

SOCIAL MEDIA AS A SUBJECT OF DISCUSSION: A QUANTITATIVE STUDY

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ABSTRACT

The corporate world is undergoing a dynamic situation. The landscape of work is changing continuously. Therefore, the organizations are becoming more agile and flexible in their strategies to communicate as well as to retain the customers. Since the introduction of these social media sites and virtual communities, the organizations are aggressively shifting to these platforms to connect with these virtual communities in order to strengthen brands and cultivate strong relations with the customers. The efforts and activities of brands and the organizations on social media are a subject of constant discussion. Some of the researchers believe that social media offers a distinct chance for firms to strengthen their client relationships whereas others think the opposite. Our purpose is to demonstrate how the brand communities that are based on these platforms impact the components of a customer-oriented approach, using the perspective of the brand communities' formation along with the brand loyalty and brand trust. A survey-based study was conducted with 152 respondents.

Keywords: Social media, Virtual communities, Brand loyalty, Brand trust.

INTRODUCTION

We are living in the age of science and technology. We see many wonderful inventions around us and their number is increasing continuously. The introduction of internet is one of the revolutionary steps. It allows people to communicate, interact, and advertise etc. internet has provided its user different features so that can cultivate and strengthen connections build trust and create credibility. Not only that, social media has completely changed the dynamics of business and corporate world. Its serves as a low-cost tool of marketing that has generated the concept of two-way communication between customers and businesses. Moreover, it has emerged as an effective means to boost the market share of organizations and influence the purchase intentions of customers (Carstensen, 2007).

The growing importance of social media has influenced not only the ways of advertising but also how the organizations and brands communicate with its target audiences. Therefore, the use of social media has become an integral component of gaining and retaining a competitive edge in the market. The brands give priority to social media usage, since it creates a strong brand impression and affect the purchase intentions. Organizations having a strong social media presence have a competitive advantage to those who do not. This research paper provides a holistic picture of how the social media affects the brand customer relationships in terms of trust, loyalty and the quality of the relationships (Taneja & Toombs, 2014).

According to Criado et al. (2013), the importance of social media has been underlined by different organizations and multinationals. Although this is undeniably accurate, we often condone the fact that why social media is significant. Brand exposure, audience involvement, click-through rates, site

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traffic, etc. are effective ways to begin and gauge performance however; they do not explain the “why part”. Meaning, they do not explain that why marketing through social media has become an integral component for competitive edge. Social media, especially, the content shared on websites has a power to motivate individuals to engage in a particular manner to benefit the owners of different organizations.

Social Media

Much more than a forum for promoting your goods, services, and information, social media is a powerful marketing tool. It is essentially a two-way channel of communication that can keep your prospective customers interested. These connections aid in the development of brand trust and the formation of a strong and diversified brand community. Studies have highlighted that organizations are building their entire business models around these technological tools. Simultaneously, the marketing and advertising emphasize on the social, psychological as well as the social variables that has a great impact on the trust and loyalty levels of consumers. The organization are understanding the importance and value of using strategies to build customer relationships that boost the attractiveness of products, increases the brand trust and loyalty and strengthen the brand-customer relationships. Facebook, Twitter and YouTube have become the widely used and recognized social media sites. Because of its emphasis on the convergence of product placement into users' social content, Facebook is regarded by many to be the "holy grail of marketers" among the three social networking sites outlined as widely utilized organizations to assist communications, advertising and marketing i.e., YouTube, Facebook, and Twitter (Halpern & Gibbs,2013).

Table 1:

Percentage of People using Social media on a Daily Basis

| Social Media Platforms | Percentage Usage |
|-------------------------------|-------------------------|
| YouTube | 72% |
| Twitter | 42% |
| Instagram | 63% |
| Snapchat | 30% |
| TikTok | 35% |
| Facebook | 74% |

Brand Trust and Brand Loyalty

According to Azizi (2014), when a customer is making a purchase, he is basically playing a gamble. Meaning, he is taking a leap of faith. The customers are not buying your products or services, but, they are investing in your brand. They want value for that money that they have invested into your brands. The e-commerce and online platforms is a true picture of this leap of faith. Consumers are ready to take these leaps of faith because of the trust levels in the brand and its content. Trust in brands can be essentially defined in such a way that the customers of a brand have complete faith that the brand will deliver what it has promised. In essence, according to a large global poll, "brand trust" is among top three variables affecting individual's purchase intentions and decisions. Social media serves as a platform for open communication. It definitely does not mean that it works as a podcast to which anyone can listen to. It essentially means that it is a scalable and measurable platform that offers you high visibility, transparency and growth features. Even there are people of different demographics, their preference for the social media sites will vary i.e. old customers may prefer Facebook whereas as younger individuals prefer

TikTok or Instagram etc.

Brand loyalty is described as a customer's preference for one product or brand over others, and it has the power to build or ruin a corporation. It increases visitor numbers in your stores, internet visits, word-of-mouth referrals, and lead acquisition. The disparity between earnings and deficits is referred to as this. In today's globalized society, brand loyalty is based on your capability and competency to use social media to communicate with your potential audience and consumers. Facebook has more than 1.86 billion active users per month. Point to ponder over that it is just one social networking site. Being aggressive on these social media platforms is not merely an option rather than that it has become the need of the hour (Cuong, 2020).

Brand Identity and Brand Awareness

Brand identity and brand awareness are the bloodline of creating sustainable customer-brand relationships. It is not just a one-time investment. The consistent the brands are on social media, the stronger the brand-consumer relationships. Giving customers idea of who you are and what you can provide is what brand identity is really all about. Cultivating a powerful and effective brand identity is an essential aspect of any success of an organization in today's modern oversaturated marketplace of rival firms. It can be compared to a company's Lifeblood. The level of familiarity that a brand has with its target audience is referred to as brand awareness. Brand awareness serves as a foundational element for a brand. Customers have already a brand in their minds when they go out for shopping. In order to achieve the highest level of brand recall, there should be strong and effective brand awareness from social media to SEO (Chen, 2019).

