



Original Article

Impact of Social Media Marketing Activities on Relationship Quality through the Mediating role of Brand Equity

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ABSTRACT

The objective of this investigation is to scrutinize the impression of social media marketing activities on relationship quality, focusing on customer trust and customer satisfaction, through the mediating role of brand equity, which includes brand awareness, brand image, and perceived quality. The present study includes the 384 sample size, out of which only 335 questionnaires responses were received. In the 335 questionnaire answers received 25 were not considered for the data analysis due to extreme abnormal values. Then, 310 questionnaire information were considered. The information was gathered using a digital questionnaire, created and distributed using Google Forms as the platform. The sample was made up of methods for convenience sampling. The intended structure is inspected empirically by employing statistical package for the social science version 26 for normality, reliability, frequency tables, standard deviation, mean and correlation. Then SEM used for hypothesized model. Findings indicate there's a beneficial effect of social media marketing activities on brand awareness, brand image, perceived quality and relationship quality. Marketers will be able to get useful information from the results about how to employ social media channels to progress customer associations and increase brand equity. When businesses are more cognizant of these elements, they are better able to manage their resources, which ultimately results in increased consumer trust and pleasure.

Introduction

Modern digital advancements have necessitated changes in the external environment of business. In turn, in order to meet customers' needs, companies have no other way around but to leverage on digital technologies. According to the research done by Duan et al. (2020), administrations that incorporate higher levels of digital technology are likely to be of higher productivity. In the last few years, massive preferences have been given to web-based channels and technologies for business promotions, sales and support services, which forms an emerging trend. It was noted that digital platforms are incorporated in their promotional and customer interface plans by more than 90 percent of all businesses, and continue to do so at around 10 percent of yearly increase (kpmg, 2019). Due to the increasing adoption of the use of digital marketing, the ways through which businesses venture out to promote their items and offerings has changed. Warbung et al., (2023) opined that due to the increase in electronic commerce there has been disruption in the traditional retail selling occasions and that it has become easier for organizations to switch from the traditional to electronic mode.

Defining SMM is the process of structure relationship with specific target market through information, communication and materials sharing through development, transfer and receipt of items, ideas and documents of immense value to the targeted customer is referred to as SMM (Li et al., 2021). From a relatively simplistic lens, it might be described as the employing of the SNSs and networks for an item or product. As argued by Warbung et al. (2023), the widespread presence and employments of the social media are attributed to the advancement as well as come down of the web and the DL technological infrastructure. Taking advantage of this availability and use has made it feasible to implement a marketing plan that is both more interactive and more tailored, while simultaneously communicating with a wider audience that is the target demographic. Companies have found themselves able to discover unique methods to connect, engage, and interact with consumers as a result of their use of this rapidly increasing medium (Ebrahim, 2019; Khan et al., 2023). This has ultimately resulted in a rise in sales and revenue for the company.

A vast opportunity for identification and communication can be attributed to SMM. The current researches have indicated that SMM, in fact, has a great influential role to play in the process of building a BI (Siddik et al., 2022; Mandagi, 2023; Iqbal et al., 2023), enhancing brand awareness (Waworuntu et al., 2022; Anjel et al., 2022; Khan, 2024), and increasing BL and commitment (Kim, 2021; Kousar et al., 2023). This is because the value of SMM to corporate income is becoming more apparent. As an additional point of interest, Haudi et al. (2022) suggest that greater SM visibility for a product leads to more discussions about it and might encourage WOM, which enables those who have not seen an item in person to discover more about it.

The marketing process has been completely transformed as a result of the significant innovation brought about by the internet. Among the new aspects of the online advertising profession, SMM represents a novel component. Advertising employing social media channels to convey information relating to a business for the purpose of interacting with the many stakeholders is widely referred to as SMM (Albanna et al., 2021; Chatterjee & Kar, 2020; Gul et al., 2023). Social media (SM) that enables consumers to interact, collaborate, and exchanging details and resources is presented here and has become well understood to reduce misunderstandings and rumors about companies and increasing the value of brands (Adikari et

al., 2021; Dubbelink et al., 2021; Ibrahim, 2022; Reveilhac & Blanchard, 2022; Sharma et al., 2022; As highlighted Chen and Qasim (2021), Chen et al. (2021), and Kushwaha et al. (2022), this means that social media empowers the consumers, providing them with a chance to perform the role of the narrators and provide their experiences, good or bad that they had with specific brands on numerous online platforms. Furthermore, the widespread adoption of smartphones has additionally contributed to the considerable usage of social media channels in how customers engage with a brand on social networking websites rather than on conventional platforms for communication (Chatterjee et al., 2022; Chu et al., 2020; Tarar et al., 2024). This is because SM channels allow consumers to interact with brands in a more direct and personal manner.

