



THE IMPACT OF SOCIAL NETWORK MARKETING
ACTIVITIES ON CONSUMERS INTENTION TO
PURCHASE IN MALAYSIA, WITH THE MEDIATION
EFFECT OF CONSUMER ENGAGEMENT

ABDUL WAHID ABRO

Masters of Business Administration

Istanbul, 2019

Bu çalışma tarafımızca incelenmiş olup, kapsam ve kalite açısından yüksek lisans tezi olmaya yeterli bulunmuştur..

Danışman
Prof. Dr. A. Ercan Gegez

İnceleme Komitesi Üyeleri (İlk isim jüri başkanına, ikinci isim tez danışmanına aittir.)

Prof. Dr. A. Ercan Gegez Altınbaş Üniversitesi

Dr.Öğr Üyesi Ayla Esen Altınbaş Üniversitesi

Dr.Öğr. Uyesi Özge Sığırcı Kırklareli Üniversitesi

Bu çalışma bir yüksek lisans tezinin tüm gerekli şartlarını taşımaktadır.

Dr. Öğr. Üyesi Ümmüğülsüm Zor

Anabilim Dalı Başkanı

Doç. Dr. Nur Banu Kavaklı

Enstitü Müdürü

Sosyal Bilimler Enstitüsü onayı: ___/___/___

DECLARATION

I hereby declare that all information in this document has been obtained and presented in accordance with academic rules and ethical conduct. I also declare that, as required by these rules and conduct, I have fully cited and referenced all material and results that are not original to this work.

ABDUL WAHID ABRO

ABSTRACT

The emergence of social media platforms has provided a mean to the companies to market the products or service to the masses for inducing the consumers purchase intentions at the same time, increasing the consumer engagement. For this purpose, the motive of the study is to examine the role of social media marketing activities on intentions to purchase by finding out the mediating effect of consumer engagement. A case of fashion industry of Malaysia is taken to carry out the research. Quantitative research method was carried out for the study. The targeted respondents of the study are consumers living in Kuala Lumpur, Malaysia. A sample size of 160 is selected. A self-administered questionnaire is taken as a research instrument for data collection of the study. Different statistical tests such as descriptive analysis, reliability analysis, regression analysis and mediation analysis are carried out to answer the research questions. The results of the research show that consumer engagement has a mediating effect on the relationship between social media marketing activities and intentions to purchase of fashion brands of Malaysia.

Keywords: *Social Media Marketing Activities, Consumer Purchase Intention, Consumer Engagement, Mediating Effects*

TABLE OF CONTENTS

ABSTRACT	ii
INTRODUCTION.....	9
SOCIAL MEDIA MARKETING: BACKGROUND	10
IMPORTANCE OF SOCIAL MEDIA:	13
PURPOSE OF THE STUDY:	15
CHAPTER ONE:	16
SOCIAL NETWORK MARKETING ACTIVITIES	16
1.1 SOCIAL MEDIA:.....	16
1.2 SOCIAL MEDIA FUNCTIONALITY:	20
1.3 TYPES OF SOCIAL MEDIA:	22
1.3.1 Social Networking Sites.....	23
1.3.2 Social News:	23
1.3.3 Media Sharing Sites:	24
1.3.4 Blogs:	25
1.3.5 Microblogging.....	25
1.4 SOCIAL MEDIA MARKETING:.....	26
1.5 SOCIAL MEDIA MARKETING IN FASHION BRANDS:.....	29
CHAPTER TWO.....	31
CONSUMERS' INTENTION TO PURCHASE AND CONSUMER ENGAGEMENT	31
2.1 CONSUMER INTENTION TO PURCHASE:	31
2.2 PURCHASE INTENTION OF FASHION PRODUCTS:	32
2.3 PERCEIVED USEFULNESS	34
2.4 PERCEIVED RISK	40
2.5 CONSUMER ENGAGEMENT:	46

2.6	CONNECTION BETWEEN SOCIAL MEDIA MARKETING AND CUSTOMER ENGAGEMENT	48
2.7	MEDIATING RELATIONSHIP DUE TO CONSUMER ENGAGEMENT	50
2.8	HYPOTHESES DEVELOPMENT	52
2.8.1	Social Network Marketing and Consumer Purchase Intention.....	52
2.8.2	Social Network Marketing and Consumer Engagement.....	54
2.8.3	Consumer Engagement and Consumer Purchase Intention	55
2.8.4	Mediation effect of consumer engagement in the relationship between social media marketing activities and purchase intentions	56
CHAPTER THREE		58
RESEARCH DESIGN AND METHODOLOGY.....		58
3.1	RESEARCH SUBJECT AND OBJECTIVES	58
3.2	RESEARCH QUESTIONS:.....	59
3.3	RESEARCH DESIGN.....	60
3.4	RESEARCH MODEL	60
3.5	RESEARCH INSTRUMENT.....	61
3.6	HYPOTHESES OF THE STUDY	62
3.7	SAMPLING PROCESS	63
CHAPTER FOUR:.....		65
ANALYSIS OF RESULTS.....		65
4.1	DEMOGRAPHIC PROFILES OF THE RESPONDENTS:	65
4.2	DESCRIPTIVE ANALYSIS:.....	76
4.3	RELIABILITY ANALYSIS:	78
4.4	REGRESSION ANALYSIS:.....	80
4.5	MEDIATION ANALYSIS BY PROCESS:.....	83
4.6	HYPOTHESES TESTING:.....	88
4.7	DISCUSSION:.....	88

CONCLUSION.....	91
REFERENCES:.....	98
APPENDIX A – QUESTIONNAIRE	115
APPENDIX B – OVERVIEW OF THE QUESTIONNAIRE.....	120
APPENDIX C: SPSS RESULTS.....	124



LIST OF TABLES:

Table 4.1 – Summary of Demographic Profile 75

Table 4.2 – Descriptive Analysis 76

Table 4.3 – Reliability Statistics of Social Media Marketing Activities..... 78

Table 4.4 – Reliability Statistics of Intentions to Purchase..... 79

Table 4.5 – Reliability Statistics of Consumer Engagement..... 79

Table 4.6 – Model Summary..... 80

Table 4.7 – Analysis of Variance 81

Table 4.8 – Table of Coefficient (SMMA, CE & ITP) 81

Table 4.9 – Table of Coefficients (SMMA & CE)..... 82

Table 4.10 – Mediation Effect from Process Macro 85

Table 4.11 – Kappa- Squared for Indirect or Mediated Effect..... 87

Table 4.10 – Hypotheses Testing 88

LIST OF FIGURES:

Figure 1.1 – Social Media Components 17

Figure 1.2 – Honeycomb of Social media..... 21

Figure 1.3 – Types of Social Media 22

Figure 3.1 Research Model 61

Figure 3.2 Hypothesis in the research model. 63

Figure 4.1 – Age of the respondents: 66

Figure 4.2 – Gender of the respondent 67

Figure 4.3 – Marital Status of the respondent 68

Figure 4.4 – Employment status of the respondents: 69

Figure 4.5– Income of the respondents: 70

Figure 4.6– Respondents’ social media usage: 71

Figure 4.7– Respondents’ social media type:..... 73

Figure 4.8 – Mediation effect (Unstandardized Path coefficient)..... 86

LIST OF ABBREVIATIONS

SMM	Social Media Marketing
PU	Purchase Usefulness
PEOU	Purchase Ease of Use
BE	Brand Equity
TAM	Technology Acceptance Model
TS	Transaction Security
IB	Internet Banking
PC	Personal Computer
SNS	Social Networking Sites
EWOM	Electronic Word of Mouth
WOM	Word of mouth

INTRODUCTION

Expanding scope around the globally evolving and far reaching utilization of innovation in the fields marketing, promotions and advertisements have prompted interests in the field of marketing which has led the organizations to cater and revolve around consumers (Quelch & Jocz, 2008, p. 204).

Researchers in the similar studies have argued that technology has become an important segment in this business market and have classified the marketing methodologies globally with the access of technology. While, advertising and promotion regularly center on the psychological, emotional, and social factors impacting the practices of a consumer; components that must be fused into the marketing through the technological means (Quelch & Jocz, 2008, p. 205). Accordingly, even with the evolution new technologies and innovations, organizations are encouraged to adopt the four basic "Ps" of marketing: product, place, price and promotion (Quelch & Jocz, 2008, p. 205).

The social phenomena examined in this study that follows are the purchase intention in online environments and the impact of social media marketing activities in the purchase intentions of the customers. The major problem, which is aimed to be investigated, is the consumers' buying intention of fashion brands of Malaysia or to be more specific, the impact of social media marketing activities as an instrument during the consumer purchase intentions on fashion brands of Malaysia while finding the mediating role of consumer engagement.

The first part of the study follows with the past researches that have been carried out in the field of social network marketing activities. The second part of

the study focuses on consumer behavior and consumer engagement in terms of online purchasing. This part also shows the relationship between variables in this study. The third part of the study discusses the data gathering techniques and the type of analysis that will be carried out. Then our focus on this study will be laid down entirely on the collection of the data collection and will show the evaluation of the data and check if there is a relationship between the variables or not. The last chapter focuses on the conclusion of the overall study along with recommendations for the future researchers. The last chapter will also focus on the limitations that were faced during the course of this study.

SOCIAL MEDIA MARKETING: BACKGROUND

Rust, Moorman & Bhalla (2010 p. 152) explores that while numerous organizations approach a number of ways to attract consumers; by growing their client base and improving their general marketing strategies, there are still many of those who do not utilize the full potential of technology marketing as a way to collaborate to the customers. The researchers stated that major usage of data progression and social media will be the pattern that has to be adopted in the future (Rust, Moorman & Bhalla, 2010, p. 169). Proficient organizations are incorporating social media systems to upgrade the association with the consumers. Organizations as often as possible spotlight on different broadly utilized social media stages to use for advertisement through platforms like Facebook, YouTube and Twitter (Shi, Rui, & Whinston, 2014).

Since the beginning, the organizations are perceiving the estimation of strategies being utilized in order to connect with consumers so that consistently reinstates their brands, builds the interest of brands, or signifies the social standing of the particular

product. Social media websites have become a major source of data conveyance on products, which also include the arrangement of the latest product lines, the formation of brand mindfulness, and the methods that help in shaping the behavior of consumer. Social media provides a possibility to use communicative marketing to a broad group of viewers or you could say online window shopper; supporting purchaser to-customer correspondences and propelling awareness of the brand by a substantial scale social platform (Kozinets, de Valck, Wojnicki & Wilner, 2010).

The definition provided by Kohli, Suri, and Kapoor (2014, p. 23) of social media is "customer produced media that covers a wide assortment of new source of online material which is made and utilized by consumer's goal on sharing knowledge to others with respect to any topic of interest". As mentioned in the magazine, eMarketer (2013), almost one of every four individuals overall utilize social network platform – various around 1.73 billion individuals. By 2017, the social network worldwide group of viewers is assessed to be around 2.55 billion individuals" (Schivinski, Christodoulides & Dabrowski, 2016, p. 192).

When studying social media to be a tool of marketing, most of the researchers could include versatile as well as electronic progression shines focus on manner that users "share, co-make, talk about and adjust client produced content" (Kohli, Suri & Kapoor, 2014, p. 43). This is a classical move in a way that organizations market the products; since firms now depend on consumers more than before for integration into marketing procedure in timely fashion (Kohli, Suri & Kapoor, 2014, p. 43).

In comparison with the traditional media, social media isn't considered as an advertising stage all on its own, and accordingly, firms are tested by determining the

way buyer data and engagement influence the marketing process. Positive remarks will generate a positive influence; however, negative reviews similarly can be the brand exchange and will be unable to be tested by the firms utilizing social media for marketing (Ho-Dac, Carson, & Moore, 2013, p. 39). Meanwhile, consumers have a major interest in the communication and business that influence the overall procedure of marketing, meanwhile providing careful thought to the support in the marketing or simply just the procedure of marketing (Kohli, Suri & Kapoor, 2014, p. 36).

Out of the main platforms of social media distinguished as usually utilized by organizations to help marketing in which Facebook is widely categorized as a "blessed vessel of marketers". On Facebook, companies introduce the information regarding specific brands and products, customers of Facebook provide remarks or "Like" substance (indicating endorsement of particular product), and this at that point encourages them to view other related products (Shen & Bissell, 2013, p. 631).

More consumers take part in practices regarding advertising of the product or remark on Facebook regarding particular items, the more substance they will be given that has comparable items (Shen & Bissell, 2013, p. 632). Social media, at that point, major influence the way marketers outline the major strategy, the way specific data is conveyed, and the extent advertising improves customer engagement.

Social media platforms like Facebook have provided different mean for highlighting brand-related aspects and establishing commerce with consumers by producing customer co-operations (Shen & Bissell, 2013, p. 932). The estimation of the strategy depends on the move in the manner of Internet is being utilized, and how the social media is being adopted. Only 10 years prior, the main online action was

explicit entertainment, however only 10 years after the fact, this has moved to social networking. Therefore, around 93% of organizations utilize some type of social networking for marketing. In the study conducted by Shen & Bissell (2013) kept up that in excess of 200 million dynamic online clients in the US spending over 29 hours spent on web-based perusing, product evaluation and interacting. On the extensive measure of social media usage, Facebook stands in a top position, where the users spend majority of the time on social media (more than seven hours for every individual every week) (Shen & Bissell, 2013, p. 632).

As a result of this move within the organization through which consumers are drawn in to the products, the web and e-innovations have become as an important aspect of marketing. Consumers are commended to collaborate with products and brands, share their data with various users and make the content that shows their inner feelings. As more people adopt this process, it is anticipated that they are to urge others to look into particular brands (Kreps & Christodoulies, 2009, p. 5). It is essential to understand the side of business regarding the marketing and marketing forms, increase in consumer engagement, and the impact of social networks on impacting shopper buying behavior.

Importance of Social Media:

The presence of social media turned it workable for an individual to speak with many users all around the globe. Social media has detonated as a class of online exchange where users are able to make content, share it, bookmark it and network at the highest rate and fastest pace possible. A great number of platforms of social media provide possibility to introduce a person and a particular product to strong networks and individual that might be intrigued (Roberts & Kraynak 2008, p. 963). Social

media incorporates an application using important terms, enabling consumers to share, tag, digg, blog, etc. The tools of social media are a sort of currently made resources for online data posted, shared, and utilized by consumers craving to teach one and other regarding products and brands (Xiang & Gretzel 2010, p. 180).

Social media platforms like Facebook, Instagram, Twitter, LinkedIn and Google+ have provided a number of useful tools. As it is open way for usage, quick and easy, social media has become trailblazer in topics that include condition, law issues, and technology to media outlet. Social media are basically self-advancing in client's point of view. The viral nature of social media proved it as engaging technique for organizations to advertise the offerings of the company (Xiang & Gretzel 2010, p. 181).

Marketers have realized the usage of social media to be the portion in the marketing methodologies and crusades for customers interactions. Promotions, marketing knowledge, estimation look into, advertising, communication of marketing, and product and customer service are the part of marketing that may use social media (Tanuri, 2010, p. 6). All the social media phase affects marketing accomplishment (for example, deals), so it is indispensable to comprehend their virtual significance (Stephen & Galak 2009). Besides, clients of social media currently are exceptionally energetic web-based consumers as uncovered by Nielsen's (2011), it has been reported that 70% of the users of social media are occupied with hopping from one platform to another (Nielsen, 2011). Consumers effectively are getting what they need just in front of PC screen and getting to online sites. In spite of the fact that social media marketing has enormous advantages on customers as well as marketers, while, the impact it has caused has affects the two.

Because of its straightforwardness method for gaining admittance to data, absence of monitoring and control, without a doubt, it favors numerous cyber threats. In the coming parts we will examine about focal points and impediments of social media marketing in further details.

Purpose of the study:

As can be found in current marketing circle, social media uprising has changed the way of communication and this has indeed affected marketing correspondence impressively. The change has quickly adjusted the current marketing field in this way, making ties amongst marketers and different types of consumers. This development has delivered novel possibilities and openings inside business and exchange to such degree that it is changing the reaction of the consumer purchase intention as introduction to a mixture of brands of products and its administrations (Peary, Shaw & Takeuchi, 2012, p. 4).

In any case, despite the expanded useful significance of social media and its effect on customer engagement, especially in the online environment which incorporate all social networking spaces, this part of business marketing has been under-explored (Ngai, Taa, & Moon, 2015). Given the absence of studies especially in the context of fashion industry of Malaysia directed around there, the present research hence, plans to explore the impact of social network marketing activities on consumer purchase intention among Malaysian consumers of fashion brands. Moreover, this study likewise plans to explore the interceding part of consumer engagement in relation between social network marketing activities and purchasae intention of consumers.

CHAPTER ONE:

SOCIAL NETWORK MARKETING ACTIVITIES

1.1 Social media:

Numerous scholars and researchers used the terms ‘social media’ and ‘Web 2.0’ synonymously (Kaplan & Haenlein, 2009, p. 61). According to Safko & Brake (2009), both of the terms are linked to each other but both of them are not synonymous to each other and are different in terms of usage. For the current study and for avoiding any type of confusion, both of the terms social media and Web 2.0 will be explained, despite social media is the attention of the current research.

According to O’Reilly (2006), Web 2.0 brought a biggest change in the technology which is caused by the move to the Internet as the major domain and a focus to understand the rules for success of the new platform. O’Reilly (2006) also provided a general business component regarding Web 2.0 as ‘joining of shared intelligence’ where Web 2.0 give means to the users and provides the content generated by the users to the websites where the people can contribute by contributing in the platform. Web 2.0 refers to the platform where all the contents and applications are shared, posted, exchanged and modified constantly by the people for participating purpose and it is not any more just formed and posted by the people (Kaplan & Haenlein, 2010, p. 61).

On the other hand, social media is a subject, which has captured the major focus of many academicians and researchers since its inception. There is no universal definition for social media and still debates are going on to agree on one universal definition. Social media is important for researchers and scholars as it is been evolving and emerging to the formation of new Media (Solis, 2010).

Irrespective of one universal definition of social media would be; numerous current research and studies have picked out the common purpose of usage of social media.

As indicated in figure 2.1, Dann & Dann (2011) highlighted the way social media is formed which is based on the related aspects including content, social contact and communication media. The inception and progress of social media has formed a unique platform to support interact, socialization and exchange of information (Solis, 2007). Consequently, it improved the flow of communication by enabling more people to use and to diffuse useful information with the masses (Smith & Zook, 2011) where the people are interacting and initiating conversation locally on media but it results in a major global influence.

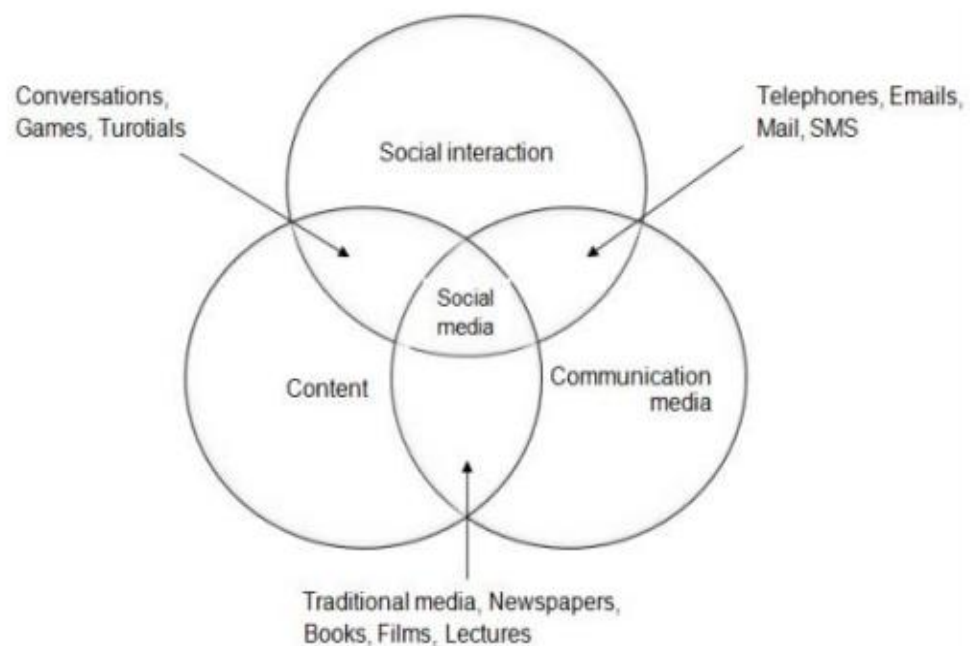


Figure 1.1 – Social Media Components

(Source: Dann & Dann, 2011)

Safko & Brake (2009) showed their strong support on the view provided in the definition of Kaplan & Haenlein (2009) because according to them, social media is referred as a collection of activities, behavior and practices initiated by the group of individuals who present in the online virtual environment for information sharing, knowledge and forming their opinion. However, social media increases how people interact and communicate by allowing contribution, assistances and response showed by other people who are keen and it is bilateral interaction when it will be compared to the conventional media due to the fact that social media means are available for the interaction and feedback (Mayfield, 2008).

