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**Investigating the Impact of Social Media Marketing
Activities on Buying Decision-Making through the
Mediating Role of Market Response Outcome**

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Abstract:

This research study is to ascertain how the efficiency of social media marketing dimensions influences consumers' buying decision and the role of market response as a mediator. The buying process involves five decision-making steps: recognition, information research, evaluation, purchase decision, and post-purchase. Market response results likewise follow a process, and they can be referred to as determinates because they are based on consumer satisfaction, loyalty, and trust. 385 customers of amazon website from Egypt with a diversity of gender, age, and marital statuses answered the questionnaire in form of data collection. The outcomes demonstrated that buying decision-making and market response outcome had been positively influenced by entertainment, interaction, trendiness, and advertisement. In addition, buying decision-making had been directly correlated with customer trust and customer loyalty. On the flip hand, buying decision-making had been significantly affected by customer satisfaction.

Keywords: Social Media Marketing, Customer Trust, Customer Satisfaction, Customer Loyalty and Buying Decision-Making.



1. Introduction:

The consumer's decision-making process begins with desire and culminates in a purchase, influencing subsequent purchases and others' decisions. Consumers continuously consume content and browse preferred categories even before the desire arises. The use of digital media has significantly altered how consumers gather information and make purchase judgments. While traditional consumers relied on word of mouth, recommendations, and tactile experiences, the consumer journey now involves multiple interactive aspects at each stage, assisting in decision-making. (Dasgupta & Grover, 2019).

The customer's purchasing decision is the result of a conscious evaluation of needs, involving the process of asking questions, weighing benefits and drawbacks, and making a purchase. This decision-making process encompasses several steps, including determining what to buy, when and where to make the purchase, payment methods, and the amount to pay. Consumer perceptions of the firm and its offerings significantly influence their final purchasing choices. Prior brand exposure and satisfaction levels also play a crucial role in shaping consumer purchase preferences. (Khoa & Huynh, 2023).

Social media platforms have a significant impact on consumer purchasing decisions, as people worldwide use the internet to engage with others and organizations. Consumers share product experiences on various social media sites, such as Twitter, Instagram, LinkedIn, and Facebook, influencing others and inspiring specific product purchases. (Goel & Diwan, 2022).

Social media aims to foster connections, partnerships, and content sharing through online platforms and applications. It facilitates various forms of content sharing, collaborations, and interactions, including social bookmarking, rating, video, pictures, podcasts, wikis, micro-blogging, social blogs, and weblogs. (Meedanphai *et al.*, 2023). With billions of users worldwide, social media swiftly became a

tool that influenced our times. One example is Facebook, which as of March 31, 2019, had 2.38 billion monthly active users and 1.56 billion daily users. As a result, by 2022, it is predicted that 3.29 billion people (42.3% of the world's population), would be active users of social media. Advertisers have chosen social media as a significant marketing channel due to the large audience reach and the substantial time users spend on various platforms each day. (Appel *et al.*, 2019).

Social media marketing, utilizing platforms like Facebook, blogs, Instagram, Twitter, and YouTube, enables communication with users and is an integral part of integrated marketing communication. It serves as a valuable tool for attracting and engaging new clients, as well as fostering client-company communication. (Suharto *et al.*, 2022).

This study addresses a gap by assessing the relationship between social media marketing efforts and purchasing decisions, utilizing market response outcomes as a mediating element. Previous research indicates a strong correlation between social media marketing efforts and purchasing decisions.(Ioană & Stoica 2020; Ebrahim, 2020; Rhodes *et al.*, 2022). Additionally, Suhaily & Darmoyo, (2017), Banjarnahor, (2018), and Waluya *et al.*, (2019) examined the effect of market response outcomes on purchasing decisions and found a strong correlation. This research integrated the both relations and studied it.

This research investigates the relationship between social media marketing efforts and purchasing decisions, using market response outcomes as a mediating element. It addresses the scarcity of studies on this topic in Egypt and utilizes the views of Amazon website users to fill this gap.

The research is divided into six sections: Introduction, Literature Review, Methodology, Results and Findings, Discussion, Conclusion, and Recommendations. Each section serves a specific purpose in presenting and analyzing the research study.

2. Literature Review

The relationships between the research variables are examined in the three sections that follow in this paragraph.



2.1 Relation between Social Media Marketing Activities and Market Response Outcome

Senders *et al.* (2013) added to the debate over re-intermediation versus disintermediation by attempting to investigate social media and its role in affecting customer loyalty to tour operators. The research sample consists of tourists who engage with tour operators on social media, particularly by commenting on or like relevant Facebook posts and pages. Using Structural Equation Modeling (SEM), the data from the online survey was examined. People love interacting with travel providers online, according to study. Online discounts and promotions, however, can undermine clients' attempts to develop a sense of loyalty on social media. A strong relationship had been determined between social advantages, consumer loyalty, and online loyalty.

Rizan *et al.* (2014) used customer trust and satisfaction to examine the relationships between relationship marketing and client loyalty in banks. It examined how clients perceived customer satisfaction traits and their belief in the dependability and integrity of the exchange partner as mediating factors to boost their trust. 150 respondents from the private banking sector were chosen by the researchers as their sample. Information was gathered via a questionnaire. The results showed that relationship marketing techniques significantly impacted customer trust and satisfaction, which in turn impacted consumer loyalty. It is evident that the banks have put into place a corporate structure to govern and promote customer and sales prospect interactions as the cornerstone of their customer loyalty.

An investigation into the influence of social media investment on client loyalty was studied by **Gamboa & Goncalves (2014)**. For both Zara brand fans and non-fans on Facebook, they created an online survey. They discovered that by fostering perceptions of value, dedication, and customer pleasure, Facebook improves interpersonal ties that promote loyalty. According to our research, the biggest indicator of brand loyalty is consumer satisfaction, which is stronger among brand lovers than among non-fans. This demonstrated that marketing managers now have

a brand-new opportunity to gain customers' loyalty on Facebook. Like this, actual data demonstrates that customer satisfaction levels are greatly and favorably influenced by service operations. It's intriguing that the paper was unable to provide conclusive proof that brand satisfaction is influenced by consumer satisfaction. However, when advertising and service operations are well-aligned, consumer satisfaction levels are significantly impacted. The study also discovered no proof that a promotion's interaction with Internet reviews results in a positive consequence.

