


FACTORS INFLUENCING OF SOCIAL MEDIA ON CONSUMER PERCEPTION AND PURCHASE INTENTION TOWARDS BRAND LOYALTY: A CONCEPTUAL PAPER

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ARTICLE INFO	ABSTRACT
<p>Article history:</p> <p>Received 20 February 2023</p> <p>Accepted 08 May 2023</p>	<p>Purpose: The objective of this study was to investigate the factors of Social Media on Consumer Perception and Purchase Intention towards Brand Loyalty.</p>
<p>Keywords:</p> <p>Social Media; Promotion; Consumer Perception; Purchase Intention and Brand Loyalty; Conceptual Paper.</p>	<p>Theoretical framework: A recent trend of Social media has affected customers in various way. This was a conceptual paper to explore that there is relationship of consumer perception and purchase intention as mediating variable towards brand loyalty. A comprehensive literature survey was carried out to evaluate various factors relating to Social media and its effectiveness to Brand Loyalty mediating effect with consumer perception and purchase intention.</p> <p>Method: There were 102 research papers were analysis critically to find out the connection of factors of social media on consumer perception and purchase intention towards brand loyalty</p> <p>Results and Conclusion: entertainment, interaction, trust, e-word of mouth and online engagement as important factors influence mostly towards brand loyalty.</p>
	<p>Search implications: The study has made contribution to the marketing and promotion and offered useful research gap for their further research on the field.</p> <p>Originality/value: There was a positive effect of Trust, interaction, e-word of mouth, trendiness, entertainment and online customer engagement as factors of Social media marketing influence on Brand Loyalty mediating with consumer perception and purchase intention.</p> <p>Doi: https://doi.org/10.26668/businessreview/2023.v8i5.1571</p>

FATORES QUE INFLUENCIAM A MÍDIA SOCIAL NA PERCEPÇÃO DO CONSUMIDOR E NA INTENÇÃO DE COMPRA EM RELAÇÃO À FIDELIDADE À MARCA: UM ESTUDO CONCEITUAL

RESUMO

Objetivo: O objetivo deste estudo foi investigar os fatores da mídia social na percepção do consumidor e na intenção de compra em relação à fidelidade à marca.

Estrutura teórica: Uma tendência recente da mídia social afetou os clientes de várias maneiras. Este foi um trabalho conceitual para explorar a relação entre a percepção do consumidor e a intenção de compra como variável mediadora para a fidelidade à marca. Foi realizada uma pesquisa abrangente da literatura para avaliar vários fatores relacionados à mídia social e sua eficácia para o efeito mediador da fidelidade à marca com a percepção do consumidor e a intenção de compra.

Método: Foram analisados criticamente 102 trabalhos de pesquisa para descobrir a conexão dos fatores da mídia social com a percepção do consumidor e a intenção de compra em relação à fidelidade à marca.

Resultados e conclusão: o entretenimento, a interação, a confiança, o boca a boca eletrônico e o envolvimento on-line são fatores importantes que influenciam principalmente a fidelidade à marca.

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Implicações da pesquisa: O estudo fez uma contribuição para o marketing e a promoção e ofereceu uma lacuna de pesquisa útil para pesquisas futuras no campo.

Originalidade/valor: Houve um efeito positivo da confiança, da interação, do boca a boca eletrônico, da tendência, do entretenimento e do envolvimento on-line do cliente como fatores de influência do marketing de mídia social na fidelidade à marca, mediando a percepção do consumidor e a intenção de compra.

Palavras-chave: Mídia Social, Promoção, Percepção do Consumidor, Intenção de Compra e Fidelidade à Marca, Documento Conceitual.

FACTORES QUE INFLUYEN EN LOS MEDIOS SOCIALES SOBRE LA PERCEPCIÓN DEL CONSUMIDOR Y LA INTENCIÓN DE COMPRA EN RELACIÓN CON LA FIDELIDAD A LA MARCA: UN ESTUDIO CONCEPTUAL

RESUMEN

Propósito: El propósito de este estudio era investigar los factores de los medios sociales sobre la percepción del consumidor y la intención de compra en relación con la lealtad a la marca.

Marco teórico: La reciente tendencia de los medios sociales ha afectado a los clientes de diversas maneras. Se trata de un trabajo conceptual para explorar la relación entre la percepción del consumidor y la intención de compra como variable mediadora de la lealtad a la marca. Se realizó una exhaustiva búsqueda bibliográfica para evaluar diversos factores relacionados con los medios sociales y su eficacia para el efecto mediador de la fidelidad a la marca con la percepción del consumidor y la intención de compra.

