Going Green on social media: Exploring the Effect of Firm-Generated Content on Brand Trust and Purchase Decision in Pakistan with a Focus on Environmental Concern

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Abstract

This study explores the influence of firm-generated social media content, perceived enjoyment, and originality on brand trust and purchase decisions. Additionally, the study examines whether environmental concern works as a moderator between customer engagement and purchase decisions. A quantitative survey was done as an investigation approach for the present inquiry on 400 participants. The outcomes show that firm-generated social media content, perceived enjoyment, and perceived originality positively impact brand trust and purchase decisions. Furthermore, environmental concern moderates the connection between customer engagement and purchase decision, meaning customers with a more significant environmental concern are more expected to purchase when they engage with a brand on social media. These findings have important implications for marketers who aim to build brand trust and increase purchase decisions through social media marketing. They also highlight the importance of considering customers’ environmental concerns when designing social media marketing campaigns.

Keywords: Firm-Generated Social media Content, Customer Engagement, Environmental Concern, Brand Trust and Purchase Decision
Introduction

Social networking websites have been the most widely used form of exchange between businesses and their clients in the past few years (Choi and Sung, 2018). Particularly, the publishing of image-based information on social networking sites has drawn a lot of interest (Choi and Sung, 2018). Because of this, businesses increasingly employ social networking sites like Facebook and Snap Chat for productive commercial conversations (Hutter et al., 2013). Today's consumers depend more on social media platforms like Instagram and Facebook than on newspapers and magazines (Joglekar & Tan, 2022). The web attracts organizations based on its cheap cost and excellent effectiveness due to the advertising chances it offers (Cheng et al., 2021; Delafrooz et al., 2019). Online resources make it faster and simpler to get marketplace knowledge, such as information on rivals, economic conditions, client fulfillment, and advertising spending (Ali et al., 2021). Because of its prospective, experts expressed an interest in researching Instagram on Grab. There were 399 Instagram captures in total that were recorded in 2021. To increase brand exposure and consumer interaction, businesses distribute corporate-produced information on social media, which is devoted to as “firm generated content” (Joglekar & Tan, 2022). Companies that add material to their social media brand profiles increase the potential for contact with their customers, both initial and recurring ones (Bigne et al., 2020a; Ali & Asim, 2023). The majority of consumers get the knowledge they need from online resources, and consequently, social media networks' characteristics and material on those platforms have an impression on their purchasing decisions, particularly in the initial stages of the procedure (Agnihotri, 2020; Arshad et al., 2022; Faisal & Iqbal, 2023). In the US, social media networks impacted more than $22 billion worth of customer transactions in 2019. In 2024, the amount is anticipated to surpass $84 billion (Vithayathil et al., 2020; Hayat et al., 2022). It has been claimed that we are living in a platformization age as a result of this rapid rate of spread (Dal Zotto & Omidi, 2020).

The majority of examination on CE in the related works has been on comprehending this concept and investigative its business consequences (Pansari and Kumar, 2017; So et al., 2016a, 2016b). A previous research (Jaakkola and Alexander, 2014; Vivek et al., 2018; Iqbal & Shafiq, 2023) largely focused on the motivations and outcomes unique to firms. According to Prentice et al. (2018), the customer-based study hasn't gotten much attention. Firm-generated content (company-generated content) helps firms build and maintain relationships with their target
market. Maintaining activities with strong customer engagement also significantly increases sales and profitability (V. Kumar & Pansari, 2016). This cutting-edge informative platform may help boost an organization's appeal (Kusumasondjaja & Tjiptono, 2019; Kouser & Shafiq, 2023). E-company created content and Instagram advertising are all areas of focus for researchers (Kusumasondjaja & Tjiptono, 2019; Perreault & Mosconi, 2018a; Romero, 2017; Satish & Robert, 2007). The bulk of the earlier studies in this field focused on material produced by businesses.

This study will look at the connection between firm-generated content and purchasing patterns, two crucial elements in defining successful customer engagement, for the purpose to better comprehend this. Customer engagement in Pakistan is substantially impacted by this important issue. As a result, this study will also look at how firm-generated content affects consumer purchasing decisions. This investigation adds to the increasing body of research on social networking. It discusses why and how Pakistanis have greater emotional attachments to certain apparel brands due to firm-produced material shared on social networking sites.