Khadim *et al.* (2018) assessed social media communication and its relationship with brand loyalty by applying Brand Trust and Brand Equity as mediators. Using social media platforms, data has been collected from the opinions of various major apparel companies. The two mediators were significant mediators in the connection between the two variables. By creating brand communities that support customer trust and equity as well as social media communication, the research aids brand managers and marketing specialists in better understanding consumer behaviour regarding apparel businesses.

The impacts of social media marketing on intent to participate and make a purchase were presented by Chen & Lin (2019). Social identity, perceived value, and satisfaction were all used as mediators. According to the analytical findings, social media marketing indirectly affect satisfaction. Furthermore, pleasure is directly influenced by social identity and perceived value, which in turn influences future intentions for continuation, involvement, and purchases.

Manzoor *et al.* (2020) aimed to understand how customer trust in social media marketing influences Pakistani consumers' propensities to make purchases. This study employed questionnaires. The final sample size was 190 people, and the data were gathered in Faisalabad. According to research, social media impact and customer trust both significantly affect consumers' tendency to purchase. According to a statistical investigation, social media marketing has a bigger influence on consumers' propensity to purchase online than does trust. Another aspect impacted by social media marketing is customer confidence.



Users are therefore more likely to believe high-quality websites. As a result, trust is essential to e-commerce because it has a direct impact on consumers' purchasing inclinations.

Ioană & Stoica (2020) sought to comprehend how social media influences customer behavior. Statistically, univariate, and bivariate analyses were utilized to substantiate the conclusions. The sample size was 116 individuals. Like how behavior changes might show the true impact of social media and how much it has changed anything. Social networks affect how customers behave in a virtual setting.

Ebrahim (2020) intended to test the effects of techniques of social media marketing on brand loyalty using brand equity and trust. Marketing of social media encompasses a variety of elements, including entertainment, interactivity, trendiness, word-of-mouth, and customization. Data was compiled using a survey conducted online of 287 Egyptian customers who follow telecom firms on social media. The findings indicated that techniques of social media employed the three elements of trendiness, WOM and customization. These social media had impacts on brand loyalty and equity, both of which are indirectly influenced by brand trust.

Rhodes *et al.* (2022) aimed to ascertain social media marketing influence on client loyalty. Quantitative data were gathered utilizing a cross-sectional research approach. The sample population for this study was made up of students between the ages of 18 and 30. The findings demonstrated that consumer loyalty was significantly increased by social media marketing strategies (interaction and entertainment). Additionally, it was discovered that two social media marketing strategies—trendiness and customization—did not significantly positively correspond to client loyalty.

H1: There is a significant relation between social media marketing activities and market response outcome.

2.2 Relation between Market Response Outcome and Buying Decision Making

Hong (2015) investigated how consumers' decisions to shop online were influenced by situational engagement, perceived risk, and trust expectations. 295 college students were polled for the survey that produced the data for the paper. According to the results, consumers' expectations about online merchants' trust influence whether they choose an e-marketplace or an e-retailer. However, only product performance risk had a favorable effect on customer perceptions of trust, according to additional research. Situational engagement had a positive effect on all five categories of perceived risk.

Suhaily & Darmoyo (2017) sought to understand how customer trust influences brand purchase decisions for electronics in Japan by looking at how product quality, perceived pricing, and brand image are affected. The people who visit the South Jakarta Electronic City store are the study's target audience. The findings demonstrated that customer trust was strongly and favorably related to perceived price, product quality, and brand image, but brand image had minimal bearing on consumers' purchase decisions. The choice to purchase is significantly and favorably influenced by consumer trust.

Banjarnahor (2018) investigated the connection of service quality, customer experience, and consumer intention to purchase internet service. 180 respondents who were predicted to be Telkomsel Grapari West Jakarta customers who used Internet services were given a questionnaire, from which the primary data were gathered. The findings demonstrated that satisfaction was impacted positively by both service quality and customer experience. Positive effects of consumer satisfaction on purchasing intent were observed. Purchase intention benefited from customer happiness and service quality. The consequences for managers are to increase purchase intent through happy clients produced by excellent service and great client experiences.

The impact of brand reputation, product quality, and customer satisfaction on Indonesian automobile buyers' decisions was



investigated by Waluya *et al.* (2019). 200 respondents who are automobile customers provided the primary data for the analysis using questionnaires, in-person observations of the study object, and literature reviews. The findings indicated that consumer satisfaction is influenced by brand image and product quality. The decision to buy is directly impacted by product and brand quality. Furthermore, Indonesian automobile customers' buying decisions are influenced by brand perception and product quality through customer satisfaction.

Badir & Andjarwati (2020) sought to understand how trust, convenience, and e-WOM affected consumer purchasing behavior. Due to the emergence of internet-based trade platforms and e-commerce, consumer behavior patterns have evolved, leading consumers to transition from traditional retail to digital or online shopping. Responses for the study's sample were provided by 200 Tokopedia users. Multiple regression is used in the analysis. The findings revealed that while the e-WOM variable had no discernible impact, the variables "easiness" and "trust" had a considerable influence on customers' purchasing decisions.

Maharsi *et al.* (2021) investigated and evaluated the impact of service quality on their desire to purchase gasoline through satisfaction. The study collects samples by utilizing basic random sampling. The results show that while customer satisfaction affects purchasing intent and the integrity of the service, service quality does not. Last but not least, customer satisfaction successfully mediated the connection between the two variables.

It is critical to assess how the customer journey (such as desire, weighing options, purchase decisions, information search, and satisfaction) mediated the relationship between social media influencers' trust and the dimensions of customers' journeys in (Pop *et al.*, 2022) explanation of the impact of trust on decision-making regarding travel. Consumer trust had a significant impact on travel decisions at every level, according to a study of the data using Smart PLS. Also, each phase of decision-making mediates the impact of trust on the phases that follow

it, changing the entire process and demonstrating effects on participation from social media influencers.

