



Paradigm Shift to Social Media Marketing Impacting Consumer Purchase Intention in the Restaurant Industry

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Abstract

This study investigated the impacts of social media marketing (SMM) on young customers' restaurant purchase intentions. The conceptual model of the study is based on social media marketing on purchase variables such as entertainment (ENT), interaction (INT), and E-word of mouth by mediators such as brand trust (BT) and brand awareness (BA) on customer purchase intention (PI). This research design is quantitative and data is obtained by a non-probability sampling technique. The survey questionnaire is designed on a five-point Likert scale. The sample size was 187 and used structural equation modelling (SEM) was used for data analysis. In this respect, current study results are reliable with previous studies as entertainment and interaction influenced airline service purchase intention by mediating the effect of trust. The other mediating variable is brand awareness which is impacted by entertainment, interaction and e-word of mouth and has strong relationships, which are indicated by H1, H5, and H6. Similarly, brand awareness is a strong mediation effect between the e-word of mouth and purchase intention as depicted by H14, also the e-word of mouth has a strong influence on brand awareness as represented by H6. This is also consistent with earlier literature as describes brand awareness pushes the consumer intention to purchase. This study has highlighted how social media parameters impact Pakistani customers' choice to purchase restaurant foods and services and help to develop marketers' understanding of the benefits social media enables and improves business operations to persuade potential and existing customers.

Keywords: *Social media marketing, Consumer purchase intention, restaurant industry, PLS approach.*



Introduction

The part of social media in our private and business life is growing. Every day, companies and enterprises represented their clients via social media channels. In this regard, restaurant businesses have expressed a strong interest in adopting social media platforms like Facebook, Instagram, and YouTube (Bushara et al., 2023; Koch, Tritscher, & Technology, 2017; Mahmut, Huseyin, Selin, Ozlem, & Economics, 2022). The restaurant sector now persists in an extremely competitive situation, it is necessary to use social media technology to sustain and gain competitive advantages in the marketplace (Ibrahim & Aljarah, 2023; San, Sade, & Seduram, 2020). The expanding significance of such technologies has significantly affected how businesses attract buyers. Technological progress has also influenced consumer behaviour (Sathe & Randhave, 2018; Singh, Singh, & Dhir, 2022).

The companies are more efficient in virtual worlds and conducting marketing and promotional campaigns because consumers spend a significant time participating on social media with other consumers or sharing their experiences regarding product and service experiences (Barhemmati & Ahmad, 2015; Husain, Ahmad, Khan, & Excellence, 2022). Online marketing techniques through social media open up new possibilities and challenges for businesses looking to increase their consumers' buying intentions (Bushara et al., 2023; Singh et al., 2022; Zarrella, 2009). Various studies have highlighted social media marketing social as an excellent forum for interaction that enhances online marketing in the world (Cheung, Pires, Rosenberger III, Leung, & Ting, 2021; Hinson, Boateng, Renner, & Kosiba, 2019; Kaplan, 2015; Moro & Rita, 2018). Businesses can easily touch with their consumers through social media empowerment.

In contrast, social media marketing is more time and cost-effective than conventional marketing communication tool that is widely provided to several businesses and well-acknowledged by customers in various organization (Husain et al., 2022; Zyman, 2013). Due to an innovative marketing style, social media marketing elements ultimately influence buyer intention. Due to these new marketing communication styles, restaurant businesses have new challenges and opportunities. In the restaurant sector, where competition is fierce, engagement with customers while offering a pleasant personal experience may increase product and service sales through new innovative ways of marketing (Husnain, Toor, & Accounting, 2017; Kemp, 2015). Social media marketing appears to have gained popularity in Pakistan. Every day, an estimated 30



million individuals open an internet account, and this figure is rapidly increasing. Similarly, Pakistan has 120 million distinct endorsers and is Asia's fifth largest cell phone user.

According to the digital 2022 Pakistan estimate, there will be eighty two million online users in Jan,2022 (Mahmud, Fatima, Lashari, & Waheed, 2023; Wilson, Gosling, & Graham, 2012). In early 2022, the internet usage rate in Pakistan was 36.5 percent of the whole people.

Furthermore, the online users in Pakistan rose by (+35.9%) 22 million among 2021 and 2022. In this perspective, these numbers demonstrate that 144.4 million people in Pakistan did not use the online at the beginning of 2022 (Ghandhi et al., 2022; Mahmud et al., 2023), indicating that 63.5% of the population have not access to the internet. Furthermore, current research investigate the role of consumer trust and brand awareness in mediating the influence of SMM on purchase intention. The theory underlying this study is based is the SOR model Stimuli, organism and response which has gotten little attention in this context. This study offered a diverted research model based on higher-order concepts, which has been tested utilizing structural equation modelling (SEM), as previously recommended (Al-Debei, Dwivedi, Hujran, & Knowledge, 2022; Gerbing & Anderson, 1988).

