in detail.

4.4 Data Analysis

The data was analyzed using Structural Equation Modeling (SEM). SEM can simultaneously measure a number of dependent variables, causal models, or equations (Chin, 1998; Wang et al., 2019; Cohen et al., 2018). Though, SEM is divided into two types: CB-SEM and PLS-SEM. The CB-SEM examines the fit between observed variables based on the covariance matrix. In contrast, the PLS-SEM examines dependent and independent variables based on forecasting and prediction, maximizing clarified variances (Wang et al., 2019). PLS-SEM predicts the degree of endogenous constructs' variations due to a set of exogenous hypotheses. To test positive factor study and organizational interactions between the research variables, the researcher utilized PLS-SEM with Smart PLS 3.0 software (Hair et al., 2017).

4.5 Common Method Bias (CMB)

Determining the independent and dependent variables from the same participant's insights can lead to the possibility of common method bias. Before and after gathering the data, the study ensured statistical and practical remedies to reduce the likelihood of common method variance. The CMB was determined using Harman's single-factor test. PCA revealed that eigenvalues greater than 1.00 accounted for 71.25% of the variation with thirteen identified constructs. Furthermore, Table 6 shows that the first factor is not accountable for a great deal of the variance (22.57%). The researcher could perhaps conclude from these findings that the common method bias in the research is not an issue (Podsakoff et al., 2003).

Table 4: Demographic Profile

Variables	Number	Percentage
<u>Gender</u>		
Male	257	48.22
Female	276	51.78
<u>Age</u>		
12-20	90	16.88
21-25	180	33.77
26-30	200	37.53
31-35	63	11.82
<u>District</u>		
Jessore	56	10
Khulna	75	14
Nilphamari	85	16
Rangpur	62	12
Tangail	95	18
Barishal	35	6
Chittagong	35	7
Dinajpur	25	5
Greater Faridpur	65	12
<u>Occupation</u>		
Govt Service	125	24
Private Service	75	14
Self-employment	85	16
Bank/NBFI	80	15
Agro	55	10
Garments/Textile	55	10
Education/Training	58	11
<u>Educational Level</u>		
Secondary level	125	24
Higher Secondary level	85	16
Under graduation	125	23
Graduation	123	23
Post-Graduation	73	14
<u>Marital Status</u>		
Married	280	53
Unmarried	253	47

Table 4: Demographic Profile (Continued...)

Number of Family Members		
Single	78	15
Two Members	120	22
Three Members	128	23
Four Members	98	18
Five Members	43	8
Six Members	27	5
Seven Members	25	5
Eight Members	12	2
Above Eight Members	10	2
Income Level		
0-10,000	78	15
10,000-20,000	118	22
20,000-30,000	127	24
30,000-40,000	98	18
40,000-50,000	63	12
Above 50,000	49	9
Covid-19 Vaccine Update		
1 st Dose	120	22
2 nd Dose	316	59
Booster Dose	89	17
Not Taken	12	2
<u>Mode of Internet</u>		
Mobile Broadband	294	55
Wi-Fi	239	45

Chapter-5: Data Analysis and Result

5.1 Measurement Model

To assess the measurement model, the researcher has used convergent validity, construct reliability, and discriminant validity. Construct reliability of this model has been assessed by roh_A, composite reliability (CR), and Cronbach's alpha. The convergent validity has been assessed by average variance extracted (AVE) and cross-loading. Finally, the discriminant validity has been assessed by investigating the Fornell and Lacker criteria and *Heterotrait-Monotrait Ratio* (HTMT ratio), contemplating the processes recommended by Hair et al. (2017).

5.1.1 Construct Reliability

As per Hair et al. (2017) references, composite reliability must never be lower than 0.70. Hair et al. (2017) recommended that the lowest obligatory value for Cronach's alpha and roh_A is 0.70, representing the model's inner uniformity. All measures were met.

Table 5: Construct Reliability

Constructs & References	Items	Factor Loadings (FL>0.7)	Cronbach's Alpha>0.7	rho A>0.7	CR > .0.7	AVE>0.5
Social Media Marketing Activities (SMMA)	ENT1	0.732	0.872	0.789	0.928	0.620
	ENT2	0.798				
	INT1	0.835				
	INT2	0.846				
	INT3	0.812				
	INT4	0.789				
	TRN1	0.778				
	TRN2	0.701				
	TRN3	0.732				
	CUS1	0.705				
	CUS2	0.849				
	CUS3	0.829				
	CUS4	0.791				
	WOM1	0.718				
WOM2	0.799					
WOM3	0.856					
Brand Attitudes (BATT)	BA1	0.815	0.816	0.712	0.868	0.623
	BA2	0.825				
	BA3	0.769				

	BA4	0.745				
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Table 5: Construct Reliability (Continued...)

Constructs & References	Items	Factor Loadings (FL>0.7)	Cronbach's Alpha>0.7	rho A>0.7	CR > .0.7	AVE>0.5
Sustainability Perception (SP)	PS1	0.805	0.849	0.776	0.913	0.637
	PS2	0.849				
	PS3	0.819				
	SS1	0.779				
	SS2	0.708				
	SS3	0.820				
Social Identification (SI)	SI1	0.718	0.832	0.769	0.905	0.614
	SI2	0.722				
	SI3	0.811				
	SI4	0.899				
	SI5	0.782				
	SI6	0.755				
Engagement CE)	ENG1	0.844	0.737	0.672	0.810	0.588
	ENG2	0.741				
	ENG3	0.709				
Trust (TRT)	TRT1	0.814	0.780	0.729	0.848	0.584
	TRT2	0.829				
	TRT3	0.703				
	TRT4	0.702				
Psychological Reactance (PGR)	PGR1	0.833	0.877	0.784	0.933	0.582
	PGR2	0.770				
	PGR3	0.700				
	PGR4	0.660				
	PGR5	0.770				
	PGR6	0.821				
	PGR7	0.710				
	PGR8	0.766				
	PGR9	0.800				
	PGR10	0.782				
E-Satisfaction (E-SAT)	E-SAT1	0.847	0.805	0.745	0.856	0.664
	E-SAT 2	0.809				
	E-SAT3	0.788				
Customer Loyalty (CL)	CL1	0.758	0.819	0.749	0.871	0.575
	CL2	0.781				
	CL3	0.811				
	CL4	0.708				
	CL5	0.727				
Brand Awareness	BA1	0.766	0.830	0.768	0.883	0.654
	BA2	0.793				

