

**Impact of Social Media Marketing on Customer Engagement: Promoting Electronic Word of Mouth Intentions in the Online Fashion Apparel Brands**

**Sitara Kanwal**

M.Phil. Institute of Business Administration, University of the Punjab at-  
[sitara2266@gmail.com](mailto:sitara2266@gmail.com)

**Dr. Sami Ullah**

Assistant Professor, Faculty of Management and Administrative Sciences, University of Sialkot  
at- [samiullahkhan124@gmail.com](mailto:samiullahkhan124@gmail.com)

**Mudsir Ismail**

PhD Scholar, Faculty of Management and Administrative Sciences University of Sialkot  
at- [mudsir.pu@gmail.com](mailto:mudsir.pu@gmail.com)

**Dr. Nosheen Rafi**

Head of Department, Faculty of Commerce, University of Sialkot  
at- [drnosheenrafi@gmail.com](mailto:drnosheenrafi@gmail.com)

**Abstract**

**Research aims-** As the use of social media channels increases, individual's interaction is increasing rapidly. Due to this, eWOM between individuals using social media sites is turned out to be a phenomenon that organizations should focus on. This study investigates whether social media marketing Influencing electronic WOM intentions and whether consumer engagement plays a mediating role in this effect with the moderating affect of social interaction ties.

**Design/ Methodology/ Approach-** Data were collected from the social media users. The data collected from 456 respondents was analyzed with the help of the SPSS and AMOS.

**Practitioner/Policy implications-** The findings of this study suggest that marketers should focus on the social media marketing due to its powerful impact of customer engagement and word of mouth intentions. Businesses can apply these suggestions by constantly monitoring the consumers concerns and modifying the online marketing strategies.

**Research limitation/ Implications-** Some variables such as consumer attitude, consumer motivation can be considered for future research as these variables can affect the relationship. And more weight can be added to the literature by comparing the effect of electronic word of mouth to marketing strategies conducted by various companies on various social platforms.

**Keywords-** social media marketing, consumer engagement, electronic-word-of-mouth Intention, social interaction ties.

**Introduction**

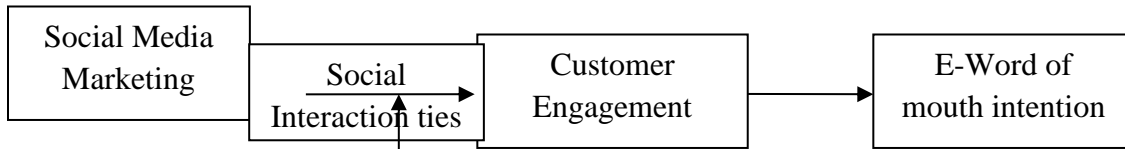
According to marketing practitioners and academicians, customer interaction on social media is a key marketing effect (Hollebeek et al., 2014; Rietveld et al., 2020; Simon and Tossan 2018; Wang and Kim 2017). Nine out of ten medium and large firms spend at least 11% of their entire marketing expenditure on social media platforms to enhance client interaction (Forbes 2018a; Harvard Business Review 2018). Technology started to have a big impact on people's lives globally around the turn of the 20th century. With the development of information technology, both cutting-edge platforms and new media apps started to influence consumers' lives. In order to satisfy demands

when they are met through media channels, the Uses and Gratification Theory (UGT) was developed (Ko, Cho, & Roberts, 2005). The UGT theory has three main functions. First and foremost, UGT seeks to clarify how mass media may be utilised to meet individual requirements. The second purpose is to uncover the underlying motives for people's media consumption. Finally, it aims to determine the good and bad effects of people's media consumption (Levy & Windahl, 1984). According to UGT, individuals felt compelled to utilise mass media for a few reasons, which may be summarized as follows:

1. People desire to interact with people and avoid being alone.
2. Individuals look for information to broaden their social understanding.
3. Individuals desire interpersonal contact, interaction, and communication.