Método: se analizaron críticamente 102 trabajos de investigación para averiguar la conexión de los factores de los medios sociales con la percepción del consumidor y la intención de compra en relación con la lealtad a la marca.

Resultados y conclusión: el entretenimiento, la interacción, la confianza, el boca a boca electrónico y el compromiso online son factores importantes que influyen principalmente en la fidelidad a la marca.

Repercusiones para la investigación: el estudio supuso una contribución al marketing y la promoción y proporcionó un vacío de investigación útil para futuras investigaciones en este campo.

Originalidad/valor: Se observó un efecto positivo de la confianza, la interacción, el boca a boca electrónico, las tendencias, el entretenimiento y el compromiso online del cliente como factores influyentes del marketing en medios sociales sobre la fidelidad a la marca, mediando en la percepción del consumidor y la intención de compra.

Palabras clave: Medios Sociales, Promoción, Percepción del Consumidor, Intención de Compra y Fidelidad a la Marca, Documento Conceptual.

INTRODUCTION

Background

The terms "social media" and "social networks" are often used interchangeably, there are some distinctions. The use of social media to connect with others is referred to as social networking (Al-Badi et al. 2017). The efficiency of the social media has increased in the past decade (Kengatharan, 2017). Especially the social media has managed to bring the firms and the customers in one platform. In here the firms are managed get advantage of the social media platforms to reach its customers beyond its geographical borders. The social media marketing makes the customers as not only the buyer but also an efficient participant. In here the social media takes the role of an affordable and commonly accessible device which is able to provide and receive information. Via this the population could maintain a good bond or association (Zeitsoff, 2017).

Different stakeholders of organizations such as, governments, NGOs, companies, individuals and administrations can able to create, view, and spread information and express the views such as ideas, career interests, virtual communities and networks. Twitter, Facebook, Google, Instagram, Viber, Yahoo, and whatsapp are the networks being used by most of the users (Kengatharan, 2017; Yusoff et al. 2017).

The problem statement of the study is that there are many factors influences the brand loyalty, purchase intentions and consumer perception

LITERATURE REVIEW

Shareef et al. (2017) Social media advertising could help marketers achieve a variety of marketing goals, such as building consumer awareness, building customer understanding, influencing customer attitudes, and encouraging consumers to actually buy goods. Even though the advertisements and promotions will make the customers into positive purchase intentions the relationship between the intention and the customer attitude are seems unclear to correlate in the way to increase the brand Loyalty.

The vast potential of online sales is can be reason for the adoption of this sales system in conventional retail stores. Online has been used by many business organisations to market their products and services. The products and services mainly includes clothing stores, electronic equipment stores, cell phones and food stores. These stores leverage social media ads as a way to enter broader audiences and also boost customer purchasing as they have been effective in delivering their conventional marketing and known in their local communities as building material stores. According to Inman and Nikolova (2017), Retail marketing can be done smoothly by using the means of social media, which is useful in helping the marketing process. The intention to purchase products may arise as a result of the attractiveness of the media advertisement. Any form of video or a picture which is uploaded and providing the any message which the person wish to bypass can be called an advertisement.

In any social media application the advertisement display arranged in a way to compel the consumer to consume a particular product or service. A well-developed algorithm application will identify each and every user of social media hobbies, preferences and activities. This will increase the marketing intention of the sellers along with the purchase intention of the consumers (Shaouf et al., 2016). The proof of this can be the appearance of the advertisement in our pages of the social media.

According to Alalwan (2018), consumers' perceptual expectation the advertisements have been designed and displayed. These visual inputs are different from consumer to consumer. The reason for the advertisement is to provide and persuade the consumer to purchase a product or service but on contrast the advertisements create annoyance and irritation towards the consumers. The role of any advertisement supposed to be persuasion but it may bring the opposite in the minds of the customers (Shaouf et al., 2016). Therefore, the purpose of this study is to optimize the use of existing social media to build marketing ads and to find new customers via social media. This is purely to ascertain the intention of the customers and to generate progressive intention towards the organization for the customers.

The social media is having the direct influence towards the consumers purchasing intention in order to aware the brand. This having influenced on buying attitude of the customers. Especially the small and medium enterprises noticeably different from others because of their marketing campaign. The SME could interact with its customers directly through the help of the social media. The world has become a global village. Everyone could able to interact via the medium of the social media. Diba et al. (2019), insist the influence of the social media is very vital in this current era. Ismail (2017) investigated the impact of social media marketing (SMM) on brand loyalty and discovered that the former has a considerable impact on the latter as well as customer purchase intention.

