



The Effect of Social Media Marketing Activities on Brand Outcome: A Mediating Role of Value Co-Creation

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ABSTRACT

Social media marketing activities have played a central role in boosting a product by improving its brand image, purchase intention and brand loyalty of customers. This study has empirically evaluated the effectiveness of such activities with a specific focus on the mediating roles of value co-creation. The study is based on quantitative data analysis. The data was collected by survey method from 467 respondents, predominantly comprising Gen Z, restaurant customers and business professionals. Partial Least Squares Structural Equation Modeling technique was applied using PLS4 as a software for data analysis. The study found a significant and positive impact of social media marketing activities on brand outcome. The results depicts that the marketing activities have a direct positive effect on value co-creation. These key marketing outcomes are highly significant and positive. The role of mediator of value co-creation found to be positive and have significant effect, which shows that value co-creation mediates the relationship between social media marketing activities and brand outcome. The study highlights the effectiveness of social media marketing activities to enhance brand image, purchase intention and brand loyalty with effective mediation role of value co-creation.

Introduction

The digital platform has played a vital role in marketing strategies to enhance the sales of the product. Social Media Marketing Activities (SMMAs) leverage platforms such as Instagram, Twitter, YouTube and Facebook to establish a significant brand presence, attract target customers, broaden market circle and drive sales outcomes with greater efficiency than antecedent channels. (Annur, C.M 2024)

A conceptual model based on the Stimulus-Organism-Response (S-O-R) theory are often employed to understand this dynamic, positioning social media marketing activities as the external

stimulus designed to elicit internal psychological reactions leading to measurable customer behaviour. Empirical evidence substantiates that SMMA significantly foster fundamental branding outcomes, including the enhancement of brand Image, brand trust and brand loyalty. Moreover, the influence of such activities often extends to shaping favourable purchase intention, a relationship was frequently channelized through the mediating establishment. (Aw and Labrecque. 2020; Ahmed, Raziq, and Ahmed. 2019)

Value co-creation is an extended version through which brand outcomes enhance by social media marketing activities. It is a collaborative process where consumers transition from passive recipients to active partners contributing to the design and enhancement of products and services. This interactive social media exchanges, ensures that customer involvement transforms relational commitment like brand loyalty and brand trust into shared value outcomes. The existing study affirms that high levels of established brand outcomes are the prerequisites, exerting a positive influence on a consumer's motivation to engage in value co-creation behaviors. (Kim and Choi, 2019).

[Abdul-Muhmin 2007; Abbas et.al. 2019; Allahham et al. 2024] have thoroughly mapped a linkage between social media marketing activities, value co creation and loyalty outcomes across diverse consumer contexts.

The main objective of this study is to evaluate the impact of social media marketing activities on brand image, purchase intention, and brand loyalty, using value co creation as a mediator to enhance brand outcome. The novelty of this study exists in evaluating the effectiveness of SMMA on brand outcome along with the role of mediator of value co-creation. This article is organized as follows: An existing literature is reviewed in second section and theoretical framework is elaborated in section 3 while in section 4 methodology is discussed. In section 5, results are presented and explained in detail while references are provided in last section.

Literature Review

An extensive literature is available on social media marketing activities and its impact on brand outcome but the role of value co creation as a mediator has limited discussion.

The paradigm has shifted into social media marketing activities from traditional model of a firm. According to S-D model introduced by Varg et al. (2008) elaborated the value co- creation by integration of resources between consumer and producer. The effectiveness of social media enhanced the brand outcome by value co-creation. Chen et al. (2022) supported these phenomena by analyzing fashion Industry to improve the brand image through value co-creation. Furthermore, Opara and Harry (2022) illustrated the effectiveness of value co-creation to enhance purchase intention and brand image. Sohaib and Han (2023) empirically observed that social media marketing activities become more effective when they facilitate co-creation activities and achieve short term as well as long term brand loyalty.

Huyen et al. (2024) argued that SMMA provide a bridge between brand outcome and value co-creation whereas, customer brand engagement are major source to determine brand loyalty. Assiouras et al., (2019) and Sutrisno (2024) concluded that in a competitive market the customer brand engagement on digital platforms is the primary driver in maintaining loyalty.

