Impact of Social Media Advertisement on Customer Purchase Intention: A Sequential Mediation Analysis

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Abstract

The commercial climate for multinational organizations has changed as an outcome of the growth of significant online businesses. Consumer interest has evolved away from traditional buying behaviors due to modern societal digitization. This study intends to investigate how social media advertising affects consumers' intention to make a purchase while taking into account brand preference and brand image as potential mediators. An online survey was conducted among customers of a shoe retailer brand of Pakistan. The sample included 200 respondents who have experience of online shopping. Statistical results showed that social media advertising and consumer purchase intentions are significantly correlated. Additionally, our analysis discovers that brand preference and brand image play an important mediating role in the relationship between social media advertising and customers' purchase intentions. Furthermore, the study has highlighted the significance of social media advertising strategy for gaining the best position in customers' minds and enhancing brand perception.

Keywords: Social Media Advertising, Brand Preference, Brand Image, Customer Purchase Intention

Technology breakthroughs are changing the norm and way of life. One of the most fascinating breakthroughs in technology is online shopping, which is the best way to do business and guarantee the security of online transactions. It provides us with a more thorough method of finding, selecting, and obtaining the necessary goods and services. The present era's digitization has caused customers' interests to diverge from traditional buying patterns. Furthermore, the business environment for international corporations has transformed as a result of the expansion of large internet companies like Amazon, Grab, Lazada, Facebook, and Google. (Kannan, 2017). Some businesses struggle to stay up with new technologies even after investing in an updated advertising approach. Adversaries have the best chance to choose their goals and carry them out by presenting enticing bargains, unrestricted celebrity endorsements, and personalized content to stand out among the social media users who follow the most people. In order to maintain a competitive relationship with the customer, digital marketing has urged constant adjustments to marketing strategy. Consumer purchase intent is significantly influenced by digital marketing. However, there hasn't been much research done on the subject. (Toor & Husnain, 2017).

The study highlighted the importance of the relationship between customer purchase intention and social media advertising. Consumers buy and favor brands that solicit their opinions, offer tailored brand bargains, and cater to numerous enticing advertising channels that are in line with their wide-ranging preferences. Purchase intent is significantly influenced by a customer's internet search and time spent perusing e-commerce websites. (Donni, Dastane, Haba, & Selvaraj, 2018). Recognizing how digital marketing affects consumers' intentions to make purchases will help e-commerce companies draw new as well as loyal consumers to their websites. Innovative businesses should create a communications mix given the rapid advancement of technology and the intense competition (Wong et. al, 2019)

Brands promote themselves as the first preference in consumers' minds through social media advertising. According to Fishbin (1965), social media marketing affects consumers across the entire cognitive process, starting with brand identification, enhancing brand repute, and boosting brand familiarity. Tuten & Solomon (2014) evaluated how customers identify with

particular brands that deliver the standards they perceive through goods or services. Understanding brand tastes and patterns and developing marketing strategies based on consumer brand preferences are essential for the professional development of a marketer. (Aaker, 1997). A brand's social media presence is boosted by social media advertising, and in the end, audience interaction creates a favorable brand image and an online brand community, making the brand the preferred option for potential customers. Our research will therefore confirm that proactive social media advertising leads in the brand becoming the customers' preferred option. However, it is crucial to comprehend the various factors that influence consumers' waning interest in specific brands and to identify strategies for meeting consumer demand and needs.

The purpose of this study is to ascertain whether social media advertising impacts customer purchase intention by mediating the effect of brand image and brand preference. Additionally, the research will benefit the brand under study to engage in enhancing their social media advertising as a result of the research because, in the end, consumers are the ones who create brands. Figure 1 shows the theoretical framework of the study where social media advertising is the independent variable and customer purchase intention is the dependent variable. Moreover, the study entails two mediators, including brand preference and brand image.

Literature Review

Social Media Advertising and Customer Purchase Intention

The research focused specifically on the importance of successful marketing intimacy strategy (Morgan & Hunt 1994; Urban, Sultan, & Qualls 2001; Herbst et al. 2012). Brand trust reflects a consumer's perception of a brand's dependability (Erdem & Swait 2004). The ability of a customer to trust a product, brand, or service to carry out its stated functions from a variety of perspectives is referred to as brand trust (Moorman, Deshpande, & Zaltman 1993; Morgan & Hunt 1994; Doney & Cannon 1997; Chaudhuri & Holbrook 2001; Sirdeshmukh, Singh, & Sabol 2002; Erdem & Swait 2004). The relationship between trust and purchase intent has already been thoroughly researched in the context of online purchasing. However, there is still some gap with reference to the variables impacting consumer purchase intent in relation to social media advertising.