Though the effectiveness of social media advertisement has impact on customers. According to Alalwan (2018), The impact may not bring the immediate response such as immediate purchase, instead of that it will bring long term relationship with the customers. In here the organisations managed to segment their customers and attract according to their preferred social network sight. These segmented customers will receive customized promotions on regular basis via paid promotions on social networking sites. The social media helps the business to promote their brand and via social media they have managed to create a brand recognition via the technology called Search Engine Optimization (SEO) (Bilgihan, 2016). This technology helps to rank on search engines like Google and Bing. Laksamana (2018), Social media marketing contributes to buying intent and loyalty to the brand. Brand loyalty is also motivated by the intention of the purchase. Santanagopalan and Krishnaraj (2023) found that the Credibility of the information has a higher influence towards the Purchase intention among consumers. Also need for the information is the second highest factor that influence the purchase intention of consumers.

Trust

Purchasing decision will be made on the basis of various factors. As an individual willing to purchase a vehicle, the purchasing decision will depend on many factors such as cost, brand, trust, technological development, structure or the social acceptance level (Bhalla et al., 2018). The findings show that environmental issues and consumer interest in technology are a primary factor for the perception of buying electric vehicles and cost, brand, trust, technological development, structure or the social acceptance are the factors that give adoption blow back.

Ebrahim (2019) Interactions will foster trust and remove any doubt that may prevent customers from engaging with the business and conducting online purchases. Consumers regard social media as a source of information, and its reliability is critical to marketing strategies. Ebrahim (2019) Brand trust benefits from the characteristics of social media marketing. Jibril et al. (2019) In the future, we'll look at the social media platform's moderating influence, as well as the impact of social media-based-brand community connectedness on consumers' purchasing attitudes, brand trust, and loyalty. Customers' brand loyalty is influenced by their participation in the brand community on social media and their trust in the brand. (Rialti et al. 2017).

Ebrahim (2019). The Importance of Trust in Appreciating the Effects of Social Media Marketing on Brand Equity and Loyalty, The findings revealed that there are just three dimensions to SMM activities: trendiness, personalization, and word-of-mouth. These characteristics of social media marketing have a direct impact on brand loyalty and an indirect impact on brand equity, which is mediated through brand trust. The study emphasizes the importance of trust and offers recommendations for determining the effectiveness of social media marketing. These results stimulated that: *There is a significant impact of trust on Brand Loyalty.*

Interaction

Sohail and Al-Jabri (2017), found that social media often allows luxury brands to promote customer interaction by using public relations, celebrities and influencers. A increasing body of research has looked at social media ads and marketing in general, considering the power of social media and its effect on luxury brand marketing. Factors have also been studied that affect customer attitudes towards social media marketing and their effect on the use of social media. Demonstrate that user behavior is a primary determinant of social media use in social media marketing.

Yin et al. (2019), argued that confidence and familiarity will pass the influence of perceived risk on subsequent purchasing intentions in social exchange to some degree. Intimacy between users contributes to building trust, and in various cultures both of their positive effects on the intention to buy will have distinct effects. Furthermore, it has been shown that cultural aspects have a huge effect on users' social interaction. While high uncertainty eliminates perceived risks, it may encourage the growth of confidence in the future.

Social networking has emerged as the most recent marketing tool that allows businesses and consumers to connect online at any time (Boateng and Okoe, 2015). Social networking makes it easier for customers to create and distribute content, and it encourages interactive brand contact.

Jibril et al. (2019) support the claim that customers are influenced by social media platforms mostly due to brand image and degree of interaction. Furthermore, this advertising and marketing trend is fast correlating to the vast number of material produced by social media platforms; as a result, it has a degree of motivating customer buy intention. These results stimulated that: *There is a significant impact of interaction on Brand Loyalty*

Electronic Word of Mouth (e-WOM)

Alalwan et al. (2017), It was discovered that there are numerous marketing practices that businesses might apply to social media sites. (i.e. marketing, e-WOM, management of client relationships, branding). Kamboj et al. (2018), expresses In terms of ads, both from the viewpoint of academics and practitioners, there has been a significant interest in the marketing of social media.

e-WOM informs other users about the features, benefits, and services of a product or service, as well as its sellers. This correspondence is done directly between consumers or companies and does not require the use of any other medium. (Berger, 2014). Park et al. (2021) An investigation on the causes and results of social media word-of-mouth in relation to luxury brand purchase intent. WOM on social media has a beneficial impact on consumer luxury buy intent. Perceived quality has a big impact on functional and social value, while personal and functional value have a big impact on social media WOM.

