

Exploring the Impact of Social Media Marketing on Customer Purchase Intentions: The Moderating Roles of Social Forces

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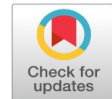
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Abstract: The study investigates how social media marketing impacts consumers' purchase intentions and whether such relationship could be moderated by various social factors. Social media marketing effect are determined through likes, comments, sharing, interaction time with users, response time, and emerged as a major determinant of purchase intentions. Nevertheless, the effect of engagement on purchase intentions may not be homogeneous and may be moderated by contextual factors, in current study perspective; social factors such as peer influence, family influence, and cultural background. It is hypothesized that increasing levels of social media exposure and engagement generally lead to strong purchase intentions; however, the strength and direction of an effect like this are contingent upon the moderating influence of peer, family, and cultural factors. Around 300 questionnaires were distributed among individuals between the ages of 20 and 25 years with literacy rate of at least twelve grades were selected through random sampling. The analysis showed that the moderators have positive significant influence on customer purchase intentions.

Keywords: Social Media Marketing, Customer Engagement, Advertisement Frequency, Peer influence, Cultural Influence, Family Influence

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INTRODUCTION

In recent years, the exponential growth of social media and mass free access to it has transformed how marketing use to be, offering businesses new prospects to interact with costumers. Now Social media marketing (SMM) has become an integral tool for shaping consumer purchase intentions. This may be the result of customer engagement and frequency of exposure with social media. Customer engagement can define as customers' active participation and interaction with advertisement on social media interface, where frequency is the number of times the brand posts and updates and reaches to same customer (Hollebeek et al., 2014; Kaplan & Haenlein, 2010). These factors not only enhance brand overall visibility but also develop a deeper connection between target customers and how they perceive the products in the advertisement, eventually influencing purchasing decisions.

The customer's buying process starts with purchase intentions. It has been observed that customers who are more exposed to social media marketing show more prospects that they will develop buying intention (Dodds et al., 1991). Several studies have identified the advantages of social media marketing (SMM), consumer involvement and the efficacy of product marketing (Yoo et al., 2000; Dwivedi et al., 2020). Nevertheless, the relationship between the intention to buy and social media marketing (SMM) is manifold and influenced by several moderating elements. For example, social influences—more especially, those resulting from cultural and social settings—have a major impact on the intention to purchase from social media marketing (SMM). In a social context, peer, family, and cultural influence can be rather important.

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Peer influence is the influence friends and social networks have on a person's decision-making process—more especially, in relation to purchase decisions in our current setting. Consumer purchase behavior can be influenced by cultural influence which denotes the shared values, attitudes and behaviors of a particular group (Childers&Rao, 1992; Bearden & Etzel, 1982). This implies that if the message in their advertisements and the way they interact with customers are properly constructed to suit the customer's needs, then cultural values will help in deciding whether SMM is useful. Therefore, engagement and frequency become important for social media marketers. As such, the goal of this paper is to find out how SMM affects consumer purchase intentions, measured by considering variable social-cultural aspects. Subsequently, understanding these factors will help businesses adjust their strategies for enhancing customer involvement through SMM (Social Media Marketing) with a view to influencing their purchasing decisions.

LITERATURE REVIEW

A complex and every changing field, social media marketing (SMM) greatly impacts customer purchase intentions. With an aim to stretch our understanding of these factors, this research will review functions the effects of engagement and frequency of in social media marketing (SMM). Since SMM offers inherent opportunity to the field of marketing, it has become a necessary component of modern marketing strategies, rather contemporary marketing is not possible without it. Social media marketing (SMM) offers a wide range of tactics to improve brand awareness and increase customer involvement, subsequently promoting sales and market share. For this to take place it is especially important that marketing strategies should be designed in a way that persistently able to engage and attributes of engagement on social media is the interactions between products and possible consumers including likes, comments, shares, and direct messages. Frequency, on the other hand, describes the pace with which companies publish and change their materials (Hollebeek et al., 2014; Kaplan & Haenlein, 2010).

