



Driving Purchase Intention through Social Media Marketing: Unveiling the Mediating influence of Perceived Value and Customer Satisfaction

Dr. Malik Muhammad Faisal¹, Muhammad Azhar² & Muhammad Sameer Akbar³

¹Assistant Professor, Department of Business Administration + Treasurer, Ghazi University, Dera Ghazi Khan, Pakistan, Email: mmfaisal@gudgk.edu.pk

²Graduate MS Business Administration, Department of Business Administration, Ghazi University, Dera Ghazi Khan, Pakistan, Email: azharjam1314@gmail.com

³Scholar BS Accounting & Finance, Department of Management Sciences, Comsats University, Lahore Campus, Pakistan, Email: sameerakbar690@gmail.com

ARTICLE INFO			ABSTRACT
Article History:			This quantitative research examines the influence of social media marketing activities (SMMAs), specifically trendiness (TRE) and word of mouth (WOM), on purchase intention (PI), with perceived value and customer satisfaction (CS) acting as mediating factors. The study utilized a sample size of 400, generating 359 responses through random sampling in the districts of Lahore, Multan, Dera Ghazi Khan, and Rajanpur. The discoveries deliver experimental support for the positive impact of social media marketing on perceived value, customer satisfaction, and purchase intention. Additionally, the study confirms the positive association between perceived value, customer satisfaction, and purchase intention. These results contribute to the understanding of the role of social media marketing in shaping consumer behavior, emphasizing the importance of perceived value and customer satisfaction as crucial determinants of purchase intention. The findings offer practical implications for businesses, providing insights into developing effective social media marketing strategies that enhance customer perceptions, satisfaction, and ultimately, purchase behavior.
Received:	May	03, 2025	
Revised:	May	26, 2025	
Accepted:	June	10, 2025	
Available Online:	June	17, 2025	
Keywords:			
Social Media Marketing, Trendiness, Word of Mouth, Perceived Value, Customer Satisfaction and Purchase Intention.			
Corresponding Author:			
Dr. Malik Muhammad Faisal			
Email:			
mmfaisal@gudgk.edu.pk			



Introduction

Social media marketing methods are a crucial part of modern marketing strategy and are being used more and more. In order to attract new consumers, communicate with existing customers, and increase brand recognition, businesses have been using social media in recent years (Cheung et al., 2021). Tools for social media connection offer businesses a variety of possibilities for interacting with the target market. Nuseir (2020) asserts that businesses using these platforms have the

capacity to produce content that is particular to their target audience and then share that content with their followers. Additionally, businesses may utilize social media to run advertisements that are specifically targeted at certain demographics and track the effectiveness of their campaigns (Seo and Park, 2020; Chrisniyanti and Fah 2022; Khan et al., 2023). Due of social media's accessibility, this is conceivable. Furthermore, companies may use social media to gather crucial information about the habits and preferences of their clients, which can then be utilized to guide future marketing plans (Onder and Çakıroğlu 2021; Mehmood and Hayyat; 2022). SMM has established into a crucial component for businesses looking to draw in new customers and improve relationships with existing ones (Bazrkar et al., 2021; Siddique et al., 2023).

It's perceived value (PV), as defined by Zeithaml (1988), is the value a client believes an item or service to be worth. It depends on a number of factors, including quality, brand, structures, and customer service (Asgarpour et al., 2014). If customers believe a service or product offers them more value, they are more likely to buy it and even pay a higher price for it (Watanabe et al., 2020). Customers are also more inclined to engage in e-WoM activities when they believe the service or product offers them more value, such as sharing their experiences with others on social media sites (Pang and Wang, 2025; Kousar et al., 2023).

More specifically, it is critical to consider company image and customer satisfaction in the setting of social media. All looked at how SMMA's affected the appraisal and satisfaction of perceived value across diverse circumstances (Chen and Lin, 2019; Mehmood and Khan, 2024; Khan, 2024). Brand perceived value has been used as a mediator in various studies (Gan & Wang, 2017) to gently impact customers' happiness or purchase inclinations on social media. First off, there hasn't been much research on how social media use (likes, comments, trendiness, and entertainment) affects consumers' satisfaction with Chinese fashion companies. The American Customer Happiness Index (ACSI) shows that consumer demands, perceived excellence, and estimated usefulness have an impact on customer happiness and are the antecedent factors of customer satisfaction, according to the theoretical model developed by Li et al. (2008).

Given its complexity and the need to look at many facets of this sector, this evaluation of the literature leads to an inquiry of the link between SMM. Numerous researchers have studied this link, expanding our knowledge of how social media influences our propensity to make online purchases (Nibir et al., 2024; Singgalen, 2024; Owusu Yeboah et al., 2024; Sandunima & Jayasuriya, 2024; Islam et al., 2024; Abbas et al., 2023). Numerous studies have examined this link from various angles. For example, Yu et al.'s (2022) research examined the connection between online fashion product purchasing intents and customer motives within the framework of social media marketing. Furthermore, this research showed that this association is mediated by customer commitment. In contrast, Moslehpour et al. (2020) investigated how social media marketing affects customers' inclinations to buy airline goods and services. Shwastika and Keni (2021) assert that when it comes to influencing customer purchase choices, there is a strong correlation between brand recognition, the perception of quality, and promotional sales.

Social media has developed as a key channel for companies to engage with customers in today's digital environment, greatly impacting their purchase decisions (Dwivedi et al., 2021; Ali et al., 2023).

Strategies for social media marketing (SMM), especially electronic word-of-mouth (eWOM) and trending topics, are widely used to influence consumer engagement, and eventually purchase intentions. The ways in which social media affects purchasing decisions, however, are still complicated, particularly when mediated by elements like perceived value and customer satisfaction. Some earlier investigations have advised a considerable link among SMMA's and purchase intention (i.e., Bushara et al., 2023; Ghulam and Sharma, 2017; Manzoor et al., 2020;

Arshad, 2022; Khalid et al., 2024), additionally, other research has shown that the impact of SMMA was either negligible or not substantial (Hanaysha, 2018; Saeed et al., 2021; Moslehpour et al., 2021). This has led to contradictory results and indicates that further empirical study is necessary to fully comprehend the link between SMMA and purchase intention.

This investigation purposes to inspect the impact of social media marketing, specifically focusing on trending topics and eWOM, on consumer purchase intention. It further examines how perceived value and customer satisfaction mediate this relationship, providing insights into how these factors interact to influence consumer buying decisions. Understanding these relationships is crucial for businesses to develop effective social media marketing strategies that not only drive engagement but also convert interest into actual purchase behavior.

Literature Review

Social Media Marketing and Perceived Value

The emphasis has shifted from purchases to connections as a result of social media as well as the Internet, which have altered how firms communicate and connect with their clients (Vinerean et al., 2013). By addressing customer demands and producing interesting content, firms may establish a personal relationship with consumers via SMM (Yang et al., 2020). As a result, customers may view the good or service in question to be worth more to them (Roh et al., 2022). The findings of Chen and Lin (2019) empirical research indicated that SMMA had a large impact on social media users' PV. Additionally, Chafidon et al. (2022) found that SMMA considerably increased consumers' PV ($= 0.850$, $p 0.001$). They indicated, more precisely, that the rising usage of SMM would strengthen communities' capacity to gather information, encourage consumers' PV, and raise members' willingness to do online business (Chafidon et al., 2022). Customer perceived value increases dramatically as a result of good content, being attentive to customer demands, personally contacting each user, and engaging them positively with the brand.

SMM has an impact on a metric called perceived value. Nyambu et al. (2013) and Chan and Guillet (2011) both claim that SMM affects how something is regarded to have worth. Operators are impacted by the website's digital media, material interactivity, and content information when surfing since the SM atmosphere promotes consumer involvement and connection (Keng and Ting, 2009). According to prior research (e.g., Grace and O'Cass, 2004; Keng et al., 2007; Wu and Liang, 2009; Rehman et al., 2024), businesses may leverage their personnel and surroundings to create an immersive setting that will pique customers' experiential value and sentiments. Earlier findings confirmed that social media marketing has positive impact on perceived value (Chafidon et al., 2022; Yap, 2022; Bazrkar et al., 2021; Kuncoro et al., 2021).

H1: SMM has positive inspiration on perceived value.