**Problem Statement**

It is now difficult to attract consumers' focus and divide via marketing interference to influence their electronic purchasing plans on any site we consider, particularly in today's rapid e-commerce conditions (Irshad et al., 2020; Kumar & Khan, 2023). Since several variables influence this occurrence, understanding it is a constant struggle for marketers. Past study has looked at the variables influencing online consumer purchasing decisions on social media platforms using a variety of concepts, such as the theory of consumption values (Wu et al., 2018), the technology acceptance model (Fu et al., 2020; Moradi Abadi et al., 2017; Mastoi, 2022), and the WOM theory (Wang & Herrando, 2019). Brands must be conscious that as more people depend on internet information when purchasing, it will impact successful client interaction (Toor et al., 2017; Muhammad Aqib et al., 2023). Considering the growth of observational study in this field, there is still much to be discovered about the impacts of unique firm-produced content on consumer image and purchasing decisions (Bai & Yan, 2020; Nisar et al., 2020; Nosheen & Danya, 2022).

**Research Objectives**

- To analyze the impact of FGSMC on CE
- To evaluate the importance of PEFGC on CE
• To assess the influence of POFGC on CE
• TO evaluate the assess of CE on BT
• To analyze the impact of CE on PD
• To evaluate the impact of EC on the relationship of CE and PD
• To check the connection of BT with PD

Literature Review & Hypothesis Development

Firm generated content on customer engagement.
Firm-generated material can help to improve the connection between businesses and their clients. Communication imbalance exists between them; however, Consumers must acquire social media knowledge to sway their purchasing choices. Customers use social media to get details straight from companies (Rindova et al., 2005; Whiting & Williams, 2013). The results of prior studies by Bai and Yan (2020) support the beneficial association of FGC with CE and business success.

H1: There is a favorable impact of firm generated content on customer engagement.

Perceived enjoyment of firm generated content with customer engagement.
According to past research, a customer's perceived pleasure of engaging with social networks may keep them on it for longer (Fu et al., 2018a). Emotional satisfaction may be assessed by how much someone enjoys searching, collecting, exploring, and buying. PE relates to how much a restaurant's Instagram account's FGC relaxes and entertains (Hutter et al., 2013a). Attractive social media platforms like Instagram help firms promote and satisfy customers (Choi and Sung, 2018). Internet-Based content's perceived enjoyment by consumers can boost their affective engagement (Choi & Sung, 2018; Hutter, 2013a).

H2: There is a positive impact of perceived enjoyment of firm generated content on customer engagement.

Perceived originality of firm generated content on customer engagement
The "perceived originality" of social media content is its uniqueness, creativity, and intelligence (Djafarova & Rushworth, 2017). Ali et al., (2021) also reveal that Instagram visitors' content's uniqueness strongly impacts how other individuals see it. Unique firm-generated content may strengthen relationships and engagement (Carroll and Ahuvia, 2006). Uniqueness increases surprise, which boosts client engagement. The SOR framework explains why consumers may be more engaged in assisting the company and seeing its digital content (Yadav & Rahman, 2018).
H3: There is a positive influence of perceived originality of firm generated content on customer engagement.

Customer engagement on brand trust
An equally good complementary connection can encourage confidence between the two parties in engaging the consumer and the business. This conversation does not involve any spending (So et al., 2016). A previous study found that engaging in a virtual community or dialogue with a brand (company) and other clients has a significant effect on the brand's trust (Mosavi & Kenarehfard, 2013). According to Dessart et al. (2016), brand engagement and brand commitment may be more closely tied than previously believed.

H4: There is a favorable effect of customer engagement on brand trust.

Customer engagement on purchase decision
Previous investigations have demonstrated a clear correlation between consumer loyalty and purchasing decisions (Gummerus et al., 2012; Prentice et al., 2018; Vivek et al., 2012). Customer engagement affects company performance and consumer commitment to a certain extent (So et al., 2014). This link prompts consumers to buy goods or services associated with the business (Prentice et al., 2018). According to Vivek et al. (2012), attitudinal engagement helps consumers move along the spectrum of beliefs, attitudes, and actions. It also affects consumer attachment to the brand and repetitive purchasing habits (Harrigan et al., 2017; So et al., 2014).

H5: There is an optimistic influence of customer engagement on purchase decision.