As social media is known as the collection of web-based apps that are constructed on the technical base of Web 2.0, and enable the formation and share of content generated by the people (Kaplan & Haenlein, 2010, p. 64), many different and divisions of social media are there. The social media platforms which include facebook, Snapchat, Twitter, LinkedIn, Instagram, Google Plus, Pinterest, etc. and all of them have unique feature which make them difference from the other platform. (Van Dijck, 2013).

For instance, Snapchat enables the user to share short audio, video or images based stories; Twitter enables the user to share short tweets of 140 words by using short URLs, Hashtags, mentions, photos, etc.; and Facebook enables the user to communicate people with sharing elaborated content such as photos, videos, images, messages, etc.

At this essence, social media explains the strong methods for the engagement ad interaction which takes place among the users. Users are engaged

with sharing of information and content. Social media is user-centric where the focus is on the creation and sharing of content. In simple words, social media allowed the democratization of the content.

Social media refers to a virtual environment that gives different instruments accessible for both people and companies, allowing diffusion of information, making and division of content to allow interaction directed on the way to fulfillment and achievement of planned as well as social objectives that can result in the consumption behavior (Stephan, 2016, p. 17). Social media is also explained as the web-based instrument and tool that assimilate telecommunication, technology and social communication allowing the formation, co-formation and sharing of content (words, audio, video, images, etc.) (Plume, 2017).

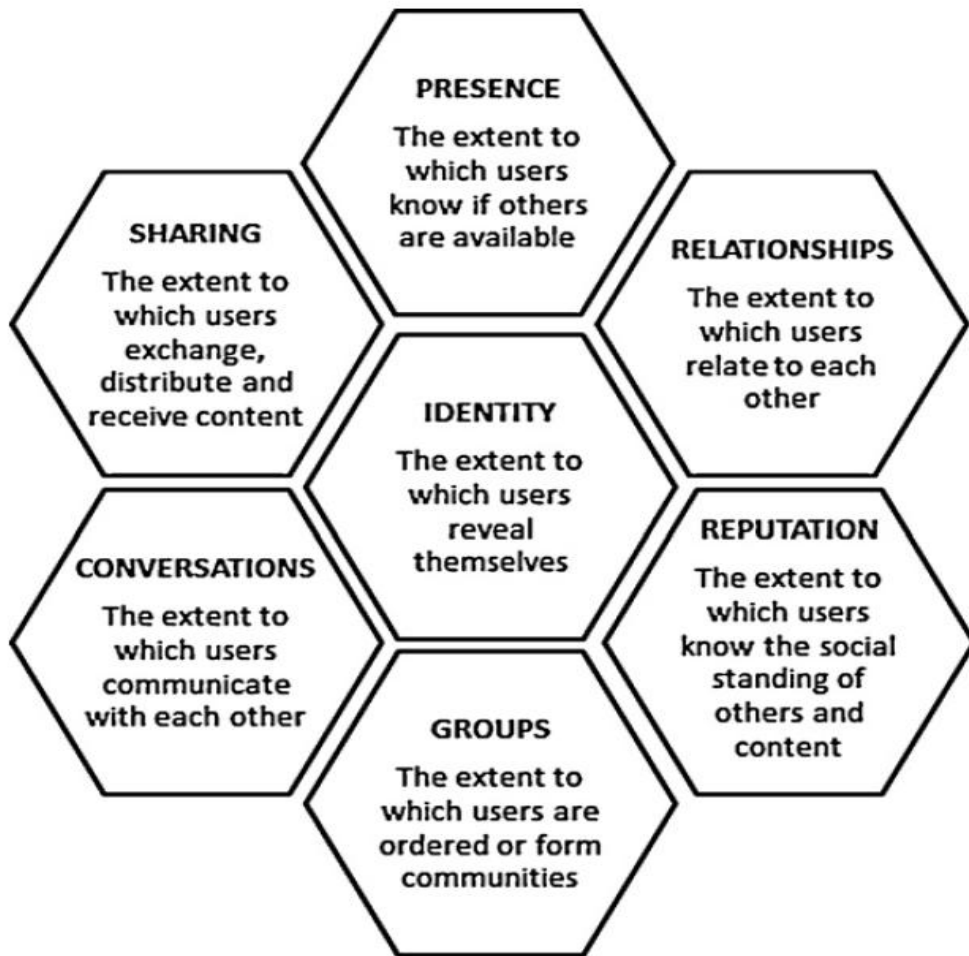
In simple words, social media refers to an extensive stage that enables people to have an online presence to write their opinion, form an interaction with peers, friends and acquaintance, and share the content, etc. by using internet without any limitation and hindrance of time and place. Social media is based on the accomplishment of a collaborative mean that allows an interchange of ideas, concepts, motives and philosophies (Dabner, 2012, p. 69).

It is very clear that people all around the world are using more digital mediums and social networking sites. People are also using social media for searching data regarding the products and service so that they do not waste their money or get the best value for money. In addition, people share their experience of using specific product or service and by sharing their experience; other people get benefit from the product or service (Stephen, 2016, p. 17).

As social media is a mean to interact and communicate, it is also used as a public relation tool for the organizations (Yavuz & Hasek, 2012, p. 127). For that matter, organizations that have a strong presence of social media have an advantage to influence the customer to buy their product or service.

1.2 Social media Functionality:

Kietzmann et al. (2011) provided a structure to show the social media functionality that refers to as ‘honey comb of social media’. As stated by Kietzmann et al. (2011), there are seven different functional building blocks that show the activities and functions of social media (p. 58). These functions are illustrated in figure 1.2.



Social Media Functionality

Figure 1.2 – Honeycomb of Social media

(Souce: Kietzmann et al. 2011)

1.3 Types of social media:

Social media is divided into different categories. Five different social media platforms are shown in the Figure 2.3. This includes social networking sites, social news, media sharing, blogs and microblogging. All of them provide distinctive features and experiences to the people, groups or organizations in the circle of social media.

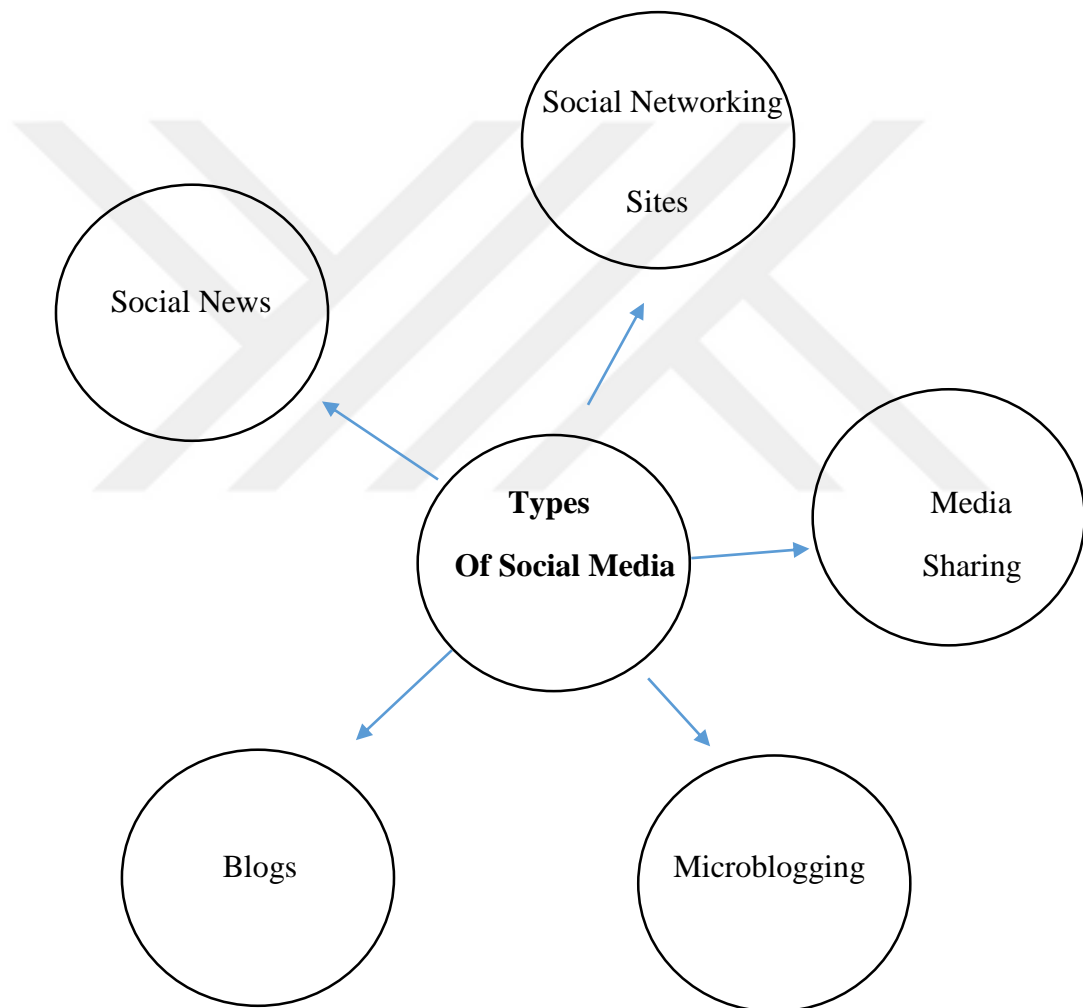


Figure 1.3 – Types of Social Media

1.3.1 Social Networking Sites

Social Networking Sites (SNSs) are the type of social media which enable connectivity and interaction among the individuals. Facebook, Instagram, Snapchat, Twitter, etc are some of the examples of social networking sites. According to Weinberg (2009), social networking sites is the broader term used for the websites used for the interaction and communication for the users having same interests and backgrounds. Social networking sites have some common aspects which include (i) people can make interactive and personalized profiles which can either be public or private; (ii) a category of friends for connection and interaction and (iii) check and pass through the content shared by the friends and other people present in the platform (Boyd & Ellison, 2007, p. 11).

For the businesses, social networking sites are the platforms from where they can increase their profitability by forming a closer relationship with their customers. Their presence in social networking sites provides different opportunities of the engagement and interaction with the masses so that they can retain their current customers and attract the potential customers.

1.3.2 Social News:

Social news is the type of social media which provides the community for the people. The examples of social news include Reddit, Digg, Scoop.it, etc. They all are no different and are included in online community. Social news allows the people to have a strong hold of the news streams and enable them to vote and submit the post on the websites. However, the important value of submission and

vote is to enable individuals to gather the interesting links when they want to find the content again or want to revisit the website (Zarrella, 2010).

In social news, people have a strong control on their news feed and they can customize according to their own interest and preferences. This feature of social news websites allows the freedom which forms values to the individuals. Social news are the type of social media platform, which enable people to find websites that is already discovered by numerous people.

Social news sites have somewhat modified the overall idea of newspaper in this present working environment and is operated and functioned by the wisdoms of crowds (Weinberg, 2009). This is because the websites are based on the personal contents and targeted news and it allows the people by putting the masses to the active discussions and the responses of the people on the way readers communicate (Baekdal, 2009).

1.3.3 Media Sharing Sites:

Media sharing sites are the type of social media from where the people can save, share and upload the multimedia content. The multimedia content includes pictures, music and videos. Examples of media sharing sites include YouTube, Dailymotion, Flickr, etc. There are numerous possibilities by the using media sharing sites. This is because media sharing sites within the category of social media platform has always have a greatest role in online communities as these platforms give possibility to the user to form the personal podcasts with inexpensive technology and form their channels and increase the interaction when user subscribe the particular channel (Zarrella, 2010).

The major aspect of the media sharing sites is the tag which is the term given to the content that assists to explain it. This shows the companies need to find out the significance of search terms on different search engines (Zarrella, 2010).

1.3.4 Blogs:

A blog refers to the web-based journal not different from the content management system (CMS), usually managed by the people or group of people and highlighted discussions and concepts for masses (Safko & Brake, 2009). Blogs forms good platforms for different types of social media marketing instruments because they all can be assimilated into hubs and posts. In addition, blogs also allows the users to use different types of social aspects including subscriptions, following, comments, likes, blogrolls, etc. (Zarrella 2010).

Apart from that, Weber (2009) highlighted as blogs enable everyone to post and connect to the conversations in the virtual environment, where few bloggers have no editorial restrictions and have accessibility to overall online environment; consequently, the posts can influence the personal, brands or the reputation of the brand negatively.

1.3.5 Microblogging

Microblogging is the type of social media platform, which refers to the real-time information platform, which is somewhat similar to the blogs, but it has a limited size in terms of frequency of words for the content and motivates a fastest way of interaction. Microblogging enables the people to circulate the limited size of texts with the help of quick messages, cell phones, electronic mails or the Web. The

best example of microblogging website is Twitter which began in 2006. Twitter contains millions of users and managed around billion search queries every day (Twitter, 2017).

Twitter is an important tool for the business organizations as it provides them the advantage through the internet traffic by forming a viral content on web-based groups, as people receive the concise and brief info with the help of short texted posts. Numerous business organizations have a presence on Twitter to interact with the user by communicating short messages and information. The presence of Twitter is actually to capture the prospects, influencers and customers; and with the help of the medium, organizations are establishing relationships with their audience, attaining the marketing goals both online as well as offline, and brand establishment (Weinberg, 2009).

Retweet is considered as the potential instruments to the markets through which people can share the short texts or message posted by other people on Twitter. As a result, the specific tweet diffuses and goes viral to the online community in a quickest way (Ingram, 2012).

1.4 Social media marketing:

Social media marketing is known the procedure that engages the marketing of sites, items, and administrations by means of social media platforms. It includes with marketing related exercises, for example, blogging, sharing useful content in the form of photos, videos or audios, etc. to the target audience (Yazdanparast et al., 2016, p. 244) and consists of tools, phases and techniques that encourage customers interface and interact with each other (Pinto & Yagnik, 2017, p. 60).

The role of social media marketing on inducing purchase intentions has been examined by different studies (Naveed, 2012). As shown in those studies, social media marketing has a strong influence on purchase intention in comparison with the traditional media which center around mark awareness. Furthermore, social media also majorly affects the equity of brand (Godey et al., 2016, p. 39), the overall linkage between SMM (social media marketing) and BE (brand equity) has also shown in numerous studies.

In this investigation, the brand value has been estimated in light of Keller's image value segments. In like manner, brand awareness and brand picture has been considered and the analysts welcome future studies to consolidate the other brand value segments as well. Observing this result, this study consolidates the brand value which is estimated by brand awareness, saw quality, mark affiliations, and brand devotion. Social media marketing is another pattern and quickly developing manner by which organizations are connecting with focused customers effectively and efficiently.

Social media marketing is just characterized as the utilization of different platforms for the promotions of what company offers. Social media marketing is regarded as the subcategory of web-based marketing exercises that total conventional online marketing methodologies, for example, email pamphlets and internet advertising efforts (Barefoot & Szabo, 2010).

By influencing clients to convey and share information with the individual connections, social media marketing is the marketing method that has infused the exponential scattering and belief to mass-correspondence and mass marketing

(Hafele, 2011, p. 5). With the help of this new mean of effort and marketing, different techniques are created and expanded for the organizations. Social media marketers are presently improving and more compelling knowledge is being pushed by the presentation of logical executions by official social network site stages (Hafele, 2011, p. 5). There are various diverse social media locales, and they take a wide range of structures and contain distinctive focus.

As indicated by Watson et al. (2002), as social media is a new method for marketing, numerous organizations are examining the way social media enables them to advance regarding products or service to the next as well as current customers (p. 345). Different social media sites such as Facebook, Instagram, Snapchat, etc. have changed the manner in which a few organizations consider advertising. A few organizations coordinate users to their own pages of social media so that they can form an interaction. There are definite favorable circumstances to market by means of social media, yet there are connected shortcomings as well (Sheth & Sharma 2005, p. 620).

The indispensable points of interest of SMM is diminishing expenses and advance range. The overall marketing expense by using social media is commonly lesser than different techniques and platforms of marketing, for example, up close and personal salesmen or mediators or distributors. What's more, SMM enables companies to achieve customers that are difficult to access because of worldly and locational confinements of existing dissemination methods. Social media stages increment reach and decrease costs by giving three territories of preferred standpoint to customers (Sheth & Sharma, 2005; Watson et al. 2002).

SMM firms can make communications by personalization of data for singular customers enabling customers to outline items that is catering the necessities. For instance, web-based checking and seat task should be possible on the Internet. At last, social media stages can permit exchanges amongst users and businesses that would normally need an interaction of human as on account of effective firms, for example, HP and Alibaba.

1.5 Social Media Marketing in Fashion Brands:

The fashion and luxury brands have received numerous benefits with the presence of social media as it allows the chance of E-WOM and viral marketing. E-WOM has the capacity to move the customers and also positively impact them to buy the specific product or use specific service (Alreck & Settle, 1995). As stated by East, Wright & Vanhuele (2008), various people from every walk of life have their different choices, interests and preferences on fashion brand and on the basis of these factors, individuals make their choices to purchase. Evans, Jamal & Foxall (2009) stated that Electronic word of mouth (E-WOM) is a complete procedure of interaction that takes place between the people based on their choice of fashion brands which further affect the consumer purchase intentions.

Thus, fashion bloggers have a major role in social media marketing of fashion industry. Blogging, which is the important type of SMM, also play a greater part in influencing the users to buy the fashion brands. According to Rocamora (2011), fashion blogs have a crucial part in the fashion brands category. The introduction of fashion blogs have moved a number of people that brought a huge impact on fashion brands category (Lee, 2009). Thus, majority number of brands rely heavily when the fashion bloggers review their product or brand so that customers view the

reviews and feedbacks of the fashion bloggers then purchase the products. As provided by Kozinets (2006, p. 23), blogs are the social media platform from where the people express their views. Thus, blogging provides a chance to the fashion brands to connect with the potential customers.

McQuarrie, Miller & Phillips (2012) stated that blog is useful for the fashion brands to attract new customers. It can also be described as social media cannot be considered as only a marketing strategy but it also can be used to monitor the behavior of the customers towards the fashion brands. Thus, social media has been used by numerous fashion brands now. Overall, social media marketing has become a useful mean to improve the shopping experience of the people online. It gives additional gains to the organizations, as it is very convenient to cater the needs of the customers by using different social media platforms (Oliver, 2008).

CHAPTER TWO

CONSUMERS' INTENTION TO PURCHASE AND CONSUMER ENGAGEMENT

2.1 Consumer Intention to Purchase:

Purchase intention is known as the willingness of customers to purchase specific items or services. Purchase intention is the term that has been extensively used as an important concept to show the buying behavior of consumer in market research (Yang & Mao, 2014). Intention to purchase is the type of choice that studies how a customer buys a product.

Shah et al. (2012) stated that Buying intention refers to the sort of basic buying choice that thinks about the incentive to purchase a specific product or brand by customer (p. 106). Morinez et al. (2007) characterize buying intention as a circumstance in which customer will in general purchase a specific item in specific conditions. Clients buying intention is a complex process. Buying intention more habitually than not is identified with the manner, acknowledgments and attitudes of shoppers. Buy intention is important for purchasers to get to and assess the particular item.

Ghosh (1990) shows that it is a successful tool to anticipate purchasing procedure. Intention to purchase can be varied and is affected by cost or quality and esteem. In addition, buyers are influenced by inward or outside inspirations amid the purchasing procedure (Gogoi, 2013). Different academicians came up with six phases which is involved in the overall procedure of purchase, which are: awareness, knowledge, interest, preference, persuasion and purchase (Kotler and Armstrong, 2010; Kawa et al., 2013, p. 3). Clients dependably imagine that buy

with a minimal effort, straightforward bundling and little-known item is a major problem since they the nature of these items are not trustworthy (Gogoi, 2013, p. 74).

Factors to consider buying a product and making mind to buy a product assists to the scope of intent to buy (Porter, 1974). Porter (1974) also described customer's intent to purchase a particular brand is not just by the similar brand attitude but also the individual's behavior results in choosing the brands. As stated by Bachler (2004), stated a loyal customer and his buying intention is indifferent to the price and show the loyalty by recommending other to purchase the specific product (p. 485).

Consumers purchase intention is also dependent on the extent of rivalry exist in the sector. As suggested by Wang (2004), customers who are more inclined towards buying the branded fashion brands, they highly adopt the fashion brands and styles internationally and they require branded and imported fashion product due to the change in their buying behavior and increase in the purchasing power (p. 241).