Social Media Marketing and Purchase Intention

In its practice, SMMA has an enormous impact and immediate effect on customer buying intentions (Aji et al., 2020). At the moment, SMEs need an online marketplace as an approach in customer engagement and purchase intentions (Bismo et al., 2019; Tarar et al., 2024) in order to maintain advertising efforts. Gautam and Sharma (2017) claim that customer interactions related to social media marketing and consumer purchase intent offer value for clients to make decisions about buying. Social media marketing has a beneficial effect on purchase intention, according to earlier research by Armawan et al. (2023). According to research by Pradesh (2018), the biggest influence on purchasing intention is eWOM. Fashion involvement, belonging, confidence, attachment strength, and information impact on purchase interest are all favorably connected with EWOM, making what customers say a useful note that should always be followed up on (Bilal et

al., 2021; Ali and Asim, 2023). Many customers have shifted to online purchasing due to pandemic circumstances; eWOM is one method that people evaluate items during pandemics and has a significant role in predicting their purchasing intentions (Meng et al., 2021). Prior research confirms that purchase intention is positively impacted by social media marketing (Sianturi et al., 2022; Hanaysha et al., 2022; Zhang et al., 2023; Iqbal et al., 2023; Zeqiri et al., 2024; Mohamed et al., 2024).

H2: SMM has beneficial assessment on PI.

Social Media Marketing and Customer Satisfaction

Savitri et al. (2022) and Seo et al. (2020) both claim that SMM significantly affects satisfaction. Utilizing social media to perform marketing campaigns has shown to be successful in forging lucrative connections with customers. There is research to back this up. Nobar et al. (2020) and Pham et al. (2018) claim that SMM encourages customer engagement and partnership with brands. By doing this, you may strengthen and keep up ties with your customers. The firm will benefit from consumer engagement. For the purpose to assess the effect of SMM on consumer satisfaction in the internet shopping sector, Zaryab et al. (2019) performed a research. According to the investigation's conclusions, social media marketing significantly and favorably affects e-commerce customers' pleasure. Khan et al. (2019) evaluated the effect of certain SMMAs on Pakistani clothing shoppers' responses in a manner similar to this. The research models developed by Godey et al. (2016) and Seo and Park (2018), and Khan et al. (2019) were expanded in the present investigation to include additional brands, companies, and dimensions (such as social media advertising, brand perceived value, and customer happiness.

H3: SMM has helpful inspiration on customer satisfaction.

Perceived Value with Purchase Intention

Perceived value is an important concept in advertising since it increases customer happiness and commitment (Gallarza et al., 2011). Values are an unspoken criteria consumers employ while making decisions. Perceived value influences customers' propensity to make purchases, as shown by studies (Weng and Run, 2013; Ponte et al., 2015; Shafiq and Ziaullah, 2024). Purchase intention was positively impacted by the digital fashion goods' perceived enjoyment value and economic worth (Park et al., 2023; Shahid and Ahmad, 2024). Previous finding of Bushara et al. (2023) verified that perceived value has beneficial influence on purchase intention. Prior research by Alhamad et al. (2023) shown that green purchasing intention is positively impacted by green perceived value. The findings showed that purchase intention is positively impacted by perceived value and product coolness (Lv et al., 2024; Rehman et al., 2024). Previous research demonstrates that purchase intention is positively impacted by perceived value (Lv et al., 2024; Pant et al., 2024; Nguyen et al., 2024; Ng et al., 2024; Zengg and Kim, 2025).

H4: Perceived value has beneficial influence on purchase intention.

Customer Satisfaction with Purchase Intention

Customers are more likely to purchase again an item after having a favorable experience with it. Users who are more satisfied with their social media experience are more likely to make purchases there (Falihat et al., 2019). According to research by Zhang and Ip (2015), consumer satisfaction with a company has a significant impact on future purchases. The desire to purchase halal food is greatly increased by customer satisfaction (Al-Ansi et al., 2019; Azzaakiyyah et al., 2024). On the other hand, there aren't as many research on halal purchasing intention and consumer satisfaction (Olya and Al-Ansi, 2018). According to further study, people who have a high level of confidence

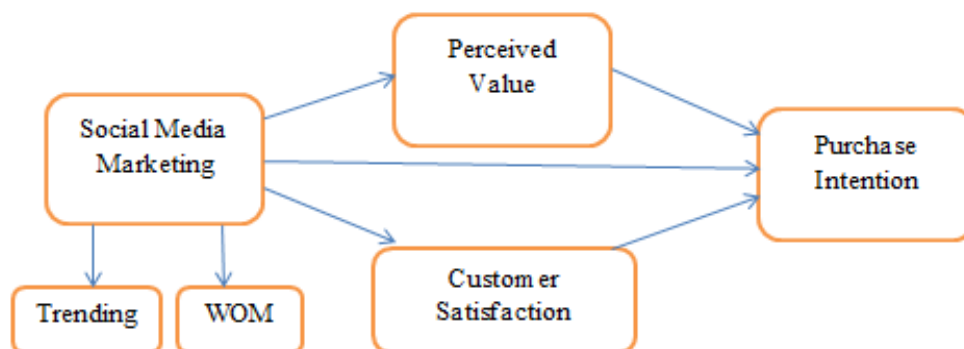
in a product or service are much more likely to see it favorably, which increases their propensity to buy, return, and repurchase it (Alrawad et al., 2023; Elshaer et al., 2024). Previous research indicates that purchase intention is positively impacted by customer satisfaction (Akter et al., 2024; Irshad et al., 2024; Abdou et al., 2024; Bilal et al., 2023).

H5: Customer Satisfaction has beneficial influence on purchase intention.

Theoretical Framework

The present study is based on the S-O-R model, according to which “certain characteristics of the environment (SMMA) lead to the cognitive and emotional state of consumers which results in behavioral response” (Jacoby, 2002; Khan et al., 2023). The S-O-R model has previously been applied to studies related to the retail and e-commerce environment (Eroglu et al., 2003; Zhang and Benyoucef, 2016; Kousar et al., 2023). The S-O-R model asserts that certain characteristics of environment or stimuli influence the consumers’ inner state and result in their behavioral response in the form of online communication, purchase behavior, customer satisfaction, and customer loyalty (Sautter et al., 2004; Abbas et al., 2023). Researchers like Zhang et al. (2014) and Yadav and Rehman (2018) conducted their studies on SMMAs, brand value, relationship equity and customer loyalty based on the S-O-R model. According to the S-O-R model, which was first created in the retail sector, the servicescape—which includes cleanliness, design elements, and signage—acts as a stimulus that affects customers’ inner states and enforces certain actions (Khalid et al., 2024). (Eroglu et al., 2003; Jiang et al., 2010; Sautter et al., 2004) Later, the model was used to examine e-retailing, where stimuli include the features of the e-commerce environment.... The reaction in this case relates to both good and negative consumer behaviors, including commitment, online communication in e-commerce, positive word-of-mouth, and customer loyalty (Sano, 2014; Sautter et al., 2004; Seo and Park, 2018; Tarar et al., 2024). The impact of different technological aspects of a social commerce website, such as perceived personalization, perceived interactivity, and perceived sociability, on virtual customer experiences and their afterward intention of requesting and exchanging commercial information, has been studied by Zhang et al. (2014), for instance. Similar to this, Animesh et al. (2011) looked at how the technical aspects of virtual worlds impact users’ virtual experiences and the ensuing virtual purchasing behavior based on the S-O-R model. Through the mediating function of perceived value and customer satisfaction, this study also employs the S-O-R model to examine the influence of SMM (trending and WOM) on purchase intention.

Figure 1:



Research Methodology

Research Design

The objective of the investigation design was to link the theoretical research challenge to practical and grounded academic evidence. Identifying the types of tests that were anticipated to provide answers to test questions, test hypotheses, and evaluate programs is known as acquiring relevant tests (Smagina, 2017). The design of the research process through which the research question turns into a research project Al-Ababneh (2020). Research design deals with a logical problem (Massaro, 2019). The research design was an overall plan to relate the theoretical research problem to relevant and realistic empirical research. The research design could ensure that the confirmation that you have obtained will allow you to respond to the underlying research in the most precise way possible. Acquiring relevant tests means indicating the types of tests expected to answer test questions, test hypotheses, and evaluate programs (Smagina, 2017).