The UGT has been the foundation for numerous studies with customer who use social media platforms including those by (Ruggiero, 2000), (Lee and Kim, 2017), (Liu, Shin, and Burns, 2020). Within the context of UGT the studies by Kara (2016), Yayla (2018), Papacharissi and Mendelson (2011), Lee and Kim (2017), Liu et al., (2020), and Bailey, Bonifield, and Elhai (2021) focus on how people spend time on social media platforms. During the purchasing cycle, social media platforms have become a crucial touchpoint in customers' experiences with companies (Demmers et al., 2020). Social media platforms cater to unique consumer demands and are likely to have an impact on consumer participation (Baxendale et al., 2015). A person's interpersonal relationships with others are referred to as social interactions, and strong social interaction bonds indicate a high level of frequency and time commitment (Yen JY et al., 2007). According to research, social networks can give empathic assistance (Gee GC et al., 2006). The social network is no longer limited to only a physical area, but now exists in both a physical space (such as a job, school, or community) and nonphysical cyberspace as a result of rising social interactions in online contexts. Online users have the chance to develop social bonds with one another over the Internet. Members of online social networks connect with one another online rather than in person. We test our model in the Pakistani fashion clothing market since this industry is well matched to the study's objectives because all three of the major social media marketing effects—customer engagement and social interaction ties—are anticipated to have a significant effect on word-of-mouth intention in this setting.

The gap that has to be filled concerns both the direct impacts of social media marketing on consumer engagement and intention to spread the word of mouth, as well as the moderating influence of social interaction linkages between social media marketing and customer engagement. The study will provide marketers ideas for creating campaigns that will help them establish a strong brand identity among consumers and build a network of devoted and influential clients. As a result, in this study, we seek to construct a more comprehensive model that integrates the primary impacts of social media marketing, consumer engagement, and social interaction linkages on word-of-mouth intention. The techniques and procedures used to acquire data to test these hypotheses are then described. Following that, we describe the study's findings and analyze their importance. We conclude the study by discussing the consequences for theory and practice. Literature review and hypothesis development



Below is a survey of the literature examining the link between the formulation of hypotheses and study variables.

### Social media marketing and e-word of mouth intention

While the majority of these social media subcategories are commonly referred to as social networking sites, social media may take many other forms, including social networking sites (such as Facebook, Instagram, LinkedIn), collaborative projects (such as Wikipedia), blogs, video-sharing platforms, virtual gaming, virtual social worlds and instant messaging (Kaplan & Haenlein, 2010). Social Platforms are crucial to the success of internet marketing (Irfan et al., 2018). Social media helps businesses in a variety of ways, including by boosting customer social support, accelerating word-of-mouth communication, improving sales (Coursaris et al., 2016), and popularising brands (Al-Sheikh & Hasanat, 2020). (Naeem, 2019). Anyone can use social media marketing to promote their blogs, goods, and services online in order to connect with a larger audience that isn't accessible through conventional methods (Karimi & Naghibi, 2015). To be more precise, social media marketing is the strategy used by companies to drive customers to their main websites using social media platforms. Organizations may use social media to disseminate corporate news, present new ideas or products and remind prospective customers about company activities.

The WOM that existed before to the emergence of the Internet was transformed into eWOM by including social media channels that came into existence after the use of the internet (Devereux et al., 2020) Consumers' positive or negative product reviews from a variety of businesses are referred to as "e-WOM" and are frequently shared on social media (Lee & Koo, 2012). Modern technological breakthroughs that alter communication kinds and circumstances have revealed E-WOM (Sun et al., 2020). Individual and social behavior theories contend that a consumer's relationship with e-WOM is impacted by their past use of these social media platforms as well as how others view these platforms (Rossmann et al., 2016). Gvili and Levy (2018), Chu and Kim (2011), and Srivastava et al. (2011) studied how consumers engage with e-WOM on social media. Customers are better able to connect with many more customers by using social media to share their own experiences. As a result, e-word of mouth is more influential and has a wider reach than traditional WOM (Farzin & Fattahi, 2018). Thus, they are encouraged to focus on eWOM related problems in their study (Chu & Kim, 2011; Farzin & Fattahi, 2018). According to Alawan et al. (2017)'s analysis of research in area of social media marketing, social media platforms boost the effect and prevalence of eWOM in comparison to traditional methods in 92% of the publications they analyzed. Social media is actually empowering customers by enabling them to express their own experiences whether positive or negative about businesses.

