



## 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

**Muhammad Aqib Shafiq (Corresponding Author)**

PhD Scholar, Department of Business Administration, Ghazi University Dera Ghazi Khan, Pakistan. E-  
[mastoiaqib@gmail.com](mailto:mastoiaqib@gmail.com). ORCID ID: <https://orcid.org/0000-0002-3980-1943>

**Muhammad Ziaullah**

Associate Professor, Chairperson, Department of Business Administration, Ghazi University, Dera  
Ghazi Khan, Pakistan  
[mziaullah@gudgk.edu.pk](mailto:mziaullah@gudgk.edu.pk)

**Qamar Abbas**

PhD Scholar, Department of Business Administration, Ghazi University Dera Ghazi Khan, Pakistan.  
[badshahmalik1214@gmail.com](mailto:badshahmalik1214@gmail.com)

**Malik Abid Ali**

PhD Scholar, Department of Business Administration, Ghazi University Dera Ghazi Khan, Pakistan.  
[badshahmalik1214@gmail.com](mailto:badshahmalik1214@gmail.com)

**Saba Iqbal**

Graduate MSBA, Department of Business Administration, Ghazi University, Dera Ghazi Khan,  
Pakistan  
[sabaarslan100@gmail.com](mailto:sabaarslan100@gmail.com)

### 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 Jadir 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.*

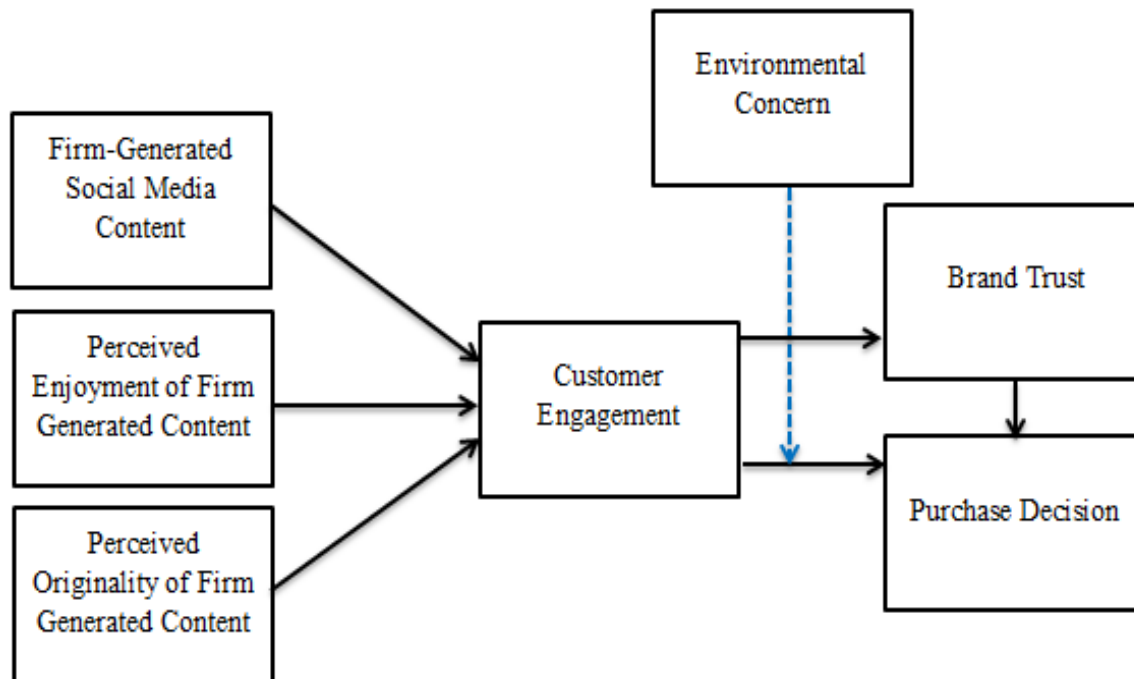
#### **Environmental concern as a moderator**

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 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



