The Impact of Social Media Activities on Emotional Attachment with the Mediating Role of Brand Image and Brand Commitment of Retail Sector

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ABSTRACT

The purpose of social media networks in creating emotional attachment, especially with respect to Pakistan’s retail industry, is understudied. The social media role is an emergent field of research in retail industry. Social networking is an efficient tool to make sales grow, but small-scale companies do not seize the chance of using social media activities. The common issue in business is that certain companies do not make sufficient use of social media in marketing leadership. The corporate issue mentioned in the current study is particularly which certain retail companies do not participate in social media activities i.e. SMI, SMB, SMR and BPC which leads to a constructive brand image and customer’s brand loyalty emotionally. Positivism Philosophy is used in this study. Deductive Approach is applied which is used for developing an existing theory-based hypothesis. Investigating research is used in this study. It is a quantitative study; the information was compiled using online survey. Data was collected by utilizing adapted questionnaire from 384 customers of top 10 fashion retail brands in Pakistan. Social media marketing theory and attachment theory are used. Convenience sampling technique is used that is the type of nonprobability sampling. The results of structural model demonstrate the influence of Social Media Activities on Brand Image and Brand Commitment respectively and all the hypothesis are supported except the influence of Social Media Rewards on Brand Commitment as it is not supported.

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1. Introduction

Digital marketing took the lead in the marketing world, integration of technology is creating a highly engaging environment for customers, especially on social media (Ananda et al., 2019). Facebook and Instagram have confirmed that on a daily basis, there are approximately 2 and 1 billion active users, simultaneously (Koay et al., 2020). These figures therefore show an opportunity to use social media networks as marketing media for companies (Yadav & Rahman, 2018).
The aspects of social media networking give companies the chance to reach their customers directly. These interaction practices can include the processing of customer complaints which can affect their decision-making process positively (Koay et al., 2020). Evidently, 93% of social media users agree that all organizations need to engage in social media because it is cheaper and better than other conventional media like radio, the newspaper and magazines (Ashraful Azam Khan et al., 2020).

More lately, (Prasad, Marketing, 2019) reported a research on Social Media Marketing and brand building in India found that cooperative SMMs with response mechanism as well as Electronic Word of Mouth with brand emphasis has a significant role to play in building long lasting brand trust and CBE, therefore supporting consumer desire.

Simon & Tossan, (2018) proposed that the social exchange of brand-consumers has a major effect on Customer Brand Engagement, acclaiming to strengthen customer brand identity. CBE's leading marketing viewpoint argues for the importance of digital customer engagement and relationships with customers in the build-up of CBE (Bento et al., 2018), together with marketer's encouragement to create brand experience with various types of SMM (Simon & Tossan, 2018).

The engagement between customers and brands also helps brands create new products as consumers share their thoughts and response on latest products (Hidayat & Are, 2018). The progress of SM enlarged the number of customers reviewing EWOM-based brands and products (Ananda et al., 2019). This is likely to have a constructive impact on the assessment of products and facilities that compel customers to engage in further conceptual reading of EWOM (Krishnamurthy & Kumar, 2018).

Brand image creates the impression that customers link their opinion, directly and implicitly with branded goods and services (Huang et al. 2019). The positive brand image of companies reflects customer's positive attitudes to their goods, services and other characteristics, which enable them to revisit companies and re-purchasing (Prabowo et al., 2019). Prior researches indicated that brand image is positively related to consumer repurchase intent (Huang et al. 2019). Consumers build an emotional bond to retail items (Yen et al., 2018).

Facebook is a significant website used by businesses to reach potential buyers to notify, convince and prompt users about different products and services (Qazi, 2018). Businesses use their Facebook brand pages to contact customers, which enables them to produce a large part of the content. The Facebook brand pages however encourage members to connect, which enables members to create content on their page. It's a strong marketing tool for businesses with over 60 million companies that have a Facebook brand page (Kocakoyun & Bicen, 2017).