Our research is a quantitative research in nature. This study is quantitative since the survey questions were defined in the questionnaire and were coded in SPSS 26. This study seeks to determine an empirical link between SMM, PV, customer satisfaction and PI. Therefore, based on the study's objectives, this research is an explanatory investigation because it aims to explore and establish causality. Consumers of social media networks from Pakistan will be represented among the population or respondents in this research. Respondents were asked to complete a self-administered questionnaire to gather information.

This study was conducted using a non-probability convenience sampling technique, which facilitated the quick collection of the necessary number of participants for the sample scope. According to Roscoe (2012), an adequate sample size for research typically ranges from 30 to 500 participants. Consequently, questionnaires were distributed to approximately 400 individuals to meet the study's sample requirements. The sample of 400 respondents is considered robust, as it aligns with established guidelines indicating that a sample size of 300 is excellent (Comrey & Lee, 1992; Tabachnick & Fidell, 2001). For surveys involving people, an acceptable sample size typically ranges from 200 to 500 (Hill & Alexander, 2000). Additionally, the recommended range of responses for each item in the survey is between 5 and 10 (Hair et al., 1998). Therefore, the present study's sample size of 400 is well within the acceptable limits for ensuring valid and reliable results. Data collection in survey science is the procedure of getting essential information from reliable sources in order to ascertain how people are responding to the research question, testing the hypotheses, and assess results (Monaghan and Hartman, 2007). Data could be collected from sample respondents who have interacted with social media accounts or who have purchased products or services from the business. Information gathering was done by conducting online and personal survey.

Instrument Development

The Items for the questionnaire were adopted from previous studies. Items of trendiness were adopted from the previous study of Yadav & Rahman (2017b) and Kim & Ko (2012) three items. Three items were modified from the previous investigation of Hwang et al. (2014) and Chih et al. (2013) to measure word of mouth. The scale for perceived value was taken from Sweeney and Soutar (2001) (Ten Item). Customer satisfaction measures were modified from the previous research of Rust et al. (1995), three items. Five items were adapted from the previous study of Laksamana (2018) to measure purchase intention.

Data Analysis Tools

Structural Equation Model (SEM) using Smart PLS 4.0 statistical software was employed to analyze the information. First, research instruments' validity and reliability were evaluated, and the test findings demonstrated that the information provided was reliable and valid. The two steps of analyzing data involve evaluating the measurement model, also mentioned as the outer model, and analyzing the structural model, also stated to as the inner model. These measures illuminate the connection between one hidden variable and others. The investigation employed items developed from other studies to validate the validity and reliability of the measures.

Data Analysis

Demographics Analysis

Both genders (Male and Female) were included in the population. The data in Table 4.1 show the number of males and females who participated in the study, as well as their average age. The percentages of males and female customers who responded were 47.7% females and 52.93% males of the entire sample, respectively.

There were 127 people in the sample who fell into the age range of 18 to 22 years old, which represents 35.37% of the total. Whereas individuals in the age bracket of 23 to 27 years make up 21.44 percent of the sample with a total of 77 replies. The age range of 28 to 32 years old has a total of 108 respondents, which accounts for 30.08 percent of the whole sample. On the other hand, the age range of 33 and older has a total of 47 respondents, which accounts for 13.09 percent of the entire sample.

111 respondents from Dera Ghazi Khan make up 30.91% of the entire sample size, whereas 87 respondents from Rajanpur make up 24.23% of the total sample size. Whereas 90 respondents from Multan account for 25.06% of the whole sample, 71 respondents from Lahore make up 19.77% of the total sample size.

Bachelor's degree students make up 32.03 percent of the whole population, with a frequency of 115 respondents, whilst holders of an MA or MSc degree make up 28.41 percent of the overall sample, with a frequency of 103 respondents. MS/MPhil degree holders make up 34.26 percent of the total sample and have a frequency of 123 respondents, whereas, PhD degree holders make up 5.29 percent of the whole sample and have a frequency of 19 respondents.

Table 1: Demographics Profile

Category	Sub-category	Frequency (n)	Percentage (%)
Gender	Male	-	52.93
	Female	-	47.07
Age (Years)	18–22	127	35.37
	23–27	77	21.44
	28–32	108	30.08
	33 and above	47	13.09
City	Dera Ghazi Khan	111	30.91
	Rajanpur	87	24.23
	Multan	90	25.06
	Lahore	71	19.77

Category	Sub-category	Frequency (n)	Percentage (%)
Education Level	Bachelor's	115	32.03
	MA/MSc	103	28.41
	MS/MPhil	123	34.26
	PhD	19	5.29

Exploratory Factor Analysis

It is required to evaluate the construct validity with the objective to determine the degree to which the measurement scale possesses the internal consistency and reliability necessary to measure the constructs that are not being observed. Using the SmartPLS4, PLS-SEM model, we were able to determine that the construct validity (Factor Loadings, Cronbach's Alpha, Composite Reliability rho_c and Average Variance Extracted (AVE) was established. The results of our investigation are presented in table 1. Further Variance Inflation Factor (VIF) matrices exhibit collinearity statistics that are less than 5, demonstrating that the standards of both outer and inner models have been met, as outlined in table 2. Reliability analysis is performed to determine whether or not the scale items are internally consistent with the instrument used to gather data. To ensure internal consistency, Cronbach's alpha values were calculated for each variable. The value of Alpha should be in the range of $>.60$ (Hair et al., 2006). The Alpha reliability of corporate social responsibility represents 0.832. The Alpha reliability of board size is 0.824. The Alpha reliability of board independence is 0.762. The Alpha reliability of board diversity is 0.875. The Alpha reliability of number of board committee members is 0.765. The Alpha reliability of corporate reputation is 0.743. The Alpha reliability of organization performance is 0.906. The reliability of market performance is 0.772 and the Alpha reliability of innovative performance is 0.843.

Table 2: Exploratory Factor Analysis

Construct	Indicator	Factor Loading	Cronbach's Alpha	Composite Reliability	AVE	VIF
Trendiness	T1	0.818	0.825	0.843	2.437	1.567
	T2	0.724				1.602
	T3	0.759				1.372
Word of Mouth	WOM1	0.742	0.859	0.877	0.623	1.536
	WOM2	0.892				1.933
	WOM3	0.814				2.039
	PV1	0.895				1.477
Perceived Value	PV2	0.812	0.776	0.790	0.522	1.833
	PV3	0.866				1.525
	PV4	0.848				1.778
	PV5	0.803				1.893
	PV6	0.855				1.560
	PV7	0.843				1.882
	PV8	0.843				1.439
	PV9	0.765				1.920
	PV10	0.877				1.309

Customer	CS1	0.732				1.573
Satisfaction	CS2	0.776	0.801	0.810	0.579	2.301
	CS3	0.708				2.232
	PI1	0.868				2.334
Purchase	PI2	0.818				2.608
Intention	PI3	0.845	0.834	0.844	0.601	1.935
	PI4	0.872				1.044
	PI5	0.866				2.111

Descriptive Statistics

Table 3 shows the descriptive analysis of predictor variables, outcome variable and mediator. In the current research study, SMMAs, PV, customer satisfaction and PI are shown in the table below. The values of, minimum, maximum, and means values and values of standard deviations of each variable. The mean value reveals the center tendency of respondents' replies; it depicts where the average responses are located, but the standard deviation value assists in the explanation of deviations from the average position. It simply informs us about outliers, which might have an impact on the data. If the mean values are higher than 3.5, this suggests that participants are more likely to agree with the statement. On the other hand, if the mean values are lower than 3.5, this shows that participants are more likely to disagree with the statement. The mean of social media marketing was (M = 5.77, SD = 1.64). The mean of perceived value was (M= 4.96, SD= 1.28). The mean of customer satisfaction was (M= 5.52, SD= 1.87) and the mean of purchase intention was (M = 5.63, SD = 1.19).

