

**Customer Loyalty and Enhance Customer Satisfaction Through Social Media
Marketing Initiatives in Pakistan**

Dr Fazli Haq

Assistant Director, Khyber Medical University, Peshawar.

fazlihaq@kmu.edu.pk

Dr. Nisar Khan

Director (Finance) Khyber Pakhtunkhwa Employees Social Security Institution,
Peshawar.

nisar_wazir@hotmail.com

Dr. Adil Adnan

Professor, IQRA National University, Peshawar

adil.adnan@inu.edu.pk

Dr. Tariq Rafique

Assistant Professor, Dadbhoy Institute of Higher Education, Karachi. Email:

dr.tariq1106 @ gmail.com

Abstract

Introduction of social media marketing (SMM) in luxury sector in Pakistan has transformed approach in which customers loyalty and satisfaction enhanced. The COVID-19 pandemic has accelerated social media platforms for both entertainment and shopping, making crucial tool for luxury brands to connect with their audiences. The study utilizes S-O-R (stimulus-organism-response) theoretical framework and suggests that SMM, customer loyalty (CL), and customer satisfaction (CS) are key elements of marketing concept. A survey based methodology was utilized to gather data from respondents in Peshawar, Islamabad, Lahore, and Faisalabad. However, the study supports the hypothesis that SMM positively influences both customer loyalty (H1) and customer satisfaction (H2). Additionally, customer loyalty has positive influence on customer satisfaction (H3). Furthermore, research also reveals that customer satisfaction partially mediates relationship between SMM and customer loyalty (H4). The findings highlight significance of customer satisfaction as mediator in association between customer loyalty and SMM. Practically, these effects suggest businesses should prioritize high-quality customer service and positive customer experiences on SMM to

enhance customer satisfaction and, loyalty. Social media management research and customer service teams can facilitate effective customer interactions and issue resolution. This, in turn, can lead to stronger brand loyalty and success in the luxury brand market. Overall, the study delivers valued insights into the interplay among SMM, customer loyalty, and satisfaction within the luxury brand industry, offering practical implications for businesses for leverage social media power in Pakistan

Key word: Social media marketing, customer loyalty, customer satisfaction, luxury brand

Introduction

Social Media Marketing has become standard practices for business in the 21st century. In recent years, SMM has made a significant contribution to the luxury brands market (Subriadi & Baturrohmah, 2022). Social media platforms support many businesses in general, and in particular, are actively promoting the growth of social media (Vassey & Unger, 2023). However, Covid-19 pandemic had significant influence on growth of social media marketing (Yum & Yoo, 2023), because customers preferred SMM platforms like Facebook, etc. Luxury brands have recognized immense potential for these platforms, hold in reaching and engaging with their target audience (Baima et al., 2022), and are becoming more popular. Overall, the rapid development of social media marketing tools has become more popular in brand awareness and connects target audiences more effectively. The pandemic has accelerated this trend as customers increasingly turn to social media platforms for entertainment, shopping, and inspiration. With their visually appealing content and ability to create personalized experiences, platforms like Facebook and other web practices for luxury products enhance their online presence and, engage with potential customers (Arya, et al., 2022).

SMM tools have become a more critical component for overall marketing strategy. Social media marketing collaborate with local influencers who resonate with

your brand's image. Influencers can help reach a broader audience and establish credibility (Kumar et al., 2022). Generally, the companies could sustain and cultivate by creating positive luxury SMM initiatives, which helps to provide more opportunities. However, the main characteristics of social media marketing pose a great challenge for marketers in how social media interact with consumers and share knowledgeable information (Vassey & Unger, 2023). Using social media current behavioral studies can also extend previous research discoveries (Subriadi & Baturohmah, 2022), like customer loyalty related to luxury brands and also customer desired satisfaction. However, this research addresses the limited research studies issues related to social media luxury brands, as well as the lack of quantitative research (Borges-Tiago et al., 2023) on social media luxury brands.