H2: There is a significant relation between market response outcome and buying decision making

2.3 Relation between Social Media Marketing Activities and Buying Decision Making

Hutter *et al.* (2013) investigated how user interactions with brand-related and social media activities, particularly those on a vehicle manufacturer's Facebook page, modify customers' perceptions of brands and ultimately affect their purchasing decisions. According to the results of a poll of Facebook fan page users and the hierarchy of effects theory, fan page involvement has a positive effect on customers' brand knowledge, WOM activities, and purchase intention. According to the study, engagement with Facebook fan pages improves brand awareness, WOM marketing, and purchase intent. Additional research demonstrates that people's general allegiance to and interaction with the fan page and WOM are negatively impacted by their annoyance with the fan page.

Balakrishnan *et al.* (2014) examined how social media marketing impacted Generation Y consumers' brand loyalty and purchase intentions. Surveys and questionnaires are randomly sent to undergraduate students in Malaysian universities. 200 questionnaires were sent out, and 75% of them were answered. The findings showed that brand loyalty and product purchase intent can be effectively increased through company websites and social media platforms through online marketing communications, particularly through EWOM, online communities, and advertising.

Galan *et al.* (2015) examined the usage of social media patterns and motives of prospective postgraduate business students who intended to continue their education abroad. Twelve postgraduate students at an Australian institution participated in in-depth interviews as part of the exploratory methodology for this study. The findings indicate that students are now using blogs in addition to Facebook and YouTube. The two most popular applications of social media are reading evaluations



from previous students and researching the experience of being a student.

Xie & Lee (2015) looked into whether and how the exposure to owned social media activity affected brand purchasing. The first finding of the study is that customers' intentions to purchase products are considerably and favorably enhanced when they are exposed to a brand through owned social media. Second, the amount of offline spending during in-store promotions is not significantly impacted by the accessibility of earned and social media.

Kwahk and Kim (2017) sought to comprehend how social media influenced consumers' purchase choices in an e-commerce environment. Social media components include social interaction and social media components. Based on survey information obtained from Taobao, the biggest e-commerce site in China, an online survey was conducted. The study's findings show that social interaction linkages have a strong beneficial impact on social impact transfer components and online vendor trust even if they may not directly influence visit intention. Commitment to social media is required to enhance social effect transfer and e-commerce outcomes. The results show how normative and informational social characteristics have varied effects on consumers' purchase decisions.

Koskinen & Koivumäki (2017) aimed to understand how social media marketing impacts customers' online shopping choices. The five-stage model of consumer behavior is the major focus of this study, which also looks at how different social media ads affect each stage individually. Semi-structured interviews are done and the target audience consists of young adults who frequently shop online and are frequent users of social media. The study involved interviews from this target group, whose ages ranged from 24 to 27. The results show how targeted social media marketing affected customers' online decisions of purchasing across the entire shopping process. The impact of targeted social media marketing increases with process stage.

To forecast customers' likelihood to make a purchase, Alalwan (2018) set out to identify and test the important social media advertising-related characteristics. The conceptual model was developed by combining interactivity, informativeness, and perceived relevance with performance expectations, hedonic motivation, and habit variables. 437 participants responded to a questionnaire. The main results of structural equation modeling (SEM) mostly concurred with the notion that purchase intentions were influenced by expectations for performance, hedonic motivation, interactivity, informativeness, and perceived relevance.

Laksamana (2018) set out to test how brand loyalty and purchasing intent had been affected by social media marketing. This study is empirical and uses a cross-sectional methodology. The study had 286 participants who responded to a specially created questionnaire in the context of Indonesian retail banking. Consumer purchase intent and brand loyalty have been linked to social media marketing. As a result, purchasing intent influences brand loyalty.

Gupta (2019) investigated how social media affected Indian consumers' decisions about hotels during the assessment stage of looking, finding alternatives, and making a final decision. An exploratory qualitative methodology was done as part of this study. The findings indicate that social media significantly influences how people select and reserve hotels. It also suggests that customers use social media marketing to research products and services, consider their options, and make decisions.

To understand how brand awareness acts as a mediating factor in the relationship between social media marketing and customer purchase behavior, Ardiansyah & Sarwoko's study (2020) set out to answer this question. A quantitative survey methodology was employed in the investigation. According to the report, social media has a large and positive influence on consumer decision and brand awareness. This study was unable to demonstrate how brand awareness effects customer buying decisions both directly and indirectly.



Hanaysha (2022) and Hanaysha & Momani (2021) set out to ascertain how four social media marketing strategies impacted consumers' choices to purchase goods from the fast-food industry. Also investigated was whether brand trust mediated the relationship between the two. A quantitative data was gathered from patrons of several fast-food restaurants in the UAE. The results supported the notion that brand trust is crucial for predicting consumer purchases. Most of the studies demonstrated that involvement, perceived relevance, and informativeness have a favorable impact on purchasing decisions. It was established that the correlation between entertainment and consumers' purchase decisions was negligible.

H3: There is a significant relationship between social media marketing activities and buying decision-making

3. Research Methodology:

The following sentences, as noted, create the suggested conceptual framework. This is accomplished by examining the correlations between purchasing decisions and social media marketing activities, through the mediator market reaction result. The conceptual framework has been created as follows;