Brand trust on purchase decision
According to earlier studies, brand trust is the degree to which clients are prepared to rely on a brand to keep a clear or informal promise (Chaudhuri & Holbrook, 2001). For companies, it will be easier to communicate their intended advertising campaigns and promote encouraging company views in customers’ minds as brand trust between customers in their planned demographic growths (Ebrahim, 2020). According to Jadil et al. (2022), internet trust is a key determining element for customer decisions. Hanaysha (2022), Pop et al., and Dabija and Alt (2022) also definite that brand trust increases purchasing decisions favorably.

H6: There is a helpful inspiration of brand trust on purchase decision.

Environmental concern as a moderator
Customer knowledge of the challenges caused by natural disasters, their desire to help with solutions, and their involvement in activities to preserve the environment is all indicators of how
concerned they are with environmental issues (Chuah et al., 2020). According to Hur (2020), people purchase used goods through financial encouragement, self-expression, hedonism, environmental worry, and a wish to support societal ideals. It was discovered that customer engagement influences buyer purchase decisions (Ahn and Back, 2018) and Prentice et al. (2019). Subsequently, it can be presumed that customers who are actively engaged with an item or company are more likely to have upcoming purchase plans and make purchases, particularly of goods that conform to environmental beliefs (Joshi & Srivastava, 2019).

**H7: Environmental Concern positively moderates the inspiration of Customer Engagement on Purchase Decision.**

Figure 1
Proposed Model

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**Research Methodology**

The main aim of this investigation was to determine the inspiration of company-generated social media content, perceived enjoyment and originality on brand trust and customer purchase decisions through customer engagement. Regarding this, an online survey technique is used to gather the information. There were 300 individuals, all Pakistani consumers of various tourism companies. Convenience sampling was used because survey investigation demands appropriate
sampling methods during data gathering to guarantee that the desired quantity of answers can be collected. This is because it is considered by many as the best method for gathering customer data at a reduced cost, especially when the sampling frame is not available. Additionally, convenience selection makes it simple for investigators to contact participants and share questionnaires. This selection method has also been used in several previous investigations to gather information from clients in several industries (e.g. Shafiq et al. 2023; Aqib et al. 2023; Guan et al., 2021; Yadav & Pathak, 2016).

The items used in this analysis were derived from earlier investigations, firm-generated content was assessed by Schivinski and Dabrowski (2014) (4 Items). Perceived enjoyment of firm generated content was modified from the previous study of Nambisan and Baron, (2007) (4 Items). Perceived originality of firm generated content was modified from earlier research by Moldvan et al., (2011) (4 Items). Customer engagement was adopted from previous investigation of Mohammad et al. (2020) (8 Items). Environmental concern was adopted from previous study by Kwant (2021) (4 Items). Brand Trust was modified from previous investigation by Ebrahim (2020) (Four Items). Purchase decision was modified from earlier research by Shareef et al., (2008).

As mentioned in part above, Only 267 participants completed and delivered the questionnaire. It was discovered that 258 were legitimate answers that could be used for data processing. Before the accurate data evaluation, the gathered data were classified and filtered to find any absent values, then replaced. This research's measurement and structural models were estimated using the SmartPLS 4. In particular, the measurement model was employed to confirm the accuracy and dependability of the instruments. Cronbach's alpha and composite reliability were employed to compute the reliability analysis, while convergent and discriminant validity were employed to rate the instrument's validity. The final structural model was created after they were given fair numbers to test the proposed theories.
Data Analysis

Demographic Analysis

Table 1 Descriptive data

<table>
<thead>
<tr>
<th>Demographical Variable</th>
<th>Categories</th>
<th>Frequency</th>
<th>Percentages</th>
</tr>
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<tbody>
<tr>
<td>Age</td>
<td>18-30</td>
<td>218</td>
<td>0.91</td>
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<tr>
<td></td>
<td>31-40</td>
<td>15</td>
<td>0.06</td>
</tr>
<tr>
<td></td>
<td>41-50</td>
<td>05</td>
<td>0.021</td>
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<td></td>
<td>Bachelors</td>
<td>194</td>
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<tr>
<td></td>
<td>Masters</td>
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<tr>
<td></td>
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<tr>
<td>Education</td>
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<td></td>
<td>Female</td>
<td>101</td>
<td>0.424</td>
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<tr>
<td>Gender</td>
<td>10000-20000PKR</td>
<td>155</td>
<td>0.65</td>
</tr>
<tr>
<td></td>
<td>200001-40000PKR</td>
<td>40</td>
<td>0.16</td>
</tr>
<tr>
<td>Monthly income</td>
<td>400001-50000PKR</td>
<td>25</td>
<td>0.10</td>
</tr>
<tr>
<td></td>
<td>above 50000PKR</td>
<td>18</td>
<td>0.07</td>
</tr>
</tbody>
</table>