Investigation directed by Molina et al. (2019) indicates that brand equity is widely recognized as an indispensable strength for organizations and a vital element of the marketing mix. It is a word that indicates the extent to which the name of a company has an impact on the opinions of customers, as well as the value that are created as a result of having a brand that is clearly recognizable and has been developed effectively. According to Jacobsen (2020), when individuals are trying to determine whether or not a brand is successful, they often go to the opinions of other customers. According to the hypothesis that was presented by Moreira et al. (2017), businesses are able to build brand equity by offering consumers with exceptional experiences. The possibility that clients making additional expenditures is higher from the firm as a result of these experiences, as opposed to purchasing things from other companies that provide equivalent products. Some of research that had been conducted in this regard are by Ali & Alqudah (2022), Gkikas et al. (2022), Hollebeek et al. (2021), Yu et al. (2021), and Zollo et al (2022). Analyzing the results of the work done by Tran & Nguyen (2022), Martillo & Polo (2021), and Wang et al. (2021), the practice of SM stages as a way to enhance BEQ in the context of the current day method of advertising becomes important. As a way of building long-term competitive advantages it is crucial to recognize how to create and maintain BE (Shalan et al., 2022, Votto et al., 2020; Iqbal et al., 2024). There however isn't sufficient literature research that has been conducted in the Pakistani banking industry which empirically investigates the moderating role of SMMAs on brand equity through mediating variables-brand trust and brand love. Even though previous investigation have recognized the significance of SMM in the formation of brands and the influence of this variable on brand equity directly (Hafez, 2022, 2021; Koay, 2020), this is the scenario that exists. This brings attention to the question of the extent to which SMM can be potent in formulate brand equity in the Pakistani marketplace (Ahmed et al., 2020). This is something that social media marketing can help develop this is due to the fact that brand equity can be built through it.

The expanding trend of internet advertising has contributed to the development of an atmosphere that is interesting for customers, notably via the utilization of social media, as stated by Gao and Feng (2016) and Koay et al. (2020). This environment has been created as an outcome of the utilization of SM. In addition to the expanding numerous research on SM is being carried out, little research has been done to investigate the influence that such activities have on brand equity and the connections that businesses have with their customers (Seo & Park, 2018). There are quite a number of considerations why customers in some developing countries are still cautious to make purchases online. Some of these reasons include a deficiency of trustworthiness (Stouthuysen et al., 2018), Happiness (Regner & Riener, 2017), and PQ (Sahoo et al., 2018). Conferring to Gensler et al. (2013), previous research on SM may be divided into four primary sections: brand communities, EWOM, network examination, and instances of crisis involving

product destruction. According to Godey et al. (2016), there is presently a shortage of literature that examine SMM from a branding viewpoint. Because of this, marketers are seeking for efficient methods and activities that will allow them to expand the superiority of their relationships with consumers (trust and satisfaction) by using social media platforms to increase brand equity (brand awareness, brand image, perceived quality) for their respective companies. The rationale for this investigation is to examine the relationship quality of social media marketing, customer trust and customer satisfaction by brand equity as a mediator which includes brand awareness, brand image, perceived quality.

Literature Review

Relationship of SMMAs and Brand Awareness

Modern research studies have also produced data, which is well-documented, concerning the impression that SMM has in building BA (e.g., Waworuntu et al., 2022; Anjel et al., 2022; Bilgin, 2018; Ebrahim, 2020; Zollo et al., 2020; Koay, 2020).

H1: There is confident encouragement of SMMAs on Brand Awareness.

Relationship of SMMAs and Brand Image

According to research conducted by Moslehpour (2020), the application of SM in branding does have an effect on brands. Advertising sports play a crucial role in the construction of image (Fiaz et al., 2019; Zhang, 2019). Brand image is greatly impacted by social media usage in marketing, which makes sense given social media's enormous influence (Bilgin, 2018; Ziaullah et al., 2023). Using social media advertising efforts in the airline business has been proven to have a beneficial impression on both BA and BI, based on studies that have been done by Seo and Park (2018).

H2: There is constructive impression of SMMAs on Brand Image.

Relationship of SMMAs and Perceived Quality

An investigation that was carried out by Huang and Chen (2021), SMM has a considerable influence on the way quality is perceived through a variety of mechanisms, including online reviews, the reputation of the brand, and consumer interaction. Likewise, Kim and Lee (2021) proved that SMM has the probable to enhance PQ by increasing buyer connection and confidence in the business.

