TPM Vol. 32, No. S5, 2025
ISSN: 1972-6325
https://www.tpmap.org/

Open Access

UNVEILING THE POWER OF ONLINE REVIEWERS: HOW SOCIAL MEDIA MARKETING SHAPES CUSTOMER-BRAND RELATIONSHIPS IN LUXURY FASHION

MAHESH KUMAR KHAMBETE[1] , DR. UTKAL KHANDELWAL[2]

[1]RESEARCH SCHOLAR, INSTITUTE OF BUSINESS MANAGEMENT, GLA UNIVERSITY, 17 KM. STONE,NH#2 MATHURA-DELHI ROAD, CHAUMUHA, MATHURA-281406 (U.P). INDIA. E-MAIL: MAHESHKUMAR.KHAMBETE_PHD.MGT21@GLA.AC.IN
[2]PROFESSOR, INSTITUTE OF BUSINESS MANAGEMENT, GLA UNIVERSITY, 17 KM. STONE, MATHURA-DELHI ROAD, CHAUMUHA, MATHURA-281406 (U.P). INDIA. E-MAIL: UTKAL.KHANDELWAL@GLA.AC.IN

Abstract
Existing literature highlights that social media users tend to trust content generated by other users more than material produced by corporate marketing departments or advertising agencies. However, there is limited understanding of how social media can effectively enhance brand trust and other critical brand relationship outcomes, especially in the context of luxury fashion marketing. This study investigates the moderating role of online reviewers in the relationship between social media marketing activities (SMMa) and relationship marketing paradigms, such as trust, commitment, and emotional brand attachment. Employing a purposive sampling method, primary data was collected through a survey conducted across colleges, coaching centers, shopping malls, and universities in Maharashtra. A sample of 450 responses was obtained, with 62% female and 38% male participants. The minimum sample size was determined using the G*Power program, and data analysis was carried out using a two-stage Partial Least Squares Structural Equation Modeling (PLS-SEM) technique to evaluate the proposed model and hypothesized relationships. The findings reveal that online reviews significantly and positively influence the relationship between social media marketing activities and brand outcomes, including trust, loyalty, and emotional brand attachment. The moderating role of online reviewers further amplifies engagement in social media marketing and enhances brand commitment, trust, and emotional connection. This research provides actionable insights for luxury fashion businesses by identifying key characteristics of successful social media marketing strategies. The study also offers a framework for managing social media presence and optimizing customer value, ultimately aiding in the prediction of consumer purchasing behaviors and the enhancement of brand performance in the rapidly evolving luxury market.

Keywords: Social media marketing; Online reviewers; Brand commitment; Brand trust; and Emotional brand attachment.

1. INTRODUCTION

In the last two decades, there have been substantial transformations in marketing both as a management activity and an academic career. There is a consensus among academics and industry experts that traditional mass marketing strategies from the 1960s and 1970s have become less effective. Additionally, some of the older marketing ideas seem to be losing their influence (Constantinides, 2014). The existing literature, supported by empirical data from studies conducted by Bernhoff & Li (2008), Prahalad & Krishnan (2008), and Chesbrough (2006), provides a comprehensive understanding of the key principles involved in leveraging social media as a marketing strategy. Several firms utilize Rich Site Summary (RSS) to facilitate the syndication of their website material and keep clients informed about their products and services (Deighton and Konrfeld, 2009). Due to its extensive worldwide customer base, social media is widely utilized as a marketing tool by firms, serving as a platform for marketing communications (Yadav and Rehman, 2017). The emergence of new information and communication technologies, including social media and the Internet, has transformed the competitive environment of the market by eroding firms' advantages and amplifying the influence

of customers (Porter, 2001). In the contemporary era of digital life, social media has gained immense popularity as a very influential means of communication. It has gained significance in several industries for promoting interactive communication across different levels of enterprises, societies, customers, communities, forums, and similar entities (Alves et al., 2016). Several studies have extensively explored, analyzed, and documented several practical applications of this field, such as social media marketing (SMM) (Choedon & Lee, 2020). As per the principles of Web 2.0, we describe "social media" as any technological applications that are based on the Internet and allow users to create and distribute information, as well as engage andcollaborate with others. Utilizing social media platforms provides several benefits for organizations. Examples include the creation of collaborative goods (Mangold and Faulds, 2009), the establishment of brand reputation (Ngai et al., 2015), and the development of marketing strategies for brand management. In addition to traditional methods, effective communication between businesses and their clients enhances brand loyalty (Jackson, 2011). Researchers such as Castronovo and Huang (2012) suggest that social media should be considered and utilized for various marketing strategies, including public relations, customer support and management, product development promotions, marketing intelligence, and marketing communications. This is because consumers see information shared on social media as more secure compared to information directly provided by corporations, and they are also more interested in using the Internet (Constantinides et al., 2010). The emergence of this media has caused a significant shift in power dynamics within the marketplace. Research indicates that a new group of highly knowledgeable and influential customers has emerged, posing challenges for businesses in attracting and retaining their loyalty (Kaplan & Haenlein, 2010).

Currently, luxury businesses are utilizing social media platforms as a means to cultivate consumers as valuable resources through efficient and impactful communication. Social media marketing on sites such as Instagram, YouTube, and Twitter have been seen as a possible means for high-end fashion enterprises to start their businesses. This research aims to elucidate the characteristics of high-end organizations that impact their performance, therefore aiding businesses in effectively managing and improving their operations in the rapidly evolving luxury market. This study will provide a strategy for enhancing brand performance by identifying crucial characteristics linked to Social Media Marketing activities (SMMa). Furthermore, the outcomes will assist luxury firms in effectively controlling their social media presence and client value, as well as accurately forecasting consumer buying patterns. Hence, the main objective of this study is to identify the elements of perceived social media marketing (SMM) activities carried out by luxury fashion companies and evaluate their impact on brand trust, commitment, and emotional brand attachment. The secondary objective of this research is to understand the moderating impact of online reviews on the relationship between social media marketing activities (SMMa) and brand commitment, brand trust, and emotional brand attachment.

2. THEORETICAL FRAMEWORK AND HYPOTHESES DEVELOPMENT

The researcher performed a thorough examination of the SMMa, focusing on emotional appeal, entertainment, customization, trendiness, and interaction. In addition, the researcher examined the relationship between brand trust, emotional brand attachment, and brand commitment among online reviewers, while also considering the moderating influence of online reviewers. The researchers developed a set of hypotheses and proposed a conceptual model based on the outcomes of this inquiry (see Figure 1).

2.1 Social Media Marketing Activity

A recent extensive study clarifies that social media refers to online platforms that enable users to engage in real-time or delayed communication with large or specialized groups that appreciatethe content and sense of community created by users. An SMMa strategy refers to the strategic tactics employed by an organization to effectively transform social media relationships and collaborations into targeted marketing outcomes (Pham and Gammoh, 2015). Social media is highly popular among businesses and individuals alike due to its extensive user base, making it an effective marketing communication tool (Yadav and Rahman, 2017). Many organizations have included hyperlinks to social networking platforms to enhance client interactions and streamline communication. Facebook has established connections with more than one million promotional websites. Moreover, according to a study conducted by Yadav and Rahman (2018), over 93 percent of social media users believe that businesses must have an active presence on this platform. This demonstrates the extensive acceptance and utilization of social media. To comprehend the potential advantages and disadvantages of this kind of communication for the organization, the research also examines the fundamental components of social media (Labrecque et al., 2013). Kietzmann et al. (2011) identifies seven fundamental components that are common to all social media platforms: groups, identification, presence, connections, sharing, identity, and discourse. Social media marketers utilize these components to deliver value to consumers, however, the focus may differ.

2.1.1 Emotional Appeal

The functionalist perspective on emotions argues that emotions have evolved beyond their original purpose of effectively coordinating human responses to promote adaptive evolutionary results (Griskeviciu & Kenrick, 2013; Tooby and Cosmides, 2008). In other words, they function as internal signals that might trigger a specific fundamental drive and the corresponding "psychological" reactions (Septianto et al., 2018). Previous research has demonstrated that anxiety elicits a "self-defense" response in the presence of danger, whereas disgust enhances the avoidance of disease when expired food is available (Griskevicius et al., 2009; Sherman and Billing, 1999).

2.1.2 Entertainment

Entertainment, as defined by Agichtein et al. (2008), refers to the pleasure and satisfaction derived from utilizing social media. From a hedonistic perspective, those who engage in social media are pleasure-seekers who derive amusement, entertainment, and personal enjoyment (Manthiou et al., 2013). Based on research conducted by Muntinga et al. (2011) and Valenzuela et al. (2009), the primary motivation for social media usage is predominantly driven by the need for fun. According to Shao (2009), the act of consuming user-generated material is mostly driven by the need for pleasure and satisfaction. Park et al. (2009) found that entertainment has a significant impact on promoting social network participation.