### 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

Demographical Variable	Categories	Frequency	Percentages
Age	18-30	218	0.91
	31-40	15	0.06
	41-50	05	0.021
Education	Bachelors	194	0.81
	Masters	39	0.16
	MS/M.Phil.	05	0.021
Gender	Male	137	0.575
	Female	101	0.424
Monthly income	10000-20000PKR	155	0.65
	200001-40000PKR	40	0.16
	400001-50000PKR	25	0.10
	above 50000PKR	18	0.07

### 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 with 0.871, brand trust with 0.817, purchase decision with 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

Construct	Item	Loadings	Reliability			Mean	SD
Firm Generated Content on Social Media	FG	0.729	0.836	0.577	0.845	4.51	1.44
	C1	0.863					
	FG	0.873					
	C2	0.855					
Perceived Enjoyment of Firm Generated Content	PE	0.756	0.877	0.619	0.882	4.27	1.50
	1	0.778					
	PE	0.805					
	2	0.844					
Perceived Originality of Social Media Content	PO	0.774	0.850	0.716	0.760	5.10	1.77
	1	0.835					
	PO	0.759					
	2	0.727					
Customer Engagement	CE	0.746	0.822	0.680	0.828	4.64	1.32
	1	0.723					
	CE	0.745					
	2	0.753					
	CE	0.788					
	3	0.798					
Environmental Concern	EC	0.777	0.871	0.588	0.839	4.81	1.22
	1	0.769					
	EC	0.844					
	2	0.833					
Brand Trust	BT	0.747	0.817	0.741	0.864	5.11	1.80
	1	0.832					
	BT	0.857					
Purchase Decision	PD	0.771	0.840	0.811	0.823	5.21	1.54
	1	0.798					
	PD	0.833					
	2	0.811					
	PD	0.767					
3							
PD							



### 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.

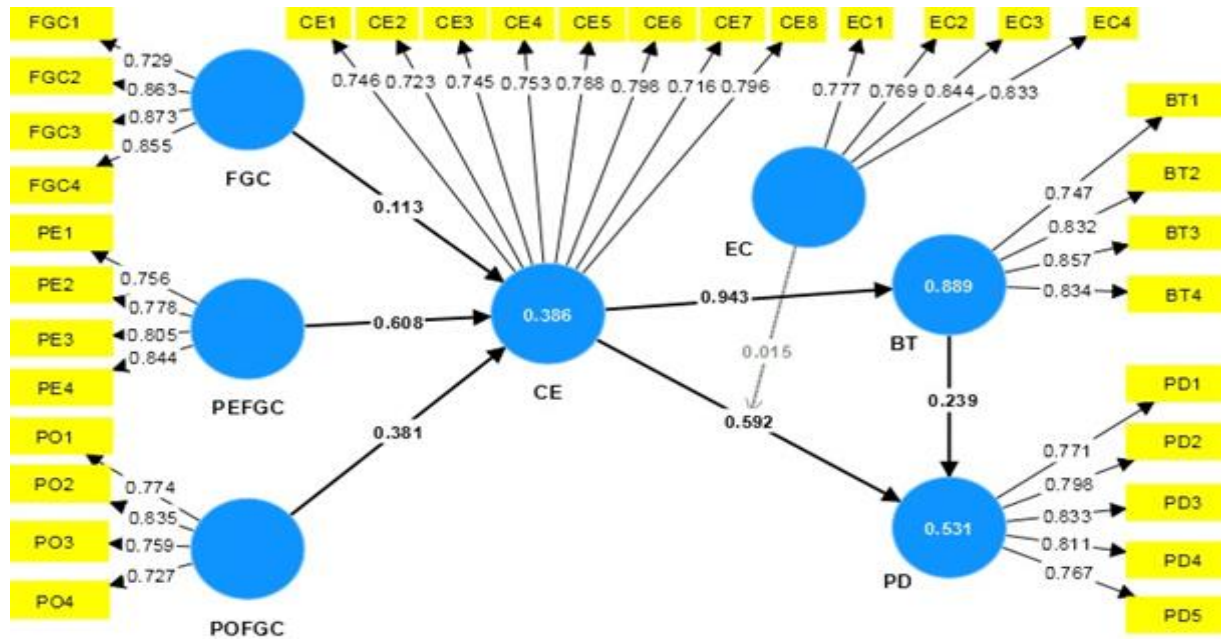
Table 3  
 Discriminant validity

	FGC	PEFGC	POFGC	CE	EC	BT	PD
FGC	0.543						
PEFGC	0.651	0.511					
POFGC	0.469	0.671	0.577				
CE	0.632	0.576	0.552	0.549			
EC	0.527	0.622	0.663	0.567	0.611		
BT	0.629	0.569	0.547	0.590	0.627	0.663	
PD	0.589	0.581	0.473	0.620	0.583	0.449	0.531

### 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:  $\chi^2(350) = 410.22$  ( $p < 0.001$ ), 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).