Poturak and Softic (2019), found that the Firm-created and user-generated social media communication influence brand equity, resulting in a fully mediated effect between e-WOM and purchase intention. Evans and Erkan (2014), discovered that internet word-of-mouth might provide marketers with obvious opportunities. Due to social networks' extraordinary

development, strength, and popularity, e-WOM in social networks is a particularly interesting research issue. Furthermore, the impact of e-WOM through social media on purchase intent is unknown.

Consumers who value a brand, on the other hand, act as brand ambassadors, posting favorable feedback and ratings for the brand and recommending it to others (Loureiro et al., 2017; Kengatharan & Puviraj, 2021). Hennig-Thurau et al. (2004), on their investigation into Using a sample of 2000 German Web-based opinion-platform users, researchers discovered that consumers' desire for social connection, desire for economic incentives, concern for other customers, and ability to boost their own self-worth are the key elements driving e-WOM behavior. According to Dulek and Aydın (2020), research, while social media marketing has a favorable influence on e-WOM, brand loyalty, and purchase intent, it does not directly improve purchase intent. However, because it has a favorable influence on brand loyalty, it indirectly increases purchase intent. Social media marketing is critical for businesses, according to the research.

Siswaningsih and Halim (2018), Anger has a good impact on brand page dedication, according to their study on the Influence of Social Media User Interactions on Brand Awareness and Purchase Intention. Anger has a good impact on brand page dedication. After that, while brand loyalty and awareness boost word of mouth, annoyance has no effect and word of mouth all influence purchase intention.

Gutiérrez Flórez et al. (2017), word-of-mouth communication resulting in a greater impact on client purchase decisions. Balakrishnan et al. (2014), found E-WOM, Online Communities, and Online Advertisement are effective in promoting brand through company website and social media platforms. These results stimulated that: *There is a significant impact of e-word of mouth on Brand Loyalty*

Trendiness

Social Media characteristics were categorized by Kim and Ko (2012), into entertainment, engagement, trendiness, customization, and word-of-mouth (WOM), and they were applied to luxury brands. Sano (2015), used the four Social Media components of engagement, trendiness, customization, and perceived risk. The latest news and hot conversation topics are available on social media (Becker et al., 2011), and they are also important product search platforms. Consumers are more likely to seek information from

different forms of social media, believing them to be a more trustworthy source of information than corporate-sponsored contact through conventional advertising activities.

According to Godey et al. (2016), Surveillance, awareness, pre-purchase information, and inspiration are four sub-motivations covered by trendy information on social media. Surveillance is the process of watching and keeping track of one's social environment. Consumers gain brand-related information by benefiting from the experience and expertise of other consumers in order to learn more about a product or brand. Reading product reviews or threads on brand communities to make well-informed purchasing decisions is referred to as pre-purchase details. Finally, inspiration refers to customers getting new ideas from brand-related information the brand-related information thus acts as a source of inspiration. Consumers, for example, look at pictures of other people's clothing and get ideas for what to wear. Given the above, this study describes trendiness as the dissemination of the most up-to-date and fashionable knowledge about luxury brands.

Ebrahim (2019) examined the impact of SMM activities on brand awareness and image, as well as their impact on consumer behavior, and discovered that entrainment, interactivity, and trendiness have a significant impact on both brand image and brand awareness. However, the outcomes differed amongst various groups and countries. Finally, the study backs up the impact of social media marketing on brand loyalty. These results stimulated that: *There is a significant impact of trendiness on Brand Loyalty*

Entertainment

Consumers consider searching for desired items online to be entertaining and enjoyable. In an online shopping environment, enjoyment contributes to increased willingness and, eventually, customer loyalty (Buzeta et al., 2020). Marketers can help attract and entertain their consumers by creating humorous, emotional, and informative social media material (Azar et al., 2016).