According to Hudson et al. (2015), social media has a positive effect on customers' feelings toward festival companies, their connections with them, and their intention to spread word of mouth.

Word-of-mouth marketing translates a business, brand or a product into verbal phrases (Grewal et al., 2003). When it comes to fostering communication among customers, its significance in marketing literature is growing. Islam and Rahman (2016) Word-of-mouth advertising is significantly more common among people who are happy with a company and have been doing business with them for a while Liang and Wang (2007). Kumar et al., 2010; Chatterjee, 2001). According to certain research (Hollebeek & Chen, 2014; So et al., 2014), customer involvement influences how likely people are to suggest a product or brand to others. Thus, based on the literature, we offer the below hypotheses:

H1: Social media marketing has a positive and significant impact on e-WOM intention.

#### **Mediating effect of customer engagement**

The theoretical underpinnings of customer involvement are found in the broadened/transcending perspective of relationship marketing (Brodie et al., 2013; Pansari & Kumar, 2017). Vargo (2009) claims that this transcending perspective places a strong emphasis on the interactive experiences taking place in complex, co-creative contexts as the main driver of consumer behaviour (Brodie et al., 2013). The idea of customer involvement is thought to have several dimensions with either two or three components that are readily apparent in the varied yet limited definitions provided by scholars. Customers' commitment to an active connection with the brand as represented by the website or other computer-mediated entities meant to transmit brand value, according to Mollen and Wilson (2010) and Brodie et al., (2013), is an example of what they define as customer engagement. According to Bowden (2009) and Brodie et al., (2013), the idea may be thought of as a psychological process that has both cognitive and affective components.

On the other hand, Van Doorn et al. (2010) and Hollebeek and Chen, (2014) believe that there are behavioural, emotional, and cognitive aspects to consumer involvement. When selling goods and services a few years ago, the idea of customer engagement was to grab their attention by emphasising "touch-points" (Lea, 2012). Consumer engagement nowadays revolves around exerting the utmost effort and forging emotional connections that may influence word-of-mouth advertising and spur future purchases in light of the wide choice of product alternatives, media channels, and unique shopping experiences (Magneto, 2015). It has been acknowledged that modern businesses must use social media's impact to engage customers rather than only using it as a platform for stepping up their product and brand advertising (Forbes, 2015). Through providing value, social media can be utilised to engage customers. In other words, it's essential to improve social network marketing as a tool for business promotion. In 2009, Harris and Rae (2009) made the case that social network marketing will play a big role in marketing in the future, and their prediction has since been validated. From an external standpoint, social network marketing may replace dissatisfaction with customer involvement, and from an internal standpoint, it can operate as a medium to shift the old emphasis on control to one that encourages virtual cooperation and connection. Companies see technology as an increasingly important tool

for organising customer connection, as indicated by the expanding use of electronic tools (Economic Intelligence Unit, 2007).