Statement of the Problem

The restaurant sector in Pakistan has enormous potential and growth opportunities. There is a largely untapped market available, so this is crucial to recognize in Pakistan (Khalaf et al., 2023), the sites of social media such as Instagram, Facebook and youtube are promoting e-commerce companies (Harper, 2022; Ittefaq, Seo, Abwao, & Baines, 2022; Quraishi, 2022). Social media is the foundation of social commerce, and it is playing a substantial part in the acceptance of social commerce via Web 2.0 applications, which will also assist in increasing business transactions and the GDP of the economy (gross domestic product). As a result, it is serious to understand social media marketing as well as its influence on enterprises, and customer behaviour (Wang, Wang, & Zhang, 2022).

Significance of the study

This research has so many implications, such as helping to develop marketers' understanding of the benefits that adequate interaction on social media provides to their company, and it also highlighted that purchasing power has passed to consumers who have the ability to affect and



interact with purchase intention. Marketers who use efficient social media marketing tools should care about their consumers whereas building brand awareness and brand trust. In recent years, the rapid rise of social media has develop crucial components in affecting marketing, enabling and improving business operations to persuade potential and existing customers. It may also link companies with potential customers and assist consumers in controlling and influencing consumer trust and brand awareness

Objectives of the Study

The research objective is to investigate the impact of social media marketing activities (interaction, entertainment and e-word of mouth) on purchase intention by mediating effects of trust and brand awareness.

Literature Review and Hypotheses Development

The following part discussed the appropriate literature about social media marketing and developed hypothesis on the base of earlier researches.

Dimensions of Social Media Marketing

The social media marketing is internet based application and enable the interaction and spread the content that is generated by user and share information about the latest goods and services available in a certain market (Khalaf et al., 2023; Kim & Ko, 2012; Wibowo, Chen, Wiangin, Ma, & Ruangkanjanases, 2020). People's involvement and interaction have been transformed by social media platforms. Through the social media marketing access information at any time, location identify and beneficial of two way communication, especially for marketing (J. R. Hanaysha, 2022b; Song & Kim, 2022).

As a response of consumers are more connected on social media sites such as Instagram, Facebook, and YouTube, businesses are becoming more active in utilizing social media to create means for involving customers with their brands. The businesses favors social media marketing due to distinctive characteristics and cost effective. Previous literature indicates that the consumer behaviour on social media, which includes interacting with friends and family, in search of new information, and for pleasure follow celebrity, that must be aligned with marketing process, content, and aim (Kumar, Khan, Fatma, & Singh, 2022; McShane, Pancer, & Poole, 2019).



SMM (social media marketing) is a type of internet marketing that makes use of social networking sites to attain customers attentions by creating and disseminating content that promotes brand awareness and increase in sales (Haider & Khan, 2018; Hanaysha, 2021; J. R. Hanaysha, 2022a). According to the 2019 social media industry report, 93% of all marketers said that the social media interaction (INT) has increased the exposure of their brand. Furthermore, 87% of marketers said INT enhanced revenue (Khalaf et al., 2023).

Earlier studies are identified the elements of social media marketing activities in different circumstances. SMM elements were classified into five groups: engagement, trendiness, personalization, entertainment and word of mouth. In accordance with this, (Asmussen, Harridge-March, Occhiocupo, & Farquhar, 2013; Chang, Yu, & Lu, 2015; Savitri, Hurriyati, Wibowo, & Hendrayati, 2022) developed a model and analyzed the influence of social media on brand equity and purchasing behavior of consumer in airline industry using four components of SMM activities. They have the opportunity to pursue particular interest in online. Entertainment is an essential element of SMM that encourages participation. It also encourages people to continue using the Internet to find a product or service (Haider & Khan, 2018; Hanaysha, 2021; J. R. Hanaysha, 2022a).

Interaction (INT) create information about a customer's purchasing habits. More particular, social media assists businesses in improving by new communication tools and promoting goods and services (R. S. Ebrahim, 2020; Liu, Shin, & Burns, 2021). The (SMM) Social media marketing has a considerable influence on customer choices. SMM activities also have influenced on customer brand loyalty and intention to purchase (Khalaf et al., 2023; Kim & Ko, 2012; Wibowo et al., 2020). Social media is a place where people may post their opinions and argue. Interaction on social media, provides information to consumers seeking for a certain product or service. Various scholars believe that interaction might affect communication dynamics and boost word-of-mouth comments (Kim & Ko, 2012; Wibowo et al., 2020).