Abbas et al. (2020), found that Entertainment is a crucial value component that stimulates long-term usage of social networking sites. Study of 353 Pakistanis on impact of social influence, trust and entertainment value. These results stimulated that: *There is a significant impact on entertainment and Brand Loyalty*

Consumer Online Engagement

Chu et al. (2019), demonstrate that social media luxury brand marketing and customer engagement; social media advertisement views, behaviors and behavioral responses; and state-of-the-art luxury branding and fashion advertising. Jayasuriya et al. (2018), the most popularly tested Social Media Marketing activities with Consumer Based Buying Equity are entertainment, interaction, trendiness, personalization, and word of mouth. Even Nevertheless, entertainment and e-WoM have been identified as powerful forces. Zollo et al. (2017), the five key components describing perceived SMM activities, namely entertainment, interaction, trendiness, personalization, and word of mouth, were demonstrated to have a direct beneficial impact on Consumer Buying Equity.

Yoshida et al. (2018) using behavior to bridge the gap between social media and brand loyalty. Found User characteristics such as opinion seekers and the entertainment value of social media sites were found to positively influence online brand community identification, which had a positive effect on brand-related social media engagement. Furthermore, behavioral brand loyalty was strengthened by both brand-related social media activity and team identity, a type of consumer-brand interaction. These results stimulated that: *There is a significant impact of customer online engagement on Brand Loyalty*

Brand Loyalty as Dependent Variables

The endorsement of celebrities is more important for growing recognition of consumer brands. Social media play an increasingly important role in creating product attachment and brand image as they are able to cater to a niche segment more effectively. Furthermore according to a report by Media Kix that around 80 percent of online marketers states that influencers of social media are future endorsers who raise their online companies to higher levels. The above statistical evidences validates that how the social media impact on consumers' purchase intention. Such statistical data can support the efficacy of social media influencers in enhancing the buying intention of customers.

Latest influencer marketing studies have also shown that an estimated 50 percent of companies have dedicated an uptick fund to hire social media influencers to promote their brands (Wang et al., 2017). The significance of the brand will ultimately be interpreted and transferred by customers who connect the symbolism associated with the supporters and the accepted brands, resulting in higher purchases of the specific brands. The positive relationship hypothesis was true between the customer's behavior and the plan to purchase. And it has been

shown that the user attitude greatly mediates the relationship between the source's attractiveness, product match-up, and the transfer of meaning. In the context of social media, where attitude plays an important role in mediating the fit product, the celebrity and the purchasing intention for an advertised product, this fact has been acknowledged as the reality, implying that meaning transfer will influence customer attitudes as well as the consumption of an endorsed product.

Five key aspects of fashion advertising research have been identified by Taylor and Costello (2017), including efficiency problems, model use, segmentation of fashion advertising, fashion social media advertising, and contentious fashion advertising. Gautam and Sharma (2017) In the relationship between social media marketing and consumer purchasing intentions, the positive effect of social media marketing and customer relationships on consumer purchasing intentions has also verified the full mediation of customer relationships. It is also strongly suggested that luxury fashion brand advertisers participate in social media marketing campaigns to provide their consumers with value.

Gupta et al. (2021), According to the study Link of Corporate Social Responsibility (CSR) Communication on Social Media with Consumer Buy Intention and Brand Admiration, which included 463 participants, CSR-S is positively associated with purchase intention, with brand adoration partially buffering this link. Their bank's CSR initiative was also revealed. Kim and Ko (2012), revealed luxury brands to forecast the future purchasing behavior of their customers more accurately and provide a guide to managing their assets and marketing activities. Almohaimmeed (2019) As a result of social media activity, customer brand experience improves, which in turn affects brand loyalty. Yadav and Rahman (2017) Customer purchase intention and brand equity were both positively affected by Social Media Marketing (SMM) activity. Parganas et al. (2017) Customers have comparable good opinions of the brand as a result of using social media sites like Facebook.

Almohaimmeed (2019) The Influence of Antecedents in Social Media Marketing on Social Media Marketing, Brand Loyalty, and Purchase Intention: Brand loyalty has a major impact on client purchase intent, according to a customer perspective. Because the antecedents of social media marketing have a direct impact on social media marketing application, brand loyalty, and customer purchase intention. Finally, the research revealed that customer purchase intention is influenced by brand loyalty. These findings led to the conclusion that the antecedents of social media marketing should be given more attention by organizations. because they have a direct influence on social media marketing, brand loyalty, and client purchasing

intention. Despite the significance of these findings, the study's construct evaluation measurements are limited because they are based on a small number of indicators, a cross-sectional design, and a small number of antecedents that were investigated. Taking these constraints into account in the future may result in different conclusions. It was not regarded a mediator between these constructs because the impact of social media marketing is greater than the impact of the same construct on brand loyalty and purchase intent. As a result, the study's main contribution is that social media antecedents are just as essential as social media marketing itself. To put it another way, if companies want to ensure that social media marketing is used effectively, they should look at its precedents. This will highlight the advantages of social media marketing, resulting in increased brand loyalty.

