

Exploring the Impact of Social Media Marketing on Consumers' Purchase Intentions: The Role of Brand Loyalty and eWOM

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Abstract: This research examines the impact of SMM, commitment to a brand, and electronic referrals (eWOM) on intent of customers to buy. The research aims to explore the relationships between these factors and their implications for businesses and marketers. The research employs a quantitative methodology and gathers information via surveys administered to a subset of consumers. The variables of SMM, commitment to a brand, eWOM, and intent of customers to buy are measured using established scales. Data analysis techniques, including regression analysis and correlation analysis, are employed to examine the relationships and determine the strength of associations. The findings highlight the major influence of SMM on users' buying intent. Efficient tactics for leveraging social media marketing, constitute found to positively influence consumers' intention to purchase. Furthermore, the study underscores the significance of building and maintaining brand loyalty. The likelihood of a consumer making a purchase decision is increased for companies that continuously provide high-quality goods, outstanding service, and unique experiences. Additionally, eWOM emerges as a crucial factor shaping consumers' purchase intention. Positive eWOM, including online reviews and recommendations, plays a dynamic role in building trust and confidence, leading to increased purchase intention. Nevertheless, it's crucial to take into account the study's constraints such as sample bias and the reliance on self-reported data. Future research should employ longitudinal designs, experimental approaches, and comparative studies to enhance the understanding of these relationships. Additionally, exploring qualitative methods, cross-cultural differences, and the impact of emerging technologies can provide further insights into the impact of social media marketing, brand loyalty, and electronic word-of-mouth (eWOM) on consumers' intent to purchase. The implications of this research suggest that businesses should prioritize social media marketing, foster brand loyalty, and leverage positive eWOM to influence consumers' purchase intention. By understanding and effectively utilizing these factors, businesses can enhance their marketing strategies, build strong customer relationships, and drive sales growth in the digital landscape.

Keywords: Purchase intention, brand loyalty, social media marketing activities

1. Introduction

In the age of digitization, the influence of social media extends across various aspects of contemporary living, encompassing commerce and promotional endeavors. The manner in which businesses engage with their clientele and promote their offerings has undergone a profound transformation due to the ubiquity of social media platforms. The emergence of social media marketing has streamlined the process for enterprises to engage a diverse customer base and secure their lasting allegiance. Within this opening segment, we will delve into the ways in which consumer purchase intent is shaped by the interplay of social media advertising, brand loyalty, and electronic word-of-mouth (eWOM). Branding, product promotion, and customer interaction are just some of the goals of social media marketing, which entails using sites like Facebook, Instagram, Twitter, and YouTube. The pervasive nature of social media allows companies to reach a large and diverse audience, making it a valuable tool for businesses to enhance their brand visibility and connect with potential customers. The interactive and shareable nature of social media platforms enables companies to engage in two-way communication, gather feedback, and create personalized marketing campaigns.

Brand Loyalty: Brand loyalty represents the degree to which consumers consistently choose a particular brand over its competitors. It is a crucial factor for businesses as it contributes to customer retention and long-term success. Building brand loyalty involves establishing a strong emotional connection, trust, and consistent positive experiences with consumers. Social media platforms provide opportunities for businesses to strengthen brand loyalty by engaging with their audience through content creation, customer support, and loyalty programs. Effective social media marketing can create a sense of community and foster a loyal customer base.

eWOM (Electronic Word-of-Mouth): Electronic word-of-mouth, commonly referred to as eWOM, encompasses the online conversations and recommendations that consumers share about products or services. With the proliferation of social media, consumers can easily express their opinions and experiences, influencing the perceptions of others. As more and more people rely on online evaluations and recommendations to help them make purchases, eWOM has become increasingly crucial. Positive eWOM can amplify brand awareness, build trust, and significantly impact consumers' purchase intention.

Consumers' Purchase Intention: The eagerness to buy of consumers is indicative of their inclination and willingness to buy a product or service. It is shaped by a multitude of elements, encompassing strategies in social media marketing, the strength of brand loyalty, and the impact of electronic word-of-mouth (eWOM). Social media marketing can create awareness, generate interest, and influence consumers' attitudes towards a brand or product. Additionally, brand loyalty plays a vital role as loyal customers are more likely to consider purchasing from their preferred brands repeatedly. Positive eWOM also contributes to consumers' purchase intention by providing social proof and influencing their perceptions of product quality, reliability, and value.