Dimensions of Social Media Marketing

Engagement : The concept of customer engagement for social media marketing is a complex interaction that encompasses multifaceted processes of advertisement to communicate message to the customer and seek responses. According to Hollebeek et al. (2014) consumer engagement as a psychological state characterized by anticipation, passion, and active participation in brand interactions. Satisfied customers with high satisfaction level are more likely to spread to increase level of engagement and spread good word-of-mouth (Dessart et al., 2015). Likes, shares, and comments are metrics that indicate customer interest and engagement in brand content. This involvement might have numerous aspects; however, because this study is inclined toward understanding socio-cultural factors impacting consumer intention, it includes the dimensions of engagement as well as the impact of engagement.

Nature of engagement : Customer engagement is a complicated concept that includes cognitive, emotional, and behavioral components (Brodie et al., 2013). Cognitive engagement is defined as the buyer's consideration and mental efforts directed toward a product marketing on social media. This encounter is marked by a customer's deep thought and cohesive interest in the content. A customer may spend time researching and reading about product features, watching product descriptions on YouTube, or watching product commercials repeatedly. Therefore, high cognitive engagement on social media on average leads to a greater understanding of the product value, which benefits in creating product purchasing intentions. (Brodie et al., 2013.)

Customer Emotional involvement regarding SMM can be defined as the attitudes and behavioral responses prompted by the required relevant information. This type of involvement is essential since emotions have a big impact on customer decision-making. Customer emotional involvement can be stimulated by visually appealing posts, narratives, relevant information, and empathetic sensitivity that considers the audience's values and experiences. A customer's purchasing intentions are influenced by the available information that successfully appeals to the emotional component of engagement, creating loyalty and advocacy (Brodie et al., 2013). Emotional reactions that are positive in nature, such as joy, enthusiasm, or inspiration, can increase a customer's connection to the brand. On the other hand, the arousal of unpleasant feelings will lead to avoiding engagement even in the early stages and disrupt the product recognition process.

Contrary to cognitive and emotional engagement process behavioral engagement translates cognitive process into real time actions, such as, clicking on given links, liking post, commenting, sharing. These actions are detectable and quantifiable in a manner that can identify purchasing intentions. It is evidence of not only customer

active participation but also indicates that the consumers are not just passive observers but are willing to interact in near future. Moreover, high levels of behavioral engagement can further expand the product reach. Additionally, behavioral data provide valuable insights into consumer preferences and behaviors, enabling brands to refine their marketing strategies (Brodie et al., 2013). The interaction of these three forms of engagement paints a complete picture of how customers connect with companies on social media.

Thus, cognitive engagement establishes the foundation for comprehension, emotional engagement fosters personal connection, and behavioral engagement motivates action. Brands that can effectively develop all three forms of interaction are more likely to develop better customer connections, increased loyalty, and higher buy intentions (Brodie et al., 2013). Furthermore, the usefulness of engagement tactics may vary between social media platforms. Platforms like Twitter, for example, may be better suited for quick, high-frequency interactions that encourage behavioral engagement, but Instagram and Pinterest may excel at creating emotional connection through visually appealing content. Understanding the unique characteristics of each platform, as well as tailoring content to leverage on the strengths of cognitive, emotional, and behavioral engagement, may significantly increase the overall effectiveness of social media marketing efforts.

Furthermore, the extent of effectiveness of engagement varies across different social media. For instance, social media medium like twitter are designed in such a way that seek swift response and requires high frequency written and liking interactions, while mediums like Instagram or Pinterest are designed in generating emotional engagement through visually rich content which may be slow in responses. Therefore, it is important to understand how each platform mechanism improves the customer cognitive, emotional, and behavioral responses to notably enhance the overall impact of SMM. It is highly likely that customers who are more exposed to SMM may develop buying intentions (Dessart et al., 2015). That later transforms in buying behavior and if the experience is positive and pleasant they mostly offer important feedback, participate in product development related activities, that overall improve product quality and reputation (Brodie et al., 2013). Recent research has drawn a significant relationship between SMM and its positive implications on engaging in purchasing intentions (Schivinski and Dabrowski, 2016, Dwivedi et al., 2021).