Figure 2  
 Structural Equation Model



### f<sup>2</sup> effect sizes evaluation

When assessing f<sup>2</sup>, 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<sup>2</sup> 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

F<sup>2</sup> Effect Sizes Evaluation

Variables	F Value
FGC	0.23
PEFGC	0.27
POFGC	0.21
CE	0.29
EC	0.24
BT	0.22
PD	0.28



Table 5

Hypothesis Results

Hypothesis	Link	Std. Beta	t-Value	Sig.	Result
H1	FGC -> CE	0.113	5.685	***	Significant (accepted)
H2	PEFGC -> CE	0.608	9.26	***	Significant (accepted)
H3	POFGC -> CE	0.381	8.354	***	Significant (accepted)
H4	CE -> BT	0.943	10.722	***	Significant (accepted)
H5	CE -> PD	0.592	10.452	***	Significant (accepted)
H6	BT -> PD	0.239	10.672	***	Significant (accepted)
H7	EC*CE -> PD	0.515	18.655	***	Significant (accepted)

**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.



## References

- Agnihotri, R. (2020). Social media, customer engagement, and sales organizations: A research agenda. *Industrial Marketing Management*, 90, 291–299.  
<https://doi.org/10.1016/j.indmarman.2020.07.017>
- Ahn, J., & Back, K. J. (2018). Antecedents and consequences of customer brand engagement in integrated resorts. *International Journal of Hospitality Management*, 75, 144–152.
- Al-Abdallah, G., & Jumaa, S. (2022). User-Generated Content and Firm Generated Content: A Comparative Empirical Study of the Consumer Buying Process. *UKH Journal of Social Sciences*, 6(1), 10–31. <https://doi.org/10.25079/ukhjss.v6n1y2022.pp10-31>
- Alalwan, A.A., Rana, N.P., Dwivedi, Y.K., & Algharabat, R. (2017). Social media in marketing: A review and analysis of the existing literature. *Telematics and Informatics*, 34(7), 1177-1190.
- Algharabat, R.S. (2017). Linking social media marketing activities with brand love. *Kybernetes*, 46(10), 1801-1819.
- Ali, & Asim, S. . (2023). Assessment of Service Quality and Innovation in Developing Customer Loyalty; The mediating role of Customer Commitment and Satisfaction. *Pakistan Journal of Humanities and Social Sciences*, 11(1), 243–257.  
<https://doi.org/10.52131/pjhss.2023.1101.0346>.
- Ali, F., Terrah, A., Wu, C., Ali, L., & Wu, H. (2021). Antecedents and consequences of user engagement in smartphone travel apps. *Journal of Hospitality and Tourism Technology*, 12(2), 355–371. <https://doi.org/10.1108/JHTT-09-2020-0221>
- Aljarah, A., Sawaftah, D., Ibrahim, B., & Lahuerta-Otero, E. (2022). The differential impact of user-and firm-generated content on online brand advocacy: Customer engagement and brand familiarity matter. *European Journal of Innovation Management*, (ahead-of-print).
- Aqib, M. s., Khan, M. M. A., Gul, R., Hussain, M., & Javaid, M. Q. (2023). Influence of Social Media Marketing in Development of Customer Trust and Satisfaction through the Moderating Role of Electronic Word of Mouth. *Journal of Social Sciences Review*, 3(1), 623-638.
- Arshad, H. M. A., Mehmood, S., & Hayyat, A. (2022). Does Impulse Buying Behavior mediate the relationship between Social Network Marketing and Customer Satisfaction? Evidence from Pakistan. *Journal of Business & Economics (JBE)*, 14(2), 96-107. Retrieved from <https://journals.au.edu.pk/ojs/index.php/jbe/article/view/611>
- Bai, L., & Yan, X. (2020). Impact of firm-generated content on firm performance and consumer Engagement: Evidence from Social Media in China. *Journal of Electronic Commerce Research*, 21(1), 56-74.
- Ballester, E., Ruiz, C., & Rubio, N. (2021). Engaging consumers through firm-generated content on Instagram. *Spanish Journal of Marketing-ESIC*, 25(3), 355-373.
- Bigne, E., Chatzipanagiotou, K., & Ruiz, C. (2020a). Pictorial content, sequence of conflicting online reviews and consumer decision-making: The stimulus-organism-response model