As stated by Rajagopal (2006) in such conductions, customers must rely heavily on the external features of the product provided by the companies. Power of the customers depend on saving decisions which require that the customer effectively focus on future buying pattern (p. 115).

2.2 Purchase Intention of Fashion Products:

The fashion brands have comparatively short life span as compared to others and it is highly influenced by the celebrity promotion, merchandizing, and store

ambience. The different mode of brand building of fashion brands at regional level determines the purchase intentions of fashion products. Apart from retail stores, fashion industry actors also add in making images and myths that helps in inducing purchase intention of fashion brands (Jansson & Power, 2010, p. 891).

Consumers buying intentions on fashion brands are highly impacted by psychodynamics and social dimensions. The perceptions of customer to purchase fashion brands are determined by various factors, similar fashion status to working and organization ambience, interaction with friends they value, self-esteem and reverent behavior in the society (Stanforth, 2009, p. 97).

From the past few years, it has been observed that there is a conscience among the male and female on a body of serious knowledge began worldwide that induced the impression of uniqueness and feminisms. Fashion brands have embraced the concept of feminism, a type of 'third-wave' women interaction that raises actions and wellbeing customarily linked with the femininity (Groeneveld, 2009, p. 180).

Blogs are considered as the perfect platform to impact the adaptation of fashion and promote a world-wide effect. Social media platforms are the important tools that impact the users on the overall procedure of fashion adoption which is fruitful for the fashion brands (Tay, 2009, p. 246).

It has also been noted that the purchase behavior of female is different from male, thus, it is important for the fashion brands that focus on female customers to formulate their strategies and add the dimensions apart from the socio-cultural aspects (Belleau, et al, 2008, p. 105).

2.3 Perceived Usefulness

Perceived Usefulness (PU) and the Intention to Purchase Online Perceived usefulness (PU) of an online shopping stage uncovers itself in the accompanying structures: Provision of numerous product options and attaching the shopping procedure subsequently making shopping more successful and less tedious. The customer can invest the spared energy in other productive exercises. (Yulihasri, Islam & Daud, 2011, p. 131). Perceived usefulness alludes to the utility determined by a customer completing an online shopping exchange as well as how much the individual customer sees the advantages and favorable circumstances of playing out the online exchange (Teck, 2002).

An examination by Ramayah, Aafaqi and Jantan (2003) discovered perceived usefulness to altogether affect understudy's acknowledgment and use of courses online in advanced education organizations. Yulihasri, Islam & Daud (2011) found that the relative quality of the usefulness was essentially related to utilization (p. 137). Web acknowledgment has been generally tried utilizing Technology Acceptance Model (TAM) which records perceived ease of use (PEOU) and perceived usefulness (PU) in the direction of usage of web to purchase something (Renny, Guritno & Siringoringo, 2013, p. 215). The intermingling of technologies and the capability of the web as a dispersion channel have essentially adjusted the activities of retailers around the world (Ramayah, Jantan, and Aafacqi, 2003).

In order to take advantage of the advantages of online shopping, firms all things considered and from all enterprises have put resources into web applications and endeavor to set up a net nearness among potential online customers. Individuals progressively utilize the Internet to look at organization or product data yet don't

regularly utilize it to coordinate buying of products. Perceived usefulness of online shopping implies that the client's convictions about whether he or she, when shopping on line, can look for and analyze products, get data and a lower price, and therefore acquire from the exchange (Broekhuizen & Huisingh, 2007).

The thought of perceived usefulness of on-line shopping expect that it is an objective arranged action. Perceived usefulness likewise can impact the state of mind, intention, and real on-line shopping behavior. At the point when individuals feel it is helpful, they will probably shop online (Shang, Chen & Shen, 2004, p. 403).

As per Kardes (2002), consciousness is a factor that decides somebody's conduct. Behavior alludes to somebody's inward inclination that shows whether he loves or aversions something like a brand or services. Kardes additionally contends that individuals can decide their demeanor to any protest or any issue in light of shifting data. Diverse marketing exercises created by marketers identifying with imperative errands, experience and advantages of a decent/benefit impacts consumer state of mind (Schiffman and Kanuk, 2007). Behavior impacts consumer behavior intention to act positively with a specific end goal to get, arrange and utilize a product.

As characterized by Pavlou (2003, p. 108), online shopping intention alludes to a circumstance when consumers need and mean to complete an exchange online. It is an intention of a user to buy online and to relate with the web retailer to totally appreciate the online shopping background (Zwass, 1998). Online exchange comprises of different stages: to gather data, to exchange data and to buy products (Pavlou, 2003, p. 109). Consumer state of mind towards an online shop foundation is an aftereffect of continued learning. Mentality that identify with e-commerce is

shaped from the connection with web as a communication medium. Disposition can be some person's reaction or love around a question or somebody (Mowen & Minor, 2002).

Behavior shows as a man's internal inclination that shows whether s/he observes something to be: charming or unpalatable, affable or dislikeable, pleasant or repulsive. Mentality towards an online stage is either positive or negative relying on the assessment aftereffect of a consumer related with online shopping through the web-based business channel. Along these lines, it is shrewd and gainful for online retailers to tailor the online involvement in such a path to the point that rouses an inspirational demeanor and a feeling of usefulness in the consumers mind. This will swell down to benefits as the majority of the consumers will not just shop routinely yet additionally discuss their magnificent involvement with other potential customers. The place of consumer mentality can't be made light of by any genuine online retailer; to pull in and hold online customers, the retailer needs to comprehend their shopping propensities and how they tick.

Perceived usefulness (PU) positively affects consumer demeanor. On the off chance that the advantage of online shopping is profoundly perceived, state of mind towards online shopping will be sure too. The efficient and comfort offered by online shopping has seen it turn out to be progressively appealing with infiltration of the Internet in the advanced occasions. It decreases the costs which generally would have been brought about on hunting down the products, offers a price less expensive than physical stores and is continually perceived as secure (Foley and Sutton, 1998, p. 28).

A few examinations have been done because of perceived usefulness on online purchase intentions. For example, Renny, Guritno & Siringoringo (2013, p. 216) while considering perceived usefulness, convenience and disposition towards online aircraft ticket purchase estimated perceived usefulness utilizing 5 indicators. These were-in effect quick (fast), efficient, exertion sparing, cost diminishing, and in general usefulness. The discoveries demonstrated that the greatest contributor to form perceived usefulness was generally usefulness of the exchanges made online, though the minimum was its utilization in exertion sparing. These discoveries inferred that respondents trusted that obtaining carriers ticket online gave adequacy, better execution, and productivity which are proportional to perceived usefulness of TAM (Triandis, 1980).

Another investigation by Heijden, Verhagen & Creemers (2003) did an examination on understanding online purchase intentions by taking a gander at the commitments from technology and trust points of view (p. 46). The outcome proposes that perceived hazard and perceived usability are precursors of mentality towards online acquiring. The impact of perceived hazard was firmly negative in the two cases, and the impact of perceived convenience was sure in one case. The information did not result in a significant result from trust and from the perceived usefulness of the social media.

Rather than the examination by Renny, Guritno & Siringoringo (2013, p. 216) who observed usefulness to be emphatically related with online purchase intentions, this investigation information did not result in a significant result from trust and from the perceived usefulness of the website. This raises uncertain dialog on the part of

perceived usefulness on online shopping intentions. This is one of the supports to lead this investigation.

In another examination by Juniwati (2014, p. 226) because of perceived usefulness, convenience, chance on demeanor and intention to shop online, the discoveries demonstrate that PU impacts disposition toward online shopping yet has no noteworthy effect on intentional buying for online shopping. PU showed a noteworthy effect on state of mind toward online shopping.

These discoveries are bolstered by the technology acceptance model (TAM) that perceived usefulness (PU) has coordinate effect on technology usage. The discoveries additionally show that PU has no noteworthy impact on understudies' intention to shop online. It implies that online shopping is really helpful however understudies don't plan to do it. Measurable outcomes were bolstered by perception of neighborhood culture wonder in which the residents additionally utilize their shopping time to create social connections.

Perceived Ease of Use (PEOU) and the Intention to Purchase Online Customers in all age bunches utilize the Internet as another medium for gaining merchandise and enterprises. A few factors impact customers' intention to utilize online purchase alternative. One of these factors is the Perceived Ease of Use (PEOU). As per Juniwati (2014), PEOU alludes to how much a person trust that by utilizing a specific technology would be free of exertion. PEOU has solid effect on technology acknowledgment among people with the end goal that on the off chance that one technology is perceived to be anything but difficult to utilize customers will make it

as new other option to use notwithstanding those shopping diverts as of now in existence (Yoon, 2015).

As built up by Chau (1996) PEOU has aberrant impact on state of mind intention among customers. This is how much a client anticipates that another technology will be free of exertion. It is the level of exertion a client anticipates that a specific technology will include while being used. This makes it an inside faith in the client of the exertion associated with utilizing a framework. Of significance, in any case, is that a total estimation of this normal can be landed at (Gitau & Nzuki, 2014, p. 90).

Gitau & Nzuki (2014) characterize PEOU as how much the client anticipates that the framework will be easy to use (p. 93). For instance, an online shopping undertaking will have a website. This website fills in as the connection between the consumer and the dealer. At first look a client may see it to be cordial and simple to utilize however upon engagement find that it's not as they thought. Some different occasions, it may be perceived as hard to utilize however upon engagement find it very simple (Davis 1989). It is subsequently vital to remember the effect of perceived usability in studies and works on including online exchanges.

In inquire about investigations it ought to be investigated and in the territory of training it ought to be considered in the outlining and programming of online stages. Chang (2004) built up that perceived convenience is an imperative determinant in appropriation of intranet. It has been set up to be vital in the reception of past technologies as demonstrated by the accompanying examinations; Online managing an account (Gunting & Ndubis, 2006; Jahangir & Begum, 2008). Web business (Cho

et al, 2007) and M-trade (Un & Wang, 2005). This makes a factor worth of research while considering factors influencing online shopping.

2.4 Perceived Risk

Perceived Risk and the Intention to Purchase Online Security concerns are one of the primary reasons' web clients are not buying over the Internet. Risk is regularly referred to as one of the best hindrances to web trade because of the innate transparency of the web (Zorkadis & Karras, 2000). The absence of security is knowledgeable about a few different ways, for example, unapproved utilization of corporate network, parcel sniffing, information adjustment, unregistered exchanges, listening in, revocation, and mocking. Consumers are hesitant to utilize web business in view of protection and security concerns (Udo, 2001; Grandinetti, 1996).

Udo (2001, p. 170) said that, there is a cozy connection amongst security and protection. Security is the purposive choice by an organization to utilize consumer information in a specific way or way. Notwithstanding, security is the worry that the consumer information will be gotten to and utilized by outsiders like programmers and character cheats.

Salim (2000) specified that the future acknowledgment will be that programmers require not really be inside the association worried, there is an expansive plausibility that a portion of these are from outside the organization and situated in unidentified places. Consumer privacy issues are not new or a myth, the consumers have dependably been stressed over how information about them is utilized by the organizations that gather this data from them in various discussions. The administration and most organizations have been placed in the spot to clarify how

they are as of now guaranteeing that consumer information is anchored and utilized fittingly. Web clients need to see and emphatically feel that their privacy is being ensured no matter what and constantly. Hence, the legislature needs to guarantee that its subjects who are additionally online consumers are ensured against digital wrongdoings and dangers. This will motivate and engage the thriving of online business, Yu and Abdulai (2000).

In light of Heijden et al., (2003, p. 47) and Ma'ruf, 2006, perceived hazard impacts the state of mind towards online shopping. This infers if the consumers feel that there exists a high hazard when they execute online, at that point they will build up a negative impression towards the online stage. This will result in less exchanges on the stage. Decreased exchanges isn't what the marketing strategist needs, accordingly, endeavors are diverted into the way toward guaranteeing a sentiment of security while utilizing the service.

Dissimilar to in the physical set-up, the customer just observes a product introduced on a website, be that as it may, upon conveyance the product ought to be affirmed to coordinate the one showed on the website. This is a higher hazard than in the disconnected circumstance where one purchases a product they have associated with. There is a probability that the product that has been requested online and right now paid for isn't conveyed on time or not conveyed by any stretch of the imagination. The product quality may likewise be not the same as the one showed on the website.

These factors constitute the consumers bin of stresses and frailties amid an online shopping background. After some time numerous factors have been recognized to

impact the consumer appropriation of online business stages. Topping this rundown are security and trust and all things considered they exhibit in the majority of the investigations as of now directed (Grabner Krauter & Faullant, 2008, p. 501).

Yong, Boon, Gowrie, Chin, Nasreen & Tze (2013, p. 29) directed an examination concerning the factors impacting appropriation of web keeping money in Malaysia from the adopters' point of view. In their discoveries, Perceived Transaction Security was observed to significantly affect PC keeping money appropriation. Lee & Eastwood (2003) likewise found that Perceived Transaction Security and Size of the Provider have noteworthy influence on the reception of financial security online.

Laforet & Li (2005, p. 378) demonstrate that Security was found not to contrast essentially between online managing an account adopters and non-adopters. Online business security is estimated utilizing; secrecy; confirmation, information trustworthiness, non-renouncement; privacy and trust. Past investigations exhibit that perceived security is an essential characteristic influencing the rate of web based business selection among customers.

Sathye (1999) examined the reception of Internet Banking (IB) in Australia and found that security worries about IB additionally influenced the appropriation of online managing an account. White & Nteli (2004, p. 754) examined IB in the U.K. furthermore, the outcomes delineate that the security of a bank's website supposedly was fundamentally more vital than alternate traits, and that security was as yet the main issue in consumers' psyches while thinking about IB. Every single time somebody sign onto the web their PC is in danger of different dangers with the point of getting their own subtle elements and getting to their cash. The initial phase in

guaranteeing online exchange security is to comprehend the primary dangers to a PC when leading an online shopping exchange.

Dauda, Santhapparaj, Asirvatham & Raman (2007) contemplated the perceived online business security impact on appropriation of internet business, and the part of national ecological factors, for example, mentality, abstract standards, and perceived social control factors towards selection, and contrasts these factors and Singapore web-based business reception (p. 18). They found that consumer perceived non-renouncement, trust relative favorable position Internet experience and exchange needs as the most essential factors that influence selection in Malaysia. The examination presumes that associations were hesitant to utilize internet business as they felt that the exchanges directed electronically were available to programmers and infections, which were outside their ability to control.

A critical component of Transactional security is trust. The way that a purchaser is arranged psychologically to acknowledge defenselessness in view of positive convictions or desires that the online stage will convey as guaranteed. The possibility that what they anticipate that will come will them with no adjustments or disappointments. (Gitau & Nzuki 2014, p. 94).

In the event that the online shop can meet these desires; at that point the purchasers trust will be immovably strengthened. In the event that this was the first run through purchase made by the purchaser to this specific stage, at that point future purchases will be effectively made. Such a purchaser probably won't require assist influence except if the shop falls beneath this desire later on. This enables consumers to defeat the apprehensions of vulnerability and hazard. (McKnight 2002)

Sadi & Noordin (2011) did an exploratory investigation of the factors that intensely affected Mobile Commerce in Malaysia. The examination uncovered that trust hazard and security significantly affected M-trade selection. A comparative report completed by Mashagba et al, (2013, p. 2643) additionally uncovered that trust and security affected Mcommerce. Social Influence is another unobtrusive element of Transactional security. As indicated by Lu et al, (2003) social impact is characterized as the customers conviction that it is essential that other individuals (purchasers) likewise participate in an action. Purchasers will effortlessly receive a stage that has been recommended by others that they hold in high regard (Gitau and Nzuki, 2014, p. 265).

A purchaser X may build up a suspicion that all is well and good in an online stage and even make huge purchases just on recommendation from a couple of confided in people. The people that give such a recommendation must have somehow had a decent involvement with the stage. In actuality, if an online stage is known for awful reasons and is hence doubted, at that point most first-time purchasers might be talked out of the intention by their companions who did not have a decent involvement with the enterprise. In that capacity purchaser surveys have an essential place in boosting a purchaser's trust in a stage. The very late questions might be wiped out by the audits that different purchasers have made about the framework.

A fair examination by purchasers about their experience is ground-breaking to other imminent purchasers. Such audits ought to be perused by the online endeavors and the issues brought tended to up so as to restore certainty where it may be lost. One of the normal online business security dangers is identified with phishing. Phishing is completed by email ridiculing or texting and it regularly guides clients to

enter subtle elements at a phony website whose look and feel are relatively indistinguishable to the real one. It is a type of social building procedure used to hoodwink online customers, and adventures the poor convenience of current web security technologies.

Endeavors to manage the developing number of announced phishing occurrences incorporate enactment, client preparing, open awareness, and specialized safety efforts. A far-reaching instruction and awareness program ought to be contrived to run as an inseparable unit with other specialized countermeasures to limit the effects of phishing to the Internet managing an account sector and recover clients trust.

A phishing website is a comprehensively propelled social building assault that endeavors to dupe individuals of their own data including charge card number, financial balance data, social security number and their own qualifications keeping in mind the end goal to utilize these points of interest falsely against them. Phishing has an enormous negative effect on associations' incomes, customer connections, marketing endeavors and in general corporate picture.

2.5 Consumer Engagement:

Organizations are distinguishing the important requirement to center around constructing individual two-route associations with customers who encourage cooperation's (Kumar et al., 2010, p. 301). Customer engagement is perceived as an enthusiastic association among an organization and the consumer concentrated on connection with consumers and their support. The important component to customer engagement is learning trade, so data and communication tools give huge chances to associations to trade information and draw in with users (Vivek, 2009, p. 128). According to Bowden (2009), customer engagement is a process of psychological effect that constructs the basic instruments by which customer devotion in the direction of a service brand is framed in new customers, and also the systems by which that steadfastness might be kept up for rehash purchase customers of a service brand (p. 64).

All the more, as of late, Vivek et al., (2012, p. 128) characterized customer engagement as the force of individual cooperation and association with the offers and exercises of the association started either by the customer or by the association. The specific instance of online customer engagement was characterized by Mollen and Wilson (2010) as the intellectual and full of feeling duty of the customer to a functioning association with the brand as exemplified by the website or other PC - mediated substances intended to impart brand esteem. Every one of these ideas speaks to a solitary hypothetical degree, which has confused the accomplishment of more prominent theoretical advances, mirroring the absence of outright accord (Hollebeek, 2013, p. 805).

Nonetheless, from prior definitions, it might in fact be inferred that the larger part utilizes a multidimensional point of view on engagement with three measurements: intellectual, enthusiastic and conation (Vivek et al., 2012, p. 134). In spite of the fact that the self-articulation of these nonexclusive measurement can fluctuate as per the particular idea of engagement that is utilized, and in addition the relative significance of every one as per the unique situation (Brodie et al., 2013, p. 255).

Clients who are enthusiasts of brand pages can see posts and draw in with them by loving, sharing and remarking (Araujo and Neijens, 2012; Lin and Lu, 2011, Ruiz-Mafe et al., 2014). The test for organizations is to pull in people groups attention to brand presents and influence them on see the substance. The media sort of a post compares to the sharing activity embraced by a page administrator inside a Facebook brand page (De Vries et al., 2012). This incorporates an announcement, photo, video or a connection. These media compose speak to diverse levels of media lavishness, which is normally referred to as the striking quality of online substance (Coyle & Thorson, 2001, p. 66). Clarity is the degree to which a brand post invigorates different abilities (Steuer, 1992). In this way, multimedia content can possibly be drawing in for clients as a result of its immediate effect on different faculties (Coyle & Thorson, 2001, p. 66). As indicated by past investigations a high level of striking quality has all the earmarks of being best in improving dispositions toward a website (Coyle and Thorson, 2001, p. 75; Fortin & Dholakia, 2005, p. 395) and expanding navigate rates (Lohtia et al., 2003, 2007). The active visitor clicking percentage is viewed as engagement conduct.

2.6 Connection between social media marketing and customer engagement

In the literature of social media, different studies have been conducted to find out the divisions of involvements that institute the engagement on social media or can describe media usage. Past studies have been carried out on the experience of individuals with social media but attempt to emphasize on social media generally (Girona & Korgaonkar 2014, p. 572) or type of social media platform (Phillips, Miller & McQuarrie 2014; Utz, Muscanell & Khalid, 2015, p. 145).

In spite that there is scarcity of research that directly compare social media platform, it can be expected that consumer are active in different social media platforms which is based on different aspects that each provides regarding functions, interface, and content.

On account of communication situated through SNS, the responsibility of clients to SNS pages results normally to the development of interactions. By cooperation in discussions social media account of a company (e.g. remarking on the organization and the items, communicating backing and feedback, imparting data to social associations), the online partners make coordinate duties with the company and different customers. Customer engagement comes under the domain of relationship marketing, not just joins the associations built up amongst buyers and dealers, yet in addition any plausible mix amongst potential and genuine customers; non-customers; society, as a rule; and venders, as such, the partners.