Frequency: The frequency with which a social media advertisement resurfaces is essential to sustaining customers' interest in and focus on the product. Customers' concerns may remain top of mind when products are often announced, which enhances their ability to sway purchase decisions (Ashley & Tuten, 2015). A lack of opportunity to use social media frequently for advertisement can lower product resale and customer engagement, while excessive advertisement during routine internet surfing may also annoy customer and drift away buying thoughts. Research has revealed the impact of advertisement frequency and quality on customer behavior (De Vries et al., 2012). Therefore, it is necessary to identify optimal social media posting frequency or optimal posting frequency (Cvikj & Michahelles, 2013). Research shows that how often you should post really depends on both the platform you're using and who your audience is. Take Twitter, for example. It moves FAST! So, posting more often works better there. But on Instagram & Facebook, where things stay relevant longer, a steady pace of posting usually works best (Peters et al., 2013).

Impact of frequency: Thus, it is considered important to repeatedly share messages on social media to potential customers. It requires regular updates to remain relevant to the audience most of the time. Such methods can influence customers' purchase decisions (Ashley & T, 2015). Kumar et al. (2016) observed that when items are primarily marketed on social media, it increases consumer trust, making them more likely to make a purchase. Furthermore, regular updates increase opportunities to communicate with the brand. This not only improves, but also deepens the whole relationship between customers and brands (De Vries et al. 2012).

Impact of social media marketing on purchase intention: Understanding client purchase intention—that is, the possibility a customer would buy—is a fundamental component of consumer behavior research. This potential is highly influenced by consumers' attitudes and impressions. Numerous research has investigated social media marketing (SMM) positive affects purchase intention and have repeatedly indicated that regular interactions and active participation on social media platforms favorably affect consumers' buying decisions (Godey et al., 2016; Hajli, 2014). Specifically, social media marketing techniques that prioritize creating relationships with consumers have shown significant appeal in developing purchase intentions.

The results of Schivinski and Dabrowski (2016) identifies by regularly interacting with a targeted social media content usually results in progressive perceptions of the brand, increased brand value, and a greater likelihood

of making a purchase. Furthermore, social media's interactive and immediate feedback ability lets companies modify and improve the communication to generate a customize relationships with their clients, quickly handle discrepancies, and strengthen the sense of being one community. These elements taken together raise the probability of consumers making purchases, claims Dessart et al. (2015). Moreover, the frequency of social media updates guarantees that the brand stays always visible to consumers, so affecting not only their likelihood of making a purchase but also the state of the brand. Regular updates and postings, according Ashley and Tuten (2015), serve as cues to consumers regarding the brand and its products, so enhancing brand recall and consideration throughout the decision-making process. Using consistent social media marketing, Kumar et al. (2016) found that consumers' confidence and inclination to buy for a company might increase.

Moderating role of social forces : The significant positive relation between SMM and developing purchase intentions was well-established in the last decade. However, it is not always the case that it is successful in creating purchase intentions. Therefore, it is needed to further explore the influencing factors the direct relationship. Recently the growing interest in how social factors moderate this relationship, especially in collectivist culture where the decision is collective rather than individualistic. Social influences, such as peer and cultural factors, can significantly affect consumer responses to SMM strategies (Childers & Rao, 1992; Bearden & Etzel, 1982).

Peer influence : The development process of customer intentions is a complex phenomenon that surely cannot be contributed to his cognitive process alone. The community and the bonding the individual grow over the period have significant role in decision making process. Accordingly, social networks are considered to have substantial impact of individual's thought processes. In social media marketing, peers' influence can help to improve the effect of people's participation and consistency of publishing on their intentions to make purchases. Chu and Kim (2011) conducted research showing consumers were more likely to trust peer recommendations and endorsements than those coming from companies. Sharing brand information or supporting products on social media platforms among peers can help a brand to be more credible and appealing, so increasing the possibilities of purchase intentions (Erkan & Evans, 2016). Peer recommendations significantly affect consumers' opinions of the product value and brand choices (Wang et al. 2012).