2.1.3 Trendiness

According to Naaman et al. (2011), social media sites serve as significant platforms for doing product searches, accessing up-to-date news, and engaging in entertaining discussions. Consumers are increasingly seeking information from different forms of social media because they consider social media to be a more reliable source of data compared to "corporate-sponsored marketing through traditional advertising methods". (Vollmer & Precourt, 2008; Mangold and Faulds, 2009). According to Muntinga et al. (2011), social media trending information may be categorized into four sub-motivations: knowledge, inspiration, pre-purchase information, and surveillance. Surveillance refers to the act of monitoring and staying updated on one's social environment. Knowledge refers to the knowledge that customers acquire to get insights about a product or brand, based on the experiences of other consumers.

2.1.4 Customization

The degree to which a service is modified to match an individual's specific expectations and preferences is known as the level of customization (Schmenner, 1986). According to Martin and Todorov (2010), companies can strengthen brand affinity and loyalty bycustomizing and showcasing their personality on their website. Customization in the context of social media refers to tailoring communications to effectively reach the intended target audience. Algharabat (2017) categorizes post types into two categories based on the level of customization in the messages: a broadcast and a customized message. Personalized communication often refers to messages that are specifically tailored for an individual or a specific group, such as posts on Facebook. Messages meant for all interested parties are transmitted using a broadcast medium, such as Twitter tweets.

2.1.5 Interaction

Interaction refers to the process of communication or engagement between two or more entities. The use of social media platforms is significantly transforming the way companies interact with their customers (Gallaugher and Ransbotham, 2010). According to Daugherty et al. (2008), social contact is described as the main driver for users to create user-generated content. Social media platforms offer users a platform for engaging in conversations and exchanging ideas, while also assisting. Muntinga et al. (2011) define social interaction as "the action of participating in brand-related networking platforms to establish connections with similar individuals, engage in dialogue, and exchange thoughts about specific brands or products."

2.2 Brand Trust

The concept of brand personality is the basis for trust research in the realm of brands (Belaid & Behi, 2011). Brands are given human characteristics, suggesting that they possess certain personality features. This leads us to trust some brands in the same way we trust certain persons (Fournier, 1998). Belaid and Behi (2011) define brand trust as the idea that a customer's connection with a brand may go beyond their expectations of how well the brand performs its functions. Hence, one may contend that an individual's cognitive processes are significantly influenced by their level of confidence and reliance on a certain brand inside a business association (Ozdemir et al., 2020).

Brand trust is considered a crucial factor in establishing a strong connection between a client and a certain brand (Kim & Ko, 2010). SMMA empowers clients to become online information producers, managers, and distributors of enterprises, goods, and services (Ibrahim et al., 2020). SMMA and trust have been extensively studied across several businesses (Ebrahim, 2020; Lin & Lu, 2010). Customers' brand trust is impacted by the social ties and interactions they have with firms, as stated by Pan and Chiou (2011). The use of Social Media Marketing (SMM) on the Facebook page of a coffee shop has resulted in an enhanced level of confidence in the brand among its consumers (Ibrahim et

al., 2020). The objective of SMMa is to optimize marketing communication departments or enterprises and foster long-lasting relationships with their consumers (Gautam and Sharma, 2017). The following hypothesis is made based on the preceding discussion:

H1: Social media marketing activities positively influence brand trust.

2.3 Emotional Brand Attachment

Emotional Brand Attachment refers to the emotional connection that consumers have with a brand. The customer experience, as defined by Carbone and Haeckel (1994), encompasses the comprehensive and cumulative viewpoint that customers form as they engage in a range of activities related to a specific product or service, including learning about it, acquiring it, using it, managing it, and making payments for it. Jain et al. (2017) propose that the latest definition of customer experience includes the combined emotions, perceptions, and attitudes that occur during the full process of making decisions and consuming products or services. This process entails a series of interconnected interactions with persons, things, processes, and the surrounding environment, eventually leading to cognitive, emotional, sensory, and behavioral reactions. Pei et al. (2020) found that customer experience has a substantial influence on customer satisfaction and plays a role in attaining sustainable competitive advantage for firms. Gentile et al. (2008) proposed that the customer experience plays a crucial role in achieving consumer satisfaction in the service business. Brand attachment refers to the emotional connection that individuals have with a certain brand. Brand prominence refers to the degree to which thoughts and memories about a brand are considered important. Brand-self connection, on the other hand, refers to the cognitive and emotional bond between an individual and a brand. These two factors, as described by Escalas (2004) and Park et al. (2010), are crucial in determining the level of brand attachment. According to Swann (2012), the "self-verification theory" suggests that individuals feel a strong want to validate, support, and maintain their present self-perceptions. Consequently, individuals behave in a manner that aligns with their self-perception or identity.

Prior study findings indicate that social media marketing strategies have a discernible influence on product branding. For instance, Puspaningrum (2020) found that the utilization of social media marketing significantly enhances brand loyalty. Moreover, the use of social media has a beneficial impact on customers' preferences and their emotional connection to businesses (Kumaradeepan, 2021). Social media marketing analytics (SMMA) plays a vital role in facilitating the establishment of a robust connection between a client and the organization. Perera et al. (2019) found a strong positive relationship between social media marketing activity and emotional brand attachment during their analysis. Furthermore, the study conducted by Shanahan et al. (2019) revealed that customizing social media platforms had a beneficial effect on both brand engagement and brand attachment. Brand equity is commonly understood to encompass brand attachment, as noted by scholars (Lemon et al., 2001). Yadav and Rahman (2018) conducted a study to examine the notion that brand equity is greatly improved by the perception of social media marketing activities within the framework of e-commerce. Based on the findings of this research, it can be concluded that SMMa has a significant influence on customer retention. Therefore, this study presents the following hypothesis.

H2: Social media marketing activities positively influence emotional brand attachment.

2.4 Brand Commitment

Commitment, defined as the desire to maintain a business connection with a provider for an extended duration, is a core principle of relationship marketing. Commitment, which refers to the willingness to engage in long-term collaboration with a supplier, is a key principle of relational marketing. Ogba and Tan (2009) argue that the true indicator of commitment is the extent to which a customer remains loyal to a company, brand, or product due to emotional attachment and continues to use or engage with the organization. Scholars have identified two distinct forms of commitment: emotional (including thoughts and feelings) and intellectual. Loyal consumers establish ties with a company when they make purchases, utilize its products or services, and engage with it. The state of a customer and a brand engaging in a mutually balanced interaction is referred to as commitment. Kim et al. (2008) suggest that hospitals may enhance their reputation by developing brand equity through client pleasure, trust, and relationship commitment. Evanschitzky et al. (2006) found that brand commitment is strongly linked to the financial, emotional, and psychological connections that a customer forms with a brand. Researchers have identified two distinct forms of commitment: emotional commitment and economic commitment (Belaid & Behi, 2011).

The research on social media marketing (SMMa) and brand commitment indicates that SMMa has a favorable impact on brand commitment. The research conducted by Fetais et al., (2023) demonstrates that social media platforms have a favorable effect on the recognition and perception of a brand, and this influence further enhances customer loyalty. The findings of the study conducted by Song and Kim (2022) showed that SMMa had a favorable influence on love mark and brand commitment. Nobar et al. (2020) and Seo & Park (2023) have independently verified that SMMa has

a favorable correlation with brand commitment in the leather and aviation sectors, respectively. The hypothesis formulated is derived from the preceding discussion.

H3: Social media marketing activities positively influence brand commitment.

2.5 Moderating Role of Online Reviewers

Theoretical projections (Arthur et al., 2001) underestimate the amount of variance in the results that is explained by a moderator. Customers have the option to directly communicate and share their buying experiences through social media. They ascertain that their confidence is heightened while making purchasing judgments by reading internet reviews. Consumers can be influenced by the material that companies provide on social media, leading them to conduct more thorough research on the company's products or services and increasing their likelihood of making a purchase choice (Godey et al., 2016). Aji et al. (2020) assert that social media marketing, which is also influenced by customer connections and interactions with firms, can significantly impact and augment consumer desire to make purchases (Yadav and Rahman, 2018). To promote their products and generate immediate and extensive free publicity and word-of-mouth, an increasing number of marketers are recognising the importance of partnering not only with traditional influencers (experts) but also with opinion leaders and personalities (bloggers with a significant number of followers). Marketers have the responsibility to actively seek out and engage with the "New Influencers" identified by Gillin (2007). They must inform these influencers about the company, its products, brands, and latest offerings as part of their marketing strategy. Additionally, the content generated by marketers plays a role in shaping the relationship between consumer-brand engagement and social media marketing activities, as discussed by Kumar et al. (2022). Based on this discussion, the following hypotheses are formulated.