A trust is generated through co-creation process to increase purchase intention of customers. See-To and Ho (2014) analyzed that by improving Word of Mouth and trust, the value is generated. This concept was advocated by Alves and Mainardes (2017), who argued that perceived benefits within the co-creation process build a trust which is essential for transition. Moreover, the

psychological attachment and social media knowledge-sharing behaviors create changes in purchase behaviors of customers (Ma & Chan, 2014). Mount and Martinez (2014) and Du et al. (2016) both posit that social media functions provide technical solutions and innovations for the growth of firms through collaborative participation. The firms not only improve the performance by developing products but meet the requirement of customers by value co-creation by ensuring purchase intention, brand image and brand loyalty.

Theoretical Framework

A theoretical framework serves as the foundational structure of a study. This section of the study describes and evaluates the existing theory related to social media marketing activities and its impact on brand loyalty, brand image and purchase intention keeping in view the value co-creation a mediator. The framework further elaborates the relationship among the variables which are being investigated.

This study is based on the Service-Dominant (S-D) Logic theory. It provides the theoretical justification that how SMMA serving as the bridge between the marketing activity and the brand outcomes. This theoretical framework provides a comprehensive lens to examine digital marketing stimuli translate into tangible business outcomes through the mechanism of co-created value.

Hypothesis Development

H-1: SMMA have a positive impact on brand image.

Social media marketing activities (SMMA) guide and prepare modern consumers to perceive brand image by maintaining active presence and responding trends.

H-2: SMMA have a positive impact on purchase intention

Consumer decision making are influenced by strategic marketing on social platforms. SMMA stimulate consumer interest by collaborative influences and target-oriented advertisements.

H-3: SMMA have a positive impact on brand loyalty

Since brand can create a sense of belonging to the customers therefore social media act as relationship management tool for long term commitment. The companies build trust and emotional attachment for brand loyalty.

H-4: SMMA have a positive impact on value co-creation

Social media platforms provide facilities to the customers to share their ideas, preferences experiences and improvement suggestions in the form of feedback using different digital tools. The value co-creation encourages the investors and provide directions to enhance the product development and improvement effectively.

H-5: Value co-creation has a positive impact on brand image

Brand image is developed by participation of customers in decision-making process. The collective efforts of customers to provide feedback about the product enhance the brand image and customer satisfactions. Consequently, the brand image is bolstered the customers intention towards future investment.

H-6: Value co-creation has a positive impact on purchase intention

Value co-creation increases a consumer’s psychological ownership of a product or service. The purchasing trend of customers leads to gain more satisfaction by value co-creation. Therefore, customers prefer such products which meet their needs and preferences.

H-7: Value co-creation has a positive impact on brand loyalty

The value co-creation builds a deep emotional attachment of customers with their specific brand. Therefore, brand loyalty is affected by value co-creation and customers feel sense of affiliation with the product.

Methodology

Data collection and Measurement of Variables

The data is collected by online questionnaire distributed via social media channels. The data is initially analyzed by observing content validity. To ensure content validity, the measurement scales for SMMA, value co-creation, brand image, purchase intention and brand loyalty were adapted from previously validated studies like, using scales from Kim & Ko (2012) for SMMA, value co-creation from Yi & Gong, (2013), brand Image from Keller (1993), purchase intention from Spears and Singh (2004), brand loyalty from Zeithmal et al. (1996). All items are measured using a 5-point Likert scale, ranging from "1 for Strongly Disagree" to "5 for Strongly Agree." Few of parts of methods are derived by past studies conducted by (N, Mushtaq & F, Saddique et al., 2020 to 2026)

Results and Discussion

Measurement Model Assessment

The internal consistency and reliability are examined for evaluating measurement model. As presented in the reliability and validity Table 1, all constructs demonstrate robust reliability. Cronbach’s alpha value is 0.841 for brand image, brand loyalty value is 0.886, 0.920 for Social Media Marketing, for value co-creation is 0.899 and for purchase intention is 0.869, all the values are well above the generally accepted threshold of 0.70. Furthermore, the Composite Reliability, indicated by both rho_a and rho_c, confirms this high level of internal consistency. Specifically, the rho_c values are all greater than 0.89, with Social Media Marketing reaching a peak of 0.932.