Brand-Related Platforms of Social Media

The brand loyalty becomes highly significant when the organizations are considering the use of social media. For instance, Facebook has over 955 million active or regular members, the majority of whom visit at least once per month. 50 percent of the Facebook users log into their accounts on a daily basis. Because of this extensive adoption, marketers see Facebook as well as other social networking platforms as the most effective and efficient means of introducing brand-related material and promoting brand affiliations. Leveraging social media for corporate marketing has been a trendy issue for years, but organizations are still attempting to figure out how to best unlock the potential of the virtual social sphere to significantly affect their productivity and profitability. As the use of social media grows, so does the frequency with which marketers approach over to their customers to interact them on these platforms? The necessity of leveraging social networking sites and channels to create trust with existing and potential brand loyalists may be overlooked in all of this. Absence of trust, we, as humans would never be able to progress beyond a certain point in our relationships. The same can be said for brands that want to create relationships with their customers (Kwok & Yu, 2013).

The past studies regarding social media and its impact on consumer brand quality were fragmented and not integrated. The different researches in the past used constructs therefore are no integrated study that explains all the variables regarding consumer brand relationships and social media. Therefore, our research specially revolves around different constructs of CBR and social media. We have also built an integrative framework through S-O-R Theory which explains the impact of social media on consumer brand relationships.

Derived research questions from the literature are:

1. What are the factors that build brand loyalty?

2. What type user generated social media content actually alters brand customer relationships?
3. Do customers believe on all types of content produced or posted on social media about a particular brand?

Theoretical Framework

The purpose to conduct this research is to determine several components connected to social media marketing that has an impact on brand consumer relationships. It can directly or indirectly impact customers' purchasing habits. Therefore, we have used Stimuli- Organism- Response Theory to explain the phenomenon of social media on the brand consumer relationships. The other reasons behind why we choose S-O-R Theory to conduct our research are as follows. Firstly, this theory has been used in a wide number of prior marketing researches related to online shopping behaviors, purchase intentions, and brand loyalty (Baker, Grewal, & Parasuraman, 1994; Jacoby, 2002; Park, Shin, & Ju, 2014; Tang, Zhang, and Wu, 2015; Zhang et al., 2014). The second reason to use S-O-R Theory in our research is that prior researches also used this theory in order to examine the effect of social media on purchase intentions and relationships between brand and consumers. (Eroglu, Machleit, & Davis, 2013; Fang, 2012)

According to S-O-R Theory, our environments contains stimuli (S) that causes effect on the organism (O) and due to which the organism show response (R) or change in its state (Mehrabian & Russell, 1974). Stimuli can be understood as any environmental force or factor that arouses individuals' emotions and feelings (Donovan et al., 1994). The organism is basically understood as cognitive system or emotional system of a person (Jacoby, 2002). In our research design, social media is a stimulus, which affects perceptions of individuals (organism) and due to which brand relationship quality (response) is strongly influenced or altered (Fang et al., 2014). Wide number of prior marketing researches related to online shopping behaviors, purchase intentions.

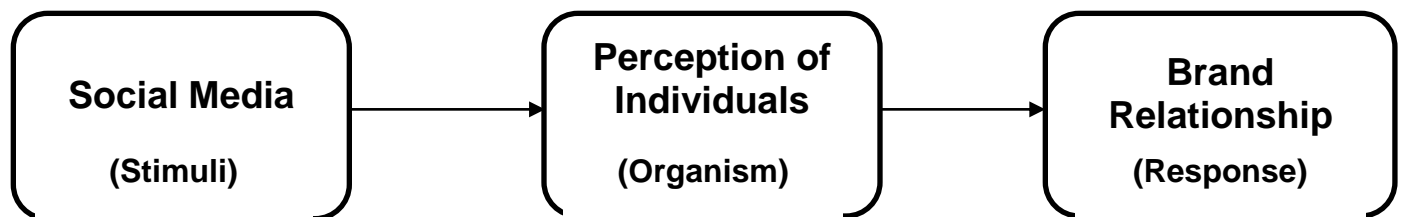


Figure 1: Theoretical Framework

According to Akhtaar and Sultana (2020), social Media is becoming an increasing factor in influencing purchasing decision of consumers. As usage of internet is rapidly increasing around the world, it also provides a new platform for people to engage and participate in different marketing activities and also provide them a platform to share their experiences with the rest of the world. The Internet provides several business opportunities to people and also plays an important role in changing the behavior of consumers through electronic promotions and reviews on social media. Social media is one of the key platforms for increasing the online sales of any brand has a majority of people uses social media and their buying behavior shapes from reading and trusting the reviews provided on such platforms. Social media adoption by consumers plays an important role for retailers as well as consumers and online businesses. Consumers are now more aware of products and its usage due to information gathered from social media by the company itself as well as its existing customer's reviews. The uses of social media have increased dramatically from the past decade with an estimation of more than 32% of the population around the

world are using different platforms of social media in 2016. Many researchers and marketers conducted several research related to the power of social media on consumer brand relationships and also investigates how marketers and businesses harness the power of social media. This section involves secondary data of different past scholars' researches about social media power in terms of authenticity and interactions between consumers. This section also discusses the gaps identified from previous researches and includes the relationship of variables.

