

Social Media Marketing Efforts of Apparel Brands on E-Word Of Mouth and Loyalty: Mediating Role of Brand Equity

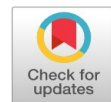
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Abstract: In light of developing interest in utilizing social media marketing (SMM) among luxury fashion brands, this study set out to recognize characteristics of SMM exercises and analyze the connections between those brand equity, social media marketing, and E-word of mouth, and brand loyalty. The main object of the research is to investigate the mediating relationship of brand equity between social media marketing and E-word of mouth and brand loyalty. Convenience samplings were used, and data was collected from survey questionnaires with a sample size of 204. This study was based on a luxury brand's SMM, and respondents were limited to the customer who had bought Textile luxury fashion items in Pakistan. The result shows that Brand equity mediates the relationship between social media marketing towards brand loyalty and ewom. SMM exercises seen by the customer were altogether effective for brands' future benefits. We also test the effects of brand equity mediation among social media marketing and word-of-mouth, and brand loyalty. The study has important implications for marketers to promote their business through SMM.

Keywords: Social media marketing (SMM) activities, Brand equity, E-word of mouth, Brand loyalty

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INTRODUCTION

The rapid increase in social media using popularity has started a new era forcing brands & corporations to establish and adopt advanced methods to reach out to their customer (Godey et al., 2016). Brands are integral for customers because they provide enthusiastic and figurative advantages, for example, self-improvement and self-endorsement through social media (Kohli et al., 2015). The dimensions of a brand are awareness, brand associations, perceived quality, and brand loyalty used in many studies. Retailers obtain justice with high product visibility and can almost actively generate and maintain contact with buyers (Hall-Phillips et al., 2016).

Customers participate in social media activities that share, entertain, promote, and represent their links to the brand with others, thereby motivating them to use brand-related content (Hall-Phillips et al., 2016). The image participation of shoppers in the online network environment reflects a number of activities that inspire buyers to use brand-related social media (Brodie et al., 2013). Social media networks provide new opportunities and advantages for brand management (Kaplan & Haenlein, 2010). Looking at online networks from the perspective of markup writing to show the impact is still fundamentally exploratory and requires precise investigation (Hollebeek et al., 2014). The main activities of shoppers participating in online networks are talking, sharing, posting, tagging, transferring content, commenting, amusement, etc. (Solomon & Tuten, 2013). Social media is used for personal communication and excitement. In addition, utilitarian's also use social media satisfactorily, such as quick access to facilities (Xu et al., 2012). When the target buyer takes strong action on the product, the value of the product is high enough to rise above the peak (Kelly et al., 2010).

Web-based social networks are using customized technology to discover data and obtain updated knowledge on all required products. Social media networks are both useful and vital in terms of promotion. It is one of the best platforms for the following: Online exchange of data sites about specific product categories. Many brands

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have expanded their markets through social media, an important means for the development and maintenance of brand-customer relationships. In fact, social media has become the control tower of communication for many brands (Manthiou et al., 2013). Apparel brands have attracted people for a long because such brands provide with its sense to their valuable customers (Zhang & Bloemer, 2008).

Excellent brands have great talents and the ability to participate in them. The online network seems to be a key part of the brand's corresponding achievements (Hollebeek et al., 2014). These rapidly expanding promotional channels have been closed since this time, and the surplus of each online customer has reached two-thirds, and it provides the highest opportunity for image-building products (Clow, 2013). Various communities created by different brands attract new consumers through different types of promotions and products (Achrol & Kotler, 1999). These brand promotion communities help encourage social communication among consumers (Tuten & Solomon, 2017). Consumers are more likely to use social media platforms in their daily lives and want to interact with people on these online platforms, such as Facebook and Twitter (Alalwan et al., 2017). A large number of marketing researchers consider social media marketing activities to be interesting (Harrigan et al., 2017). Now a days, social media platforms have gradually been regarded by companies as an effective and effective way to promote and meet target groups (Van & Poell, 2013). Social media applications have always been the main focus of those who study marketing. They need to understand the success of these virtual platforms and how we accept them (Svatošová, 2012). This research is necessary to understand the need for virtualization. A very important use of this marketing technique. The greater degree of connectivity and personalization of platforms like Facebook cause them to buy and build a positive attitude towards the brand. Facebook is used to influence idealistic customers for marketing. Social media means an online way of synchronization, transportation, communication, coordination, and development of interconnections with different clusters of people for collaboration and management with boosted technological abilities (Tuten & Solomon, 2014).

LITERATURE REVIEW

Using public media to interact to improve consumer satisfaction and safeguard consumer rights is a dynamic method (Balakrishnan et al., 2014). Companies use various social media to attract, attract and win customers, and to make them aware of specific products on the market. Public media is providing sellers with more sources of information about consumer buying behavior and their views on different brands (Rockendorf, 2011). How brands present themselves on social media platforms, execute promotions, and communicate with buyers (Campbell et al., 2016). Public media users consume a third of their time when using different social media platforms awake (Lang, 2010). The platform for communication, collaborative work, and entertainment is called social media (Richter & Koch, 2007). Community media advertising is a more effective way to attract and interact with consumers and help brands expand their customer markets (Kelly et al., 2010). Information about products and services can be easily obtained for customers on social media. In a brand, the design, production, and release process of social media are crucial (Cai & Men, 2013). Cheung, Lee, and Rabjohn, (2008) pointed out that customers are increasingly inclined to use social media, blogs, and debates to obtain information about brands. Public media uses many brand advertisements by promoting relevant photos and videos, which is called social media marketing (Yazdanparast et al., 2016). Nowadays, public media networks are the main low-cost information tool and an essential part of many people's lives. The main significance of social media is economic communication between consumers and communities (Miller et al., 2009).