H3: There is encouraging influence of SMM on Perceived Quality.

Relationship of Brand Awareness and Trust

Ottman (2008) discovered a substantial and favorable impact of awareness, image, and confidence in green brands on the choice for green brands. The findings from the prior investigation conducted by Rohman and Wijayanti (2023) indicate that BA and connections have an influence on trust. The formulation of this hypothesis is grounded on the empirical investigations carried out by Chusniartiningsih (2019), Febrin et al (2020), and Rusmanida

(2020), which assert that BA exercises a favorable and substantial impact on trust.

H4: There is constructive impression of BA on Trust.

The relationship of Brand Awareness and Satisfaction

Brands that are able to deliver pleasure to their consumers are brands that are readily identified and acknowledged by their customers. According to Indah et al. (2020) the better level of pleasure that consumers experience may be influenced by the more powerful brand awareness that customers possess. Previous research has demonstrated that there is a favorable and substantial connection among BA and customer satisfaction (Darmawan, 2019; Arshad et al., 2022).

H5 There is optimistic significance of Brand Awareness on Satisfaction.

Relationship of Brand Image on Trust

According to the findings of their study (Puspita et al., 2017; Candra et al., 2019; Amalia, 2019), the researchers identified that the image of a brand has a considerable helpful inspiration on brand trust, both concurrently and partly. In an investigation that was conducted by Juhaeri (2016), it was shown that the trust variable was significantly impacted by the brand image parameter. These findings were similar to those that were obtained elsewhere.

H6: There is constructive encouragement of Brand Image on Trust.

Relationship of Brand Image on Satisfaction

Previous studies (Anwar et al., 2019) have acknowledged that there is a linking between the image of a brand and the level of satisfaction experienced by customers. Earlier finding has exposed that brand image is not only a predictor of customer happiness but also has a beneficial influence on CS (Wu et al., 2011; Abbas et al., 2023). The results of an earlier investigation carried out by Dam and Dam (2021) indicate that the image of a brand has a favorable inspiration on customer satisfaction. Furthermore, it is possible to draw the conclusion that a positive brand image is associated with an increase in customer satisfaction when it is considered in the larger setting of SM (Arghashi et al. 2021).

H7: There is optimistic consequence of Brand Image on Satisfaction.

Relationship of Perceived Quality on Trust

In the studies conducted by Aydin and Ozer (2005), Chang and Chen (2008), and Chen and Chang (2013), there was suggestion to provision the hypothesis that there is a connection among PQ and consumer trust. The findings of Marakanon & Panjakajornsak (2017) show that consumers' trust in a product or solution is positively impacted by their opinion of its quality.

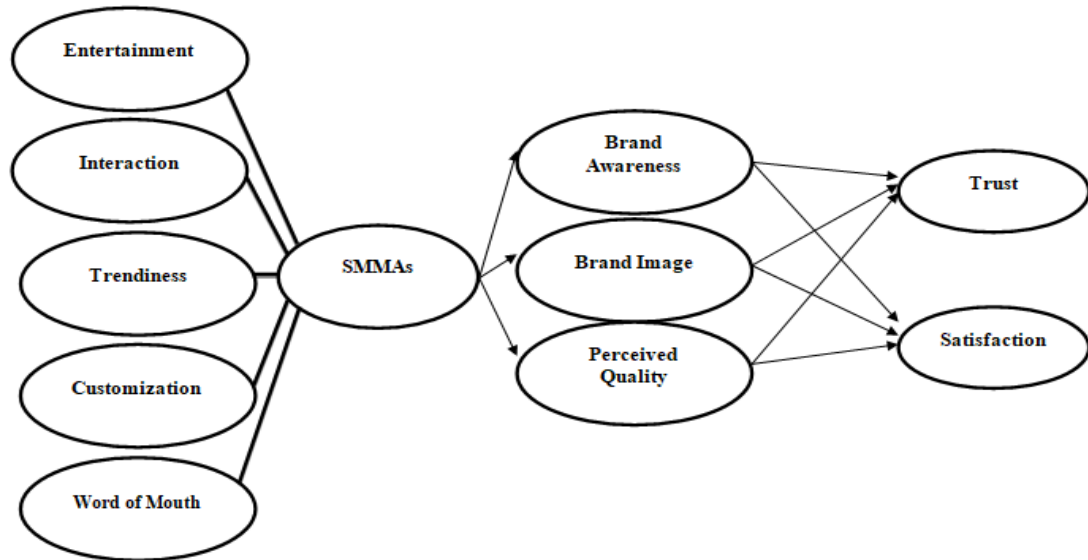
H8: There is helpful control of Perceived Quality on Trust.