- revisited. *Journal of Business Research*, 115, 403–416.  
<https://doi.org/10.1016/j.jbusres.2019.11.031>
- Blessa, V. A., & Indriani, F. (2022). ANALISIS PENGARUH KEPERCAYAAN, KETERLIBATAN KONSUMEN, DAN KUALITAS PRODUK SERTA DAMPAKNYA TERHADAP KEPUTUSAN PEMBELIAN PRODUK MELALUI SHOPEE LIVE (Studi pada pengguna platform shopee live). *Diponegoro Journal of Management*, 11(1).
- Carroll, B. A., & Ahuvia, A. C. (2006b). Some antecedents and outcomes of brand love. *Marketing Letters* 2006 17:2, 17(2), 79–89. <https://doi.org/10.1007/S11002-006-4219-2>
- Chandra, C. N., & Sari, W. P. (2021). Pengaruh Content Marketing terhadap Customer Engagement (Studi Pada Akun Instagram LazadaID). *Prologia*, 5(1), 191-197.
- Chaudhuri, A., & Holbrook, M. B. (2001). The chain of effects from brand trust and brand affect to brand performance: the role of brand loyalty. *Journal of Marketing*, 65(2), 81-93.
- Chen, X., Wang, Y., Lyu, X., & Zhang, J. (2022). The impact of hotel customer engagement and service evaluation on customer behavior intention: the mediating effect of Brand Trust. *Frontiers in Psychology*, 13.
- Cheng, M., Liu, J., Qi, J., & Wan, F. (2021). Differential effects of firm generated content on consumer digital engagement and firm performance: An outside-in perspective. *Industrial Marketing Management*, 98, 41-58.
- Choi, T. R., & Sung, Y. (2018). Instagram versus Snapchat: Self-expression and privacy concern on social media. *Telematics and Informatics*, 35(8), 2289–2298.  
<https://doi.org/10.1016/j.tele.2018.09.009>
- Chuah, S. H.-W., El-Manstrly, D., Tseng, M.-L., & Ramayah, T. (2020). Sustaining customer engagement behavior through corporate social responsibility: The roles of environmental concern and green trust. *Journal of Cleaner Production*, 262.  
<https://doi.org/10.1016/j.jclepro.2020.121348>
- Dal Zotto, C., & Omid, A. (2020). Platformization of media entrepreneurship: A conceptual development. *Nordic Journal of Media Management*, 1(2), 209–233.
- Dessart, L., Veloutsou, C., & Morgan-Thomas, A. (2016). Capturing consumer engagement: duality, dimensionality and measurement. *Journal of Marketing Management*, 32(5–6), 399–426. <https://doi.org/10.1080/0267257X.2015.1130738>
- Djafarova, E., & Rushworth, C. (2017). Exploring the credibility of online celebrities' Instagram profiles in influencing the purchase decisions of young female users. *Computers in Human Behavior*, 68, 1–7. <https://doi.org/10.1016/j.chb.2016.11.009>
- E Ali, M. S., Taqi, M., & Parveen, S. (2021). Role of Political Instability in Attracting FDI Inflow to Pakistan. *Review of Politics and Public Policy in Emerging Economies*, 3(1), 41-49.
- Ebrahim, R. S. (2020). The role of trust in understanding the impact of social media marketing on brand equity and brand loyalty. *Journal of Relationship Marketing*, 19(4), 287–308.