Using public media to interact to improve consumer satisfaction and safeguard consumer rights is a dynamic method (Balakrishnan et al., 2014). Companies use various social media to attract, attract and win customers, and to make them aware of specific products on the market. Public media is providing sellers with more sources of information about consumer buying behavior and their views on different brands (Rockendorf, 2011). How brands present themselves on social media platforms, execute promotions, and communicate with buyers (Evans, 2010). Public media users consume a third of their time when using different social media platforms awake (Lang, 2010). Many researchers say that public media users can be used not only to attract individuals but also to influence their specific clothing brands and increase sales. Data obtained from the way consumers use the Internet (Ross et al., 2009) and post-purchase activities (Mangold & Faulds, 2009) will affect their impact on brand behavior. Luxury brands use social media for endorsements and advertising. Social media helps consumers develop innovative strategies to obtain information and select and purchase products (Alborset et al., 2008). "According to (Kim & Ko,

2012). Nowadays, a company or marketing executive is going all out and increasing their interests and followers, not just participation. These companies are just wasting their energy, skills, and money (Walters, 2016). At the same time, the popularity of social media is increasing, and many companies and enterprises are flocking to the trend called social media marketing. Researchers have been trying to fundamentally evaluate social media marketing activities and their impact on the business environment. The importance of work, Quesenberry (2016) believes that public media marketing is too important for building the awareness and promotion of clothing brands in the market.

Social media is the best tool for presenting and creating, sharing, and collecting online information about a particular brand or product. It is also an easier search and a better choice, allowing consumers to make decisions about buyers purchase intentions. Respond and feel (Lamberton & Stephen, 2016). In the context of social media (Hayat & Hershkovitz, 2018) pointed out that buyers trust each other, not huge brands. Many recent studies have shown that when shoppers deliberately interact with brands through web-based online media, this essentially builds consumer responses (Colicev, Kumar, & O'Connor, 2019). The basic problem for marketers is to develop customer brand promises through online marketing through web-based online media (Kohli, Suri & Kapoor, 2015). Scholars are analyzing the link between buyers' perceptions of brands and their social media behavior (Barger, Peltier, & Schultz, 2016). Social media advertising is characterized by commercial marketing occasions or programs which use web-based life to try to classify and influence customers' purchase intentions. Public media is an online function and media platform that, in addition to sharing content, also aims to achieve interaction and collaboration (Campbell, 2016). Social media marketing includes social blogs, Weibo, podcasts, videos, images, and social indicators. The beginning of SMM was called electronic advertising. You can follow the electronic advertising system (McKinsey Quarterly, 2010). Recently, billions of people have discovered impressive emails, Twitter, instant messaging, shared photos, digital broadcasting, audio, and video broadcasting, online newspapers, Wikis, communication, interesting situations in virtual reality, and things like Facebook Human interaction. My space connects them with the world and the general population as they think (Kapferer, 2005).

Social media is a simple type, and everyone can use different types of universally available social media (Rana, 2016). Social networks that develop online retail and customer distribution and connect people-to-person communication are the most widely used social networking sites, including Facebook, Twitter, Skype, and Instagram (Campbell, 2016). And change the rate that buyers usually control when they connect to the Internet (DeMers, 2014). In addition, social media allows advertisers to contact customers to provide more information (Perdue, 2010). The organization participates in social media events such as food, cars, and e-commerce. Public media plays a vital role in the manufacturing of comfort mode. Many brands are promoting social media (Godey, 2016). One of the potential markets for luxury brands is young customers (Kim, 2010). Luxury brands are completely dependent on the culture of the country where the product is promoted (Godey, 2016).

Social media marketing campaigns show 4P (price, advertisement, location, product) (Clark, 2017). Marketing believes that social media is important because social media has become a stage where consumers regularly check whether they are connected to the Internet all over the world. Social media is a cheap and unpaid platform (DeMers, 2014). There are four types of online networks, online newspapers, small online magazines in informal communities, photo sharing, and video destinations. In addition, the benefits of using web-based social networking sites.

Poynter (2008) states that users really dispute the information on social media sites. In addition, DEL Worldwide (2008) found that 7% of customers approached social media sites to use manufactured products correctly and provide relevant information, and 49% of them completed their purchase choices with the support of the required information on social media sites. Social media-based, on Kaplan and Heinlein (2010) is an online website designed to help customers share opinions with blogs, YouTube, and other social networking sites.

Brand equity is brand value. Product fairness is an online fine for resources and outstanding amounts associated with the product and/or other images. Products you like completely will increase the cost of branded products (Aaker, 2009). The conceptualization of symbolic fairness changed the focus of the logo. Keller (1993) defined logo fairness by dividing logo ideas into logo attention and logo photos, thereby providing "customer-based logo fairness." Buyers' memories reflect the fairness of the product; that is, through the combined use of a large number of logo houses, it can be completely different from the single cost of other brands. Therefore, logo fairness is a public educational activity that goes farther than the name of a simple finished product person. Representing the "seek" symbol is a representative feeling (Keller, 2003). Product alertness refers to the customer's ability to

choose a brand or carefully study a product under any other circumstances (Rossiter & Percy, 1987). Participating in product focus indicates that customers know the emblem logo, which will increase the chance that the logo will be included in the list of ability applicants, and in the long run, the possibility of choosing the logo (Keller, 1993). In the marketing literature, consumer-oriented brand value is considered complex (Aaker, 1991). Brand value is the ratio of tire quality to buyers who own a brand (Feldwick, 1996). The organization of the preferences and behaviors of customers of brands, individuals, and parent companies, through which brands can obtain a higher number or higher limit than the names of people lacking products (Leuthesser, 1988). It shows the value of the products supported by the exhibition organization. With the development of innovation, data, and globalization, changes in cooperation have occurred in acquisitions from the largest organizations with well-known brands. This is a brand value (Kapferer, 2005).