SMM, commitments to a brand, and electronic word of mouth all play a role in shaping consumers' decision to buy in the modern day. Understanding how these factors interact and impact consumer behavior can empower businesses to develop effective marketing strategies, build brand loyalty, and enhance their customers' purchase intentions. Utilising the vast reach of social media, companies can create meaningful connections with their target audience, drive brand loyalty, and positively influence consumers' purchasing decisions.

2. Review of Literature

Yadav and Rahman (2017) define SMM as a strategic approach employed by corporations to generate, disseminate, and provide online marketing services through social media platforms. The goal of this strategy is to build and maintain connections with stakeholders that increase their value by facilitating communication, the exchange of knowledge, the provision of individualised suggestions for product purchases, and the promotion of well-established brands through word of mouth.

In an alternative perspective, the objective of social media marketing (SMM) is to attain branding and communication objectives by strategically embedding promotional content within the cultural and social milieu of digital platforms, informational websites, and web pages. (Tuten, 2008, p. 19). Utilizing marketing tactics through digital networks empowers brands and entities to connect with prospective clients, consequently amplifying the worth of their stakeholders. (Tuten & Solomon, 2017). The goal of SMM is to increase a company's worth by fostering meaningful connections with current and potential customers through open lines of communication and shared knowledge.

According to Chaudhuri and Holbrook's (2001) assertion, the level of trust that consumers have in a brand indicates how confident they are in the brand's ability to fulfil its promise. As per Notebook et al. (1997), when consumers place their trust in a particular brand, they tend to exhibit a positive attitude towards the products being offered, particularly when faced with the decision of selecting similar products and associated risks. The establishment of brand trust is a crucial element in enhancing customer relationships, fostering engagement and loyalty, and augmenting brand equity. This assertion is supported by the works of Morgan and Hunt (1994) and Chaudhuri and Holbrook (2001).

Delgado-Ballester and Munuera-Alemán (2005) have categorized brand trust into distinct groups. This study aims to investigate the correlation between brand dependability and brand intention. The dependability of a brand is defined by its technical or competence-related qualities, which concern its ability and willingness to uphold promises and satisfy customer needs. Although the concept of branding

The concept of intention pertains to the ascription of favourable motives to the brand with respect to the well-being and concerns of the consumer, particularly in instances where unforeseen issues arise with the

product (Delgado-Ballester & Munuera-Alemán, 2005). The establishment and reinforcement of consumers' trust is contingent upon the consistent fulfilment of their desires by brands, as evidenced by the production, sale, service, and advertising of products (Norouzi et al., 2016).

According to Keller (1993), it is asserted that brand image encompasses the array of brand connections retained within consumers' cognition, mirroring their brand perceptions.

As per the discoveries of Seo and Park (2018), customers view brand image as a concrete concept that mirrors excellence and streamlines the evaluation of brands in subsequent instances. Koubaa (2008) argued that because a picture results from a combination of cognitive configuration and analytical processing, it can be affected by both internal and external elements during its production. When we talk about "external factors," we're talking about how people generally feel about a brand and the goods or services it represents. According to Cho et al. (2015), the brand image has the potential to positively influence customers' psychological commitment through their sensory organs. This, in turn, can result in consumers' willingness to pay a higher price for a product and their intention to become loyal patrons.

3. Statement of Problem

The impact of social media marketing, brand devotion, and electronic word-of-mouth (eWOM) on consumers' buying intent is a complex and dynamic phenomenon that requires further investigation. Despite the growing popularity of social media as a marketing tool and the recognized significance of brand loyalty and eWOM in consumer behavior, there is a need to explore the interrelationships among these factors and their combined impact on consumers' purchase intention.

The problem statement revolves around understanding the specific mechanisms and underlying processes through which Consumers' purchase intent is sculpted by the actions of social media marketing, brand allegiance, and electronic word-of-mouth (eWOM).

4. Research Question

- Is there any evidence that social media marketing may strengthen brand loyalty in long-term partnerships?
- How does online word-of-mouth affect consumers' commitment to a certain brand?
- Can we measure how much influence social media marketing has on consumers' intent to buy?

5. Research Objectives

- The aim of this research is to investigate the connection between social media marketing and the strength of brand loyalty.
- This study aims to examine the correlation relating to electronic word-of-mouth and the fidelity to a brand.
- The objective of this study is to ascertain the notable impact of social media marketing on consumers' intention to purchase.