Factor Loading, Reliability Analysis and Descriptive Analysis

This study assessed reliability and dependability of 7 factors. Findings show, Cronbach’s alpha for firm generated content is 0.836, perceived enjoyment 0.877, perceived originality 0.792, customer engagement 0.822, environmental concern 0.871, brand trust 0.817, purchase decision 0.840. All of the Alpha (a) values were higher than 0.60. It was acceptable to conclude that all measurement tools were extremely dependable as an outcome, and that additional trials might be carried out.

The mean of firm generated social media content was (Mean = 4.51, Standard Deviation = 1.44), perceived enjoyment of firm generated content (Mean = 4.27, Standard Deviation = 1.50), perceived originality of social media content (Mean = 5.10, Standard Deviation = 1.77), customer engagement (Mean = 4.64, Standard Deviation = 1.32), environmental concern (Mean = 4.81, SD = 1.22), brand trust (Mean = 4.35, Standard Deviation = 1.26), brand trust (Mean = 5.11, Standard Deviation = 1.80) and purchase decision (Mean =
5.21, Standard Deviation = 1.54).

Table 2
Factor loading

<table>
<thead>
<tr>
<th>Construct</th>
<th>Item</th>
<th>Loadings</th>
<th>Reliability</th>
<th>Mean</th>
<th>SD</th>
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<td>Firm Generated Content on Social Media</td>
<td>FG C1</td>
<td>0.729</td>
<td>0.836</td>
<td>0.787</td>
<td>4.51</td>
</tr>
<tr>
<td></td>
<td>FG C2</td>
<td>0.863</td>
<td>0.577</td>
<td>0.873</td>
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<tr>
<td></td>
<td>FG C3</td>
<td>0.873</td>
<td>0.845</td>
<td>0.855</td>
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</tr>
<tr>
<td>Perceived Enjoyment of Firm Generated Content</td>
<td>PE 1</td>
<td>0.756</td>
<td>0.877</td>
<td>0.778</td>
<td>4.27</td>
</tr>
<tr>
<td></td>
<td>PE 2</td>
<td>0.805</td>
<td>0.619</td>
<td>0.844</td>
<td></td>
</tr>
<tr>
<td>Perceived Originality of Social Media Content</td>
<td>PO 1</td>
<td>0.774</td>
<td>0.759</td>
<td>0.850</td>
<td>5.10</td>
</tr>
<tr>
<td></td>
<td>PO 2</td>
<td>0.835</td>
<td>0.727</td>
<td>0.716</td>
<td></td>
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<tr>
<td>Customer Engagement</td>
<td>CE 1</td>
<td>0.746</td>
<td>0.822</td>
<td>0.723</td>
<td>4.64</td>
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<tr>
<td></td>
<td>CE 2</td>
<td>0.723</td>
<td>0.680</td>
<td>0.745</td>
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<tr>
<td></td>
<td>CE 3</td>
<td>0.753</td>
<td>0.828</td>
<td>0.788</td>
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</tr>
<tr>
<td></td>
<td>CE 4</td>
<td>0.798</td>
<td>0.796</td>
<td>0.716</td>
<td></td>
</tr>
<tr>
<td>Environmental Concern</td>
<td>EC 1</td>
<td>0.777</td>
<td>0.871</td>
<td>0.769</td>
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<tr>
<td></td>
<td>EC 2</td>
<td>0.844</td>
<td>0.588</td>
<td>0.844</td>
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<tr>
<td></td>
<td>EC 3</td>
<td>0.833</td>
<td>0.839</td>
<td>0.833</td>
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<tr>
<td>Brand Trust</td>
<td>BT 1</td>
<td>0.747</td>
<td>0.817</td>
<td>0.832</td>
<td>5.11</td>
</tr>
<tr>
<td></td>
<td>BT 2</td>
<td>0.832</td>
<td>0.741</td>
<td>0.857</td>
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<td></td>
<td>PD 1</td>
<td>0.771</td>
<td>0.840</td>
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<tr>
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<td>PD 2</td>
<td>0.833</td>
<td>0.811</td>
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<td></td>
<td>PD 3</td>
<td>0.811</td>
<td>0.823</td>
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<td></td>
<td>PD 4</td>
<td>0.767</td>
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</tr>
</tbody>
</table>
Discriminant Validity

Table 3 shows the present study's discriminant validity. Fornell and Larcker (1981) recommend that every idea have a larger square root of AVE than its associations between its factors to demonstrate discriminant validity. Table 3 shows that all concepts met discriminant validity.