Cultural influence : Another important factor in determining the purchase intention in collectivistic societies, could be cultural influence in the form of values, norms, and mores. Consumer impressions and responses toward social media marketing (SMM) campaigns mostly rely on cultural values and conventions. For instance, in conservative cultures if social media contents do not fit the cultural value, the opportunities it provides are usually undermined, consequently it is less likely that SMM could be effective. Companies who match their social media strategies with the cultural values of their target market are more likely to interact with customers and affect their purchase behavior (Kacen & Lee, 2002). Customized products in line with the tastes and customs of a given cultural group can build strong brand bonding and loyalty (Tsai & Men, 2017). Moreover, it should be also to bear in mind that due to cultural and contextual differences the marketing strategies effective in one cultural setting could not always be relevant in another (Singh et al., 2006, for instance). This can be explained by the cultural impact guiding their effectiveness and fit.

Family influence : Family influence plays a significant role in shaping how individuals respond to social media marketing. Within a family unit, members often share values, beliefs, and purchasing behaviors, which can create a powerful collective influence on individual decision-making processes. When family members express their opinions or share experiences about a particular product or brand on social media, it can significantly sway the attitudes and behaviors of other members (Kang & Lee, 2020; Kim, 2018). For instance, positive feedback from a family member about a product they have used or intended to purchase can lead others in the family to develop a favorable view of that product, thus increasing their likelihood of purchasing it themselves. This influence is particularly strong in collectivist cultures, where family ties are highly valued, and decisions are often made with the input and approval of the family (Lee & Choi, 2019; Wang et al., 2021).

Moreover, family influence on social media is not limited to direct recommendations but also extends to subtle cues, such as likes, comments, or shares of brand-related content. Such interactions can reinforce the perceived credibility and reliability of a brand within the family network, enhancing its attractiveness to other members (Jung & Kang, 2017; Lee & Choi, 2019). In an era where social media plays an integral role in consumer decision-making, understanding the impact of family influence is crucial for marketers aiming to leverage these dynamics to boost engagement and drive sales (Kim, 2018; Wang et al., 2021). By recognizing the importance of

family as a moderator in social media marketing, businesses can craft strategies that resonate with family-oriented values, thereby maximizing the effectiveness of their marketing efforts (Jung & Kang, 2017; Kang & Lee, 2020).

Theoretical framework

The rise of social media has changed consumer behavior, making social media engagement a key driver of purchase intention. Social media engagement may manifest itself through several indicators likes, comments, shares, direct engagement with users, and response time. It was not just about reflecting consumer interest, but these forms of engagement have also helped associate the brand with the consumer. Such acts can enhance trust and loyalty. High levels of likes, comments, and shares signal endorsement, creating social proof that raises the value perceived in a product or a brand. This enhances the bond through activity involving the user, more so when timely responses are involved to create a feeling of community and thus, responsiveness, making consumers prone to forming positive purchase intentions.

However, this effect of social media engagement on purchase intent is not this linear and can be moderated by several social factors. For instance, the relationship is highly moderated by peer influence. If consumers see their peers engaging or endorsing a brand, they tend to do the same, driven by social proof and conformance desire. Similarly, family influence may condition the response to social media marketing, especially in those cultures where family members' opinions matter the most. For example, if family members are very positive towards a certain product, they are more likely to buy it. Cultural influence also has a moderating effect in the sense that it sets how individuals perceive and respond to social media marketing per their culture and value. In collectivist cultures, for example, social media engagement would have a greater influence on purchase intentions if such engagement were in service of the cause most valued by the culture.