Currently, social media adoption for knowledgeable information and promoting new or existing products/services have observed enormous development. Current research assumes Azemi et al. (2022) research limitation of customer loyalty to identify customer perceptions and customer preferences towards luxury brands. Furthermore, our study draws upon present research on SMM (Subriadi & Baturohmah, 2022) and customer loyalty (Manyanga et al., 2022), including customer satisfaction mediation impact. Finally, we answer research questions and develop marketing insights. This study responds to marketing researchers' calls for research into the relationship between a company's customer loyalty promotion activities and subsequent customer satisfaction (Yum & Yoo, 2023). Prior research on SMM and customer loyalty in the luxury brand industry setting received very limited attention (Manyanga et al., 2022; Shams et al., 2021). Furthermore, empirical investigation on the subject is sparse in Pakistan. As a result, by offering new insights from Pakistan, the current research tends to contribute to SMM, client loyalty, and CS.

The study adds valuable addition to current literature in various ways. Firstly, direct influences of SMM in the Pakistan luxury brand products, founded on SOR theory and less empirical examined (Islam et al., 2020). Secondly, measured SMM, consumer loyalty, and consumer satisfaction as a unidimensional construct, this research explains more in-depth investigation, confirmed by AMOS-SEM as mentioned (such as Anderson & Gerbing, 1988). Therefore, the study also provides more guides for examining complex models. Lastly, the current investigation also explores possible mediation impacts of customer satisfaction on links between SMM and CL, hardly examined in luxury brand industry, adding more worth to current literature.

Literature Reviews & hypothesis development:

S-O-R theory

S-O-R (Hafez, 2022) theory, as reformed by Hafez (2022) is used as theoretic framework to validate integrated models provided. S-O-R theory supports the idea that definite environmental or stimuli. Social media marketing influence on customer loyalty arouses consumers' emotional and cognitive states, resulting in change customer loyalty states (Baber & Baber, 2022). Hwei and Youngsook (2022) adapted S-O-R paradigm to trade, conceiving of environmental cues, notably ambient conditions and design elements, as stimuli. S-O-R model research in retail context has shown that environmental stimuli in retail/e-retail settings affect customers' inner states that affect behavior towards retail/e-retail platforms. The e-retail/e-commerce is activities/characteristics positive stimuli features that engage customers (Arya et al., 2022).

Customers' emotional and cognitive states encompass experiences, insights, and evaluations (Fatima & Ali, 2023). The model's answers describe consumer behavior, such as purchasing behaviour, customer loyalty, and e-commerce online communication (Naqvi et al., 2021). For various reasons S-O-R model implementation more relevant to current research. S-O-R model, in particular, had widely employed in prior research on customer behavior in e-commerce (Fatima & Ali, 2023; Arya et al.,

2022; Yum & Yoo, 2023). Tang and Zhang (2020), for example, investigated the influence of environmental cues on consumers' emotional states and subsequent online website purchases using SOR model.

Social Media Marketing

Previous research has recognized numerous features that influence social media techniques (Basu et al., 2022; Moslehpour et al., 2021) and impact the business market. Torabi & Bélanger (2022) refer to SMM as the acceptance of social media to positively influence customer attitudes, like product buying and other customer activities. Furthermore, a firm carries more SMM to inform the final customer, which greatly values other communication techniques (Baima et al., 2022; Shah & Ali 2023). Rahman et al. (2023) also described SMM can use as electric word of mouth and information related to the products. Earlier research thought that the SMM's different prospective suggested, however, SMM delivered more valuable insights and support marketing activities. As social media adoption increases company share increase and creates convenient cost effective ways.

Predominantly, Asian countries show an uprising trend of SMM also incorporated newly developed products/services. With the emergence of various SMMs, marketers could now rapidly discover the prices of competitors while also keeping consumers online in discussions to gauge customers' value of a given product or service. To gain insight into how customers perceive product pricing, a business must evaluate its pricing strategy and consider actions taken by competitors. Businesses could reach out to and examine online customer conversations through SMM tools like boards' discussion and others review sites (Hussain et al., 2023).

Customer Loyalty (CL)

Larsson & Broström (2020, p. 153), customer loyalty is strength of attachment customer for brand or service, and their likelihood to repurchase or reuse that brand or service in future. This repetitive behavior and consistent purchasing pattern leads to an increase

in loyalty over time (Uzir et al., 2020). Existing researches believe that customer's loyalty to product can demonstrate by their frequent purchases of that product (Agarwal & Dhingra, 2023). Previous research has measured customer loyalty by their satisfaction or other behavioral attitudes towards social media marketing (SMM) (Garzaro et al., 2021; Yum & Yoo, 2023). Many studies have also found that establishing customer loyalty through online shopping can strengthen consumer relationships and increase the significance of social media adoption (Chen et al., 2020). Building customer loyalty is a continuous process that increases a customer's certainty and removes their risk perception in online consumer loyalty and attachment. Loyal customers often become brand advocates, helping to attract new customers and driving sustained business growth (Cotarelo et al., 2021). In general, customer loyalty is a dynamic and continuous business strategy that relies on honest interaction between customers. A more satisfied customer likely continues purchase ingredients and also trusts the company, based on their unique, strong, and favorable experience (Manyanga et al., 2022).