The relationship of Perceived Quality on Satisfaction

The marketing literature has been the topic of dispute over the existence of a causal link between quality and customer happiness; nonetheless, there has not yet been a consensus reached on this matter (Khan et al., 2023). Some academics think that excellence is an predecessor of customer satisfaction, while others say that CS is a predecessor of quality (Dangaiso et al., 2022; Ali et al., 2023). Both of these perspectives are supported by research done by academics.

H9: There is positive consequence of Perceived Quality on Satisfaction.

Framework



Research Methodology

The purpose of the investigation structure was to establish a connection between the theoretical research issue and the academic evidence that is founded in practice. For this research project, the researcher was gather data in the form of a survey by utilization of a standardized questionnaire. Customers of the brands in various districts of Pakistan were included in the population survey. It encompasses all people, irrespective of their age, gender, or other demographic traits. However, for the current study, information was gathered through Pakistani students, government employees, private employees, jobless people, and businesspeople. Both men and women will be respondents in the chosen population. The study's target audience includes both frequent and infrequent users of social media.

Sample Size

Conferring to Alam (2021), the sample size is established by the study's questions and goals, in addition to the analytical abilities of the author. According to Serdar et al. (2021) and Krichene and Rendle (2020), an optimal sample size for any research endeavor is one that is more than thirty but less than five hundred. For the purpose of carrying out this study, a sample size of three hundred and fifty was utilized so as to fulfill the investigation's needs. Collection of data was carried out using the approach of convenience sampling.

Instrument Development

The instruments used in this study was adopted from earlier investigations. Three items of Entertainment, Three items of Interaction, Three items of trendiness, three items of customization was adopted from earlier investigation of Cheung et al. (2021). Three items of Word of Mouth was adopted from previous investigations of Romani et al. (2013) and Brown et al. (2005). Three items of brand awareness was adopted from earlier investigations of Godey et al. (2016). Three items of brand image was adopted from prior research of Kim & Park, (2013). Five items of perceived quality was adopted from earlier investigations of Douglas & Craig (1982) and Parameswaran and Yaprak (1987). Three items of customer trust was modified from earlier investigation of Osman (2013). Four items of customer satisfaction was adopted from earlier investigations of Lam et al. (2004) and Oliver and Swan (1989).

Data Analysis

Demographics Analysis

Data indicates the sample percentage and frequency of participants who were male and female. It is clear that our male respondent was 59.68% with the frequency of 185 respondents and female respondent were 40.32% of the total sample with the frequency of 125 respondents. Data shows that the respondents in age group of 18-28 are 49.68% with the total frequency of 154 respondents, respondents that are in age group of 29-39 are 27.09% with total frequency of 84 respondents, respondents that are in age group of 40-50 are 14.84% with the total frequency of 46 respondents, respondents that are in age group of 51-60 are 8.39% of the total sample with the frequency of 26 respondents. Data shows that the respondent holding Matric degrees are 5.81% with the total frequency of 18 respondents, respondent holding Intermediate degrees are 11.94% with the total frequency of 37 respondents, Bachelor's degree holders are 25.16% with the total frequency of 78 respondents, respondents that holds Masters education are 22.90% of the total sample with the frequency of 71 respondents, respondents that holds M.Phil education are 29.03% of the total sample with the frequency of 90 respondents and respondents that holds PhD education are 5.16% of the total sample with the frequency of 16 respondents. It can be seen that 212 defendants contributed in the investigation were students constituted 60.57%. 70 accused contributed in the research were private employees constituted 20%. 45 accused contributed in the investigation were Govt. employees constituted 12.85%. Whereas 23 respondents who participated in the study were businessmen's constituted 6.58% of the total sample. Respondents from Rajanpur are 27.74% of the total sample with the frequency of 86 individuals. Respondents from Rahim Yar Khan are 14.84% of the total sample with the frequency of 46 individuals. Respondents from Dera Ghazi Khan are 25.16% of the total sample with the frequency of 78 individuals. Respondents from Muzafargarh are 10.00% of the total sample with the frequency of 31 individuals. Defendants from Multan are 16.13% of the total sample with the frequency of 50 individuals. Bahawalpur District has a ratio of 6.13% with the frequency of 19 individuals of the total sample. Respondents that use Facebook accounts are 29.68% of the total sample with the frequency of 92 individuals. Respondents use WhatsApp accounts are 38.71% of the total sample with the frequency of 120 individuals. Respondents that use Instagram accounts are 19.35% of the total sample with the frequency of 60 individuals. Respondents that use SnapChat accounts are 12.26% of the total sample with the frequency of 38 individuals.