The entertainment (ENT), interaction (INT) and e-word of mouth (EWOM) are the most important key influencers of social media marketing (SMM) variables, among others. Similarly, (Chen & Lin, 2019; Sharma, Fadahunsi, Abbas, & Pathak, 2022; Yang, Hayat, Al Mamun, Makhbul, & Zainol, 2022) investigated the mediating impacts on trust and brand awareness in the association among SMM and purchase intention using a similar methodology.



The Relationships between Entertainment, Interaction and E-word of mouth with Brand Trust and Brand Awareness

Their findings indicated entertainment (ENT), interaction (INT) and e-word of mouth (EWOM), as important components for gaging social media marketing variables. ENT is a combination of messages that reach the customer and offer some kind of joy to them consumers' perceptions about product are significantly improved by ENT. Interaction (INT) is the power of user has over the information flow on internet . An extensive INT on social media between businesses and customers might increase consumers' PI to purchase particular services or goods. Furthermore, the virtual interaction improves consumer trust and brand awareness (Hafez, 2021; J. R. Hanaysha, 2022b; Van Noort & Van Reijmersdal, 2019). Despite the above SMM arguments, there is absence of empirical evidence regarding the associations among SMM element dimensions and customer purchase intention (PI). If customers and businesses interact intensively and feel entertained as a result, consumer trust will rise as they get necessary knowledge about the services or products that is called brand awareness. It indicates that customers are influenced by their emotions when communicate and discuss specific product. As a result, following hypotheses have been offer H1, H2 and H3:

H1: Interaction has an influence on brand trust.

H2: Entertainment has an influence on brand trust.

H3: E-word of mouth has an influence on brand trust.

The internet has recently emerged as a significant channel for communication between consumers and brands through social media. As a result, brands must be creative, dynamic, helpful, and open to dialogue in order to foster greater interaction (Al-Qudah, 2020; Murdough, 2009). Customer engagement has increased and this will improved customer-brand association. According to (Dabbous, Aoun Barakat, & Merhej Sayegh, 2020), encouraging continual interaction between customers and brands can further enhance the bond between consumers and brands, assist marketers in identifying common characteristics in customer feedback, and persuade users to participate with web content (Nawi, Mamun, Hayat, & Mohiuddin, 2022). In



conclusion, brand interaction can be seen as an important aspect of the social media world. Thus, the following hypothesis has been proposed:

H4: Entertainment has an influence on brand awareness.

H5: Interaction has an influence on brand awareness.

H6: E-word of mouth has an influence on brand awareness.

The Relationship between Brand Trust and Purchase Intention

Customers' buying intentions are impacted by trust and trust is a guarantee that the buyer intends to buy a specific service or product and has confidence in that the firm will not engage in any action that will harm them. In the selling business, one cause that a customer might choose not to purchase an item is a lack of trust. To grow buying intention, firms have to establish customers' trust in social media marketing campaigns (Bulsara & Vaghela, 2022; Kaur & Quareshi, 2015; Moslehpour, Dadvari, Nugroho, & Do, 2020).

H7: Brand trust has an impact on purchase intention.

The relationship between Brand Awareness and Purchase Intention

Brand awareness and purchasing decisions have such a positive relationship, according to a number of earlier researches, when brand awareness rises, consumers will be more likely to consider particular brands at the time of purchasing. The direct association among brand recognition and the purchase intention . The companies can increase brand awareness through social media websites, which can ultimately lead to purchase action (Ardiansyah & Sarwoko, 2020; M. S. Rahman et al., 2021; Siali, Jiayi, Shakur, Ya'kob, & Sustainability, 2016).

H8: Brand awareness has an influence on purchase intention.

The Mediating effects of Brand Trust and Brand Awareness

The social media marketing has an impact on brand trust and purchase intention. As previously stated, SMM elements have a strong influence on brand trust (BT). Furthermore, Trust (TR) and brand awareness (BA) plays a significant and powerful mediating part in consumer purchase decisions (Jakic, Wagner, & Meyer, 2017; Jalilvand, Nasrolahi Vosta, Kazemi Mahyari, & Khazaei Pool, 2017). It was found that entertainment is a vital component that webpages should



improve in order to increase user satisfaction and trust. It was also found that entertainment has a considerable favourable impact on user attitudes if this is positive then its leads towards purchase intention and continuance intention (Hung, Chang, & Ma, 2021; Lee, Kim, Choi, & Informatics, 2019; Menon & Reports, 2022).