Brand Relationship Quality

In this study, we will focus on two important consumer responses. First, brand preference is an important consequence of brand evaluations and strong brand equity. It means that in the existence of several competing brands in the market, consumers tend to prefer and feel more attached to one of the brands based on what they know and feel about the brand, often described as customer-based brand equity. Second, brand loyalty is among the most foundational benefits of brand equity, although some scholars see it as a part of brand equity itself (Aaker, 1991). Brand loyalty has usually been measured as the extent to which consumers declare having been buying or will be buying a particular brand in the future. In the social media context, however, the links between following brands (e.g. in Facebook or Twitter) and actual brand purchasing loyalty have been seriously questioned.

Brand Loyalty

Consumers are loyal to a brand because they believe you offer a better service and higher quality than anyone else. A brand-loyal customer is also more likely to try out other products from the brand. These products might even be slightly more expensive. Brand loyalty is the positive association consumers attach to a particular product or brand. Customers who exhibit brand loyalty are devoted to a product or service, which is demonstrated by their repeat purchases despite competitors' efforts to lure them away. Brand loyalty is a measure of customer loyalty, closeness or connection to a brand. Brand loyalty is where customers with these brands have strong, emotional and social ties to the brand. It is very important for companies that their consumers are loyal to their brands, where consumers with these brands make them happier, than consumers who loyal to the brand helps the company find out the problems that exist in the product or service (Mellens et al., 1996).

Trust In Information

According to Schivinski and Dabrowski (2016), trust plays an important role and impacts positively on the attitudes of consumer and increases the consumer brand relationship level and share user-generated content. Trust in terms of user-generated brand recognition becomes high when the reviewer or recommender is one of the Facebook friends. People tend to trust their friends more as compared to anonymous or strangers on Facebook. Social media also involves several unverified information, misinterpretation, as well as misrepresentation and fabricated contents, many Facebook or other social media users, find it difficult to identify the paid reviews which are based on false information due to which decision making or purchase intentions reduces.

User Generated Content

In terms of user-generated content, users are playing a significant role in increasing the consumer brand relationship as they increase the role of producers such as consumers and producers are adding more value in terms of services or information. UGC is known as reviews which are posted by different

consumers; it involves criticisms, comments or self-experience related to services or products, its features, utility, design, delivery or packaging. Online companies and shopping websites provide a platform to consumers to review their products whether they are satisfied or disappointed, this helps other consumers in decision making and increases the opportunity of electronic word of mouth (Krumm et al., 2008).

Firm Generated Contents

Just like UGC, FGC is defined as marketing communications initiated by the company in its official social media pages and which help to build one-on-one relationships with its customers through the interactive nature of this medium. Marketers seek to present a positive image of their brand and given that social media profiles are completely controlled by the seller, they will always transport positive communication content. In this sense, content marketing is a promotion strategy that uses the creation and posting of content as a means to attract the attention of users, position the company, build trust and finally, fidelity through the formation of community links (through articles and news, research, recommendations, rankings, statistics, info graphics, photos, videos, glossary of terms, results of surveys, etc. (Bruhn et al., 2012).

Social Media Brand Involvement

First, the findings add to the recent literature gaps in consumer-brand community relationship with consumer-brand promise, and trust as well as consumer-brand loyalty via a social media platform which lag behind in a study of this caliber. This dearth of literature is clearly seen from the interconnection between consumer-brand community, brand promise, as well as consumer-brand loyalty regarding social media platform used within the milieu of brand management literature. Hence, the contribution of this study will enable brand community practitioners and researchers to be well informed and promote discussions on the use of social media as a moderating factor of consumer-brand management. As a matter of fact, the theoretical benefits associated with this study will in no doubt widen the scope of social media marketing from the academic perspective. Second, the paper makes an effort to contribute to managerial recourse by assisting practitioners to transform the consumer-brand community to consumer-brand relationships profitable to them especially, in the medium to long-term goals (Gomez et al., 2019).

Attention

It has emerged in recent times that, although many product brands are designed for the same or similar purpose, they are often undifferentiated based on the customer's point of view. The proliferation of identical goods in the mass-market makes brand identification for consumer engagement more complex especially among Small and Midsized Enterprises (SME's) (Kristensson et al., 2008).

Enthusiasm

Users perceive the usefulness of social media ads that give them advertisements for entertaining messages. Researchers found that this factor is positively related to the response to online advertising and that young people find advertising in social networks entertaining and enjoyable, which is why it is a prominent component of successful advertising campaigns. It was found also that humorous and pleasant messages such as jokes about products and services are considered content with hedonic value in social networks (Mir, 2015).

Absorption

Mostly performance of companies is influenced positively by credibility. Credibility is the most crucial factor for any type and size of businesses due to the increasingly competitive market. It is crucial as it influences positively consumers purchase intentions and minimizes the risks of quality or scams. As more people are now turning towards online shopping, building credibility on social media has become an important factor. One of the most important factors in building credibility on the internet is through reviews and rating systems (Goldsmith et al., 2000).

Identification

Brand consumer relationships are influenced by user-generated content as well as how well they identify the product. Consumers having less knowledge of products face difficulty in purchase decisions whereas consumers having prior knowledge of products are more likely to purchase intentions towards the product or service. Consumers having prior knowledge are confident in order to identify the true reviews or information provided on social media and tends to have balanced purchase intentions, they purchase after proper identification and validation of information they achieved from social media. They have the potential to access knowledge more effortlessly as compared to such people who lack in terms of knowledge of products (Kim & Johnson, 2016).

Interaction

Social communication channels such as Facebook, Twitter, Instagram, LinkedIn, YouTube and more are designed to engage a brand with an audience. By utilizing your brand message, and choosing an appropriate target audience, you can streamline your content marketing directly to consumers that make the most sense. Brands are valued because they reaffirm people's principles or beliefs. They may also be used to display consumers' knowledge of culture, taste or style, exhibit income or wealth or communicate membership to particular social or professional groups (Voorveld et al.,2008).