(BA)	BA3	0.829				
	BA4	0.844				

5.1.2 Convergent Validity

Hair et al. (2017) suggests that AVE's value must be over 0.5, and factor loadings of every entry must be over 0.7. Table 5 shows factor loadings of this study range between 0.702 and 0.899. Table 5 demonstrates the values of AVE and displays that the values are fluctuated between 0.575 and 0.637.

5.1.3 Discriminant Validity

The measurement model has been authenticated by discriminant validity. **Table 7** depicts the Fornell and Lacker criteria where all the diagonal values (square root of AVE) seem to be higher than the off-diagonal values. **Furthermore, table 6** shows the heterotrait-monotrait ratio of correlations (HTMT) value, which should be less than 0.85 ($HTMT < 0.85$) to confirm the validity (Hair et al. 2017; Henseler et al., 2015). Thus, the discriminant validity was supported.

Discriminant validity has been used to authenticate the legitimacy of the measurement model. All diagonal values (square root of AVE) must be greater than the off-diagonal values (correlations among the variables) in order for the Fornell and Lacker criterion to be met (see Table 7). For validity to be established, the heterotrait-monotrait ratio of correlations (HTMT) value should be lower than 0.85 ($HTMT < 0.85$) (Hair et al., 2017), as shown in Table 6.

Table 6: Heterotrait-Monotrait Ratio (HTMT) and the result of Exploratory Factor Analysis

	SMMA	BATT	SP	SI	ENG	TRT	PGR	CL	ESAT	BA
SMMA	-									
BATT	0.825	-								
SP	0.774	0.788	-							
SI	0.756	0.768	0.711	-						
ENG	0.712	0.758	0.756	0.748	-					
TRT	0.810	0.728	0.782	0.799	0.817	-				
PGR	0.796	0.714	0.749	0.786	0.800	0.822	-			
CL	0.822	0.729	0.761	0.716	-0.734	0.752	0.700	-		
ESAT	-0.82	0.791	0.793	0.747	0.738	0.749	0.783	0.719	-	
BA	0.777	0.733	0.719	0.812	0.782	0.805	0.711	0.740	0.801	-
Eigenvalues	10.73	4.92	3.71	3.46	2.67	2.52	1.80	1.52	1.44	1.11
% of Variance	22.57%	10.35%	7.81%	7.27%	5.61%	5.30%	3.78%	3.19%	3.03%	2.34%
Cumulative %	22.57%	32.92%	40.73%	48.00%	53.61%	58.91%	62.69%	65.88%	68.91%	71.25%

Table 7: Fornell and Lacker Criteria

	SMMA	BATT	SP	SI	ENG	TRT	PGR	CL	ESAT	BA
SMMA	<i>0.787</i>									
BATT	0.489	<i>0.789</i>								
SP	0.499	0.511	<i>0.798</i>							
SI	0.487	0.522	0.425	<i>0.784</i>						
ENG	0.412	0.547	0.438	0.487	<i>0.767</i>					
TRT	0.456	0.499	0.439	0.419	0.473	<i>0.764</i>		.		
PGR	0.536	0.488	0.496	0.485	0.487	0.410	<i>0.763</i>			
CL	0.548	0.475	0.481	0.416	0.495	0.492	0.423	<i>0.758</i>		
ESAT	0.544	0.462	0.477	0.417	0.485	0.456	0.429	0.489	<i>0.814</i>	
BA	0.500	0.451	0.478	0.458	0.417	0.444	0.471	0.527	0.505	<i>0.809</i>

Note: In table-7, the diagonal bold italic cells stand for the square root of Average Variance Extracted (AVE).

5.2 Structural Model

The structural model was validated by examining the coefficient of determinations, the strength of the effect, hypotheses testing, collinearity issues, Blindfolding-Based Cross-Validated Redundancy, and model fit indices in the following sections. As per Hair et al. (2017), the coefficient of determinations (R^2), the strength of the effect (f^2), and the significance level of path co-efficient authenticate the structural model. Therefore, the author verified all hypotheses using the bootstrap with 5000 resample and calculated t-statistics for testing the path coefficient considering the procedures recommended by Henseler et al. (2016).

5.2.1 Coefficient of Determinations

The coefficient of determinations abbreviated R^2 (coefficient of multiple correlations) or r^2 (simple linear regression) and pronounced "R squared," is the fraction of the variation in the dependent variable which may be forecasted by the predictor variables in statistics (s). In-sample explanatory accuracy is another name for the R^2 (Rigdon, 2012). R^2 is a measure of explanatory power that runs from 0 to 1, with higher values indicating stronger evidential support. R^2 values of 0.75, 0.50, and 0.25 are considered substantial, moderate, and weak, respectively (Henseler et al., 2015; Hair et al., 2011; Hair et al., 2019).

In this research, the squared several correlations are displayed in Table 8, wherever the coefficient of determinations (R^2) of BATT was 0.710 which means that the independent variable (i.e., sustainability perception) explained 71% changes in the dependent variable (i.e., BATT). In contrast, social identifications (SI), engagement (ENG) and trust (TRT) are changed by 60.9%, 73.9%, and 68.5%, respectively due to changes in independent variables (i.e., social media activities, brand attitudes, and sustainability perceptions). Moreover, social identifications, engagement, trust, and

psychological reactance are responsible for 76.8% of the variance in determining customers' satisfaction while purchasing social media products or services. Finally, customers' satisfaction and SMMA predict 72.5% variations in customer loyalty (CL) and 78.2% variations in final outcome variable brand awareness (BA) is changed by customers' satisfaction and sustainability perceptions, respectively, in social media purchase behavior in Bangladesh.