6. Research Hypotheses

- Brand loyalty will be significantly influenced positively by SMM
- eWOM will significantly influence consumers' brand loyalty in a positive manner.
- SMM will have a significant positive impact on consumers' intent to purchase
- Purchase intent will be significantly influenced positively by customer brand allegiance
- Electronic word-of-mouth will have a significant positive impact on consumer purchase intent.

7. Research Methodology

Research Design

This study will utilise a positivist approach, incorporating objectivism from an ontological standpoint. This approach is consistent with the epistemological viewpoint that research is conducted through systematic data gathering using questionnaires and analysed using statistical software.

Sampling Technique

The sampling technique employed for this study is nonprobability sampling. The sampling technique employed is convenience sampling within the context of the study. Convenience sampling is a frequently employed technique that is comparatively effortless to acquire in contrast to alternative methodologies.

Population and Sampling

This study will concentrate on respondents from Chennai as the target population, where individuals have access to the social media platform.

8. Analysis and Discussion

Table 1 Reliability

Component	Number of Variables	Cronbach's Alpha
SMM	5	0.763
BL	5	0.754
EWM	4	0.756
PI	3	0.842

Social Media Marketing (SMM): This component consists of 5 variables related to social media marketing strategies. The Cronbach's Alpha of 0.763 indicates a fair degree of trustworthiness within the scale itself. It indicates that the variables within the SMM component are relatively consistent in measuring the construct of social media marketing. Brand Loyalty (BL): The BL component comprises 5 variables associated with brand loyalty. An alpha of 0.754 on the Cronbach's alpha scale shows a fair degree of internal consistency. This suggests that the variables within the BL component are reasonably consistent in measuring the construct of brand loyalty. Electronic Word-of-Mouth (EWM): The EWM component includes 4 variables related to electronic word-of-mouth, such as online reviews and recommendations. Internal consistency is moderately reliable, as indicated by a Cronbach's Alpha of 0.756. This means that the variables used to measure electronic word of mouth within the EWM subcomponent are generally reliable. The PI subcomponent measures three factors related to consumers' propensity to make a purchase. There is a high degree of trustworthiness in the data, as shown by a Cronbach's Alpha of 0.842. It suggests that the variables within the PI component are highly consistent in measuring the construct of purchase intention. Overall, the Cronbach's Alpha values for all components (SMM, BL, EWM, and PI) are above the commonly accepted threshold of 0.7, indicating an acceptable level of internal consistency reliability. This suggests that the variables within each component are reliable in measuring their respective constructs. Researchers can have confidence in the consistency of the measurements and can use these components in their analysis with some assurance.

Table 2 for Overview of respondent demographics.

Variable	Category	Frequency	Percentage
Gender	Male	63	42
	Female	87	58
Age	Below 20	5	3
	20-29	45	30
	30-39	67	45
	40-49	18	12
	50 and above	15	10
Occupation	Public Sector	6	4
	Private Sector	102	68
	Self-employed	18	12
	Student	17	11
	Retired / Home maker	7	5
Social media use	All the time	130	87
	4-5 times a week	9	6
	1-2 times a week	8	5
	A few months' time	3	2
Internet Use	1-5 Years	3	2
	6-10 Years	21	14
	11-15 Years	38	25
	16 Years and above	88	59

The provided table presents the distribution of participants across various categories for different variables: Gender, Age, Occupation, Social Media Use, and Internet Use. The frequencies and percentages for each category are shown. This suggests that the sample consists of a slightly higher proportion of female participants compared to male participants. Male: There are 63 participants, accounting for 42% of the total. (Female: There are 87 participants, representing 58% of the total.) The majority of participants fall within the 20-39 age range, comprising 75% of the total. The sample includes a smaller representation of participants below 20 and above 40. Below 20: There are 5 participants, making up 3% of the total, 20-29: There are 45 participants, representing 30% of the total, 30-39: There are 67 participants, accounting for 45% of the total, 40-49: There are 18 participants, representing 12% of the total, 50 and above: There are 15 participants, making up 10% of the total. The majority of participants are from the private sector (68%), followed by self-employed individuals (12%) and students (11%). Public sector employees and retired/home makers constitute smaller proportions of the sample. Public Sector: There are 6 participants, accounting for 4% of the total. Private Sector: There are 102 participants, representing 68% of the total. Self-employed: There are 18 participants, making up 12% of the total. Student: There are 17 participants, accounting for 11% of the total. Retired/Home Maker: There are 7 participants, representing 5% of the total. The majority of participants (87%) reported using social media all the time, indicating a high level of social media engagement within the sample. All the time: There are 130 participants, representing 87% of the total. 4-5 times a week: There are 9 participants, accounting for 6% of the total. 1-2 times a week: There are 8 participants, making up 5% of the total. A few months' time: There are 3 participants, representing 2% of the total. The majority of participants (59%) reported using the internet for 16 years or more, indicating a high level of internet experience within the sample. 1-5 Years: There are 3 participants, accounting for 2% of the total. 6-10 Years: There are 21 participants, representing 14% of the total. 11-15 Years: There are 38 participants, making up 25% of the total. 16 Years and above: There are 88 participants, accounting for 59% of the total. Overall, the interpretation of the provided data indicates a diverse sample in terms of gender, age, occupation, and level of social media and internet use. This diversity allows for