Social media is a digital tool that allows users to quickly create and share content with the target audience. Social media consists of various websites and apps. Anyone who has internet access can register for an account on social media (Matthew Hudson 2020). The purpose of social media networks in creating emotional attachment, especially with respect to Pakistan's retail context, is understudied (Barreda et al., 2020). Social networking is an efficient tool to make sales grow, however micro business does not take the chance to use social media activities (Kwayu et al., 2018).

The objectives of this study are as follows:

- To examine the effect of Social Media Activities on Emotional Attachment.
• To examine the mediating effect of Brand Image between Social Media Activities and Emotional Attachment.
• To examine the mediating effect of Brand Commitment between Social Media Activities and Emotional Attachment.

Following are the research questions:
1. Does Social Media Activities effect Emotional Attachment?
2. Does Brand Image mediate the relationship between Social Media Activities and Emotional Attachment?
3. Does Brand Commitment mediate the relationship between Social Media Activities and Emotional Attachment?

Social networking activities have been focused on interactive social media, social media advantages, and social media benefits. Researchers and professionals are keen to learn how businesses use social media to understand markets (Atanassova, 2015). Business owners might relate with their customers using social media and build customer emotional connection. Businessmen may try fresh ways of conducting business using social media built on creative ideas like sharing as well as team work (S Jiang, 2016).

In the current study, the impact of SMA on BI and BC, and the impact of BI and BC on EA has been explored in retail sector. Results provide more evidence for the research model based on the hypothesis. It was found that the interactivity of the social media and social media incentives had both a favorable effect on the brand image as customers use social media websites for online shopping (AA Barreda, 2020).

The research revealed that SMA comprising psychological benefits strongly effect BC as consumers make use of social media platforms. This indicates that clothing brands must ensure that people earn social media benefits (e.g. cash and participant benefits) by accessing the websites. These SMBs and rewards must be periodically given and personalized to the customer's profile and engagement (AA Barreda, 2020).

Brand image and brand commitment have a major theoretical impact on emotional commitment as customers use social media, which suggests that brands must take account in the retail sector of creating a brand image by generating favorable emotions, unforgettable experiences, perceptions and assessments of brand. Such retail brands need to strive for building a relation with SM consumers to see this relationship as a valuable means of improving their long-term emotional connection with their favorite clothing brand (AA Barreda, 2020).

The results of current study have significant functional impact in the retail setting. Social media practices, especially interactivity in social media and social media incentives, will develop brands and strengthen brand commitment, leading to connect social media users emotionally to the desired clothing brand. To allow social media consumers to sense the brand's positive image and continue to want a real and valuable relation with a brand, employees may utilize the social media to offer benefits and incentives for social media (AA Barreda, 2020).

Focusing on social media activities through greater interactivity, rewards and benefits can enable marketers to build brand commitment with consumers in addition to increase the brand image.
among social media users. In addition, brand image and brand commitment favorably influence emotional commitment (AA Barreda, 2020).

The prior study examined the effect of social media practices on emotional attachment in the travel industry, including SMI, SMB and SMR, BI and BC (Barreda et al., 2020). This research has filled the gap by testing the proposed model for customers in other sectors, particularly in retail industry, and by using social media channels other unexamined building brands can be further explained. As it is an investigating research to develop EA in an online retail store, additional constructs, including BPC, are taken into account in the current study (Barreda et al., 2020).

2. Literature Review

The presented theoretical framework includes 3 distinct SMA for investigating the effects on the process of developing a strong brand image and a brand commitment on the brand’s emotional connection to a patterned emotional attachment. They comprise Social Media Attachment, Brand Image, Brand Commitment, and Emotional Attachment. The dependent variable is emotional attachment.

2.1 Social media activities

Social networking practices as of a hypothetical viewpoint include digital social media, SMBs and social network advantages (Hutter et al., 2013). In order to determine the effect that online shopping activities on social media sites have upon the creation of branded components, as well as brand recognition and brand interaction, we have used these three specific social media frameworks.