Without a doubt, social media platforms provide businesses with new and unique ways to communicate with their clients. According to the CFO of a rapidly expanding firm, Bonobos, "If someone asks an inquiry via social media, we reply back to them and soon," this leads to discussions rather than parallel messages (PriceWaterhouseCoopers, 2013, p.7). Results from studies by Chu and Kim (2011) and Fatma et al. (2020) demonstrate that customer participation in social media platforms raises electronic-WOM intentions. According to Tsimonis and Dimitriadis (2014), social media engagement among users may be sparked by a sense of interactivity. In Turkey, Orel and Arik (2020) looked at how social media marketing campaigns for fashion businesses affected customer involvement and intention to buy. By using viral marketing communication in social networks, Bicer and Ercis, (2020) assessed the variables influencing the dimensions determining customers' purchase intentions as well as the dimensions themselves. People become highly active on social networking sites and come up with fresh ideas as a result of businesses engaging in social network marketing efforts for their brands. Verma and colleagues (2012) Social media greatly boosts consumer involvement and encourages two-way communication between businesses and their clients. Deighton and Kornfeld (2009); Vivek et al. (2012) The majority of businesses are progressively paying close attention to this problem since social media users offer advice and share their experiences. Sawhney et al., 2005; Mochon et al., 2018). Social media involvement with customers who use companies' products can improve customer perceptions of such companies (Tafesse, 2016; Van Doorn et al., 2010). Consumer interest in a product increases with their likelihood of purchasing it (Kim & Ko, 2012).

Since internet media spreads ideas quickly, word-of-mouth, once considered a sort of promotional activity (Bone, 1995), is now more important than ever (De Valck et al., 2009). (Brodie et al. 2013). Through internet platforms, word-of-mouth intentions between people are critically dependent on the opinions, reviews, and complaints of other people about products (Kumar et al., 2010). Consumer involvement should be taken into account during the collaborative information sharing process owing to the significance of contact with both corporate personnel and other consumers (Wagner & Majchrzak, 2006). Additionally, when people connect with businesses on a high level, they prefer to promote these brands' favourable reputations (Algesheimer et al., 2005; Zhang et al., 2017). According to several research, consumer interaction affects advice given on various online platforms and word-of-mouth advertising (Okazaki et al., 2014). (Islam & Rahman, 2016). As a result, the following hypotheses are emphasised in this study:

H2: Consumer engagement has a positive and significant impact on e-WOM intention.

H3: Consumer engagement has indirect mediating effect of social media marketing on e-WOM intention.

#### **Moderating effect of social interaction ties**

Social interaction is the interpersonal communication between two or more people (Wang and Wang, 2013). For a time, it was only applicable in an offline setting. However, due to the rise in

internet usage, particularly social media, social engagement appears to have expanded to include individuals who have never really met (Park and Chung, 2011). As a result, social connections are increasingly seen as the movement of offline social capital online (Zhang et al., 2017). We contend that these encounters build bonds between a person and potential interaction partners, bonds that, as interactions increase in frequency, grow stronger over time. These connections and how strong they are or are not can impact someone's behavior (Riger and Lavrakas, 1981; Wang and Wang, 2013). Therefore, in this study, we define social interaction connections as the intensity of the bonds or relationships, the duration of the contact, and the frequency of communication between customers and brands (Chiu et al., 2006). Strong bonds are formed between customers and their favourite brands when they connect with one other (Dessart et al., 2015). Researchers have discovered that consumers' perceptions of the strength of their relationships to brands have a beneficial impact on their participation with brand communities (Chu and Kim, 2011; Shan and King, 2015; Phua et al., 2017). They are therefore motivated to interact with the companies by these solid relationships. People's dedication to the community and connections with other community members can both improve as a result of repeated contacts (Haythomthwaite 1999; Nahapiet and Ghoshal 1998). Customers' sentiments of involvement with a social platform should grow as a result of frequent social interactions, according to our predictions. Therefore, we contend that customers who have close relationships with their favourite businesses will interact with those brands on social media sites.

H4: Social interaction ties have positive effect on customer engagement.

#### **Methods:**

The context of this study was fashion clothing brands since garment symbolises one's identity, and the expanding attitude of Pakistani consumers toward branded clothes makes fashion a good framework in which to examine customer engagement. Before taking the survey, respondents were asked whether they wore branded clothing. The survey only included respondents who wore branded fashion clothing.

#### **Participants and procedures**

All the respondents were Pakistani nationals. The convenience based sampling technique was used because the population is the unknown (Islam, 2014). In this study, a quantitative method was used, with an online questionnaire constructed to assess the theoretical framework and hypotheses produced. The argument for taking this technique is that a planned questionnaire survey was done to reach a larger number of respondents, regardless of their location or time of day. A questionnaire also saves time because it is online and may be viewed at the respondent's convenience. The data was collected between June-2022 to July-2022. The questionnaires were distributed to over 456 respondents by using the item response theory of 20 responses against every item (22 x 20).