Table 8: Coefficient of Determinations

Constructs	R Square	R Square Adjusted
Brand Attitudes (BATT)	0.710	0.708
Social Identifications (SI)	0.609	0.605
Engagement (ENG)	0.739	0.734
Trust (TRT)	0.685	0.679
Customer Satisfaction (ESAT)	0.768	0.763
Customer Loyalty (CL)	0.725	0.720
Brand Awareness (BA)	0.782	0.779

5.2.2 Predictive Relevance (Q^2)

The predictive sample reuse approach (Q^2) and the magnitude of R^2 can be employed as a measure of predictive relevance (Hair et al., 2019; Stone 1974; Geisser 1975; Fornell and Cha 1993; Chin 2010). Q^2 assesses the predictive validity of a big complicated model employing PLS utilizing a blindfolding process. This method omits evidence for a specified block of indicators while estimating parameters for a model using the blindfolding procedure and then forecasts the ignored part using the obtained values. As a result, Q^2 demonstrates how effectively inferential statistics can be reproduced using the model and PLS parameters (Fornell & Cha 1994). Cross-validated communality and cross-validated redundancy are two kinds of prediction approaches that may be used to get Q^2 . The first is generated by forecasting sets of data using latent constructs score, while the second is derived by forecasting dubious blocks using the

latent constructs used in forecasting. Chin (2010) recommends utilizing the latter to assess a big complicated model's predictive relevance.

Accordingly, the present study evaluated the predictive competency of certain parameters in PLS-SEM based on blindfolding-based cross-validated redundancy (Q^2). Under the present PLS software programs, Q^2 is often computed using an omission interval of 5-10. According to the rule of thumb, a cross verified redundancy $Q^2 > 0.5$ is considered a predictive model (Chin 2010). On the other hand, as per Hair et al. (2019), the Q^2 value greater than zero (0), 0.25 and 0.5 picturise the small, medium and large predictive relevance for a specific endogenous construct demonstrate the complete path model's predictive relevance. Outcomes of the Q^2 shown in **Table 9** show these criteria.

Table 9: Blindfolding-Based Cross-Validated Redundancy (Q^2)

Constructs	Blindfolding-Based Cross-Validated Redundancy (Q^2)
Brand Attitudes (BATT)	0.629
Social Identifications (SI)	0.501
Engagement (ENG)	0.548
Trust (TRT)	0.527
Customer Satisfaction (ESAT)	0.604
Customer Loyalty (CL)	0.592
Brand Awareness (BA)	0.620

Table 10: Strength of Effect

Hypotheses	Relationship	Effect Size (f^2)
H1a	SMMA->CL	0.538
H1b	SMMA->SI	0.461
H1c	SMMA->ENG	0.690
H1d	SMMA->TRT	0.256
H2a	BA->SI	0.361
H2b	BA->ENG	0.904
H2c	BA->TRT	0.562
H3a	SP->BATT	0.239
H3b	SP->TRT	0.905
H3c	SP->BA	0.072
H4	SI->ESAT	0.192
H5	ENG->ESAT	0.437
H6	TRT->ESAT	0.395
H8a	PGR->ESAT	0.126
H8a	ESAT->CL	1.382
H8b	ESAT->BA	1.284

Note: the values of f^2 are more than 0.02 referred as small effect, 0.15 referred as the medium effect, and 0.35 referred as a larger effect

5.2.2 Strength of Effect

The strength of effect sizes (f^2) was evaluated to understand the illustrative impact of diverse concepts in one single model (Chin, 1998). Scholars may also see how removing a predictor construct affects the R^2 value of an endogenous latent construct (Hair et al. 2019). They also mentioned that the f^2 effect size is a statistic tool that is somewhat repetitive with the size of the path coefficients. Briefly, when examining the magnitude of the path coefficients and the f^2 effect sizes, the rank order of the predictive constructs' importance for understanding a dependent construct in the structural model is usually the same (Hair et al. 2019). In such cases, the f^2 impact size should only be given if publishers or assessors specifically ask it. Alternatively, (i.e., if the size of the path coefficients and the f^2 effect sizes differ when making comparisons the rank order of the constructs' relevance when explaining a dependent construct in the structural model), the researcher could reveal the f^2 effect size to illustrate the existence, for example, of partial or full mediation (Nitzl et al., 2016). As a rule of thumb, the values of strength of effect sizes (f^2) are more than 0.02 referred as small effect, 0.15 referred as the medium effect, and 0.35 referred as a larger effect (Hair et al. 2019; Cohen, 1988). Table 10 displays the strength of effect sizes ranged from 0.022 to 1.384.

5.2.3 Hypotheses Testing

The proposed hypotheses were tested by using bootstrapping with 5000 resamples. Table 10 displays that CL ($\beta=0.441$, t -statistics=7.230, $p<0.001$), and SI ($\beta=0.273$, t -statistics=3.845, $p<0.001$), ENG ($\beta=0.336$, t -statistics=2.565, $p<0.001$), and TRT ($\beta=0.334$, t -statistics=2.672, $p<0.001$) were influenced by SMMA positively. Hence, H1a, H1b, H1c, and H1d were not rejected. In H2a, H2b, and H2c, the researcher found that BA positively influenced on SI ($\beta=0.456$, t -statistics=2.815,

$p < 0.001$), ENG ($\beta = 0.415$, t -statistics = 3.347, $p < 0.002$), and TRT ($\beta = 0.407$, t -statistics = 4.196, $p < 0.001$). Thus, H2a, H2b, and H2b were supported. However, in H3a and H3b, the results displayed that SP meaningfully predisposed BA ($\beta = 0.187$, t -statistics = 3.066, $p < 0.006$) and TRT ($\beta = 0.231$, t -statistics = 3.080, $p < 0.001$). Therefore, the results supported H3a and H3b. On the other hand, the relationships among SP and BA was not significant ($\beta = 0.181$, t -statistics = 0.099, $p < 0.073$). Therefore, H3c was not supported in this study.