Derived hypotheses are:

H1a: User-generated content significantly affects Brand Relationship Quality

H1b: User-generated content significantly affects Trust in information.

H1c: User-generated content significantly affects Brand Loyalty

H1d: Firm-generated content significantly affects Brand Relationship Quality

H1e: Firm-generated content significantly affects Trust in information

H1f: Firm-generated content significantly affects Brand Loyalty

H2a: Social Media Brand Involvement mediates the relationship between User-generated content and Brand Relationship Quality

H2b: Social Media Brand Involvement mediates the relationship between Firm-generated content and Brand Relationship Quality.

H2c: Social Media Brand Involvement mediates the relationship between User-generated content and Brand Loyalty.

H2d: Social Media Brand Involvement mediates the relationship between Firm-generated content and Brand Loyalty.

H2e: Social Media Brand Involvement mediates the relationship between User-generated content and Trust in information.

H2f: Social Media Brand Involvement mediates the relationship between Firm-generated content and Trust in information.

- H3a: Attention mediates the relationship between User-generated content and Brand Relationship Quality
- H3b: Attention mediates the relationship between Firm-generated content and Brand Relationship Quality
- H3c: Attention mediates the relationship between User-generated content and Brand Loyalty.
- H3d: Attention mediates the relationship between Firm-generated content and Brand Loyalty.
- H3e: Attention mediates the relationship between User-generated content and Trust in information.
- H3f: Attention mediates the relationship between Firm-generated content and Trust in information.
- H4a: Enthusiasm mediates the relationship between User-generated content and Brand Relationship Quality
- H4b: Enthusiasm mediates the relationship between Firm-generated content and Brand Relationship Quality
- H4c: Enthusiasm mediates the relationship between User-generated content and Brand Loyalty.
- H4d: Enthusiasm mediates the relationship between Firm-generated content and Brand Loyalty.
- H4e: Enthusiasm mediates the relationship between User-generated content and Trust in information.
- H4f: Enthusiasm mediates the relationship between Firm-generated content and Trust in information.
- H5a: Absorption mediates the relationship between User-generated content and Brand consumer relationships.
- H5b: Absorption mediates the relationship between Firm-generated content and Brand consumer relationships.
- H5c: Absorption mediates the relationship between User-generated content and Brand Loyalty.
- H5d: Absorption mediates the relationship between Firm-generated content and Brand Loyalty.
- H5e: Absorption mediates the relationship between User-generated content and Trust in information.
- H5f: Absorption mediates the relationship between Firm-generated content and Trust in information.
- H6a: Interaction mediates the relationship between User-generated content and Brand Relationship Quality
- H6b: Interaction mediates the relationship between Firm-generated content and Brand Relationship Quality.
- H6c: Interaction mediates the relationship between User-generated content and Brand Loyalty.
- H6d: Interaction mediates the relationship between Firm-generated content and Brand Loyalty.
- H6e: Interaction mediates the relationship between User-generated content and Trust in information.
- H6f: Interaction mediates the relationship between Firm-generated content and Trust in information.

METHODOLOGY

Variables

To accurately find the impact of social media on brand consumer relationship, we used six variables. With the help of past researches and the literature review, a construct of following variables was used in the research. The independent variables in our research are User Generated Content and Firm Generated Content. The dependent variables are Brand Quality Relationship, Brand Loyalty, And Trust in Information.

Research Design

It is a basic scientific research. Deductive approach and positivist paradigm were used. We used a self-administered questionnaire for collecting data from the respondents. A close ended questionnaire was designed with the help of past researches. Since, it is a quantitative research. The questionnaire was sectioned on the basis of the variables involved in the study, to extract all the information from the

respondents. Our questionnaire consisted of 53 questions. The cover page demonstrated people that voluntarily participation was required and illustrated in detail the purpose of the study and anonymity was promised. Any personal information provided by the respondents is strictly confidential and will not be disclosed. This encouraged them to participate and increased respondent's reliability. First three questions were based upon the demographic profile of the respondents. It included gender, age, qualification, the three most commonly used demographical questions. Next three questions were asked to get an idea of how active these respondents are on social media. The last section was designed to measure the variables involved. These questions were further categorized according to the variables of our research topic. All these questions were measured on fifth range 'Likert' scale. With 1 meaning strongly agree, 3 meaning neutral and 5 meaning strongly disagree (1=strongly agree, 2=agree, 3= neutral, 4=disagree, 5=strongly disagree). Question 9-13 measured social media brand involvement. Question 14-19 measured the second variable i.e. social media brand communication. Question 20-44 were dedicated to measure the extent of brand engagement (third variable). Questions 45-47 were constructed based on the fourth variable (brand relationship quality). Questions 48-50 measures consumers' loyalty towards the brand. Last three questions (51-53) were based on the last variable, Trust.

Out of many methods of collecting data, we chose to use a questionnaire survey method to collect data for the testing of above-mentioned hypotheses. Primary data was collected through a web-based questionnaire. The link for the Google form was shared with the respondents through social media networking sites. We personally sent the questionnaire to our fellow university mates and shared on various online groups. All group members distributed the questionnaire to their fellow mates. In order to gain more responses, we then requested them to further distribute the questionnaire to their fellow mates. In total, we received 152 responses. All of the responses were valid and completed. We selected all 152 responses for data analysis, as they were all useable for our research. The researchers believe that they are trustworthy source for drawing conclusions, as their participation was voluntary. Responses were downloaded and uploaded on SPSS to perform statistical analysis

Sampling Technique

As we want to know about the impact of social media on brand consumer relationship, thus our target population is social media users in Pakistan. Therefore, we have selected a sample out of the population that will allow us to conduct the research, test the results and draw conclusion. Sampling technique used was non-probability convenience sampling. This sampling technique was most favorable as it was simple and easy to conduct.