#### **Measures**

This study sought to measure the relationships among social media marketing, customer engagement, eWOM intentions and Social interaction ties. Respondents (online customers) were requested to give their response on a five-point Likert scale ranging from strongly disagree

(1) to strongly agree (5) for each item. The questionnaire consisted of total 22 items. Customer engagement was measured using a total of seven items being adapted from (Weman (2011); Gummerus, et al. (2012). Social media marketing was measured using eight items being taken from (Kim and Ko (2012); Ahmed and Zahid (2014). A five item scale was taken from (Chu et al. (2019) to measure word of mouth intention. We measured social interaction ties using five-items following (Chiu et al., 2006).

**Demographics of Participants**

This data shows that majority of the respondents were female 293 which is 64.3% of the data, majority of the respondents were belong to the age group of 20-25 having 67.3% of the data with their educational level of MS/Mphil which is 35.3% of the total data and majority of the respondents are single in their marital status which comprise of 381 respondents with the percentage of 83.6%. Majority of the respondent are students 263 with the employment status percentage of 57.7 % and their household income ranks between 30000-50000 which is total 23.7% of the data.

Table 1: Demographical Characteristics of Respondents

Demographics	N	%
Gender	Male	163 35.7
	Female	293 64.3
Age	Below 20	47 10.3
	20-25	307 67.3
	26-30	72 15.8
	31-35	25 5.5
	Above 35	5 1.1
Education Level	Intermediate	43 9.4
	Bachelors	230 50.4
	MS/MPhil	161 35.3
	PHD	9 2
Marital status	Other	13 2.9
	Single	381 83.6
	Married	71 15.6
	Widowed	4 0.9
	Divorced	0 0
Employment status	Separated	0 0
	Student	263 57.7
	Business	40 8.8
	Owner	119 26.1
	Employee	34 7.5
	Other	99 21.7
	< 30000	

Household income (PKR)	30000–50000	108	23.7
	50000–70000	85	18.6
	70000-90000	57	12.5
	>90000	107	23.5

**Results**

**Preliminary Analysis**

The preliminary analysis was performed through SPSS for data examination for basic assumptions, as SEM, using AMOS was applied for robust analysis (Hair et al, 2010). Data was meticulously collected with the help of, google forms, hence no missing figures were found (Malik et al., 2021). Kline (2015) was used, to highlight outliers, (the extreme values within responses) through, stem and leaf method. Furthermore, George and Mallery (2011), was followed, for normality of the data, and the values related to, skewness (+- 1) and kurtosis (+- 3) were found to be in the limits with a bell shaped curve showing normal distribution of the data, hence making it ready to be examined on AMOS.

**Measurement Model**

Byrne (2010) explains, how confirmatory factor (CFA) analysis is important for assuring, whether the observed variables are consistent or not. AMOS was used, to examine, the measurement model. The data normality was found with zero missing values. The model fit was examined with the help of values from comparative fit index (CFI)  $\geq 0.90$ , and root mean square error of approximation (RMSEA)  $\leq 0.08$ , Chi-Square ( $\chi^2 /df$ )  $\leq 3.0$ , by using Hooper et al. (2008) and goodness-of-fit index (GFI)  $\geq 0.80$ , by following Baumgartner, H., and Homburg, C., (1995) and Hair et al., 2010 was followed for cut off value of 0.5, for factor loading. Table 2 highlights the measurement model. The values from the model was unsatisfactory at first so, instructions, from Byrne (2010), were used. Modification indices were used with and covariation between the error terms gave the best fit for the measurement model, as,  $\chi^2 /df = 2.388$ , CFI 0.94, GFI = 0.91, and RMSEA = 0.06.