The results shown in Table 10 also confirmed that in H4, SI significantly influenced ESAT ($\beta = 0.348$, t -statistics = 8.488, $p < 0.001$). Hence, the researcher supported this hypothesis. In H5, the study supported this hypothesis because ENG positively influenced ESAT ($\beta = 0.451$, t -statistics = 7.393, $p < 0.002$). Thus, the study did not reject this hypothesis. Besides, the researcher also supported H6. Because TRT significantly influenced ESAT ($\beta = 0.451$, t -statistics = 7.393, $p < 0.002$). So, the study supported H6. In H8, the result displayed that PGR was not significantly predisposed ESAT ($\beta = 0.214$, t -statistics = 1.945, $p < 0.091$). Moreover, H8a, and H9b depicted that ESAT influence CL, and BA. As per the researchers forecast, the outcomes of this research displayed that ESAT meaningfully predisposed on CL ($\beta = 0.315$, t -statistics = 9.844, $p < 0.007$), and BA ($\beta = 0.655$, t -statistics = 13.367, $p < 0.007$). Thus, it is apparent that customer satisfaction significantly instigated the outcome variables (i.e., CL and BA).

The researcher evaluated and investigated the variance inflation factor (VIF) to quantify the impact of lateral collinearity before authenticating the structural model. Hair et al. (2017) indicated that VIF values larger than 5 specify lateral multicollinearity difficulties between the constructs, and the optimal value of VIF needs to be less than 3.00 or close to 3.00. The researcher verified that no lateral VIF problem had been

detected. Table 10 shows the VIF values for casual associations, ranging from 1.190 to 3.019, which means there is no collinearity problem.

Table 11: Path Coefficient and Hypotheses Test Results

Hypotheses	Relationship	Path Coefficient	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values	VIF	Result
H1a	SMMA->CL	0.441	0.061	7.230	0.001	1.809	supported
H1b	SMMA->SI	0.273	0.071	3.845	0.001	2.371	Supported
H1c	SMMA->ENG	0.336	0.131	2.565	0.001	2.805	Supported
H1d	SMMA->TRT	0.334	0.125	2.672	0.001	2.617	supported
H2a	BA->SI	0.456	0.162	2.815	0.001	1.376	supported
H2b	BA->ENG	0.415	0.124	3.347	0.002	1.549	supported
H2c	BA->TRT	0.407	0.097	4.196	0.001	1.190	supported
H3a	SP->BATT	0.187	0.061	3.066	0.006	2.754	supported
H3b	SP->TRT	0.231	0.075	3.080	0.001	2.973	supported
H3c	SP->BA	0.181	0.099	1.828	0.073	2.431	NS*
H4	SI->ESAT	0.348	0.041	8.488	0.001	2.930	supported
H5	ENG->ESAT	0.451	0.061	7.393	0.002	1.875	supported
H6	TRT->ESAT	0.309	0.069	4.478	0.002	2.658	supported
H7	PGR->ESAT	0.214	0.110	1.945	0.091	2.436	NS*
H8a	ESAT->CL	0.315	0.032	9.844	0.007	2.072	supported
H8b	ESAT->BA	0.655	0.049	13.367	0.007	1.227	supported

*NS = Not Supported

5.2.4 Model Fit Summary

Standardised root mean square residual (SRMR), RMS theta, and the Normative Fit Index were also studied (NFI). Hair et al. (2019) acclaim that the RMS theta is less than 0.01 and that the RMS theta is less than 0.08. (Hair et al. 2019). Browne and Cudeck (1993) discovered that RMSEA 0.05 is a good fit and that 0.08 is appropriate (Browne & Cudeck, 1993), CFI > 0.95, TLI > 0.95, and NFI > 0.95 were discovered by Browne and Cudeck (1993). (Hu & Bentler, 1999). Both the measurement and structural models' model fit indices (table-11) were within acceptable ranges (Hair et al., 2019; Hu & Bentler, 1999; Khanra & Joseph, 2019; Browne & Cudeck, 1993). Figure 2 shows the study's structural model in all its glory.

Table 10: The Results of Model Fit

Models	CFI	TLI	RMSEA	SRMR	RMS_theta	NFI
Measurement Model	0.967	0.959	0.038	0.049	0.093	0.961
Structural Model	0.951	0.963	0.042	0.073	0.087	0.973