Customer Satisfaction

In the realm of marketing theories and practices, the concept of customer satisfaction holds considerable significance (Uzir et al., 2020). Customer satisfaction describes the emotional reaction that arises from the contrast among pre-purchase expectations and post-purchase experiences. Majeed et al. (2023) define customer satisfaction as the level of contentment a customer experiences through a product or service's interaction. Establishing links between the consumption and buying processes and subsequent events, such as brand loyalty, recurring patronage, and change perception (Chen et al., 2020), encourages customers and enhances customer satisfaction.

Positive experiences and emotional connections with a brand could also enhance satisfaction. However, customer satisfaction varies with a broad assessment of the company's product performance. Customers evaluate the extent to which a product meets their desired expectations and fulfills its intended purpose. Furthermore, Chen et

al. (2020) note customer satisfaction refers to broad evaluation of a company's performance made by its constituents. Majeed et al. (2022) also note that a satisfied customer is not primarily dependent on the company, but rather on how customers view goods and services. In short, customers are likely to engage with businesses, and positive experiences can set brands apart on social media.

SMM and Customers Loyalty

Social media research has been shown to increase relationships between consumers and producers (Hafez, 2022). Social media marketing (SMM) can help to improve customer loyalty by adapting to ever-changing customer trends and algorithms. SMM has direct positive influence on customer engagement and retention, enhanced customer loyalty (Borges-Tiago et al., 2023). Moreover, SMM provides businesses with an opportunity to gather valuable feedback from their customers. Through social media platforms, consumers mostly share their experiences, opinions, and, suggestions, providing companies with a wealth of information to improve their services (Subriadi & Baturahmah, 2022). Numerous quantitative studies endorsed the significant positive relationship between SMM and customer loyalty (Mulia et al., 2021; Torabi & Bélanger, 2022; Kumar et al., 2022). Based on this evidence, we hypothesize that SMM can increase customer loyalty.

H1: SMM positively influence on customer loyalty

SMM and Customer Satisfaction

Social media marketing (SMM) has been shown to improve customer satisfaction and significantly influence consumer preferences according to research by Nguyen et al. (2023). Customers are able to access information and have an equally satisfying experience, as positive information gathered from social media platforms enhances their overall experience, as noted by Esmailpour et al. (2022). SMM also has the potential to enhance a company's reputation and create a superficial sense of trust and loyalty. Companies like Amazon utilize SMM to promptly address customer concerns

and enhance overall satisfaction. Additionally, SMM allows for valuable feedback and the targeting of informative information, which can help meet valuable customer expectations. Furthermore, SMM can influence customer behavior to shop online in less time, which can improve the credibility of SMM for producers, as noted by Hewei and Youngsook (2022). Therefore, we hypothesize:

H2: SMM positively impact on customer satisfaction

Customer loyalty & CS

Several studies have found customer loyalty become significant impact on consumer satisfaction (Naqvi et al., 2021; Islam et al., 2020; Shams et al., 2021; Garzaro et al., 2021). Salam et al. (2022) argued that if a consumer receives better performance from a purchase, it leads to customer loyalty. Slack et al. (2020) showed customer loyalty increases when they repeatedly purchase products from the same company and recommend them to others. In the supermarket industry, research has also found customer loyalty has impact on customer satisfaction (Agarwal & Dhingra, 2023; Esmailpour et al., 2022; Cotarelo et al., 2021). Therefore, we hypothesize:

H3: Customer loyalty has positively influence on CS.