H9: Brand Trust (BT) mediates the association between entertainment (ENT) and Purchase Intention (PI).

Numerous studies have offered experimental support for social media interactions in enhancing customers' attention to various internet technologies and reported, interactivity has a substantial effect on the purchaser's intention or continuance using e- commerce after the trust building. Therefore, trust and buying intention have a considerable positive association (Han et al., 2019; Hussain et al., 2018; Sohail, Hasan, & Sohail, 2020; Wahab, Tao, Tandon, Ashfaq, & Dhir, 2022).

H10: Brand Trust (BT) mediate the relationship among Interaction (INT) and Purchase Intention (PI).

Because e-word-of-mouth communication is based on anonymous interaction, message readers must carefully examine the authenticity of the information source before development of trust and buy intention. There is a favourable relationship between internet shoppers' purchasing intent and credibility (Azzam & Al-Shaer, 2023; Kudeshia & Kumar, 2017).

H11: Brand Trust (BT) mediate the association among e- word of mouth (EWOM) and Purchase Intention (PI).

Several research have looked at the part of brand awareness as a mediation variable that influencing purchasing decisions. An earlier suggestion on the mediating part of brand awareness between (Ardiansyah & Sarwoko, 2020; Shabbir, Kaufmann, Ahmad, & Qureshi, 2010) purchase intention and social media marketing elements, which discovered that the relationship occurs when there is brand awareness that acts as mediator. In keeping by previous findings (Ardiansyah & Sarwoko, 2020; Shabbir et al., 2010; Shahin Sharifi, 2014), this study validated the mediating effect of brand awareness in influencing the association among entertainment and future purchase intentions(Jeremy & Antonio, 2021).



H12: Brand Awareness (BA) mediate the relationship among entertainment (ENT) and Purchase Intention (PI).

Academic research has suggested that interaction between customers and marketer through social media has significant influence on consumer behavior (Carlson, Rahman, Voola, & De Vries, 2018; Dabbous et al., 2020).

This favourable effect of interaction on consumer behaviour has been empirically verified by previous researches in the domain of social media (Al-Qudah, 2020; Jahn & Kunz, 2012; Zheng, Zhao, & Stylianou, 2013). Consumers interact with brands on social media while looking for information about benefits, brand traits, and associations that may influence their brand experience (Al-Qudah, 2020). In this approach, the consumer's experience of receiving effective and valuable marketing information on the brand's social media page may turn into a purchase intention of the particular brand.

H13: Brand Awareness (BA) mediate the relationship among interaction (INT) and Purchase Intention (PI).

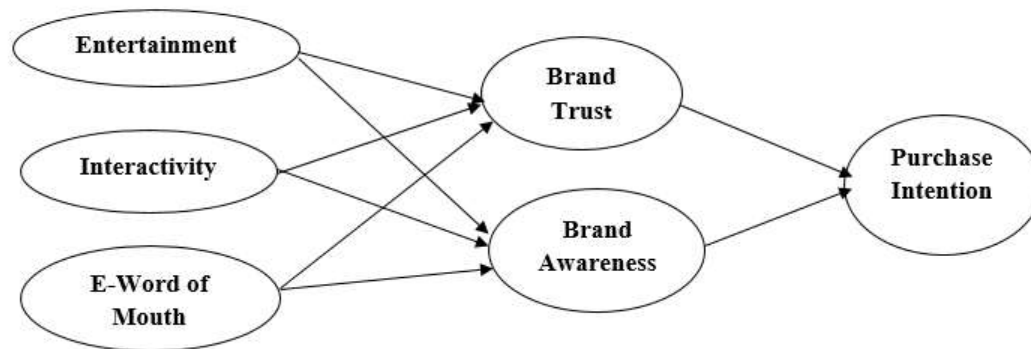
Many firms are increasingly investing in eWOM rather than traditional marketing techniques because they have discovered eWOM to be a powerful communication medium with better persuasive power. According to studies on the Irani car industry, eWOM has a significant influence on purchase intention via brand awareness; in this study, awareness acts as a mediator. As per results of the research, eWOM has a significant direct and indirect impact on purchase intent, while brand awareness acts as a moderator (Jalilvand et al., 2017). Past social media study indicates that e-word of mouth about brands on social media has a strong influence on consumer awareness, which has a favorable effect on purchase intention (Tariq, Abbas, Abrar, & Iqbal, 2017). The brand awareness and intention to purchase is a direct positive association (Purwianti, Niawati, & Business, 2022; Reza Jalilvand, Samiei, & planning, 2012).