Reliability Analysis

The reliability measures consistency between items and consistency of a scale when it is used repeatedly. A Cronbach's Alpha (α) is obtained to test reliability. The value of alpha better than 0.7 shows good reliability. The values of alpha for all cases exceeded 0.7 that supported reliability (Hair et al., 2019). The analysis revealed that SMMA has fifteen components, with a Cronbach Alpha coefficient of 0.790. The BA scale consisted of three items, with a Cronbach Alpha coefficient of 0.823. The BI scale consisted of three items, with a Cronbach Alpha coefficient of 0.840. The PQ scale consisted of five items, with a Cronbach Alpha coefficient of 0.766. The CT scale consisted of three items, with a Cronbach Alpha coefficient of 0.870. Similarly, the CS scale also included four items, with a Cronbach Alpha coefficient of 0.841. The values of Alpha (α) were all more than 0.60. Therefore, it may be inferred that the survey equipment was very reliable for conducting more tests.

Table 1: Reliability Analysis

Variable	No. of Item	Reliability
Social Media Marketing Activities	15	0.790
Brand Awareness	03	0.823
Brand Image	03	0.840
Perceived Quality	05	0.766
Customer Trust	03	0.870
Customer Satisfaction	04	100.0

Correlation Analysis

The bivariate correlation analysis indicates a positive partnership between SMMA with brand awareness ($r = .63, p < .01$), with brand image ($r = .62, p < .01$), perceived quality ($r = .56, p < .01$), with customer trust ($r = .46, p < .01$), with customer satisfaction ($r = .56, p < .01$). Brand awareness had constructive association to brand image ($r = .59^{**}, p < .01$), perceived quality ($r = .64, p < .01$), with customer trust ($r = .57, p < .01$), with customer satisfaction ($r = .63, p < .01$). Meanwhile, brand image had helpful relationship to perceived quality ($r = .58, p < .01$), with customer trust ($r = .48, p < .01$), with customer satisfaction ($r = .47, p < .01$). Similarly, perceived quality had positive association to customer trust ($r = .46, p < .01$), with

customer satisfaction ($r = .55, p < .01$). Also, customer trust had optimistic connection to customer satisfaction ($r = .51, p < .01$).

Table 2: Correlation Matrix

Variable	SMMAs	BA	BI	PQ	CT	CS
SMMAs	1					
BA	.637**	1				
BI	.629**	.592**	1			
PQ	.562**	.644**	.582**	1		
CT	.462**	.577**	.488**	.467**	1	
CS	.562**	.634**	.471**	.553**	.512**	1

Structural Equation Model

A SEM was utilized in this investigation to review the planned relations of the examination. SEM was an incredible estimating strategy as it recognizes estimation applications to models in an underlying way with all model fit files, giving help to decide the meaning of the model (James et al., 2006). The SEM is the preferred technique for determining if sample data may provide insight into a theoretical framework (Santos et al., 2021). The goodness-of-fit of the model was evaluated using several indices, including χ^2 / df ($350.50/230=1.52$), CFI (0.92), TLI (0.91), and SRMR (0.054). The indices above indicate an excellent correlation between the suggested framework and the experimental information. The path coefficients for the hypothesized connections were also analyzed, together with the underlying factors' variation described.

SMMAs and brand awareness were shown to positively correlate, according to the standardized path parameter ($\beta = .34, R^2 = .403; P = .000$) and explicated 40% alteration in brand awareness. H2: The standardized path coefficients revealed an affiliation between expressed SMMAs and brand image ($\beta = .45, R^2 = .466; P = 0.00$) and clarified 46% modification in brand image. H3: The standardized path coefficient disclosed positive connotation among SMMAs and

perceived quality ($\beta = .38$; $R^2 = .537$; $P = .000$) and explained 53% variance in perceived quality. H4: The average pathway coefficient revealed noteworthy connecting of brand awareness with customer trust ($\beta = .54$; $R^2 = .570$; $P = .000$) and explained 57% variance in customer trust. H5: The average pathway coefficient revealed noteworthy connecting of brand image with customer trust ($\beta = .37$; $R^2 = .570$; $P = .000$) and explicated 57% modification in customer trust. H6: The average pathway coefficient revealed noteworthy connecting of perceived quality and customer trust ($\beta = .54$; $R^2 = .570$; $P = .000$) and explained 57% variance in customer trust. H7: The average pathway coefficient revealed noteworthy connecting of brand awareness with customer satisfaction ($\beta = .44$; $R^2 = .450$; $P = .000$) and explained 45% variance in CS. H8: The average pathway coefficient revealed noteworthy connecting of brand image with customer satisfaction ($\beta = .56$; $R^2 = .450$; $P = .001$) and explained 45% variance in customer satisfaction. H9: The average pathway coefficient revealed noteworthy connecting of perceived quality and customer satisfaction ($\beta = .48$; $R^2 = .450$; $P = .000$) and described 45% adjustment in self-reported customer satisfaction.