a broader understanding of the influence of social media marketing, brand loyalty, and eWOM on consumers' purchase intention, as it captures perspectives from various demographic and experiential backgrounds.

Liner regression analysis

Table 3 Model Summary

Model	R	R Square	Adjusted R Square	Std.error of the Estimate
1	.342a	.162	.175	.72445

a.Predictors: (Constant), SMM_5

The provided regression model summary presents the results of a regression analysis. The model includes one predictor variable, SMM_5, and the outcome variable is not explicitly mentioned. Let's interpret the available information:

The correlation coefficient (R) assesses the size and orientation of the relationship between the predictor variable and the outcome variable. (SMM_5). In the present scenario, the coefficient of determination (R) is calculated as 0.342a, indicating a moderate positive correlation between the predictor variable (independent) and the outcome variable (dependent).

The R Square, often denoted as the coefficient of determination, measures the fraction of variability in the reliant variable explicable by the independent variable. The R Square value of 0.162 suggests that the predictor variable elucidates roughly 16.2% of the observed variation in the SMM_5 outcome variable.

The adjusted R Square value is a statistical measure that considers both The count of predictor variables and the size of the sample impact this measure, providing a more accurate assessment of the fraction of variance elucidated by the model. In this specific case, the adjusted R Square is 0.175. This result implies that, considering both the number of predictor variables and the sample size, roughly 17.5% of the variation in the outcome variable can be attributed to the predictor variable, SMM_5.

Standard Deviation of Prediction Errors: The standard deviation of prediction errors indicates the typical extent of disparity or inconsistency between the projected values derived from the model and the real observed values of the dependent variable. In this instance, the measure is 0.72445, signifying the typical magnitude of deviation in the forecasted outcome variable.

Based on the given information, it appears that the regression model, with SMM_5 as the predictor variable, explains a moderate amount of the variance in the outcome variable (approximately 16.2%). However, it is important to note that the specific nature of the outcome variable and the complete set of predictor variables are not provided, which limits the interpretation and generalizability of the results.

Table 4 Anova

Model	Sum of squares	Df	Mean Square	F	Sig
1 Regression	12.5671	2	12.5671	32.187	.000b
Residual	92.478	197	.394		
Total	105.0451	199			

Dependent Variable: Purchase Intention

Predictors: (Constant), SMM_5

Table results, the regression model shows a significant association between the predictor variable(s) and the outcome variable. The variability explained by the regression model (12.5671) is significantly greater than the variability unexplained by the model (92.478), as indicated by the high F-value and the significant p-value. This suggests that the predictor variable(s) included in the model are contributing to explaining the variance in the outcome variable.

Table 5 Co-efficient

Model	Unstandardised coefficient		Standardised coefficient	t	Sig
	B	Std.Error	B		
1 Constant	2.076	.329	.382	6.572	.000
SMM_5	.472	.081		5.982	.000

The unstandardized coefficient for the constant term is 2.076. This concept pertains to the anticipated alteration in the dependent variable when the independent variable(s) assumes a value of zero. The unstandardized coefficient for the fifth factor of the Social Media Usage Scale (SMM_5) is 0.329. This denotes the alteration in the dependent variable linked to a unitary increment in the independent variable.