In addition to additional gifts, product value is the name of the brand itself that has its meaning and value to customers and direct customers, affecting future distributed transactions and the winning of products sold. Including (Moran, 1991). Except for additional gifts, manufacturing is an input of property and liabilities related to the product, name, and logo, the value of which is greater than or equal to the value provided to the company or its customers for production or repair (Aaker, 1991). In the area of brand value, we investigate the business-to-business situation and create a general model of brand value (Hutt & Speh 1995).

Although brand equity has been clearly defined for each stakeholder group in earlier studies (Aaker, 1991; CobbWalgren et al., 1995; Delassus & Descotes, 2012), in this article, we include six basic product awareness Elements: product brand, obvious excellence, product connectivity, attention in the product, product symbols and pictures of national finished products. On the other hand, in the context of less research, such as in Latin America, the research on the appearance and behavior mechanism of product value, especially the appearance and behavior mechanism in sales, is still incomplete. The value of the product is an important building in the traditional sense, which can be demonstrated by sharing the model and the impact related to the idea.

Product uniformity has diversified definitions, which can reproduce the profit intention of the brand. Although, public brands have public intentions. Therefore, the intellectual strength of the value of public products may be different from the strength of consciousness of the value of products. Product value tries to describe the connection between the product and the person (i.e., the customer). This connection is a variety of events from one side to the other, such as monetary value, the power of the customer relationship obtained through product revenue, and the relationship between the customer and the customer. The relationship between products. They knew (wood) 2012). Fair et al. (2009) laid the foundation for replicas containing product value systems; Papadopoulos and Heslop (2002) proposed that state-owned brands have internal assets, and people can spend their lives in different target markets. Jones (2005) urbanized the stakeholder model of the product value. M'zungu et al. (2010) proposed that brand organizations must put forward a conceptual model in three stages to establish and maintain brand value to play an important role; Dwivedi and Merrilees (2012) research explained the impact of brand expansion on the value of global brand relationships. In order to improve our understanding of brand value, a lot of work has been done, but this work is only for commercial brands. The ethical scope of brand equity management was studied by Abela (2003). Bendixen et al. (2004) studied the value of the brand in the B2B market. There are good reasons to measure and evaluate the value of a brand: Depth has an expected and important special impact on expectations and loyalty (Stahl et al., 2012). Therefore, brand value services are used for benchmarking, providing recommendations on brands and necessary attributes, helping with continuous brand management (Aaker, 1996), for mergers, acquisitions, or sales, and for improving advertising efficiency (Keller 1993).

Brand equity must measure the advertising costs that affect brand value (Keller, 2009), and all stakeholders are involved in generating brand value (Meyer et al., 2008). And Strauss 2008). The value of the brand indicates the prospect of the brand (Kotler & Keller 2009), including two pillars: differentiation, which measures the degree of difference between the brand and other brands. Relevance measures the degree of relevance between the brand and consumer demand (Stahl et al., 2012). The second step, brand status, to examine the past performance of the brand (Kotler & Keller, 2009), including two pillars: positive acceptance, observation in which to observe and appreciate leadership, reliability, and excellence; information will be checked Consumers who are connected with the brand (Stahl et al., 2012). Brand equity advertising must estimate brand value (Keller, 2009), and all stakeholders play an important role in creating brand value (Meyer et al., 2008; Strauss, 2008). There is a general consensus that brand equity advertising should evaluate the consequences directly from the brand (Keller, 2009), and all stakeholders can

play a role in creating brand value (Meyer et al., 2008; Strauss, 2008).

According to the marketing vision of brand value, there are many definitions; however, the meaning (Srivastava & Shocker, 1991) is the same, so product value is additional brand value. In customer-oriented advertising decisions, the value of a consumer's brand is classified as "the different effects of brand knowledge on consumers' responses to brand marketing" (Keller, 1993, p. 8). Consumers appreciate the value of a product based on its strength or product relationship and its perceived value or use relative to its price. Consumers' perception of the product is just a representation, which can increase the company's monetary profit (Lassar, Mittal, & Sharma, 1995). Although this is the hub of the entire product value, it reviews the brand value that distinguishes customers from other products (Yoo & Donthu, 2011).

Product value can be defined as economic and advertising standards between products on the market (Pride & Ferrell, 2003, p. 299). Lassar, Mittal, and Arun (1995) evaluate the value of products from currency and consumers. The financial view usually expresses the brand value incorporated in the company's financial statements (Feldwick, 1996). On the other hand, the customer's point of view explains that the customer adds value to the product value of the advertising selection function (Kim, Kim & An, 2003). This research will focus on the consumer's point of view to evaluate the value of the product. (Aaker & Joachimsthaler, 2000). In addition, Keller understands that product responsiveness is related to product representativeness and attention. The purpose of this reading is to discuss the direction of brand value mixing predicted by (Keller, 1993; Aaker & Joachimsthaler, 2000).

The value of the brand became an important marketing idea in 1980. It is the added value formed through the company's products. Currently, brand value is the main important advertising variable and will be discussed in detail by analysts and advertising experts. The main reason for this place is the planned role of brand value in organizational decision-making and the reason for creating a competitive advantage for the company (Atilgan, Aksoy, & Akinci, 2007). There are three ways to build brand value: financial, commercial, or customer. In economic development, product value is the growing currency flow generated by the product provided and the cash flow generated by the sale of limited liability products. In the process of developing the organization, the brand value is within the added value of the company's product design, and these revenues cannot conceal similar unidentified creations (Keller & Lehmann, 2004). According to Keller (1993), customer-based brand value (CBBE) is the result of idiosyncratic advertising of product awareness, which is based on the comeback of customers in product advertising or the enhancement of products that customers know. Since this research aims to evaluate customer feedback and plans to use the Mellat Bank brand, it seems appropriate.