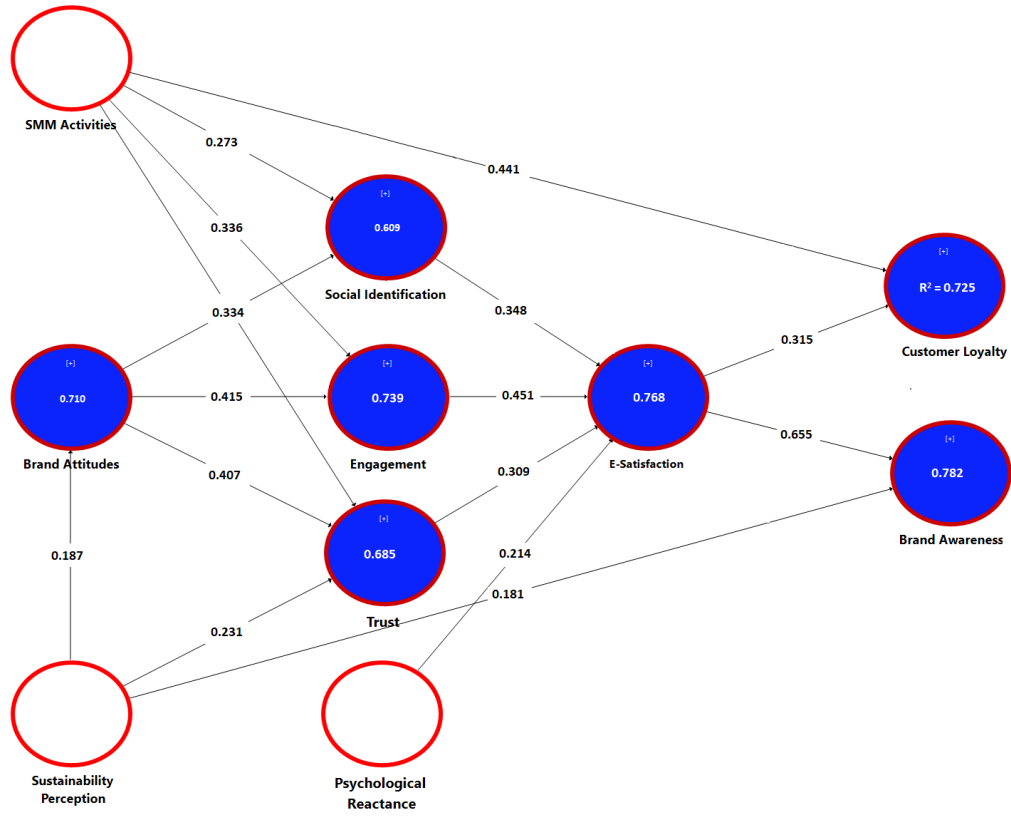


Figure 2: The Structural Model of the Study

5.4 Mediation Analysis

The researcher observed the indirect effects with 5000 bootstrap samples and the Sobel test (Sobel, 1982) to assess the mediation effect of ESAT. Furthermore, the mediation effect was projected with asymmetric confidence intervals (CI) by the process recommended by Baron and Kenny (1986).

In Table 12, the outcomes of this research explored that the indirect effect among CL and EXPC ($b=0.061$, CI [0.046, 0.178], $z=3.966$), SI ($b=0.110$, CI [0.023, 0.316], $z=6.428$), ENG ($b=0.142$, CI [0.020, 0.220], $z=5.911$) and TRT ($b=0.097$, CI [0.000, 0.481], $z=4.076$) remained noteworthy, although PGR ($b=0.067$, CI [-0.067, CI [-0.067, 0.183], $z=1.227$) was not significant. In addition, the results of H11a, H11b, H11c, and H11d found the indirect effect among BA and SI ($b = 0.228$, CI [0.046, 0.178], $z = 7.165$), ENG ($b = 0.295$, CI [0.046, 0.178], $z = 6.469$), and TRT ($b = 0.202$, CI [0.046, 0.178], $z = 4.246$) remained noteworthy, although PGR ($b=0.140$, CI [0.216,-0.305], $z=1.232$) was not vital.

Table 12: Mediated Model

Hypotheses	Relationship	Path Coefficient	Standard Deviation (STDEV)	T Statistics (O/STDEV)	Sobel Test (Z value)	CI (95%)	P Values
H10a	SI->ESAT->CL	0.110	0.041	2.674	6.428	(0.014, 0.295)	0.017
H10b	ENG->ESAT->CL	0.142	0.071	2.001	5.911	(0.005, 0.152)	0.024
H10c	TRT->ESAT->CL	0.097	0.033	2.950	4.076	(0.078, 0.437)	0.000
H10d	PGR->ESAT->CL	0.067	0.043	1.568	1.227	(-0.034, 0.183)	0.055
H11a	SI->ESAT->BA	0.228	0.034	6.704	7.165	(0.042, 0.218)	0.000
H11b	ENG->ESAT->BA	0.295	0.054	5.470	6.469	(0.073, 0.239)	0.000
H11c	TRT->ESAT->BA	0.202	0.034	5.953	4.246	(0.017, 0.253)	0.000
H11d	PGR->ESAT->BA	0.140	0.072	1.947	1.232	(0.021, -0.305)	0.218

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Chapter-6: Discussion

6.1 Introduction

The research focused on analyzing the influence of SMM on brand awareness based on SMM activities, brand attitudes, sustainability perception, social identification, engagement, trust, psychological reactance, e-satisfaction, customer loyalty, purchase intention, and brand equity. The outcomes of this research showed that hypotheses were sustained.

6.2 Discussion Related to Social Media Marketing Activities

The research was supported by H1a, H1b, H1c, and H1d. In these hypotheses, the researcher found that SMMA positively influenced CL, SI, ENG, and TRT in the context of the suburban people of Bangladesh based on the SMM, respectively. In H1a, SMMA influenced CL, consistent with (Ebrahim, 2019; Ismail, 2017). In the study of Ebrahim (2019), SMMA was a substantial construct that influenced customer loyalty, and Ismail (2017) also found that SMM activities could increase consumer loyalty and affect the brand's value consciousness based on the SMM. The study was supported by H1b. It was discovered that SMMA had a positive effect on social identification, that is dependable Costas et al., 2017; Grappi & Montanari, 2011. Because Costas et al. (2017) show the actual use of Facebook is positively influenced by social identification, and Grappi and Montanari (2011) identify the role of positive and negative feelings and hedonism in satisfaction and social identification, which ultimately instigates a particular festival's attendees' re-patronizing intention using social media. H1c supported the research. In H1c, SMMA also influenced engagement, which was consistent (Cheung et al., 2020; Dabbous & Barakat, 2020). Because Cheung et al. (2020) identified the impacts of perceived SMM elements on brand engagement in the

brand-building process, Dabbous and Barakat (2010) found SMM elements influenced consumer engagement based on social media marketing. In this research, H1d was supported. Its result was consistent with Ebrahim, 2019; Shirazi et al., 2020; and Irshad et al., 2020, where all the researchers found that consumer trust is important TRT significantly influenced SMMA. Thus, the researcher argued that SMMA significantly influenced CL, SI, ENG, and TRT in the context of suburban people of Bangladesh based on the SMM.