Sample Size

The sample size was determined by depending on the requirements of the statistical tool used in the analysis; SEM. A sample size of 200 is accepted. Due to time constraint we were able to obtain only 152 responses. Respondents constitute of 89 female subjects and 63 male subjects and include social media users of different ages, and educational level. Majority of the respondents were in their twenties.

Statistical Technique for Data Analysis

This study used SPSS version 22.0 to analyze the data and test the hypotheses. Spreadsheet of our responses was uploaded on SPSS from google forms to conduct statistical analysis. Various tests were performed on SPSS; descriptive statistics to ensure normality of data, constructs reliability test, correlation analysis to ensure all the constructs used in our research are correlated with each other,

Exploratory factor analysis to describe variability among different constructs used in the study, Regression analysis through ANOVA to calculate the impact of IV and DV and hypotheses assessment.

Table 2:

Gender

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|--------|-----------|---------|---------------|--------------------|
| Valid | Female | 89 | 58.6 | 58.6 | 58.6 |
| | Male | 63 | 41.4 | 41.4 | 100.0 |
| | Total | 152 | 100.0 | 100.0 | |

- Sample has 89 females and 63 males.

Table 3:

Age

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|------------------------------------|-----------|---------|---------------|--------------------|
| Valid | Bachelors | 120 | 78.9 | 78.9 | 78.9 |
| | High school graduate/ Intermediate | 27 | 17.8 | 17.8 | 96.7 |
| | Less than high school/ Matric | 2 | 1.3 | 1.3 | 98.0 |
| | Masters | 3 | 2.0 | 2.0 | 100.0 |
| | Total | 152 | 100.0 | 100.0 | |

- 120 respondents has a bachelor’s degree
- 27 were high school graduates
- 2 were matric or secondary graduates
- 3 respondents were post graduates

Table 4:

Time Spend On Internet

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------------------------|-----------|---------|---------------|--------------------|
| Valid | Between 1 & 2 hours | 25 | 16.4 | 16.4 | 16.4 |
| | Between 30 min & 1 hour | 6 | 3.9 | 3.9 | 20.4 |
| | Less than 30 min | 4 | 2.6 | 2.6 | 23.0 |
| | More than 2 hours | 113 | 74.3 | 74.3 | 97.4 |
| | Other | 4 | 2.6 | 2.6 | 100.0 |
| | Total | 152 | 100.0 | 100.0 | |

- 25 respondents spend between 1 to 2 hours on internet
- 6 respondents spend between 30 to 1 hours on internet
- 4 respondents spend less than 30 minutes on internet
- 113 respondents spend more than 2 hrs. on internet
- While the time spend by 4 respondents falls in other category

Table 5:

Time spent on Facebook

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------------------------|----------------|----------------------|---------------------------|
| Valid | Less than 30 min | 48 | 31.6 | 31.6 |
| | Between 30 min & 1 hour | 42 | 27.6 | 59.2 |
| | Between 1 & 2 hours | 26 | 17.1 | 76.3 |
| | More than 2 hours | 29 | 19.1 | 95.4 |
| | Other | 7 | 4.6 | 100.0 |
| | Total | 152 | 100.0 | |

- 48 respondents spend less than 30 min on Facebook
- 42 respondents spend between 30 min to 1 hr. on FB
- 26 respondents spend between 1 and 2 hrs. on FB
- 29 respondents spend more than 2 hrs. on FB
- 7 respondents fall in other category

Table 6:

Social Media Platform usage

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|------------------|----------------|----------------------|---------------------------|
| Valid | Facebook | 48 | 31.6 | 31.6 |
| | Instagram | 72 | 47.4 | 78.9 |
| | Twitter | 2 | 1.3 | 80.3 |
| | YouTube | 27 | 17.8 | 98.0 |
| | Other | 3 | 2.0 | 100.0 |
| | Total | 152 | 100.0 | |

- 48 respondents use FB
- 72 respondents use Instagram
- 2 respondents use Twitter
- 27 respondents use YouTube
- While 3 use some other social media platforms

Table 7:

Clothing brand's social media you follow

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|-----------------|-----------|---------|---------------|--------------------|
| Valid Gul Ahmed | 42 | 27.6 | 27.6 | 27.6 |
| Junaid Jamshed | 38 | 25.0 | 25.0 | 52.6 |
| other | 72 | 47.4 | 47.4 | 100.0 |
| Total | 152 | 100.0 | 100.0 | |

- 42 respondents follow Gul Ahmed’s social media
- 38 follow Junaid Jamshaid’s social media
- 72 follow other clothing brands on social media

Table 8:
Correlations

| | | Social_Media_ Brand_Involvement | Firm_created_S M_communication | User_generated_content |
|--------------------------------|---------------------|---------------------------------|--------------------------------|------------------------|
| Social_Media_Brand_Involvement | Pearson Correlation | 1 | | |
| Firm_created_SM_communication | Pearson Correlation | .519 | 1 | |
| User_generated_content | Pearson Correlation | .541 | .773 | 1 |
| Attention | Pearson Correlation | .658 | .611 | .606 |
| Interaction | Pearson Correlation | .355 | .309 | .387 |
| Identification | Pearson Correlation | .314 | .241 | .327 |
| Enthusiasm | Pearson Correlation | .538 | .361 | .419 |
| Absorption | Pearson Correlation | .370 | .255 | .273 |
| Brand_relationship_quality | Pearson Correlation | .407 | .359 | .411 |
| Brand_Love | Pearson Correlation | .397 | .470 | .562 |
| Trust | Pearson Correlation | .419 | .623 | .654 |

ABS AND BRQ (r=.599)

Since r value is positive and greater than 0.2, both are positively and strongly (r greater than 0.5) correlated with each other. If one of them increases the other also increases.