The focus of Liu et al. (2005) was on the connection between customers' specific purchase intentions and privacy presumptions. It has been demonstrated that trust plays a crucial role in influencing buyers' intentions to make purchases online. Kuan and Bock (2007) investigated the relationship between trust and purchase intent in the context of online grocery shopping and discovered a favorable correlation. Lee and Jeong (2014) analyzed that customers who trusted offline banking services were more likely to use the online banking services offered by the offline bank in examination of multi-channel banking situation. Additionally, Zboja and Voorhees (2006) examined consumers' perceptions of brand trust and repurchase intent and found that brand trust was closely related to consumer satisfaction and repurchase intent. A sense of familiarity is created by marketers' social media presence, and this familiarity may influence purchase intent. Therefore, it is supposed that social media advertising is positively associated with customer purchase intention, as specified:

H_1: Social media advertising is positively related to customer purchase intention.

Brand preference as Mediator

Advertising is a component of the promotion mix, also referred to as the 4P marketing mix (product, price, location, and promotion). In order to instill knowledge in the cognitive processes of potential customers and enable them to make purchasing decisions, advertising is an effective method. Through commercials, businesses establish an emotional connection with their consumers. These customers are therefore more inclined to connect emotionally with the brand's advertisements (Latif & Abideen, 2011). When a consumer pays attention to advertising, he experiences an emotional response to it which aids in brand promotion. People who experience a positive response then adopt the ideal attitude towards the product. According to Tang et al. (2007), a good response to a brand or specific advertisements improves the likelihood of a favorable evaluation. Additionally, Kurdsholi and Bozjani (2012) found in their research on Malaysian consumers that advertising is a really effective technique for informing and influencing customer behavior. Another research explored ow advertisements affect consumers' purchasing decisions (Latif & Abideen, 2011).

Prior research demonstrates that marketing initiatives have a favorable effect on brand perception. (Aaker 1996; Keller 1993; Keller & Lehmann, 2006). Yoo, Donthu, and Lee (2000), delved into how branding recognition and connections were affected by marketing strategies. The effects of marketing mix components on brand identity and image were investigated in another study (Kim & Hyun, 2011). According to Buil, de Chernatony, and Martnez (2013), marketing communication systems have an impact on brand cognition factors as perception, consistency, and associations. Social media marketing has an impact on the entire cognitive process, beginning with brand awareness, enhancing brand reputation, and increasing brand familiarity (Tuten & Solomon, 2014). Brands can increase awareness by keeping an active presence in the social media space where customers are "live". Additionally, social media marketing is employed to advance brand identification and recognition, ultimately persuading consumers to adopt a positive attitude towards brand purchases, just like with advertising or other promotional activities (Tuten & Solomon, 2014).

The focus on consumer purchase intent and brand preference is both authoritative and conceptually significant and connected. Leong (2000), who notably addressed and focused on the consumer purchase intention of more youthful purchasers or brand customers in general, is one Asian-based study that has previously exhibited this kind of attention. Similar to this, it has long been claimed and upheld that advertisers view consumer buy intent as the most accurate and precise signal of customer purchasing behavior (Pecotich, Pressley, & Roth, 1996; Morwitz & Schmittlein, 1992). Brand value or brand equity has an impact on consumers' preferences for a brand as well as their individual purchasing intentions and final brand decision. (C. J. Cobb-Walgren, C. A. Ruble, & N. Donthu, 1995)

When people gravitate toward a certain brand and purchase an item or service when provided with comparable outcomes, this is referred to as brand preference (Hellier et al., 2003). Crites, Fabrigar, and Petty (1994) found out that person's style and propensity for behavior can give away their disposition, On the basis of inclination, various options are explored (Lutz, 1991). Beginning with the perspective of what is offered in exchange for what is received, value equity is a client's goal judgement of a brand's usefulness (Vogel et al., 2008). Quality, expense, and lodging are three major factors that influence esteem worth (Lemon et al., 2001). Second, connection value conveys a client's desire to maintain a relationship with a brand beyond objective and subjective evaluations. In most cases, a firm's control over dependability programs may improve relationship value; but, as clients are given more options, loyalty to a certain brand becomes more brittle than it was yesterday (Kim., 2012). What matters most is to build strong customer relationships by great care or appreciation, Finally, brand value is a consumer's emotional and ephemeral assessment of a brand that goes well beyond its financial worth (Kim et al., 2008; Lemon et al., 2001).