6.3 Discussion Related to Brand Attitudes

In H2a, H2b, and H2c, the researcher emerged that brand attitudes (BA) positively influenced social identification (SI), engagement (ENG), and trust (TRT), respectively, and these hypotheses were also supported based on the social media marketing. In H2a, Brand Attitudes (BA) influenced social identification (SI), which was consistent with Currás-Pérez et al. (2009), who discovered that attitudes acquired as a result of consumer-company identification had a direct favourable impact on a person's perception of the brand (and purchase intention). Additionally, in H2b, BA also influenced ENG, similar to Alhabash et al. (2015), where the brand's marketing campaign may have been appreciated based on social media engagement. Because in H2c, BA also influenced TRT, which was consistent with Ebrahim (2019). Because Ebrahim (2019) found share commonalities and information with others, which is influenced by critical consumer trust (Ebrahim, 2019). The researcher argued that BA significantly influenced SI, ENG, and TRT in the context of suburban people of Bangladesh based on social media marketing.

6.4 Discussion Related to Sustainability Perceptions

Furthermore, hypotheses 3a and 3b developed that SP positively predisposed BA and TRT, and these hypotheses are also supported based on social media marketing. In H3a, SP influenced BA, which was consistent with Jung et al. (2020), who found that sustainable marketing actions of a company develop a positive brand image and brand attitude based on the traditional fashion market and inspire brand loyalty. In H3b, SP influenced TRT, which was similar to Kong et al. (2020), who found that sustainability perception impacts trust in social media communication. However, hypothesis 3c predicted that SP would not significantly influence ENG and found no support in favor of these hypotheses. The researcher argued that SP significantly influences BA and TRT based on the SMM, whereas SP did not considerably influence ENG and was not found to support based on the SMM.

6.5 Discussion Related to Customer Engagement

In hypothesis 6, it is posited and found that ENG positively influences ESAT. The result of this hypothesis found support in favor of this. In H5, ENG affected ESAT, consistent with Brodie et al. (2013) and Gummerus et al. (2012). Brodie et al. (2013) study indicates the satisfaction that underpins customer engagement. According to Gummerus et al. (2012), satisfied customers are more likely to demonstrate the enthusiasm and pleasure of high customer engagement. The researcher argued that ENG is a critical determinant that significantly influences ESAT based on the SMM.

6.6 Discussion Related to Customer Trust

Moreover, in H6, the study developed this hypothesis and found that TRT positively influenced ESAT. The study also supported this hypothesis based on the SMM. In H6,

TRT affected ESAT, which is similar to Shirazi et al. (2020) and Flavian et al. (2006). TRT is an important determinant because Shirazi et al. (2020) discovered that trust and customer satisfaction are positively associated based on the SMM, and Flavian et al. (2006) describe a high level of trust, honesty, and competency in a website intended for consumer satisfaction. The researcher argued that TRT is a significant feature that meaningfully influenced ESAT based on the SMM.

6.7 Discussion Related to Psychological Reactance

However, hypothesis H7 was not supported, and it was found that PRG did not significantly influence ESAT based on the SMM. In H8a, psychological reactance negatively influences e-satisfaction, which is steady with Akhtar et al. (2017) and Kavvouris et al. (2019), who found psychological reactance and e-satisfaction have a negative relationship between them. Thus, the researcher argued that PRG is an essential element that had less influence on ESAT based on the SMM. Psychological reactance influenced customer satisfaction, which was different from prior research. As per our prediction, the result of this study shows the significant influence of PRG and ESAT on the suburban people of Bangladesh based on the SMM

6.8 Discussion Related to E-Satisfaction, Brand Awareness and Loyalty

Moreover, hypotheses 8a, and 8b, were developed and found that ESAT positively influenced CL, and BA, respectively. In H8a, this hypothesis was supported and e-satisfaction affected customer loyalty, which was consistent with Wang et al. (2001) and Anderson and Srinivasan (2003), where Wang et al. (2001) explain that customer satisfaction is also a good indicator of repeat purchases. Anderson and Srinivasan (2003) also demonstrate that an unsatisfied consumer is more expected than a satisfied

customer to seek information on substitutes and respond to opponent solicitations. That's why ESAT is a critical determinant that significantly influences CL based on the SMM. In H8b, this hypothesis was supported, and ESAT affected BA, which was not analogized with the previous studies because this is new research in this era where e-satisfaction influences brand awareness. Brand awareness is a crucial element of brand knowledge. This research found that e-satisfaction was meaningfully induced by brand awareness based on the SMM. Thus, the researcher predicted that ESAT is a vital antecedent that significantly influences brand awareness and customer loyalty based on the SMM.

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Chapter-7: Contribution

7.1 Introduction

The researcher has several theoretical and managerial contributions related to brand awareness based on the SMM in the present study. This study developed an integrated theory based on the Theory of Psychological Reactance (TPR), Social identity theory (SIT), Satisfaction Loyalty Theory (SLT) and customer engagement theory (CET). The influence of SMMA, BA, and SP; SI, ENG, TRT; PQR; and CS on CL, and BA in the social media. This chapter also developed some managerial implications.

7.2 Theoretical Contribution

The current study has numerous hypothetical contributions related to the influence of SMM on brand awareness in suburban areas of Bangladesh. **First**, the study has developed and tested a unique comprehensive model based on the Theory of Psychological Reactance (TPR), Social identity theory (SIT), Satisfaction Loyalty Theory (SLT) and customer engagement theory (CET), in the SMM field. Earlier only a few theoretical frameworks were developed to examine the underlying success factors influencing of SMM on brand awareness and customer loyalty of suburban people of Bangladesh. Moreover, this is the first empirical study conducted to govern the predictors of brand awareness and customer loyalty of suburban people of Bangladesh.