Table 3

<table>
<thead>
<tr>
<th>Discriminant validity</th>
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<tr>
<td></td>
</tr>
<tr>
<td>FG</td>
</tr>
<tr>
<td>PEFGC</td>
</tr>
<tr>
<td>POFGC</td>
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<tr>
<td>CE</td>
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<tr>
<td>EC</td>
</tr>
<tr>
<td>BT</td>
</tr>
<tr>
<td>PD</td>
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</table>

<table>
<thead>
<tr>
<th>FG</th>
<th>PEFGC</th>
<th>POFGC</th>
<th>CE</th>
<th>EC</th>
<th>BT</th>
<th>PD</th>
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</thead>
<tbody>
<tr>
<td>FGC</td>
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<td></td>
<td></td>
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<td></td>
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<tr>
<td>PEFGC</td>
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<td>0.511</td>
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<td></td>
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<tr>
<td>POFGC</td>
<td>0.469</td>
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<tr>
<td>CE</td>
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<td>0.576</td>
<td>0.552</td>
<td>0.549</td>
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<td>EC</td>
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<td>0.611</td>
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<td>BT</td>
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<td>0.547</td>
<td>0.590</td>
<td>0.627</td>
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</tr>
<tr>
<td>PD</td>
<td>0.589</td>
<td>0.581</td>
<td>0.473</td>
<td>0.620</td>
<td>0.583</td>
<td>0.449</td>
</tr>
</tbody>
</table>

Structural Model

SEM has drawn the interest of academics and researchers across several scientific fields. As a multidimensional statistical technique, SEM may concurrently "test and predict complicated causal connections between factors, regardless of whether the connections are hypothetical or not noticeable" (Hair et al., 2010). All model fit guides in this study met the thresholds established by guidelines frequently utilized in research (Hu & Bentler, 1999). In the following part, we will review how a SEM was used to test and evaluate the premises on the higher-order construct known as consumer engagement. Figure 1 provides a good illustration of this phenomenon. The structural equation modeling (SEM) employed in SmartPLS 4 utilized the maximum likelihood estimation as its estimate method. The model has a perfect correlation with the observed values, as shown by the following: 2 (350) = 410.22 (p 0.001), SRMR = 0.03611. On the customer involvement construct, a second-order construct assessment was carried out. It was found that all of the links included in the structural model that defines the experiences and significant importance (purchase decision) of consumer contact were relevant to the topic at hand. (Figure 2, Table 6).
**f² effect sizes evaluation**

When assessing $f^2$, ratings of 0.02 (= minimum), 0.15 (= medium), and 0.35 (= enormous) correspondingly denote effects that are minor, middle, and significant, according to Hair et al. (2020). The representation of these significant impacts by the $f^2$ values of 0.23 for firm-generated social media content, 0.27 for perceived enjoyment of firm-generated content, 0.21 for perceived originality of social media content, 0.29 for customer engagement, 0.24 for environmental concern, 0.22 for the brand trust, and 0.28 for the purchase decision.

**Table 4**

<table>
<thead>
<tr>
<th>Variables</th>
<th>F Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>FGC</td>
<td>0.23</td>
</tr>
<tr>
<td>PEFGC</td>
<td>0.27</td>
</tr>
<tr>
<td>POFGC</td>
<td>0.21</td>
</tr>
<tr>
<td>CE</td>
<td>0.29</td>
</tr>
<tr>
<td>EC</td>
<td>0.24</td>
</tr>
<tr>
<td>BT</td>
<td>0.22</td>
</tr>
<tr>
<td>PD</td>
<td>0.28</td>
</tr>
</tbody>
</table>
Table 5