Consumer Perception as Mediating Effect

Social media is not only connect the people around the globe but also it has a significant role on customer's decision making process. According to Barger et al. (2016), the social media motivates its users to choose the products. It is taking a vital role in changing the preferences of the customers. This influences increases during the pandemic season. With buying intent and customer perceptions, the product match-up of social media influencers has been found to be significant. Subsequently, the findings showed that in explaining customer preferences and purchasing intentions, the sense of the transition of social media influencers has a positive relationship.

Jung (2017), empirically argued that, if customers perceive a degree of relevance in the targeted ad, they are more likely to pay significant interest in such an ad, and that customers are more likely to ignore social media ads if they perceive a degree of privacy concern. Kian et al. (2017), found that Consumer perceptions of ease of use, consumer perceptions of utility, social factors, confidence, and consumer perceptions of enjoyment on social media websites have an impact on consumer buying intentions. In their purchasing intentions on social media websites, there is also a disparity between Malaysian consumers with different demographic features.

Sangi et al. (2017), the majority of buyers stated that they like to shop at least once a month. In Pakistan, females are more actively interested in S-commerce than males. Punjabis and Sindhis are more likely to purchase from Facebook pages. In their study on supported except for source credibility, Lim et al (2017), used a sample size of 129 to determine and confirm the mediating impacts of consumer attitude, with the exception of source credibility.

Customer attitude's mediating impacts are also determined. Lăzăroiu et al. (2020), Psychological variables influence consumer participation in social media. Decision procedures are used to appraise prices. Trust, repurchasing habit, and intention are all essential variables in social commerce platforms. Ali et al. (2016) to see how social media marketing affects customer perception. The findings backed up our premise that social media marketing has an effect on consumer perception and that there is a considerable positive association between the two.

Yadav and Rahman (2017) Scale creation and validation for measuring consumer perception of social media marketing operations in the e-commerce industry. Found it was discovered that the perceived SMMA had a favourable impact on purchase intent and brand equity, demonstrating the scale's nomological validity. Suprpto et al. (2020) Consumer Perceptions of Purchase Intention and Social Media Advertising. There is no correlation between Instagram advertising and purchasing intention. As Instagram advertising has a large influence on customer perception, it has a considerable influence on purchase intention. Maia et al. (2018), Consumer participation in social commerce is influenced by three factors: trust, perceived utility, and information quality, with trust in the website being the most important predictor. These results stimulated that: *There is a significant impact of trust, interaction, e-word of mouth, trendiness, entertainment and online customer engagement on Brand Loyalty mediating with consumer perception*

Purchase Intention as Mediating Effects

Voramontri and Klieb (2018), found that social media had the greatest effect on the first and second phases of the purchasing behavior process (information quest and alternative search), but was not very helpful in enhancing the purchasing decision or post-purchase assessment. Compared to those who have opted for some other source of information, users of social media like and appreciate the decision-making process. During their decision-making process, consumers of social media feel happy and optimistic, and the abundance of information has had no negative effects on customer loyalty. There are still old forms of shopping, and people still enjoy shopping in physical stores in this digital era.

Tsai and Men (2017), the social characteristic is the most significant aspect that separates social trade from conventional e-commerce and is also a key factor in the study of the buying intention of users of social trade. In the meantime, it should be remembered that various types and features will be presented in different cultures by the network community. Thao and

Hoang (2018), The impact of online social media on consumers' purchasing intentions via social network sites was investigated. It was discovered that motivations for using social media. Bismo et al. (2019), case study in Indonesia with 100 respondents indicated that digital marketing had a significant and favorable influence on both customer involvement and purchase intention, as well as social media and email marketing.

Reiter et al. (2017), on their study on the impact of social media on purchasing intentions: When utilized in a social media setting, instrument validation and findings show that the instrument is a valid and reliable measure. Waheed and Jianhua (2018), The comprehensive analysis of each factor of e-Marketing, i.e., Internet M, Email Marketing, Intranet Marketing, Extranet marketing, and Mobile Marketing correlated to exploratory buying behavior tendencies. Lim et al. (2017), discovered that the credibility of media influencers had a minor impact on attitude and buying intention. Harshini (2015), shown that reactions have a significant but inconsistent impact on consumer behavior when it comes to online marketing. However, this study could serve as a model for future research into the characteristics of social media ads that influence consumer purchase intention.