Table 3: Descriptive Statistics

Variables	Means	Standard Deviation
Social Media Marketing	5.77	1.64
Perceived Value	4.96	1.28
Customer Satisfaction	5.52	1.87
Purchase Intention	5.63	1.19

Correlation Analysis

According to Cohen et al., (2014), a correlation rate of 0.10 to 0.29 specifies a small connection, a correlation rate of 0.30 to 0.49 evidence of a modest association, and a correlation rate of 0.5 to 0.8 shows significant correlation. When the correlation value surpasses 0.80, it indicates a multi-collinearity error. SMM was confidently allied with PV (r = .43, p < .01). SMM was positively associated with CS (r = .64, p < .01). SMM was completely linked with PI (r = .56, p < .01). PV was positively connected with CS (r = .54, p < .01). PV was significantly linked with PI (r = .61, p < .01). CS was expressively interrelated with PI (r = .59, p < .01).

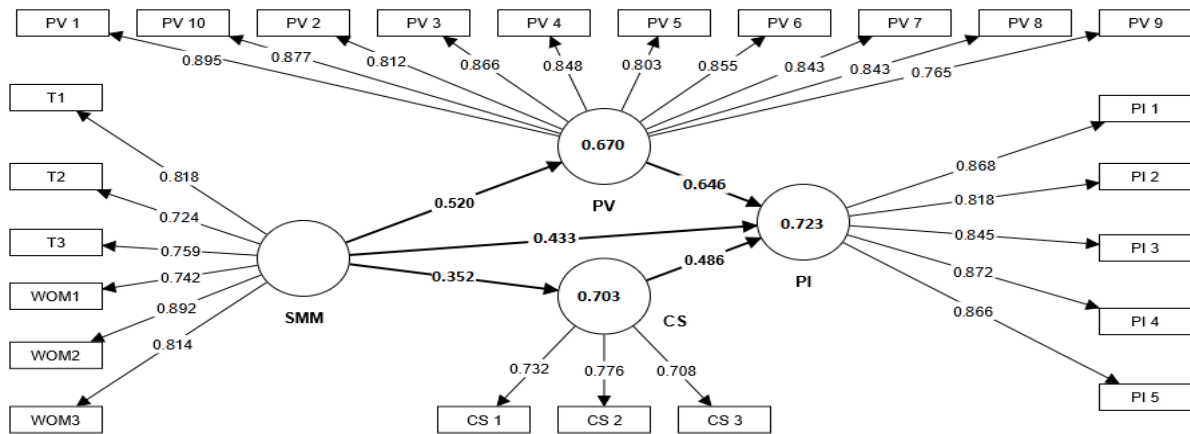
Table 4: Correlation Analysis

	1	2	3	4
SMM	1.000			
PV	0.438**	1.000		
CS	0.643**	0.549**	1.000	
PI	0.563**	0.611**	0.591**	1.000

Structural Equation Modeling

The theoretically sophisticated concepts are measured and evaluated in this part using a SEM. The highest probability estimate was used in the PLS structural model. According to Hu et al. (1999), the factor estimates $X^2/df = 2.455$, $SRMR = 4.383$, and $NFI = .932$ show excellent data fit. The structural model's links demonstrate the validity of each of the model's main predictions. The change in the mediating perceived value after effect of social media marketing is R^2 67%. The variance in the other mediating variable customer satisfaction after effect of social media marketing is R^2 70%. The change in PI after consequence of SMM, perceived value and customer satisfaction is R^2 72%.

Figure 2: Structural Equation Model



F² Effect Sizes Evaluation

In accordance with Hair et al. (2020), standards of 0.02 (= negligible), 0.15 (= modest), and 0.35 (= substantial) suggest, correspondingly, negligible, moderate, and substantial belongings when assessing f^2 . These major influences are illustrated by the f^2 values of 0.22 for social media marketing, f^2 values of 0.16 for the perceived value factor, f^2 values of 0.19 for the customer satisfaction, f^2 values of 0.27 for the purchase intention.

Table 5: F² Consequence

Variables	F Value
SMM	0.22
Perceived Value	0.16
Customer Satisfaction	0.15
Purchase Intention	0.27

Table 6: Summary of Direct Hypothesis

H	Affiliation	(β)	t-Value	Sig.	R ²	Consequences
H1	SMM → PV	.52	8.783	***	.670	Accepted
H2	SMM → PI	.43	9.573	***	.723	Accepted
H3	SMM → CS	.35	9.134	***	.703	Accepted
H4	PV → PI	.64	11.892	***	.723	Accepted
H5	CS → PI	.48	9.716	***	.723	Accepted

Discussions

SMM had positively related to PV. Results of SEM described that SMM self-reported was strongly related to self-report PV. Previous study of Chen and Lin (2019) confirmed that there is positive inspiration of SMM on PV. Previous investigation of Nuseir (2019) proved that EWOM has beneficial influence on PI. This outcome is consistent with that of study by Kumar and Kudeshia (2017), who emphasized the influence of the opinions of others online comments on customers' propensity to buy goods or services. Comparable findings on the influence on purchase intentions have been reached by other researches as well (Husin et al., 2016; Huete-Alcocer, 2017). SMM had optimistic linkage to PI. Overall SEM outcomes presented that self-reported SMM had positively significant associated with PI. Previous findings of Oscarius et al. (2021) confirmed that SMMA's i.e. trendiness and WOM has beneficial influence on purchase intention. Earlier research of Ali et al. (2020) verified that SMMA's has direct significant influence on purchase intention. Prior research by Bushara et al. (2023) supports the outcomes of our study that social media marketing has impact on purchase intention. SMM had positive association to customer satisfaction. Results of SEM described that SMM self-reported was strongly related to self-report CS. Previous findings of Shafiq et al. (2023) confirmed that SMMA's i.e. trendiness and WOM has beneficial influence on customer satisfaction. Earlier research of Arshad et al. (2022) verified that SMMA's has direct significant influence on customer satisfaction. Perceived value had positive linkage to purchase intention. Overall SEM outcomes presented that self-reported PV had positively significant associated with PI. Previous findings of Lou et al. (2022a) confirmed that PV has helpful encouragement on purchase intention. Earlier research of Lou et al. (2022b) verified that PV has direct significant influence on purchase intention. Prior research by Trivedi et al. (2022) supports the outcomes of our research that PV has impact on purchase intention. Findings of Wahyoedi et al. (2023) supports our findings that PV has the influence on PI. Customer satisfaction was positively connected to purchase intention. It was verified in SEM and outcomes of SEM represent that CS were significantly linked with self-reported PI. The present study's findings confirmed previous relevant studies that indicated that CS could improve the PI (Ginting et al. 2023; Mtotywa and Kekana, 2023; Saragih, 2022; Elgarhy and Mohamed; 2022).

Theoretical Contributions

First and most important thing that this study does is contribute to the process of developing the conceptual framework. As a consequence of this, the research makes a contribution to academic learning by using SEM in an experimental evaluation of the theoretical framework. **Second**, this research endeavored to significantly increase theoretical advance the current body of empirical research by investigating and confirming the impact that social media marketing elements play in determining whether or not a consumer would make a purchase. The research that Alalwan (2018) did in Jordanian context provided the primary source for three aspects of social media marketing: advertising, engagement, and amusement. In previous studies that were quite similar to this one, trendiness was identified as one of the primary components of SMM that had the potential to influence consumer confidence in brands and purchasing behavior. If one were to look at the research that have already been conducted and published, one would see that it is difficult to find a study that focused on evaluating the inspiration of chosen aspects of SMM directly and indirectly on buying choice. This is something that one would discover if one were to look at the current studies in the published literature. The current study also accords with studies that suggested finding the mediating processes through which the characteristics of social media marketing influence customers' purchasing intention. To fill up any gaps in the literature, perceived value and customer satisfaction was leveraged as mediators. **Third**, Due to Pakistan's apparent social and cultural variety, this research also aimed to add to the empirical literature by confirming the positive connections between certain characteristics based on consumer insights. **Fourth**, the study

confirms that in Pakistani scenario, there is a strong affiliation between SMMAAs (i.e. trendiness and word of mouth), perceived value, customer satisfaction and purchase intention.