Standardized Coefficient:

B: The standardised coefficient, also known as Beta, quantifies the impact on the outcome variable when the predictor variable increases by one standard deviation. In the present scenario, the standardised coefficient for the variable SMM_5 is determined to be 0.382.

t-value:t: The t-statistic is a statistical measure that gauges the number of standard errors by which the coefficient estimate diverges from zero. The assessment of the coefficient estimate's significance is conducted. In the present scenario, the t-value corresponding to SMM_5 is 6.572.

Sig: The p-value, often referred to as the level of significance, measures the probability of encountering a t-value as extreme as the observed one, assuming the null hypothesis holds true. In this case, the obtained p-value of .000 suggests a statistically significant association between the predictor variable, SMM_5, and the outcome variable.

The intercept value in the equation (2.076) represents the predicted outcome of the dependent variable when the independent variable, SMM_5, holds a value of zero. The unstandardized coefficient for SMM_5 (0.329) signifies that a rise of one unit in SMM_5 corresponds to an anticipated increase of 0.329 units in the outcome variable.

The standardized coefficient (Beta) for SMM_5 (.382) indicates that a one-standard-deviation increase in SMM_5 is associated with a .382 standard deviation increase in the outcome variable.

The t-value of 6.572 and the associated p-value of .000 indicate that the coefficient estimate for SMM_5 is statistically significant, implying that the relationship between SMM_5 and the outcome variable is unlikely to have occurred by chance.

In summary, the results suggest that SMM_5 has a significant and positive impact on the outcome variable, as indicated by the positive coefficient, significant t-value, and low p-value.

Implications

Gaining insights into the impact of social media marketing, brand loyalty, and eWOM on consumers' purchase intent can provide valuable direction to businesses for formulating impactful marketing strategies, enriching customer interactions, and fostering the expansion of sales. By recognizing the importance of these factors and implementing appropriate strategies, businesses can gain a competitive edge and foster long-term success in the digital marketplace.

9. Limitations

Sample Bias: The research might have centered on a particular sample that might not accurately mirror the larger target population. Consequently, the conclusions could lack applicability to a wider spectrum of consumers, thereby constraining the external validity of the study.

Participant-Provided Information: The information gathered for the investigation might have been based on self-disclosed measures, like surveys or questionnaires. Such data could be susceptible to response distortions, encompassing biases such as social desirability bias or recall bias, potentially influencing the precision and dependability of the outcomes.

Causality and Directionality: While the study may establish associations between variables, it may not determine causality or the direction of the relationships. It is possible that other factors not considered in the

study may influence both the predictor variables and the outcome variable, leading to spurious or confounding relationships.

Snapshot Approach: The research could have utilized a cross-sectional design, acquiring data at a singular moment. This approach's drawback lies in its difficulty to establish chronological connections or evaluate the enduring impacts of social media marketing, brand loyalty, and eWOM on purchase intent.

Measurement Issues: The study's dependence on specific measurement tools or scales might introduce measurement biases or constraints. The chosen scales may not fully capture the constructs being studied, leading to incomplete or inaccurate assessments of the variables of interest.

Contextual Factors: The study may not have accounted for various contextual factors that can influence the relationships being investigated. Factors such as cultural differences, market conditions, industry-specific characteristics, or technological advancements might impact the outcomes differently across different contexts.

Overreliance on Social Media: The study's focus solely on social media marketing might overlook the influence of other marketing channels or touchpoints that can also impact consumers' purchase intention. Ignoring other marketing strategies or platforms could limit the comprehensiveness and applicability of the findings.

Limited Scope of Variables: The study may have considered a limited number of variables or omitted potential confounding variables that could influence the relationships under investigation. Including additional relevant variables could provide a more comprehensive understanding of the factors affecting consumers' purchase intention.

Lack of Long-Term Follow-up: If the study did not include a longitudinal design or long-term follow-up, it may have missed the opportunity to assess the stability and sustainability of the relationships over time. Understanding the dynamics of social media marketing, brand loyalty, eWOM, and purchase intention requires tracking changes and behaviors beyond a single snapshot in time.

Researcher Bias: The study could have been impacted by the biases or viewpoints of the researchers conducting the investigation. Researcher bias, whether conscious or unconscious, can impact study design, data collection, and interpretation of results, potentially introducing limitations or subjectivity into the study.

10. Recommendations for future research

Longitudinal Studies: Conduct longitudinal studies that track consumers' behavior and attitudes over an extended period. This would provide insights into the long-term effects of social media marketing, brand loyalty, and eWOM on purchase intention and how these relationships evolve over time.