ABS BL (r=.422)

Since r value is positive and greater than 0.2, both are positively and moderately (r less than 0.5) correlated with each other. If one of them increases the other also increases.

ABS AND T (r=.372)

Since r value is positive and greater than 0.2, both are positively and moderately (r less than 0.5) correlated with each other. If one of them increases the other also increases.

BRQ AND BL (r=.709)

Since r value is positive and greater than 0.2, both are positively and strongly (r greater than 0.5) correlated with each other. If one of them increases the other also increases.

BRQ AND T (r=.619)

Since r value is positive and greater than 0.2, both are positively and strongly (r greater than 0.5) correlated with each other. If one of them increases the other also increases.

Table 9:
Multicollinearity

| Model | | Tolerance | VIF |
|-------|------|-----------|-----------|
| 1 | INV1 | .880 | 1.57 3 |
| | INV3 | .720 | 1.12 7 |
| | INV4 | .767 | 1.74 0 |
| | INV5 | .786 | 1.50 2 |
| | FCC1 | .690 | 2.27 7 |
| | FCC2 | .675 | 1.70 9 |
| | FCC3 | .626 | 1.42 0 |
| | UGC1 | .754 | 1.93 6 |
| | UGC2 | .805 | 1.88 3 |
| | UGC3 | .340 | 1.16 0 |
| | ATT1 | .266 | 1.76 5 |
| | ATT2 | .241 | 2.14 5 |
| | ATT3 | .403 | 2.30 2 |
| | ATT4 | .220 | 1.53 6 |
| | ATT5 | .265 | 1.77 3 |
| | INE1 | .253 | 1.94 7 |
| | INE2 | .313 | 1.19 |

| | | |
|------|------|-------|
| | | 3 |
| INE3 | .207 | 1.829 |
| INE4 | .280 | 1.575 |
| INE5 | .253 | 1.953 |
| IDE1 | .315 | 2.176 |
| IDE2 | .227 | 1.412 |
| IDE3 | .234 | 1.280 |
| IDE4 | .208 | 1.801 |
| ENT1 | .187 | 1.351 |
| ENT2 | .186 | 1.380 |
| ENT3 | .204 | 2.899 |
| ENT4 | .525 | 2.447 |
| ENT5 | .665 | 1.776 |
| ABS1 | .647 | 1.053 |
| ABS2 | .700 | 1.334 |
| ABS3 | .213 | 1.697 |
| ABS4 | .877 | 1.647 |
| ABS5 | .939 | 1.179 |
| ABS6 | .236 | 2.238 |
| BRQ1 | .219 | 1.572 |
| BRQ2 | .286 | 1.498 |
| BRQ3 | .567 | 1.749 |
| L1 | .399 | 1.346 |
| L2 | .782 | 1.615 |
| L3 | .300 | 2.334 |

| | | |
|-----|------|-------|
| BT1 | .419 | 1.575 |
| BT2 | .524 | 1.459 |
| BT3 | .341 | 1.158 |

On the basis of VIF variable multi collinearity does not exist as VIF vales are less r than 3.

On the basis of tolerance level multi collinearity does not exist as all T values are greater than 0.1.

Table 10:
Convergent Variance

| Component | Initial Eigenvalues | | | Extraction Sums of Squared Loadings | | |
|-----------|---------------------|---------------|--------------|-------------------------------------|---------------|--------------|
| | Total | % of Variance | Cumulative % | Total | % of Variance | Cumulative % |
| 1 | 3.527 | 70.543 | 70.543 | 3.527 | 70.543 | 70.543 |
| 2 | .509 | 10.185 | 80.728 | | | |
| 3 | .359 | 7.172 | 87.900 | | | |
| 4 | .335 | 6.694 | 94.594 | | | |
| 5 | .270 | 5.406 | 100.000 | | | |

Extraction Method: Principal Component Analysis.

The variance % of these 5 items (questions) is 0.7 means that these 5 questions are strongly measuring this concept (70%)

Table 11:
FCC

| Component | Initial Eigenvalues | | | Extraction Sums of Squared Loadings | | |
|-----------|---------------------|---------------|--------------|-------------------------------------|---------------|--------------|
| | Total | % of Variance | Cumulative % | Total | % of Variance | Cumulative % |
| 1 | 2.420 | 80.682 | 80.682 | 2.420 | 80.682 | 80.682 |
| 2 | .380 | 12.667 | 93.349 | | | |
| 3 | .200 | 6.651 | 100.000 | | | |

Extraction Method: Principal Component Analysis.

The variance % of these 3 items (questions) is 0.7 (70%) means that these 5 questions are strongly measuring this concept.

Table 12:
UGC

| Component | Initial Eigenvalues | | | Extraction Sums of Squared Loadings | | |
|-----------|---------------------|---------------|--------------|-------------------------------------|---------------|--------------|
| | Total | % of Variance | Cumulative % | Total | % of Variance | Cumulative % |

| | | | | | | |
|---|-------|--------|---------|-------|--------|--------|
| 1 | 2.436 | 81.202 | 81.202 | 2.436 | 81.202 | 81.202 |
| 2 | .301 | 10.025 | 91.227 | | | |
| 3 | .263 | 8.773 | 100.000 | | | |

Extraction Method: Principal Component Analysis.

The variance % of these 3 items (questions) is 0.81 (80%) means that these 5 questions are strongly measuring this concept.