Practical Contributions

First, social media marketing influences purchase intent favorably. Businesses may improve their probability of impacting consumers' buying choices by using social media marketing methods successfully. They may concentrate on producing interesting and persuading content, managing targeted advertising campaigns, and employing SM platforms to interacting with clients and advertise their products. **Second**, perceived value is positively impacted by social media marketing. Companies may successfully express their brand's value proposition, differentiators, and advantages to prospective consumers using social media marketing. Companies may improve the perceived value of their offers, hence boosting consumer interest and confidence, by presenting high-quality goods or services, publishing customer reviews, and participating in two-way communication. **Third**, SMM positively impact CS. SM gives companies the chance to connect directly with their consumers and keep that connection open. Companies may raise customer satisfaction levels by immediately responding to questions, issues, and comments from customers on social media platforms. They may improve their goods, services, and overall consumer experience by using social media channels to obtain insights and comments. **Fourth**, PI is influenced favorably by PV. To boost consumers' perceptions of value, companies might concentrate on emphasizing the distinctive characteristics, advantages, and value proposition of their services. Businesses may significantly impact consumers' purchase intentions by clearly expressing the value and advantages that customers can anticipate from their purchases. Targeted advertising, product demonstrations, comparisons with rival brands, and the presentation of client success stories may all help accomplish this. **Fifth**, customer satisfaction has an advantageous impact on PI. Providing exceptional client service, high-quality products, and prompt attention to customer wants and concerns may have a big influence on consumers' intentions to make purchases. Companies may raise customer satisfaction levels and boost the possibility of repeat business and favorable word-of-mouth recommendations by constantly surpassing or meeting consumer expectations. Convenient checkout procedures and individualized advice may help increase consumer satisfaction and subsequent purchase intent.

Conclusion

The study offers proof in support of the benefits of SMMAAs, particularly trendiness and WOM, on perceived value, customer satisfaction, and PI. The quantitative examination was conducted with a sample size of 400 and 359 responses received through random sampling in Lahore, Multan, Dera Ghazi Khan, and Rajanpur districts. According to the research, social media marketing may successfully improve consumers' perceptions of value, raise their levels of satisfaction, and ultimately influence their intention to make a purchase. The research also highlights perceived value and customer satisfaction as significant mediators in the link between SMMAAs and PI, confirming their beneficial effects on purchase intention. These findings highlight the necessity of concentrating on perceived value and customer satisfaction as significant determinants of purchase intention and further our knowledge of the character that SMM plays in influencing customer conduct.

References

1. Abbas, Q., Ali, M. A., & Iqbal, S. (2023). Going green on social media: exploring the effect of firm-generated content on brand trust and purchase decision in Pakistan with a focus on environmental concern. *International Journal of Social Science & Entrepreneurship*, 3(3), 187-207.

2. Abdou, A. H., Chan, M. P., Rehman, S. U., Albakhit, A. I. A., & Almakhayitah, M. Y. (2024). Islamic food laws: customer satisfaction effect halal purchase intention in China. Moderating role of religiosity. *British Food Journal*, 126(8), 3088-3112.
3. Aji, P. M., Nadhila, V., & Sanny, L. (2020). Effect of social media marketing on instagram towards purchase intention: Evidence from Indonesia's ready-to-drink tea industry. *International Journal of Data and Network Science*, 4(2), 91–104.
4. Akter, T., Uddin, M. S., Rahman, R., Uddin, M. S., Islam, M. R., Faisal-E-Alam, M., & Rahman, M. M. (2024). The moderating effect of system quality on the relationship between customer satisfaction and purchase intention: PLS-SEM & fsQCA approaches. *Journal of Open Innovation: Technology, Market, and Complexity*, 10(4), 100381.
5. Al-Ababneh, M. (2020). Linking ontology, epistemology and research methodology. *Science & Philosophy*, 8(1): 75-91.
6. Al-Ansi, A., Olya, H. G., & Han, H. (2019). Effect of general risk on trust, satisfaction, and recommendation intention for halal food. *International Journal of Hospitality Management*, 83, 210-219.
7. Alhamad, A. M., Akyürek, M., Mohamed, S. A., & Baadhem, A. M. S. (2023). Do the relationship between green marketing strategies, green perceived value, and green trust enhance green purchase intentions: A conceptual study. *International Journal of Scientific and Management Research*, 6(7), 176-203.
8. Ali, M. S., & Asim, S. (2023). Assessment of service quality and innovation in developing customer loyalty; the mediating role of customer commitment and satisfaction. *Pakistan Journal of Humanities and Social Sciences*, 11(1), 243-257.
9. ALi, T. Y., Iqbal, S., Ali, R., & Khan, S. S. (2023). Big Data Analytics' Influence on Competitive Advantage: Mediating Green Creativity and Green Commitment, Moderated by Individual Green Values and Green Psychological Climate. *The Asian Bulletin Of Green Management And Circular Economy*, 3(1), 71-92.
10. Alrawad, M., Lutfi, A., Alyatama, S., Al Khattab, A., Alsoboa, S. S., Almaiah, M. A., ... & Al-Khasawneh, A. L. (2023). Assessing customers perception of online shopping risks: A structural equation modeling-based multigroup analysis. *Journal of Retailing and Consumer Services*, 71, 103188.
11. Armawan, I., Sudarmiati, S., Hermawan, A., & Rahayu, W. (2023). The effect of social media marketing, SerQual, eWOM on purchase intention mediated by brand image and brand trust: Evidence from black sweet coffee shop. *International Journal of Data and Network Science*, 7(1), 141-152.
12. Arshad, H. M. A. (2022). An analysis of social media marketing on consumer brand engagement and repurchase intention. *SMART Journal of Business Management Studies*, 1(3), 35-47.
13. Arshad, H. M. A., Mehmood, S., & Hayyat, A. (2022). Does Impulse Buying Behavior mediate the relationship between Social Network Marketing and Customer Satisfaction? Evidence from Pakistan. *Journal of Business & Economics (JBE)*, 14(2), 96-107.
14. Azzaakiyyah, H. K., Wanof, M. I., Fitri, W. S., Ausat, A. M. A., & Shafiq, M. A. (2024). Transformation of Social Media and Information Technology in SMEs: The Critical Role of Industry-Academia Partnership in Human Resource Development. *Apollo: Journal of Tourism and Business*, 2(3), 248-255.
15. Bazrkar, A., Hajimohammadi, M., Aramoon, E., & Aramoon, V. (2021). Effect of the social media marketing strategy on customer participation intention in light of the mediating role of customer perceived value. *Market-Tržište*, 33(1), 41-58.