Social Media Marketing, CS and CL

Customer satisfaction (CS) has become crucial element in building and strengthening relationships with both the company and its customers (Ramanathan et al., 2020). Several studies have empirically established CS as a mediator in relationships between social media marketing (SMM) and, customer loyalty (Yang et al., 2020). Moreover, Naini et al. (2022) have argued that CL expects product features that enhance equity and meet high customer expectations. Customer satisfaction is also considered the best evaluation tool for measuring whether customer loyalty has been met or exceeded (Shaikh et al., 2023). However, Islam et al. (2020) indicates customer satisfaction further enhanced, effective utilization of SMM, which can in turn increase customer loyalty. Therefore, we hypothesize...:

H-4: CS in luxury social media mediates impact between SMM and CL

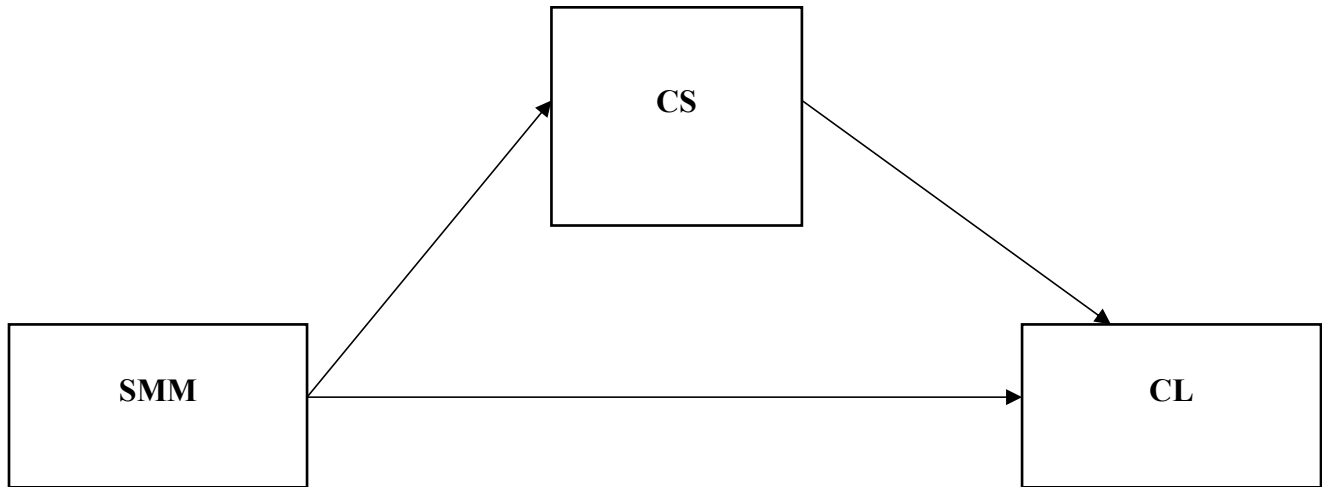


Fig. 1 conceptual framework

Methodology

To evaluate the suggested predictions, we created an online survey to gather data. The respondents were selected based on two criteria: first, they had to have a Facebook account, and second, they had to have used their Facebook page for posting data. This helped us to ensure that we targeted a specific demographic. We posted link to e-survey on Facebook. The first two questions of the survey asked about the participant's history with Social Media Marketing (SMM) and their current SMM social media membership status. If the respondent selected "no" to either of these questions, the survey would be closed and a thank-you note would be provided. If the participant was eligible, they would be required to fill out the remaining questions.

Table 1: Sample Demographics

Items	%
Male	280 (61.54%)
Female	175 (38.46%)
Ag (20-24)	160 (35.16%)
25-30	215 (47.25%)
31-35	80 (17.58%)
Qualification-Matric	110 (24.18%)
Inter	170 (37.36%)
Graduate above	175 (38.46%)

Measurement Scale

Table 1 indicates the measurement scale adopted from previous studies. The SMM scale was evaluated adapted instrument (Kim & Ko, 2012), containing 11 items. Customer satisfaction is evaluated on scales confirmed in Andreassen & Streukens (2009), which includes five items. Finally, customer loyalty measured using scale adapted from (Hughes et al., 2019; Kumar Roy et al. 2014) comprising five items. Measurement items utilized in self-administered questionnaires were rated on a scale (such as 7- Likert scale, mention 1-strongly disagree to 7-strongly agree). Pilot study data was gathered via convenience sampling to judge data validity. Convergent validity also met internal reliability measured via Cronbach's alpha (α), while AVE was used to verify discriminant validity.

Results

Demographic Information

A total of 654 clients completed a self-administered questionnaire. However, we remove 245 entries due to incomplete responses, which gave us a final sample size of 455. Table 1 contains information regarding demographics. The sample population mostly consists of males who are under 35 years of age, and hold a bachelor's degree or higher.