Table 13:
Variable-ATT

| Component | Initial Eigenvalues | | | Extraction Sums of Squared Loadings | | |
|-----------|---------------------|---------------|--------------|-------------------------------------|---------------|--------------|
| | Total | % of Variance | Cumulative % | Total | % of Variance | Cumulative % |
| 1 | 3.183 | 63.668 | 63.668 | 3.183 | 63.668 | 63.668 |
| 2 | .681 | 13.623 | 77.291 | | | |
| 3 | .598 | 11.952 | 89.243 | | | |
| 4 | .295 | 5.892 | 95.135 | | | |
| 5 | .243 | 4.865 | 100.000 | | | |

The variance % of these 5 items (questions) is 0.63 (63%) means that these 5 questions are strongly measuring this concept

Table 14:
Variable- INE

| Component | Initial Eigenvalues | | | Extraction Sums of Squared Loadings | | |
|-----------|---------------------|---------------|--------------|-------------------------------------|---------------|--------------|
| | Total | % of Variance | Cumulative % | Total | % of Variance | Cumulative % |
| 1 | 3.547 | 70.933 | 70.933 | 3.547 | 70.933 | 70.933 |
| 2 | .515 | 10.299 | 81.232 | | | |
| 3 | .390 | 7.801 | 89.033 | | | |
| 4 | .292 | 5.845 | 94.877 | | | |
| 5 | .256 | 5.123 | 100.000 | | | |

Extraction Method: Principal Component Analysis.

The variance % of these 5 items (questions) is 0.79 (79%) means that these 5 questions are strongly measuring this concept

Table 15:
IDE

| Component | Initial Eigenvalues | | | Extraction Sums of Squared Loadings | | |
|-----------|---------------------|---------------|--------------|-------------------------------------|---------------|--------------|
| | Total | % of Variance | Cumulative % | Total | % of Variance | Cumulative % |

| Component | Total | % of Variance | Cumulative % | Total | % of Variance | Cumulative % |
|-----------|-------|---------------|--------------|-------|---------------|--------------|
| 1 | 2.970 | 74.255 | 74.255 | 2.970 | 74.255 | 74.255 |
| 2 | .386 | 9.653 | 83.908 | | | |
| 3 | .361 | 9.034 | 92.942 | | | |
| 4 | .282 | 7.058 | 100.000 | | | |

Note: Extraction Method: Principal Component Analysis.

The cumulative variance % of these 4 items (questions) is 0.74 (74%) means that these 5 questions are strongly measuring this concept

Table 16:

ENT

| Component | Initial Eigenvalues | | | Extraction Sums of Squared Loadings | | |
|-----------|---------------------|---------------|--------------|-------------------------------------|---------------|--------------|
| | Total | % of Variance | Cumulative % | Total | % of Variance | Cumulative % |
| 1 | 3.726 | 74.521 | 74.521 | 3.726 | 74.521 | 74.521 |
| 2 | .466 | 9.329 | 83.850 | | | |
| 3 | .332 | 6.633 | 90.483 | | | |
| 4 | .255 | 5.106 | 95.589 | | | |
| 5 | .221 | 4.411 | 100.000 | | | |

The variance % of these 5 items (questions) is 0.74 (74%) means that these 5 questions are strongly measuring this concept

Table 17:

Abs (absorption)

| Component | Initial Eigenvalues | | | Extraction Sums of Squared Loadings | | |
|-----------|---------------------|---------------|--------------|-------------------------------------|---------------|--------------|
| | Total | % of Variance | Cumulative % | Total | % of Variance | Cumulative % |
| 1 | 4.277 | 71.291 | 71.291 | 4.277 | 71.291 | 71.291 |
| 2 | .480 | 8.002 | 79.292 | | | |
| 3 | .394 | 6.559 | 85.852 | | | |
| 4 | .379 | 6.314 | 92.166 | | | |
| 5 | .262 | 4.375 | 96.541 | | | |
| 6 | .208 | 3.459 | 100.000 | | | |

Note: Extraction Method: Principal Component Analysis.

The variance % of these 6 items (questions) is 0.71 (71%) means that these 5 questions are strongly measuring this concept

Table 18:

BRQ (Brand Relationship Quality)

| Component | Initial Eigenvalues | | | Extraction Sums of Squared Loadings | | |
|-----------|---------------------|---------------|--------------|-------------------------------------|---------------|--------------|
| | Total | % of Variance | Cumulative % | Total | % of Variance | Cumulative % |
| 1 | 2.378 | 79.254 | 79.254 | 2.378 | 79.254 | 79.254 |
| 2 | .369 | 12.287 | 91.541 | | | |
| 3 | .254 | 8.459 | 100.000 | | | |

The variance % of these 3 items (questions) is 0.79 (79%) means that these 5 questions are strongly measuring this concept

Table 19:
Brand Loyalty

| Component | Initial Eigenvalues | | | Extraction Sums of Squared Loadings | | |
|-----------|---------------------|---------------|--------------|-------------------------------------|---------------|--------------|
| | Total | % of Variance | Cumulative % | Total | % of Variance | Cumulative % |
| 1 | 2.042 | 68.069 | 68.069 | 2.042 | 68.069 | 68.069 |
| 2 | .543 | 18.098 | 86.167 | | | |
| 3 | .415 | 13.833 | 100.000 | | | |

The variance % of these 3 items (questions) is 0.68 (68%) means that these 5 questions are strongly measuring this concept

Table 20:
Brand Trust

| Component | Initial Eigenvalues | | | Extraction Sums of Squared Loadings | | |
|-----------|---------------------|---------------|--------------|-------------------------------------|---------------|--------------|
| | Total | % of Variance | Cumulative % | Total | % of Variance | Cumulative % |
| 1 | 2.454 | 81.808 | 81.808 | 2.454 | 81.808 | 81.808 |
| 2 | .301 | 10.022 | 91.831 | | | |
| 3 | .245 | 8.169 | 100.000 | | | |

RESULT

After thorough analysis, the following hypotheses have been accepted.