2.1.1 Brand page commitment

Brand page interaction is a tool for developing relationships between brands and their customers. Since customers have a direct consumer-related feeling. The physiological effect on customer consciousness is positive (Hutter et al., 2013). Consumers believe it is necessary to engage directly with brands in social media. The popularity of the brand has increased with consumers. You feel like a team that is interconnected. The engagement of the brand page persuades consumers to buy a brand (Hutter et al., 2013).

H1. Brand page commitment is positively related to brand image.
H2. Brand page commitment is positively related to brand commitment.

2.1.2 Social media interactivity

In retail setting, Social Media Interactivity helps people in engaging to make conversations as well as contact in real time (S et al., 2020). In current study, SMI is the extent once people as well as brands connect freely irrespective of time and distance, exchanging information related to their brands on social media sites in real time. (Hudson et al., 2016) propose that a negative or positive image of service brand in the mind of customers is the predicted social media interactivity experience. In other words, a cognitive representation is generated while customers interact with brand. The use of promises of products and services to build a mental picture of the desired interactions of the customer is a core feature of social media interactivity.

H3. Social media interactivity is positively related to brand image.
H4. Social media interactivity is positively related to brand commitment.

2.1.3 Social Media Benefits

The usage of social media sites (T. K. Huang et al., 2018) provides considerable gain to SMB aspects. In the current study, the psychological incentives of social media are to the extent that SM network consumers see using social media as fun and friendly and enjoyable. Previous research (Micu
et al., 2019) indicates that psychological benefits help to ensure that positive brand impressions are delivered. These expectations are a crucial factor in creating a positive and powerful picture of the brand. SMB has the potential to strengthen customer relations and to exceed the standards, brand evaluations, associations and opinions of customers across social media channels.

**H5.** Social media benefits are positively related to brand image.

**H6.** Social media benefits are positively related to brand commitment.

### 2.1.4 Social media rewards

Rewards for social media have a powerful impact on an organization’s dedication (Quan-Haase & Young, 2010). (Xie et al., 2015), monetary and emotional benefits persuade customers to interact a bit closely with business and its goods as well as for connecting with brand more actively. Likewise, (Hartmann et al., 2012) in terms of financial and psychological incentives, are expected to lead people to acquire more and to boost the customer image and positive brand assessment. Theory of social exchange shows that each action and interpretation is essentially directed towards fulfilling one self’s desires. Zheng et al. (2015) proposes the social media that it is primary driver to view a brand as positive for the value of psychological and tangible incentives (Gensler et al., 2015).

**H7.** Social media rewards are positively related to brand image.

**H8.** Social media rewards are positively related to brand commitment.

### 2.2 The mediating role of Brand image

A. Alhaddad, (2014) suggests that brand image is connected with a number of connections, comprising brand assessment, positive claims, pictures as well as traits. (Zhang 2015) relatively proposes that people create positive views in various businesses over manifold discovery of brand symbols. In retail industry, (Latif et al., 2015) discovered that BI stands out in a constantly changing market for brand messages from the competitive brands. (A. A. Alhaddad & Alhaddad, 2015) conclude that the brand image has a positive impact on the consumer’s appetite that ultimately reinforces brand reactions for instance choosing to have services or goods from the exact brand and paying prices.

**H9.** Brand image is positively related to emotional attachment when using social media sites.

### 2.3 The Mediating Role of Brand Commitment

Commitment is defined as an ongoing desire to continue a meaningful and priceless connection (Erciş et al., 2012). Commitment refers to whether the relationship between the brands and consumers should be untold or specifically guaranteed to remain stable (Fu et al., 2017). The brand commitment refers differently to how committed individuals are while using social media networks in relation to their favorite brand. Therefore, a person dedicated to a bond likely to sustain a connection and put effort to encourage that commitment (Wong & Gao, 2014). Engagement therefore specify the relationship that an individual has with a person or organization (Cifci & Erdogan, 2017). In terms of retailing, brand commitment shows that a customer has a relationship because when using social media platforms, the customer demonstrates a solid connection with the brand of preference (Cifci & Erdogan, 2017).