Table 1. Reliability and Convergent Validity Tests

Variable	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
BI	0.841	0.843	0.894	0.678
BL	0.886	0.889	0.921	0.745
PI	0.869	0.870	0.911	0.718
SMMA	0.920	0.924	0.932	0.532
VCC	0.899	0.900	0.925	0.712

Source: Generated by Author

In addition to reliability, the convergent validity of the model was assessed using the Average Variance Extracted (AVE). The results show that all constructs exceed the minimum recommended threshold of 0.50. The AVE value 0.532 for Social Media Marketing, 0.745 for brand loyalty, 0.718 for purchase intention and 0.712 for value co-creation. Consequently, the measurement

model exhibits strong convergent validity, satisfying the prerequisites for structural model assessment and hypothesis testing.

Table 2: Coefficient of Determination Test (R²)

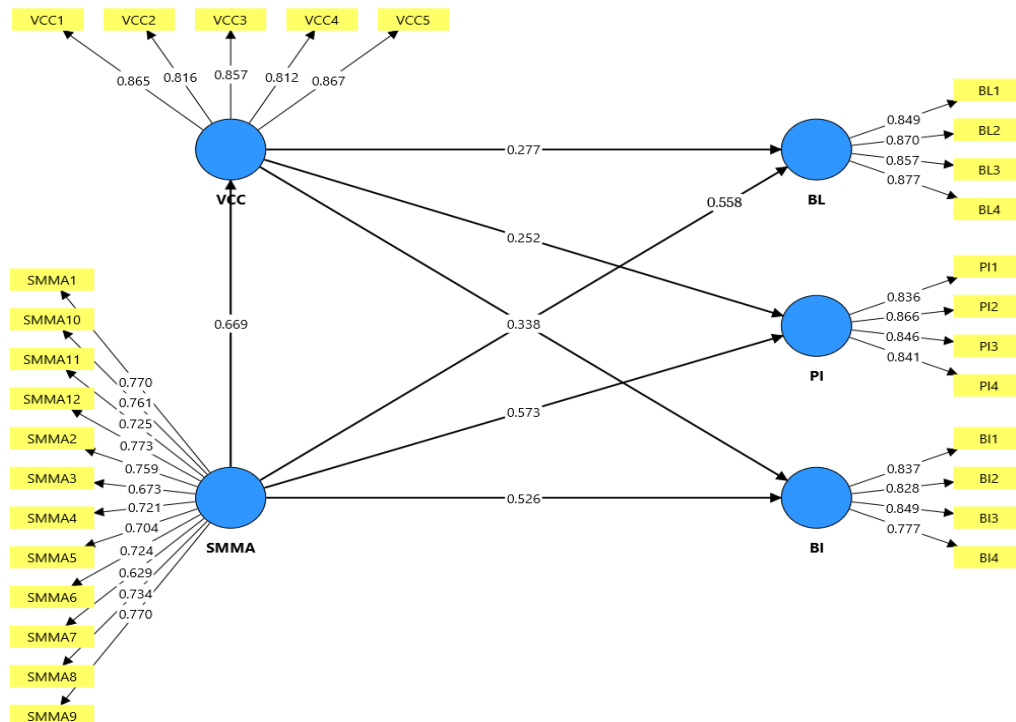
Variable	R-square
BI	0.628
BL	0.596
PI	0.586
VCC	0.447

Source: Generated by Author

In this study, the model demonstrates a explanatory power across the dependent variables as shown in Table 2. The value of R square measure the reliability and precision of estimated parameters, explains that how much variation in dependent variable is due to independent variables. Brand Image shows the highest R square value of 0.628 shows that 62.8% of the variation in brand image is due to SMMAs. Similarly, the model accounts for 59.6% of the variation in brand loyalty and 58.6% variation in purchase intention are due to SMMAs, while 47% variation in value co creation is due to social media marketing activities. The results of direct and indirect effect of SMMAs on brand outcome and through mediator or value co-creation are shown in Figure 1.

The hypothesis of the study are tested on empirical grounds which examined the direct effect of social media marketing activities on brand outcomes. The results from the structural model assessment given in Table 3 provide strong empirical support for all direct path hypotheses.