H4a: The strength of the correlation between social media marketing activity and brand trust is moderated by online reviewers.

H4b: The strength of the correlation between social media marketing activity and emotional brand attachment is moderated by online reviewers.

H4c: The strength of the correlation between social media marketing activity and brand commitment is moderated by online reviewers.

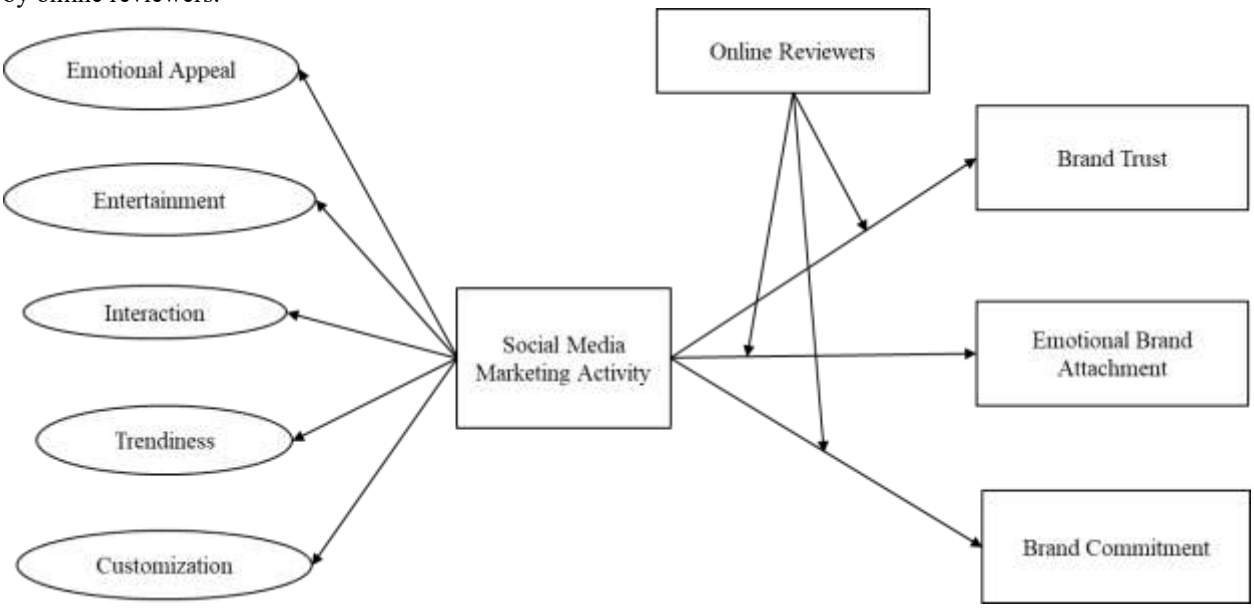


Figure 1: Proposed Conceptual Model

3. RESEARCH METHODOLOGY

This study is an attempt to examine the moderating role of online reviewers in the relationship between social media marketing activities and relationship marketing paradigms such as trust, commitment, and emotional brand attachment. For this a quantitative research design using a survey-based method to collect primary data on the impact of social media marketing activities (SMMa) on brand trust, brand commitment, and emotional brand attachment. The moderating role of online reviewers was also explored to understand how these interactions influence luxury fashion brands. The conceptual model and hypotheses were developed based on a thorough review of existing literature.

Target audience for this study are the young individuals who frequently engage with luxury brands and also active on various social media platforms. 450 responses were gathered through purposive sampling method from various educational institutes, shopping malls and coaching centers in Maharashtra region of India. In order to justify sample size, this research used the G*Power software (Faul et al., 2007), a minimum sample size of 218 respondents was determined based on a low effect size ($f^2 = 0.05$), power of 0.95, and a significance level of $p \leq 0.05$. The achieved sample size of 450 ensures robustness and enhances the external validity of the findings. Among the respondents, 62% were female, and 38% were male, representing a diverse demographic profile appropriate for the study context.

The survey instrument consisted of 28 structured items, measured on a seven-point Likert scale ranging from "strongly disagree" (1) to "strongly agree" (7). Items were adapted from validated scales in prior research to ensure content validity. Constructs measured include Social Media Marketing Activities (SMMa): Emotional appeal, entertainment, customization, trendiness, and interaction. Brand Commitment, Brand Trust, and Emotional Brand Attachment. A pilot study involving 50 participants was conducted to refine the questionnaire, ensuring clarity and reliability of the measures.

In Second stage Partial Least Squares Structural Equation Modeling (PLS-SEM) approach was used to test the hypothesized relationships (Hair et al., 2016). First stage is evaluating measurement model through assessing reliability, convergent validity, and discriminant validity of the constructs using Composite Reliability (CR), Cronbach's alpha, and the Average Variance Extracted (AVE). Second stage measured Structural Model Evaluation through evaluating path coefficients, R^2 values, and effect sizes (f^2) to determine the significance of the relationships. To address concerns of common method bias, the variance inflation factor (VIF) was evaluated, with all values below the critical threshold of 3.3 (Kock, 2015), indicating minimal bias in the data.

4. DATA ANALYSIS

Social media marketing activity encompasses five dimensions that encompass several aspects: emotional appeal, entertainment, trendiness, customization, and interaction. The notion of social media marketing activity is defined as a reflective-reflective concept. In this study, the formation of the second-order concepts involved a two-part procedure. The first stage involved evaluating the measuring methodology. Therefore, at the beginning stage, we evaluated eight reflecting constructs that are fundamental, specifically emotional appeal, entertainment, trendiness, customization, interaction, brand trust, emotional brand attachment, and brand commitment. To carry out an evaluation, it is important to initially evaluate the accuracy and consistency of the reflective measurement models (Ali et al., 2018). To conduct an initial evaluation of the average variance extracted (AVE) and composite reliability (CR) for items with loadings between 0.50 and 0.70. Provided that the components CR and AVE meet the given criteria, they can be retained. Based on Hair et al. (2017), the evaluation of internal consistency may be done by measuring construct reliability using the CR and rho-A criteria, which should be higher than 0.70. The results shown in Table 1 demonstrate that the Cronbach's Alpha and the composite reliability (rho-A) and (rho-C) values for all first-order constructions above the threshold of 0.70. This indicates that there is a strong degree of internal coherence among the reflecting structures examined in the research. Convergent validity for the reflective notion may be evaluated by using the Average Variance Extracted (AVE) approach. Nevertheless, the Average Variance Extracted (AVE) must be above the minimum requirement of 0.50 to be considered satisfactory (Hair et al., 2017). Table 1 presents the Average Variance Extracted (AVE) values for all the reflecting first-order construct, all of which were determined to be more than 0.50. Since all of the structures have loadings between 0.50 and 0.70, which exceeds the requirements for both CR and AVE, it is justifiable to include all of them in the framework.

Table 1: Reliability and Convergent Validity

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
Brand Commitment	0.86	0.883	0.894	0.584
Brand Trust	0.817	0.829	0.869	0.527
Customization	0.777	0.812	0.898	0.816

Emotional Brand Attachment	0.854	0.856	0.911	0.774
Emotional appeal	0.815	0.865	0.892	0.736
Entertainment	0.817	0.821	0.891	0.732
Interaction	0.863	0.88	0.916	0.784
Trendiness	0.662	0.663	0.856	0.748

Discriminant validity is used to determine the degree to which a certain concept is distinct from other concepts in the model (Hair et al., 2017). The Heterotrait-Monotrait (HTMT) ratio is widely regarded as the most cautious measure for assessing the discriminant validity of reflective constructs. This is because traditional evaluation methods like cross-loadings and the Fornell and Larcker (1981) criterion are not sensitive enough to detect issues with discriminant validity, as stated by Voorhees et al. (2016). The HTMT approach essentially offers an estimate of the true correlation between two constructs assuming perfect measurement, exhibiting impeccable dependability. HTMT value of each idea must be below 0.90, as shown by Henseler et al. (2016). To demonstrate discriminant validity, Fornell and Larcker (1981) criterion values are shown in Table 2(a) and HTMT values for the data shown in Table 2 (b) demonstrate values that are lower than the threshold of 0.90.