H14: Brand Awareness (BA) mediate the relationship among e-word of mouth (EWOM) and Purchase Intention (PI).

Conceptual Framework

The conceptual framework is based on earlier studies (Ardiansyah & Sarwoko, 2020; Dabbous et al., 2020; Febriyantoro & Management, 2020; Moslehpour et al., 2020) and S-O-R paradigm states that distinct outside elements are stimuli (SMMA) activate consumers' emotional and cognitive inner states, as organism (trust and brand awareness), resulting in some behavioral reaction (purchase intention). "Organism" refers to the interior states of senses, emotions, and mental functions (Bagozzi, 1986; Ibrahim, Aljarah, & Sawaftah, 2021; Khalaf et al., 2023).

Figure 1
Research Model



Research Methodology

The current research adopted the measurement scales from earlier studies (Cheung, Pires, & Rosenberger III, 2019; Dabbous et al., 2020; Ebrahim, 2020; Hanaysha, 2022; Park, Hyun, Thavisay, & Services, 2021). The questionnaire is consist on demographics and a measurement scale. The determinants in this study are included such as entertainment, interaction and e-word of mouth, mediating variables are brand trust and brand awareness, dependent variable is purchase intention were adopted from earlier studies. The non-probability sampling technique is applied for the group of individuals, and there is not equal chance of selection in the population (Al-Sharafi, Al-Qaysi, Iahad, & Al-Emran, 2022; Sekaran & Bougie, 2016).

Therefore, current study is applied a purposive sampling as per specific guideline and only those participants are selected who have social media account as well as have restaurant eating experienced. This study employed a self-administered survey due to the usefulness of this



methodology. A survey is the most effective way to assimilate a huge sample for representation to generalize the findings (May & Williams, 2002; Zakaria, Ahmad, & Ahmad, 2020) T. Due to economic cost, time restrictions, and lesser skill needs, therefore this approach matched this research (Sekaran & Bougie, 2003). This current study is selected PLS-SEM as the appropriate tool for data analysis, it was predictive instead of confirmatory of an existing theory. This choice followed the guidelines outlined in the literature. The non-normality of the data was one of the primary justifications for using PLS-SEM (Cepeda-Carrión et al., 2022; Hair Jr et al., 2021; Sarstedt, Ringle, & Hair, 2014).

Discussion and Analysis

The table1 shows the participants profile such as gender, age and education levels. There 46.65% male and 55.35% Female. The data is collected 20.60% between the ages 18 to 22 years old, 45.01% between the ages 23 to 27 years old, 20.09% and 14.30% data was collected 33-35 years old. The data is collected carefully according to education levels such as 51.50% respondent are bachelors, 24.16% master, 14% respondents have doctoral degree and 35% have other professional degrees. This is also make sure the all respondents have social media experience and know about Karachi restaurants foods and services. The next part of this paper will describe the validity and reliability of the instrument results.

Table1
Respondent Profile

Demographics Items	Classifications	Frequency	%
Gender	Male	85	44.65
	Female	102	55.35
	Total	187	100
Age	18-22 Years old	38	20.60
	23-27 Years old	84	45.01
	28-32 Years old	37	20.09
	33-35 Years old	28	14.30
	Total	187	100%
Educational Level	Bachelor	95	51.50
	Master	44	24.16
	Doctoral	26	14.00
	Other Professional Degree	22	10.50
	Total	187	100%



Measurement Model and Scale Accuracy

Statistical analysis of the data collected on the leadership style dimensions and their impact on employee's performance as mediated by psychological capital factors are presented below. The hypotheses are tested by PLS-SEM version 3.0 and SPSS 22.0. The research model is measured according to the analysis guideline In order to interpret results, the smart PLS-SEM 3.0 has been used and it helped to find the inner and outer model (Hair, Hollingsworth, Randolph, & Chong, 2017).

Reliability and Convergent Validity of Data

The Table2 explain the results of reliability and validity of the data, which summarize the outer loading of each item, reliability, average variance and composite reliability. According to threshold criteria of loading factor of individual item should be superior than 0.7 or equivalent and average variance of each item more than or equivalent to 0.5. The Cronbach alpha and composite reliability

between 0.60 to 0.70 of each construct are acceptable (Cheah, Sarstedt, Ringle, Ramayah, & Ting, 2018). The following table shows that loading of each individual item is more than 0.7, this shows that all constructs are reliable and valid. The AVE values of all variables more than 0.5, it means that all variables have significant convergent validity as per threshold criteria.