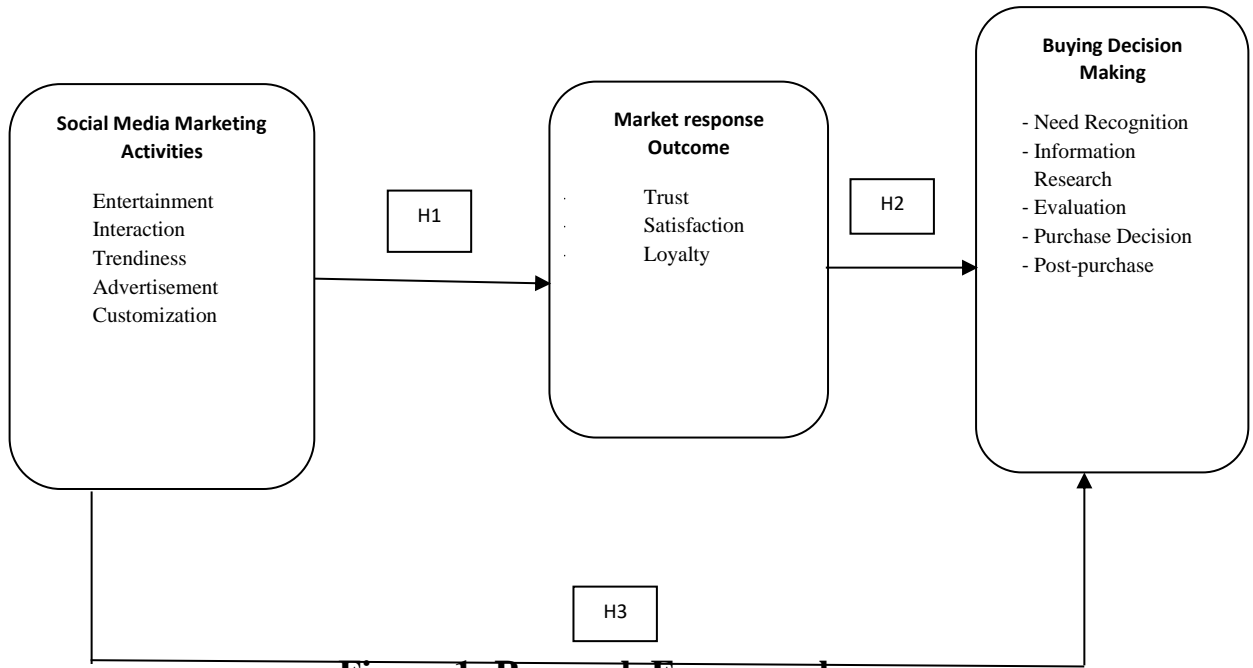


Figure 1: Research Framework

Table 1 shows the measurement scale of each variable under study and the studies from which the scale was adopted.

Table 1: Research Variables

Variables	Statements	Reference
Entertainment	<ul style="list-style-type: none"> - It is fun to follow Amazon on social media. - The social media posts of Amazon are entertaining. - It is interesting to see how products from Amazon are shared on social media. 	Bilgin (2018)
Interaction	<ul style="list-style-type: none"> - Sharing of information is possible on firms' social media platforms. - On an Amazon's social media page, discussion, and opinion exchange are permitted. - On social media, sharing comments about a Amazon's products is simple. 	Bilgin (2018)
Trendiness	<ul style="list-style-type: none"> - Information about an Amazon's products that are shared on social media is up to date. - Social media marketing for Amazon products is popular right now. 	Bilgin (2018)



Variables	Statements	Reference
Advertisement	<ul style="list-style-type: none">- I enjoy the product advertising that has been posted on social media by brands.- The product advertisements that have been released on social media are intriguing.- My attention is drawn to Amazon by their social media advertisements for their items.	Bilgin (2018)
Customization	<ul style="list-style-type: none">- I can find the information I need on the social media pages for the Amazon.- The instructions on social media accounts for goods manufacturers make it simple for me to find the information I need.	BİLGİN (2018)
Customer Trust	<ul style="list-style-type: none">- I have faith that the social media page will deliver my order.- Ordered goods consistently satisfy my expectations.- This social media page constantly offers high-quality items.	Jin & Park (2006)
Customer Satisfaction	<ul style="list-style-type: none">- The item I received from this social media page satisfied my needs.- The shopping experience I had on this social media page was satisfactory.- Overall, I'm happy with this social media page.	Jin & Park (2006)
Customer Loyalty	<ul style="list-style-type: none">- I'll stay on this website longer and make more purchases.- I wish to share this social media page with my friends.- This social media page is my first preference if I need to make a purchase.	Chen <i>et al.</i> (2022)
Need Recognition	<ul style="list-style-type: none">- I only purchase when essential.- When a product is offered for sale at the best price, I purchase it.	Omar & Atteya (2020)
Information Research	<ul style="list-style-type: none">- I'd use social media pages to learn more about the many brands that are available.- To learn more about the product, I would visit various social media pages or shops.	Omar & Atteya (2020)

Variables	Statements	Reference
Evaluation	<ul style="list-style-type: none"> - When evaluating the alternatives, I place more weight on previous consumer comments. - I place more emphasis on the supplied product and service quality. 	Omar & Atteya (2020)
Purchase Decision	<ul style="list-style-type: none"> - Instead of visiting the store, I would rather make a purchase from social media pages. - I would rather make my purchase from a place where I might receive better incentives, such as free home delivery. 	Omar & Atteya (2020)
Post-purchase	<ul style="list-style-type: none"> - Social media shopping takes too much time. - I would contrast how well the products performed with the social media pages' promises. 	Omar & Atteya (2020)

The data gathered must be appropriate for the research to succeed in its goals and objectives. Therefore, to carry out the required study on the elements impacting purchasing decisions from the viewpoint of customers, there are 385 clients in the sample. The participants in the study represent the rough number estimated by Amazon as 5000000 Egyptian users of the Amazon website. Amazon was chosen as a community due to its ease of access, the ease of obtaining a sample, and the size of the community to be predicted. With a 5% margin of error and a 95% level of confidence, the target sample population of 385 people was computed according to Saunder's equations for sample size (Saunder and Townsend, 2016). Using the convenient sampling design, 600 users were initially chosen to respond to the questionnaire. Nevertheless, only 416 respondents were able to finish the questionnaire. The qualified responses were used to select the 385 respondents for sampling. The mean, standard deviation, and frequency for each respondent's age, gender, and marital status are shown in Table 2. The 385 respondents' responses reveal that respondents between the ages of 18 and 30 are the most prevalent (n=190). Moreover, more than any other gender, men made up many responders with 250 responses.



Additionally, married respondents (n = 272) outnumbered other respondents.

Table 2: Descriptive Analysis of Respondent Profiles

	Frequency	Percent%	Total
Age			
Between 18 and less than 30 years	190	49.5	385
Between 30 and less than 45 years	120	32.3	
Between 45 and less than 60 years	31	8.6	
More than 60 years	35	9.6	
Gender			
Male	250	64.9	385
Female	135	35.1	
Marital Status			
Single	113	29.4	385
Married	272	70.6	

4. Results and Findings:

The analysis, which involved identifying the study hypotheses is presented in this section. To examine the data, SPSS and AMOS were used. The research variables' descriptive analysis is shown in Table 3.