Reliability

Hypothesis was investigated using AMOS-SEM and, bootstrapping techniques. SMM, customer loyalty, and customer satisfaction with sub-construct, evaluated via CFA second order. Table-2 displayed higher-order measurement values. All constructs had composite reliabilities (CR) > 0.6 and, AVE values > 0.5. Table 3 displays Cronbach, AVE, and CR, of each construct, as well as the standardized loading estimates of respective measurement items. Furthermore, all constructions have CR values greater than 0.7, indicating internal consistency. To establish discriminant validity, AVE square root values are examined. Table 4 demonstrated AVE greater than concern values, suggesting appropriate discriminant validity.

Table 2 Measurement indicator, F.L, AVE, CR

Items	Indicator	F.L	C.R	AVE
Social Media Marketing	SMM1	.93	0.97	0.88
	SMM2	.91		
	SMM3	.88		
	SMM4	.83		
	SMM5	.89		
	SMM6	.90		
	SMM7	.93		
	SMM8	.87		
	SMM9	.82		
	SMM10	.86		
	SMM11	.89		

Customer Loyalty	CL1	.88	0.95	0.80
	CL2	.89		
	CL3	.93		
	CL4	.89		
	CL5	.88		
Customer Satisfaction	CS1	.94	0.94	0.77
	CS2	.86		
	CS3	.85		
	CS4	.84		
	CS5	.88		

Table 3 Correlations table.

	SMM	CL	CS
SMM	(.88)		
CL	.507**	(.89)	
CS	.326**	.570	(.87)

Table.4 Path Coefficient

	Path	R.W	t	p	Consequences
H1	SMM → CL	.51	22.88	***	Supported
H2	SMM → CS	.32	14.67	***	Supported
H3	CL → CS	.57	14.78	***	Supported

Notes: SMM-Social media marketing, CS-Customer satisfaction, CL-Customer loyalty

Significant at *p<0.05; **p < 0.001

Hypothesis Testing:

Hypothesized impacts were assessed using (SEM) procedure. Table-4 also presents hypothesized influences parameter estimates. However, the structural model fit appropriateness was assessed, and good fit indices discovered. (CMIN/Df=1.56, CFI=.94, RMSEA=.05), which satisfied recommended thresholds criteria (Hughes et al., 2019). Hence, standardized coefficients of SMM on CL were ($\beta=.51$, significant), thus H1 was supported. H2 were also found ($\beta=.32$, significant). In particular, coefficient of CL on CS was 0.57 ($\beta=.57$, significant), H3 was thus supported. This hypothesis discovery highlights further need for CS mediation impact.

Table 5 Customer Satisfaction (mediation impact)

<i>Effect</i>	β	<i>S.E</i>	<i>LL 95%</i>	<i>UL 95%</i>
<i>Direct</i>	.43	.02	.26	.36
<i>Indirect</i>	.36	.03	.21	.31
<i>Total</i>	.31	.03	.24	.33

In non-parametric resampling tests, bootstrap techniques are used to identify the mediator role of CS (Preacher & Hayes, 2008) in the relationship between CL and SMM. According to Table 5, total, indirect, and direct impacts of CS on the relationship between CL and SMM evaluated. The indirect impact of CS via SMM and CL found significant ($\beta=.36$, $p < .05$). Additionally, direct impact of SMM and CL found significant ($\beta=.43$, $p < .05$). Therefore, CS partially mediates the effect of SMM on CL through CS.

Discussion:

Article discusses social media marketing (SMM) impact in luxury brand of Pakistan, with a focus on customer loyalty and satisfaction. It also highlights significance of social media, especially during COVID-19, which accelerated social media platforms. Main objective of article is to explore the relationship between SMM, customer loyalty, and satisfaction, with a focus on the luxury brand industry in Pakistan.

Moreover, the results of bootstrapping measures provide valuable relationship between customer loyalty (CL) and SMM, mediated by customer satisfaction (CS). The significant indirect impact of CS through CL suggests that CS plays crucial role in mediating relationship among CL and SMM. This findings highlight significance of CS in influencing the overall impact of CL on SMM. Additionally, the significant direct impact of SMM further supports the notion that SMM has a direct effect on the outcome variable. Overall, these results suggest that CS partially mediates the effects of SMM on CL, providing a deeper understanding of the underlying mechanisms at play in the relationship between these variables.