The relationship between buy anticipation and commercial appropriateness has been discussed previously. As a result, Baker and Churchill (1977) developed a scale to determine promotion appropriateness. According to Kwek et al. (2010), purchase expectancy is one of the qualities associated with psychological behavior. The research lead by (Walgren, et al., 1995) explored the brand value, brand inclination, and purchase intention with the link between brand value and buy aim. Brand choice has been shown to influence business execution in the past. According to Aaker and Jacobsen (1994), stronger brand preference, has a favorable and large link with the entire brand image in the eyes of customers. Hence, we hypothesize that brand preference mediates the relationship between social media advertising and customer purchase intention.

Brand Image as Mediator

The value of a brand's image in marketing has long been recognized (Keller, 1998). According to Mao (2010), brand image is critical in the growth of a company's brand. Aaker (1991) defines brand image as "a collection of brand associations that are everything connected in memory with a brand, typically in some meaningful sense," and it can also be defined as the sum of a consumer's opinions and beliefs about a brand (Campbell, 1993). In contrast, Kotler and Armstrong (1996) describe brand image as "a set of ideas held about a given brand." Faircloth et al (2001) investigated that brand preference may be formed either directly or indirectly through brand image and brand attitude. Brand image has a positive influence on brand preference, (Juntunen et al. 2011; Chang and Lui 2009; Mishra 2009).

The arrangement of affiliations related to the brand in buyers' memory, representing how the brand is regarded in the psyche of shoppers (Keller, 1993). To put it another way, brand

ascribes are the enticing characteristics and features that characterize a brand, conveying the brand's sentiments to buyers (Keller, 2001). Customers' perceived value is addressed by brand credits; it is also viewed as the brand's helpful, experiential, and representational worth accommodated purchasers (Keller, 2013). Customers' evaluations and judgements about a brand's qualities and benefits are referred to as brand disposition (Keller, 2010). Brand image is regarded as one of the most important aspects in the brand-building process because it is effective in forming buyers' image inclination (Cobb-Walgren et al., 1995). The apparent relationship between purchasers and brands created by brand communication and experience is seen as a contributor to the development of the brand image in the brand-building process (Reza Jalilvand & Samiei, 2012). Given the growing importance of online media in marketing, advertisers are increasingly relying on social media marketing (SMM) to deliver brand-related messages and build a strong and positive brand image in the minds of customers (Keller, 2013).

Consumers are interested in accessing information from online media brand contact with engaging components, such as images and videos published on Facebook and Instagram, which is appealing in attracting the attention of buyers looking for joy and happiness (Manthiou et al., 2014; Merrilees, 2016). Openness to engaging brand content, such as video clips, images, and anecdotes, appears to encourage brand review and memorability (Ismail, 2017). When customers engage in the engaging elements available on web-based media brand pages, their enthusiasm aids in the development of a good experience-related connection with them, and as a result, they are more likely to regard the brand positively (Liu and Arnett, 2000; Keller, 2013). Hence, we hypothesize
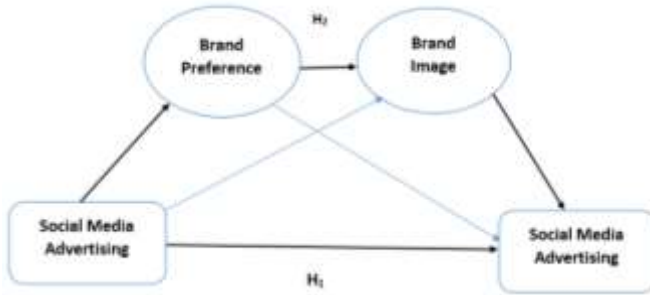
According to Lee and Lim, (2020), Sousa et al., (2019) and Park and Park, (2019), brand image has been a fascinating topic of discussion in advertising literature. Furthermore, brand image has played a significant role in organization recognition and has shown to be an effective marketing tool (Park & Park, 2019). Furthermore, brand image research has been regarded as the foundation of promoting and publicizing research. It has not only been used as a rule for strategic showing mix concerns, but it has also played an important role in increasing long-term brand value (Aaker, 1996; Keller, 1993). Keller (1993) defined brand image as "insights about the brand revealed by the brand associations kept in the purchaser's mind." Furthermore, a clear brand image has helped buyers comprehend the company's requirements and distinguish it from its competitors. As a result, the likelihood of buyers purchasing the brand has increased (Hsieh et al., 2004). An organization or its products/benefits that consistently have a positive image in the eyes of the general public will almost certainly have a better position on the lookout, a more favorable advantage, and a larger share of the entire industry and execution (C. W. Park et al., 1986; Sondoh Jr et al., 2007). Some previous studies have acknowledged a link between brand image and consumer loyalty (Anwar et al., 2019; Wu et al., 2011).