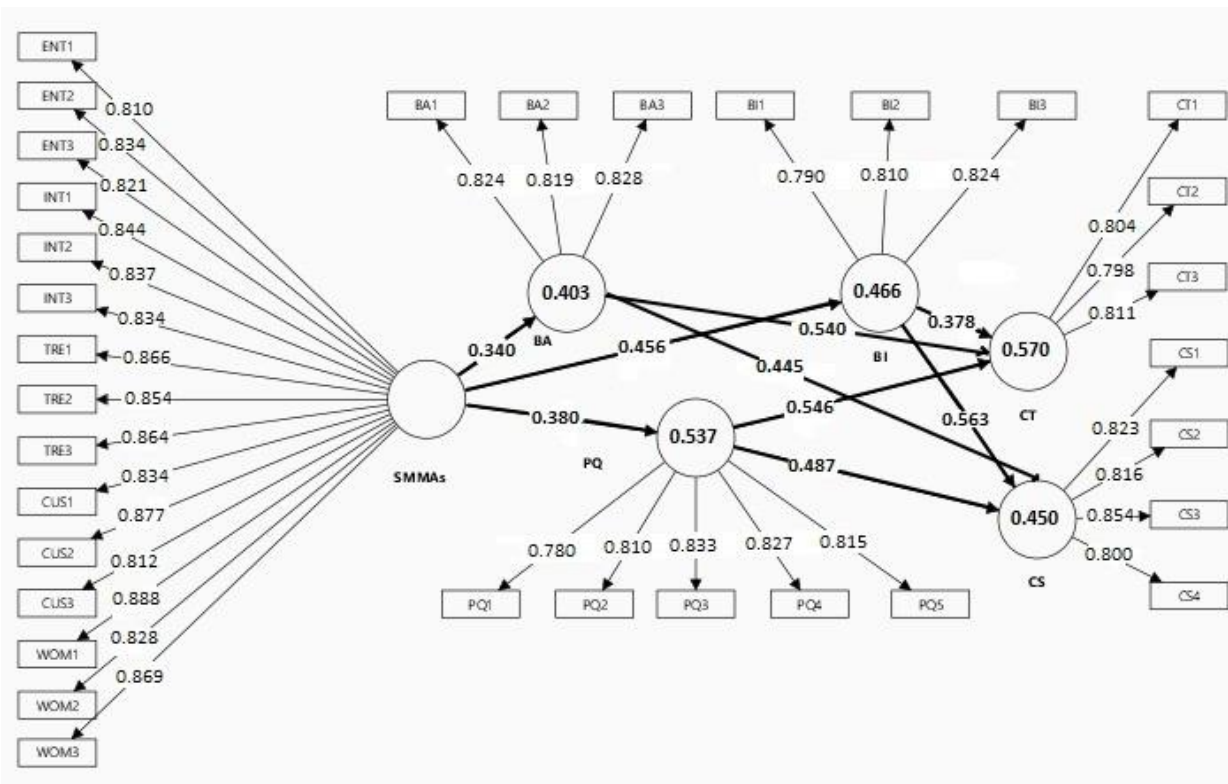


Table 3: Summary of Direct Hypotheses Results

SR. No	Hypo. No	IVs	DVs	(β)	R2	T	P**	Results	Total Outcomes
1	H1	SMMAs	BA	.340	.403	15.520	.000	Accepted	Fully Confirmed
2	H2	SMMAs	BI	.456	.466	2.922	.000	Accepted	Fully Confirmed
3	H3	SMMAs	PQ	.380	.537	14.827	.000	Accepted	Fully Confirmed
4	H4	BA	CT	.540	.570	7.565	.000	Accepted	Fully Confirmed
5	H5	BI	CT	.378	.570	2.051	.000	Accepted	Fully Confirmed
6	H6	PQ	CT	.546	.570	7.376	.000	Accepted	Fully Confirmed
7	H7	BA	CS	.445	.450	12.344	.000	Accepted	Fully Confirmed
8	H8	BI	CS	.563	.450	14.545	.000	Accepted	Fully Confirmed
9	H9	PQ	CS	.487	.450	9.483	.000	Accepted	Fully Confirmed