Assessment of Direct Relationships



Source: Generated by Author

Figure 1: Measurement Model Results

Table 3: Hypothesis Testing (Structural Model)

Path	Original sample	Sample mean	STDEV	T statistics	P values
SMMA -> BI	0.526	0.525	0.040	13.079	0.000
SMMA -> PI	0.573	0.573	0.042	13.489	0.000
SMMA -> BL	0.558	0.558	0.043	12.950	0.000
SMMA-> VCC	0.669	0.670	0.029	23.204	0.000
VCC -> BI	0.338	0.338	0.041	8.311	0.000
VCC -> BL	0.277	0.278	0.044	6.283	0.000
VCC -> PI	0.252	0.253	0.046	5.545	0.000

Source: Generated by Author

The results of the first hypothesis depict that social media marketing activities have a positive and significant impact on brand image ($\beta = 0.526$, $T = 13.079$, $p < 0.05$). This indicates that effective marketing on social platforms substantially enhances the overall image of the brand. Similarly, the second hypothesis showing that social media marketing activities significantly impact on purchase intention ($\beta = 0.573$, $T = 13.489$, $p < 0.05$). the third hypothesis is supported, as SMMAs demonstrate a robust positive effect on brand loyalty ($\beta = 0.558$, $T = 12.950$, $p < 0.05$), shows significant impact of SMMAs on brand retention of customers, the fourth hypothesis, which depicts a relationship between marketing activities and the mediator, have significant and positive effect. As shown in Table 3, test statistic value is highly significant which elaborates that SMMAs have a direct impact on value co creation ($\beta = 0.669$, $T = 23.204$, $p < 0.05$).

All the results are supporting that SMMAs have significant and positive impact on brand outcomes. Since value co-creation is used as a mediator in the study and the SMMAs on brand outcome through the mediator is also known as indirect effect of SMMAs on brand outcome, reported in Table 4.

Table 4: Indirect Effects and Mediation Results

Path	Indirect effects
SMMA -> VCC -> BI	0.226*
SMMA -> VCC -> PI	0.169*
SMMA -> VCC -> BL	0.185*

* Shows the results are significant at 5%

Source: Generated by Author

Results of Mediation Analysis

The mediating role of value co-creation is assessed in last three hypothesis. Hair et al. (2017), examined the role of mediators along with its types of mediation as presented in this study.

Hypothesis 5 proposed that value co creation mediates the relationship between SMMAs and brand image. The analysis reveals a specific indirect effect of 0.226. as shown in Table 4. The direct effect of SMMAs on brand image remains statistically significant ($\beta = 0.526$), this points to partial mediation. It is called complementary partial mediation where the product of the direct and indirect effects is positive.

Hypothesis 6 supports this mediating role of value co-creation regarding brand loyalty, depicts a positive and significant effect, found to be 0.185. As the direct relationship between SMMAs and brand loyalty is also significant ($\beta = 0.558$) with same direction as shown in Table 3, this confirms

complementary partial mediation, supporting the hypothesis that the value co-creation enhances brand loyalty.

Finally, Hypothesis 7 suggested that value co creation mediates the link to purchase intention. The indirect effect was found to be 0.169 while the direct path to purchase intention also positive and significant as reported in Table 3 ($\beta = 0.573$), this would be complementary partial mediation supporting the hypothesis.

In summary, hypotheses 5, 6, and 7 are supported with positive and significant impact of SMMA on brand outcomes by mediating role of value co-creation. The classification as complementary partial mediation across all three paths suggests that value co creation enhances and clarifies the impact of marketing activities.

Conclusion

This study concludes that Social Media Marketing Activities play an effective role to enhance brand outcome. The value co-creation was a mediator between Social Media Marketing Activities and brand outcome. Social Media marketing activities validate the Service-Dominant (S-D) logic theory which posits that value is a collaborative. The empirical results confirm that SMMA has a profound direct impact on brand image, brand loyalty, and purchase intention, with the strongest relationship observed between marketing activities and value co-creation. Furthermore, the research successfully establishes value co-creation as a critical "complementary partial mediator," meaning that while social media activities can independently drive brand success, their effectiveness is significantly amplified when customers are invited to participate in the value-creation process.

From a managerial perspective, these findings suggest that the a "value-in-use" strategy in marketing is more effective than a traditional "value-in-exchange". The path from SMMA to value co-creation yields the strongest effect, managers should prioritize features that encourage customers to follow the campaigns and provide transparent feedback. The firms can foster a sense of ownership that leads to higher brand outcome. Since value co-creation acts as a mediator for purchase intention, brands should focus on building trust through trendiness.

Future research should seek to expand these findings by addressing the limitations of the current study, such as the reliance on cross-sectional data and general consumer samples. Subsequent studies could benefit from a longitudinal relationship between co-creation and loyalty evolves for long term.

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