Table 2: Measurement Model Comparison

Models	$\chi^2 /df$	GFI	CFI	RMSEA
Standard values		$\geq 0.9$	$\geq 0.9$	
	$\leq 3.0$	0	0	$\leq 0.08$
Model****	2.38	0.9	0.9	
	8	1	4	0.06

**Reliability and Validity**

The values of Cronbach’s Alpha are used to validate the consistency of the scale, along with



composite reliability. The standard values, for composite reliability should be more than 0.60, according to Bagozzi and Yi (1988), furthermore, according to Cronbach, (1951) the standard values of Cronbach’s Alpha value should be more than 0.70. Table: 3 highlights the internal consistency, of scales (Cronbach’s Alpha, ranging from 0.70 to 0.91), composite reliability ranging from 0.70 to 0.91) and convergent validity, from Bagozzi and Yi (1988) was used. The average variance extracted were higher than 0.40. Lastly, according to Fornell and Larcker, (1981), the values of, AVE, were observed for discriminant validity, which should be more than the values of MSV, highlighting that there were no concerns related to validity.

Table 3: Confirmatory Factor Analysis

	$\alpha$	CR	AVE	MSV
Social Media Marketing	0.9	0.91	0.51	0.33
Customer Engagemnet	0.8	0.83	0.62	0.43
e-WOM intentions	0.7	0.71	0.45	0.43
Social Interactoin Ties	0.7	0.7	0.46	0.42

*Correlational analysis*

The values in table 4 shows that SMM positively correlates with CE( $r=0.68, P<0.01$ ), WOM ( $r=0.69, P<0.01$ ) and SIT ( $r=0.63, P<0.01$ ).

Table 4: Correlation Analysis

Variables	1	2	3	4
1-SMM	1			
2-CE	0.68**	1		
3-e-WOM	0.69**	0.75**	1	
4-SIT	0.63**	0.70**	0.74**	1

Note: SMM = Social Media Marketing, CE = Customer Engagement, eWOM= electronic word of mouth, SIT = Social Interaction Ties, \*\* P <0.01

**Hypotheses testing:**

The results show that SMM has a positive impact on CE ( $\beta = 0.73, P<0.01$ ) and WE ( $\beta = 0.80, P<0.01$ ) which accept the first and second hypothesis of the study. Similarly, CE was found to have positive impact on WOM ( $\beta = 0.82, P<0.01$ ), which accept the third hypothesis of the study.

Table 5: Regression Analysis

Hypotheses	$\beta$	R2	P	Results
SMM-->CE	0.73	0.47	0	Accepted
SMM-->WOM	0.8	0.48	0	Accepted

CE-->WOM 0.82 0.57 0 Accepted

In table 6 the result shows the indirect upper and lower limits of the variables which meets the upper and lower limits requirements for the moderation analysis.

Table 6: Result of indirect path

Hypothesis	$\beta$	$p$	Bootstrap 95% ULCI	@ LLCI	Note:
<i>Direct path</i>					
SMM--> Social Interaction Ties	0.250	0.000	0.110	0.388	SMM =
<i>Indirect path</i>					Social
SMM--> Consumer Engagement ---> SIT	0.140	0.000	0.017	0.269	

Media Marketing, CE = Customer Engagement, eWOM= electronic word of mouth, SIT = Social Interaction Ties, \*\* P <0.01

Table 7: Mediation Analysis

Variables	M1( $\beta$ )	M2( $\beta$ )	M3( $\beta$ )
Step-1			
Gender	-0.17	0.07	0.04
	0.03	0.05	0.03
Age			
Educational Level	-0.03	0.01	-3.76
Marital Status	0.12	-0.2*	-0.2*
Eemployment Status	-0.06	-0.03	-0.002
Household income	0.01	0.06**	0.05**
PKR			
R Square	0.01		
Step-2			
SMM		0.83**	0.42**
R Square		0.5	
Change in R Square		0.49	
Step-3			
CE			0.56**
R Square			0.64
Change in R Square			0.14

Notes: \*\*p<0.01, \* p<0.05

The study used hierarchical regression to understand the mediating role of customer engagement between social media marketing and word of mouth. In the first step the study added demographical variables to control their effect and in the second step the study added independent variable of the study which was social media marketing and noted its significant effect ( $\beta = 0.42$  ,  $P < 0.01$ ). In the third step the study added mediating variable and noted its significant effect( $\beta = 0.56$  ,  $P < 0.01$ ). While adding mediating variable the value of independent variable in the third step become significant.