1. H2b: Social Media Brand Involvement mediates the relationship between Firm-generated content and Brand Relationship Quality. **Accepted**
2. H3a: Attention mediates the relationship between User-generated content and Brand Relationship Quality **Accepted**
3. H3b: Attention mediates the relationship between Firm-generated content and Brand Relationship Quality **Accepted**
4. H4a: Enthusiasm mediates the relationship between User-generated content and Brand Relationship Quality **Accepted**

5. *H4b: Enthusiasm mediates the relationship between Firm-generated content and Brand Relationship Quality* **Accepted**

Whereas the following hypothesis have been rejected,

1. *H2a: Social Media Brand Involvement mediates the relationship between User-generated content and Brand Relationship Quality* **Rejected**
2. *H2c: Social Media Brand Involvement mediates the relationship between User-generated content and Brand Loyalty.* **Rejected**
3. *H2d: Social Media Brand Involvement mediates the relationship between Firm-generated content and Brand Loyalty.* **Rejected**
4. *H2e: Social Media Brand Involvement mediates the relationship between User-generated content and Trust in information.* **Rejected**
5. *H2f: Social Media Brand Involvement mediates the relationship between Firm-generated content and Trust in information.* **Rejected**
6. *H3c: Attention mediates the relationship between User-generated content and Brand Loyalty.* **Rejected**
7. *H3d: Attention mediates the relationship between Firm-generated content and Brand Loyalty.* **Rejected**
8. *H3e: Attention mediates the relationship between User-generated content and Trust in information.* **Rejected**
9. *H3f: Attention mediates the relationship between Firm-generated content and Trust in information.* **Rejected**
10. *H4c: Enthusiasm mediates the relationship between User-generated content and Brand Loyalty.* **Rejected**
11. *H4d: Enthusiasm mediates the relationship between Firm-generated content and Brand Loyalty.* **Rejected**
12. *H4e: Enthusiasm mediates the relationship between User-generated content and Trust in information.* **Rejected**
13. *H4f: Enthusiasm mediates the relationship between Firm-generated content and Trust in information.* **Rejected**
14. *H5a: Absorption mediates the relationship between User-generated content and Brand consumer relationships.* **Rejected**
15. *H5b: Absorption mediates the relationship between Firm-generated content and Brand consumer relationships.* **Rejected**
16. *H5c: Absorption mediates the relationship between User-generated content and Brand Loyalty.* **Rejected**
17. *H5d: Absorption mediates the relationship between Firm-generated content and Brand Loyalty.* **Rejected**
18. *H5e: Absorption mediates the relationship between User-generated content and Trust in information.* **Rejected**

CONCLUSION

The growing importance of social media has influenced not only the ways of advertising but also how the organizations and brands communicate with its target audiences. Your customers have a new opinion for your brand every time he visits you. Consistency in fulfilling what you have promised to your customer is

a key to maintaining the customer brand relationships in terms of trust and loyalty. In this regard, the importance of social media has been underlined by different organizations. Social media, especially, the content shared on websites has a power to motivate individuals to engage. Organizations having a strong social media presence have a competitive advantage to those who do not. Strong social media presence is an ultimate source of credibility and trust. The reviews and comments make it more convenient for the customers and increase the visibility. These connections aid in the development of brand trust and the formation of a strong and diversified brand community. The customers are not buying your products or services, but they are investing in your brand. They want value for that money that they have invested into your brands. The e-commerce and online platforms is a true picture of this leap of faith. Consumers are ready to take these leaps of faith because of the trust levels in the brand and its content. Leveraging social media for corporate marketing has been a trendy issue for years, but organizations are still attempting to figure out how to best unlock the potential of the virtual social sphere to significantly affect their productivity and profitability.

This research will assist marketers in understanding the genuine effect of social media on brand relationship quality considering the expressed intervening factoring variables. The research discoveries will likewise assist marketers with understanding consumer's internet based practices and foster successful promoting methodologies to oversee social media activities on sites and construct brand community websites so that the consumers are more drawn in towards the brand, get more significant and reliable information, make positive purchase intentions which in the end empower firms to build great productive relations with their customers over the long run.

The analysis was performed on SPSS and the data was collected through questionnaire sent out via email and social media. The analysis was based on the regression, correlation, and mediation. Our conceptual framework consisted of two independent variables (User generated content and firm generated content) whereas the dependent variables consisted of three variables (Brand trust, brand loyalty and brand relationship quality) and the mediators were (Involvement, attention, interaction, absorption, identification, and enthusiasm).

Regression analysis was performed to see the direct effect of variables on DVs. After thorough analysis we found out that UGC only has a direct and positive effect on trust and loyalty and FCC only has a positive and direct relation with Trust.

The mediation analysis was done to find out the mediating effect of the mediators on our direct and indirect variable. No moderators were involved in our theoretical framework. The mediation analysis was done for each direct and indirect variable one by one along with all the mediators.

Limitations

There are certain limitations to this study. We were only able to collect data from a sample of 152 respondents, due to time constraint. We were not able to conduct this research on a larger scale due to non-availability of financial resources. Although it allowed us to stay concise and accurate, it also limited us from gaining a wider perspective of the general public. Our respondents were all Pakistani citizens, which led us to ignore the demographical impact of our independent variable on the mindset of the people. Goggle forms were only accessible by mostly younger and middle- aged populations as many elderlies do not have the expertise to use it. It limited us only to have the majority of responses from people of ages 20-30. Majority of our respondents were from the same institute their opinions might differ from students going to other institutes. We failed to collect data from various sources; the group we

selected could have more homogeneity. Some other factors associated with social media also influence brand consumer relationship which we did not take into consideration.

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