When customers have a favorable impression of a store's image, it has a positive impact on the store's branding (Dhar & Hock, 1997; Pettijohn et al., 1992). According to Agrawal et al. (1996) and Dhar and Sell (1997), a store's image has an influence on the evaluation of its image. The findings of Vahie and Paswan's (2006) study confirm that the quality component of the shop image has an impact on quality and love. In summary, the sign usage hypothesis asserts that a store's image might influence item quality (Dawar & Parker, 1994). Furthermore, the brand augmentation essay supports the idea that store affiliations might add up to the store's brands (Collins-Dodd &Lindley, 2003). Furthermore, when customers are unfamiliar with the brand, the store image is typically the most important indicator for making a quick purchase choice. As a result, the store image has a direct and positive association with the consumers' purchase intent. The greater a customer's purchasing goal is, the more assured a store image is (Dodds et al., 1991; Grewal et al., 1998).

According to Fishbein and Ajzen (1975), buy expectancy is the purchaser's actual desire to acquire commoditizes (Fishbein & Ajzen, 1975). The buy goal was defined as a combination of the shoppers' interests and the likelihood of acquiring the items. Previous study found that buy anticipation was strongly linked to demeanor and preference for the brand or item (Kim & Ko., 2012). Kotler (2003) exhibited that buy expectation could likewise be impacted by a singular's discernments and unforeseeable circumstances. A singular's perspectives identified with private inclination and unanticipated conditions highlighted the conditions that change the buy expectation (Kotler, 2003). Moreover, different researchers placed that purchasing aim was characterized as the propensity of the buyers to buy the merchandise. The more a consumer might want to purchase an item, the higher the buy goal (Dodds et al., 1991). Hence, we hypothesize;

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H₂: Brand preference and brand image sequentially mediate the relationship between social media advertising and customer purchase intention.

Figure 1.
Theoretical Framework

Methodology

The target population of the study includes all customers who have engaged and visited the social media platforms of Metro Shoes in Pakistan. The customers included males and females with different backgrounds. The online questionnaire included multiple choice questions which were shared among customers. To obtain maximum number of responses, perfect an exact outcomes convenient sampling. From the population we chose the customers living in Pakistan and applied random sampling technique. The sample included 200 responses as sample size of the study was taken based on a theory by Nunnally, (1978) as ten multiply by the number of items in the questionnaire i.e., (20*15=300). Where each respondent is assumed to have been a customer of metro shoes. Primarily our data collection procedure comprised of a questionnaire survey. The questionnaire was formulated on Google forms. As this is primary research, the most appropriate data analysis tool is SPSS. We used Model 6 of SPSS process Hayes for the testing of our proposed hypotheses.

Measures

The scale of measurement for all four variables was a five-point Likert scale ranging from 1= strongly disagree and 5= strongly agree. Social media advertising was measured using 6-items scale developed by (Hanaysha, J., 2016). A Sample of social media advertising is, "The social media advertisements for Metro Shoes are frequently seen." Brand preference was measured using a 5-items scale developed by (Sääksjärvi, M., & Samiee, S., 2011). An example of sample for brand preference is, "I prefer Metro Shoes over other brands like it." Brand image was assessed by using a 5-items scale developed by (Hien, N., 2020). The sample items for brand image include "Metro Shoes is one of the best brands in the industry." Customer purchase intention was measured using a 4-items scale. The sample item includes "I will buy products of Shoes brand that are advertised on social media." established by (Al alwan, A. A., 2018).