**H10.** Brand commitment is positively related to emotional attachment when using social media sites.

### 2.4 Emotional Attachment

Emotional Attachment explains the relation that persons as well as companies experience on the development of personality and private relations forever (Kinniburgh et al., 2005). The branding literature indicates that a sustainable relation between company and clients could be an emotional attachment (Dunn & Hoegg, 2014). It includes the intuitive features of a brand, which include a solid connecting, caring and passionate feeling (Hwang et al., 2019). A number of retail researches show that social media activities have an impact on the way customers feel about their preferred brands and thus
effect emotional branding (Hudson et al., 2015). (Ma & Chan, 2014) proposes in social media networks, consumers usually make a solid emotional relationship with the passage of time.

2.5 Attachment Theory

Hinson et al., (2019) categorized attachment in two ways: an attachment dependent on identity and a bond. An attachment based on identity here is explained as the customer's insight of connection towards specific brand (Stokburger-Sauer et al., 2012). An emotional relation between an individual and a brand result from a link-based attachment. Consumers thus convey their loyalty to a brand by constant emotional connection and recognition (Hinson et al., 2019).

2.6 Chaffey's Theory

Chaffey (2012) theory indicates that contact and social interaction are integral to social behavior and eventually to consumer behavior. Social media marketing then uses these networks to affect viewpoints on various goods and services, and eventually to cause them to buy and even keep a brand loyal. This theory concentrates on social media as a podium for relationship development. With these experiences, the organization and its customers form a positive association. The purpose of this theory is to bring the effects of social media marketing to a new perspective (Heinze et al., 2016). It not only instantly impacts, but also ensures the success of company in the long term by creating an enduring partnership with customers. It also needs a quick assessment and a vital monitoring of social media marketing's long-term advantages. However, the theory does not set out the criteria for its implementations.

3. Conceptual Framework
There are four independent variables: Brand Page Commitment, Social Media Interactivity, Social Media Benefits, and Social Media Rewards. Two mediating variables: Brand Image, Brand Commitment and Emotional Attachment as dependent variable used in this study.

4. Methodology
4.1 Sampling Design and Data Collection

Present study adopted positivist approach. Under this approach, a survey method has been deployed. An explanatory research framework was proposed that aimed at investigating how one variable affects the other. Moreover, researchers also adopted deductive reasoning approach to develop a research model and hypotheses.

The present study employed quantitative technique to propose a framework that involved 384 customers associated with retail clothing brands in Pakistan. This study intends to investigate how Social Media Activities affect customer's emotional attachment. A non-random, non-probability convenience sampling technique was deployed for this purpose. A partial least squares (PLS) technique was used to test the proposed model. SmartPLS (3.2.9) was used to determine structural and measurement model. To test the theoretical model, a sample was collected from customers of different retail clothing brands in Pakistan.

A survey-based online questionnaire was administered to the customers of Khaadi, GulAhmed, Outfitters Ethnic, Nishat Linen and Sapphire which are core brands of retail clothing. Convenience sampling technique was adopted for this purpose. Data was obtained between February - April 2021.
The valuation items for all the variables have been adjusted by the literature. The reason behind the current investigation is for recognizing the relation amongst Social Media Attachment, Brand Image, Brand Commitment and Emotional Attachment of fashion retail industry’s customers. Measurement items are given in the Appendix.