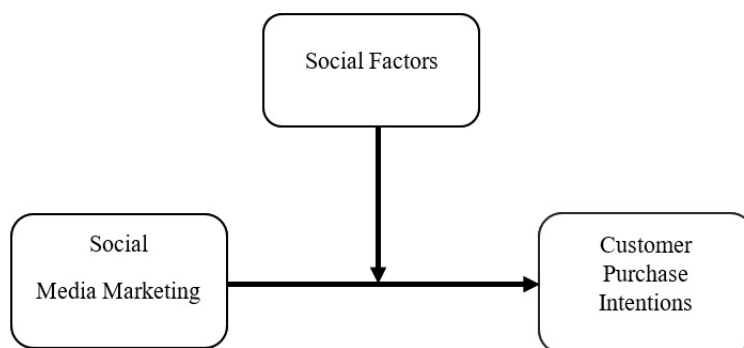


Figure 1: Research model

RESEARCH METHODOLOGY

This study employs quantitative research methodology to investigate the relationship between consumer purchase intention and social media marketing (SMM). The study will especially assess important factors including degree of engagement and frequency of exposure to social media marketing campaigns. The main aim is to determine the extent influence on purchase intentions in response to SMM. In addition to the primary analysis, the research will also look at the moderating effect of social aspects on this correlation. Therefore, the secondary analysis will investigate whether cultural values and peer influence help to either improve or change the impact of social media marketing on consumer purchase intentions. To meet these objectives and ensure a diverse representation among many demographic categories, we will methodically survey sample and inclusive group of consumers who actively participate in social media activities. The collected data will provide a complete knowledge of the complex interactions between consumer decision-making processes and social media marketing (SMM) activities. This method is intended to ensure a complete awareness of the complex influence of social media on consumer purchase intentions.

Hypotheses

Based on the theoretical framework, the following hypotheses will be tested:

H₁: Social media marketing positively influence customer purchase intentions.

H₂: Social Forces moderates the relation between social marketing and customer purchase intentions.

Sample and Data Collection

Population and sample : The criteria for the participant's inclusion for the study was set as to include individuals who were twenty to 25 years old and frequent users of social media. Simple random sampling was used to choose the participants. This helped us to effectively compile a variety of viewpoints from those who are both ready and able to participate in the study. The sampling technique considers a wide spectrum of demographic traits, including gender, age, and socioeconomic level, ensuring that the sample is representative of the population at large. This is particularly important to document the several trends in consumer behavior and social media usage. Around 300 questionnaires were distributed of which 285 were received. The selected sample size is thought to be sufficient to test the research hypotheses. The study intends to extend its results to a greater population of social media users using a varied and sufficiently large sample so offering valuable insights to the field of social media marketing and consumer behavior.

Data collection method : Data was collected through questionnaires distributed among university students who were studying in 4th semester and above. Respondents were assured of the confidentiality and anonymity of their responses.

Measurement instruments

Independent Variables :

- **Engagement**: This will be measured using a multi-item scale adapted from Brodie et al. (2013), which includes items such as "I often interact with this brand on social media" and "I frequently share this brand's social media content."
- **Frequency**: The frequency of social media marketing postings will be assessed using a scale derived from Cvijikj and Michahelles (2013), which includes items such as "This brand posts new content on social media several times a day" and "I frequently encounter new posts from this brand in my social media feed."

Dependent variable :

Purchase Intentions: This will be measured using a scale based on Schivinski and Dabrowski (2016), which includes items such as "I plan to purchase products from this brand in the near future" and "I am likely to recommend this brand to others."

Moderating variables :

- **Peer Influence**: This was measured using a scale adapted from Bearden et al. (1989), including items such as "The opinions of my friends influence my decision to engage with this brand on social media" and "I am more likely to buy from this brand if it is recommended by my peers."
- **Cultural Influence**: This was measured using a scale derived from Hofstede (2001), including items such as "My cultural background affects my engagement with brands on social media" and "I take cultural values into account when making purchases via social media."
- **Family influence**: This was measured based on a scale adopted from previous studies on the influence of family dynamics in consumer behavior, such as Wang et al. (2021). Such items will be "The opinions of my family members influence my decisions to engage with brands on social media" and "I consider my family's preference and feedback in deciding to buy social media." This will measure the degree by which family opinions and behaviors have an impact on one's reactions to social media marketing, therefore underscoring that family is a major social factor in the formation of purchase intentions.

DATA ANALYSIS

Descriptive Statistics

Descriptive statistics were used to summarize the sample's demographic characteristics as well as the study's primary variables. Measures of central tendency (mean, median, and mode) and dispersion will be presented.

Reliability and Validity

The reliability of the measurement scales will be evaluated using Cronbach’s alpha, with a value of 0.70 or higher deemed acceptable for internal consistency (Nunnally, 1978). Construct validity will be assessed through confirmatory factor analysis (CFA) to confirm that the scales effectively measure the intended constructs.

Hypothesis Testing

A multiple regression analysis will be employed to examine the direct effects of engagement and frequency on purchase intentions (H1) and how it can be moderated by social factors (H2). Interaction terms was created by multiplying the independent variables with the moderating variables and included in the regression models.