The mean value of Entertainment is found to be 3.24 with a standard deviation of 1.22. In addition, the mean value of Interaction is found to be 3.28 with a standard deviation of 1.19. Moreover, the mean value of Trendiness is found to be 3.27 with a standard deviation of 1.19. Furthermore, the mean value of Advertisement is found to be 3.24 with a standard deviation of 1.29. In addition, the mean value of Customization is found to be 3.21 with a standard deviation of 1.22. Moreover, the mean value of Customer Trust is found to be 3.21 with a standard deviation of 1.19. Furthermore, the mean value of Customer Satisfaction is 3.23 found to be with a standard deviation of 1.23. In addition, the mean value of Customer Loyalty is found to be 3.23 with a standard deviation of 1.39.

Moreover, the mean value of Need Recognition is found to be 3.66 with a standard deviation of 1.19. The mean value of Information Research is found to be 3.64 with a standard deviation of 1.16. the mean

value of Evaluation is found to be 3.67 with a standard deviation of 1.23. The mean value of the Purchase Decision is found to be 3.71 with a standard deviation of 1.18. Finally, the mean value of Post-Purchase is found to be 3.71 with a standard deviation of 1.19.

Table 3: Descriptive analysis of variables

Variable	N	Mean	Standard Deviation	Frequency				
				1	2	3	4	5
Entertainment	385	3.24	1.22	42	70	83	135	55
Interaction	385	3.28	1.19	33	80	74	143	55
Trendiness	385	3.27	1.19	39	63	93	135	55
Advertisement	385	3.24	1.29	45	76	83	105	76
Customization	385	3.21	1.22	47	67	75	150	46
Customer Trust	385	3.21	1.19	44	62	91	144	44
Customer Satisfaction	385	3.23	1.23	50	50	102	126	57
Customer Loyalty	385	3.23	1.39	73	46	61	131	74
Need Recognition	385	3.66	1.19	1	92	78	80	134
Information Research	385	3.64	1.16	15	49	116	84	121
Evaluation	385	3.67	1.23	9	81	79	75	141
Purchase Decision	385	3.71	1.18	6	66	103	68	142
Post-purchase	385	3.71	1.19	10	63	97	74	141

4.1 Confirmatory Factor Analysis:

Before beginning SEM, the research must perform a Confirmatory Factor Analysis (CFA) to verify the factor structure that has previously retrieved as a measuring scale for each dimension. The factor loading (FL) is displayed using the AMOS²⁴ software and the ML approach. CFA results are shown in Table 4 as follows:

It is found that the chi-square divided by the degrees of freedom (CMIN/DF) value is excellent as its value is smaller than 2 (=1.156); P-value =0.000; while the value of goodness of fit (GFI) is >0.09 which equals to 0.937. The adjusted goodness of fit index (AGFI) is 0.912 (> 0.80). Moreover, the Bentler-Bonett normed fit index (NFI) equals 0.975 and the Tucker-Lewis index (TLI) is 0.996. Moreover, the comparative fit index (CFI) is great as it is greater than 0.95, with a value =0.997. The



root mean square residual (RMR) is 0.017 (< 0.09), while the square of approximation (RMSEA) is smaller than 0.05, with a value= 0.020.

Table 4: Fit Indices and Thresholds for Measurement Model

Measure	Values	Threshold
Chi-square/df	1.156	< 2 refers to excellent; < 3 is good and < 5 is sometimes permissible
P-value	0.000	< 0.05
GFI	0.937	> 0.90
AGFI	0.912	> 0.80
NFI	0.975	> 0.90
TLI	0.996	> 0.95
CFI	0.997	> 0.95 means great; > 0.90 refers to traditional; > 0.80 means sometimes permissible
RMR	0.017	< 0.09
RMSEA	0.020	< 0.05 is good; 0.05-0.10 is moderate; > 0.10 means bad

Table 5 shows the applied CFA, where FL is shown to be > 0.4 on arrows implying good FL. For reliability, the Cronbach's alpha values were computed, and they are all greater than 0.7.

Table 5: Item Loading after CFA

			Estimate	S.E.	C.R.	P	Cronbach's Alpha
Ent3	<---	Entertainment	1.000				.962
Ent2	<---	Entertainment	.983	.025	39.859	***	
Ent1	<---	Entertainment	.983	.027	36.675	***	
Int4	<---	Interaction	1.000				.975
Int3	<---	Interaction	.975	.020	47.798	***	
Int2	<---	Interaction	.971	.021	46.083	***	
Int1	<---	Interaction	.945	.022	43.340	***	
Tre2	<---	Trendiness	.908	.028	32.925	***	.934
Tre1	<---	Trendiness	1.000				
Adv3	<---	Advertisement	.962	.029	33.231	***	.947
Adv2	<---	Advertisement	.953	.029	32.561	***	
Adv1	<---	Advertisement	1.000				
Cust2	<---	Customization	1.000				.898
Cust1	<---	Customization	.926	.034	27.093	***	
Tru1	<---	Trust	.949	.033	28.891	***	.956
Tru3	<---	Trust	1.000				

			Estimate	S.E.	C.R.	P	Cronbach's Alpha
Sta1	<---	Satisfaction	.962	.027	35.241	***	.948
Sta2	<---	Satisfaction	1.000				
Sta3	<---	Satisfaction	.920	.029	31.684	***	
Loy2	<---	Loyalty	.949	.026	36.226	***	.950
Loy1	<---	Loyalty	1.000				
Rec1	<---	Need Recognition	.939	.030	30.989	***	.915
Rec2	<---	Need Recognition	1.000				
Inf2	<---	Information Research	1.000				.948
Inf1	<---	Information Research	.966	.026	37.111	***	
Eva1	<---	Evaluation	1.000				.895
Eva2	<---	Evaluation	.931	.035	26.650	***	
Des1	<---	Purchase Decision	.956	.033	28.577	***	.910
Des2	<---	Purchase Decision	1.000				
Post1	<---	Post-purchase	.942	.026	36.559	***	.944
Post2	<---	Post-purchase	1.000				

4.2 Discriminant Validity:

When the correlations between that construct and other ones are greater than the square root of the AVE values, the discriminant validity is considered acceptable. Table 6 shows that all the variables are in the acceptable level of achieving discriminant validity.