SNSs offer probable outcomes for this investment that generate trust, altruism and promise to frame relations amongst people and brands paying little mind to if the similar people get them (Vivek et al., 2012, p. 144). Communications are the way to

accomplish engagement, the result of partner support with products, services and exercises (Configurations of significant worth) of the company. Those collaborations would not occur, without the presence of customer investment and association. Originating from electronic word of mouth (E WOM), the connections between customer engagement, dependability and fulfillment are specifically affected by SMM.

Long haul customer maintenance is not just fabricated and managed by coordinate deals, yet in addition by different incorporated communication means with the users, for example, email, social media or virtual networks (Sigala, 2005, p. 393). Gotten from explores done beforehand, associations progressively look for duty and interest with the brands (Shawney et al., 2005).

People are not taken as minor latent recipients of marketing activities from the point of view of customer engagement, however progressively as proactive members in intelligent procedures of co-creation that produce esteem (Shawhney et al., 2005). It has been proposed that customer responsibility produces upgraded authoritative execution, including expanded deals, predominant upper hand and gainfulness (Hollebeek, 2011, p. 790), enthusiastic associations/connection (Chan & Li, 2010, p. 87) and strengthening and consumer esteem (Schau, 2009). SMM does not just heighten the current firm to customer and customer to firm connections, yet additionally make new minor departure from ordinary alternatives, expanding the capacity of firms to associate in firm-customer exchange, reinforcing their communications.

There are key changes in the simplicity of contact, volume, speed, and nature of these connections. Firms can connect with individuals that commonly couldn't be achieved (Dong-Hun, 2010). Social media exchange substance to a more differing scope of individuals contrasted with broad communications. They make a little world network (Newman, 2003, p. 189) where content is easily circulated to countless, as the network is framed through willful association and requires less strides for sharing data.

2.7 Mediating relationship due to consumer engagement

This segment involves the relationship of social network exercises, consumers purchase intention and consumer engagement. With expanded communication between a client and the social networking sites are based quickly as well as make a emotional bond if controlled precisely.

Van Door et al. (2010, p. 34) recommended that forerunners in view of customer, firm and setting can profit consumers or organizations through customer engagement conduct. Likewise, Wirtz et al. (2013) proposed a verifiable relationship by methods for online brand engagement, in which brand, social and useful drivers make an incentive for consumers and organizations (p. 242). Other than these hypothetical works show that the consumer engagement assumes the focal part, Hollebeek et al. (2014, p. 791) distinguished that the consumer brand engagement with the social media itself has a vital mediating part between consumer contribution with consumer self-brand association and brand utilization expectation. Considering this focal part of engagement and that we don't discover in the writing contemplates coordinate connection between perceived homophily and brand inclusion with corporate notoriety, we recommend that engagement is a vital mediator of this relationship.

In light of this procedure of expanded consumer engagement, it tends not out of the ordinary that the deals will likewise increment since connected consumers are tricked in as well as are thought to be sincerely appended with the branding because of its quick marketing on the social media (Sorenson, 2014). Consumer engagement on SNS is to a great extent bolstered by a passionate connection which is relied upon to build their intention to purchase. Such an engagement would prompt expanded consumer dedication who would then be able to advance the brand to various clients in the web-based environment (Asperen, Rooij & Dijkmans, 2017, p. 15) because of their cooperations.

Taking thought with the hypothesis communicated by Baron and Kerry (1986), who explains the significance of mediating variable through the model proposed by Woodworth (1982) which perceives the intercession of a functioning factor between the boost and the reaction which is maybe the most nonspecific detailing of a mediation speculation. The focal thought in this model is that the impacts of jolts on conduct are mediated by different change forms inner to the living being.

Researchers such as Hull, Tolman, and Lewin shared a faith in the significance of proposing elements or process that intercede amongst information and yield. They tried this mediation with the estimation of three backward conditions where the principal relapse offers the mediator on autonomous variable, the second one relapses the reliant variable and the third one and third, relapsing the needy variable on both the free factor and on the mediator. Isolate coefficients for every condition ought to be assessed and tried. There is no requirement for various leveled or stepwise relapse or the calculation of any fractional or semi incomplete connections.

2.8 HYPOTHESES DEVELOPMENT

2.8.1 Social Network Marketing and Consumer Purchase Intention

In the present day all over the world, there has been seen a sense of interest and competitiveness among different companies to enter into such businesses that can capture the attention of the targeted audience whether virtually or physically. As the traditional marketing and promotion along with several brand components might not be adequate to produce a sufficient revenue and the desired output. So for this reason it is required that the companies or the marketers apply diverse tactics in order to sustain the brand loyalty of its consumers which would eventually result in an increase in the productivity of their respective organizations.

Therefore, an essential need for fresh and innovative ideas has been seen in various companies, with an approach to spread their products or services all over. Such tactics include appropriate direct marketing, setting promotion events, social media marketing and internet marketing. Among the above approaches, SMM is evident as the most desired and effective way for companies to launch or stimulate the products and services in the best way possible. The main feature that backs the reliability of social media network is its global use and accessibility. Companies all over the world whether they are operating in small level or a large scale have opted for social media to be the platform with which they can connect with its consumers. Its most vital advantage is that it helps to minimize the costs and expenses of the company.

Social media marketing is helpful in a way that it facilitates in grabbing the attention of the target audience mainly due to the fact that it offers quick and rapid

services to the consumers thereby increasing the purchase of the products provided by the companies. For instance, advertisement or promotion through social media giants such as Facebook has proven to be very effective in favour of the companies all over the world as it helps them to create an appropriate image and reputation regarding their brand.

The social networking sites facilitates the companies by offering greater personalisation and interactivity with its consumers and along with that it also helps them in receiving the required feedback from the customers which would eventually let them know the position of their product or services in the market. By receiving the feedback from the customers active online, a company could work on those factors that are influencing the quality or service related to the product and can be familiar with the needs of the consumers.

Many researches have been conducted over the various marketing strategies that are being practiced in different industries and majority of them have concluded that marketing through social media has a big influence on the purchase intentions. In addition, the services and products provided by the companies through virtual approach enables them to cause a positive impact on the purchase intentions of their customers. On the basis of above stated literature, the first hypothesis of the study is formulated as follows:

H1: Social media marketing activities has a positive impact on consumer purchase intention.

2.8.2 Social Network Marketing and Consumer Engagement

Probably a decade ago, the perception regarding consumer engagement totally involved grasping the consumer's attention by focusing on the main key points when it came to marketing or promoting a company's products and services. Currently, by the advancement and innovation in the field of technology along with a wide range of merchandise alternatives and also the presence of various means of media marketing has turned the image of consumer engagement. Such practices have been successful in making consumer engagement completely about making the best possible efforts and forming an emotional connection that can steer the targeted audience and eventually enables a company to create the opportunity for future sales of its services or products. It has been supposed that the presently company's need to use the impact of social media marketing to connect with potential customers for promoting their products and increasing brand awareness (Forbes, 2015).

Activities in the social media platforms can be beneficial in order to draw in buyers by making an incentive for them. In 2009, Harris & Rae (2009, p. 29) researched that marketing activities of social media have a significant element for marketing and later on, this has been demonstrated right today. From other point of view, Social media marketing activities can exchange customer outrage with commitment and from the internal viewpoint, social media marketing is used as a medium that has a potential to change the conventional spotlight in controlling of one that holds virtual joint effort and connection. Innovation in technology is seen by organizations as crucial method in order to increase consumer engagement, as is confirm by the increasing popularity the of electronic devices (Voyles, 2007)

Evidently, different websites of social media provide organizations the extra way to cooperate with clients with the help of innovative ideas. Accordingly leading to deliberations rather than parallel correspondences, as cited by a quickly developing organization Bonobos' CFO, "If a user share a question on social networking sites, we approach them very quickly" (PriceWaterhouseCoopers, 2013, p.7). In view of these contentions, the second hypothesis of the research is stated as follows:

H2: Social media marketing activities has a positive impact on consumer engagement.

2.8.3 Consumer Engagement and Consumer Purchase Intention

Barhemmati & Ahmad (2015, p. 309) showed the presence of emotional connections among purchasers and firms (that is, by connecting with the customers) provide businesses huge projections to accomplish relationship marketing goals. This procedure induces purchasers into purchasing the items or services provided by the brands. Consumer Engagement has turned into a noteworthy question for e-retailers. Research (such as Magneto, 2015) showed that consumer with huge engagement can bring 23 percent more incomes as they devote more on each buy and purchase items all the more often.

This lead upgrades customer's overall value, though additionally diminishing expenditures to achieve another customer. Thoughtfully, these limitlessly connected with customers are additionally liable to encourage the relatives and peers to turn into their customers (Magneto, 2015).

In view of the past discoveries, the third hypothesis of the research is stated as below:

H3: Consumer engagement has a positive impact on consumer purchase intention.

2.8.4 Mediation effect of consumer engagement in the relationship between social media marketing activities and purchase intentions

There is not a vast variety of literature that showed a mediating effect of consumer engagement on the relationship between social media marketing activities (SMMA) and consumer purchase intention. The interaction made between customers and retailers at social networking sites is presumed to form an engagement, which is shorter in duration but can eventually result in long lasting linkage between the both parties if handled competently.

In light of this procedure of increased engagement formed by the consumers, it is probable that there will also be an increment in sales, since the engaged buyers are satisfied or committed as well as are expressively associated with the brand (Sorenson, 2014).

Customer commitment on social media sites is to great extent bolstered by emotional connection which is coordinated to improve their buying conduct. Such a commitment would prompt expanded customer loyalty who would then be able to encourage the brand and the items to different purchasers in the online environment (Asperen, Rooij & Dijkmans, 2017, p. 15) because the interaction made between the parties. After reviewing the above literature, the fourth hypothesis of the study is stated below:

H4: Consumer engagement mediates the relationship between social network marketing and consumer purchase intention.



CHAPTER THREE

RESEARCH DESIGN AND METHODOLOGY

Following the literature review concerning the past researches, a detailed research methodology is explained in the chapter. The research part consists of a number of sections focusing on objectives, the types of research methodologies that are available along with the framework. There is a section for the variables of this study and the hypothesis in a separate section explaining the nature of variables conjoining with the research items. Then the sampling method is stated and then the data analysis method that will be used for finding out the relationship. Following are the research objective and the subject of this study.

3.1 RESEARCH SUBJECT AND OBJECTIVES

The research subject is considered to figure out the impact of social network on the buying intention of the consumer. In this study, we are focusing the engagement of a consumer as the mediating relationship between the variables. The focus group of this research has been fixed within the boundary of Kuala Lumpur, Malaysia and the researcher is taking the fashion industry of Malaysia as the subject of the research.

The main motive behind this research is to figure out the relationship of social network marketing and its effect on the intention to purchase a fashion brand by a consumer. The measurement of this relationship directly related with a user's engagement as mediating factor. There are different features that triggers the user's intention to either buy or not buy a specific product. Therefore, the choice for a survey research has been selected.

The research objective in this study can be considered to reveal the difference between a number of users based on their criteria of the users of fashion brands. A number of factors are considered when discussing the consumer's engagement due to the social media networking strategies as well as the word of mouth (WOM) and review based decisions.

The research is aimed to examine the influence of social media marketing (SMM) on consumers purchase intention of fashion brands of Malaysia. The study also intends to social media marketing impact on the consumer engagement of fashion brands of Malaysia. Moreover, the study also aims to identify that the consumer engagement affects the consumer buying intention of fashion brands of Malaysia. In addition, the study also aims to compare the consumer engagement between the linkage between social media marketing activities and intentions to purchase of fashion brands of Malaysia.

3.2 RESEARCH QUESTIONS:

The research questions are stated below:

- What are the impacts of social media marketing activities (SMMAs) on intention to buy of fashion brands of Malaysia?
- How does social media marketing activities impact the consumer engagement of fashion brands of Malaysia?
- How does the consumer engagement affect the consumer purchase intention of fashion brands of Malaysia?

- What is the role of Consumer engagement between the relationship of social media marketing activities and consumer purchase intention of fashion brands of Malaysia?

3.3 RESEARCH DESIGN

In this study in terms of research design; a descriptive research is used. This study concerns the certain internet and social network users who spend a number of hours on a weekly basis, surfing the internet and making online purchases of fashion brands. Therefore, a descriptive research has been used to show the connection between social media marketing activities, purchase intention and consumer engagement. Then a structured questionnaire has been drafted keeping the proposed model into perspective.

After reviewing the literature, a questionnaire with multiple section has been created online. A questionnaire refers to the most effective tools for a quantitative research. It helps in collecting data relevant to the variables to attain a result for the objectives of the study. The questionnaire that is prepared online has been forwarded to the users of fashion brands.

3.4 RESEARCH MODEL

After reviewing the literature, different variables are identified for the study. The independent variable in this research is the social media marketing activities and the dependent variable will be the purchase intention of the consumer; whereas the mediating variable is the engagement of the consumer. The following research framework will be analyzed to find the influence of Social Media Marketing activities (SMMA) on intentions to purchase, with Consumer Engagement as a Mediator.

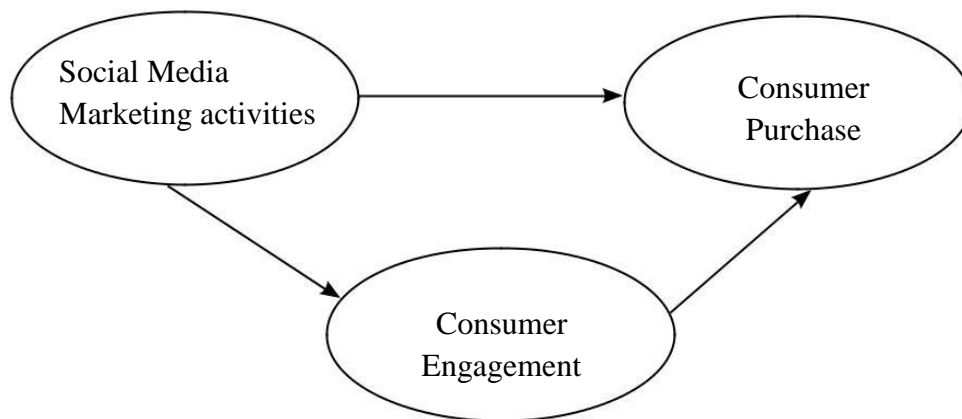


Figure 3.1 Research Model

3.5 RESEARCH INSTRUMENT

As mentioned earlier, a pilot study was conducted to test the questionnaire where the data was gathered from the respondents in the month of October 2018. For the actual survey, a total number of 160 questionnaires will be circulated to the targeted respondents and will be considered for the analysis of the data. The questionnaire consists of 4 parts in which the first part focuses on the demographics, second part focuses on the variable social network marketing, the third part of the questionnaires highlights the variable of purchase intention and the last part highlights the mediating relationship through consumer engagement. The first section focuses on the filtering of the respondents where the answers are given in terms of multiple responses. The remaining sections have Likert-5 scale with responses ranging from —Strongly Disagree, —Disagree, —Neither Agree nor Disagree, —Agree, —Strongly Agree. These responses are collected and analyzed to find the relationship.

3.6 HYPOTHESES OF THE STUDY

There are different hypotheses of the study which are focused on important variables of the study i.e. intentions to purchase, the engagement of consumer with social media marketing. The relationship of consumer engagement with purchase intention and the mediating relationship of the variables. These hypotheses are elaborated below:

H1: Social media marketing activities has a positive impact on consumer purchase intention.

H0: Social media marketing activities has no positive impact on consumer purchase intention.

H2: Social media marketing activities has a positive impact on consumer engagement

H0: Social media marketing activities has no positive impact on consumer engagement

H3: Consumer engagement has a positive impact on consumer purchase intention

H0: Consumer engagement has no positive impact on consumer purchase intention

H4: Consumer engagement mediates the relationship between social media marketing activities and consumer purchase intention

H0: Consumer engagement does not mediate the relationship between social media marketing activities and consumer purchase intention

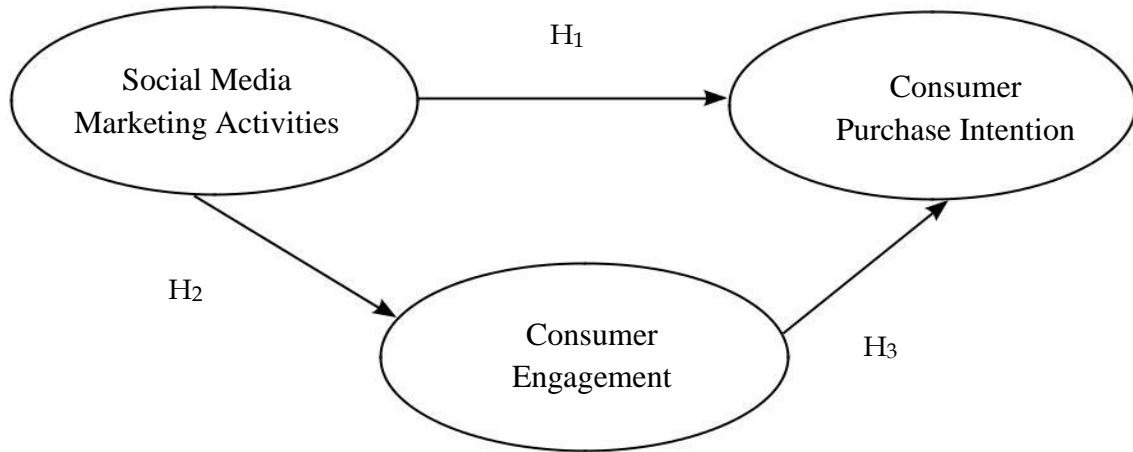


Figure 3.2 Hypothesis in the research model.

3.7 SAMPLING PROCESS

There are five different steps in order to complete the sampling process in a quantitative research methodology. The steps include explaining the target population, sampling frame, choosing the sampling technique, sample size and the execution of the overall sampling process (Malhotra, 2007).

The target population of the research refers to the people or group involved in the study for the survey. The main target population for this research study are the people who use fashion brands of Malaysia; thus, the research is including male and female with the age above 18 years. Since the objective is to find out the influence of SMMA on purchase intention of fashion brands with the mediating effect of consumer intention, therefore, the people with 18 + years will be the suitable group to include under the survey.

Sampling frame of this study will be individuals who actively use social media and buy fashion brands of Malaysia. The research will be including the sample of the people living in the city of Kuala Lumpur, Malaysia.

In this study, convenience sampling method is used. Convenience sampling method comes under the non-probability sampling method where the participants of the study are included who are closer and accessible for the researchers to collect the data. It helps in locating the desired characteristics in the population selected for the research study conveniently. This sampling method is used as it focuses on the time and budget as constraints. A sample size of 160 is selected and the data for the research will be collected by emailing the online questionnaire to the people living in Kuala Lumpur, Malaysia.

CHAPTER FOUR: ANALYSIS OF RESULTS

This part of the study consists of the detailed findings and interpretations of the collected data. As mentioned earlier, the researcher used a questionnaire for data collection. A total number of 160 questionnaires were distributed randomly to the people considering the use social media and 152 responses were retrieved in a manner that can be utilized for this study. One fifty-two (152) questionnaires were proceeded for the statistical analysis. Thus, the researcher was successful in achieving 95% response rate.

The latest version of SPSS for statistical analysis has been used for this study. Different statistical tests are used to conduct the analysis of the study. The chapter consists of, analysis of demographic profile of respondents, descriptive statistics, reliability analysis, regression analysis and mediation analysis. Mediation analysis is conducted through Process Macro.