Discussions and Conclusion

SMMAs have positive influence on BA. The results of SEM indicate that SMMAs are positively associated with self-reported BA. Earlier inquiry of Sitorus et al. (2024) verified that SMM has positive linking with brand awareness. Previous investigation of Sudirjo et al., (2023) confirmed that SMMAs has helpful association with brand awareness. Prior research of Arsalani et al. (2021) demonstrates that SMMAs has optimistic association with BA. Earlier finding of Bilgin (2018) proved that SMMAs has helpful inspiration on brand awareness. SMMAs have

helpful encouragement on brand image. The results of SEM indicate that SMMAAs are positively associated with self-reported brand image. Earlier inquiry of Barreda et al. (2020) verified that SMMAAs has positive linking with brand image. Previous investigation of Sanny et al., (2020) confirmed that SMMAAs has helpful association with brand image. Prior research of Salhab et al. (2023) demonstrates that SMMAAs has optimistic association with brand image. Earlier finding of Waworuntu (2022) proved that SMMAAs has positive influence on BI. SMMAAs have constructive influence on PQ. The results of SEM indicate that SMMAAs are positively associated with self-reported perceived quality. Earlier inquiry of Prior investigation of Khan et al. (2024) show that SMMAAs has positive linking with perceived quality. Previous research of Park and Namkung (2022) certified that SMMAAs has helpful linking with perceived quality. Demircioglu et al. (2021) demonstrated that SMMAAs has positive linking with perceived quality. Brand awareness has helpful inspiration on brand trust. The consequences of SEM show that BA is completely related with self-reported brand trust. Previous investigation of Alhamdina et al. (2023) demonstrated that BA has constructive link with BT. Earlier finding of Ling et al. (2023) demonstrated that BA has constructive influence on brand trust. Former research of Bernarto et al. (2020) validates that BA has constructive connection with brand trust. Previous research of Xu et al. (2020) show that brand awareness has positive linking with brand trust. Earlier investigation of Hou and Wonglorsaichon, (2011) confirmed that brand awareness has helpful relationship with BT. BA has constructive encouragement on customer satisfaction. The outcomes of SEM display that BA is positively associated with self-reported CT. Earlier examination of Iqbal et al. (2021) show that BA has positive linking with customer satisfaction. Earlier investigation of Dos et al. (2021) confirmed that brand awareness has helpful relationship with customer satisfaction. Ilyas et al. (2020) proved that BA has positive linking with CT. Previous research of Pashaie et al. (2016) certified that BA has helpful linking with customer satisfaction. BA has constructive inspiration on customer trust. The results of SEM show that BA is positively associated with self-reported brand trust. Previous investigation of Hendrawan et al. (2021) proved that BI has positive association with customer trust. Earlier finding of Chen et al. (2021) proved that corporate image has constructive influence on customer trust. Former research of Rahmawati et al. (2023) validates that brand image has positive connection with brand trust. Previous research of Ahsan (2019) display that BI has affirmative linking with BT. BI has affirmative inspiration on CS. The consequences of SEM show that brand image is positively associated with self-reported customer satisfaction. Previous investigation of Mehta and Tariq (2020) verified that BI has optimistic association with customer satisfaction. Earlier finding of Wibowo et al. (2021) proved that brand image has constructive influence on customer satisfaction. Former research of Windiari and Djumarno (2021) validates that brand image has positive connection with customer satisfaction. Previous research of Ferdiawan et al. (2018) show that brand image has positive linking with customer trust. Perceived quality has positive influence on customer trust. The results of SEM show that perceived quality is positively associated with self-reported customer trust. Previous investigation of Marakanon and Panjakajornsak, (2023) proved that perceived quality has positive association with customer trust. Earlier finding of Samudro et al. (2018) proved that perceived quality has constructive influence on customer trust. Former research of Juliana et al. (2022) validates that perceived quality has positive connection with customer trust. Previous research of Alamsyah et al. (2021) show that perceived quality has positive linking with customer trust. Earlier investigation of Hwang et al. (2021) confirmed that perceived quality has helpful relationship with customer trust. Perceived quality has positive influence on customer satisfaction. The results of SEM show

that perceived quality is positively associated with self-reported customer satisfaction. Previous investigation of Hwang, (2021) proved that perceived quality has positive association with customer satisfaction. Earlier finding of Lei and Jolibert (2012) proved that perceived quality has constructive influence on customer satisfaction. Former research of Hashish et al. (2022) validates that green perceived quality has positive connection with customer satisfaction. Previous research of Ananda et al. (2023) show that perceived quality has positive linking with customer satisfaction. Earlier investigation of Zhao et al. (2023) confirmed that PQ has helpful link with CS.