As stated by Aaker (1996), the value of a product includes resources and responsibilities related to the name of the product, plus (or subtracting) the value provided by an invention or check for the product. The company or its customers. Citroën, Rust, and Zeithaml (2001) define the concept more precisely: brand value is a subjective and non-substantial evaluation of a brand. It uses objective evaluation to evaluate customer benefits. Although product value has unusual meanings, Keller and Aaker believe that product value usually includes multiple ranges in order to lay the foundation for the value provided to customers. Keller (1993) explained that the step-by-step process to produce a value much higher than that of the ground product in research is similar to a step. Aaker (1991) also believes that product value is a multi-dimensional structure, including product awareness, product relationship, apparent excellence, other proprietary attributes (attitude range), attitude and behavior range, and finished product loyalty (behavior dimension), product loyalty is an important indicator to measure product value. Since the Aaker model has been widely adopted in many studies focusing on consumer perception (for example, Yoo, Dontu & Lee, 2000; Chang & Liu, 2009; Jalilvand, Samiei, & Mahdavinia, 2012) because this notation is used to Measure CBBES. In order to emphasize the impact of product value on pay-as-you-go, Aaker (1991) believes that these two structures are interdependent. When the price of the finished product is much higher than the value of the ground product, customers may buy it at a lower price. Buy high or thick This information illustrates the optimistic correlation between product value and purchase purpose. He also believes that, on the surface, excellence lies in being able to make big differences between manufactured goods or repairs and can give customers a reason to decide on products. If the customer appreciates the excellence of the product, then his willingness to buy is high.

In addition, Chi et al. (2011) emphasized that making products with brand-name products can increase customers' choice and purchase intention; therefore, companies need to make products and advertise fair assets from side to side. Researchers such as Jung and Sung (2008) and Irshad (2012) have shown that as brand value increases, consumers' preferences and loyalty to the brand increase. In a cross-cultural study, Jung and Sung studied

the customer brand value of three consumer groups in the United States and South Korea. Their consequences show that, in addition to establishing a useful and important link between product value and purchase meaning, product loyalty is the main life cycle of product value for all customer groups and has an optimistic connection with purchase purpose in the three groups. In this teaching, the obvious excellence, product relationship/brand awareness, and product loyalty are based on the range of customers' products worthy of attention, and the consequences show that these ranges have a beneficial and significant impact on customers' purchasing intentions. Experience has also shown that the value of manufactured products is helpful to customers' preferences, purchase intentions, and product choices (Irshad, 2012).

Electronic word-of-mouth is related to the customer relationship of the brand through social media (Muntinga et al., 2011). Research has shown that electronic word-of-mouth has great possibilities, affinity, and trustworthiness for individuals, rather than promoting an image on the Internet (Gruen, Osmonbekov, & Czaplewski, 2006). Buying decisions are affected by word of mouth and also affect consumers' buying behavior (Richins & Root-Shaffer, 1998). Electronic word-of-mouth is the best tool for social media because it uses this type of consumer to create a brand image by touting opinions and information relevance. Brand (Kim & Ko, 2012; Vollmer & Precourt, 2008) (Jansen, Zhang, Sobel, & Chowdury, et al., 2009) research carefully reviewed the WOM of a specific brand on Twitter and concluded that brand consumers create An information portal for opinions, dialogue, and impulse. Kim (2011) stated that three determinants could be used to analyze ewom on social media: judgment seeking, judgment giving, and judgment communication. Seek judgments from customers who are accustomed to collecting data and views from others before buying. The award-giver has a great influence on the award-seekers because they make them buy products. Finally, online delivery is a unique feature of eWOM that facilitates the delivery of ideas. This study on ewom explains how customers further spread and upload content from luxury brands. (Hennig et al., 2004) pointed out online word-of-mouth as "any positive or negative statement of potential, actual or previous customers about products or companies that are provided to many individuals and institutions via the Internet." There was a time when word of mouth was passed, mainly between neighbors who exchanged information about regional supplies (Whyte, 1954). Since the beginning of 1955, Katz and Lazarsfeld have been known for their word-of-mouth advertising. The newspaper's advertising efficiency has increased by 7 stages. Direct sales of 4 points are particularly helpful, twice because of the success of radio advertising. Day (1971) later predicted that under different customer attitudes, word-of-mouth publicity ability was 9 times higher than publicity ability. At the same time, Morin (1983) proposed "recommendations from others" three times as successful. Buying seeds for more than 60 years has ignited other gains in addition to publicity. According to Reicheld (1996), these attributes are enhanced by increasing customer loyalty and productivity.

Today, many researchers continue to argue that word-of-mouth is one of the most effective means of attracting and retaining customers (Duhan, Johnson, Wilcox, & Harrell, 1997). Word-of-mouth shows that efficiency is built on irresistible collapse, and it is built on customer performance. The survey shows that word-of-mouth is closely related to customer beliefs (Bergeron, Ricard & Perrien, 2003), excellent restoration (Parasuraman, Zeithaml, & Berry, 1988), and recognition (Anderson, 1998), and has a strong influence. Observed value (Hartline & Jones, 1996), excellent associations (Boles, Barksdale & Johnson, 1997), and customer purchase intentions (Crocker, 1986). Although many studies focus on OMM, few people pay attention to word-of-mouth, especially those related to electronic services.