Measurement items for Social media interactivity were adapted from (Holt, 1997). 3 items were taken. 3 items for Social media benefits were taken from (Parra-López et al., 2011). SMR’s 3 items were taken from (Lee and Kim 2005). To measure Brand Page commitment 5 items were taken from (Hutter et al., 2013). Brand image 3 items were taken from (Low & Lamb, 2000). 2 items for Brand commitment were taken from (Verhoef et al., 2002). Emotional attachments’ 6 items were taken from (McAlexander et al., 2003).

4.2 Data Analysis
Data analysis was done by using Partial Least Squares SmartPLS 3 software. In order to determine the measuring model’s ability, a three-phase method has been used, which is the confirmatory factor analysis (CFA). Secondly, a reliability test has been used. In conclusion, the total model for the calculation and the structural model has been measured. Lastly, the final measurement and structural model has been measured. Data collection has been analyzed with the Statistical Package for Social Sciences SPSS 20. The Cronbach Alpha is determined for the scale reliability of the models (Barreda et al., 2020).

4.1.1 Demographic Analysis:
Table 1

<table>
<thead>
<tr>
<th>Demographic Variables</th>
<th>Categories</th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gender</td>
<td>Male</td>
<td>170</td>
<td>44.3</td>
</tr>
<tr>
<td></td>
<td>Female</td>
<td>214</td>
<td>55.7</td>
</tr>
<tr>
<td>Age</td>
<td>15 – 25 years</td>
<td>266</td>
<td>69.3</td>
</tr>
<tr>
<td></td>
<td>26 – 35 years</td>
<td>106</td>
<td>27.6</td>
</tr>
<tr>
<td></td>
<td>36 – 45 years</td>
<td>6</td>
<td>1.6</td>
</tr>
<tr>
<td></td>
<td>Over 45 years</td>
<td>6</td>
<td>1.6</td>
</tr>
<tr>
<td>Brand Preference</td>
<td>Khaadi</td>
<td>104</td>
<td>27.1</td>
</tr>
<tr>
<td></td>
<td>GulAhmed</td>
<td>102</td>
<td>26.6</td>
</tr>
<tr>
<td></td>
<td>Outfitters</td>
<td>127</td>
<td>33.1</td>
</tr>
<tr>
<td></td>
<td>Nishat Linen</td>
<td>5</td>
<td>1.3</td>
</tr>
<tr>
<td></td>
<td>Sapphire</td>
<td>46</td>
<td>12.0</td>
</tr>
<tr>
<td>How often do you shop</td>
<td>Weekly</td>
<td>17</td>
<td>4.4</td>
</tr>
<tr>
<td></td>
<td>Monthly</td>
<td>83</td>
<td>21.6</td>
</tr>
<tr>
<td></td>
<td>Occasionally</td>
<td>146</td>
<td>38.0</td>
</tr>
<tr>
<td></td>
<td>Seasonally</td>
<td>138</td>
<td>35.9</td>
</tr>
</tbody>
</table>

Measurement Model Assessment:
4.1.2 Convergent Validity:
Table 2

<table>
<thead>
<tr>
<th>Constructs</th>
<th>Items</th>
<th>Loadings</th>
<th>CR</th>
<th>AVE</th>
</tr>
</thead>
</table>

For Measurement Model, factor loadings, average variance extracted and composite reliability were measured. The factor loadings must be $\geq 0.5$, $\text{AVE} \geq 0.5$ and $\text{CR} \geq 0.7$ (Hair et al., 2019). Table 2 displays AVE values above 0.5 and CR values above 0.7. Similarly, the factor loadings were accepted with merely three loadings below 0.7 were deleted.