Table 6: Discriminant Validity of the Research Variables

	1.	2.	3.	4.	5.	6.	7.	8.	9.	10.	11.	12.	13.
1. Entertainment	(0.965)												
	.												
	.385												
2. Interaction	.823**	(0.965)											
	.000	.											
	.385	.385											
3. Trendiness	.799**	.806**	(0.969)										
	.000	.000	.										
	.385	.385	.385										
4. Advertisement	.759**	.788**	.772**	(0.951)									
	.000	.000	.000	.									
	.385	.385	.385	.385									
5. Customization	.826**	.840**	.820**	.810**	(0.953)								
	.000	.000	.000	.000	.								
	.385	.385	.385	.385	.385								
6. Customer Trust	.814**	.823**	.819**	.772**	.835**	(0.958)							
	.000	.000	.000	.000	.000	.							
	.385	.385	.385	.385	.385	.385							
7. Customer Satisfaction	.821**	.806**	.809**	.759**	.798**	.799**	(0.951)						
	.000	.000	.000	.000	.000	.000	.						
	.385	.385	.385	.385	.385	.385	.385						
8. Customer Loyalty	.809**	.822**	.818**	.795**	.833**	.820**	.793**	(0.954)					
	.000	.000	.000	.000	.000	.000	.000	.					
	.385	.385	.385	.385	.385	.385	.385	.385					
9. Need Recognition	.869**	.843**	.859**	.794**	.844**	.862**	.857**	.839**	(0.960)				
	.000	.000	.000	.000	.000	.000	.000	.000	.				
	.385	.385	.385	.385	.385	.385	.385	.385	.385				
10. Information Research	.834**	.846**	.843**	.802**	.852**	.849**	.810**	.877**	.880**	(0.975)			
	.000	.000	.000	.000	.000	.000	.000	.000	.000	.			
	.385	.385	.385	.385	.385	.385	.385	.385	.385	.385			
11. Evaluation	.810**	.808**	.801**	.778**	.817**	.806**	.779**	.817**	.833**	.824**	(0.952)		
	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.		
	.385	.385	.385	.385	.385	.385	.385	.385	.385	.385	.385		
12. Purchase Decision	.826**	.817**	.810**	.779**	.822**	.810**	.793**	.833**	.844**	.828**	.824**	(0.958)	
	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.	
	.385	.385	.385	.385	.385	.385	.385	.385	.385	.385	.385	.385	
13. Post-purchase	.827**	.816**	.800**	.770**	.816**	.805**	.768**	.829**	.834**	.834**	.825**	.823**	(0.973)
	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.
	.385	.385	.385	.385	.385	.385	.385	.385	.385	.385	.385	.385	.385

** . Correlation is significant at the 0.01 level (2-tailed).

4.3 Testing the Hypotheses:

The hypotheses are tested through SEM, where the results are concluded as follows:

It could be observed that Entertainment, Trendiness and Customization have a positive significant influence on Customer Trust (P-value < 0.05; Estimates > 0). However, Interaction and Advertisement have insignificant effects on Customer Trust (P-value < 0.05). Also, a positive significant influence of Entertainment, Interaction, Trendiness, Advertisement is observed on Customer Satisfaction (P-value < 0.05; Estimate > 0). However, Customization has an insignificant impact on Satisfaction (P-value > 0.05). In addition, social media activities have positive significant effect on Customer Loyalty (P-value < 0.05; Estimate > 0). Therefore, the first hypothesis is partially supported.

An insignificant influence of Customer Trust on Need Recognition (P-value > 0.05). Customer Satisfaction and loyalty have positive and significant impact on Need Recognition (P-value < 0.05; Estimate > 0). Insignificant influences of Customer Trust and Customer Satisfaction on Information Research (P-value > 0.05), while, Customer Loyalty has positive significant influence on Information Research (P-value < 0.05; Estimate > 0). Customer Trust and Satisfaction have insignificant impact on Evaluation (P-value > 0.05). However, Customer Loyalty is proved to have positive and significant impact on Evaluation (P-value < 0.05; Estimate > 0). Customer Trust and Satisfaction have insignificant influences on Purchase Decision (P-value > 0.05). A positive significant effect of Customer Loyalty is shown on Purchase Decision (P-value < 0.05; Estimate > 0). Insignificant impacts of Customer Trust and Satisfaction are proved on Post-purchase (P-value > 0.05). Customer Loyalty has a positive significant impact on Post-purchase (P-value < 0.05; Estimate > 0). Therefore, the second hypothesis is partially supported.

Moreover, Entertainment and Trendiness have significant positive influences on Need Recognition (P-value < 0.05; Estimate > 0). Interaction, Advertisement and Customization have an insignificant effect on Need Recognition (P-value > 0.05). There are significant



positive impacts of Entertainment, Trendiness, and Customization on Information Research (P-value < 0.05; Estimate > 0). However, Interaction and Advertisement have insignificant effects on Information Research (P-value > 0.05). Significant positive influences of Entertainment, Advertisement and Customization on Evaluation (P-value < 0.05; Estimate > 0), while insignificant effects of Interaction and Trendiness are shown on Evaluation (P-value > 0.05). Significant positive impacts of Entertainment, Trendiness and Customization on Purchase Decision (P-value < 0.05; Estimate > 0). On the other hand, insignificant effects of Interaction and Advertisement is shown on Purchase Decision (P-value > 0.05). Entertainment, Interaction and Customization have significant positive influences on Post-purchase (P-value < 0.05; Estimate > 0). Trendiness and Advertisement have insignificant effects on Post-purchase (P-value > 0.05). Therefore, the third hypothesis is partially supported.

Regarding the mediation role of Market response Outcome between Social Media Marketing Activities and Buying Decision Making, based on the previous, a direct effect of Customer Satisfaction and Loyalty on Need Recognition is shown. However, there is an insignificant impact of Customer Trust on Need Recognition, which means that Customer Trust could not mediate the relationship between Social Media Marketing Activities and Need Recognition. Moreover, a direct effect of Customer Loyalty is observed on Information Research, Evaluation, Purchase Decision, and Post-purchase. However, there is an insignificant effect of Customer Satisfaction, and Customer Trust on Information Research, Evaluation, Purchase Decision, and Post-purchase, which means that Customer Satisfaction, and Customer Trust could not mediate the link between Social Media Marketing and Information Research, Evaluation, Purchase Decision, and Post-purchase.