The recent concept of viral advertising (Godin, 2001) is the latest description of word of mouth, which also shows the importance of word of mouth (WOM) in the online environment. Here, we briefly explain the meaning of the word mouth by inserting mouths next to new concepts such as viral advertisements and drone advertisements. In addition, the results of relevant research on this topic are evaluated, especially the research that has urbanized the WOM scale. In the past five years, WOM has become the subject of numerous marketing studies. Sometimes the author's personal recommendation (Arndt, 1967a), announcement (Godes & Mayzlin, 2004), relationship (Arndt, 1967a), provisional announcement (Silverman, 2001), and personal and interpersonal communication (Arndt) all carry this idea (link, Brown and Reingen, 1987), and through provisional promotion (Arndt, 1967a). WOM may be affected by marketing efforts, such as advertising, media, and community relatives, as well as impulsive conversations between two people and reports on acceptable or unacceptable shopping experiences. WOM characters may be personal and unfriendly.

Social media is unique because "a set of web-based Internet-based applications that are based on the ideas

and technical foundation of Web 2.0 and allow the creation and distribution of user-generated content" (Kaplan and Haenlein, 2010, p. 61). The Web 2.0 stage inherited the function of public media, which provides technical communication that facilitates user interaction and allows invention plus content division (Berthon, Pitt, Plangger, & Shapiro, 2012). In the online context, public media and public media are second-hand interchangeable, but there are differences between them. Social networks are a medium for keeping in touch with citizens (Alalwan et al., 2017). From this perspective, the public network is designed to serve as the underlying network service, enabling people to (1) create a community or semi-social profile in an imperfect solution, (2) create a custom directory with shared links to it, and (3) vision plus Search through the directory of relationships and associations completed by other members of the program (Boyd and Ellison, 2007). Therefore, the public system is a canal within the social media society, centered on teamwork, discussion, and communication between consumers. Although every public media channel agrees to establish a network association, communication and team work are the main themes of public systems. There are many similar effective continuations within the public system, such as B. partnership between people, collective society, and industry relations between enterprises. In addition to gaining benefits, the consulting public also wants to disperse knowledge, establish interpersonal relationships, and discuss ideas with others (Zaglia, 2013). The public system hypothesis states that human performance is anchored in these online associations.

Generally speaking, public media advertising can be deterministic because the process will generate, exchange, and bring advertising contributions in order to use public media technologies and channels that add value to company partners (Tuten & Solomon, 2017; Yadav & Rahman, 2017, 2018). Because there are various new definitions of public media promotion (SMM), it can be generalized that SMM first uses public media booths and uses them as advertising devices to generate two-way communication for customer communication and present valuable value. Provide to directly attract more attention to the product/product or to inspect and support the customer's contribution. Second, SMM enables messages, completes sharing, and shares sequentially (Chang, Yu, & Lu, 2015).

This reading confirmed the results of Godey et al. (2016); however, he claimed that SMM might not have enough ability to form the ideal finished product shape among customers and increase brand loyalty. For this reason: Customers who pursue a common brand have a positive description in their minds and can stay behind in the right direction. However, Ismail (2017) showed in a survey that SMM's behavior could increase customer loyalty to the brand and oppress product awareness and value.

Word of mouth plays an important role in customer selection (Richins Root-Shaffer, cited in Jansen et al., 2009, p. 2169) because word of mouth provides customers with opportunities to exchange opinions. Opinions or comments on companies that share goods or services. Die Argument was supported in Nielsen's 2007 survey, 78% of customers rely on online word-of-mouth recommendations to make decisions.

Through the rapid development of the Internet, the communiqué has been distorted and guided by "electronic communication." This is considered a serious incident in advertising. The Internet can help customers comment, observe, evaluate and evaluate crops in blogs, chat rooms, websites, conversation groups, and public systems.

Therefore, the importance of e-WOM is increasing, so it is necessary to evaluate the performance of the clients used to promote the directors and experts. As mentioned earlier, WOM can be affirmative or not enthusiastic due to the variety of offerings. In general, a large number of orders has been proven to improve customer performance (Bickart & Schindler, 2001). Reading proof that E-WOM can maintain a strong strength in influencing customer loyalty and purchase intentions (Bataineh, 2015; Thomas, Brunner, & Opwis, 2006).

Frequently visited websites have a major blow to customers' purchasing decisions by promoting the publication of consumer opinions and access to comments (Zhang, Law & Li, 2010). In addition, these advertisements have a major breakdown in the purchase behavior, through the customer's bulletin, and ultimately the realization of finished products in the market. Therefore, positive and negative e-WOM will not only lead to a decline in customers' purchase intentions (East, Hammond, & Lomax, 2008) but will also become part of a more effective basic knowledge, which will give people a brand representative to buy brands in the customer's market. The impression of intention (Jalilv & et al., 2012).

Research on clothing brands determines brand loyalty as the number of public statements that customers need to make, that is, what they include buying their exact brand and are determined to make a purchase. Among customers, the conversation about the exact brand is low-cost promotion to build brand responsiveness and loyalty (Gunelius).

Consumers' main passion for brands is called loyalty (Aaker, 1991). Recurring purchases indicate behavioral loyalty in the market (Keller, 1998). Loyalty is a psychological fact that represents consumers' attitudes towards one or more brands in the same brand (Jacoby, 1971). The Internet provides opportunities to increase brand loyalty by observing customers who are loyal to other brands (LelandHarden & Bob Heyman, 2009).

Brand loyalty can be clarified because customers participate in and purchase certain brands (Aaker, 2009; Parameswaran et al., 2011). Establishing brand loyalty and the loyalty behind it has become the core content of dealers' surveys (Bennett et al., 2002). Brand loyalty increases market segmentation, which expands profits and maintains its brand in the market (Keller et al., 2011).