Moreover, these findings imply that enhancing CS could potentially amplify the impact of CL on SMM. Further research could explore the specific mechanisms through which CS influences the relationship between CL & SMM, shedding light on how organizations can strategically utilize CS to optimize their social media marketing efforts. Ultimately, these insights can inform marketing strategies and help businesses effectively navigate the dynamic landscape of social media platforms.

By understanding the influence of CS on the CL-SMM relationship, organizations can tailor their social media marketing strategies to leverage CS as a tool for maximizing their SMM efforts. For instance, companies could deliver outstanding customer service and craft positive customer experiences to enhance CS. This, in turn, can strengthen the relationship between CL and SMM, leading to increased brand awareness, customer engagement, and ultimately, business success on social media platforms. Consequently, businesses can adapt their strategies to efficiently engage target clients and remain viable in the ever-changing social media landscape.

Practical Implications

Prioritizing high-quality customer service and generating a positive customer experience on social media has significant benefits for businesses. Firstly, higher customer satisfaction and loyalty, heard when their concerns are addressed quickly and

effectively. Secondly, by focusing on exceptional customer service, businesses can stand out from their competitors in a crowded marketplace. Moreover, providing a positive customer experience on social media can help businesses build a strong online presence and connect with a larger audience. By promptly responding to customer inquiries and addressing any concerns or complaints, businesses can demonstrate their commitment to customer satisfaction. Not only improves overall perception of the brand but also encourages potential customers to trust and engage with the businesses. Finally, pleasant customer experience on social media can increase brand loyalty, improving company's performance.

Managerial Implications

Businesses need to recognize the importance of social media management and customer service teams in effectively handling customer interactions on these platforms. To ensure timely responses and resolution of customer issues, businesses need to monitor their social media accounts regularly. SMM allows establishing strong online presence, improving reputation, and eventually driving greater consumer loyalty and sales. Moreover, businesses can engage with their clients on social media and gather valuable feedback and insights. This feedback can be used to improve products and services, identify trends, and stay ahead of the competition. Thus, investing in social media management not only enhances customer satisfaction but also helps businesses make informed decisions.

Social media become dominant business ways to connect with customers and, form lasting relationships, leading to increased profitability and long-term success. In addition, businesses can reach broader clients and demographics through strategic advertising campaigns on social media platforms. By monitoring customer interactions and engagement, businesses tailor their marketing strategies for better meet target market needs. Furthermore, social media platforms provide a space for businesses to showcase their brand personality and values, fostering a sense of authenticity and trust

among consumers. Ultimately, effective social media management can significantly contribute to a company's overall growth and reputation in the market.

Conclusion

In conclusion, the study emphasizes the significance of Social Media Marketing (SMM) for luxury brands in Pakistan, particularly in Peshawar, Islamabad, Lahore, and Faisalabad cities. The research provides valuable insights into the correlation between SMM, customer satisfaction (CS), and loyalty. These findings can be utilized by luxury brands to optimize their SMM strategies, improve customer satisfaction, and establish long-term loyalty in an ever-changing digital landscape.

References:

- Hafez, M. (2022). Unpacking the influence of social media marketing activities on brand equity in the banking sector in Bangladesh: A moderated mediation analysis of brand experience and perceived uniqueness. *International Journal of Information Management Data Insights*, 2(2), 100140.
- Agarwal, R., & Dhingra, S. (2023). Factors influencing cloud service quality and their relationship with customer satisfaction and loyalty. *Heliyon*, 9(4).
- Andreassen, T. W., & Streukens, S. (2009). Service innovation and electronic word-of-mouth: is it worth listening to?. *Managing Service Quality: An International Journal*, 19(3), 249-265.
- Arya, V., Paul, J., & Sethi, D. (2022). Like it or not! Brand communication on social networking sites triggers consumer-based brand equity. *International Journal of Consumer Studies*, 46(4), 1381-1398.
- Azemi, Y., Ozuem, W., Wiid, R., & Hobson, A. (2022). Luxury fashion brand customers' perceptions of mobile marketing: Evidence of multiple communications and marketing channels. *Journal of Retailing and Consumer Services*, 66, 102944.

Baber, R., & Baber, P. (2022). Influence of social media marketing efforts, e-reputation and destination image on intention to visit among tourists: application of SOR model. *Journal of Hospitality and Tourism Insights*.