- Evania, S., Listiana, E., Rosnani, T., & Fahrana, Y. (2023). The Effect of Influencer Marketing and Content Marketing on Customer Engagement and Purchase Decisions on Followers. *Asian Journal of Economics, Business and Accounting*, 23(2), 12-20.
- Faisal, M. M., & Iqbal, S. (2023). Exploring the Relationship between Green Human Resource Management and Green Creativity: The Moderating Influence of Green Behavioral Intention. *Pakistan Journal of Humanities and Social Sciences*, 11(1), 426-439. <https://doi.org/10.52131/pjhss.2023.1101.0362>
- Fu, J.-R., Lu, I.-W., Chen, J. H., & Farn, C.-K. (2020). Investigating consumers' online social shopping intention: An information processing perspective. *International Journal of Information Management*, 54, 102189. <https://doi.org/10.1016/j.ijinfomgt.2020.102189>.
- Guan, X., Xie, L., Shen, W. G., & Huan, T. C. (2021). Are you a tech-savvy person? Exploring factors influencing customers using self-service technology. *Technology in Society*, 65, Article 101564.
- Gummerus, J., Liljander, V., Weman, E., Pihlström, M., 2012. Customer engagement in a Facebook brand community. *Manag. Res. Rev.* 857–877.
- Hair Jr, J. F., Howard, M. C., & Nitzl, C. (2020). Assessing measurement model quality in PLS-SEM using confirmatory composite analysis. *Journal of Business Research*, 109, 101-110.
- Hair, J.F., Anderson, R.E., Tatham, R.L., & Black, W.C. (2010). *Multivariate data analysis*. Pearson Education.
- Hanaysha, J. R. (2022). Impact of social media marketing features on consumer's purchase decision in the fast-food industry: Brand trust as a mediator. *International Journal of Information Management Data Insights*, 2(2), 100102.
- Harrigan, P., Evers, U., Miles, M., Daly, T., 2017. Customer engagement with tourism social media brands. *Tour. Manag.* 59, 597–609.
- Hayat, A., Ali, H., & Mehmood, S. (2022). An Examination of CSR's role in Fostering Organizational Commitment and Employee Performance. *Journal of Business and Environmental Management*, 1(1), 63-78. <https://doi.org/10.59075/jbem.v1i1.151>
- Hayyat, A., Khan, H. A., Shafiq, M. A., Rehman, D. Z.- ur-, & Ziaullah, D. M. (2023). Does Employee's Green Commitments and Green Attitude Mediate the Relationship of Green HRM Practices and Pro-Environmental Behaviour: Evidence from TEVT Sector Southern Punjab, Pakistan . *Journal of Social Sciences Review*, 3(2), 190–210. <https://doi.org/10.54183/jssr.v3i2.243>.
- Hu, L., & Bentler, P.M. (1999). Cutoff criteria for fit indexes in covariance structure analysis: Conventional criteria versus new alternatives. *Structural Equation Modeling: A Multidisciplinary Journal*, 6(1), 1-55.
- Hur, E. (2020). Rebirth fashion: Secondhand clothing consumption values and perceived risks. *Journal of Cleaner Production*, 273. <https://doi.org/10.1016/j.jclepro.2020.122951>
- Hutter, K., Hautz, J., Dennhardt, S., & Füller, J. (2013). The impact of user interactions in social media on brand awareness and purchase intention: The case of MINI on Facebook.