Ethical Considerations

The study will adhere to ethical standards for research involving human subjects. Informed consent will be obtained from all participants prior to their involvement. Participants will be briefed on the study’s purpose, their right to withdraw at any time, and the confidentiality of their responses. The project will also seek approval from an institutional review board (IRB) to ensure ethical compliance.

Table 1: Demographical result

Measures	Items	Frequency	Percentage
Gender	Male	52	52%
	Female	48	48%
Age	18-19	9	9%
	20-21	21	21%
	22-23	26	26%
	24	44	44%
Family Income	>10000<20000	17	17%
	>20000<30000	47	47%
	>30000<40000	25	25%
	>40000<50000	7	7%
	>50000	4	4%

Table 1 below shows the demographical analysis of 285 respondents. Descriptive table below shows that 52% of the respondents are male and 48% respondents are female. Table 1 also explained that 9% respondents were in the age group of 18-19, while in age ranged from 20-21, 21% of respondents. While in age of 22-25 only 26% respondents and respondents having age more than 24 are only 44 %. The response of the study shows that 17% family income is above 10000 and below 20000, while in family income of above 20000 and below 30000 is 47%.

Table 2: Reliability statistics

Reliability of Scale			
S.No	Variables	Cronbach’s Alpha	No. of Items
1	Social Marketing	0.749	3
2	Social Forces	0.803	4
3	Customer purchase intention	0.718	5

Above table 2 describe the reliability statistics of the study. As per the study of Sekran reliability statics as considered reliable if its ranges above 0.7. In the above table for all three variables the reliability measure is satisfactory. The Cronbach’s Alpha is 0.749 for social marketing, .803 for social forces and .718 for customer purchase intention respectively.

Analysis

Table 3: Model summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.891	0.731	0.782	0.25738

a. Predictors: (Constant), Social Marketing

The adjusted R-square in the table 2 shows that the dependent variable, (customer purchase intention) is affected 78.2% by independent variable (Social Marketing). It shows that mentioned independent variables are responsible for customer purchase intention. The overall model was also significant, tested with the help of ANOVA. The results are given in the following table 3.

Table 4: ANOVA results

ANOVA ^a					
Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	7.643	7	3.254	21.354	.000 ^b
Residual	5.36	93	0.056		
Total	13.003	100			

a. Dependent Variable: customer purchase intention (CPI)

b. Predictors: (Constant), Social Marketing

ANOVA table is showing the level of significance. Through the table it is clear that independents factor, Social marketing's responsible for the customer purchase intention and that the relationship between them is significant as compared to alpha value = 0.05. Table 4 shows the coefficients of all independent variables included in the model along with their respective *p*-values.

Below table represents that social marketing has a positive significant impact on customer purchase intention.

Table 5: Regression co-efficient

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	β	Std. Error			
(Constant)	1.004	0.318		3.155	0.003
Social Marketing	0.709	0.113	0.668	6.285	0

a. Dependent Variable: Customer Purchase intention (CPI).

Moderating Effect of Social Forces

Table 6: Moderation analysis

Path- Assessment	Original sample (O)	Sample mean (M)	Standard deviation	t value	p values
SF x SM -> CPI	0.083	0.078	0.038	2.179	0.029

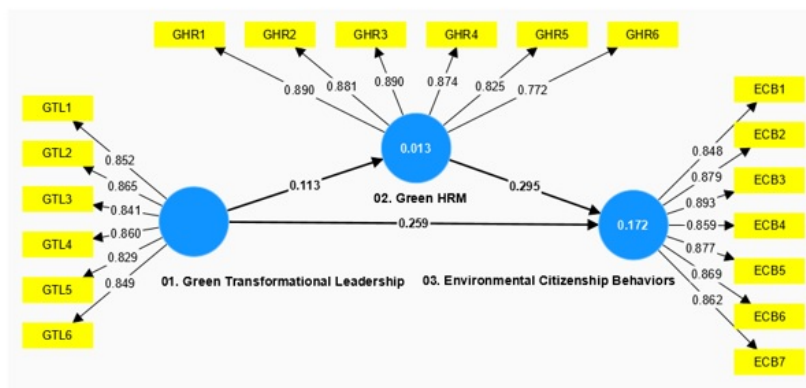


Figure 2: Moderating effect of social forces

Table n0 6 describes the moderation analysis of social forces between social marketing and customer purchase intention. For moderation structural model analysis was conducted. Moderation results shown significant results between the predictors ($\beta= 0.078$, $t= 2.179$). Hence study moderating hypothesis also has been accepted from the results. Furthermore, standard deviation value determined ($SD= 0.038$) achieved the threshold.