Table 2
Measurement Model Assessment

Constructs	Items	Factor Loading	Cronbach Alpha	AVE	CR
ENT	ENT1	0.875	0.846	0.690	0.898
	ENT2	0.880			
	ENT3	0.896			
	ENT4	0.647			
INT	INT1	0.807	0.876	0.915	0.731
	INT2	0.826			
	INT3	0.890			
	INT4	0.893			
EWOM	EWOM1	0.859	0.907	0.845	0.942
	EWOM2	0.946			
	EWOM3	0.949			
BT	BT1	0.915	0.920	0.806	0.943
	BT2	0.922			
	BT3	0.873			
	BT4	0.881			
BA	BA1	0.746	0.813	0.730	0.889



	BA2	0.897			
	BA3	0.910			
PI	PI1	0.946	0.945	0.860	0.961
	PI2	0.900			
	PI3	0.921			
	PI4	0.941			

Discriminant Validity

The following table indicates the statistical results of discriminant validity, which is the level of correlation among the constructs and that should be greater than with other variables as per Fornell & Larcker criteria. The following results are BA 0.854, BT 0.898, ENT 0.831, EWOM 0.919, INT 0.855 and PI 0.927 all have high values than corresponding values of the variables (Fornell & Larcker, 1981; J. J. A. m. f. m. m. Henseler, 2017).

Table 3

Fornell-Larcker Criterion

	BA	BT	ENT	EWOM	INT	PI
BA	0.854					
BT	0.831	0.898				
ENT	0.757	0.759	0.831			
EWOM	0.834	0.896	0.777	0.919		
INT	0.784	0.787	0.797	0.765	0.855	
PI	0.731	0.852	0.667	0.831	0.680	0.927

Predictive Power of Model

Table 4 indicates the power of the research model that is based on R and Q square values of the variables. The threshold criteria of R square depend on three levels, first is 0.60 or more (Substantial), second is 0.33 (moderate) and 0.19 is weak. The below table demonstrates the variance that brand trust can be explained by 82%, in brand awareness by 75% and in purchase intention by 0.72%.

The threshold criteria of Q square (cross validated redundancy) should be greater than 0. The Q square values such as BT 0.617, BA 0.511, and PI 0.518 are greater than 0. It means that the model has substantial power to predict the variance in brand trust, brand awareness and in purchase intention variables (Cheah et al., 2018; J. Henseler, Ringle, & Sinkovics, 2009).



Table4

Predictive Power

	R square	Q Square
BT	0.828	0.617
BA	0.752	0.511
PI	0.728	0.582

Path Coefficient and Hypotheses Testing

Structural equation model was generated through PLS SEM in order to find out about the acceptance or rejection of the hypotheses by using bootstrapping technique. The table 5 indicates the outcomes of structural equation model and this is strong indicator to take decision about hypotheses on the bases of t-values and p-values.

Table5

Path Analysis

Hypothesis	Original Sample	Standard Deviation	T-Statistics	P-Value	Decision
H1:INT→BT	0.223	0.099	2.260	0.012	Accepted
H2: ENT→BT	0.046	0.050	0.930	0.177	Rejected
H3: EWOM→BT	0.689	0.078	8.800	0.000	Accepted
H4:ENT→BA	0.128	0.088	1.975	0.043	Accepted
H5:INT→BA	0.290	0.090	3.218	0.001	Accepted
H6: EWOM→BA	0.513	0.090	5.691	0.000	Accepted
H7: BT→PI	0.791	0.076	10.467	0.000	Accepted
H8:BA→PI	0.074	0.069	1.077	0.141	Rejected
H9:ENT→BT→PI	0.009	0.018	0.529	0.298	Rejected
H10: INT→ BT→PI	0.177	0.082	2.157	0.016	Accepted
H11: EWOM → BT →PI	0.545	0.085	6.417	0.000	Accepted
H12: ENT → BA →PI	0.040	0.071	0.567	0.286	Rejected
H13: INT → BA →PI	0.021	0.030	0.703	0.241	Rejected
H14: EWOM → BA →PI	0.638	0.068	9.324	0.001	Accepted

The H1 shows the relationship between interaction and brand trust and all statistical values (SD=0.099, t-value=2.260, p-value=0.012, β value=0.223) are significant, which support the decision to accept the H1. H2 shows the relationship between entertainment and brand trust and has insignificant statistical results (SD=0.050, t-value=0.930, p-value=0.177, β value=0.046)



therefore this hypotheses is rejected. The H3 indicates the association among e-word of mouth and brand trust, the all values (SD=0.078, t-value=8.800, p-value=0.000, β value=0.689) are significant and as per threshold criteria the hypothesis is accepted. H4 hypothesis represents the relationship between entertainment and brand awareness, as per statistical criteria (SD=0.088, t-value=1.975, p-value=0.043, β value=0.128) all values are accepted and significant. The H5 and H6 shows the direct relationships of interaction and e-word of mouth with brand awareness, the all values as above table5 are significant and to acceptance of hypotheses.