- Journal of Product and Brand Management, 22(5), 342–351.  
<https://doi.org/10.1108/JPBM-05-2013-0299/FULL/XML>
- Ibrahim, B., Aljarah, A., Hayat, D. T., & Lahuerta-Otero, E. (2022). Like, comment and share: examining the effect of firm-created content and user-generated content on consumer engagement. *Leisure/Loisir*, 46(4), 599-622.  
<https://doi.org/10.1080/14927713.2022.2054458>
- Impact of Human and Social Capital on Economic Development in Pakistan: Empirical Evidence From Primary Data Analysis
- Iqbal, K., Shafiq, M. A., Singh, S., & Afzal, M. K. (2023). Impact of Opioid Use Disorder (OUD) on Employee Productivity: An Empirical Investigation. *International Journal of Business Intelligence and Big Data Analytics*, 6(1), 23-30. Retrieved from  
<https://research.tensorgate.org/index.php/IJBIBDA/article/view/10>
- Irshad, M., Ahmad, M. S., & Malik, O. F. (2020). Understanding consumers' trust in social media marketing environment. *International Journal of Retail & Distribution Management*, 48(11), 1195–1212. <https://doi.org/10.1108/IJRDM-07-2019-0225>
- Ismail, A.R., Nguyen, B., & Melewar, T.C. (2018). Impact of perceived social media marketing activities on brand and value consciousness: Roles of usage, materialism and conspicuous consumption. *International Journal of Internet Marketing and Advertising*, 12(3), 233-254.
- Jaakkola, E., Alexander, M., 2014. The role of customer engagement behavior in value co-creation: a service system perspective. *J. Serv. Res.* 17 (3), 247–261.
- Jadil, Y., Rana, N. P., & Dwivedi, Y. K. (2022). Understanding the drivers of online trust and intention to buy on a website: An emerging market perspective. *International Journal of Information Management Data Insights*, 2(1), Article 100065.
- Joshi, Y., & Srivastava, A. P. (2019). Examining the effects of CE and BE on consumers' purchase intention toward green apparels. *Young Consumers*, 21(2), 255–272.  
<https://doi.org/10.1108/YC-01-2019-0947>
- Koay, K.Y., Ong, D.L.T., Khoo, K.L., & Yeoh, H.J. (2020). Perceived social media marketing activities and consumer-based brand equity: Testing a moderated mediation model. *Asia Pacific Journal of Marketing and Logistics*, 33(1), 53-72.
- Kousar, T. , & Shafiq, M. A. . (2023). Impact of Bank Specific Factors on Credit Risk: Evidence from Islamic and Conventional Banks of Pakistan. *Pakistan Journal of Humanities and Social Sciences*, 11(1), 580–592. <https://doi.org/10.52131/pjhss.2023.1101.0375>
- Kristia, K. (2021). Mediating Effect of Customer Engagement on the Relations between eWOM, Environmental Concern, and Intention to Purchase Second-hand Clothing among College Students in Yogyakarta. *Jurnal Manajemen Bisnis*, 12(2), 162-175.
- Kumar, N. , & Khan, F. A. . (2023). Corporate Social Responsibility and Brand Loyalty in Punjab's Banking Sector: Exploring the Mediating Role of Corporate Branding. *Pakistan Journal of Humanities and Social Sciences*, 11(2), 867–878.  
<https://doi.org/10.52131/pjhss.2023.1102.0397>



- Kusumasondjaja, S., & Tjiptono, F. (2019). Endorsement and visual complexity in food advertising on Instagram. *Internet Research*, 29(4), 659–687.  
<https://doi.org/10.1108/IntR-11-2017-0459>
- Kwant, J. (2021). Consumer attitudes on the intention to purchase local food products in Sweden, Belgium, Germany, Denmark, and the Netherlands research. Ku Leuven. Retrieved from <https://lirias.kuleuven.be/3376934?limo=0>
- Mastoi, M. A. S. (2022). An Analysis of Social Media Marketing in Developing Consumer Brand Engagement and Repurchase Intention Evidence from Pakistan. *Journal of Business Management Studies-JBMS*, 1(03), 35-47.
- Mohammad, J., Quoquab, F., & Mohamed Sadom, N. Z. (2020). Mindful consumption of second-hand clothing: the role of eWOM, attitude and consumer engagement. *Journal of Fashion Marketing and Management: An International Journal*, 25(3), 482–510.  
<https://doi.org/10.1108/jfmm-05-2020-0080>
- Mohsen, Y., Hussein, H. M., & Mahrous, A. A. (2018). Perceived service value, customer engagement and brand loyalty in health care centres in Egypt.
- Moldovan, S., Goldenberg, J., & Chattopadhyay, A. (2011). The different roles of product originality and usefulness in generating word-of-mouth. *International Journal of Research in Marketing*, 28(2), 109-119.
- Moradi Abadi, A., Moradi Abadi, A., Jafari, A., & Islamic Azad University (2017). Innovation acceptance and customer satisfaction. A survey on tax information systems. *AD-minister*, (30), 149–171. <https://doi.org/10.17230/ad-minister.30.8>
- Mosavi, S.A., & Kenarehfard, M. (2013). The Impact of Value Creation Practices on Brand Trust and Loyalty in a Samsung Galaxy Online Brand Community in Iran. *Mobile Marketing Association, IJMM Winter*, 8(2), 75-84
- Muhammad Aqib Shafiq, Muhammad Ziaullah, Mohsin Siddique, Ahmed Bilal, & Muhammad Ramzan. (2023). Unveiling the Sustainable Path: Exploring the Nexus of Green Marketing, Service Quality, Brand Reputation, and Their Impact on Brand Trust and Purchase Decisions. *International Journal of Social Science & Entrepreneurship*, 3(2), 654–676. Retrieved from <https://ijsse.salmaedusociety.com/index.php/ijsse/article/view/186>
- Nambisan, S., & Baron, R. A. (2007). Interactions in virtual customer environments: Implications for product support and customer relationship management. *Journal of Interactive Marketing*, 21(2), 42-62.
- Nisar, T. M., Prabhakar, G., Ilavarasan, P. V., & Baabdullah, A. M. (2020). Up the ante: Electronic word of mouth and its effects on firm reputation and performance. *Journal of Retailing and Consumer Services*, 53(September 2018).  
<https://doi.org/10.1016/j.jretconser.2018.12.010>
- Nosheen,k. & Danya, A. (2022). An Analysis of Integration Management in Developing Project Performance-Evidence from Pakistan. *Journal of Economics, Management & Business Administration*, 1(2), 1-14. <https://doi.org/10.59075/jemba.v1i2.115>