4.1 Demographic Profiles of the Respondents:

The first part of the survey is focused to collect the data regarding demographic characteristics of the participants. The participants of the study are provided with the close-ended questions regarding their age, gender, marital status, employment status, income per month, social media usage duration and social media type. The first phase of the questionnaire about demographics is elaborated below allowing the collected data to be sorted through for further clarification. The

data for the demographic profile is shown with the help of graphs and charts below:

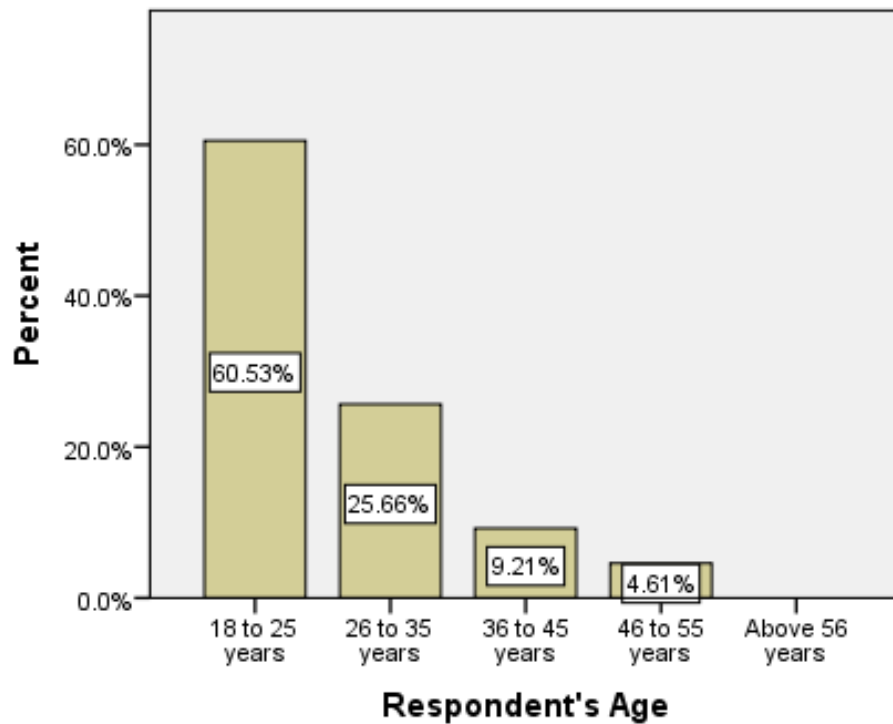


Figure 4.1 – Age of the respondents:

The first question of the demographic profile of the respondents' section aimed to find out the age of the respondents. Respondents were provided with five different options where 18 to 25 years was coded as '1', 26 to 35 years was coded as '2', 36 to 45 years option was coded as '3', option 46 to 55 years was coded as '4' and lastly the option of above 56 years was coded as '5'. The figure above demonstrates that majority of the respondents participated under the survey lie within the age bracket of 18 to 25 years (60.53%) which is then followed by 26 to 35 years (25.66%), 36 to 45 years (9.21%), 46 to 55 years (4.61%) and above 56 years (0%).

Hence, it can be concluded that the responses collected on the mediating effect of consumer engagement in the relationship of Social media marketing

activities and intentions to buy was collected from the respondents within the age bracket of 18 to 25 years. However, it is also important to note that there was no participant in the survey above 56 years.

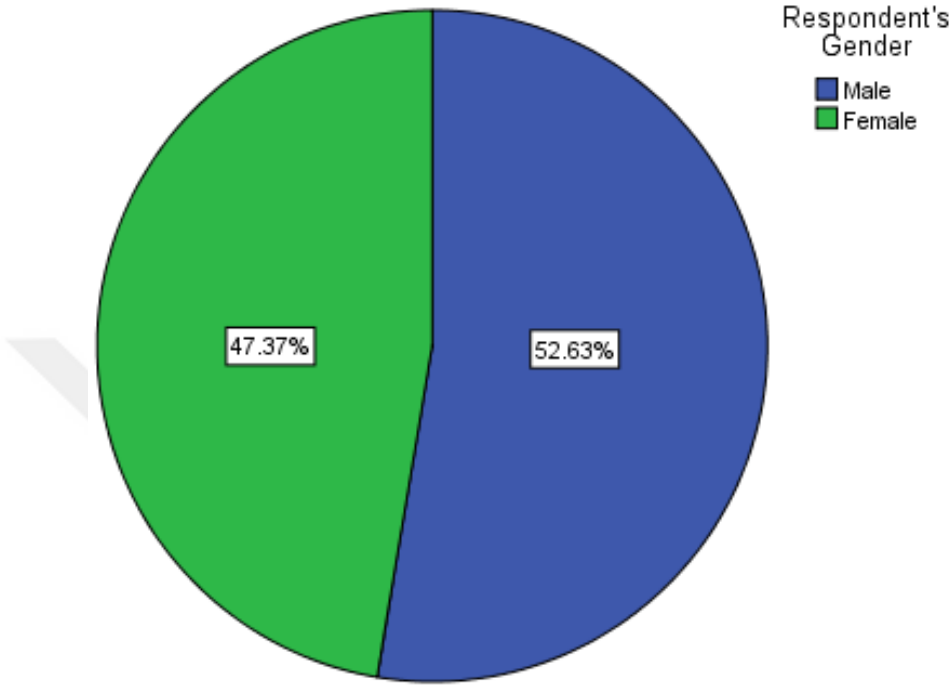


Figure 4.2 – Gender of the respondents

The second question of the demographic profile of the respondents section aimed to find out the gender of the respondents. Respondents were provided with two options where the option ‘male’ was coded as ‘1’ and the option ‘female’ was coded as ‘2’. The figure above demonstrates the 52.63% of the total respondents are male; whereas, 47.37% of the total respondents are female. Thus, it can be concluded that there are almost half male participants and female participants participated under this survey.

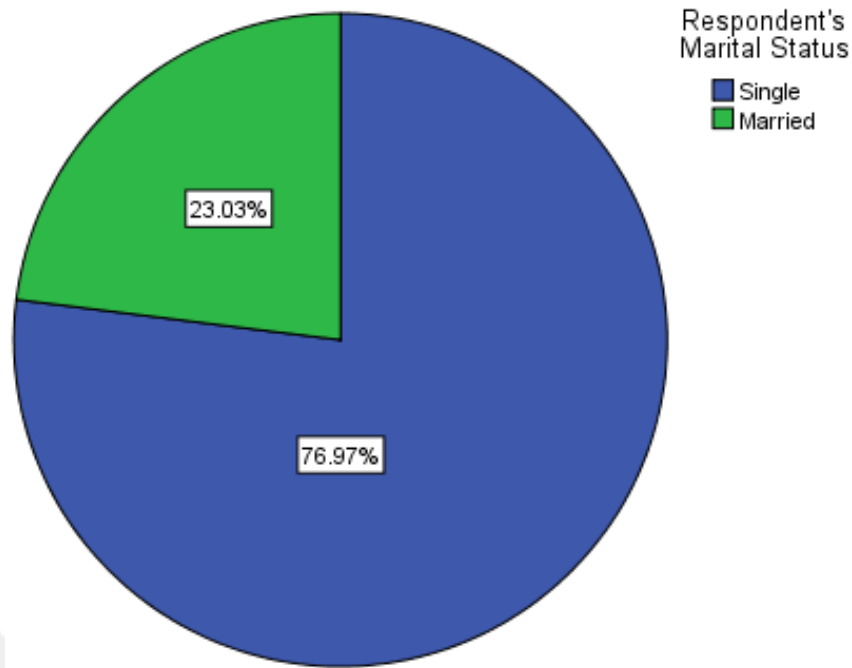


Figure 4.3 – Marital Status of the respondents

The third question of the demographic profile of the respondents' section aimed to find out the marital status of the respondents. Respondents were provided with two options i.e. single and married, where the option 'single' was coded as '1' and the option 'married' was coded as '2'. The figure above demonstrates the 76.97% of the total respondents are single, whereas, 23.03% of the total respondents are married. Therefore, it can be concluded that the responses collected on the mediating effect of consumer engagement in the relationship between Social media marketing activities and intentions to buy was collected from the respondents that were mostly single.

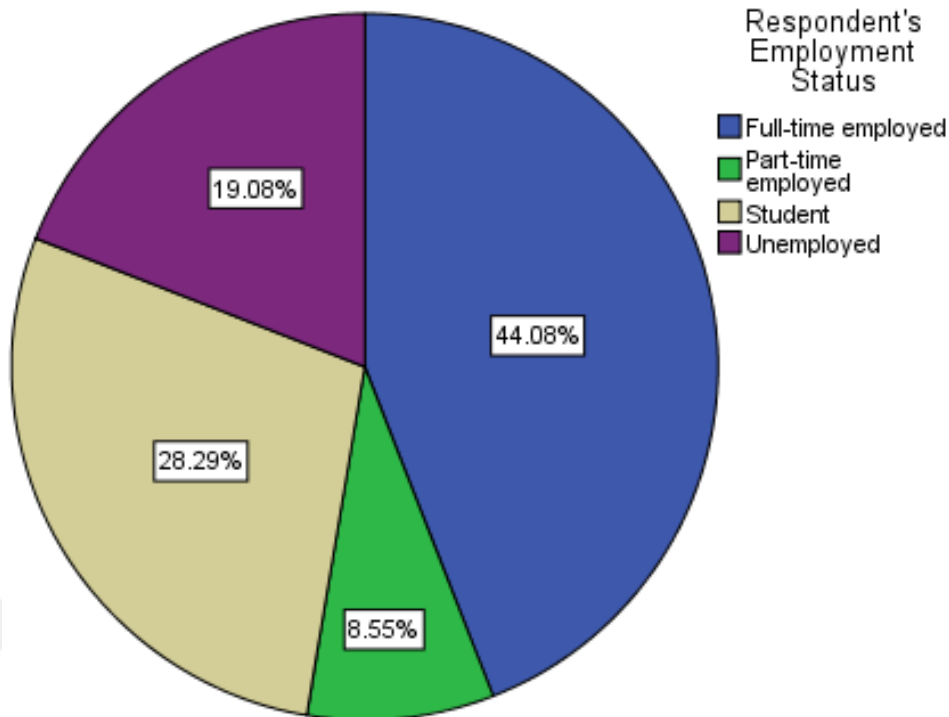


Figure 4.4 – Employment status of the respondents

The fourth question under the first section of the questionnaire was aimed to find out the employment status of the respondents. Respondents were provided with four different options which include full-time employed, part-time employed, student and unemployed. In SPSS, the option 'full-time employed' was coded as '1', 'part-time employed' option was coded as '2', 'student' option was coded as '3' and lastly the option 'unemployed' was coded as '4'. The figure above demonstrates that majority of the respondents participated under the survey are full-time employed (44.08%) which is then followed by students (28.29%), unemployed respondents (19.08%) and then part time employed (8.55%).

Hence, it can be concluded that the responses collected on the mediating effect of consumer engagement in the relationship of Social media marketing

activities and intentions to buy was collected from the respondents who are employed. However, it is also important to note that there are very few participants who are part-time employed.

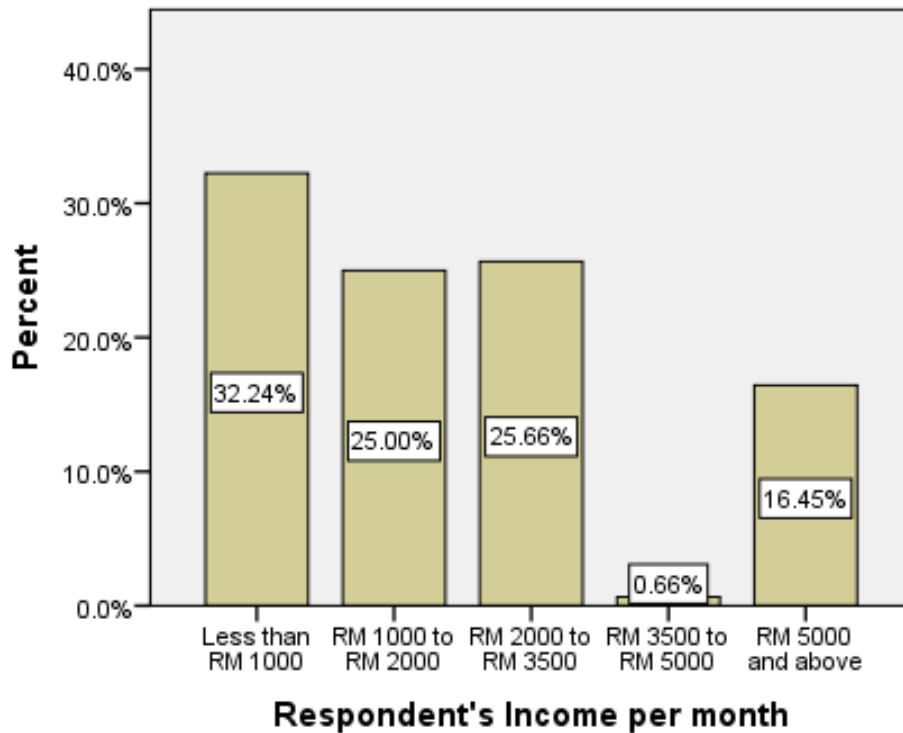


Figure 4.5– Income of the respondents

The fifth question under the first section of the questionnaire was aimed to find out the respondents' income per month. Respondents were provided with five different options which include Less than RM 1000, RM 1000 to RM 2000, RM 2000 to RM 3500, RM 3500 to RM 5000 and RM 5000 and above. In SPSS, the option 'Less than RM 1000' was coded as '1', 'RM 1000 to RM 2000' option was coded as '2', 'RM 2000 to RM 3500' option was coded as '3', the option 'RM 3500 to RM 5000' was coded as '4' and lastly the option 'RM 5000 and above' was coded as '5'. The figure above demonstrates that majority of the respondents

participated under the survey have monthly income of less than RM 1000 (32.24%) which is then followed by RM 2000 to RM 3500 (25.66%), RM 1000 to RM 2000 (25%), RM 5000 and above (16.45%) and then RM 3500 to RM 5000 (0.66%).

Hence, it can be concluded that the responses collected on the mediating effect of consumer engagement in the relationship of Social media marketing activities and intentions to buy was collected from the respondents with the monthly income of Less than RM 1000. However, it is also important to note that very few participants have monthly income of RM 3500 to RM 5000.

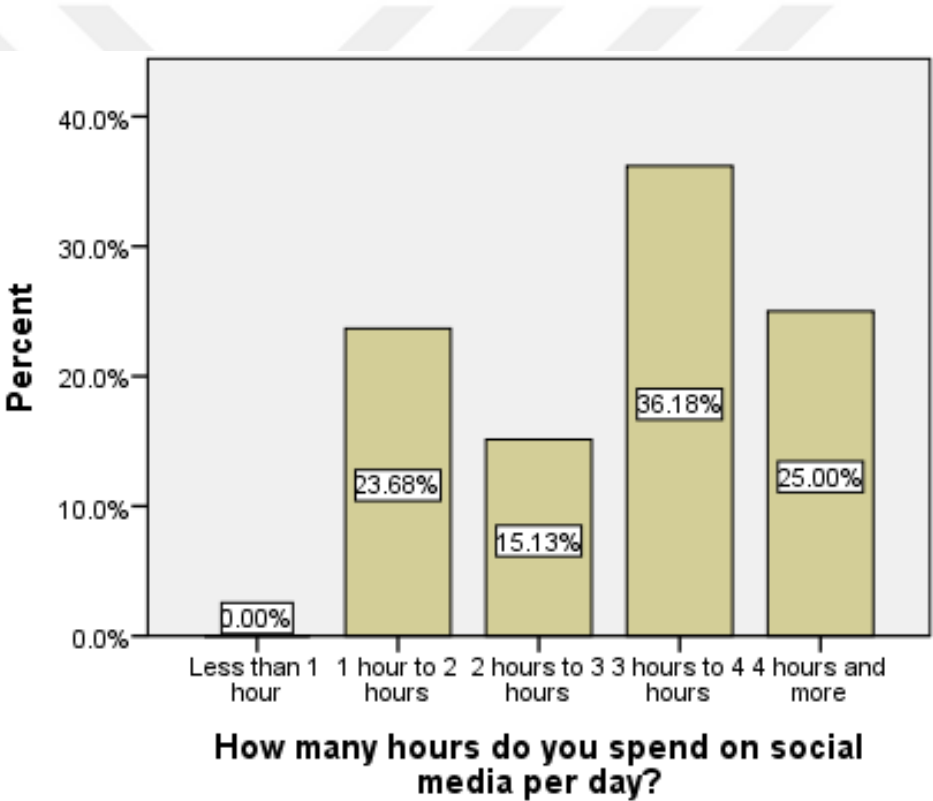


Figure 4.6– Respondents’ social media usage:

The sixth question under the first section of the questionnaire was aimed to find out the respondents’ social media usage in hours. Respondents were provided with five different options which include Less than one hour, 1 hour to 2 hours, 2

hours to 3 hours, 3 hours to 4 hours and 4 hours and more. In SPSS, the option 'Less than one hour' was coded as '1', '1 hour to 2 hours' option was coded as '2', '2 hours to 3 hours' option was coded as '3', the option '3 hours to 4 hours' was coded as '4' and lastly the option '4 hours and more' was coded as '5'. The figure above demonstrates that majority of the respondents participated under the survey spend 3 to 4 hours on social media per day (36.18%) which is then followed by 4 hours and more (25%), 1 hour to 2 hours (23.68%), 2 hours to 3 hours (15.13%) and less than one hour (0.00%).

Hence, it can be concluded that the responses collected on the mediating effect of consumer engagement in the relationship of Social media marketing activities and intentions to buy was collected from the respondents spending 3 hours to 4 hours per day on social media. However, it has also been noted that no participants under this survey are found who use social media less than one hour.

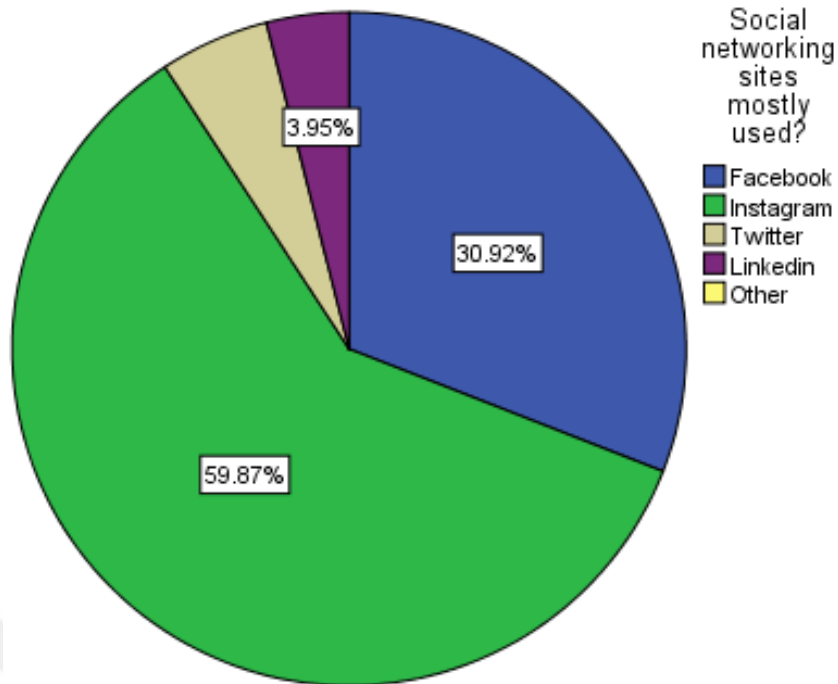


Figure 4.7– Respondents’ social media type:

The sixth question under the first section of the questionnaire was aimed to find out the respondents’ social media type. Respondents were provided with five different options which include Facebook, Instagram, twitter, LinkedIn and Other. In SPSS, the option ‘Facebook’ was coded as ‘1’, ‘Instagram’ option was coded as ‘2’, ‘Twitter’ option was coded as ‘3’, the option ‘LinkedIn’ was coded as ‘4’ and lastly the option ‘Other’ was coded as ‘5’. The figure above demonstrates that majority of the respondents participated under the survey stated that they mostly use Instagram (59.87%) which is then followed by Facebook (30.92%), Twitter (5.26%), LinkedIn (3.95%) and other (0.00%).

Hence, it can be concluded that the responses collected on the mediating effect of consumer engagement in the relationship of Social media marketing activities and intentions to buy was collected from the respondents who mostly use

Instagram. However, it is also important to note that no participants under this survey are found who marked on other option.



Summary of the Respondents' Demographic Profile:

Variable	Categories	Frequency	Percentage (%)
Age	18-25	92	60.5%
	26-35	39	25.7%
	36-45	14	9.2%
	46-55	7	4.6%
	56 & above	0	0
Gender	Male	80	52.6%
	Female	72	47.4%
Marital Status	Single	117	77%
	Married	35	23%
Employment Status	Full Time	67	44.1%
	Part Time	13	8.6%
	Student	43	28.3%
	Unemployed	29	19.1%
Monthly Income	< RM1000	49	32.2%
	RM1000-RM2000	38	25%
	RM2000-RM3500	39	25.7%
	RM3500-RM5000	1	0.7%
	> RM5000	25	16.4%
No. of Hours of Social media per day	< 1 hour	36	23.7%
	1 hour – 2 hours	23	15.1%
	2 hours – 3 hours	55	36.2%
	> 4 hours	38	25%
Social networking sites mostly used	Facebook	47	30.9%
	Instagram	91	59.9%
	Twitter	8	5.3%
	LinkedIn	6	3.9%
	Other	0	0%

Table 4.1 – Summary of Demographic Profile

4.2 Descriptive Analysis:

The table below demonstrates the descriptive statistics of Social Media Marketing Activities, Intentions to Purchase and Consumer Engagement.