Table 2 (a): Discriminant Validity (Fornell-Larcker Criterion)

	Brand Commitment	**Brand Trust**	**Customization**	**Emotional Brand Attachment**	**Emotional appeal**	**Entertainment**	**Interaction**	**Trendiness**
Brand Commitment	0.764							
Brand Trust	0.536	0.726						
Customization	0.149	0.275	0.903					
Emotional Brand Attachment	0.475	0.534	0.179	0.88				
Emotional appeal	0.432	0.443	0.378	0.321	0.858			
Entertainment	0.311	0.351	0.391	0.231	0.811	0.855		
Interaction	0.386	0.447	0.268	0.405	0.656	0.647	0.885	
Trendiness	0.28	0.375	0.738	0.226	0.49	0.436	0.373	0.865

Table 2 (b): Discriminant Validity (HTMT Ratio)

	Brand Commitment	**Brand Trust**	**Customization**	**Emotional Brand Attachment**	**Emotional appeal**	**Entertainment**	**Interaction**	**Trendiness**
Brand Commitment								
Brand Trust	0.62							
Customization	0.21	0.35						

Emotional Brand Attachment	0.52	0.65	0.22					
Emotional appeal	0.48	0.53	0.49	0.379				
Entertainment	0.35	0.43	0.49	0.273	0.41			
Interaction	0.41	0.52	0.31	0.466	0.79	0.77		
Trendiness	0.36	0.52	0.45	0.302	0.67	0.59	0.49	

The second-order reflective social media marketing activity construct was developed by using the evaluations from the first stage for the corresponding aspects. To analyze a reflective concept, the initial and crucial step is to assess the multi-collinearity among the items using the variance inflation factor (VIF) (Hair et al., 2017). The Variance Inflation Factor (VIF) for each item must be less than 5 (Hair et al., 2017). The VIFs (Variance Inflation Factors) for each component of social media marketing activity were below 5. When dealing with second-order reflective construct items that have minimal outer weights, it is recommended in the literature to examine their outer loadings. These outer loadings should be kept if they are statistically significant (Hair et al., 2017). In our investigation, the outer weights or loadings of each item are significant. Therefore, we have decided to keep the items of each construct shown in Figure 2.

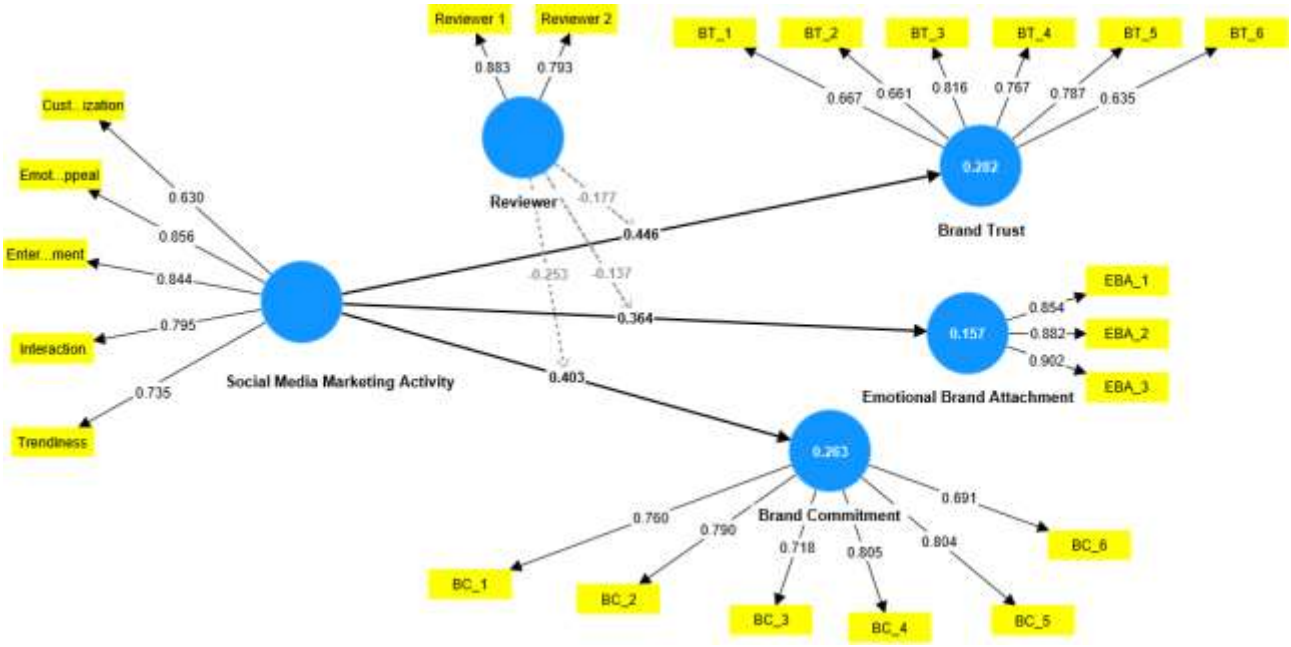


Figure 2: Validating Second-order Reflective Construct

The measurement model assessments also encompass the validation of these constructs that are of a higher level. An assessment was conducted to determine the dependability and accuracy of each of these concepts. Furthermore, a thorough evaluation was carried out to establish the distinctiveness of the overarching concepts compared to the more specific concepts (Tables 3, 4, and 5). The results on the dependability and accuracy of higher-order constructs demonstrate that both dependability and accuracy were effectively established. The reliability and convergent validity of all other constructs have been confirmed, as shown by a reliability value greater than 0.70 and an average variance extracted (AVE) higher than 0.50, respectively. In addition, while assessing reliability and validity, the distinction between the higher-order construct and the lower-order construct is also analyzed to determine discriminant validity. The results of the Fornell-Larker criterion suggest that the square root of the average variance extracted (AVE) of the construct is higher than its correlation with the other constructs. The HTMT value is additionally less than 0.90.

Table 3: Reliability and Convergent Validity of Second-order Reflective Construct

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
Reviewer	0.885	0.611	0.826	0.704
Social Media Marketing Activity	0.836	0.862	0.882	0.603

Table 4(a): Discriminant Validity of Second-order Reflective Construct (HTMT Ratio)

	Brand Commitment	Brand Trust	Emotional Brand Attachment	Reviewer	Social Media Marketing Activity
Reviewer	0.410	0.558	0.369		
Social Media Marketing Activity	0.452	0.585	0.413	0.685	

Table 4(b): Discriminant Validity of Second-order Reflective Construct (Fornell-Larker Criterion)

	Brand Commitment	Brand Trust	Emotional Brand Attachment	Reviewer	Social Media Marketing Activity
Reviewer	0.318	0.391	0.272	0.839	
Social Media Marketing Activity	0.432	0.496	0.366	0.801	0.776

Table 5: Cross Loadings of the Outer Model

	Brand Commitment	Brand Trust	Emotional Brand Attachment	Reviewer	Social Media Marketing Activity
BC_1	**0.760**	0.526	0.547	0.339	0.430
BC_2	**0.790**	0.462	0.426	0.236	0.343
BC_3	**0.718**	0.387	0.244	0.143	0.145
BC_4	**0.805**	0.369	0.255	0.186	0.241
BC_5	**0.804**	0.381	0.313	0.260	0.382
BC_6	**0.691**	0.246	0.277	0.184	0.268
BT_1	0.256	**0.667**	0.321	0.213	0.349
BT_2	0.186	**0.661**	0.259	0.190	0.346
BT_3	0.456	**0.816**	0.405	0.364	0.432
BT_4	0.485	**0.767**	0.336	0.332	0.337
BT_5	0.504	**0.787**	0.477	0.319	0.371
BT_6	0.428	**0.635**	0.547	0.268	0.308

EBA_1	0.387	0.449	**0.854**	0.201	0.305
EBA_2	0.480	0.519	**0.882**	0.264	0.341
EBA_3	0.406	0.440	**0.902**	0.250	0.319
Emotional appeal	0.434	0.432	0.313	0.637	**0.856**
Entertainment	0.319	0.351	0.231	0.830	**0.844**
Interaction	0.389	0.444	0.405	0.841	**0.795**
Trendiness	0.293	0.379	0.229	0.369	**0.735**
Customization	0.165	0.279	0.181	0.298	**0.630**

The precision of the structural model's predictions was assessed by utilizing the coefficient of determination R^2 values (which represent the amount of variance explained) in the subsequent PLS step. The endogenous variables, Brand Commitment, Brand Trust, and Emotional Brand Attachment, had significant R^2 values of 0.263, 0.282, and 0.157, respectively, as shown in Figure 3 and Table 6. The study indicates that social media marketing activity is responsible for 26.3%, 28.20%, and 15.10% of brand commitment, brand trust, and emotional brand attachment, respectively.