In Table 8, results show the significant effects ( $\beta = 0.06$  ,  $P < 0.05$ ) of moderator in between independent and mediating variable.

Table 8: Moderation Analysis

Variables	M1( $\beta$ )	M2( $\beta$ )
Step-1		
SMM	0.42**	
SIT	0.41**	
R Square	0.59	
Step-2		
SMM*SIT		0.06*
R Square		0.59
Change in R Square		0

Notes: \*\*p<0.01, \* p<0.05

**Discussion and implications:**

Social media is being used by numerous businesses for their marketing efforts. They may speak with their target market and accomplish their desired objectives through this type of contact. The goal of social media marketing initiatives is to boost businesses' online sales and customer satisfaction. It is vital to involve customer engagement as a marketing strategy for firms operating online in order to enhance consumers' e-WOM intentions. Consumers share their views on social media about the things in which they are interested, facilitating engagement between consumers and companies on online platforms (Gvili & Levy, 2018).The goal of study was to investigate the effects of SMM on consumer engagement with e-WOM intention as well as the moderating impact of social interaction linkages. Therefore, the likelihood that people would use social media platforms may strengthen their relationship to goods, services, and brands. However, customer involvement results in more prospects for sales and profitability (Barger et al., 2016). Additionally, using social media platforms, vendors may increase customer loyalty (Sashi et al., 2019).

**Theoretical contributions**

This research, which builds on the User Gratification Theory, examines the connections between social media marketing, eWOM intents, social connections, and consumer involvement. The study's findings show that eWOM among consumers is sparked by customer interaction, which is a key component. The study's use of consumer involvement as a mediator helps to illustrate how businesses may utilise social media marketing as a strategy to boost customer eWOM

intention. The results of this study demonstrated that social media marketing has substantial and advantageous impacts on consumer involvement and e-WOM intention that are consistent with the body of existing and accessible literature (Choi et al., 2019; Choi et al., 2017; Elseidi & El-Baz, 2016; Ortiz et al., 2017; Strutton et al., 2011; Yoo et al., 2013). In certain research, consumer engagement serves as a partial form of mediation as a result of the mediation analyses that were done (Omar et al., 2018; Toor et al., 2017). By continuously observing current events, alternative approaches may be used in accordance with the worries and requirements of the customers. To comprehend customer expectations and intents, quick surveys or online activities with promotional alternatives might be created. In order to improve consumer engagement and achieve their goal of creating a good e-WOM, marketers may finally formulate their strategies to develop successful ads on social media platforms. According to Chu and Kim (2011), product focused e-WOM on social media is essential for social engagement. Many Mauritius-based businesses use Facebook as a public relations and marketing tool, according to Froget et al. (2013). They also discovered an association between the desire to use Facebook and the want to learn about new items in order to engage in online word-of-mouth marketing.

#### **Practical implication**

First, our study showed that re-evaluating the best practices for strategically managing brands and consumers in a social media environment is necessary in light of the constantly evolving digital world on a global scale. Due to this, businesses must comprehend the various social media objectives and adapt their tactics accordingly. Businesses might begin by investigating the reasons why customers use social media and then strategically deploying the resources required to satisfy these reasons. When executing their marketing strategy, they should also give careful consideration to how to engage consumers since social media only serve as resource integrators when consumers participate with them and provide feedback on them (Singaraju et al., 2016). In order to effectively create, execute and regulate SMMS, managers must first identify objectives. Our research identifies four crucial SMMSs for accomplishing various corporate objectives. For instance, the objective of a social commerce strategy is to draw in consumers with transactional interests, whereas that of a social content strategy, a social monitoring strategy, and a social CRM strategy is to develop profitable customer connections by fusing social media data with existing organisational procedures Unfortunately a lot of businesses especially smaller ones have a tendency to build their social media presence only for the purpose of disseminating a lot of commercial content on their social media sites in an effort to draw clients even though some of these customers may find commercially dense content bothersome.

