

Unpacking the Relationship between Social Media Marketing Activities/Practices and Purchase Intention. Role of Perceived Brand Community Character, and E-Commerce Quality

Muhammad Umair

Azeem Amin

Hassan Imam

Riphah International University, Pakistan

Brand communities are the power hub for companies. The consumer participates in online communities to get certain benefits. Companies create a brand, and online brand communities can help maintain long-term loyalty with the brand and consumer-based brand equity, leading to Purchase Intention. With the advent of information technology, people are more inclined towards transacting online. The role of E-commerce quality is becoming significant. In this research, we have investigated the role of social media marketing activities/practices and Purchase Intention with mediating role of Perceived brand community character and Consumer-based brand equity, with E-commerce quality moderate the link between social media marketing activities/practices and intent to purchase. The objective of this study is to understand the role of perceived brand community character and Consumer-based brand equity on the link between social media marketing activities/Practices and Purchase Intention, and to understand the role of E-commerce quality in enhancing Purchase Intention. A cross-sectional study was conducted. In this research, we have used qualitative and quantitative methods, called the mixed method. Questionnaires were circulated to employees, owners of different companies, and online social media automobile groups in the form of a printed paper and Google form. We have asked the respondents to select their famous Car brand, which they follow on social media. Data was collected from people having different ages, gender, and income level which are further analyzed by using Statistical Package for the Social Sciences and Hayes Process Macro. Results from the regression analysis showed that social media marketing activities/practices are a substantial and powerful predictor of purchase intention, perceived brand community and Consumer Based brand equity. The Perceived brand community character is a substantial and powerful predictor of Consumer-based Brand Equity and purchases intention. Consumer-based brand equity is a substantial and powerful predictor of Purchase Intention. Both Perceived Brand Community Character and Consumer-based Brand Equity mediating Between Social media marketing Activity and Purchase Intention are also significant. E-commerce Quality Significantly moderates the link between social media marketing activities/practices and Purchase Intention Our findings have some theoretical implications. First, we extended the literature on social media marketing activities/practices link between Consumer-based brand equity and purchase intention. This study looked into the micro-level of the link between social media marketing activities/practices and Consumer-based brand equity by disclosing the mediating effect of Perceived brand community character. The results outcome is significant for the

automobile sector in Pakistan. It will help analyze the importance of social media marketing activities/practices and build a strong brand community, and E-commerce quality is a need of time. The results will help the Brand managers shape their online communities better to get the positive brand outcome and understand what they have to display to get a positive community.

Keywords: *Consumer-Based Brand Equity, E-Commerce Quality, Perceived Brand Community Character, Purchase Intention, Social Media Marketing Activities/Practices*