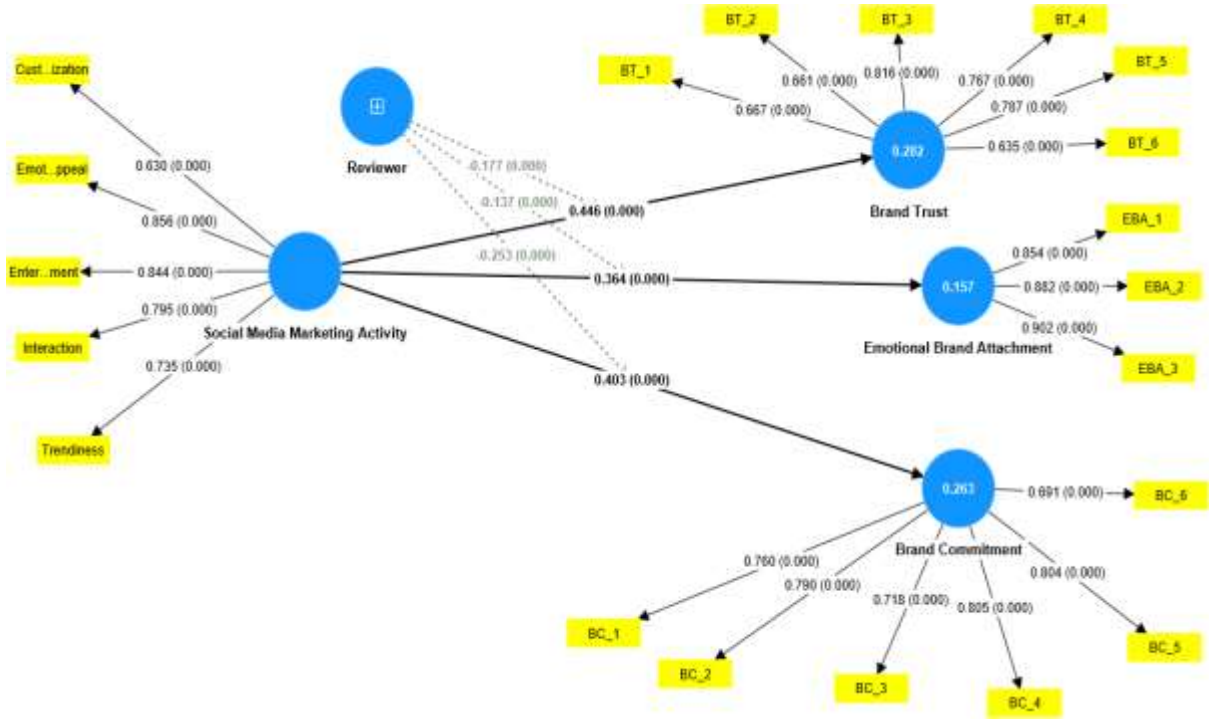


Figure 3: Measurement Model

Table 6: Structural Model Assessment

	PLS CRITERIA					
	R-square	R-square adjusted	Q²predict	F-square		
				Brand Commitment	Brand Trust	Emotional Brand Attachment
Brand Commitment	0.263	0.257	0.208			

Brand Trust	0.282	0.277	0.247			
Emotional Brand Attachment	0.157	0.151	0.131			
Social Media Marketing Activity				0.076	0.095	0.054

The f^2 effect sizes of the structural model link analyze the impact of external inputs on endogenous latent variables. Cohen (1988) established that effect sizes may be categorized as small, medium, or high, corresponding to f^2 values of 0.02, 0.15, and 0.35, respectively. The social media marketing activity has a minimal effect size of 0.076, 0.095, and 0.054 on brand commitment, brand trust, and emotional brand attachment, as shown in Table 6. In addition, the blindfolding approach was used to explore the cross-validated redundancy of Stone-Geisser's Q^2 values. The predictive accuracy of the structural model for the endogenous construct is demonstrated by Q^2 values larger than zero, as stated by Hair et al. (2019). Values above zero, 0.25, and 0.50 indicate small, medium, and substantial predictive accuracy, respectively. The three inherent dimensions possess a moderate level of predictive significance (brand commitment = 0.208, brand trust = 0.247, and emotional brand attachment = 0.131) within the proposed framework, as seen in Table 6. The statistical significance of the path coefficients was assessed by employing the bootstrapping method with 5000 resamples. Table 6 presents the path coefficients for the suggested direct impacts. Social media marketing activity has a positive impact on brand commitment ($\beta = 0.403$, $t = 6.308$, $p \leq 0.05$) and brand trust ($\beta = 0.446$, $t = 6.834$, $p \leq 0.05$), supporting hypotheses H1 and H2. Additionally, social media marketing activity significantly affects emotional brand attachment ($\beta = 0.364$, $t = 4.618$, $p \leq 0.05$), supporting hypothesis H3. The study found that online reviewers had a strong positive moderating influence on the link between social media marketing activity and brand commitment. This effect is supported by statistical evidence ($\beta = 0.253$, $t = 6.467$, $p \leq 0.05$), confirming hypothesis H4a. Furthermore, the study found that online reviewers have a significant positive moderating effect on the relationship between social media marketing activity and brand trust ($\beta = 0.177$, $t = 4.478$, $p \leq 0.05$), confirming hypothesis H4b. Additionally, there is a significant positive moderating effect of online reviewers on the relationship between social media marketing activity and emotional brand attachment ($\beta = 0.137$, $t = 3.512$, $p \leq 0.05$), supporting hypothesis H4c. These findings are presented in Figure 2 and Table 7.

Table 7: Results of Hypotheses Testing

	Original sample (O)	**Sample mean (M)**	**Standard deviation (STDEV)**	**T statistics (|O/STDEV|)**	**P values**
Social Media Marketing Activity -> Brand Commitment	0.403	0.409	0.064	6.308	0.000
Social Media Marketing Activity -> Brand Trust	0.446	0.445	0.065	6.834	0.000
Social Media Marketing Activity -> Emotional Brand Attachment	0.364	0.365	0.079	4.618	0.000
Reviewer x Social Media Marketing Activity -> Brand Commitment	0.253	0.250	0.039	6.467	0.000
Reviewer x Social Media Marketing Activity -> Brand Trust	0.177	0.176	0.039	4.478	0.000
Reviewer x Social Media Marketing Activity -> Emotional Brand Attachment	0.137	0.136	0.039	3.512	0.000

The adequacy of the model was evaluated by calculating the standardized root mean squared residual (SRMR) value of the PLS path model. Based on the recommended threshold for overall model fitness (SRMR 0.08), the calculated SRMR value for the PLS model (SRMR = 0.076) indicates that it falls within the acceptable range (Hair et al., 2016).

5. DISCUSSION

As mentioned earlier, a significant problem in today's society is the rapid expansion of social media and its integration with traditional media in different sectors. Social media platforms enable customers to interact with a vast number of other customers globally, making them valuable sources of brand information. Many studies have extensively examined the importance of social media marketing for brand building in both academic and real-world settings. However, there are still many areas in the research that need to be explored, and most researchers are currently focused on finding experimental evidence regarding the impact of social media marketing on brand commitment and brand equity in different industries. Additionally, researchers have also considered how social media marketing affects other branding This study investigates the growing trend of online brand communities in the context of social media. The model used aims to assess how social media activities influence brand commitment, brand trust, and brand emotional attachment, with online reviews playing a moderating role in the luxury brand industry. The study explores the impact of SMMa (emotional appeal, trendiness, customization, interaction, entertainment) on brand experience, brand commitment, trust, emotional attachment, and purchase intent. It also examines the role of user reviews on social media as moderator variables. The results indicate that SMMa influences brand commitment, trust, and emotional attachment. Therefore, SMMa plays a crucial role in shaping attitudes and purchase intentions. Additionally, online reviews also affect the relationship between SMMa and brand commitment, SMMa, and brand trust, and emotional brand attachment. The finding is supported by previous studies conducted in both offline and online settings (Albert et al., 2008; Nobar et al., 2020; Algharabat, 2017; Khan, 2022; Giovanis& Athanasopoulou, 2018; Kuo and Chen, 2023; Frei & Shaver, 2002). Our findings support hypotheses H1, H2, and H3, indicating that SMMa has a positive impact on brand trust, emotional brand attachment, and brand commitment, respectively. Specifically, we observed a significant path coefficient value of 0.446 between SMMa and brand trust, indicating that SMMa plays a crucial role in building brand trust within the luxury brand industry. Furthermore, these results align with previous studies conducted by Ibrahim et al. (2020), Hafez (2021), and Ibrahim (2022). The correlation coefficients between SMM activities emotional brand attachment (SMMa) and brand commitment are 0.403 and 0.364, respectively. These findings align with previous studies (Algharabat, 2017; Sharma et al., 2022; Choedon and Lee, 2020). Research consistently demonstrates that people lose interest in a brand or product once it becomes widely known. However, informative blogs gain popularity and attract more views when they incorporate entertaining features and reviews (Ismagilova et al., 2020; Kujur and Singh, 2020). The results of the path coefficients for hypotheses H4a (0.177), H4b (0.137), and H4c (0.253) in this context indicate that online reviews positivelysignificantly moderate the relationship between SMM dimensions and brand trust, emotional brand attachment, and brand commitment. The present research discovered that online reviews have a significant impact on the relationship between social media marketing activities (SMMa) and brand trust, emotional brand attachment, and brand commitment in luxury brands. These reviews can either boost or diminish brand commitment, trust, and attachment, which in turn increases customers' likelihood of returning to the same location. Successful SMMa efforts build customers' trust in the company, encouraging them to come back in the future. This study contributes to the advancement of social media marketing literature by identifying the moderating effects of the connection between SMMa and brand trust, commitment, and emotional brand attachment.