WOM actions contain all the basic knowledge related to WOM contributions. Godes and Mayzlin (2004) studied two areas of WOM: quantity or diapers. Nowadays, online customers are becoming more and more popular with electronic media, including official statement panels, discussion pages, videos, consumer response discussions, or other customer-generated media to exchange external users' knowledge and understanding of their company, results, or facilities experience. Their respective environments. Relationship messaging system, contacts, and connection creation (Dwyer, 2007).

Since products have private, optimistic and prominent connotations in the intelligence of many customers, they become attractive one-time customers and establish contact with them. Product reliability in spinning arbitrage transactions promotes the company's split or productivity or helps improve or lag behind the market (Keller, 2008; Aaker, 1991; Kapferer, 1997).

Advertising experts use a variety of solutions to maintain the reliability of their customers' products, calculating brand shading, typical variables of advertising mix, and innovative advertising methods that are the same as actions, sponsorships, and advertising behaviors. Human advertising, Internet advertising, or public media advertising (Keller, 2008; Kotler & Keller, 2007). Product reliability refers to the stable purchase or return of products over a certain period of time (Aaker, 1991). Customers who remain loyal to a loyal brand believe that the brand is their preferred choice and is unlikely to be the target of a costly war, not just an add-on product (Mark et al., 2007). As a result, the creativity of the brand and the loyalty of optimistic customers are always recorded, which leads to stable purchases of crops and armed forces under occasions (Urde, 1994).

Hypothesis

- H1:** There is a relationship between social media marketing efforts and brand equity.
- H2:** There is a relationship between social media marketing efforts and E-Word of mouth.
- H3:** There is a relationship between social media marketing activities and Brand loyalty.
- H4:** There is a relationship between brand equity and E-Word of mouth.
- H5:** There is a relationship between brand equity and brand loyalty.
- H6:** Brand equity mediates the relationship between social media marketing efforts and E-Word of mouth.
- H7:** Brand equity mediates the relationship between social media marketing efforts and Brand loyalty.

THEORETICAL FRAMEWORK

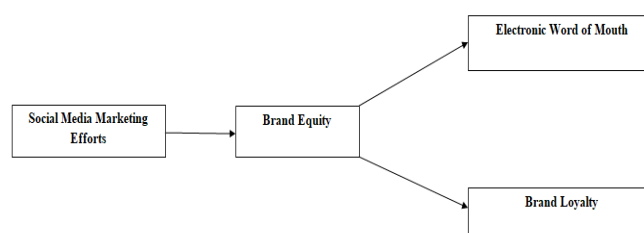


Figure 1: Theoretical Framework

Many researchers say that public media users can be used not only to attract individuals but also to influence their specific clothing brands and increase sales. Data obtained from the way consumers use the Internet (Ross et al., 2009) and post-purchase activities (Mangold & Faulds, 2009) will affect their impact on brand behavior. Luxury brands use social media for endorsements and advertising. Social media helps consumers develop innovative strategies to obtain information and select and purchase products (Alborset et al., 2008). "According to (Kim & Ko, 2012) nowadays, a company or marketing executive is going all out and increasing their interests and followers, not just participation.

These companies are just wasting their energy, skills, and money (Walters, 2016). At the same time, the popularity of social media is increasing, and many companies and enterprises are flocking to the trend called social media marketing. Researchers have been trying to fundamentally evaluate social media marketing activities and their impact on the business environment. The importance of work, Quesenberry (2016) believes that public media marketing is too important for building the awareness and promotion of clothing brands in the market. Social media is a simple type, and everyone can use different types of universally available social media (Rana, 2016). Social networks that develop online retail and customer distribution and connect people-to-person communication are the most widely used social networking sites, including Facebook, Twitter, Skype, and Instagram (Campbell et al., 2016). And change the rate that buyers usually control when they connect to the Internet (DeMers, 2014). In addition, social media allows advertisers to contact customers to provide more information (Perdue, 2010).

The organization participates in social media events such as food, cars, and e-commerce. Public media plays a vital role in the manufacturing of comfort mode. Many brands are promoting social media (Godey, 2016). One of the potential markets for luxury brands is young customers (Kim, 2010). Luxury brands are completely dependent on the culture of the country where the product is promoted (Godey, 2016).

RESEARCH METHOD

This study is based on primary data and is quantitative in nature. Apparel brands that are present on social media are considered for this investigation. These apparel brands use social media for advertisement, promotion, sales, and creating awareness; therefore, data were collected from social media apparel brand users. The data were collected by a survey method. The questionnaires were closed questions with modified Likert-scale options. To analyze the data, this study used structural equation modeling-partial least squares (SEM-PLS).

A research population is a group of those people who are selected to be in the study, and a sample is a definite set of people that are selected from a specific population (Hafiz, Abdul, & Shaari, 2013). The total target population of this study was 830332, and it was added to 100,000 (Israel, 1992); according to the study, the population is more than 100,000, so this study collected data from 204 consumers on 7% Precision level. The size of the total population was endured from the social media apparel brand users, those who are interested in purchasing the apparel brands in Pakistan, and users of online networking sites. Data was collected through Facebook pages. A total population of 8304332 was used in this study, and the data was collected from the online Facebook fan pages of the apparel brands through Google forms. The total research population of this study is 8304332, and it is more than one 100,000s, so this study will collect data from 204 consumers on a 7% Precision level because (Israel & Glenn, 1992) states that when the population from 1 lac at 7% Precision level.