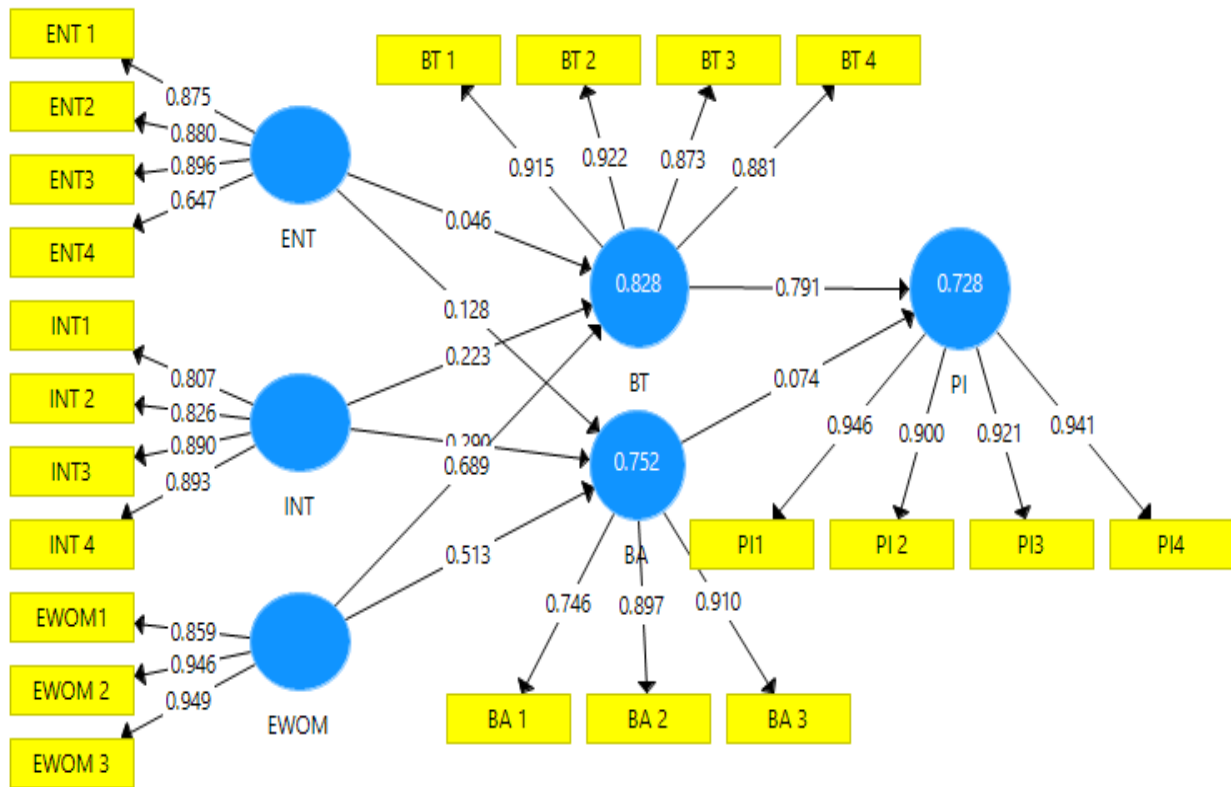
H7 represents the association between brand trust and purchase intention and the values (SD=0.076, t-value=10.467, p-value=0.000, β value=0.791) are significant therefore support decision to accepted. H8, indicates the relationship between brand awareness and purchase intention, statistical values shows (SD=0.076, t-value=10.467, p-value=0.000, β value=0.791) the positive relationship and decision is accepted. The H9 represents the mediating relationship between entertainment as per above table5, brand trust and purchase intention, as per statistical criteria decision support to rejected (SD=0.018, t-value=0.529, p-value=0.298, β value=0.009). H12 (SD=0.071, t-value=0.567, p-value=0.286, β value=0.040) and H13 (SD=0.030, t-value=0.730, p-value=0.241, β value=0.021) are also rejected as per statistical threshold criteria. The other mediating hypotheses are H10 (SD=0.082, t-value=2.157, p-value=0.016, β value=0.177) H11 (SD=0.085, t-value=6.417, p-value=0.000, β value=0.545) and H12 (SD=0.068, t-value=9.324, p-value=0.001, β value=0.021) shows the mediating relationships and as per significant threshold criteria's all are support to decisions of acceptance.