Baima, G., Santoro, G., Pellicelli, A. C., & Mitreğa, M. (2022). Testing the antecedents of customer knowledge sharing on social media: a quantitative analysis on Italian consumers. *International Marketing Review*, 39(3), 682-705.

Basu, R., Paul, J., & Singh, K. (2022). Visual merchandising and store atmospherics: An integrated review and future research directions. *Journal of Business Research*, 151, 397-408.

Borges-Tiago, M. T., Santiago, J., & Tiago, F. (2023). Mega or macro social media influencers: Who endorses brands better?. *Journal of Business Research*, 157, 113606.

Chen, W. K., Riantama, D., & Chen, L. S. (2020). Using a text mining approach to hear voices of customers from social media toward the fast-food restaurant industry. *Sustainability*, 13(1), 268.

Cotarelo, M., Calderón, H., & Fayos, T. (2021). A further approach in omnichannel LSQ, satisfaction and customer loyalty. *International Journal of Retail & Distribution Management*, 49(8), 1133-1153.

Esmailpour, J., Aghabayk, K., Aghajanzadeh, M., & De Gruyter, C. (2022). Has COVID-19 changed our loyalty towards public transport? Understanding the moderating role of the pandemic in the relationship between service quality, customer satisfaction and loyalty. *Transportation Research Part A: Policy and Practice*, 162, 80-103.

Fatima, N., & Ali, R. (2023). How businesswomen engage customers on social media?. *Spanish Journal of Marketing-ESIC*, 27(2), 221-240.

Garzaro, D. M., Varotto, L. F., & Pedro, S. D. C. (2021). Internet and mobile banking: the role of engagement and experience on satisfaction and loyalty. *International Journal of Bank Marketing*, 39(1), 1-23.

Hazzam*, J. (2022). The moderating role of age on social media marketing activities and customer brand engagement on Instagram social network. *Young Consumers*, 23(2), 197-212.

Hewei, T., & Youngsook, L. (2022). Factors affecting continuous purchase intention of fashion products on social E-commerce: SOR model and the mediating effect. *Entertainment computing*, 41, 100474.

Hughes, C., Swaminathan, V., & Brooks, G. (2019). Driving brand engagement through online social influencers: An empirical investigation of sponsored blogging campaigns. *Journal of marketing*, 83(5), 78-96.

Hussain, A., Hooi Ting, D., Zaib Abbasi, A., & Rehman, U. (2023). Integrating the SOR model to examine purchase intention based on Instagram sponsored advertising. *Journal of Promotion Management*, 29(1), 77-105.

Islam, R., Ahmed, S., Rahman, M., & Al Asheq, A. (2020). Determinants of service quality and its effect on customer satisfaction and loyalty: an empirical study of private banking sector. *The TQM Journal*, 33(6), 1163-1182.

Kampani, N., & Jhamb, D. (2021). Examining the relationship among servicescape, perceived overall image and customer behavioural intentions in beauty salons: the moderating role of pleasure-arousal-dominance emotional state model. *International Journal of Services, Economics and Management*, 12(2), 164-184.

Karunasingha, A., & Abeysekera, N. (2022). The mediating effect of trust on consumer behavior in social media marketing environments. *South Asian Journal of Marketing*, 3(2), 135-149.

Kumar Roy, S., M. Lassar, W., & T. Butaney, G. (2014). The mediating impact of stickiness and loyalty on word-of-mouth promotion of retail websites: A consumer perspective. *European Journal of Marketing*, 48(9/10), 1828-1849.