The current study contributes to the existing body of literature on social media marketing in several ways. Firstly, it enhances the understanding of the subject by investigating the impact of moderating online reviews on the relationship between brand trust, commitment, and emotional attachment. Social media marketing can shape consumers' perceptions of brands by fostering a sense of social identity. When individuals engage with a brand on social media, they may develop a stronger connection to it, leading to increased trust. Additionally, social identity playsa role in influencing emotional brand attachment and brand commitment. Information may be conveyed through primary or peripheral channels via SMM, depending on the nature and quality of the information offered. This can affect the level of trust consumers have in a brand. Peripheral signals that influence the process of persuasion can be found in online reviews. Customer expectations and perceptions significantly influence brand loyalty. Social media marketing (SMM) can shape these expectations, and online reviews can either confirm or refute them. When positive evaluations align with expectations, it enhances customer dedication and trust. SMM platforms are considered technical tools, and positive experiences on these platforms can enhance people's perception of their usefulness and user-friendliness,

thereby fostering commitment and trust. The research was based on social exchange theory, information adoption theory, and attachment theory.

The present study has significant implications for managers. Online reviews can have both positive and negative effects on SMM efforts. To enhance the effectiveness of their Social Media Marketing initiatives, brands can actively monitor and respond to reviews, pay attention to consumer feedback, and strategically leverage positive ratings. It is important to maintain a balance and view criticism, whether positive or negative, as an opportunity for improvement and engagement. Online reviews can have both positive and negative impacts on Social Media Marketing (SMM) efforts. To improve the effectiveness of their SMM campaigns, brands can actively monitor and respond to reviews, analyze customer feedback, and strategically leverage positive ratings. Maintaining a balance and considering feedback, whether positive or negative, as a chance for growth and communication are crucial. In the world of high-end brands, where the concepts of being unique, how people perceive the brand, and the brand's image are of great importance, social media marketing (SMM) can effectively shape and strengthen a brand's identity. By using social media marketing (SMM) to interact with, attract, and cultivate a sense of belonging among their desired audience, luxury companies must find a balance between being accessible and maintaining exclusivity. SMM is a valuable tool for luxury brands to encourage brand loyalty. By encouraging people to share their experiences, creating content that is generated by users, and participating in brand challenges, a sense of community and emotional connection can be fostered.

This study examined the impact of social media marketing activities (SMMa) on brand commitment, brand trust, and emotional attachment. Additionally, it investigated how online reviews influence this relationship. Previous research (Godey et al., 2016) focused on Facebook and Twitter as the only two social networking sites (SNSs). However, we argue that studying data from a single SNS may not accurately represent users' real-life behavior, as they often have accounts on multiple SNSs and may prefer some over others. Therefore, we analyzed the effects of SMMa on brand dimensions using various social networking platforms, including Facebook, Instagram, Snapchat, and Twitter, which feature pages for luxury fashion labels. Social exchange theory, information adoption theory, and attachment theory were foundational theories for the suggested research paradigm (Fetais et al., 2023). The results demonstrated that SMMa had a positive impact on brand trust, commitment, and emotional brand attachment. Furthermore, it was found that brand trust, commitment, and emotional brand attachment were positively associated with SMMa. Additionally, the study revealed the influence of online reviews on this relationship.

The conclusions of the study might only apply to the particular industry (luxury brands) or context that was studied, which would limit how broadly the findings could be applied to other fields (Rana & Dwivedi, 2016). Further, cultural subtleties have a big impact on how customers think and act. It's possible that the survey did not fully capture the range of answers from various cultural backgrounds. Even with efforts to create trustworthy measuring tools, subjectivity and inherent biases in self-reported data could compromise the validity and accuracy of the study's conclusions. Future research ought to take a dynamic viewpoint, taking into account how shifts in SMM practices over time affect customer perceptions, given how quickly social media is growing. This could entail a series of long-term research or real-time tracking. Studies that compare different industries can reveal trends in the way that SMM and customer outcomes are related. Comprehending the differences among industries helps furnish marketers with practical perspectives. The subsequent investigations may also delve deeper into the complex function of online reviews as moderators. A more comprehensive insight can be obtained by examining how various review types—positive, negative, and neutral—influence the connection between social media marketing efforts and brand dimensions associated with the customers.

REFERENCES

1. Agichtein, E., Castillo, C., Donato, D., Gionis, A., &Mishne, G. (2008, February). Finding high-quality content in social media. In Proceedings of the 2008 International Conference on web search and data mining (pp. 183-194).
2. Aji, P., Nadhila, V., & Sanny, L. (2020). Effect of social media marketing on Instagram towards purchase intention: Evidence from Indonesia's ready-to-drink tea industry. International Journal of Data and Network Science, 4(2), 91-104.
3. Albert, N., Merunka, D., & Valette-Florence, P. (2008). When consumers love their brands: Exploring the concept and its dimensions. Journal of Business Research, 61(10), 1062–1075.
4. Algharabat, R. S. (2017). Linking social media marketing activities with brand love: The mediating role of self-expressive brands. Kybernetes, 46(10), 1801-1819.

5. Algharabat, R. S. (2017). Linking social media marketing activities with brand love: The mediating role of self-expressive brands. Kybernetes, 46(10), 1801-1819.
6. Ali, F., Rasoolimanesh, S. M., Sarstedt, M., Ringle, C. M., & Ryu, K. (2018). An assessment of the use of partial least squares structural equation modeling (PLS-SEM) in hospitality research. International Journal of Contemporary Hospitality Management, 30(1), 514–538.
7. Alves, H., Fernandes, C., & Raposo, M. (2016). Social media marketing: a literature review and implications. Psychology & Marketing, 33(12), 1029-1038.
8. Arthur Jr, W., Bennett, W., &Huffcutt, A. I. (2001). Conducting meta-analysis using SAS. Psychology Press.
9. Belaid, S., &Temessek Behi, A. (2011). The role of attachment in building consumer-brand relationships: an empirical investigation in the utilitarian consumption context. Journal of Product & Brand Management, 20(1), 37-47.
10. Calder, B. J., Philips, L. W., &Tybout, A. M. (1981). Designing research for application. Journal of Consumer Research, 8(September), 197–207.
11. Carbone, L. P., & Haeckel, S. H. (1994). Engineering customer experiences. Marketing management, 3(3), 8-19.
12. Castronovo, C., & Huang, L. (2012). Social media in an alternative marketing communication model. Journal of marketing development and competitiveness, 6(1), 117-134.
13. Chen, S. C., & Lin, C. P. (2019). Understanding the effect of social media marketing activities: The mediation of social identification, perceived value, and satisfaction. Technological forecasting and social change, 140, 22-32.
14. Choedon, T., & Lee, Y. C. (2020). The effect of social media marketing activities on purchase intention with brand equity and social brand engagement: Empirical evidence from Korean cosmetic firms. Knowledge Management Research, 21(3), 141-160.
15. Choedon, T., & Lee, Y. C. (2020). The effect of social media marketing activities on purchase intention with brand equity and social brand engagement: Empirical evidence from Korean cosmetic firms. Knowledge Management Research, 21(3), 141-160.
16. Constantinides, E. (2014). Foundations of social media marketing. Procedia-Social and behavioral sciences, 148, 40-57.
17. Constantinides, E., Lorenzo-Romero, C., & Gómez, M. A. (2010). Effects of web experience on consumer choice: a multicultural approach. Internet research, 20(2), 188-209.
18. Daugherty, T., Eastin, M. S., & Bright, L. (2008). Exploring consumer motivations for creating user-generated content. Journal of interactive advertising, 8(2), 16-25.
19. Davis, M. H. (1983). The effects of dispositional empathy on emotional reactions and helping: A multidimensional approach. Journal of personality, 51(2), 167-184.
20. Deighton, J., & Kornfeld, L. (2009). Interactivity's unanticipated consequences for marketers and marketing. Journal of Interactive marketing, 23(1), 4-10.
21. Dwivedi, Y. K., Kapoor, K. K., & Chen, H. (2015). Social media marketing and advertising. The Marketing Review, 15(3), 289-309.
22. Ebrahim, R. S. (2020). The role of trust in understanding the impact of social media marketing on brand equity and brand loyalty. Journal of Relationship Marketing, 19(4), 287-308.
23. Escalas, J. E. (2004). Narrative processing: Building consumer connections to brands. Journal of Consumer Psychology, 14(1-2), 168-180.
24. Escalas, J. E., & Stern, B. B. (2003). Sympathy and empathy: Emotional responses to advertising dramas. Journal of Consumer Research, 29(4), 566-578.
25. Evanschitzky, H., Iyer, G. R., Plassmann, H., Niessing, J., & Meffert, H. (2006). The relative strength of affective commitment in securing loyalty in service relationships. Journal of Business Research, 59(12), 1207-1213.
26. Fetais, A. H., Algharabat, R. S., Aljafari, A., & Rana, N. P. (2023). Do social media marketing activities improve brand loyalty? An empirical study on luxury fashion brands. Information Systems Frontiers, 25(2), 795-817.
27. Fetais, A. H., Algharabat, R. S., Aljafari, A., & Rana, N. P. (2023). Do social media marketing activities improve brand loyalty? An empirical study on luxury fashion brands. Information Systems Frontiers, 25(2), 795-817.