The present study examine the influence of social media marketing factors (Entertainment, Interaction and E word of mouth) on Pakistani consumers purchase intention of restaurant industry by mediation of brand trust and brand awareness. The brand trust is recognized as strong and influential variable on purchase intention and have mediating relationships between SMM activities (Int and e-wom). In this respect current study results are reliable with previous studies (Gautam & Sharma, 2017; Moslehpour, Dadvari, Nugroho, Do, & Logistics, 2021; Wijayaa et al., 2021) as per this entertainment and interaction influenced airline service purchase intention by mediating effect of trust. The other mediating variable is brand awareness which is impacting by entertainment, interaction and e-word of mouth and has strong relationships, which are indicating by H1, H5, and H6. These all consistent by earlier studies (Wijayaa et al., 2021).



Similarly brand awareness is a strong mediation effect among e-word of mouth and purchase intention as depicting by H14, also the e-word of mouth have strong influence on brand awareness as represent by H6. This is also consistent with earlier literature (Moslehpour et al., 2021; Tariq et al., 2017) as describe that brand awareness push the consumer intention to purchase.

Figure 2
Results of PLS factor loading and R Square



The present study examine the influence of social media marketing factors (Entertainment, Interaction and E word of mouth) on Pakistani consumers purchase intention of restaurant industry by mediation of brand trust and brand awareness. The brand trust is recognized as strong and influential variable on purchase intention and have mediating relationships between SMM activities (Int and e-wom). In this respect current study results are reliable with previous studies (Gautam & Sharma, 2017; Moslehpour et al., 2021; Wijayaa et al., 2021) as per this entertainment and interaction influenced airline service purchase intention by mediating effect of trust. The other mediating variable is brand awareness which is impacting by entertainment,



interaction and e-word of mouth and has strong relationships, which are indicating by H1, H5, and H6. These all consistent by earlier studies (Wijayaa et al., 2021). Similarly brand awareness is a strong mediation effect among e-word of mouth and purchase intention as depicting by H14, also the e-word of mouth have strong influence on brand awareness as represent by H6. This is also consistent with earlier literature (Moslehpour et al., 2021; Tariq et al., 2017) as describe that brand awareness push the consumer intention to purchase.

Conclusion and Recommendation

Social media has become an essential component of daily living in modern digital age and used as a medium of communication where people interact and share their views regarding consumption behavior. The aim of conducting this study is to examine the influence of social media marketing on purchase intention with mediating effects of brand awareness and brand trust with context of restaurant industry of Karachi, Pakistan. In this study fourteen hypotheses are proposed in which nine hypotheses are accepted and five hypotheses are rejected. The study is consistent with earlier studies (Gautam & Sharma, 2017; Moslehpour et al., 2021; M. A. Rahman et al., 2020; Wijayaa et al., 2021).

If the consumers have positive online review that will lead to purchase intention of food restaurants through brand awareness and brand trust. The e-word of mouth of is a reliable communication tool as compare to convention communication tool and has a substantial influence on consumer behavior (Elseidi, El-Baz, & Review, 2016). The entertainment and interaction are another elements of social media marketing, these are the main concept of social media sites usage. The restaurants owners are focusing these elements to influence the young generation and marketed their brands. In Karachi, young people are more interested in restaurants and everyone have smart phone and spend too much time on social media and excited about fun and entertainment, therefore this research basically targeted those youngsters. Consumer generated content and review about the particular product or service, which builds brand equity and increases revenue for a company.

Limitation and Future Research

Whereas this research extends on previous results in similar fields, several shortcomings present the different opportunities for future research. this research is conducted in metropolitan city



Karachi, Pakistan, considering the people of this big city are belong to all province of Pakistan as well as younger in age. It would be interesting to collect samples from different countries and relate the outcomes with different culture. In this research taken three social media marketing parameters. The other aspects of social media marketing may be investigated in future studies. For future study, recommend constructs such as perceived risk, brand reputation, customer satisfaction and other mediating variables. The determinents SMM towards customer intention to purchase was investigated using a quantitative approach in this study. Future research can apply combination of both qualitative and quantitative methodology and add more variables in the existing research model.

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