### 4.1.3 Discriminant Validity (HTMT):

#### Table 3

<table>
<thead>
<tr>
<th>Variables</th>
<th>Brand Commitment</th>
<th>Brand Image</th>
<th>Brand Page Commitment</th>
<th>Emotional Attachment</th>
<th>Social Media Benefits</th>
<th>Social Media Interactivity</th>
<th>Social Media Rewards</th>
</tr>
</thead>
<tbody>
<tr>
<td>BC</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>BI</td>
<td>0.628</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>BPC</td>
<td>0.916</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>EA</td>
<td>0.83</td>
<td>0.9</td>
<td>0.751</td>
<td></td>
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<tr>
<td>SMB</td>
<td>0.876</td>
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<td></td>
<td></td>
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<tr>
<td>SMI</td>
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<tr>
<td>SMR</td>
<td>0.79</td>
<td></td>
<td></td>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>BC2</td>
<td></td>
<td>0.893</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>BI2</td>
<td></td>
<td>0.876</td>
<td></td>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>BI3</td>
<td></td>
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</tr>
<tr>
<td>BPC2</td>
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<td>0.854</td>
<td></td>
<td></td>
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<tr>
<td>BPC3</td>
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<td>0.79</td>
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<td></td>
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<tr>
<td>BPC5</td>
<td></td>
<td>0.798</td>
<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>EA2</td>
<td></td>
<td>0.823</td>
<td>0.923</td>
<td>0.668</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>EA3</td>
<td></td>
<td>0.84</td>
<td></td>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>EA4</td>
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<td>0.899</td>
<td></td>
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</tr>
<tr>
<td>EA5</td>
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<td>0.835</td>
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<td></td>
</tr>
<tr>
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<td>0.877</td>
<td></td>
<td></td>
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<tr>
<td>SMB2</td>
<td></td>
<td>0.878</td>
<td>0.903</td>
<td>0.824</td>
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<td>SMB3</td>
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<td>0.936</td>
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<td>SMI2</td>
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<td>SMI3</td>
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<tr>
<td>SMR2</td>
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<td>0.826</td>
<td>0.896</td>
<td>0.743</td>
<td></td>
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<tr>
<td>SMR3</td>
<td></td>
<td>0.903</td>
<td></td>
<td></td>
<td></td>
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<td></td>
</tr>
</tbody>
</table>

**Discriminant Validity** by using the HTMT measure was evaluated as (Jörg Henseler, 2015) suggested and (G Franke, 2019) added, the HTMT values must be $\leq 0.85$ (rigid standard) otherwise $\leq 0.90$ (moderate standard). Table 3 displays the values of HTMT below the rigid standard of $\leq 0.85$. Hence, it concludes that respondents agreed that the seven constructs were distinctive. Ultimately, these validity tests indicate that measurement items were valid and reliable.
Structural Model Assessment:

4.1.4 Path Analysis (Direct Hypothesis):

Table 4

<table>
<thead>
<tr>
<th></th>
<th>Original Sample</th>
<th>Standard Deviation</th>
<th>T Statistics</th>
<th>P Values</th>
<th>Decision</th>
</tr>
</thead>
<tbody>
<tr>
<td>H1</td>
<td>BC -&gt; EA</td>
<td>0.522</td>
<td>0.049</td>
<td>10.716</td>
<td>0</td>
</tr>
<tr>
<td>H2</td>
<td>BI -&gt; EA</td>
<td>0.345</td>
<td>0.05</td>
<td>6.844</td>
<td>0</td>
</tr>
<tr>
<td>H3</td>
<td>BPC -&gt; BC</td>
<td>0.539</td>
<td>0.062</td>
<td>8.644</td>
<td>0</td>
</tr>
<tr>
<td>H4</td>
<td>BPC -&gt; BI</td>
<td>0.245</td>
<td>0.069</td>
<td>3.546</td>
<td>0</td>
</tr>
<tr>
<td>H5</td>
<td>SMB -&gt; BC</td>
<td>-0.121</td>
<td>0.058</td>
<td>2.087</td>
<td>0.037</td>
</tr>
<tr>
<td>H6</td>
<td>SMB -&gt; BI</td>
<td>-0.109</td>
<td>0.058</td>
<td>1.867</td>
<td>0.062</td>
</tr>
<tr>
<td>H7</td>
<td>SMI -&gt; BC</td>
<td>0.338</td>
<td>0.047</td>
<td>7.146</td>
<td>0</td>
</tr>
<tr>
<td>H8</td>
<td>SMI -&gt; BI</td>
<td>0.411</td>
<td>0.043</td>
<td>9.581</td>
<td>0</td>
</tr>
<tr>
<td>H9</td>
<td>SMR -&gt; BC</td>
<td>-0.012</td>
<td>0.048</td>
<td>0.239</td>
<td>0.811</td>
</tr>
<tr>
<td>H10</td>
<td>SMR -&gt; BI</td>
<td>0.121</td>
<td>0.04</td>
<td>3.056</td>
<td>0.002</td>
</tr>
</tbody>
</table>