28. Fournier, S. (1998). Consumers and their brands: Developing relationship theory in consumer research. Journal of Consumer Research, 24(4), 343-373.
29. Frei, J. R., & Shaver, P. R. (2002). Respect in close relationships: Prototype defnition, self-report assessment, and initial correlates. Personal Relationships, 9(2), 121–139.
30. Gallaugher, J., &Ransbotham, S. (2010). Social media and customer dialog management at Starbucks. MIS Quarterly Executive, 9(4).
31. Gautam, V., & Sharma, V. (2017). The mediating role of customer relationship on social media marketing and purchase intention relationship with special reference to luxury fashion brands. Journal of Promotion Management, 23(6), 872-888.
32. Gentile, C., Spiller, N., &Noci, G. (2007). How to sustain the customer experience:: An overview of experience components that co-create value with the customer. European Management Journal, 25(5), 395-410.
33. Gillin, P. (2007). The new influencers: A marketer's guide to the new social media. Linden Publishing.
34. Giovanis, A., & Athanasopoulou, P. (2018). Understanding lovemark brands: Dimensions and efect on Brand loyalty in high-technology products. Spanish Journal of Marketing-ESIC, 22(3), 272–294.
35. Godey, B., Manthiou, A., Pederzoli, D., Rokka, J., Aiello, G., Donvito, R., & Singh, R. (2016). Social media marketing efforts of luxury brands: Influence on brand equity and consumer behavior. Journal of Business Research, 69(12), 5833-5841.
36. Griskevicius, V., & Kenrick, D. T. (2013). Fundamental motives: How evolutionary needs influence consumer behavior. Journal of Consumer Psychology, 23(3), 372-386.
37. Griskevicius, V., Tybur, J. M., Gangestad, S. W., Perea, E. F., Shapiro, J. R., & Kenrick, D. T. (2009). Aggress to impress: hostility as an evolved context-dependent strategy. Journal of personality and social psychology, 96(5), 980.
38. Gurviez, P., &Korchia, M. (2002). Proposition of a multidimensional brand-trust scale. Recherche et Applications en Marketing, 17(3), 113.
39. Hafez, M. (2021). The impact of social media marketing activities on brand equity in the banking sector in Bangladesh: the mediating role of brand love and brand trust. International Journal of Bank Marketing, 39(7), 1353-1376.
40. Hafez, M. (2021). The impact of social media marketing activities on brand equity in the banking sector in Bangladesh: the mediating role of brand love and brand trust. International Journal of Bank Marketing, 39(7), 1353-1376.
41. Hair, J. F., Hult, G. T. M., Ringle, C., & Sarstedt, M. (2016). A primer on partial least squares structural equation modeling (PLSSEM). Sage publications.
42. Hair, J. F., Risher, J. J., Sarstedt, M., & Ringle, C. M. (2019). When to use and how to report the results of PLS-SEM. European Business Review, 31(1), 2-24.
43. Hair, J.F., Hult, G.T.M., Ringle, C.M. and Sarstedt, M. (2017), A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM), 2nd Edition, SAGE, Thousand Oaks, CA.
44. Ibrahim, B. (2022). Social media marketing activities and brand loyalty: A meta-analysis examination. Journal of Promotion Management, 28(1), 60-90.
45. Ibrahim, B., Aljarah, A., & Ababneh, B. (2020). Do social media marketing activities enhance consumer perception of brands? A meta-analytic examination. Journal of Promotion Management, 26(4), 544-568.
46. Ibrahim, B., Aljarah, A., &Sawaftah, D. (2021). Linking social media marketing activities to revisit intention through brand trust and brand loyalty on the coffee shop Facebook pages: Exploring sequential mediation mechanism. Sustainability, 13(4), 2277.
47. Ibrahim, B., Aljarah, A., &Sawaftah, D. (2021). Linking social media marketing activities to revisit intention through brand trust and brand loyalty on the coffee shop facebook pages: Exploring sequential mediation mechanism. Sustainability, 13(4), 2277.
48. Ismagilova, E., Slade, E., Rana, N. P., & Dwivedi, Y. K. (2020). The effect of characteristics of source credibility on consumer behaviour: A meta-analysis. Journal of Retailing and Consumer Services, 53, 101736.
49. Jackson, N. (2011). Infographic: Using social media to build brand loyalty. Retrieved from. m http://www.theatlantic. com/technology/archive/2011/07/infographic-using-socialmedia-to-build-brand loyalty/241701/ (accessed November 7, 2023).
50. Jain, R., Aagja, J., &Bagdare, S. (2017). Customer experience–a review and research agenda. Journal of Service Theory and Practice, 27(3), 642-662.