Second, the research has also added to the extant literature emphasizing contextual variables (i.e., social identifications, engagement, SMMA), psychological variables (i.e., psychological reactance), and Sustainable reactions (e.g., sustainability perceptions), customer belief (i.e., trust) as new dimensions by examining an innovative technology (social media networks), new technological services (social media marketing), conducting in a new context (Bangladesh). The new dimensions will impact

the customer critical aspects for establishing the future decision and intention to social media platforms.

Third, the study results contributed to SMM literature to find out the influence of SMMA on customer loyalty, social identification, engagement, and trust. The impact of SMMA on CL is important since customer loyalty is intended to purchase products or services again and again. So, the academicians can utilize this notion to convert prospect as loyal customers successfully. Similarly, the impact of SMMA on social identification is imperative to analyses to create an identity of the brand that's why customer continuously purchases based on the social media literature. Besides, **the study** scrutinized the impact of SMMA on customer engagement as improved social engagement metrics, including likes, positive comments, and shares and brand perception are critical performance indicators in evaluating a successful social media marketing campaign.

Fourth, the present research has added to the body of existing literature to explore how brand attitudes influence social identification since brand attitudes acquired as a result of consumer-company identification might directly impact a person's insight of the brand and purchase intention.

Fifth, this research is one of the pioneer empirical social media research which emphasizes on sustainability perception that influences brand attitudes, trust and sustainable brand awareness. The SMMA sustainability basically affects all three dimensions, which are environmental, social, and economical. Furthermore, increasing customer sustainable behavior, and appropriate long-term marketing activities which

convey consistency may foster positive attitudes, which ultimately lead the sustainable development goals of a country.

Sixth, in this study, psychological reactance is important determinants of customer satisfaction as the customers utilize their cognitive effort consisting of cognitive resources, or psychological issues (e.g. judgement, memory, and perception for task completion) to save the environment, clean energy, climate change, and social inclusion leading to satisfaction and repeated use intention of a particular technology. Thus, the marketer analyzes customers' psychological reactions to the brand, which will lead to customer satisfaction, which has been taken attention of current social media literature.

Seventh, customer satisfaction influences suburban customer loyalty and brand awareness in the SMM context. It is argued that a satisfied customer is a loyal customer, and a loyal customer purchases products or services continuously through increasing brand awareness. Thus, buyer satisfaction definitely impacts buyer loyalty, and brand awareness, in the SMM context of suburban people of Bangladesh. However, the existing literature ignored the impact of these variables on students' e-Learning usage intention. Most importantly, the present study is the only empirical research based on Bangladesh which determined the factors affecting suburban people's satisfaction, loyalty and brand awareness.

Finally, the current study contributes methodologically and controls the problems caused by common method variance using the CMB approach to estimate structure equations of a series of dependent partial least square (PLS) models. This enables common method bias to be strongly controlled by the partial least square (PLS) tool.

7.3 Managerial Implications

Brand awareness is an important part of online marketing approaches that enhance brand awareness. The current study has several managerial implications for social media marketing for brand awareness in the suburban areas of Bangladesh. In this study, SMMA positively influences SI, ENG, TRT, and CL; BA influences SI, ENG, and TRT; and SP controls BA, TRT, and BE in the SMM context. Several implications help the researcher comprehend the influence of SMM on the brand awareness of suburban people in Bangladesh. First, interaction and word-of-mouth create a good social identity that positively influences SMMA's. Customer engagement, including subscribing, likes, comments, referring friends, etc., builds sustainable marketing strategies through social media marketing. Likes, comments, subscriptions, and references create sustainable brand attitudes and customer satisfaction, which are intended for repeat purchases.

A renewable page is trusted for its activities and creates word-of-mouth. Brand attitudes create sustainability for the brand and build brand equity through their interaction, customization, word-of-mouth, and trendiness. By meeting the customers' expectations as per their customization, the customer will be satisfied. Positive attitudes and behavior build good relations or interactions with their customers or brand through SMM. Brand recall and recognition create brand awareness for the brand, as does SMM, which also creates brand awareness. When customers are satisfied by confirming expectations, social identification, engagement, trust and psychological reactance, then the customers' responses occur. So, customer responses are created by customer loyalty, continued purchase intention, brand awareness, and brand equity. Hence, SMM positively influences brand awareness among the suburban people of Bangladesh.

Chapter-8: Limitations and Further Study

8.1 Limitations

The current study, like most others, has some limitations.

First, the researcher gathered data from participants of different suburban areas from nine major districts of Bangladesh in Bangladesh, an emerging nation, in a cross-sectional format, which is prone to methodological bias that might restrict the generalizability of the results to developed nations and suburban areas of other emerging countries. Furthermore, when vaccination is implemented to combat COVID-19, the assumption of the suburban areas' respondent's technological continuation intention and the permanent transition to social media marketing activities may not be the same.

Second, the data had been gathered in the COVID-19 epidemic, which may limit the simplification of the investigation outcomes related to the generalization that could have been achieved if it were conducted in a normal situation. Moreover, As SMM is still growing and relatively new to suburban customers, customer judgements might often vary by a group based on unidentified referents. There is a possibility to exist unobserved subgroups of opinions about SMM.

Finally, the information was acquired only from the demand side only (i.e., the suburban customer of Bangladesh), restricting the results' generalizability, although the researcher examined the common method variance (CMV) in this study and found no CMV issues.

8.2 Further Research Directions

The current study, provide following further research directions:

First, since the present study collected data for a single point of time and cross-sectional set-up, future research can be conducted by integrating a comparative cross-country analysis from a global viewpoint by taking into account respondents from culturally diverse countries on a longitudinal set-up by ensuring it across time.