The Path Analysis table shows the direct hypothesis. H1 shows the effect of Brand Commitment on Emotional Attachment. H1 is supported because its P value is 0 which is less than 0.05 and its T value is 10.716 which is greater than 1.645. H2 shows the impact of Brand Image on Emotional Attachment. H2 is supported. H3 shows influence of BPC over Emotional Attachment. H3 is supported. H4 shows influence of BPC on BI. H4 is supported. H5 shows influence of Social Media Benefits on BC. H5 is supported. H6 shows influence of Social Media Benefits on BI. H6 is supported. H7 shows influence of Social Media Interactivity on BC. H7 is supported. H8 shows influence of Social Media Interactivity on BI. H8 is supported. H9 shows influence of Social Media Rewards on BC. H9 is not supported because its P value is 0.811 which is greater than 0.05 and its T value is 0.239 which is less than 1.645. H10 shows the effect of Social Media Rewards on Brand Image. H10 is supported.

4.1.5 Indirect Effect:

Table 5

<table>
<thead>
<tr>
<th></th>
<th>Relationship</th>
<th>Original Sample</th>
<th>Standard Deviation</th>
<th>T Statistics</th>
<th>P Values</th>
<th>Decision</th>
</tr>
</thead>
<tbody>
<tr>
<td>H1</td>
<td>BPC -&gt; BC -&gt; EA</td>
<td>0.281</td>
<td>0.04</td>
<td>6.985</td>
<td>0</td>
<td>Support</td>
</tr>
<tr>
<td>H2</td>
<td>SMB -&gt; BC -&gt; EA</td>
<td>-0.063</td>
<td>0.029</td>
<td>2.193</td>
<td>0.029</td>
<td>Support</td>
</tr>
<tr>
<td>H3</td>
<td>SMI -&gt; BC -&gt; EA</td>
<td>0.176</td>
<td>0.031</td>
<td>5.698</td>
<td>0</td>
<td>Support</td>
</tr>
<tr>
<td>H4</td>
<td>SMR -&gt; BC -&gt; EA</td>
<td>-0.006</td>
<td>0.025</td>
<td>0.24</td>
<td>0.81</td>
<td>Rejected</td>
</tr>
<tr>
<td>H5</td>
<td>BPC -&gt; BI -&gt; EA</td>
<td>0.084</td>
<td>0.027</td>
<td>3.091</td>
<td>0.002</td>
<td>Support</td>
</tr>
<tr>
<td>H6</td>
<td>SMB -&gt; BI -&gt; EA</td>
<td>-0.038</td>
<td>0.02</td>
<td>1.893</td>
<td>0.059</td>
<td>Support</td>
</tr>
<tr>
<td>H7</td>
<td>SMI -&gt; BI -&gt; EA</td>
<td>0.142</td>
<td>0.024</td>
<td>5.973</td>
<td>0</td>
<td>Support</td>
</tr>
<tr>
<td>H8</td>
<td>SMR -&gt; BI -&gt; EA</td>
<td>0.042</td>
<td>0.017</td>
<td>2.501</td>
<td>0.013</td>
<td>Support</td>
</tr>
</tbody>
</table>