16. Bilal, A., Siddique, M., & Shafiq, M. A. (2023). An Analysis Of Social Media Marketing In Developing Customer Engagement And Customer Loyalty: The Moderating Role Of Brand Trust. *Journal of Namibian Studies: History Politics Culture*, 33, 5640-5664.
17. Bilal, M., Jianqiu, Z., Dukhaykh, S., Fan, M., & Trunk, A. (2021). Understanding the Effects of eWOM Antecedents on Online Purchase Intention in China. 1–15.
18. Bismo, A., Putra, S., & Melysa. (2019). Application of Digital Marketing (social media and email marketing) and its Impact on Customer Engagement in Purchase Intention: A case study at PT. Soltius Indonesia. *Proceedings of 2019 International Conference on Information Management and Technology, ICIMTech 2019*, 1(August), 109–114.
19. Bushara, M. A., Abdou, A. H., Hassan, T. H., Sobaih, A. E. E., Albohnayh, A. S. M., Alshammari, W. G., ... & Elsaied, M. A. (2023). Power of Social Media Marketing: How Perceived Value Mediates the Impact on Restaurant Followers' Purchase Intention, Willingness to Pay a Premium Price, and E-WoM?. *Sustainability*, 15(6), 5331.
20. Chafidon, M. A. A. Z., Margono, M., & Sunaryo, S. (2022). Social media marketing on purchase intention through mediated variables of perceived value and perceived risk. *Interdisciplinary Social Studies*, 1(9), 1182-1195.
21. Chen, S.-C. & Lin, C.-P. (2019). Understanding the effect of social media marketing activities: The mediation of social identification, perceived value, and satisfaction. *Technological Forecasting and Social Change*, 140, 22–32.
22. Cheung, M. L., Pires, G. D., Rosenberger III, P. J., Leung, W. K., & Ting, H. (2021). Investigating the role of social media marketing on value co-creation and engagement: An empirical study in China and Hong Kong. *Australasian Marketing Journal*, 29(2), 118-131.
23. Chih, W. H., Wang, K. Y., Hsu, L. C., & Huang, S. C. (2013). Investigating electronic word-of-mouth effects on online discussion forums: The role of perceived positive electronic word-of-mouth review credibility. *Cyberpsychology, Behavior, and Social Networking*, 16(9), 658-668.
24. Chrisniyanti, A., & Fah, C. T. (2022). The impact of social media marketing on purchase intention of skincare products among indonesian young adults. *Eurasian Journal of Social Sciences*, 10(2), 68-90.
25. Comrey, AL and Lee, HB (1992), [C]. *A first course in factor analysis*, 2nd ed. L Erlbaum Associates, New Jersey.
26. Dwivedi, Y. K., Ismagilova, E., Hughes, D. L., Carlson, J., Filieri, R., Jacobson, J., ... & Wang, Y. (2021). Setting the future of digital and social media marketing research: Perspectives and research propositions. *International Journal of Information Management*, 59, 102168.
27. Elgarhy, S. D., & Mohamed, L. M. (2022). The influences of services marketing mix (7ps) on loyalty, intentions, and profitability in the Egyptian travel agencies: The mediating role of customer satisfaction. *Journal of Quality Assurance in Hospitality & Tourism*, 1-24.
28. Elshaer, I. A., Alrawad, M., Lutfi, A., & Azazz, A. M. (2024). Social commerce and buying intention post COVID-19: Evidence from a hybrid approach based on SEM–fsQCA. *Journal of Retailing and Consumer Services*, 76, 103548.
29. Eroglu, S. A., Machleit, K. A., & Davis, L. M. (2003). Empirical testing of a model of online store atmospherics and shopper responses. *Psychology & Marketing*, 20(2), 139-150.
30. Falahat, M., Lee, Y.Y., Foo, Y.C., & Chia, C.E. (2019). A model for consumer trust in e-commerce. *Asian Academy of Management Journal*, 24(2), 93–109.
31. Gallarza, M. G., I. Gil Saura, and M. B. Holbrook. 2011. The value of value: Further excursions on the meaning and role of customer value. *Journal of Consumer Behaviour* 10:179–191.
32. Gan, C. & Wang, W. (2017). The influence of perceived value on purchase intention in social commerce context. *Internet Research*, 27, 772–785.

33. Gautam, V., & Sharma, V. (2017). The Mediating Role of Customer Relationship on the Social Media Marketing and Purchase Intention Relationship with Special Reference to Luxury Fashion Brands. *Journal of Promotion Management*, 23(6), 872-888
34. Ginting, Y., Chandra, T., Miran, I., & Yusriadi, Y. (2023). Repurchase intention of e-commerce customers in Indonesia: An overview of the effect of e-service quality, e-word of mouth, customer trust, and customer satisfaction mediation. *International Journal of Data and Network Science*, 7(1), 329-340.
35. Godey, B., Manthiou, A., Pederzoli, D., Rokka, J., Aiello, G., Donvito, R. & Singh, R. (2016). Social media marketing efforts of luxury brands: Influence on brand equity and consumer behavior. *Journal of Business Research*, 69, 5833–5841.
36. Hair, J. F., Jr., Anderson, R. E., Tatham, R. L., and Black, W. C. (1998) [B]. *Multivariate data analysis* (5th ed.). Upper Saddle River, NJ: Prentice Hall
37. Hanaysha, J. R. (2022). Impact of social media marketing features on consumer's purchase decision in the fast-food industry: Brand trust as a mediator. *International Journal of Information Management Data Insights*, 2(2), 100102.
38. Hill, N. and Alexander, J. (2000) [B]. *Handbook of customer satisfaction and loyalty measurement*. (2nd ed.). England: Gower.
39. Hu, L. T., & Bentler, P. M. (1999). Cutoff criteria for fit indexes in covariance structure analysis: Conventional criteria versus new alternatives [J]. *Structural Equation Modeling: a Multidisciplinary Journal*, 6(1): 1-55.
40. Huete-Alcocer, N. (2017). A literature review of word of mouth and electronic word of mouth: Implications for consumer behavior. *Frontiers in Psychology*, 8, 1256.
41. Husin, M., Ismail, N., & Ab Rahman, A. (2016). The roles of mass media, word of mouth and subjective norm in family takaful purchase intention. *Journal of Islamic Marketing*, 7(1), 59-73.
42. Hwang, I. J., Lee, B. G., & Kim, K. Y. (2014). Information asymmetry, social networking site word of mouth, and mobility effects on social commerce in Korea. *Cyberpsychology, Behavior, and Social Networking*, 17(2), 117-124.
43. Iqbal, S., Kumar, N., & Khan, F. A. (2023). Corporate social responsibility and brand loyalty in punjab's banking sector: exploring the mediating role of corporate branding. *Pakistan Journal of Humanities and Social Sciences*, 11(2), 853-863.
44. Irshad, O., Ahmad, S., & Mahmood, S. (2024). Fostering purchase intentions through CSR and service quality: the role of customer satisfaction, brand loyalty, and admiration. *Sustainability*, 16(23), 10584.
45. Islam, M. T., Pradhan, B., & Kumar, J. (2024). *Social media reviews' influence on spa and wellness consumer choices: Conceptual framework, prospective significance, and future research directions*. In *Utilizing smart technology and AI in hybrid tourism and hospitality* (pp. 1–22). IGI Global.
46. Jacoby, J. (2002). Stimulus-organism-response reconsidered: an evolutionary step in modeling (consumer) behavior. *Journal of Consumer Psychology*, 12(1), 51-57.
47. Jiang, Z., Chan, J., Tan, B. C., & Chua, W. S. (2010). Effects of interactivity on website involvement and purchase intention. *Journal of the Association of Information Systems*. <http://hdl.handle.net/10722/270323>.
48. Khalid, M. B., Rehman, Z. U., Shafiq, M. A., Zahra, A., & Ullah, M. S. (2024). Influence of Social Media Marketing Activities on Purchase Decision Through the mediating role of Brand Trust, Brand Image and Brand Experience. *Pakistan Journal of Law, Analysis and Wisdom*, 3(10), 78-102.
49. Khan, M. M. A., Ali , M. S., & Shams, T. (2023). An Assessment of Social Media Marketing's Influence on Brand Loyalty, Through the Moderating Role of Brand

- Reputation. *Journal of Peace, Development and Communication*, 07(01), 172–194. <https://doi.org/10.36968/JPDC-V07-I01-15>.
50. Khan, M. M. A., Gul, R., Hussain, M., & Javaid, M. Q. (2023). Influence of social media marketing in development of customer trust and satisfaction through the moderating role of electronic word of mouth. *Journal of Social Sciences Review*, 3(1), 623-638.
51. Khan, M. S. (2024). Assessment of corporate social responsibility on customer loyalty through moderating role of servant leadership and customer commitment: evidence from telecommunication industry. *Journal of Tourism, Hospitality, and Services Industries Research (JTHS)*, 4(01), 22-43.
52. Khan, Z., Yang, Y., Shafi, M., & Yang, R. (2019). Role of social media marketing activities (SMMAs) in apparel brands customer response: A moderated mediation analysis. *Sustainability*, 11, 5167.
53. Kim, A. J., & Ko, E. (2012). Do social media marketing activities enhance customer equity? An empirical study of luxury fashion brand. *Journal of Business Research*, 65(10), 1480-1486.
54. Kousar, T., Ali, M. A., & Abbas, Q. (2023). Enhancing E-Business Success: Unraveling the Effect of Customer Engagement on Customer Citizenship Behavior and Purchase Decisions in Pakistan. *Journal of Asian Development Studies*, 12(3), 79-96.
55. Kudeshia, C., & Kumar, A. (2017). Social eWOM: Does it affect the brand attitude and purchase intention of brands? *Management Research Review*, 40(3), 310–330. <https://doi.org/10.1108/MRR-07-2015-0161>
56. Kuncoro, H. A. D. P., & Kusumawati, N. (2021). A study of customer preference, customer perceived value, sales promotion, and social media marketing towards purchase decision of sleeping product in Generation Z. *Adv. Int. J. Business, Entrep. SMEs*, 3(9), 265-276.
57. Laksamana, P. (2018). Impact of social media marketing on purchase intention and brand loyalty: Evidence from Indonesia's banking industry. *International Review of Management and Marketing*, 8(1), 13-18.
58. Li, Y., Qi, J., & Shu, H. (2008). A study on customer satisfaction in mobile telecommunication market by using SEM and system dynamic method. In X. Li, A.M. Tjoa, & Chaudhry, S.S. (eds.), *Research and practical issues of enterprise information systems II* (pp. 1221–1226). Springer
59. Lou, X., Chi, T., Janke, J., & Desch, G. (2022a). How do perceived value and risk affect purchase intention toward second-hand luxury goods? an empirical study of US consumers. *Sustainability*, 14(18), 11730.
60. Luo, B., Li, L., & Sun, Y. (2022b). Understanding the influence of consumers' perceived value on energy-saving products purchase intention. *Frontiers in Psychology*, 12, 640376.
61. Lv, Z., Zhao, W., Liu, Y., Wu, J., & Hou, M. (2024). Impact of perceived value, positive emotion, product coolness and Mianzi on new energy vehicle purchase intention. *Journal of Retailing and Consumer Services*, 76, 103564.
62. Manzoor, U., Baig, S. A., Hashim, M., & Sami, A. (2020). Impact of social media marketing on consumer's purchase intentions: the mediating role of customer trust. *International Journal of Entrepreneurial Research*, 3(2), 41-48.
63. Massaro, M., Dumay, J., & Bagnoli, C. (2019). Transparency and the rhetorical use of citations to Robert Yin in case study research [J]. *Meditari Accountancy Research*. 27(1): 44-71.
64. Mehmood, S., & Hayyat, A. (2022). Does Impulse Buying Behavior mediate the relationship between Social Network Marketing and Customer Satisfaction? Evidence from Pakistan. *Journal of Business & Economics (JBE)*, 14(2), 96-107.
65. Mehmood, S., & Khan, M. S. (2024). Exploring the Connection between Social Media Marketing Activities and Purchase Decisions, Focusing on Electronic Word of Mouth and