- Kumar, V., Khan, I., Fatma, M., & Singh, A. (2022). Engaging luxury brand consumers on social media. *Journal of consumer marketing*, 39(1), 121-132.
- Larsson, A., & Broström, E. (2020). Ensuring customer retention: insurers' perception of customer loyalty. *Marketing Intelligence & Planning*, 38(2), 151-166.
- Majeed, M., Asare, C., Fatawu, A., & Abubakari, A. (2022). An analysis of the effects of customer satisfaction and engagement on social media on repurchase intention in the hospitality industry. *Cogent Business & Management*, 9(1), 2028331.
- Manyanga, W., Makanyeza, C., & Muranda, Z. (2022). The effect of customer experience, customer satisfaction and word of mouth intention on customer loyalty: The moderating role of consumer demographics. *Cogent Business & Management*, 9(1), 2082015.
- Moslehpour, M., Dadvari, A., Nugroho, W., & Do, B. R. (2021). 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.
- Muflih, M. (2021). The link between corporate social responsibility and customer loyalty: Empirical evidence from the Islamic banking industry. *Journal of Retailing and Consumer Services*, 61, 102558.
- Mulia, D., Usman, H., & Parwanto, N. B. (2021). The role of customer intimacy in increasing Islamic bank customer loyalty in using e-banking and m-banking. *Journal of Islamic Marketing*, 12(6), 1097-1123.
- Naini, N. F., Santoso, S., Andriani, T. S., & Claudia, U. G. (2022). The effect of product quality, service quality, customer satisfaction on customer loyalty. *Journal of consumer sciences*, 7(1), 34-50.
- Naqvi, M. H. A., Jiang, Y., & Naqvi, M. (2021). Generating customer engagement in electronic-brand communities: a stimulus-organism-response perspective. *Asia Pacific Journal of Marketing and Logistics*, 33(7), 1535-1555.

Nguyen, H. K. T., Tran, P. T. K., & Tran, V. T. (2023). The relationships among social media communication, brand equity and satisfaction in a tourism destination: the case of Danang city, Vietnam. *Journal of Hospitality and Tourism Insights*.

Preacher, K. J., & Hayes, A. F. (2008). Asymptotic and resampling strategies for assessing and comparing indirect effects in multiple mediator models. *Behavior research methods*, 40(3), 879-891.

Rahman, M. M., Rosenberger III, P. J., Yun, J. H., de Oliveira, M. J., & Köcher, S. (2023). Keeping the ball rolling: using the SOR framework to investigate the determinants of football fan loyalty. *Asia Pacific Journal of Marketing and Logistics*.

Ramanathan, U., Williams, N. L., Zhang, M., Sa-nguanjin, P., Garza-Reyes, J. A., & Borges, L. A. (2020). A new perspective of e-trust in the era of social media: insights from customer satisfaction data. *IEEE Transactions on Engineering Management*, 69(4), 1417-1431.

Shah, A. M., & Ali, M. (2023). Social media marketing activities and luxury fashion brands in the post-pandemic world. *Asia Pacific Journal of Marketing and Logistics*.

Shaikh, E., Watto, W. A., Brahmi, M., Tunio, M. N., & Lighari, S. N. (2023). Customer satisfaction and Customer loyalty: An empirical case study on the impact of benefits generated through Smartphone applications. *International Journal of Public Sector Performance Management*, 12(1-2), 119-139.

Shams, G., Rather, R., Abdur Rehman, M., & Lodhi, R. N. (2021). Hospitality-based service recovery, outcome favourability, satisfaction with service recovery and consequent customer loyalty: an empirical analysis. *International Journal of Culture, Tourism and Hospitality Research*, 15(2), 266-284.

Subriadi, A. P., & Baturmah, H. (2022). Social media in marketing of ride-hailing: A systematic literature review. *Procedia Computer Science*, 197, 102-109.

Tang, J., & Zhang, P. (2020). The impact of atmospheric cues on consumers' approach and avoidance behavioral intentions in social commerce websites. *Computers in Human Behavior, 108*, 105729.

Torabi, M., & Bélanger, C. H. (2022). Influence of social media and online reviews on university students' purchasing decisions. *International Journal of Internet Marketing and Advertising, 16*(1-2), 98-119.

Uzir, M. U. H., Jerin, I., Al Halbusi, H., Hamid, A. B. A., & Latiff, A. S. A. (2020). Does quality stimulate customer satisfaction where perceived value mediates and the usage of social media moderates?. *Heliyon, 6*(12).

Vassey, J., & Unger, J. B. (2023). Should Tobacco-Related Marketing on Social Media Have Stronger Restrictions? *Commentary. Substance Use & Misuse, 58*(12), 1615-1619.

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).

Yum, K., & Yoo, B. (2023). The Impact of Service Quality on Customer Loyalty through Customer Satisfaction in Mobile Social Media. *Sustainability, 15*(14), 11214.

Zhang, S., Guo, D., & Li, X. (2023). The rhythm of shopping: How background music placement in live streaming commerce affects consumer purchase intention. *Journal of Retailing and Consumer Services, 75*, 103487.