Results and Discussion

The study entails the demographic of research participants including their gender, age, marital status, income bracket, occupation, and experience with Shoes brand. The findings indicated that majority of the participants were female (256, 85.3%) while one-fifth of the participants were male (44, 14.7%). The age of 200 respondents ranged from 18 to 35 and above years. Majority of the participants belonged to 18-24 years age group (62.0%), followed by 25- 30 years age group (20.7%), 31 to 35 years age group (8.3%) and 35 & above years (9.0%). (73.7%) 221 respondents were found to be unmarried, (25.3%) 76 were married and (1.0%) 3 were divorced. Amongst 200 respondents 124(41.3%) have income of 35k and above while 93 (31.0%) have income bracket of 10k-15k. Majority of the respondents were found to be students followed by private employees 142(47.3%). It was also found out that majority of the respondents had more than 4 years of experience with Shoes brand 135(45%).

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We have used descriptive statistics to present the analysis of data along with interpretations in the following:

Table 1.
Descriptive analysis

Study Variables	Mean	Std. Deviation
Social Media Advertising	2.76	0.904
Brand Image	3.07	0.967
Brand Preference	3.15	0.891
Customer Purchased Intention	3.45	0.983

According to descriptive statistics the mean values vary from 2.76 to 3.45, with response standard deviations ranging from 0.891 to 0.983. The mean score for items assessing social media advertising, brand image, brand preference and purchase intention were high and much higher than the midpoint. Social media advertising had an average (mean) of 2.76 and a standard deviation of 0.904. Brand image items had a mean (average) of 3.07 and a standard deviation of 0.967. Additionally, brand preference yielded a mean of 3.15 and a standard deviation of 0.891. Finally, customer purchase intention had a mean of 3.45 and a standard deviation of 0.983.

Table 2.
Exploratory Factor Analysis

Exploratory Factor Analysis					
Items	Components				Communalities
	SMA	BI	CPI	BP	
SMA1	.650				.529
SMA2	.804				.723
SMA3	.850				.808
SMA4	.819				.756
SMA5	.743				.666
SMA6	.657				.547
BI1		.744			.718
BI2		.811			.814
BI3		.841			.822
BI4		.785			.780
BI5		.595			.637
CPI1			.811		.711
CPI2			.880		.815
CPI3			.755		.670
CPI4			.617		.535
BP1				.716	.700
BP2				.640	.570
BP3				.707	.713
BP4				.623	.458
Eigenvalue	7.411	2.729	1.683	1.195	
% Of total variance	39.005%	14.361%	8.623%	6.290%	
Total Variance					68.279%

We ran EFA using SPSS 24 version to see factor structure. A principal component factor analysis of 19 Likert scale items was performed. The test of Kaiser-Meyer Olkin (KMO) measure of sampling adequacy was 0.89 which is above the generally recommended threshold of 0.60 (Kaiser, 1970, 1974). This KMO value suggested that the sample was enough for factor analysis. Bartlett's test of Sphericity reached statistical significance with $\chi2(171) = 3483.987$, $p < 0.001$ which indicated that correlations were satisfactorily large for EFA. According to Osborne and Costello (2005), in social science sciences, communalities within the range of 0.40 to 0.80 are the most common and

acceptable. All components of social media advertising, brand image, brand preference and customer purchase intentions have communalities withing the range 0.45 to 0.82 which further validate that each item shared some common variance with other items in the data set. Given indices supported the inclusion of all 19 items in the factor analysis.