51. Kaplan, A. M., & Haenlein, M. (2010). Users of the world, unite! The challenges and opportunities of Social Media. Business Horizons, 53(1), 59-68.
52. Khan, I. (2022). Do brands' social media marketing activities matter? A moderation analysis. Journal of Retailing and Consumer Services, 64, 102794.
53. Kietzmann, J. H., Hermkens, K., McCarthy, I. P., & Silvestre, B. S. (2011). Social media? Get serious! Understanding the functional building blocks of social media. Business Horizons, 54(3), 241-251.
54. Kim, A. J., & Ko, E. (2010). Impacts of Luxury Fashion Brand's social media marketing on customer relationship and purchase intention. Journal of Global fashion marketing, 1(3), 164-171.
55. Kim, A. J., & Ko, E. (2012). Do social media marketing activities enhance customer equity? An empirical study of luxury fashion brand. Journal of Business research, 65(10), 1480-1486.
56. Kim, K. H., Kim, K. S., Kim, D. Y., Kim, J. H., & Kang, S. H. (2008). Brand equity in hospital marketing. Journal of Business Research, 61(1), 75-82.
57. Kujur, F., & Singh, S. (2020). Visual communication and consumer-brand relationship on social networking sites-uses & gratifications theory perspective. Journal of theoretical and applied electronic commerce research, 15(1), 30-47.
58. Kumar, V., Khan, I., Fatma, M., & Singh, A. (2022). Engaging luxury brand consumers on social media. Journal of consumer marketing, 39(1), 121-132.
59. KUMARADEEPAN, V. (2021). Nexus between social media and brand preference of smart mobile phones: An empirical study in Sri Lanka. The Journal of Asian Finance, Economics and Business, 8(8), 241-249.
60. Kuo, Y. F., & Chen, F. L. (2023). The effect of interactivity of brands' marketing activities on Facebook fan pages on continuous participation intentions: An S–OR framework study. Journal of Retailing and Consumer Services, 74, 103446.
61. Labrecque, L. I., Vor Dem Esche, J., Mathwick, C., Novak, T. P., & Hofacker, C. F. (2013). Consumer power: Evolution in the digital age. Journal of Interactive Marketing, 27(4), 257-269.
62. Lemon, K. N., Rust, R. T., & Zeithaml, V. A. (2001). What drives customer equity?. Marketing management, 10(1), 20-25.
63. Lin, C. A., & Xu, X. (2017). Effectiveness of online consumer reviews: The influence of valence, reviewer ethnicity, social distance and source trustworthiness. Internet Research, 27(2), 362–380.
64. Lin, L. Y. (2010). The relationship of consumer personality trait, brand personality and brand loyalty: an empirical study of toys and video games buyers. Journal of product & brand management, 19(1), 4-17.
65. Lin, L. Y., & Lu, C. Y. (2010). The influence of corporate image, relationship marketing, and trust on purchase intention: the moderating effects of word-of-mouth. Tourism Review, 65(3), 16-34.
66. Maja Šerić& Daniela Garbin Praničević (2017). Consumer-Generated Reviews on Social Media and Brand Relationship Outcomes in the Fast-Food Chain Industry. Journal of Hospitality Marketing & Management.
67. Mangold, W. G., & Faulds, D. J. (2009). Social media: The new hybrid element of the promotion mix. Business Horizons, 52(4), 357-365.
68. Manthiou, A., Chiang, L., & Tang, L. R. (2013). Identifying and responding to customer needs on Facebook fan pages. International Journal of Technology and Human Interaction (IJTHI), 9(3), 36-52.
69. Martin, K., & Todorov, I. (2010). How will digital platforms be harnessed in 2010, and how will they change the way people interact with brands?. Journal of Interactive Advertising, 10(2), 61-66.
70. Muntinga, D. G., Moorman, M., & Smit, E. G. (2011). Introducing COBRAs: Exploring motivations for brand-related social media use. International Journal of Advertising, 30(1), 13-46.
71. Naaman, M., Becker, H., & Gravano, L. (2011). Hip and trendy: Characterizing emerging trends on Twitter. Journal of the American Society for Information Science and Technology, 62(5), 902-918.
72. Ngai, E. W., Tao, S. S., & Moon, K. K. (2015). Social media research: Theories, constructs, and conceptual frameworks. International journal of information management, 35(1), 33-44.
73. Nobar, H. B. K., Kalejahi, H. K., & Rostamzadeh, R. (2020). Impact of Social Media Marketing Activities on brand equity and brand commitment in the leather industry. International Journal of Business Excellence, 20(2), 191-204.
74. Nobar, H. B. K., Kalejahi, H. K., & Rostamzadeh, R. (2020). Impact of social media marketing activities on brand equity and brand commitment in the leather industry. International Journal of Business Excellence, 20(2), 191-204.
75. Ogba, I. E., & Tan, Z. (2009). Exploring the impact of brand image on customer loyalty and commitment in China. Journal of Technology Management in China, 4(2), 132-144.

76. Ozdemir, S., Zhang, S., Gupta, S., &Bebek, G. (2020). The effects of trust and peer influence on corporate brand—Consumer relationships and consumer loyalty. Journal of Business Research, 117, 791–805.
77. Pan, L. Y., & Chiou, J. S. (2011). How much can you trust online information? Cues for the perceived trustworthiness of consumer-generated online information. Journal of interactive marketing, 25(2), 67-74.
78. Park, N., Kee, K. F., & Valenzuela, S. (2009). Being immersed in social networking environment: Facebook groups, uses and gratifications, and social outcomes. Cyberpsychology & behavior, 12(6), 729-733.
79. Pei, X. L., Guo, J. N., Wu, T. J., Zhou, W. X., & Yeh, S. P. (2020). Does the effect of customer experience on customer satisfaction create a sustainable competitive advantage? A comparative study of different shopping situations. Sustainability, 12(18), 7436.
80. Perera, C. H., Nayak, R., & Nguyen, L. T. V. (2020). The impact of subjective norms, eWOM and perceived brand credibility on brand equity: application to the higher education sector. International Journal of Educational Management, 35(1), 63-74.
81. Perera, H. N., Calkins, C., & Part, R. (2019). Teacher self-efficacy profiles: Determinants, outcomes, and generalizability across teaching level. Contemporary Educational Psychology, 58, 186-203.
82. Peterson, R. A., &Merunka, D. R. (2014). Convenience samples of college students and research reproducibility. Journal of Business Research, 67, 1035–1041.
83. Pham, P. H., &Gammoh, B. S. (2015). Characteristics of social-media marketing strategy and customer-based brand equity outcomes: a conceptual model. International Journal of Internet Marketing and Advertising, 9(4), 321-337.
84. Porter, M. E., & Michael; ilustraciones Gibbs. (2001). Strategy and the Internet.
85. Prahalad, C. K., & Krishnan, M. S. (2008). The new age of innovation. New York: McGraw-Hill Professional Publishing.
86. Puspaningrum, A. (2020). Market orientation, competitive advantage and marketing performance of small medium enterprises (SMEs). Journal of Economics, Business, & Accountancy Ventura, 23(1), 19-27.
87. Rana, N. P., & Dwivedi, Y. K. (2016). Using clickers in a large business class: Examining use behavior and satisfaction. Journal of Marketing Education, 38(1), 47–64.
88. Schmenner, R. W. (1986). How can service businesses survive and prosper?. Sloan Management Review (1986-1998), 27(3), 21.
89. Seo, E. J., & Park, J. W. (2018). A study on the effects of social media marketing activities on brand equity and customer response in the airline industry. Journal of Air Transport Management, 66, 36-41.
90. Septianto, F., Sung, B., Seo, Y., & Tugiman, N. (2018). Proud volunteers: the role of self-and vicarious-pride in promoting volunteering. Marketing Letters, 29, 501-519.
91. Šerić, M., &Praničević, D. G. (2018). Consumer-generated reviews on social media and brand relationship outcomes in the fast-food chain industry. Journal of Hospitality Marketing & Management, 27(2), 218-238.
92. Shao, G. (2009). Understanding the appeal of user-generated media: a uses and gratification perspective. Internet research, 19(1), 7-25.
93. Sharma, S., Singh, S., Kujur, F., & Das, G. (2020). Social media activities and its influence on customer-brand relationship: an empirical study of apparel retailers' activity in India. Journal of Theoretical and Applied Electronic Commerce Research, 16(4), 602-617.
94. Sherman, P. W., & Billing, J. (1999). Darwinian gastronomy: Why we use spices: Spices taste good because they are good for us. BioScience, 49(6), 453-463.
95. Song, S., & Kim, H. Y. (2022). Is social media marketing worth it for luxury brands? The dual impact of brand page satisfaction and brand love on word-of-mouth and attitudinal loyalty intentions. Journal of Product & Brand Management, 31(7), 1033-1046.
96. Swann Jr, W. B. (2012). Self-verification theory. Handbook of Theories of social psychology, ed. P. Van Lang, A. Kruglanski& ET Higgins. Sage.[MLB, aWvH].
97. Thomson, M., MacInnis, D. J., & Whan Park, C. (2005). The ties that bind: Measuring the strength of consumers' emotional attachments to brands. Journal of consumer psychology, 15(1), 77-91.
98. Tong, X., Su, J., & Xu, Y. (2018). Brand personality and its impact on brand trust and brand commitment: an empirical study of luxury fashion brands. International journal of fashion design, technology and education, 11(2), 196-209.
99. Tooby, J., & Cosmides, L. (2008). The evolutionary psychology of the emotions and their relationship to internal regulatory variables.

100. Valenzuela, S., Park, N., & Kee, K. F. (2009). Is there social capital in a social network site?: Facebook use and college students' life satisfaction, trust, and participation. Journal of computer-mediated communication, 14(4), 875-901.
101. Vollmer, C., & Precourt, G. (2008). Always on: Advertising, marketing and media in an era of consumer control (No. 18057). McGraw-Hill.
102. Yadav, M., & Rahman, Z. (2017). Measuring consumer perception of social media marketing activities in e-commerce industry: Scale development & validation. Telematics and Informatics, 34(7), 1294-1307.
103. Yadav, M., & Rahman, Z. (2018). The influence of social media marketing activities on customer loyalty: A study of e-commerce industry. Benchmarking: An International Journal, 25(9), 3882-3905.
104. Yoo, B., &Donthu, N. (2001). Developing and validating a multidimensional consumer-based brand equity scale. Journal of Business Research, 52(1), 1–14.