The Indirect Effect table shows the mediating effect between both independent and dependent variable. There are two mediators in this study, BI and BC. H1 shows mediating effect of BC between BPC and EA. H1 is supported because its P value is 0 which is less than 0.05 and its T value is 6.985 which is above 1.645. H2 shows mediating result of BC between Social Media Benefits and Emotional Attachment. H2 is supported. H3 shows mediating result of BC between Social Media Interactivity and Emotional Attachment. H3 is supported. H4 shows mediating result of BC between Social Media Rewards and Emotional Attachment. H4 is supported.
Rewards and Emotional Attachment. \(H_4\) is not supported because its \(P\) value is 0.81 which is greater than 0.05 and its \(T\) value is 0.24 which is less than 1.645. \(H_5\) shows the mediating effect of BI between BPC and EA. \(H_5\) is supported. \(H_6\) shows mediating result of BI between Social Media Benefits and Emotional Attachment. \(H_6\) is supported. \(H_7\) shows mediating result of BI between Social Media Interactivity and Emotional Attachment. \(H_7\) is supported. \(H_8\) shows the mediating result of BI between Social Media Rewards and Emotional Attachment. \(H_8\) is supported.

5.1 Conclusion and Discussion

The previous research indicates that SMB and SMR influence customer’s brand engagement. Social media interactivity and rewards assist to establish a more powerful brand image. Brand image and brand commitment take in a positive influence on EA (Barreda et al., 2020). Khajeh Nobar et al., (2020) demonstrate that brand equity and brand commitment are positively affected by social media activities. The prior study shows that, when customers see a brand as highly engaging on social media (compared to inactive brands), they are more likely to buy brand products, refer the brand in return for money incentives, update their family and friends on social media about the brand and offer feedback and brand enhancement suggestions. Moreover, the positive effects on customer purchases, references, influence and awareness of perceived social media interactivities differ among brand and social media platform types (Bozkurt et al., 2021). The previous research examines the impact of the social media activity of brands and the engagement of participants in social media in the buying decision making process of customers. The prior study results show different impacts on social media involvement behavior of rational and emotional appeals. Regarding to support dynamic and impassive participation amongst social media consumers, rational responses within social media have an advantage, whereas emotional responses make passive instead of highly active involvement possible, regardless of the common and cooperative type of the broadcast media setting (Dolan et al., 2019). This study provided awareness of brand page commitment thus an emerging domain of research in the subject of retail marketing. Even though ample current literature oversees the social media interaction, social media benefits, and rewards in the travel industry, a research gap exists in the retail industry, especially in Pakistan. In addition to the retail industry, this study contributes to the fashion brands by shedding light on how brand page commitment makes the customer emotionally attached to the brand of preference, which is a relatively unexplored area from an individual’s point of view. The finding of the study is of interest to clothing brands. Brand image and Brand Commitment play a vital mediation between SMI, SMB, SMR, and BPC. The rejected independent variable impact can be explained as Pakistani fashion brands don’t offer Social Media Rewards to their online customers. All the other variables significantly and positively impact the Emotional Attachment of the customers.

5.2 Limitation and Future Research

While the research enhances the understanding of retail business, that does present some limitations. A theory-based model had been suggested in this research. The included variables will add up in the interpretation of social media activities to create brand components and their contextual implications. Other unobserved structures could contribute to the description of brand constructs on social media websites. As this is investigating research to strengthen interpersonal linkages in a retail setting, other similar structures may be considered in future research, including societal benefits, cost, quality of the system, telepresence, and quality of information. Other implications can also consist of brand loyalty, worth, affection, and consciousness through mediating action of BI and BC. Other constraints like the subject of research were retail fashion brands while using social media platforms. Results can’t be generalized to other retail businesses. Future research may examine the model that was suggested for customers in other industries such as manufacturing and tourism. This study also gives a base for additional research on social media websites and brand structures. There have been three
structures studied in retail social media settings, as well as brand image; brand commitment, and emotional ties to the brand.

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