Second, since the data had been gathered in the COVID-19 epidemic, upcoming research might reproduce this research in different contexts to validate the generalization of the results across wider geographical regions and to measure possibly unobserved heterogeneity in the population.

Finally, a future study is suggested to collect data from both the demand side (i.e., urban and sub-urban customers) and supply side (i.e., sellers of social media), which increase the generalization of the results and confirm the causality of the variables.

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Appendices

Appendix-A: Measurement Items

Constructs & References	Measurement Items
SMMA (Koay et al., 2020; Wibowo et al., 2020; Kim & Ko, 2012)	ENT1 I purchase a product on social media online shop because of fun.
	ENT2 I purchase a product on social media online shop because the contents shown are interesting.
	INT1 I purchase a product on social media online shop because of allows me to share its information with others.
	INT2 I purchase a product on social media online shop because of possible to have a conversation/ comment sharing
	INT3 I purchase a product on social media online shop because it is easy to deliver my opinion.
	INT4: The social media interacts regularly with its followers and fans.
	TRN1 I purchase a product on social media online shop because of contents shown are up to date.
	TRN2 I purchase a product on social media online shop because of shows the latest product information.
	TRN3: Using the [brand's] social media is really trendy.
	CUS1 I purchase a product on social media online shop because of offers customized information searches.
	CUS2 I purchase a product on social media online shop because of provides customized service.
	CUS3: The [brand's] social media facilitates personalized information search.
	CUS4: Brand X's social media can be used anytime, anywhere.
	WOM1 I'm willing to pass along information on the brand, product/ services from social media to my friends.
	WOM2 I'm willing to upload/ repost content from the social media online shop on my blog or social media/ microblog.
WOM3: I would like to share my purchase experiences with friends and acquaintances on the [brand's] social media.	
Brand Attitudes (Qin, 2020; Van Rompay et al., 2009)	BA1: This brand appeals to me.
	BA2: I feel positive about this brand.
	BA3: This is a fine brand.
	BA4: This is an attractive brand.

Sustainability Perception (Kianpour et al., 2014; Kim et al. 2015)	PS1: The product is friendly to environment and harmless for nature.
	PS2: The product has environmental certification for saving energy.
	PS3: The product is green and harmless for human.
	SS1: The online seller offers green delivery service.
	SS2: The online seller uses recycled packing materials for delivery.
	SS3: The online seller invests for the environment.
Social Identification (Costas et al., 2017; Grappi & Montanari, 2011)	SI1: When I am in the place where other people are using social media sites, I am impressed
	SI2: I respect people who are using social media site.
	SI3: Attachment to the group of other attendees
	SI4: Feeling of belonging
	SI5: Similar identity with that of the usual attendee
	SI6: Feel close to the usual attendee
Engagement (Gummerus et al., 2012;)	ENG1: I visit pages of brands I follow on Facebook
	ENG2: I read posts of brands I follow on Facebook
	ENG3: I use the “Like” option on posts of brands I follow on Facebook
Trust (Ebrahim, 2019)	TRT1: This company is honest
	TRT2: This company for my happiness
	TRT3: This company works hard to satisfy me
	TRT4: This company’s promises are real
Psychological Reactance (Akhtar et al., 2020; Kwon and Chung, 2010; Hong & Faedda, 1996)	PGR1: I consider advice from others to be an intrusion.
	PGR2: It irritates me when someone points out things which are obvious to me.
	PGR3: Advice and recommendations usually induce me to do just the opposite.
	PGR4: Regulations trigger a sense of resistance in me.
	PGR5: I find contradicting others simulating.
	PGR6: When something is prohibited, I usually think “that’s exactly what I am going to do”.
	PGR7: When someone forces me to do something, I feel like doing the opposite.
	PGR8: I resist the attempts of others to influence me.
	PGR9: It makes me angry when another person is held up as a model for me to follow.

	PGR10: I became frustrated when I am unable to make free and independent decisions.
	PGR11: I become angry when my freedom of choice is restricted.
E-Satisfaction (E-SAT) (Anderson & Srinivasan, 2003; Bhattacharjee, 2001)	E-SAT1: I am generally pleased with OSA.
	E-SAT 2: My choice to purchase from OSA was a wise one.
	E-SAT3. Using OSA makes me feel very satisfied.
Customer Loyalty (Ebrahim, 2019; Wibowo et al., 2020)	CL1: I intend to keep purchasing the services offered by this company
	CL2: I am loyal to this company
	CL3: I consider myself to be loyal to this company
	CL4: I will encourage/ recommend friends and relatives to use the product offered by social media
	CL5: I intend to stay with social media as one of a shopping channel.
Continuance Purchase Intention (Wibowo et al., 2020; Dabbous and Barakat, 2020; Bhattacharjee, 2001)	CPI1: I am likely to purchase products on social media online shop
	CPI2: I intend to buy brands I have seen on Social Media
	CPI3: I prefer to buy products I see on Social Media rather than those I see on other channels (visiting stores, advertisements)
	CP4: I am likely to buy a particular product on social media's online shops
Brand Awareness (Tong and Hawley., 2009; Dabbous & Barakat, 2020)	BA1: I can quickly recognize brands I have seen on Facebook among others competing brand
	BA2: I am more familiar with brands I have seen on Facebook than brands I have seen in other contexts (stores, advertisements)
	BA3: Characteristics of brands I have seen on Facebook come to my mind quickly
	BA4: It is easy to remember the logo of brands I have seen on Facebook
Brand Equity (Ebrahim, 2019)	BE1: Even if another company has the same offers as this one, I would prefer the offers of this company
	BE2: If there is another company as good as this one, I prefer this company
	BE3: If the services of another company is not different from this company in any way, it seems smarter to purchase this brand

14. Md. Al Amin (038-M.Phil) - 20%.docx

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