Theoretical Contribution

The primary benefit of the research is in the creation of a theoretical framework. The suggested framework demonstrates the link between SMMAs and relationship quality through the mediating role of brand equity. This investigation adds to hypothetical understanding by empirically assessing the conceptual framework employing SEM. Furthermore, this theoretical investigation examines the phenomenon of online business in Pakistan, an emerging economy, specifically focusing on the impression of SMMAs on relationship quality through the mediating role of brand equity. The goal of inquiry is to investigate the implications of these factors based on relevant theoretical frameworks.

Practical Contributions

The study, therefore, provides an in-depth draw closer to how SMM operations can rise brand awareness, image, and perceived quality. Companies concerned with digital purchasing within Pakistan will, therefore, find the vital insights offered herein of importance. The marketers can use the findings from the study in optimizing their social media resources on activities that have the greatest impression on BA, image, and quality among various social platforms. According to facts, making strategic investments in social media marketing is very vital to have an effective emblem visibility within the extraordinarily competitive virtual space. It is the look that gives prominence to social media structures in accomplishing a broader target market. The online companies may use these platforms to correctly increase brand visibility, appeal to capacity clients, have interaction with the present ones, and thereby get higher income and loyalty. Marketers can use such results to better allocate resources across different social media structures that specialize in activities which yield the most significant effect on brand awareness, image, and perceived quality. The study highlighted the importance of social media platforms in attaining a wider audience. Such structures will help online groups to effectively increase brand focus, attract potential customers, and engage with existing ones in a way that brings improved revenues. On the basis of constant and pleasant social media interactions, corporations will more successfully be capable of form their brand picture. This contributes to building trust and favorable recognition, which are essential for long-term success in the digital marketplace. It provides actionable insights that may guide the development of focused social media campaigns. Campaigns can be laid down not only selling merchandise but also support the overall logo perception within the minds of customers. The study shows that brand awareness has a huge positive impact on customer trust and pride in the online shopping zone of Pakistan. Growing the visibility of a brand can aid online retailers in fostering more consumer trust for better satisfaction levels. This can be done through proper logo messaging, advertising, and active social media engagement. Marketers have to zero in on campaigns that decorate brand

attention, since it immediately aids in building investor agree with and delight, riding repeat purchases and consumer loyalty. Companies with a positive brand image are more likely to attract and retain customers, as the trust in the brand name results in extended confidence within the high-quality of products provided and services rendered. This in turn enhances customer delight and repeat purchases, leading to brand loyalty. Therefore, companies have to invest in building up and sustaining a good brand image through regular best, powerful conversation, and dependable provider to power long-time period achievement within the aggressive on-line market. Perceived quality has positive impact on satisfaction and customer trust in Pakistan's online purchasing area points out that e-trade structures must prioritize preserving excessive product and service requirements. By ensuring constant first class, businesses can give away more trust and decorate consumer satisfaction to lead to accelerated consumer loyalty and repeated purchases. Therefore, it is showing that triumph inside the aggressive on-line marketplace requires excellent management, dependable product descriptions, and advanced customer care, among other attributes. Findings of this research can help the policymakers to understand the importance of facilitating virtual advertising initiatives, as those make a contribution to the increase of the e-trade quarter in Pakistan. E-trade structures must prioritize maintaining high product and service requirements. This way, organizations can develop trust and increase customer experience with consistent high quality that brings increased customer loyalty, hence repeat purchases. It underlines that without reliable product information and good quality control, customer service, you will not survive the fierce online market of today. These findings can help policymakers understand that they wish to guide virtual advertising initiatives as a means to make an impact in the e-trade area in Pakistan.

Conclusion

The present investigation has ultimately determined that all of the investigated hypotheses about the connections between the variables being studied have been effectively tested, and all the responses have been adequately obtained. Thus, it can be inferred that in previous investigations, in addition to the current study, investigator has demonstrated substantial connections between SMMAs and relationship quality (Trust and satisfaction) in the context of online business in Pakistan. In addition, brand equity (brand awareness, brand image, and perceived quality) plays a significant role in integrating SMMAs with relationship quality. Consequently, the present study has yielded some suggestions for decision-makers and upcoming researchers.

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