**Hypothesis Results**

<table>
<thead>
<tr>
<th>Hypothesis</th>
<th>Link</th>
<th>Std. Beta</th>
<th>t-Value</th>
<th>Sig.</th>
<th>Result</th>
</tr>
</thead>
<tbody>
<tr>
<td>H1</td>
<td>FGC -&gt; CE</td>
<td>0.113</td>
<td>5.685</td>
<td>***</td>
<td>Significant (accepted)</td>
</tr>
<tr>
<td>H2</td>
<td>PEFGC -&gt; CE</td>
<td>0.608</td>
<td>9.26</td>
<td>***</td>
<td>Significant (accepted)</td>
</tr>
<tr>
<td>H3</td>
<td>POFGC -&gt; CE</td>
<td>0.381</td>
<td>8.354</td>
<td>***</td>
<td>Significant (accepted)</td>
</tr>
<tr>
<td>H4</td>
<td>CE -&gt; BT</td>
<td>0.0943</td>
<td>10.722</td>
<td>***</td>
<td>Significant (accepted)</td>
</tr>
<tr>
<td>H5</td>
<td>CE -&gt; PD</td>
<td>0.592</td>
<td>10.452</td>
<td>***</td>
<td>Significant (accepted)</td>
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<tr>
<td>H6</td>
<td>BT -&gt; PD</td>
<td>0.239</td>
<td>10.672</td>
<td>***</td>
<td>Significant (accepted)</td>
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<tr>
<td>H7</td>
<td>EC*CE -&gt; PD</td>
<td>0.515</td>
<td>18.655</td>
<td>***</td>
<td>Significant (accepted)</td>
</tr>
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</table>

**Discussions**

H1: Firm-generated social media content was linked to customer engagement. Results of SEM described that firm-generated social media content were substantially correlated with customer engagement. Earlier research by Aljarah et al. (2022), Ibrahim et al. (2022), and Chen et al. (2021), revealed that the impression of FGC on consumer engagement was helpful. Previous findings of the inquiry of Bai & Yan (2020) validate the findings of our investigation that FGC effects CE. H2: PE is linked with customer engagement. Earlier research by Choi & Sung (2018) shows that enjoyment helps to restore customer engagement. Earlier findings of Mohsin et al. (2018); Pongpaew et al. (2017) authenticate the valuable inspiration of EFCC on CE. H3: PO is associated with customer engagement. SEM findings showed a substantial affiliation between PO and customer engagement. A prior investigation by Ballester et al. (2021) shows that perceived originality aids in reinstating customer engagement. H4: Customer engagement is linked with brand trust. A previous study by Tuti & Sulistia (2022) and Chen et al. (2022) shows that customer engagement positively influences brand trust. H5: Customer engagement is connected with purchase decisions. An earlier research by Evania et al. (2023) shows that customer engagement positively influences purchase decisions. Customer engagement increases brand awareness and purchasing decisions (Blessa and
Indriani, 2022). Instagram can please and engage customers, influencing company product selection Chandra & Sari (2021). This study confirms past research that customer participation is crucial to purchase decisions Putri & Suci (2022). H6: Brand Trust is linked with purchase decisions. A prior research by Wijaya & Annisa (2020), Hanaysha (2022), Pratisti & Paramitasari (2023), and Shukla et al. (2023) shows that brand trust has a constructive influence on the purchase decision. H7: Environmental concern positively moderates the impression of customer engagement on purchase decisions. A previous study by Kristia (2021) shows that customer engagement positively mediates the inspiration of environmental concern on purchase decisions. It is consistent with Yan et al.’s (2015) research findings that one of the predictive factors of purchasing behavior is the concept of the natural world. When people communicate with a company and have environmental concerns, Joshi and Srivastava (2019) found that they will be motivated to address those issues until they encounter psychological conflict.

**Practical implications**

Brand advertising and interaction on social media has increased. Researchers and marketers have studied how firm-generated social media content affects brand trust and purchasing decisions. Firms in the tourism industry should invest in creating social media content that is engaging, original, and relevant to their target audience. This will help to increase brand trust and positively influence purchase decisions. Firms should want to provide their clients enjoyable and unforgettable experiences. This is possible with individualized services, attention to detail, and offering unique experiences. With growing concern for the environment, it is important for firms to show their commitment towards sustainability and eco-friendliness. This can be done by implementing environmentally friendly practices, offering eco-friendly services, and showcasing their efforts on social media. Social media provides an exceptional platform for firms to engage with their clients and shape associations. Firms can leverage social media to deliver tailored services, offer discounts and promotions, and respond to purchaser demands and feedback. Firms should monitor and measure customer engagement on social media platforms. This can help them to identify areas where they can improve their social media strategy, and also measure the efficiency of their efforts in terms of brand trust and purchase decisions.
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