- Brand Awareness. *International Journal of Experiential Learning & Case Studies*, 9(2), 217-248. <https://doi.org/10.22555/ijelcs.v9i2.1132>.
66. Meng, C., Alexa, L., Wei, M., & Steve, L. (2021). The influence of social media eWOM information on purchase intention. *Journal of Marketing Analytics*, 0123456789.
67. Mohamed Sadom, N. Z., Mat Yusoff, S. H., & Mohd Sauh, S. (2024). The relationship between social media marketing, trust, reputation and purchase intention: empirical evidence from fast-food industry. *Journal of International Food & Agribusiness Marketing*, 36(5), 956-984.
68. Monagahn, E., and Hartman, D. (2007). Primary and Secondary sources in research. [OL]. *James Cook University*, 4 (11).
69. Moslehpour, M., Dadvari, A., Nugroho, W., & Do, B. (2020). The dynamic stimulus of social media marketing on purchase intention of Indonesian airline products and services. *Asia Pacific Journal of Marketing and Logistics*, 33(2), 561–583.
70. Moslehpour, M., Ismail, T., Purba, B., & Wong, W. K. (2021). What makes GO-JEK go in Indonesia? The influences of social media marketing activities on purchase intention. *Journal of Theoretical and Applied Electronic Commerce Research*, 17(1), 89-103.
71. Mtotywa, M. M., & Kekana, C. (2023). Post COVID-19 online shopping in South Africa: A mediation analysis of customer satisfaction on e-service quality and purchase intention. *African Journal of Science, Technology, Innovation and Development*, 1-14.
72. Ng, P. M., Cheung, C. T., Lit, K. K., Wan, C., & Choy, E. T. (2024). Green consumption and sustainable development: The effects of perceived values and motivation types on green purchase intention. *Business Strategy and the Environment*, 33(2), 1024-1039.
73. Nguyen, X. H., Nguyen, T. T., Anh Dang, T. H., Dat Ngo, T., Nguyen, T. M., & Anh Vu, T. K. (2024). The influence of electronic word of mouth and perceived value on green purchase intention in Vietnam. *Cogent Business & Management*, 11(1), 2292797.
74. Nibir, M. M. A. M., Saha, D. R., & Islam, S. A. (2024). Influence of Social media advertisements on purchasing intention: A web-based cross-sectional study on the students of Khulna University, Bangladesh. *Khulna University Studies*.
75. Nobar, H. B. K., Kalejahi, H. K., & Rostamzadeh, R. (2020). Impact of social media marketing activities on brand equity and brand commitment in the leather industry. *International Journal of Business Excellence*, 20(2), 191-204
76. Nuseir, M. T. (2019). The impact of electronic word of mouth (e-WOM) on the online purchase intention of consumers in the Islamic countries—a case of (UAE). *Journal of Islamic Marketing*, 10(3), 759-767.
77. Nuseir, M. T. (2020). Is advertising on social media effective? an empirical study on the growth of advertisements on the big four (Facebook, Twitter, Instagram, WhatsApp). *International Journal of Procurement Management*, 13(1), 134-142.
78. Olya, H. G., & Al-Ansi, A. (2018). Risk assessment of halal products and services: Implication for tourism industry. *Tourism Management*, 65, 279-291.
79. Önder, L. G., & Çakıroğlu, A. D. (2021). The relationships among social media marketing, online consumer engagement, purchase intention and brand loyalty. *Business & Management Studies: An International Journal*, 9(3), 1045.
80. Oscarius Yudhi Ari Wijaya, A. P., Sulistiyani, S., Pudjowati, J., Kartikawati, T. S., Kurniasih, N., & Purwanto, A. (2021). The role of social media marketing, entertainment, customization, trendiness, interaction and word-of-mouth on purchase intention: An empirical study from Indonesian smartphone consum e. *International Journal of Data and Network Science*, 5(3), 231-238.

81. Owusu Yeboah, A. Y., Kwarteng, M. A., & Novak, P. (2024). Social media marketing, value creation and firm's sustainability performance: A study among young consumers. *Aslib Journal of Information Management*, 76(2), 248–268.
82. Pang, H., & Wang, J. (2025). Determining multi-dimensional motivations driving e-WOM intention and purchase intention on WeChat: the significant role of active participation. *Aslib Journal of Information Management*, 77(1), 113-132.
83. Pant, S. C., Saxena, R., Gupta, N. K., Yadav, H., AD, S. K., & Pant, D. K. (2024). The organic odyssey: Navigating the influence of attitude on purchase intent, mediated by perceived value, quality, and price in India. *Journal of Retailing and Consumer Services*, 79, 103801.
84. Park, Y., Ko, E. and Do, B. (2023), "The perceived value of digital fashion product and purchase intention: the mediating role of the flow experience in metaverse platforms", *Asia Pacific Journal of Marketing and Logistics*, 35(11), 2645-2665.
85. Pham, Q. T., Tran, X. P., Misra, S., Maskeliūnas, R., & Damaševičius, R. (2018). Relationship between convenience, perceived value, and repurchase intention in online shopping in Vietnam. *Sustainability*, 10(1), 156.
86. Ponte, E. B., Carvajal-Trujillo, E., & Escobar-Rodríguez, T. (2015). Influence of trust and perceived value on the intention to purchase travel online: Integrating the effects of assurance on trust antecedents. *Tourism Management*, 47, 286-302.
87. Pradesh, M. (2018). Social media marketing impact on the purchase intention of millennials Ashutosh Pandey *, *Rajendra Sahu and Manoj Kumar Dash*. 28(2).
88. Rehman, Z. U., Shafiq, M. A., Wasim, S. M., & Mehmood, S. (2024). Impact of Social Media Marketing Activities on Relationship Quality through the Mediating role of Brand Equity. *Indus Journal of Social Sciences*, 2(2), 90-111.
89. Roh, T., Seok, J., & Kim, Y. (2022). Unveiling ways to reach organic purchase: Green perceived value, perceived knowledge, attitude, subjective norm, and trust. *Journal of Retailing and Consumer Services*, 67, 102988.
90. Roscoe, D. D. (2012). Comparing student outcomes in blended and face-to-face courses. *Journal of Political Science Education*, 8(1), 1-19.
91. Rust, R. T., Zahorik, A. J., & Keiningham, T. L. (1995). Return on quality (ROQ): Making service quality financially accountable. *Journal of Marketing*, 59(2), 58-70.
92. Saeed, M.; Charni, H.; Khan, S. (2021). Impact of Social Media Marketing on Consumer Behavior in Saudi Arabia. *PalArch's J. Archaeol. Egypt/Egyptol*, 18, 73–79.
93. Sandunima, K. C., & Jayasuriya, N. (2024). Impact of firm-created and user-generated social media marketing on customers' purchase intention in the fashionwear industry: Evidence from Sri Lanka. *South Asian Journal of Marketing*, 5(1), 61–73.
94. Saragih, D. R. U. (2022). The Role of Customer Satisfaction Mediates the Valuables of Service Quality and Location on Purchase Intention. *Budapest International Research and Critics Institute-Journal (BIRCI-Journal)*, 5(3), 22414-22427.
95. Sautter, P., Hyman, M. R., & Lukosius, V. (2004). E-tail atmospherics: A critique of the literature and model extension. *J. Electron. Commer. Res.*, 5(1), 14-24.
96. Savitri, C., Hurriyati, R., Wibowo, L., & Hendrayati, H. (2022). The role of social media marketing and brand image on smartphone purchase intention. *International Journal of Data and Network Science*, 6(1), 185-192.
97. Seo, E. J., & Park, J. W. (2018). A Study on the Effects of Social Media Marketing Activities on Brand Equity and Customer Response in the Airline Industry. *Journal of Air Transport Management*, 66(8), 36-41.
98. Seo, E. J., Park, J. W., & Choi, Y. J. (2020). The effect of social media usage characteristics on e-WOM, trust, and brand equity: Focusing on users of airline social media. *Sustainability*, 12(4), 1691.