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Social Media Marketing Activities	152	1.00	5.00	4.4263	.59876
Intentions to Purchase	152	2.60	5.00	4.4079	.56563
Consumer Engagement	152	2.80	5.00	4.3355	.57016
Valid N (listwise)	152				

Table 4.2 – Descriptive Analysis

The above output from the SPSS shows the descriptive analysis of the variables. Descriptive analysis shows the total sample along with the values of minimum, maximum, mean and standard deviation. The variables of the research are measured with the help of 5 points Likert scale. In the scale, the coding of the options is strongly disagree as '1', disagree as '2', neither agree nor disagree as '3', agree as '4' and strongly agree as '5'.

The high mean value for the variables signifies that the answers provided for the particular variable are in the agreement; on the other hand, the low mean value for the variables signify that the answers provided for the particular variable are in

the disagreement. Social media marketing activities contains the highest mean value i.e. 4.426. Intention to Purchase has the second highest mean value i.e. 4.40. Consumer engagement has the mean value of 4.33.

The table also shows the standard deviation of Social media marketing activities, Intention to Purchase and Consumer engagement with the values of 0.598, 0.565 and 0.570, respectively.



4.3 Reliability Analysis:

Reliability is known as the fact that the scale used to measure the variable should consistently show the construct it is measuring. Reliability analysis allows the researcher to study the dimensions of measurement scales and the items of the variables. The process of reliability analysis estimates frequently used answers of scale consistency and give information regarding the linkage among each item present in a scale. The most common method to evaluate reliability analysis is Cronbach's alpha technique (Gleim, 2003).

Cronbach's alpha technique represents the internal consistency of the set of items making overall scale, based on the mean inter-item correlation. The reliability of the variables under Cronbach's alpha technique can be estimated by following a rule. The rule suggests that if the value of Cronbach's alpha is more than 0.7 then the scale is reliable. If the Cronbach's alpha is lesser than 0.7 then the scale will not be reliable.

Reliability Statistics	
Cronbach's Alpha	N of Items
.835	5

Table 4.3 – Reliability Statistics of Social Media Marketing Activities

The above table is the output of reliability statistics of social media marketing activities from SPSS. As shown in the table above, there are five items under this variable. The Cronbach's alpha is 0.835, the value is closer to 1 or more than 0.7. This shows that the scale for social media marketing activities is reliable.

Reliability Statistics	
Cronbach's Alpha	N of Items
.836	5

Table 4.4 – Reliability Statistics of Intentions to Purchase

The above table is the output of reliability statistics of intentions to purchase from SPSS. As shown in the table above, there are five items under this variable. The Cronbach's alpha is 0.836, the value is closer to 1 or more than 0.7. This represents that the scale for consumer's purchase intentions can be considered as reliable.

Reliability Statistics	
Cronbach's Alpha	N of Items
.793	5

Table 4.5 – Reliability Statistics of Consumer Engagement

The above table is the output of reliability statistics of consumer engagement from SPSS. As shown in the table above, there are five items under this variable. The Cronbach's alpha is 0.739, the value is closer to 1 or more than 0.7. This represents that the scale for consumer engagement can be considered as reliable.

4.4 Regression Analysis:

The output below shows the results of regression analysis where social media marketing activities and consumer engagement are taken as independent variables and intentions to purchase is taken as dependent variable.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.849 ^a	.720	.716	.30118
a. Predictors: (Constant), Consumer Engagement, Social Media Marketing Activities				

Table 4.6 – Model Summary

Model summary is the first table extracted from regression analysis. The table shows the R value and R square value in the second and third column. The R value shows the simple correlation between the variables i.e. 0.849, which shows that all the variables are strongly correlated with each other.

The value of R square is 0.720 which shows that 72% of the total variance in intentions to purchase has been explained which is impressive. This shows that 72% of intentions to purchase can be described by social media marketing activities and consumer engagement.

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	34.795	2	17.397	191.791	.000 ^b
	Residual	13.516	149	.091		
	Total	48.311	151			
a. Dependent Variable: Intentions to Purchase						
b. Predictors: (Constant), Consumer Engagement, Social Media Marketing Activities						

Table 4.7 – Analysis of Variance

The above table shows the table of ANOVA. The sum of squares is 34.795, the value of degree of freedom is 2, mean square is 17.397 and F value is 191.791. In addition, the significance value of the model is 0.000 which is less than 0.05, which shows that, overall, the outcome variable can be significantly predicted and can be considered as the good fit for the data.

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.641	.205		3.125	.002
	Social Media Marketing Activities	.082	.053	.087	1.556	.122
	Consumer Engagement	.785	.055	.791	14.201	.000
a. Dependent Variable: Intentions to Purchase						

Table 4.8 – Table of Coefficient (SMMA, CE & ITP)

The table of coefficient shows the B value of social media marketing i.e. 0.082 and consumer engagement i.e. 0.785. The p value of social media marketing activities is 0.122 ($p > 0.05$), hence, it is evident that social media marketing activities do not significantly impact intentions to purchase. Moreover, the p value of consumer engagement is 0.000 ($p < 0.05$), hence, it is evident that consumer engagement significantly influences intentions to purchase.

Relationship between Social Media Marketing Activities (SMMA) and Consumer Engagement

Another regression analysis is run to test the linkage between SMMA and consumer engagement. Here, SMMA is taken as an independent variable and consumer engagement as a dependent variable.

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.685	.270		6.240	.000
	Social Media Marketing Activities	.599	.060	.629	9.906	.000

a. Dependent Variable: Consumer Engagement

Table 4.9 – Table of Coefficients (SMMA & CE)

The table of coefficient shows the B value of social media marketing i.e. 0.599. The p value of social media marketing activities is 0.000 ($p < 0.05$), hence, it is evident that social media marketing activities significantly influence consumer engagement.

4.5 Mediation Analysis by PROCESS:

Process Macro is used to analyze the mediating impact of consumer engagement in the linkage between SMMA and consumer intention to buy. Process boot up the data (5000) automatically. The below mediation analysis also gives the outcomes against the unstandardized path coefficient.

1. First, it is important to see the linkage between Independent variable and mediating variable which needs to be significant.
2. Secondly, it is important to see the relationship between dependent variable and mediating variable which also needs to be significant. If there is a significant relationship, then there exists a mediation.
3. Lastly, it is important to see the relationship between dependent variable and independent variable which can or cannot be significant.

As stated by Barron & Kenny (1986), the direct linkage among the dependent and independent variable should be significant to further process to next stages in order to test mediation effect. However, in the later studies carried out by Andrew Hayes, Preacher & Kelly and many other researchers, it was shown that it is not compulsory that the direct linkage between the dependent and independent variable should be significant.

Moreover, the values of upper limit class interval (ULCI) and lower limit class interval (LLCI) shows whether there is a mediation effect or not and the relationship is significant or not. According to Hayes (2013), the value of ULCI and LLCI should not have zero. Moreover, Process provides the direct and indirect effect sizes, crucial to describe the impact and overall extent of the mediation.

Kappa- Squared for indirect table is also present in the below analysis that shows the mediating effect. The effect is shown as

Effect value .01 = Small

Effect value .09 = Moderate

Effect value .20 = Large (Preacher & Kelley, 2011).

The output below shows the Mediation analysis that has been conducted with the help of Process macro.



Variable	B	SE	Sig.	LLCI	ULCI
Model without mediator					
Constant	1.964	.2800	.0000	[1.412	2.516]
SMMA→ITP (c)	.552	.0632	.0000	[.4180	.6760]
R ² _{SMMA→ITP} = .342					
Model with mediator					
Constant	.6412	.2052	.0021	[.2357	1.0467]
SMMA→CE (a)	.5988	.0605	.0000	[.4794	.7183]
CE→ITP (b)	.7851	.0553	.0000	[.6759	.8944]
SMMA→ITP (c')	.0819	.0526	.1217	[-.0221	.1860]
R ² _{SMMA→CE} = .3955					
R ² _{CE, SMMA, ITP→} = .7202					
F _{SMMA→ITP} = 77.817					
F _{SMMA→CE} = 98.1279					
F _{CE, SMMA, ITP→} = 191.7911					

Dependent variable: ITP, P<0.001 ***, P<0.01**, P<0.05*

Table 4.10 – Mediation Effect from Process Macro

The above table shows the mediation analysis. The first part shows the model without mediator i.e. the linkage between Social media marketing activities (SMMA) and intention to purchase via Process macro.

The second part of the output presents the result of social media marketing activities (SMMA), intentions to purchase and consumer engagement via Process macro. The p value of SMMA is more than 0.05, thus, alternate hypothesis of the study is not accepted, however, we accept the null hypothesis of the research. The p value of consumer engagement is lesser than 0.05, therefore, we accept the alternate hypothesis and reject the null hypothesis.

The table shows the values of standardized coefficient i.e. ($c = .522$, $a = .5988$, $b = .7851$, $c' = .0819$). The values of LLCI i.e. Lower Limit Confidence Interval and ULCI i.e. Upper Limit Confidence Interval, against unstandardized coefficient a , b , c and c' does not include the value of zero in between the LLCI and ULCI except for c' . It shows all the variables have a significant relationship but Social media marketing activities do not have a significant relationship with Intentions to Purchase.

The figure below shows the value of unstandardized path coefficients in the mediating effect of Consumer engagement in the linkage between Social media and Intentions to Purchase

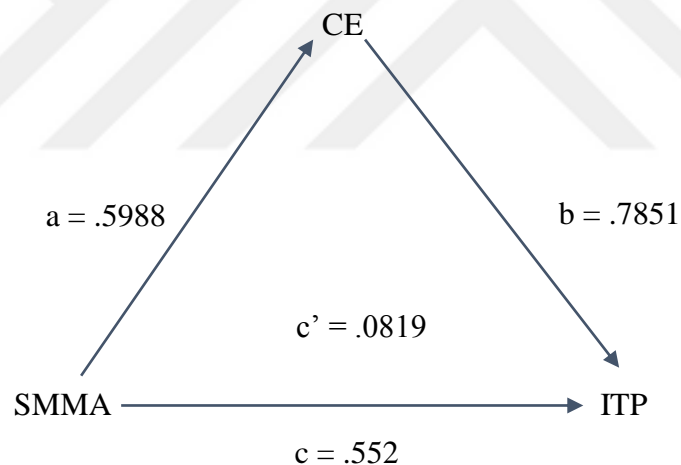


Figure 4.8 – Mediation effect (Unstandardized Path coefficient)

Kappa- Squared for Indirect or Mediated Effect

The result of Kappa- Squared values for indirect effect of mediation is shown in the table below. According to Preacher & Kelley (2011), the effect is the strength of the relationship that is interpreted as .01 to be the smaller effect , .09 to be the moderate effect and .20 to be the larger effect.

Effect	Boot SE	Boot LLCI	Boot ULCI
.4702	.1093	.2854	.6908

Table 4.11 – Kappa- Squared for Indirect or Mediated Effect

In the indirect effect of X and Y, the bootstrap criterion is used. Bootstrap criterion tells you if the effects and the difference crosses zero. The Confidence interval for the indirect effect is (.2854, .6908) which does not include zero thus, it shows a statistically significant mediating effect.

Moreover, Kappa – squared value for indirect effect = .4702 (greater than 0.2) which shows that the indirect or mediated effect is very high. Referring to the rule of thumb provide by Preacher & Kelley (2011), it can be stated that overall mediating effect of consumer engagement in the relationship between SMMA and intentions to purchase is very high.

4.6 Hypotheses Testing:

Hypotheses	Accepted/Rejected
H0: Social media marketing activities have no positive impact on consumer purchase intention. ($p > 0.05$)	H1 is Rejected H0 is accepted
H2: Social media marketing activities has a positive impact on consumer engagement. ($p < 0.05$)	H2 is Accepted H0 is rejected
H3: Consumer engagement has a positive impact on consumer purchase intention.	H3 is Accepted H0 is rejected
H4: Consumer engagement mediates the relationship between social media marketing activities and consumer purchase intention. (CI does not include zero)	H4 is Accepted

Table 4.10 – Hypotheses Testing

4.7 DISCUSSION:

It can be shown from the statistical analysis that social media marketing activities have no direct relationship with consumer purchase intentions. The research also showed that Social media marketing activities has a positive impact on consumer engagement. Also, consumer engagement has a positive impact on consumer purchase intention. Most importantly, the findings also showed that Consumer engagement mediates the relationship between social media marketing activities and consumer purchase intention.

The findings related to the association among social media marketing activities and purchase intentions is proven by the research of the study of Lee (2016) where the researcher showed that social media marketing activities have no significant impact on consumer's intentions to purchase. However, few studies are not in line with the results of existing research, for example, (Kim & Ko, 2011) and (Pjero & Kercini, 2015) where they proved that social media marketing activities is positively related wit consumer buying intentions. The contradiction in the findings exist due to the difference in the area of study or the geographical location covered under the survey.

The findings related to the association among consumer engagement and purchase intentions are supported by different studies for example (Woodcock, Green and Starkey 2011; Magneto, 2015; Yusuf, 2018) where they empirically proved that consumer engagement has a positive relationship with intentions to purchase. The study of Magneto (2015) revealed that consumer engagement always encourages consumer's willingness to buy the product. In support, Yusuf (2018) also proved in the study that consumer engagement has a positive relationship with intentions to purchase.

The finding related to the association among social media marketing activities and consumer engagement is bolstered by earlier researches carried out by (Dehghani & Tumer, 2015) and also the study conducted by (Toor, 2017). These studies empirically proved the positive linkage between social media marketing activities and consumer engagement. Similar to the past studies directed by Barhemmati & Ahmad (2015), this investigation found that social network marketing is essentially identified with consumer engagement.

The finding related to the mediating impact of consumer engagement in the linkage among SMMA and intentions to purchase has been supported by numerous studies. The study also showed that consumer engagement is positively related with consumer purchase intention which is also in line with the study of Rosetta (2014), who provided that connected with consumers submitted in order to form associations and connections with the respected brand, product or service, some of the time in spite of infamous nature of the product.



CONCLUSION

The objective of the existing research was to examine the impact of social media marketing activities on intent to purchase of fashion brands of Malaysia by studying the mediating effect of consumer engagement. Based upon the theory literature and the quantitative analysis carried out, this study directly focused on the promotion of products and marketing through social media consumer purchase intention and consumer engagement by taking the fashion industry of Malaysia. The results of the study showed that social media marketing activities (SMMA) have no direct influence on intent to purchase. The results also revealed that social media marketing activities has a positive influence on consumer engagement. Another important finding of the study indicated that consumer engagement has a positive effect on consumer purchase intentions. Most importantly, the major result showed that consumer engagement has a mediation effect on the linkage between the social media marketing activities and purchase intentions.

The obtained results from this study can assure that the consumer engagement cover up an important part in the encouragement of the purchase intention of a consumer. The induction of consumer engagement in this study as a mediator has given rise to the buying intention of the consumer by means of marketing their marketing strategies through social media. Social media has taken a different toll of marketing compared to the traditional marketing methodologies in order to advertise and spread the word to extreme ends of the world. This gives an edge to the user of a product which is only accessible to him through online platforms and their intuitive ideas. In the middle of these collaborative measures, the users are also encouraged to leave their comments and views about a specific product and

other remarks as part of liberty provided by the organization itself. Amid these collaborations, consumers communicate and share the reviews of their interest on different products or items offered by the specific companies. It can be said that this type of communication can have an impact on the consumers in the purchase intentions.

Social media offers a number of platforms such as, Facebook which has a capacity to make the product viral online which can open Malaysian consumers to specific items or services therefore, creating their uplifting frames of mind towards purchase intentions. In addition, the expanding rate of young Malaysians to utilization of social media for instructive drives may likewise draw in them to turn towards the social media for specific information on items. Similarly, this probability can likewise affect the purchase intentions.

Since a large number of people are increasing and expanding their online networks by using different social media platforms, for instance, Facebook, more than just the online buying and selling is considered; including the news outlet. With the new and included highlights given by social network, users can right away start and start their e-commerce business, share knowledge and promote their ideas with their group. Individuals who use social media more frequently may end up more drawn in with the particular organizations. Thus, consumers can turn out to be committed in providing valuable inputs and reviews on a particular brand and product.

Consumer engagement gone through a major connection and have a potential to improve and increase consumer purchase intentions on a particular brand or product

which in turn also increase customer satisfaction and loyalty (Barhemmati & Ahmad, 2015). In a social network condition, consumers anticipate to examine regarding the products and the organization or brands. Organizations sometimes ask for feedbacks to the customers through social media platforms so that their overall experience can be communicated openly and in case of complaints or issues, their complaints can be resolved which further result in customer satisfaction and increase in purchase intentions. In spite of the fact that majority Malaysian users are viewed as just viewers, the number of people using such platforms are always increasing (Kemp, 2015). In such case, social media marketing activities are highly important for the companies to promote their messages quickly to the masses.

As predictable, the research also showed that consumer engagement has a mediating effect on the connection between social network marketing (SMMA) and intentions to purchase. Considering the major outcome of the study, it can be concluded that the result provides the major impact of social media which can be used by the organizations to increase the engagement from the users which also results in the increase in the customers.

The results that have been calculated, compiled and mentioned in this study will have the capacity to add to the collection of literature in a number of ways. To start with, this investigation broadens the learning on how the effect of social media can be identified with intentions to purchase. In this fast-paced innovative environment, it creates the impression that Malaysia has additionally encountered a fast development of social networking sites use over the last decade substantially, which concentrate a change in the environment in the host country. The discoveries in this study paved a way that numerous Malaysians are particularly drawn in with social media websites such as Instagram and Facebook. Regardless, this study can develop the utilization of the gratification theory to feature the result of social media marketing and the effect on intentions to purchase. In such manner, the present research has demonstrated that social media can be used as a tool for marketing effectively so that the intentions to purchase by the customers can be stimulated.

As the features provided by social media are interesting which take into consideration its mass reach, consumers are provided with the chances to give their experience and reviews regarding the brands, items and services. The appropriate strategy followed in social media can have a major influence on the consumer engagement in purchase intentions. Furthermore, not all past research conducted in the literature surveyed on the effect of social network on content and academic growth; this investigation provides the one-sided story of the business as it researches the overall effect of social media on intentions to purchase.

The outcome of the investigation suggests that marketers especially in the fashion brands in Malaysia should take into account the key job of consumer engagement in varying intentions to purchase. They likewise should also constantly

upgrade the methods used to promote their offerings so that it can be beneficial for the customers. Marketers should also provide complete assistance to the customers through the social media, for example, allowing them to write reviews or share the customer experiences so that it can be beneficial for other customers. The different section of reviews can help in assisting new consumers with making a choice on what should be purchased. By sharing their reviews and adding details of the products or services, different consumers are likely to be affected. This strategy will empower marketers to get the significant data concerning the active nature of users of social media platform which would then be able to be utilized to enhance their marketing techniques. In this way, marketers ought to be receptive to the rising significance of social networking websites.

The destinations can impact consumer purchase intention. Enhancement in advertising methodologies can be cultivated by ceaselessly revising their internet marketing techniques as per the concern of the consumers. Furthermore, we can discuss and elaborate that the marketers should come up with the strategies that helps in connecting with customers in this web-based environment as the social media strategies motivate the consumers to interact openly and spontaneously, without any time constrain, content, and repetition of conversation.

The advantages brought by social media phases is needed to be observed with receptiveness. Marketers working in a business organization will before long, have an ability to identify the ways to form consumers' correspondence so that it ends up reliable with an organization's goals and procedures. With the help of more deep understanding of consumers, marketers also explore the needs and intentions of consumers.

As the discoveries of the research provides critical assurances and managerial change, the investigation likewise has a number of limitations. The study used close ended surveys, it is recommended to the future research that they can conduct the study with better and comprehensive research method such as the interview method which can help in providing a comprehensive detail on the subject. Besides, future studies in this topic may take into consideration analyzing the impact of word of mouth on the online platform and forming a research with the conventional marketing strategies by organizations. Such a study can make more huge commitments to the literature and organizational changes.

With broadening the effect of other statistic factors on social media advertising, more productive bits of knowledge can be created for the marketers and subsequently for the organizations. In addition, the study consolidating different factors other than the consumer engagement should be considered to broaden the horizon in this field of study. Moreover, the present study is limited to the fashion industry of Malaysia, future studies can also be conducted by surveying other sectors. Most importantly, the researcher took a sample size of 160 to find out the impact of SMMA on intent to buy. From the responses of 160 participants, the results cannot be generalized to the overall population; therefore, the researcher of the current study recommends to the future studies to add the larger sample size to increase the generalizability of the research study.