RESULT

Descriptive statistics include measures of central tendencies and measures of dispersion. Table 4.2 illustrates the minimum value and maximum value for each measure in the data set. The following table shows the values of the respondent from the questionnaire. The mean of SMMA is 3.3659, and the standard deviation of SMMA is .52051, the mean of BE is 3.6527 and standard deviation of BE is .63888, the mean of WOM is 3.4921 and standard deviation of WOM is .67518, the mean of brand preferences is 5.2060, and standard deviation of brand preferences is .59718, mean of BL is 5.1167, and standard deviation of BL is 3.0760. The mean and standard deviation of demographic variables are also measured. Mean of age is 2.11 and standard deviation of age is .829, mean of gender is 1.41 and standard deviation of gender is .540, mean of Income is 1.89 and the standard deviation of Income is .887, mean of selection of brand is 8.13, and standard deviation of Selection of a brand is 4.951.

Table 1: Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Occupation of respondent	204	1	3	2.04	.847
Age of respondent	204	1	3	2.11	.829
Gender of respondent	204	1	3	1.41	.540
Qualification of respondent	204	1	4	1.78	.880
Income of respondent	204	1	4	1.89	.887
Selection of brand	204	1	15	8.13	4.951
Social media marketing activities	204	2.27	4.45	3.3659	.52051
Brands equity	204	1.86	4.71	3.6527	.63888
Electric word of mouth	204	1.69	4.62	3.4921	.59718
Brand loyalty	204	1.25	4.75	3.0760	1.15049

Reliability

Cronbach Alpha is a proportion of dependability that reaches from 0 to 1, with qualities .60 to .70 considered the lower furthest reaches of worthiness (Santos, 1999). It's worth ought to be 0.7 or above the results of Cronbach alpha included on the five-point Likert scale. This study includes 4 measures, and all have good reliability, and their Cronbach alpha is presented in the following table. The reliability of social media marketing activities is ($\alpha = .703$), which is good reliability, and it contains 131 items. The reliability of brand equity is ($\alpha = .781$), which comes under the acceptable range, and it has 5 items. The reliability of consumer response is ($\alpha = .805$), and this value is considered highly reliable, and it contains 13 items. The reliability of Brand Preference is ($\alpha = .766$), and this ratio seems good, and it has 4 items. The reliability of intentions to buy is ($\alpha = .831$), which shows high reliability and it contains 5 items.

Table 2: Reliability

Variables	Cronbach's Alpha	No. of items
Social media marketing activities	.83	9
Brands equity	.80	7
Electric word of mouth	.75	4
Brand loyalty	.85	6

The validity and reliability testing based on Loading Factors and Average Variance Extracted (AVE) and Reliability Testing based on Composite Reliability (CR) yield some results (See Tables 1 and 2).

Table 3: Convergent Validity Analysis

CONSTRUCTS	AVE	CR
SMMA	0.60	0.86
BE	0.57	0.80
EWOM	0.54	0.90
BL	0.48	0.85

Based on the AVE values, the recommended AVE value is above 0.5 (Mahfud & Ratmono, 2013). All AVE values > 0.5 mean that they are valid. Based on CR values, the recommended CR value is above 0.7 (Mahfud & Ratmono, 2013). All CR values > 0.7 means that they are reliable.

Table 4: Discriminate Validity: Correlations Matrix

	1	2	3	4
SMMA	.46			
BE	.34	.46		
BL	.39	.37	.45	
EWOM	.37	.29	.21	.38

To evaluate the relationship between variables, hypothesis testing must be performed on the path coefficient between variables. The testing of this hypothesis is intended to prove the truth of the alleged previous research and to test the direct and indirect effects.

Table 5: Hypothesis

H1	There is a relationship between social media marketing activities and brand equity	Accepted
H2	There is a relationship between social media marketing activities and electric word of mouth	Accepted
H3	There is a relationship between social media marketing activities and brand loyalty	Accepted
H4	There is a relationship between brand equity and electric word of mouth	Accepted
H5	There is a relationship between brand equity and brand loyalty	Accepted
H6	Brand equity mediates the relationship between social media marketing activities and electric word of mouth	Accepted
H7	Brand equity mediates the relationship between social media marketing activities and brand loyalty	Accepted

This survey shows that brand reputation is an intermediary between electronic products or product friendships that have been passed down by word of mouth. Product Friendship took action because of the difference between e-cigarette holders and brand loyalty. Brand loyalty plays a role between e-cigarette holders and product image. All in all, product pictures play a role between the electronic mouth and the excellent appearance. The results of this research provide a rich sequence to increase the amount of writing in public media advertisements, address its position in SMM behavior, civilize core brand goals, and calculate product value or reliability.

In the instructions first of all, it is always difficult to measure and obtain SMM (Godey et al., 2016). Consequence reading provides sequential prosperity, thus donating the role of SMM behavior in civilizing important brand goals, calculating brand value and brand loyalty in the direction of the increasing number of social media marketing publications. Most importantly, it is brave to measure and capture SMM relics (Godey et al., 2016).

The latest, fashionable and information-driven media triggers a trusted customer base who is hopeful about brain savings and pays attention to the intentions of the online arena. Unlike previous research, the direct link corresponding to SMM's behavior and product value is not important. Third, the status of social media beliefs in this learning is discolored by the important direct conflict between SMM behavior and product hope. Trust also plays a role of arbitration in the future theoretical form; there is an intermediary position in the subordination relationship between SMM behaviors or products; the harmony and limited mediation relationship between SHM behavior and brand loyalty Used to contact customers or provide valuable orders related to the brand. By violating the loneliness and distribution of users, trust in the role or intermediate position of the public media (Pentina et al., 2013).

Therefore, customers need to be satisfied with the digitalization of beliefs, and then the different experiences of beliefs on social networks will influence the development. Beliefs, therefore, make the input features produce optimistic product relationships and extended-expression relationship. Lenovo advertising is to establish and maintain a means of expanding the expression of Lenovo, or a substitute for equal opportunities, in order to guide consumers' single and differentiated product value.