Abzari et al. (2014), found that social media can influence customers' decision to purchase the company's product, and that managers should encourage customers to talk to each other about the company's products and services. Jarrah (2018), The Use of Social Media as a Marketing Tool for Improved Purchase Adaption and Intention to Improve Competitive Advantage Facebook, Twitter, Instagram, and other social media platforms provide various competitive benefits by allowing customers to make comments with their wants and feedback, as well as address those wants by picking appropriate businesses.

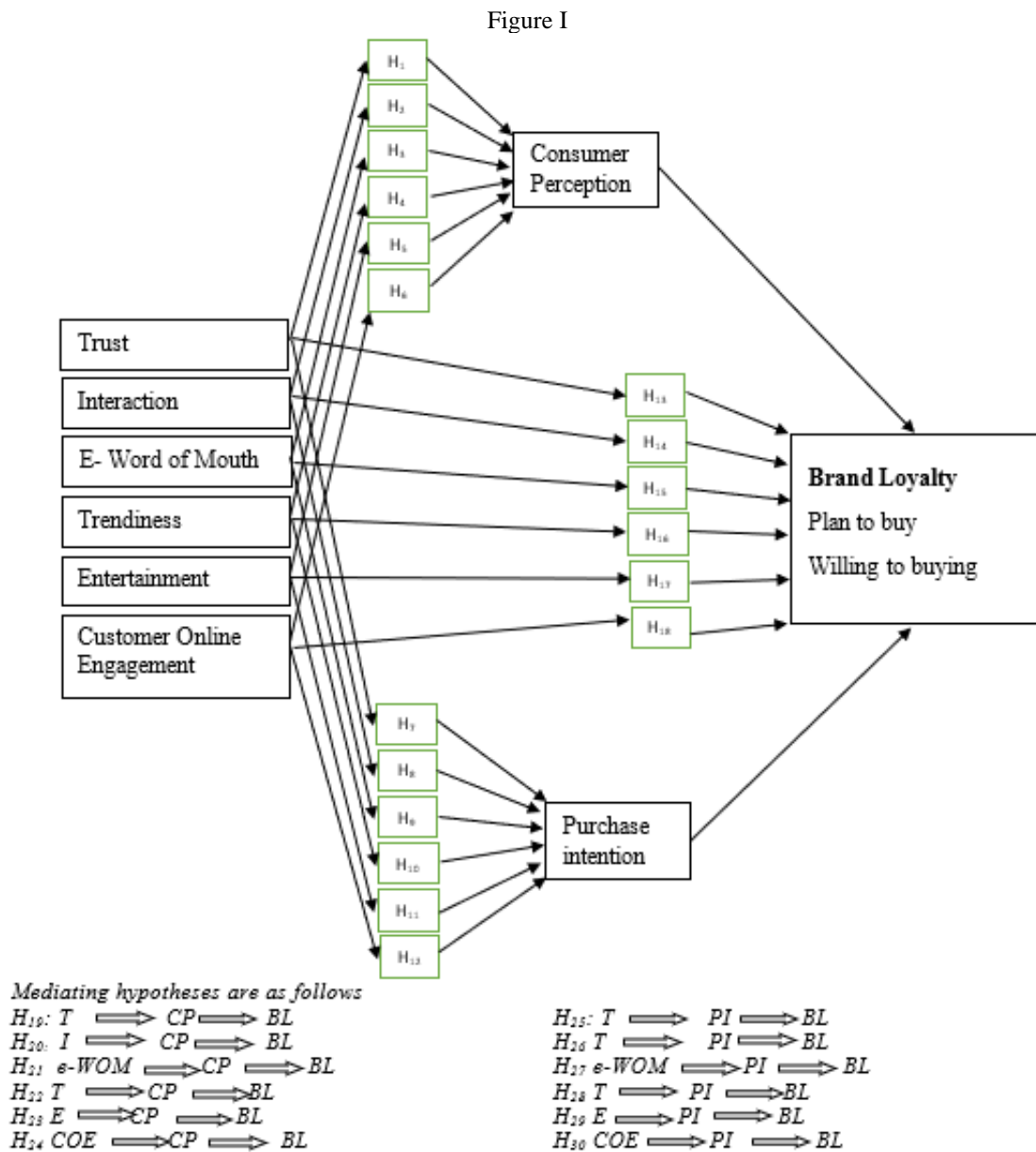
Companies can connect and engage consumers on social media by instilling the element of confidence in communication, influencing customers to make online purchases. On social media, confidence has a positive impact on consumer buying intention (Sharma and Sharma 2019). There is a paucity of literature demonstrating a connection between consumer purchasing intention and social network confidence, despite the fact that trust appears to influence consumer demand for online purchases in some studies.