The Eigenvalues analyses interpreted that the first four components had their initial Eigenvalues above 1 i.e., 7.411, 2.729, 1.638 and 1.195 respectively. The values of these components total variance are 39.005%, 14.361%, 8.623% and 6.290% respectively. The remaining components 5th, 6th till 19th had an initial Eigenvalue below 1. The general rule of thumb used to determine the number of factors retains is Kaiser 's criterion (Kaiser, 1960; Hair et al., 2006; Yong and Pearce, 2013). Following the general rule of thumb, the components that will be retained will be those with the initial Eigenvalue above 1. Following the rule, four-factor solution was preferred which had the total cumulative variance of 68.279% of the total variance. All items in rotated component matrix had primary loadings above absolute threshold value of 0.60 (Field, 2013; Guadagnoli and Velicer, 1988; Hair et al., 2006; Kline, 1994; Stevens, 1992). First 6 items loaded on the first factor which represents social media advertising, next 5 items loaded on the second factor which belong to brand image, moreover 4 items loaded on third factor which represents customer purchase intention and the last 4 items loaded on fourth factor which represents brand preference. The factor loading for social media advertising ranged from 0.650 to 0.850, factor loading for brand image amounts from 0.594 to 0.841. However, we utilize a general rule of thumb for brand image (BI5) and consider it as part of that group where it has a higher value of factor loading, thus we consider it as part of second factor. The loadings for one item are less than the threshold of 0.60 and the remaining values are above the acceptable range of 0.60. The factor loading for customer purchase intention ranged from 0.617 to 0.880, and the factor loading brand preference ranged from 0.623 to 0.716. Conclusively, the results demonstrated that each variable is independent of other study variables and each item is related to expected factor structure that is analyzed.

Table 3.
Reliability analysis

Variable	No. of Items	Cronbach's Alpha α Value	Level of Reliability
Social Media Advertising	6	0.88	Very Good
Brand Image	5	0.87	Very Good
Brand Preference	4	0.72	Adequate
Customer Purchase Intention	4	0.85	Very Good

We computed Cronbach's alpha values to test the reliability and internal consistency between items of each construct (i.e., social media advertising, brand image, brand preference and customer purchase intention). According to Cronbach (1951), the threshold value to verify reliability and internal consistency of a scale's items is that it should be equal to or greater than 0.70. Moreover, Kline (1998) advocated that value of Cronbach's alpha (reliability coefficient) greater than or equal to 0.90 can be regarded as (excellent), an alpha value near to 0.80 as (very good) and an alpha value approximately 0.70 as (adequate). Table displays the outcomes of reliability test for the current study and Cronbach 's α for all variables 'scales met the threshold value, ranging among adequate and very good (i.e., 0.85 to 0.88). The results indicated that all variables have internal consistency of 85% to 88% and there is no kind of reliability issue in our data set.

Table 4.
Data normality

	Skewness		Kurtosis	
Variables	Statistic	Std. Error	Statistic	Std. Error
Social media advertising	.434	.141	.232	.281
Brand image	.356	.141	-.257	.281
Brand preference	-.005	.141	-.790	.281
Customer purchases intention	-.727	.141	-.170	.281

We applied Kurtosis and Skewedness to check the data normality. Kurtosis measures the tail extremity reflecting the presence of outliers, whereas Skewedness measures the direction and

degree of asymmetry. The responses for all the items were normally distributed with Kurtosis ranging between +3 and -3 (SE = -0.170 to 0.232) and Skewedness ranging from between + 1 and -1 (SE = -0.005 to 0.434) (Hair et al., 2010).

Multicollinearity among the study variables i.e., social media advertising, brand image and brand preference were investigated using variance inflation factor (VIF), tolerance and condition index. The VIF should not be > 10, tolerance value should not be < 0.1, and condition index should be < 15 (Fox, 1991; Pallant, 2011). In our study, the VIF values of social media advertising (1.495), brand image (1.583) and brand preference (1.265) all were less than 10. Furthermore, the tolerance values of the independent variables were also greater than 0.01.

Finally, the condition index for all the four dimensions was less than 15. Therefore, these results suggest that there was no issue of multicollinearity. The highest value for Durbin-Watson was d = 1.425, which was almost between the two critical values of 1.5 < d < 2.5 and therefore we can also assume that there exists a minor extent of linear autocorrelation in our regression data.

Table 5.
Bivariate correlation

	Correlations			
	Social media advertising	Brand image	Brand preference	Customer purchase intention
Brand image	.557**	1		
Brand preference	.370**	.430**	1	
Customer purchase intention	.351**	.362**	.513**	1

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

To assess the relationship among our study variables we performed bivariate correlation analysis. Outcomes disclose that correlation coefficients are in the anticipated directions and provide preliminary support for our proposed hypotheses. Results show that Brand Image has a positively significant relationship with Social Media Advertising ($r = 0.557$, $p < 0.01$). Brand Preference has a positive and significant relation with Social Media Advertising ($r = 0.370$, $p < 0.01$) and Brand Preference is also positively associated with Brand Image ($r = 0.430$, $p < 0.01$). Moreover, Customer Purchase Intention is positively and significantly associated with Social Media Advertising, Brand Image and Brand Preference respectively, ($r = 0.351$, $p < 0.01$), ($r = 0.362$, $p < 0.01$), and ($r = 0.513$, $p < 0.01$).