Lastly, the researcher is restricted to the responses gathered from the people living in Kuala Lumpur to find out the influence of SMMA on purchase intentions of fashion brands of Malaysia. The researcher of the study recommends to the future research to expand the geographical area to include the participants from all

over the country. Furthermore, it is also recommended to conduct the similar study by taking other country as a subject of the research.



REFERENCES:

- Abdulai, A. & Delgado, C. (2000). An Empirical Investigation of Short- & Long-run Agricultural Wage Formation in Ghana. *Oxford Development Studies*, 28(2), pp.169-185.
- Ahmad, N., Mir, M. & Iqbal, N. (2014). Impact of Islamic Fashion Marketing on Islamic Marketing: A Case Study of Pakistani Women's. *Kuwait Chapter of Arabian Journal of Business & Management Review*, 3(5), pp.66-72.
- Ahmed, A. & Ibrahim, M. (2016). Business Value of Facebook: A Multiple Case Study from a Developing Country. *Pacific Asia Journal of the Association for Information System* 8(4).
- Araujo, T. & Neijens, P. (2012). Friend me: which factors influence top global brands participation in social network sites, *Internet Research*, 22(5), 626-640
- Arthur, d., Sherman, C., Appel, d. & Moore, L. (2006). “Why young consumers adopt interactive technologies. *Young Consumers*, 7(3), pp. 35 – 38.
- Asperen, M., Rooij, P., & Dijkmans, C. (2017). Engagement-based loyalty: The effects of social media engagement on customer loyalty in the travel industry. *International Journal of Hospitality & Tourism Administration*, 17(4), 1-17
- Awad, N.f., Dellarocas, C. & Zhang, X. (2006). The digital divide of word of mouth. Proceedings of the first Midwest United States Association for Information Systems, Grand Rapids, MI (May 5-6).
- Awamleh, R. & Fernandez, C. (2006). Impact of organizational justice in an expatriate work environment. *Management Research News*, 29(11), 701-712, <https://doi.org/10.1108/01409170610716016>
- Bachler, D.D., (2004). Building brand loyalty through individual stock ownership. *J. Prod. Brand Manage.*, 13(7), 488-497.

- Baekdal, T. 2009. Web Trends 2009. (<http://www.baekdal.com/Trends/web-trends-2009>)
- Barefoot, D., & J. Szabo. (2010). Friends with benefits: A social media-marketing handbook. San Francisco: No Starch Press
- Barhemmati, N., & Ahmad, A. (2015). Effects of social network marketing (SNM) on consumer purchase behavior through customer engagement. *Journal of Advanced Management Science*, 3(4), 307-311,doi: 10.12720/joams.3.4.307-311.
- Baron, R. M., & Kenny, D. A. (1986). The moderator-mediator variable distinction in social psychological research: Conceptual, strategic, and statistical considerations. *Journal of Personality and Social Psychology*, 51, 1173-1182.
- Belleau, B., Haney, R., Summers, T., Xu, Y., & Garrison, B. (2008), Affluent female consumers and fashion involvement, *International Journal of Fashion Design, Technology and Education*, 1(3), 103-112
- Brodie, R. J., Hollebeek, L. D., Juric, B., & Ilic, A. (2011). Customer engagement: Conceptual domain, fundamental propositions, and implications for research. *Journal of Service Research : JSR*, 14(3), 252-271
- Broekhuizen and Huizingh. (2007). Investigating the effect of consumer traits on the relative importance of TAM constructs in an e-commerce context.
- Borges, B. (2009). Marketing 2.0: Bridging the gap between seller and buyer through social media marketing. Arizona: Wheatmark Inc.

- Bowden, J. L.-H. (2009). The process of customer engagement: a conceptual framework. *Journal of Marketing Theory and Practice*, 17(1), 63–74.
- Boyd, D. M, Ellison, N. B. (2007). Social network sites: Definition, history, and scholarship. *Journal of Computer-Mediated Communication*, 13(1), article 11. available on the web at http://www.postgradolinguistica.ucv.cl/dev/documentos/90,889,Social_network_boyd_2007.pdf
- Bucy, E.P. (2003). The interactivity paradox: closer to the news but confused. In E.P. Bucy & J.E. Newhagen (eds) *Media Access: Social and Psychological Dimensions of New Technology Use*. Mahwah, NJ: Erlbaum, pp. 47 – 72
- Bulunmaz, B. (2011). Social Media Usage at Automobile Sector & Fiat Case, *Global Media Journal*, 2(3), Fall: 29.
- Burmester, A. (2009). Global faces and networked places. Retrieved from https://nielsen.com/nielsenwire/wpcontent/uploads/2009/03/nielsen_global_faces_mar09.pdf
- Chau, P.Y.K. (1996). An empirical assessment of a modified technology acceptance model. *Journal of Management Information Systems*, 13, 185- 204.
- Chen, C., Shen, C. & Chiu, W. (2007). Marketing communication strategies in support of product launch: An empirical study of Taiwanese high-tech firms. *Industrial Marketing Management*, 36(8), pp.1046-1056.
- Cho, Y. C., & Sagynov, E. (2015). Exploring Factors That Affect Usefulness, Ease Of Use, Trust, And Purchase Intention In The Online Environment. *International Journal of Management & Information Systems (IJMIS)*, 19(1), 21-36.
- Coyle, J.R. and Thorson, E. (2001) The Effects of Progressive Levels of Interactivity and Vividness in Marketing Sites. *Journal of Advertising*, 30, 65-77

- Dabner, N. (2012). Breaking Ground' in the Use of Social Media: A Case Study of a University Earthquake Response to Inform Educational Design with Facebook, *Internet & Higher Education*, 15(1), January: 69.
- Dann, S. & Dann. S. 2011. E-Marketing: Theory and Application. London, U.K: Palgrave Macmillan.
- Dauda, Y., Santhapparaj, S., Asirvatham, D., & Raman, M. (2007). The impact of e-commerce security, and national environment on consumer adoption of internet banking in Malaysia and Singapore. *Journal of Internet Banking and Commerce*, 12(2), 1 - 20.
- Davis, F.D. (1989). Perceived usefulness, perceived ease of use and user acceptance of information technology. *MIS Quarterly*, 13, 319-340
- De Vries, N. J., & Carlson, J. (2014). Examining the drivers and brand performance implications of customer engagement with brands in the social media environment. *Journal of Brand Management*, 21(6), 495-515.
- Dehghani, M. and Tumer, M. (2015) A Research on Effectiveness of Facebook Advertising on Enhancing Purchase Intention of Consumers. *Computers in Human Behavior*, 49, 597-600.
<https://doi.org/10.1016/j.chb.2015.03.051>
- Eri, Y., Aminul Islam, M. & Ku Daud, K. (2011). Factors that Influence Customers' Buying Intention on Shopping Online. *International Journal of Marketing Studies*, 3(1).
- Escobar-Rodríguez, T. & Bonsón-Fernández, R. (2017). Facebook practices for business communication among fashion retailers. *Journal of Fashion Marketing and Management*, 21 (1)
- Fernandez, B. (2011). [IEEE Media Advertising Sales Office]. *IEEE Potentials*, 30(2), pp.C3-C3.

- Fiore, A.M., Kim, J. & Lee, H.H. (2005). Effect of image interactivity technology on consumer responses toward the online retailer. *Journal of Interactive Marketing*, 19(3), 38– 53.
- Foley, P. & Sutton, D. (1998). Boom time for electronic commerce-rhetoric or reality. *Business Horizons*, 21-30.
- Forbes (2015). 6 Strategies to Drive Customer Engagement in 2015. Available at <https://www.forbes.com/sites/forbesinsights/2015/01/29/6-strategies-to-drive-customer-engagement-in-2015> (accessed on 20 October 2018).
- Fortin, D. & Dholakia, R. (2005), Interactivity and vividness effects on social presence and involvement with a web-based advertisement, *Journal of Business Research*, 58, (3), 387-396
- Gallaughier, J. & Ransbotham, S. (2010). Social Media and Customer Dialog Management at Starbucks. *MIS Quarterly Executive*, 9(4), 197-212.
- Gironda, John T., & Pradeep K. Korgaonkar (2014). Understanding Consumers' Social Networking Site Usage. *Journal of Marketing Management*, 30 (5–6), 571–605.
- Gitau, L. & Nzuki, D. (2014). Analysis of Determinants of M-Commerce Adoption by Online Consumers. *International Journal of Business, Humanities and Technology*, 4(3), 88-94.
- Grabner- Kräuter, S. & Faullant, R. (2008). Consumer acceptance of internet banking: the influence of internet trust. *International Journal of Bank Marketing*, 26(7), 483-504, <https://doi.org/10.1108/02652320810913855>
- Groeneveld, E. (2009), 'Be a feminist or just dress like one': BUST, fashion and feminism as lifestyle, *Journal of Gender Studies*, 18(2), 179-190
- Godey, B. (2016) Social media marketing efforts of luxury brands: Influence on brand equity and consumer behavior, *Journal of Business Research* 30(2), 30-40

- Gogoi, b. (2013), Study of antecedents of purchase intention and its effect on brand loyalty of private label brand of apparel, *International Journal of Sales & Marketing*, Vol. 3, Issue 2, Jun 2013, 73-86
- Gong, W., Stump, R. L., Maddox, L. M., 2013. Factors influencing consumers' online shopping in China. *Journal of Asia Business Studies*, 7(3), 214-230.
- Guriting P, Ndubisi NO (2006). Borneo online banking: evaluating customer perceptions and behavioural intention. *Manage. Res. News*. 29 (1/2), 6-15
- Hafele, N. (2011). Social Media Marketing: Interaction, Trends & Analytics. *ICT 511 Fall*, 51 (3), 1-6
- Harris, L., & Rae, A. (2009). Social networks: The future of marketing for small businesses. *Journal of Business Strategy*, 30(5), 24-31, doi: 10.1108/02756660910987581
- Hayes, A. F. (2013). Introduction to mediation, moderation, and conditional process analysis. New York: The Guilford Press
- Heijden, H., Verhagen, T. & Creemers, M. (2003). Understanding Online Purchase Intentions: Contributions from Technology and Trust Perspectives. *European Journal of Information System* 12, 41-48
- Hernandez, J. and Mazzon, J. (2007) Adoption of Internet Banking. Proposition and Implementation of an Integrated Methodology Approach. *International Journal of Bank Marketing*, 25, 72-88.
- Hill, R. & Moran, N. (2011). Social marketing meets interactive media. *International Journal of Advertising*, 30(5), pp.815-838.
- Hill, S., Provost, F. & Volinsky, C. (2006). Network-Based Marketing: Identify likely adopters via consumer networks. *Journal of Statistical Science*, 21(2), 256-276 DOI: 10.1214/088342306000000222

- Ho-Dac, N., Stephen J. Carson, & Moore, L. (2013). The Effects of Positive and Negative Online Customer Reviews: Do Brand Strength and Category Maturity Matter? *American Marketing Association*, 77, 37-44
- Hoffmann, A. & Broekhuizen, T. (2010). Understanding investors' decisions to purchase innovative products: Drivers of adoption timing & range. *International Journal of Research in Marketing*, 27(4), pp.342-355.
- Hollebeek, L. D. (2011). Demystifying customer brand engagement: Exploring the loyalty nexus. *Journal of Marketing Management*, 27(7-8), 785-807.
- Hong, Y., Boon, H., Chin, G. & Tze, P. (2013). Investigating the Factors Influence Adoption of Internet Banking in Malaysia: Adopters Perspective. *International Journal of Business and Management* 8(19)
- Ingram, M. 2012. Twitter's Expanded Tweets Are A Double-Edged Sword (<http://gigaom.com/2012/06/14/twitters-expanded-tweets-are-a-double-edged-sword/>)
- Jahangir, N. & Begum, N. (2008). The role of perceived usefulness, perceived ease of use, security and privacy, and customer attitude to engender customer adaptation in the context of electronic banking. *African Journal of Business Management*, 2 (1), 032-040
- Jansson, J. & Power, D. (2010), Fashioning a Global City: Global City Brand Channels in the Fashion and Design Industries, *Regional Studies*, 44(7), 889-904
- Jiang, L., Yang, Z. & Jun, M. (2013). Measuring consumer perceptions of online shopping convenience. *Journal of Service Management*, 24(2), 191-214, <https://doi.org/10.1108/09564231311323962>
- Jocz, E. & Quelch, A. (2008). An Exploration of Marketing's Impacts on Society: A Perspective Linked to Democracy. *American Marketing Association*, 27(2), 202-206

- Juniwati. (2014). Influence of Perceived Usefulness, Ease of Use, Risk on Attitude and Intention to Shop Online. *European Journal of Business and Management*, 6(27), 218-228.
- Kalyanaraman, S. & Sundar, S.S. (2003). The psychological appeal of personalized online content: an experimental investigation of customized web portals. Paper presented at the meeting of the International Communication Association, San diego, May.
- Kalyanaraman, S. (2016). Situating Self-Employed Urban Women Conducting Business through Contemporary Social Media. *Journal of Entrepreneurship & Management*, 5(2).
- Kaplan, A.M. & Haenlein, M. (2010). Users of the world, unite! The challenges and opportunities of social media. *Business Horizons*, 53(1), 59-68.
- Kardes, F. R. (2002). *Consumer Behavior and Managerial Decision Making* Second Edition. Upper Saddle River, New Jersey: Pearson Education, Inc.
- Kasavana, M.L., Nusair, K., & Teodosic, K. (2010). Online social networking: redefining the human web. *Journal of Hospitality and Tourism Technology*, 1(1), 68-82.
- Kawa, L. W., Rahmadiani, S. F. & Kumar, S.(2013), Factors Affecting Consumer DecisionMaking: A Survey of Young-Adults on Imported Cosmetics in Jabodetabek, *Indonesia, The SIJ Transactions on Industrial, Financial & Business Management (IFBM)*, 1(5) NovemberDecember 2013
- Kietzmann, Jan H., Kristopher Hermkens, Ian P. McCarthy, & Bruno S. Silvestre (2011). Social Media? Get Serious! Understanding the Functional Building Blocks of Social Media. *Business Horizons*, 54 (3), 241–51.
- Kim, J. & Ko, E. (2012) ‘Do social media marketing activities enhance customer equity? An empirical study of luxury fashion brand.’ *Journal of Business Research* [Online]. 65 (10): 1480-1486.

- Kohli, C., Suri, R. & Kapoor, A. (2014). Will social media kill branding?. *Business Horizons*, 58(1), pp.35-44.
- Kotler P. & Armstrong G. (2010). *Principles of Marketing*. New Jersey: Pearson Prentice Hall.
- Kozinets, R., de Valck, K., Wojnicki, A. & Wilner, S. (2010). Lost in Translation: The Social Shaping of Marketing Messaging. *GfK Marketing Intelligence Review*, 6(2), pp.22-27.
- Kreps, G. & Christodoulies, L. (2009). Editors' Introduction: New Directions in Health Communication, Marketing, & Media. *Social Marketing Quarterly*, 15(1_suppl), pp.1-6.
- Kumar, V., Aksoy, L., Donkers, B., Venkatesan, R., Wiesel, T., & Tillmanns, S. (2010). Undervalued or Overvalued Customers: Capturing Total Customer Engagement Value. *Journal of Service Research*, 13(3), 297–310.
- Laforet, S. and Li, X. (2005) Consumers Attitudes towards Online and Mobile Banking in China. *International Journal of Bank Marketing*, 23, 362-380.
- Li, H., Daugherty, T. & Biocca, F. (2001). Characteristics of virtual experience in electronic commerce: A protocol analysis. *Journal of Interactive Marketing*, 15(3), pp.13-30.
- Li, Hairong, Terry, D., & Frank, B. (2002). Impact of 3-D Advertising on Product Knowledge, Brand, Attitude, and Purchase Intention: The Mediating Role of Presence. *Journal of Advertising*, 31 (3), 59-67.
- Liljander, V., Gillberg, F., Gummerus, J. & Van-Riel, A. (2006). Technology readiness and the evaluation and adoption of self-service technologies. *Journal of Retailing and Consumer Services* 13(3), 177-191
- Lin, G., & Sun, C.-C. (2009). Factors influencing satisfaction and loyalty in online shopping: an integrated model. *Online Information Review*, 33(3), 2009, 458-475.

- Lu L, et al. (2003) Rsf1p, a protein required for respiratory growth of *Saccharomyces cerevisiae*. *Curr Genet* 43(4), 263-72
- Ma'aruf, S. (2006). Social Media: The Future of Marketing. *International Journal of Contemporary Research & Review*.
- Malhotra, N. & Birks, D. (2007) Marketing Research: An Applied Approach. Prentice Hall.
- Mashagba, F., Nassar, M., Habahbeh, A., Mohammad, T. & Eman, M. (2014). Revised and Extended Mobile Commerce Technology Adaption Model. *Research Journal of Applied Sciences, Engineering and Technology*. 7. 2639-2645. 10.19026/rjaset.7.580.
- Mas-Tur, A., Tur-Porcar, A. & Salim, A. (2016). Social Media Marketing For Adolescents. *Psychology & Marketing*, 33(12), pp.1119-1125.
- Mayfield, A. 2008. What is Social Media. U.K: iCrossing.
- McKnight, D.H. and Chervany, N.L. (2002) What Trust Means in E-Commerce Customer Relationships: An Interdisciplinary Conceptual Typology. *International Journal of Electronic Commerce*, 6, 35-60.
- Mollen, A., & Wilson, H. (2010). Engagement, telepresence and interactivity in online consumer experience: Reconciling scholastic and managerial perspectives. *Journal of Business Research*, 63(9-10), 919–925.
- Mowen, C. & Minor. M. (2002). Perilaku Konsumen. Jakarta: Erlangga
- Newman, M.E.J. (2003) The Structure and Function of Complex Networks. *SIAM Review*, 45, 167-256.
- O'Reilly, T. 2006. Web 2.0 Compact Definition: Trying Again.
(<http://radar.oreilly.com/2006/12/web-20-compact-definition-tryi.html>)
[Accessed on 12th August 2018]

- Pavlou, P. A. (2003). Consumer acceptance of electronic commerce: integrating trust and risk with the technology acceptance model. *International Journal of Electronic Commerce*, 7(3), 101-134.
- PEARY, B., SHAW, R. & TAKEUCHI, Y. (2012). Utilization of Social Media in the East Japan Earthquake & Tsunami & its Effectiveness. *Journal of Natural Disaster Science*, 34(1), pp.3-18.
- Pemberton, S. (2017). Social Media: The Future of Marketing. *International Journal of Contemporary Research & Review*.
- Pinto, M. & Yagnik, A. (2017). Fit for life: A content analysis of fitness tracker brands use of Facebook in social media marketing. *Journal of Brand Management* 24(1), 49–67
- Pjero, E. & Kërcini, D. (2015). Social Media and Consumer Behavior – How Does it Works in Albania Reality?. *Academic Journal of Interdisciplinary Studies*. 10.5901/ajis.2015.v4n3s1p141.
- Phillips, Barbara J., Jessica Miller, and Edward F. McQuarrie (2014). Dreaming Out Loud on Pinterest: New Forms of Indirect Persuasion. *International Journal of Advertising*, 33 (4), 633–55.
- Plume, C. J. et al. (2017). *Social Media in the Marketing Context*, Amsterdam, Ch&os Publishing, p. 11.
- Porter, M.E., 1974. Consumer behavior, retailer power and market performance in consumer goods industries. *Rev. Econ. Stat.*, 56(4), 419-436.
- Preacher, K. J., & Kelley, K. (2011). Effect Size Measures for Mediation Models: Quantitative Strategies for Communicating Indirect Effects. *Psychological Methods*, 16, 93-115.
<http://dx.doi.org/10.1037/a0022658>
- Quelch, J. & Jocz, K. (2011). Respect your customers. *Leader to Leader*, 2011(61), pp.36-42.