DISCUSSION

Social media marketing can help companies and consumers find new ways to communicate. Brands are expanding communication with customers and increasing their loyalty. Due to the inclusion of average advertising, digital area advertising activities effectively increase the value of products by providing customers with novel values so that the usual digital areas cannot provide advertisements. By using electronic word-of-mouth applications in the context of the digital area, companies can generate and improve the fairness of goods or prepared products or then direct information to their customers.

However, marketers must keep their heads so that e-WOM is a huge tool that affects the brand equity of manufactured goods or facilities in the digital area. While viral marketing aims at the trust that exists between consumers and users, marketers should prioritize and implement them in their promotional policies. This research

provides useful decision-making implications that can potentially improve customer-based brand equity. First, since the relationship between the brand and the customer has been fundamentally distorted, customers can discuss and exchange ideas here.

The administrator should promptly respond to any queries issued by consumers to avoid any unpleasant experience. Next, the organization should provide accurate and useful information and arrange them in order to display information about results or faculty and staff at the top of their public media platform. Any incorrect and untimely information may make customers dissatisfied, which may damage the brand image. In addition, organizations should invest in more personalized predictive recommendation engines on their social networking sites. Therefore, these intuitive suggestions will help make customers feel special and generate more positive emotions. Successful social media marketing strategies can motivate consumers to voluntarily share brand-related content through various activities (such as interaction, information, and personalization) (Kim & Ko, 2012; Yadav & Rahman, 2017). Therefore, organizations should use these strategies to arrange the efficiency of social media marketing to bring consumers a more favorable brand experience and improve consumer-based brand equity.

That enhances the product display. It is related to the advertisements of buyer associations and their optimistic influence on buyer loyalty, thereby improving the display effect of products. It is linked by advertisements from customers' family members, and its optimistic impact on customer loyalty has therefore generated additional sales and profits. This reading attracts organizations to issue notices on the efficiency of public media marketing to contact customers and hope their actions and behaviors will respond. The explanatory answer recognizes that the behavioral mechanism of marketers depends on their customer contributions. The attributes recognized by SMM are and therefore provide an overview of the mechanism. The company's main annoyance includes customizing employee-like behaviors tailored to the customer's preferences so that users can be identified among the people with names they have and are excited about other behaviors. Social media is a way that companies need to use public media or more means to give customers the latest, most relevant, and innovative ways. In order to motivate or encourage customers, it is an important basis for market decision-making to impress customers. Product selection (Yadav & Rahman, 2018).

Social media promotes the exchange of knowledge, opinions, and recommendations with customers and greatly promotes the development of other aspects related to women. Direct public media advertising will be a product crowd whose customers rely on an important source of orders in their choice and creation. This incentive mechanism will eventually enable users to interact. The optimistic attribution of these mechanisms depends on the degree of customer trust or self-assurance in the published online content. Companies should trust Digital satisfaction and other online publications and be prepared to separate their own experience exchange from experience exchange. Used to generate the reliability of agricultural products. Companies can invite content customers to break down the reasons behind the product line and provide them with other suggestions for development and growth.

CONCLUSION

The revision at this time examined the attribution of luxury brands' social media marketing behaviors in terms of brand equity and EWOM, and brand loyalty. The SMM behavior that is obvious to customers has a significant effect on increasing the income of potential customers of comfort style brands. The reading material has three goals: first, to explore the shortest crash advertisements about product equality through social media; 2. to examine the direct impact of product fairness on word of mouth and the direct impact of product fairness on product investment; third, to investigate The intermediary result of brand equity on the relationship between social media marketing activities and word-of-mouth and brand loyalty. The survey results show that advertising through social media is an important and optimistic result. We also tested the role of brand intermediaries in social media marketing, word-of-mouth advertising, and product investment. The indirect impact results tested using the structural comparison model confirmed the complete mediation effect. In addition, in the context of comfortable fashion brands, the brand equity in word-of-mouth advertising, marketing through social media, and brand loyalty proved to be excellent. Important (general mediation). Generate customers, entertainment, and word of mouth by using SMM activities of luxury fashion brands. The characteristic principles of social media marketing activities are compared with old-style advertising behaviors. The social brand multimedia platform provides customers with a place where they can truly participate and communicate with other users through products. The measures are taken by the brand in the field of social communication, in addition to the connection between social media and social media,

also have optimistic results. SMM and brand equity. The main goal of marketing communications is to improve the accountability of customer justice by strengthening customer relationships. SMM activities create purchase and give intentions because of effective advertising presentation methods. As people's attention to luxury styles continues to increase, the value of a luxury is provided to their customers. The use of social media for advertising seems to be a feasible and suitable way to attract luxury consumers. Therefore, a variety of comfort products must link the behaviors within social media by providing customers with novel comfort product principles to predict positive product charity. Although the sample customer group is a measure of brand equity, generally speaking, the expected purchase behavior of a specific product composed of luxury customers does not measure the life of the brand. Due to competition between brands, it is difficult to retain customers of a particular brand and may have been affected by other factors.

This reading also has some limitations. 1st limitation is about the data that is used to examine the result. The data used in this reading is primary. These restrictions limit simplification and revise consequences of large physical areas. The 1st restriction concerns data used by clothing brands in Pakistan. This study mainly consists of data and quantitative nature. These clothing brands use social media for advertising, promotion, sales, and awareness. In addition, the research design was tested with the main information together in a small geographic region of Pakistan. These limits limit the generalization of the research consequences to larger environmental regions. Like type, reading has to be conducted to authenticate consequences. A prospect reading is able to investigate the contact socio-demographic variables (age, gender, income groups, education, etc.) because of a go-between in the association between social media advertising, brand value, and WOM or product faithfulness.

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