Table 6.
Sequential mediation hypothesis testing

Process Hayes Model 6					
Outcome: BP					
		R	R-sq	F	P
Model Summary		0.370	0.137	47.168	0.000
		Model			
	Coeff	t	P	LLCI	ULCI
Constant	2.146	13.946	0.000	1.892	2.400
SMA	0.364	6.868	0.000	0.277	0.452
Outcome: BI					
		R	R-sq	F	P
Model Summary		0.607	0.368	86.587	0.000
		Model			
	Coeff	t	P	LLCI	ULCI
Constant	0.818	4.448	0.000	0.515	1.122
BP	0.282	5.232	0.000	0.193	0.371
SMA	0.493	9.285	0.000	0.406	0.581
Outcome:CPI					

Model		R	R-sq	F	P
Summary		0.548	0.301	42.430	0.000
Model					
	Coeff	t	P	LLCI	ULCI
Constant	1.255	6.169	0.000	0.919	1.591
BP	0.460	7.624	0.000	0.360	0.559
BI	0.108	1.739	0.083	0.006	0.221
SMA	0.150	2.315	0.021	0.043	0.256
Direct Effect of X on Y					
Effect	**SE**	**t**	**P**	**LLCI**	**ULCI**
0.150	0.065	2.315	0.021	0.043	0.256
Completely standardized indirect effect of X on Y					
	Effect	**Boot-Se**	**BootLLCI**	**BootULCI**	
Ind1	0.154	0.032	0.106	0.212	
Ind2	0.010	0.006	0.002	0.022	
Ind3	0.049	0.031	0.002	0.103	

We have used 90% confidence interval. For our first hypothesis the outcomes represent that there is a positive and significant impact of social media advertising on customer purchase intention, (β = 0.150, p < 0.05). For our second hypothesis the outcomes represent that there is a significant impact of social media advertising on brand preference, (β = 0.364, p < 0.01). For our third hypothesis the outcomes represent that brand preference has a significantly positive impact on customer purchase intention, (β = 0.460, p < 0.01). For our 4th hypothesis the outcomes represent that brand preference significantly mediates the relationship between social media advertising and customer purchase intention. Because the bootstrap LLCI, 0.106 and ULCI, 0.212 both values are positive, and they do not contain zero. Hence our hypothesis is supported. For our fifth hypothesis the outcomes represent that brand preference is positively and significantly related to brand image, (β = 0.282, p < 0.01). For our 6th hypothesis the outcomes represent that social media advertising is significantly and positively related to brand image, (β = 0.493, p < 0.01). Our seven hypothesis states that brand image is positively and significantly related to customer purchase intention, (β = 0.108, p < 0.10). For our eight hypothesis the outcomes represent that brand image has a significantly positive impact between the relationship of social media advertising and customer purchase intention. Because the bootstrap LLCI, 0.002 and ULCI, 0.103 both values are positive, and they do not contain zero. Hence our hypothesis is supported. Lastly our 9th hypothesis states that brand preference and brand image sequentially mediate the relationship between social media advertising and customer purchase intention. Because the bootstrap LLCI, 0.002 and ULCI, 0.022 both values are positive, and they do not contain zero. Hence our hypothesis is supported.

With brand preference and brand image acting as mediators, our study is a novel attempt to analyze the impact of social media advertising on customer purchase intention. Customers of the brand of shoe retailer are the target audience for our study. Given that it is the first study to look at customers' purchase intentions for a Pakistani shoe shop brand, our study is significant. The full set of findings from our presented hypotheses was validated and agreed with earlier research on the subject.

The study's findings show that social media advertising and trust have an impact on consumers' intentions to buy. Data suggests that social media marketing has a greater impact on purchase intentions when used in conjunction with social networking sites. Our findings have confirmed our hypothesis, which suggests that improved social media advertising will probably also increase brand preference. According to Morgan and Hunt (1994), Urban, Sultan, and Qualls (2001), and Herbst et al. (2012), it's crucial to develop an effective marketing intimacy plan. In the past, a substantial study has been done on the connection between social media advertising and purchase intent when it comes to online shopping. According to Liu (2005), trust is a crucial factor in influencing buyers' intentions to make purchases online.