Moreover, there is a significant effect of Entertainment, Interaction, Trendiness, and Advertisement on Customer Satisfaction this means that Satisfaction could mediate the relationship between Entertainment,

Interaction, Trendiness, Advertisement and Need Recognition. Further, there is a significant effect of Entertainment, Interaction, Trendiness, Advertisement, and Customization on Customer Loyalty, which means that Loyalty could mediate the relationship between Market Response Outcome and Need Recognition

Customer Satisfaction, and Loyalty are proved to mediate the relationship between Entertainment, Trendiness and Need Recognition in a partially manner as the effect still significant at the presence of Customer Satisfaction, and Loyalty, while fully mediate the relationship between Interaction, Advertisement and Need Recognition as the effect turned to be insignificant at the presence of Loyalty and Satisfaction.

Loyalty is noted to mediate the relationship between Entertainment, Trendiness, Customization and Information Research partially as the effect is still significant, while fully mediate the relationship between Interaction, Advertisement and Information Research as the effect turned to be insignificant at the presence of Customer Loyalty.

Customer Loyalty is shown to mediate the relationship between Entertainment, Advertisement, Customization and Evaluation partially, while the relationship between Interaction, Trendiness and Evaluation is fully mediated by loyalty as the influence turned to be insignificant at the presence of Customer Loyalty.

Customer Loyalty mediates the relationship between Entertainment, Trendiness, Customization and Purchase Decision partially, while mediates the relationship between Interaction, Advertisement and Purchase in a full manner as the effect turned to be insignificant at the presence of Customer Loyalty.

The connection between Entertainment, Interaction, Customization and Post-purchase are mediated by Customer Loyalty partially, while the relationship between Trendiness, Advertisement and Post-purchase are fully mediated by loyalty as the effect turned to be insignificant at the presence of Customer Loyalty.



Table 7: SEM Analysis for the Research Variables

			Estimate	P	R ²
Trust	<---	Entertainment	.166	.011	.729
Trust	<---	Interaction	.091	.296	
Trust	<---	Trendiness	.240	.002	
Trust	<---	Advertisement	.052	.726	
Trust	<---	Customization	.323	***	
Satisfaction	<---	Entertainment	.204	***	.698
Satisfaction	<---	Interaction	.183	.004	
Satisfaction	<---	Trendiness	.290	***	
Satisfaction	<---	Advertisement	.152	.020	
Satisfaction	<---	Customization	.093	.375	
Loyalty	<---	Entertainment	.166	.008	.752
Loyalty	<---	Interaction	.142	.019	
Loyalty	<---	Trendiness	.235	.002	
Loyalty	<---	Advertisement	.207	.002	
Loyalty	<---	Customization	.242	.019	
Need Recognition	<---	Entertainment	.199	***	.918
Need Recognition	<---	Interaction	.077	.077	
Need Recognition	<---	Trendiness	.185	***	
Need Recognition	<---	Advertisement	.054	.202	
Need Recognition	<---	Customization	.131	.101	
Need Recognition	<---	Trust	.098	.129	
Need Recognition	<---	Satisfaction	.160	***	
Information Research	<---	Entertainment	.118	.025	.784
Information Research	<---	Interaction	.075	.175	
Information Research	<---	Trendiness	.210	.002	
Information Research	<---	Advertisement	.092	.098	
Information Research	<---	Customization	.259	.010	
Information Research	<---	Trust	.046	.873	
Information Research	<---	Satisfaction	-.077	.141	
Information Research	<---	Loyalty	.192	***	
Evaluation	<---	Entertainment	.230	***	.849
Evaluation	<---	Interaction	.044	.492	
Evaluation	<---	Trendiness	.146	.051	
Evaluation	<---	Advertisement	.141	.022	
Evaluation	<---	Customization	.216	.046	
Evaluation	<---	Trust	.055	.867	
Evaluation	<---	Satisfaction	.037	.539	

			Estimate	P	R ²
Evaluation	<---	Loyalty	.158	***	.855
Purchase Decision	<---	Entertainment	.150	.004	
Purchase Decision	<---	Interaction	.050	.366	
Purchase Decision	<---	Trendiness	.138	.041	
Purchase Decision	<---	Advertisement	.070	.196	
Purchase Decision	<---	Customization	.234	.018	
Purchase Decision	<---	Trust	.043	.775	
Purchase Decision	<---	Satisfaction	.087	.092	
Purchase Decision	<---	Loyalty	.229	***	
Post-purchase	<---	Entertainment	.235	***	.814
Post-purchase	<---	Interaction	.110	.043	
Post-purchase	<---	Trendiness	.116	.084	
Post-purchase	<---	Advertisement	.076	.159	
Post-purchase	<---	Customization	.201	.040	
Post-purchase	<---	Trust	.064	.549	
Post-purchase	<---	Satisfaction	-.046	.369	
Post-purchase	<---	Loyalty	.212	***	

The model fit indices are in their acceptable levels; CMIN/DF = 1.296, GFI = 0.926, CFI = 0.993, AGFI= 0.901, and RMSEA = 0.028. The SEM model is in Figure 2.