This report also contends that in order to develop specialised social media skills social media investments should concentrate on integrating social media platforms with internal business processes (creating, combining, and reacting to information obtained from customer interactions on social media). These skills are essential for creating a durable competitive advantage, outstanding market performance, and strong financial results. To do this, though, businesses need to undergo the appropriate organisational structural and cultural transformations, as well as significant executive commitment and ongoing investment. Last but

not least, social media have developed into potent CRM tools, assisting in the evolution of CRM from traditional one-way engagement to collaborative interaction. This suggests that proactively learning from and cooperating with consumers is just as important as aggressively encouraging customer involvement on social media. According to Pansari and Kumar et al. (2017), customer involvement may benefit the company both directly (via purchases, for example) and indirectly (through the value of its customers' expertise, for example). As a result, engaging with customers on social media gives businesses great opportunity to understand their target market and create new prospects for co-creating goods and services. This study confirms what was hypothesised by showing that customer involvement mediates the relationship between eWOM intentions and social network marketing strategies. According to the results, social media has a significant influence on how businesses structure consumer involvement so that they may fully exploit their consumers' potential. The willingness of the site's users to share and exchange information and their experiences with certain items and services is the only way the social network impact on eWOM can be effectively utilized.

#### **Limitations and directions for future research**

Future research may look at the potential moderating effects of other factors as brand awareness, customer attitude, and consumer motivation. Another study to investigate how consumer participation plays a role as a moderator in different nations may be a great addition. Future research may look at individual characteristics and motivating factors to identify the factors that influence customer participation in e-WOM. While customer engagement may be favourable or unfavourable. We think that future research on consumer disengagement might be quite helpful in understanding some of the negative impacts of involvement. In addition, although this study's conclusions ought to apply to contexts for online involvement, additional study is still needed on this subject. This scale might be modified to correspond to involvement throughout or in multiple settings, as was previously said, to make it even more helpful. This expansion is an interesting area for future research given the significance of online communities. Data was gathered using a convenient sampling method. In order to attain generalizability, future study might take into account a bigger sample size utilising different sampling strategies. This study's participants are all Indian citizens. Uncertainty exists in research on how the nation of origin affects the appraisal of products (Checchinato, Disegna, & Vescovi, 2013). In order to determine whether there is any cultural bias, future research may undertake a comparison study involving more nations and geographical areas. Future studies may additionally examine how the various brand categories are categorised within the provided framework.

#### **Conclusion**

The results of this study will be able to add to the body of literature in a variety of different ways. First, this study adds to our understanding of how social media marketing impacts are connected to consumer engagement and eWOM intentions. A special research has to be undertaken within the context of Pakistan given the tremendous development of social media usage there over the past few years in the quickly expanding technological environment. The data confirm the notion that many Pakistanis are heavily involved with social media platforms. While previous research

has focused on social media marketing utilising the UGT as a method, the majority of those studies have primarily examined why users choose to consume particular media. The UGT, however, may be used more extensively in this study to emphasise the results of social media marketing and their effects on customer engagement and eWOM. This study has demonstrated that social media may be successfully utilised as a marketing strategy to generate eWOM in that regard. Given the unique aspects of social media that allow for viral effects, customers may be given more opportunity to share their own experiences as well as extra information about companies, products, or services. This technique can emphasise the potential impact of consumer interaction in eWOM. Furthermore, this study is more business-oriented in character than earlier ones that focused on social networks' effects on education and their pedagogical consequences. This is because it examines how social media affects consumer engagement and electronic word-of-mouth.

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