- Rajagopal, (2006). Consumer perspectives on brand extension effects in Mexico: An empirical analysis of buying decision patterns. *Latin Am. Bus. Rev.*, 7(1): 99-118.
- Ramayah, T., Dahlan, N., Teck., T.K., & Aafaqi, B. (2003). Perceived web security and web-based online transaction intent, *Multi Media Cyberspace Journal*, vol.1 [Online] Available: <http://cyberscape.mmu.edu.my/>.
- Ray, A., Riley, E., Elliot, N., Corcoran, S., Greene, M., Parrish, M., O'Connell, J., & Wise, J. (2011). Now social media marketing gets tough: saturation, stagnation, and privacy concerns challenge social media marketers.
- Renny, Guritno, S. & Siringoringo, H. (2013). Perceived Usefulness, Ease of Use, & Attitude Towards Online Shopping Usefulness Towards Online Airlines Ticket Purchase. *Procedia - Social & Behavioral Sciences*, 81, pp.212-216.
- Riegner, C. (2007). Word of mouth on the web: the impact of web 2.0 on consumer purchase decisions. *Journal of Advertising Research*, 47(4), 437 – 447.
- Roberts, S., Wilson, R., Fedurek, P. & Dunbar, R. (2008). Individual differences & personal social network size & structure. *Personality & Individual Differences*, 44(4), pp.954-964.
- Rust, R., Moorman, C. & van Beuningen, J. (2010). Quality mental model convergence & business performance. *International Journal of Research in Marketing*, 33(1), pp.155-171.
- Sadi, A & Noordin, Mohamad & Associate, Noordin. (2019). Factors influencing the adoption of M-commerce: An exploratory Analysis.
- Safko, L. & Brake, D. K. (2009). *The Social Media Bible. Tactics, Tools and Strategies for business Success*. N.J, USA: John Wiley and Sons.
- Sathye, M. (1999) Adoption of Internet Banking by Australian Consumers: An Empirical Investigation. *International Journal of Bank Marketing*, 17, 324-334.

- Sawhney, M., Verona, G., & Prandelli, E. (2005). Collaborating to create: The Internet as a platform for customer engagement in product innovation. *Journal of Interactive Marketing, 19*, 4–17.
- Schiffman, Leon G. & Leslie Lazar Kanuk. 2007. Consumer Behavior 9th Ed. New Jersey: Pearson Education Inc.
- Schivinski, B. & Dabrowski, D. (2014). The effect of social media communication on consumer perceptions of br&s. *Journal of Marketing Communications, 22*(2), pp.189-214.
- Schott, L. & Brown, V. (2005). Harvard Marketing Council. *Journal of Marketing, 91*(4), p.1484.
- Shah, H., Aziz, A., Jaffari, A. R., Waris, S., Ejaz, W., Fatima, M. and Sherazi., K.(2012), The Impact of Brands on Consumer Purchase Intentions, *Asian Journal of Business Management 4*(2), 105-110
- Sharma, K., Mishra, S. & Arora, L (2018). Does Social Medium Influence Impulse Buying of Indian Buyers? *Journal of Management Research 18*(1), 27-36
- Seiders, K., Berry, L. L., & Gresham, L. G. (April 15, 2000). Attention, Retailers! How Convenient Is Your Convenience Strategy? *Sloan Management Review*.
- Sekaran, U. (2003) Research Methods for Business: A Skill-Building Approach. 4th Edition, John Wiley & Sons, New York.
- Shang, R. A., Chen, Y. C., & Shen, L. (2005). Extrinsic and intrinsic motivations for consumers to shop online. *Information and Management, 42*, 401-413.
- Shen, B. & Bissell, K. (2013). Social Media, Social Me: A Content Analysis of Beauty Companies' Use of Facebook in Marketing and Branding. *Journal of Promotion Management, 19*:629–651

- Sheth, J.N., Sharma, A. (2005). International e-marketing: opportunities and issues, *International Marketing Review*, 22(6), 611-622 DOI 10.1108/02651330510630249
- Sigala, M. (2005), Integrating customer relationship management in hotel operations: Managerial and operational implications. *International Journal of Hospitality Management*, 24(3), 391-413.
- Smith, PR & Zook, Z. 2011. Marketing Communications: Integrating Offline and Online with Social Media. Fifth Edition. London, U.K: Kogan Page Ltd.
- Solis, B. 2007. The Social Media Manifesto. (<http://www.briansolis.com/2007/06/future-ofcommunications-manifesto-for/> [Accessed on 15th August 2018])
- Sooryamoorthy, R., Miller, B. & Shrum, W. (2008). Untangling the technology cluster: mobile telephony, internet use & the location of social ties. *New Media & Society*, 10(5), pp.729-749.
- Sorenson, S., & Adkins, A. (2014). Why Customer Engagement Matters So Much Now. Available <http://www.gallup.com/>
- Stanforth, N. (2009), Fashion merchandising internships for the millennial generation, *International Journal of Fashion Design, Technology and Education*, 2(2), 91- 99
- Stephen, A. & Galak, J. (2012). The Effects of Traditional & Social Earned Media on Sales: A Study of a Microlending Marketplace. *SSRN Electronic Journal*.
- Stephen, A. (2016). The Role of Digital & Social Media Marketing in Consumer Behavior, *Current Opinion in Psychology*, 10, p. 17.
- Steuer, J. (1992). Defining virtual reality: dimensions determining telepresence. *Journal of Communication*, 42, 73– 93.
- Szabó, G. & Bene, M. (2015). Media & integration. *socio.hu*, 2015(4), pp.67-88.

- Tanuri, T. (2015). Networking, or What the Social Means in Social Media. *Social Media + Society*, 1(1), p.205630511557813.
- Tay, J. (2009), 'Pigeon-eyed readers': The adaptation and formation of a global Asian fashion magazine, *Continuum: Journal of Media & Cultural Studies*, 23(2), 245-256
- Toor, A. & Husnain, M. (2017). The Impact of Social Network Marketing on Consumer Purchase Intention in Pakistan: Consumer Engagement as a Mediator. *Asian Journal Of Business And Accounting*, 10(1), 167-199. Retrieved from <https://ajba.um.edu.my/article/view/3478>
- Udo, G. (2001). Privacy and security concerns as major barriers for e-commerce: A survey study, *Information Management & Computer Security* 9(4), 165-174
- Utz, Sonja, Nicole Muscanell, and Cameran Khalid (2015). Snapchat Elicits More Jealousy Than Facebook: A Comparison of Snapchat and Facebook Use. *Cyberpsychology, Behavior, and Social Networking*, 18 (3), 141–46.
- Van Dijck, J. (2013), *The Culture of Connectivity*, New York: Oxford University Press
- Venkatesh, V. (2000). Determinants of perceived ease of use: integrating control, intrinsic motivation, and emotion into the technology acceptance model. *Information Systems Research*, 4(4), 342-65
- Vivek, S. D., Beatty, S. E., & Morgan, R. M. (2012). Customer engagement: Exploring customer relationships beyond purchase. *Journal of Marketing Theory and Practice*, 20(2), 127-145
- Voorveld, H., van Noort, G., Muntinga, D. & Bronner, F. (2011). Engagement with Social Media & Social Media Advertising: The Differentiating Role of Platform Type. *Journal of Advertising*, 47(1), pp.38-54.

- Voyles, B. (2007), “Beyond Loyalty: Meeting the Challenge of Customer Engagement,” Economist Intelligence Unit, (Accessed October 31, 2018), Available at <http://www.adobe.com/engagement/pdfs/partI.pdf>
- Wang, 2004. Consumer decision-making styles on domestic and imported brand clothing. *Euro. J. Marketing*, 38(1-2): 239-252.
- Watson, R.P., Leyland, F.P., Berthon, P. & Zinkham, G. (2002). U-commerce: expanding the universe of marketing. *Journal of the Academy of Marketing Science*, 30(4), 333-47
- Weber, L. 2009. Marketing to the Social Web: How digital customer communities build your business. Second Edition. N.J, USA: John Wiley and Sons.
- Weinberg, T. (2009). The new community rules: Marketing on the social Web. Sebastopol, CA: O’Reilly Media Inc
- Weinberg, T. 2009. The New Community Rules: Marketing on the Social Web. Sebastopol, CA: O’Reilly Media Inc.
- Weiss, A.M., Lurie, N.H. & Macinnis, d.J. (2008). Listening to strangers: whose responses are valuable, how valuable are they, and why?, *Journal of Marketing Research*, 45(4), 425 – 436.
- Whinston, A. & Rui, H. (2014). Social Media as an Innovation - The Case of Twitter. *SSRN Electronic Journal*.
- Wirtz, J., Ramaseshan, B., van deKlundert, J., Canli, Z., & Kandampully, J. (2013). Managing brands and customer engagement in online brand communities. *Journal of Service Management*, 24, 223–244.
- Xiang, Z. & Gretzel, U. (2010). Role of social media in online travel information search. *Tourism Management*, 31(2), pp.179-188.
- Yang, L., & Mao, M. (2014). Antecedents of Online Group Buying Behavior: From Price Leverage and Crowd Effect Perspectives. Proceedings of 2014 Pacific Conference on Information System (PACIS). Chengdu, China.

- Yavuz, M. C., Haseki, M. İ. (2012). E-Marketing Applications at Accommodation Businesses: A Model Proposal Based on E-Media Tools, Çağ University Journal of Social Sciences, 9(2), December: 127.
- Yazdanparast, A., Joseph, M. & Muniz, F. (2016). Consumer based br& equity in the 21st century: an examination of the role of social media marketing. *Young Consumers*, 17(3), pp.243-255.
- Yu, C.M., & Abdulai, D.N. (2000). E-commerce and the new economy: *The Proceedings of International Conference On Electronic Commerce*, Emerging Trends in E-Commerce, Kuala Lumpur, Malaysia, November, Multi Media University.
- Yuliharsi, Ku Amir, K. D., & Md. Aminul, I. (2011, February). Factors that influence Customers' Buying Intention on Shopping Online. *International Journal of Marketing Studies*, 3(1), 128-139.
- Yong, Boon, Gowrie, Chin, Nasreen & Tze (2015). Editorial Board. *Social Media construct*, 156(5), pp.2C-2C.
- Zarella, D. 2010. *The Social Media Marketing Book*. Sebastopol, CA: O'Reilly Media Inc.
- Zwass, V. (1998) "Structure and Macro-Level Impacts of Electronic Commerce: From Technological Infrastructure to Electronic Marketplaces" [WWW Document], URL: <http://www.mhhe.com/business/mis/zwass/ecpaper.html>, accessed 7 Sept 1999

APPENDIX A – QUESTIONNAIRE

SECTION A DEMOGRAPHIC PROFILE OF THE RESPONDENTS

1. What is your age?

- 18 to 25 years
- 26 to 34 years
- 35 to 44 years
- 45 to 55 years
- Above 56 years

2. What is your Gender?

- Male
- Female

3. What is your Marital Status?

- Single
- Married

4. What is your Employment Status?

- Full time employed
- Part time employed
- Student
- Unemployed

5. What is your income per month?

- Less than RM 1000
- RM 1000 to 2000
- RM 2000 to 3500
- RM 3500 to 5000
- RM 5000 and above

6. How many hours do you spend on social media per day?

- Less than one hour
- One to two hours
- Two to three hours
- Three hours and more

7. Social networking sites mostly used?

- Facebook
- Instagram
- Twitter
- LinkedIn
- Other

SECTION B: CONSTRUCT MEASUREMENT

Please indicate the level of your agreement on the below statement

[1 = Strongly Disagree, 2 = Disagree, 3 = Neither Agree or Disagree, 4 = Agree, 5 = Strongly Agree]

S. No	Social Media Marketing Activities	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
1.	I like to use social networking sites to increase my knowledge about the fashion products, services and brands.	1	2	3	4	5
2.	I am satisfied with the social network marketing of fashion brands, I follow	1	2	3	4	5
3.	Contents shown on social networking sites of fashion brands are interesting.	1	2	3	4	5
4.	Conversation or opinion exchange with others is possible through fashion brands social networking sites.	1	2	3	4	5
5.	It is easy to deliver my opinion on fashion brands social networking sites	1	2	3	4	5

S. No	Intention to Purchase	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
1.	Using social networking sites of fashion brands help me make decisions better before purchasing goods and services.	1	2	3	4	5
2.	I am very likely to buy fashion products or brands recommended by my friends on social networking sites.	1	2	3	4	5
3.	I intend to purchase fashion products as marketed on brand's social networking sites, I follow.	1	2	3	4	5
4.	I expect to purchase fashion products as marketed on fashion brands' social networking sites, I follow	1	2	3	4	5
5.	It is likely that I will purchase fashion products as marketed on fashion brand's social networking sites, I follow.	1	2	3	4	5

S. No	Consumer Engagement	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
1.	I often visit pages of fashion brands I follow on social networking sites.	1	2	3	4	5
2.	I often use the “like” option on fashion brands posts; I follow on social networking sites	1	2	3	4	5
3.	I follow fashion brands pages of my interest to get information (e.g., new products).	1	2	3	4	5
4.	I follow fashion brands pages to keep myself up to date of the new fashion products.	1	2	3	4	5
5.	Being part of fashion brands, I follow on social networking site; increased my trust level.	1	2	3	4	5

APPENDIX B – OVERVIEW OF THE QUESTIONNAIRE

Question Number	Dimension	Question	Answer Option	Source
Q1	Demographics	What is your Age?	<ul style="list-style-type: none"> • 18 - 25 • 26 - 35 • 36 - 45 • 46 - 55 • 56 and above 	Thesis Author
Q2		What is your Gender?	<ul style="list-style-type: none"> • Male • Female 	
Q3		What is your Marital Status?	<ul style="list-style-type: none"> • Single • Married 	
Q4		What is your employment status?	<ul style="list-style-type: none"> • Full time employed • Part time employed • Student • Unemployed 	
Q5		What is your income per month?	<ul style="list-style-type: none"> • Less than RM 1000 • RM 1000 - RM 2000 • RM 2000 - RM 3500 • RM 3500 - RM 5000 • RM 5000 and above 	
Q6		How many hours do you spend on social media per day?	<ul style="list-style-type: none"> • Less than 1 hour • 1 hour to 2 hours • 2 hours to 3 hours • 4 hours and more 	
Q7		Social networking sites mostly used?	<ul style="list-style-type: none"> • Facebook • Instagram • Twitter • LinkedIn • Other 	

Question Number	Dimension	Question	Answer Type	Answer Option	Source
Q1	Social network marketing activities	I like to use social networking sites to increase my knowledge about the fashion products, services and brands.	Likert-5 Scale	<ul style="list-style-type: none"> • Strongly Agree • Agree • Neither Agree nor Disagree • Disagree • Strongly Disagree 	Muddassir & Toor (2017)
Q2		I am satisfied with the social network marketing of fashion brands, I follow	Likert-5 Scale	<ul style="list-style-type: none"> • Strongly Agree • Agree • Neither Agree nor Disagree • Disagree • Strongly Disagree 	
Q3		Contents shown on social networking sites of fashion brands are interesting.	Likert-5 Scale	<ul style="list-style-type: none"> • Strongly Agree • Agree • Neither Agree nor Disagree • Disagree • Strongly Disagree 	
Q4		Conversation or opinion exchange with others is possible through fashion brands social networking sites.	Likert-5 Scale	<ul style="list-style-type: none"> • Strongly Agree • Agree • Neither Agree nor Disagree • Disagree • Strongly Disagree 	
Q5		It is easy to deliver my opinion on fashion brands social networking sites	Likert-5 Scale	<ul style="list-style-type: none"> • Strongly Agree • Agree • Neither Agree nor Disagree • Disagree • Strongly Disagree 	

Question Number	Dimension	Question	Answer Type	Answer Option	Source
Q6	Intention to Purchase	Using social networking sites of fashion brands help me make decisions better before purchasing goods and services.	Likert-5 Scale	<ul style="list-style-type: none"> • Strongly Agree • Agree • Neither Agree nor Disagree • Disagree • Strongly Disagree 	Hussain Mudassir, Areeba Toor (2017) Asian Journal of Business and Accounting, [S.I.], v. 10, n. 1, p. 167-199
Q7		I am very likely to buy fashion products or brands recommended by my friends on social networking sites.	Likert-5 Scale	<ul style="list-style-type: none"> • Strongly Agree • Agree • Neither Agree nor Disagree • Disagree • Strongly Disagree 	
Q8		I intend to purchase fashion products as marketed on brand's social networking sites, I follow.	Likert-5 Scale	<ul style="list-style-type: none"> • Strongly Agree • Agree • Neither Agree nor Disagree • Disagree • Strongly Disagree 	
Q9		I expect to purchase fashion products as marketed on fashion brands' social networking sites, I follow	Likert-5 Scale	<ul style="list-style-type: none"> • Strongly Agree • Agree • Neither Agree nor Disagree • Disagree • Strongly Disagree 	
Q10		It is likely that I will purchase fashion products as marketed on fashion brand's social networking sites, I follow.	Likert-5 Scale	<ul style="list-style-type: none"> • Strongly Agree • Agree • Neither Agree nor Disagree • Disagree • Strongly Disagree 	

Question Number	Dimension	Question	Answer Type	Answer Option	Source
Q11	Consumer Engagement	I often visit pages of fashion brands I follow on social networking sites.	Likert-5 Scale	<ul style="list-style-type: none"> • Strongly Agree • Agree • Neither Agree nor Disagree • Disagree • Strongly Disagree 	Hussain Mudassir, Areeba Toor (2017) Asian Journal of Business and Accounting, [S.I.], v. 10, n. 1, p. 167-199
Q12		I often use the “like” option on fashion brands posts; I follow on social networking sites	Likert-5 Scale	<ul style="list-style-type: none"> • Strongly Agree • Agree • Neither Agree nor Disagree • Disagree • Strongly Disagree 	
Q13		I follow fashion brands pages of my interest to get information (e.g., new products).	Likert-5 Scale	<ul style="list-style-type: none"> • Strongly Agree • Agree • Neither Agree nor Disagree • Disagree • Strongly Disagree 	
Q14		I follow fashion brands pages to keep myself up to date of the new fashion products.	Likert-5 Scale	<ul style="list-style-type: none"> • Strongly Agree • Agree • Neither Agree nor Disagree • Disagree • Strongly Disagree 	
Q15		Being part of fashion brands, I follow on social networking site; increased my trust level.	Likert-5 Scale	<ul style="list-style-type: none"> • Strongly Agree • Agree • Neither Agree nor Disagree • Disagree • Strongly Disagree 	

APPENDIX C: SPSS RESULTS

RELIABILITY ANALYSIS:

SMMA Reliability Statistics

Cronbach's Alpha	N of Items
.835	5

Intentions to Purchase Reliability Statistics

Cronbach's Alpha	N of Items
.836	5

Consumer Engagement Reliability Statistics

Cronbach's Alpha	N of Items
.793	5

DESCRIPTIVE STATISTICS:

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Social Media Marketing Activities	152	1.00	5.00	4.4263	.59876
Intentions to Purchase	152	2.60	5.00	4.4079	.56563
Consumer Engagement	152	2.80	5.00	4.3355	.57016
Valid N (listwise)	152				

REGRESSION ANALYSIS

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.849 ^a	.720	.716	.30118

a. Predictors: (Constant), Consumer Engagement, Social Media Marketing Activities

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	34.795	2	17.397	191.791	.000 ^b
	Residual	13.516	149	.091		
	Total	48.311	151			

a. Dependent Variable: Intentions to Purchase

b. Predictors: (Constant), Consumer Engagement, Social Media Marketing Activities

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.641	.205		3.125	.002
	Social Media Marketing Activities	.082	.053	.087	1.556	.122
	Consumer Engagement	.785	.055	.791	14.201	.000

a. Dependent Variable: Intentions to Purchase

MEDIATION ANALYSIS

Run MATRIX procedure:

***** PROCESS Procedure for SPSS Version 3.2.03

Written by Andrew F. Hayes, Ph.D. www.afhayes.com
Documentation available in Hayes (2018).
www.guilford.com/p/hayes3

Model : 4
Y : ITP
X : SMA
M : CE

Sample
Size: 152

OUTCOME VARIABLE:
CE

Model Summary						
	R	R-sq	MSE	F	df1	df2
p	.6289	.3955	.1978	98.1279	1.0000	150.0000
	.0000					

Model						
	coeff	se	t	p	LLCI	
ULCI						
constant	1.6849	.2700	6.2403	.0000	1.1514	
	2.2184					
SMA	.5988	.0605	9.9060	.0000	.4794	
	.7183					

OUTCOME VARIABLE:
ITP

Model Summary						
	R	R-sq	MSE	F	df1	df2
p	.8487	.7202	.0907	191.7911	2.0000	149.0000
	.0000					

Model						
	coeff	se	t	p	LLCI	
ULCI						
constant	.6412	.2052	3.1249	.0021	.2357	
	1.0467					
SMA	.0819	.0526	1.5564	.1217	-.0221	
	.1860					

CE .7851 .0553 14.2009 .0000 .6759
.8944

***** DIRECT AND INDIRECT EFFECTS OF X ON Y

Direct effect of X on Y

Effect	se	t	p	LLCI	ULCI
.0819	.0526	1.5564	.1217	-.0221	.1860

Indirect effect(s) of X on Y:

	Effect	BootSE	BootLLCI	BootULCI
CE	.4702	.1093	.2854	.6908

***** ANALYSIS NOTES AND ERRORS

Level of confidence for all confidence intervals in output:
95.0000

Number of bootstrap samples for percentile bootstrap confidence
intervals:
5000

----- END MATRIX -----