99. Shafiq, M. A., Khan, M. M. A., Gul, R., Hussain, M., & Javaid, M. Q. (2023). Influence of social media marketing in development of customer trust and satisfaction through the moderating role of electronic word of mouth. *Journal of Social Sciences Review*, 3(1), 623-638.
100. Shafiq, M. A., Ziaullah, M. (2024). An Analysis of Social Networking Sites in Developing Electronic Word of Mouth and Brand Loyalty. *International Journal of Experiential Learning & Case Studies*, 9(1), 131-164. <https://doi.org/10.22555/ijelcs.v9i1.1131>.
101. Shahid, M. N., & Ahmad, B. (2024). Influence of Corporate Social Responsibility on Competitive Advantage Through the Mediating Role of Green Brand Image and Green Brand Love. In *Corporate Governance and CSR Strategies for Sustainability* (pp. 20-44). IGI Global.
102. Shwastika, R., & Keni, K. (2021). The effect of brand awareness, social media marketing, perceived quality, hedonic motivation, and sales promotion towards consumers intention to purchase in fashion industry. *Proceedings of the International Conference on Economics, Business, Social, and Humanities (ICEBSH 2021)*.
103. Sianturi, C. M., Pasaribu, V. A., Pasaribu, R. M., & Simanjuntak, J. (2022). The impact of social media marketing on purchase intention. *SULTANIST: Jurnal Manajemen dan Keuangan*, 10(1), 60-68.
104. Siddique, M., Bilal, A., & Ramzan, M. (2023). Unveiling the sustainable path: Exploring the nexus of green marketing, service quality, brand reputation, and their impact on brand trust and purchase decisions. *International Journal of Social Science & Entrepreneurship*, 3(2), 654-676.
105. Singgalen, Y. A. (2024). Digital marketing of smartphone manufacturing product: Toxicity, social network, and sentiment classification. *International Journal on Social Science, Economics and Art*, 14(1), 73-86.
106. Smagina, S. (2017). Improving Market Analysis in Biogas and Biodiesel for BioGTS Ltd.: *Development and Testing an Analytical Tool in Latvia and Lithuania* [J].
107. Sweeney, J. C., & Soutar, G. N. (2001). Consumer perceived value: The development of a multiple item scale. *Journal of Retailing*, 77(2), 203-222.
108. Tabachnick, BG and Fidell, LS (2001) [B]. *Using Multivariate Statistics*, 4th edn, Allyn and Bacon, Boston, 5(12): 481-498.
109. Tarar, M. A., Shafiq, M. A., Ramzan, S., & Farooq, N. (2024). Role of Social Media Platforms in Dissemination of Knowledge, Ideas, and Innovation among Employees within Governmental Organizations-A Sociological Study in Southern Punjab. *The Critical Review of Social Sciences Studies*, 2(2), 96-114.
110. Trivedi, J., Kasilingam, D., Arora, P., & Soni, S. (2022). The effect of augmented reality in mobile applications on consumers' online impulse purchase intention: The mediating role of perceived value. *Journal of Consumer Behaviour*, 21(4), 896-908.
111. Vinerean, S., Cetina, I., Dumitrescu, L., & Tichindelean, M. (2013). The effects of social media marketing on online consumer behavior. *International Journal of Business and Management*, 8(14), 66.
112. Wahyoedi, S., Wardhana, A., & Tannady, H. (2023). The Role of Green Trust as an Intervening Variable in the Relationship Between Green Brand Image and Green Perceived Value Towards Purchase Intention in Indonesian Local Fashion Products. *JAMBU AIR: Journal of Accounting Management Business and International Research*, 1(1), 17-21.
113. Watanabe, E. A., Alfinito, S., Curvelo, I. C. G., & Hamza, K. M. (2020). Perceived value, trust and purchase intention of organic food: a study with Brazilian consumers. *British Food Journal*, 122(4), 1070-1184.

114. Weng, J., & Cyril de Run, E. (2013). Consumers' personal values and sales promotion preferences effect on behavioural intention and purchase satisfaction for consumer product. *Asia Pacific Journal of Marketing and Logistics*, 25(1), 70-101.
115. Weng, J., and E. Run. (2013). Consumers' personal values and sales promotion preferences effect on behavioural intention and purchase satisfaction for consumer product. *Asia Pacific Journal of Marketing and Logistics* 25 (1):70–101.
116. Yadav, M., & Rahman, Z. (2017). Measuring consumer perception of social media marketing activities in e-commerce industry: Scale development & validation. *Telematics and Informatics*, 34(7), 1294- 1307.
117. Yang, Y., Khan, Z., & Zhang, Y. (2020). The influence of social media marketing on apparel brands' customers' satisfaction: The mediation of perceived value. *Asian Academy of Management Journal*, 25(2).
118. Yap, T. W. (2022). The Mediating Effects of Perceived Value Between the Relationship of Social Media Marketing and Purchase Intention. *DLSU Business & Economics Review*, 31(2).
119. Yu, F., Wenhao, Q., & Jinghong, Z. (2022). Nexus between consumer's motivations and online purchase intentions of fashion products: A perspective of social media marketing. *Frontiers in Psychology*, 13, 892135.
120. Zeithaml, V. A. (1988). Consumer perceptions of price, quality, and value: a means-end model and synthesis of evidence. *Journal of Marketing*, 52(3), 2-22.
121. Zeng, W., & Kim, E. (2025). How perceived local iconness of culturally mixed products enhances purchase intention: the mediating role of consumer perceived value. *Asia Pacific Journal of Marketing and Logistics*, 37(1), 42-58.
122. Zeqiri, J., Koku, P. S., Dobre, C., Milovan, A. M., Hasani, V. V., & Paientko, T. (2024). The impact of social media marketing on brand awareness, brand engagement and purchase intention in emerging economies. *Marketing Intelligence & Planning*, 43(1), 28-49.
123. Zhang, J.X. & Ip, R.K. (2015, July). E-commerce advertising in social networking sites and implications for social commerce [paper presentation]. 19th *Asia Conference on Information System (PACIS)*, Singapore, 58
124. Zhang, K. Z., & Benyoucef, M. (2016). Consumer behavior in social commerce: A literature review. *Decision Support Systems*, 86, 95-108.
125. Zhang, S. S., van Doorn, J., & Leeflang, P. S. (2014). Does the importance of value, brand and relationship equity for customer loyalty differ between Eastern and Western cultures?. *International Business Review*, 23(1), 284-292.
126. Zhang, W., Zhang, W., & Daim, T. U. (2023). Investigating consumer purchase intention in online social media marketing: A case study of Tiktok. *Technology in Society*, 74, 102289.