Gautam and Sharma (2017) SMM and customer relationships have a strong and favorable impact on customers' purchasing intention. Almohaimmed (2019) Social Media Marketing has a considerable impact on client purchase intention. Md Abdul et al. (2020), discovered that brand image has a substantial mediation effect in the links between interaction and consumers' purchase intention, although brand awareness does not. Gautam and Sharma

(2017) Support the impact of customer relationships on SMM and buy intention relationships as a mediating factor. Warsame et al. (2021), on their study Influence of Social Media Advertising Values on Consumers Purchasing Intention in Somalia with sample of 182 sample found a significant relationship between informativeness, entertainment, credibility, the overall perceived value of social media advertising and the purchase intention of consumers who are living in Mogadishu Somalia.

Raunaq Dash and Piyushkant (2020), had a study on effect of social media advertisements on consumer purchase intentions as taking interaction, entertainment, credibility and informative as independent variables and purchase intention as dependent variable and tested from 91 respondent through structured questionnaire and found that some characteristics of social media advertisements had more impact in influencing their purchase intention. Consumers preferred certain attributes more than some other attributes pertaining to advertisements on their feeds. Also they stated that the Information within a social media advertisement is the most influential in terms of consumer buying behaviour. Entertainment feature of a social media advertisement can even work in influencing buying behaviour when there is minimal information. Six factors influencing consumer buying intentions were described by Renu et al. (2020), such as electronic word of mouth, engagement, entertainment, reward, trust and satisfaction, which have a positive impact on consumer buying intentions through social media, while trust has the greatest impact and satisfaction has the lowest impact on consumer buying intentions. Marketers can connect and serve their clients via social networks in a more personal way than mass media marketing does. By offering incentives, entertainment, customer review and satisfaction to understand consumer purchasing behavior, advertisers may make use of social media. Pandey & Srivastava (2016). Customer brand loyalty has been found to be one of the most important factors of purchase intention in their study of the antecedents of customer purchase intention. Santanagopalan and Krishnaraj (2023) found that the Credibility of the information has a higher influence towards the Purchase intention among consumers. Also need for the information is the second highest factor that influence the purchase intention of consumers. These results stimulated that: *There is a significant impact of trust, interaction, e-word of mouth, trendiness, entertainment and online customer engagement on Brand Loyalty mediating with purchase intention*

Proposed Conceptual Framework



Source: Prepared by Authors(2023)

CONCLUSION

This paper reviewed the empirical literature on factors affecting social media on brand Loyalty with mediation effect of consumer perception and purchase intention and found that there was a positive effect of Trust, interaction, e-word of mouth, trendiness, entertainment and online customer engagement as factors of Social media marketing influence on Brand Loyalty mediating with consumer perception and purchase intention.

The problem statement of the research study was find out the influencing factors of social media effectiveness on purchase intentions and consumer perception towards Brand loyalty. Research questions for the study as is there influences of social media effectiveness on purchase intention?. Is there influences of social media effectiveness on consumer perception?. Is there influences of social media effectiveness on brand loyalty? Does purchase intention and consumer perception mediate the relationship between social media effectiveness and brand loyalty?. As the objectives of the study is to find out the influences of social media effectiveness on purchase intention. To find out the influences of social media effectiveness on consumer perception. To find out the influences of social media effectiveness on brand loyalty. Find out whether purchase intention and consumer perception mediate the relationship between social media effectiveness and brand loyalty. Based on the critical review of literature there are influences on social media effectiveness such as Trust, interaction, entrainment, trendiness and online consumer engagement influence on purchase intention, consumer perception and brand loyalty. Also purchase intention and consumer perception mediate the relationship between social media effectiveness and brand loyalty.

As the limitation of the study searching and screening the articles on internet is somewhat a difficult task and the study is purely focus on factors of social media effectiveness on purchase intention and consumer perception towards brand loyalty as four main constructs. Future researchers may focus on other any constructs which influence the degree of brand loyalty.

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