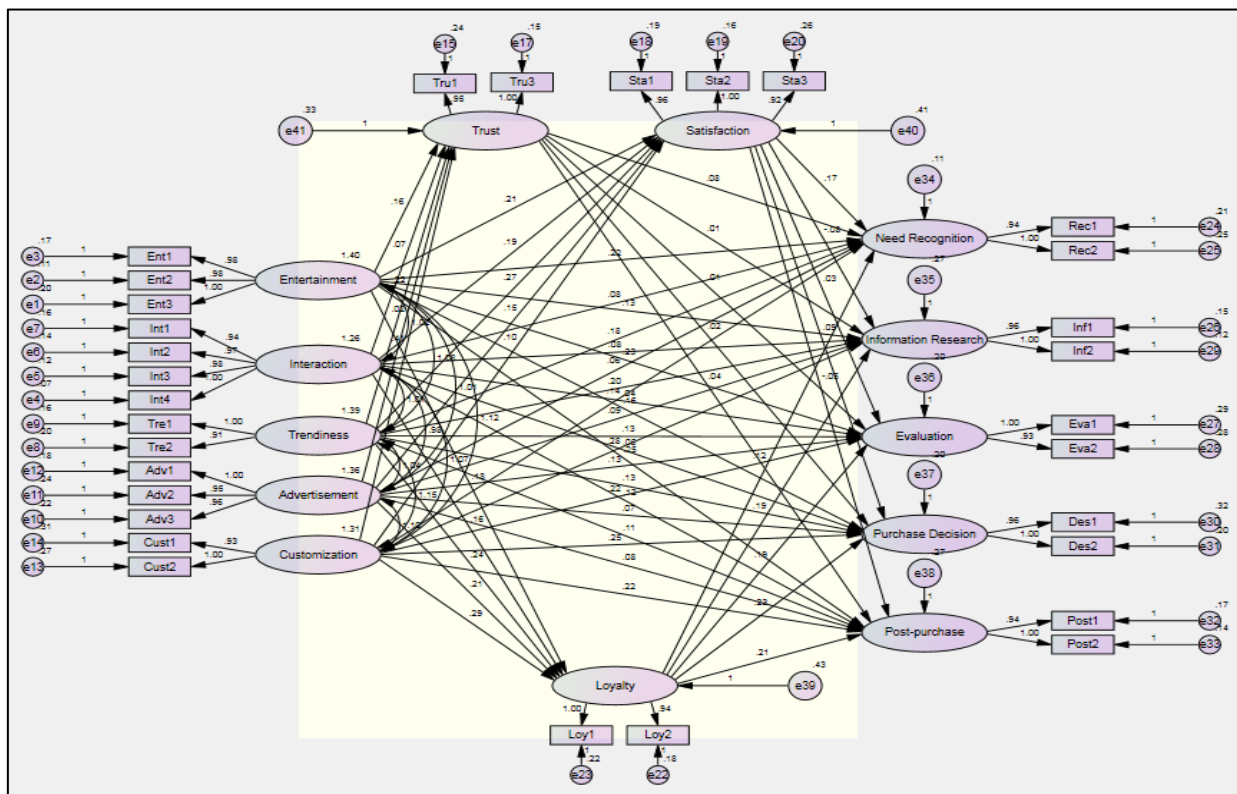


Figure 2: SEM for the Variables



5. Discussion and Conclusion:

This research provides several insights for the mediating role of market response outcomes in the relationship between Social Media Marketing Activities and Buying Decision-Making. Several social media marketing activities were discussed, and it was found that they are all having significant effect on different dimensions of buying decision making. Also, it was found that market response outcomes, including trust, loyalty, and satisfaction, have significant partial mediation role between Social Media Marketing Activities and Buying Decision-Making.

This result was consistent with the previous studies (Gupta, 2019; Alalwan, 2018; Hutter et al. 2013), where the research revealed that entertainment, engagement, trendiness, and advertising all had a significant impact on customers' purchase decisions. Consequently, the market response outcomes align with the analysis of earlier research (Ebrahim, 2020; Monzoor et al. 2020; Rhodes et al. 2022). Customization, however, had little impact on how consumers bought things or how the market reacted. Furthermore, consumer loyalty and trust played a significant role in influencing purchase choices.

The social media users seem to trust reviews on social media. Therefore, firms could use discounts or incentives to have consumers recommend their product via social media. Social media users are likely to purchase after reading positive reviews. Thus, creating positive WOM on social media will enhance sales. Marketers need to guard against the tendency not to share their opinion as dissatisfied customers may easily switch especially now that they have more options coupled with ease and convenience of finding them through internet.

6. Research Recommendations and Limitations:

Because a client's trust and loyalty are crucial in determining whether they will make a purchase, a business should be cautious regarding the results of customer responses. When many consumers are affecting customers' decisions, businesses must design ways to concentrate on

their needs. To keep clients, managers need to be pushed to find solutions to customer problems.

Therefore, it is important to focus on customers and their feedback and be keen on finding solutions for their problems, as the feedback of these customers is very important for the business as it improves products and services to have an idea of the potential needs of these customers and what they are willing to buy. In addition, it helps measure customer satisfaction by taking their feedback seriously because it is directly linked to some benefits such as increasing market share, lowering costs, and making higher revenues. Taking the opinion of the customers enhances the loyalty of your customers as you told them indirectly, their opinion is very important and has value to the brand. When customers give their feedback, it helps them to have the best customer experience and decide to repurchase this product or service.

When writing this paper, the researcher faced several limitations. First, a lack of time made it necessary to choose a small research sample size. Another disadvantage was that this subject had only been researched and applied to Egypt. Surveys were used to collect the necessary data to ascertain how consumers felt about various social marketing components and their purchase behavior. As a result, the following recommendations are made for additional research: (1) Examine these elements in other industrialized countries, (2) Compare this field between developing and developed countries, (3) Take into account enlarging the sample, (4) Examining the influence of additional independent factors as influencers and metaverse marketing on the dependent variable (Buying Decision Making), (5) A longitudinal method or a qualitative approach may be used in future research to gather data.

7. Ethical Consideration:

A consideration of ethics needs to be a critical part of the substructure of the research process from the inception of your problem to the interpretation and publishing of the research findings (Hesse-Biber & Leavy, 2011, p.59). Calvey (2008, p.912) proposed, ethical codes “offer a sanitized picture of social research” (p. 912). DiCicco-Bloom and



Crabtree (2006), and Diener & Crandall (1978) highlighted that four areas form a useful classification of ethical principles in and for social research: harm to participants, lack of informed consent, invasion of privacy and deception. According to Silverman, (2009) stated that the importance of ethics in conducting research studies and the challenges around conducting research studies, universities go to great lengths to protect the dignity and safety of research applicants (Silverman, 2009).

This present study considered the use of ethical consideration. It was guided by the ethical principles on research with human participants set out by AAST&MT ethical guidelines (Arab Academy For Science, Technology, and Maritime Transport, 2022).

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