Second, we conclude that brand preference among consumers is positively impacted by social media advertising. Our findings supported our hypothesis, which suggests that improved social media advertising will probably also increase brand preference. According to research, marketing initiatives have a favorable effect on brand evaluation (Aaker 1996; Keller 1993; Keller & Lehmann,

2006). For instance, Yoo, Donthu, and Lee (2000) looked into how marketing strategies affected brand recognition and associations. Kim and Hyun (2011) looked into how the marketing mix's components affected brand identity and image. Social media marketing has an impact on consumers throughout the entire cognitive process, starting with brand identification and progressing through improved brand repute and increased brand familiarity (Tuten & Solomon, 2014).

Thirdly, we discover that brand preference and consumer purchase intention have a positive relationship; customers are more likely to make a purchase when they prefer one brand to another. Our findings demonstrate that some customers are more devoted to and inclined towards their preferred brands. The focus on brand preference and customer purchase intent is significant and related in both concrete and speculative ways. Leong (2000), for example, specifically addressed and concentrated on the customer purchase intention of the more youthful purchasers or customers of brand in general in an earlier study using Asian settings. A similar claim and argument have been made that advertisers have for some time now considered customer purchase intention to be the most accurate. The justification for this is that consumers today are predisposed towards a brand when it engages in significant social media advertising across a variety of advertising platforms. Over time, this brand becomes their preference, and when they need to make a purchase, they aim to do so from that particular company.

Brand preference is addressed when consumers favor a particular brand and purchase the good or service when compared to alternatives that produce results that are similar (Hellier et al., 2003). According to Keller (1993), brand image is the sum of all brand associations in the consumer's memory that results in brand perception and association, which includes brand qualities, advantages, and attitude. We also discovered that brand preference has a positive impact on brand image. Customers' preferences for products and services are influenced by brand image. The importance of brand image in marketing has long been acknowledged (Keller, 1998). Brand image is described by Aaker (1991) as a ""collection of brand associations that are anything associated in memory to a brand, generally in some meaningful way".

Finally, it was demonstrated that brand preference and brand image sequentially mediate the relationship between social media advertising and customer purchase intention. Brand inclination was defined as customers' propensity towards specific brands that audit their intellectual data handling towards brand improvements. Accordingly, research demonstrated that a buyer's perception of a brand triggers inclinations or viewpoints, which affects his or her objectives and brand decisions (Bagozzi, 1982). The inclination represented a transitional stage between the information sources and the buyer decision model's outcomes. According to Bagozzi (1983), there was a relationship between data handling and the expectation to pick up or buy.

Theoretical and Practical Implication

The findings of this study will be helpful to brand advertisers in determining how much the personality of a brand, the personality of the firm, and the personality of the customer influence a brand's inclination. This review encourages cooperation between companies, people, and individuals to affect consumer brand choice. The study adds to the body of knowledge in marketing. According to the results of our study, shoe companies like Metro Shoes should make investments in building a strong social media presence and enhancing social media advertising because customers have shown a tendency to favor companies with a strong social media presence. The hypothesis that we used as the foundation for our research—that more social media advertising makes consumers more likely to make purchases—is supported by our study.

Conclusion, Limitations, and Future Directions

The research demonstrates a strong connection between social media advertising and consumer purchase intentions. Additionally, our analysis discovers that brand preference and brand image play important mediating roles in the relationship between social media advertising and customers' purchase intentions. Our study focuses on the influence of consumers' waning interest in Metro Shoes in Lahore, while previous research has looked at the various effects of our study variables. In order to place itself in the best possible light in consumers' thoughts and improve its brand image, Metro should strengthen its social media advertising approach, according to the findings of our offered hypotheses. To draw customers, Metro should work with well-known social media influencers. In order for the brand under study to achieve the top consumer preference, our research will assist it in improving its social media advertising.

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The research study has some limitations. In our research, we have not looked at similar competitive brands from the same industry or brands from various enterprises thus, there is a degree to do as such. Additionally, this evaluation takes into account findings from a single public context; therefore, a cross-public review may be directed to increase the credibility of the discoveries. Additionally, we contextualized our research to reflect Pakistani consumers. Additional research can be done on African consumers' attitudes toward social media advertising.

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