Conclusions

This quantitative methodology offers a systematic approach to exploring the impact of social media marketing on consumer purchase intentions, with particular emphasis on engagement and frequency. By including the moderating effects of peer and cultural influences, the study aims to provide a thorough understanding of the intricate dynamics between SMM and consumer behavior. The results are anticipated to contribute valuable insights to both academic research and practical marketing applications.

DISCUSSION

In terms of frequency and engagement, the outcomes of this study provide a sophisticated study of the complex interaction between consumer purchase intentions and social media marketing (SMM). They also highlight the moderation effect of social elements including peer influence and cultural impact.

The correlation between consumer purchase intentions and social media marketing (SMM) involvement emphasizes the need of encouraging significant and interesting interactions with consumers on social media channels. High degrees of consumer participation—including likes, comments, and content sharing—indicate the active brand interaction of consumers. Their cognitive and emotional bond to the brand is strengthened by this participation. Dessart et al. (2015) and Brodie et al. (2013) have underlined in past times the need of involvement in the decision-making process concerning purchases and the growth of brand loyalty.

Unlike involvement, the negative correlation between the frequency of social media marketing (SMM) posts and consumer purchase intentions highlights the possible hazards of too frequent communication with customers. Overactive posting can lead to brand disengagement, consumer tiredness, and content overload. CVijikj and Michahelles (2013) Maintaining a balance between the frequency of advertisement and the quality of content will help to prevent a drop in customer engagement and interest even if regular updates are necessary for preserving brand visibility (Peters et al., 2013).

A useful study of the possible ways in which social dynamics could change the impact of social media marketing (SMM) elements on purchase intentions is given by the moderating effects of cultural and peer influences. These moderating elements help to show a positive correlation between consumer purchase intentions and the SMM engagement and posting frequency components. Purchase intentions and social media marketing (SMM) interaction are much influenced by peer influence. Peer recommendations and endorsements improve the social media content of a brand, so boosting its credibility and appeal and so influencing purchase intentions (Freberg et al., 2011). The need to include peer networks into SMM plans is underlined by the fact that social network content endorsements boost consumers' trust and power.

Another important moderator that turns the once negative impact of frequency of posting into a positive one is cultural influence. Customer reactions to marketing messages can be influenced by cultural standards and values; some cultural settings support the usage of more frequent updates and interactions (Hofstede, 2001). According to this study, businesses should consider cultural sensitivity and preferences while creating SMM strategies if they are to build a strong relationship with a varied clientele.

CONCLUSION

The data analysis of the present study signifies the impact of social media advertising on customer purchase intention through engagement and frequency of advertisements. The findings underline the need for a well-rounded social media marketing (SMM) strategy that promotes significant customer interactions while considering the moderating influence of social elements, such cultural and peer impacts. The implication of this research can help businesses to strengthen customer relationships, increase purchase intentions, and more successfully engage their audiences by reconsidering the insights into their social media marketing (SMM) techniques. The promising prospects for additional study that future research will present will help to constantly improve and enhance social media marketing (SMM) strategies in a digital environment under change.

FUTURE RESEARCH DIRECTIONS

Exploring Additional Moderators

In future studies to explore SMM field further other plausible mediating and moderating variables should be considered in more sophisticated models. Customer personality traits, brand trust, SMM features, and other contextual factors must also be considered to better understand how these factors interact to influence consumer purchase intentions. In addition, longitudinal studies can help in better understand customer purchase intentions influenced by participation of (SMM) over a period. Such investigation can benefit in recognizing any changes in behavior through periodic reaction monitoring. Comparative studies on the effects of interaction and posting frequency on purchase intentions across several social media platforms including Facebook, Instagram, Twitter, and TikTok would be much appreciated in future research. Considering the great variety of social media platforms now available.

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