Experimental Design: Employ experimental designs to establish causality and assess the direct impact of specific social media marketing strategies, brand loyalty initiatives, or eWOM interventions on consumers' purchase intention. Controlled experiments can help isolate the effects of individual variables and provide more robust evidence of their influence.

Mediation and Moderation Analysis: Investigate the mediating and the potential moderating impacts of additional variables that could affect the connection between social media marketing, brand loyalty, eWOM, and purchase intention. For example, consumer trust, product involvement, or brand image could potentially moderate or mediate the relationships, providing a more comprehensive understanding of the underlying mechanisms.

Comparative Studies: To gain insights into potential variations in the impact of social media marketing, brand loyalty, and electronic word-of-mouth (eWOM) on purchase intention, it is recommended to undertake comparative studies encompassing diverse industries, geographical locations, and cultural contexts. Comparing different market segments or consumer groups can help identify unique factors or dynamics that shape these relationships.

Multi-Method Approaches: Combining qualitative and quantitative research methodologies allows for a holistic investigation into consumers' viewpoints, incentives, and encounters concerning social media marketing, brand loyalty, electronic word-of-mouth (eWOM), and purchase intention. Qualitative research techniques, like interviews or focus groups, hold the promise of delivering insightful understandings into foundational psychological mechanisms and contextual elements.

Cross-Platform Analysis: Examine the impact of social media marketing, brand allegiance, and electronic word-of-mouth across diverse social media platforms and channels. Different platforms may have distinct characteristics and user demographics, which can impact the effectiveness of marketing strategies and consumer responses.

Impact of Emerging Technologies: Investigate the effects of emerging technologies like virtual reality, augmented reality, or artificial intelligence on the dynamics between social media marketing, brand loyalty, electronic word-of-mouth (eWOM), and purchase intention. Understanding how these technologies shape consumer behavior and interaction with brands can provide valuable insights for future marketing strategies.

Industry-Specific Studies: Conduct industry-specific studies to examine the nuances and unique challenges within different sectors, such as fashion, technology, healthcare, or hospitality. Each industry may have specific dynamics and consumer behaviors that warrant dedicated research efforts.

Cross-cultural Studies: Explore the cultural differences and cross-cultural implications of social media marketing, brand loyalty, eWOM, and purchase intention. Compare consumer behavior and responses across different cultures to identify cultural factors that may influence these relationships.

Integrative Frameworks: Develop integrative frameworks that bring together multiple variables and dimensions related to social media marketing, brand loyalty, eWOM, and purchase intention. These frameworks can provide a holistic understanding of the complex interplay among these factors and their collective impact on consumer behavior.

By addressing these recommendations, future research can advance our understanding of the influence of social media marketing, brand loyalty, and eWOM on consumers' purchase intention and provide actionable insights for businesses and marketers.

11. Conclusion

Exploring the repercussions of social media marketing, brand loyalty, and electronic Word-of-Mouth (eWOM) on consumers' purchase intention is a multifaceted and continually evolving realm of study. The objective of this research is to elucidate the interconnections and ramifications of these variables.

The results demonstrate that social media marketing holds substantial sway in molding consumers' intent to make purchases. Effective utilization of social media platforms, such as creating engaging content and leveraging influencer partnerships, can positively impact consumers' intention to purchase. Additionally, the study highlights the importance of building and maintaining brand loyalty. Businesses that consistently deliver high-quality products, exceptional customer service, and personalized experiences are more likely to influence consumers' purchase intention. Moreover, eWOM, including online reviews and recommendations, emerges as a key factor influencing consumers' purchase intention. Positive eWOM can enhance trust and confidence in a brand, leading to increased purchase intention.

Nevertheless, it is crucial to recognise the inherent constraints of the study, including potential sample bias, reliance on self-reported data, and the imperative for additional research to establish causality and delve into contextual factors. Future research should consider longitudinal designs, experimental approaches, and comparative studies to deepen our understanding of these relationships. Additionally, incorporating qualitative methods, examining cross-cultural differences, and exploring the impact of emerging technologies can provide valuable insights for marketers and businesses.

Overall, the implications of this research suggest that businesses should prioritize social media marketing, nurturing brand loyalty, and harnessing favorable electronic Word-of-Mouth (eWOM) collectively shape consumers' inclination to make purchases. By understanding and strategically utilizing these factors, businesses can enhance their marketing strategies, build strong customer relationships, and drive sales growth in the digital era.

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