- Panigyrakis, G., Panopoulos, A., & Koronaki, E. (2020). All we have is words: Applying rhetoric to examine how social media marketing activities strengthen the connection between the brand and the self. *International Journal of Advertising*, 39(5), 699-718.
- Pansari, A., Kumar, V., 2017. Customer engagement: the construct, antecedents, and consequences. *J. Acad. Mark. Sci.* 45 (3), 294–311.
- Parveen, S., e Ali, M. S., & Adeem, M. A. (2020). The Determinants of Demand for Money: Empirical Evidence from Some Selected Developing Countries. *Journal of Contemporary Macroeconomic Issues*, 1(2), 20-34.
- Perreault, M. C., & Mosconi, E. (2018). Social Media Engagement: Content Strategy and Metrics Research Opportunities. *Proceedings of the Annual Hawaii International Conference on System Sciences*, 2018-January, 3568–3577.  
<https://doi.org/10.24251/HICSS.2018.451>
- Pongpaew, W., Speece, M. and Tiangsoongnern, L. (2017), “Social presence and customer brand engagement on Facebook brand pages”, *Journal of Product and Brand Management*, Vol. 26 No. 3, pp. 262-281.
- Pratisti, C., & Paramitasari, N. (2023). THE EFFECT OF BRAND TRUST AND BRAND LOYALTY ON ADIDAS PURCHASE DECISION IN BANDAR LAMPUNG. *JIM UPB (Jurnal Ilmiah Manajemen Universitas Putera Batam)*, 11(1), 86-94.
- Prentice, C., Wang, X., Lin, X., 2018. An organic approach to customer engagement and loyalty. *J. Comput. Inf. Syst.* <https://doi.org/10.1080/08874417.2018.1485528>.
- Putri, D. O., & Suci, R. P. (2022). Peranan Consumer Engagement Sebagai Variabel Mediasi Atas Pengaruh Content Marketing Terhadap Keputusan Pembelian Online Di Era Digital Marketing (Studi Pada Konsumen Brand Fashion Realizm87). *Bulletin of Management and Business*, 3(1), 284-293.
- Ramzan, M. ., Faisal, M. M. ., & Iqbal, S. . (2023). Exploring the Relationship between Green Human Resource Management and Green Creativity: The Moderating Influence of Green Behavioral Intention. *Pakistan Journal of Humanities and Social Sciences*, 11(1), 426–439. <https://doi.org/10.52131/pjhss.2023.1101.0362>.
- Riaz, Z., Shafiq, M. A., Gillani, S. H. A., Yasin, N., & Kanwal, H. (2023). The Impact of Perception of Justice on Tax Compliance Behavior through the Mediating Role of Social Support: An Empirical Study in Pakistan. *Journal of Social Sciences Review*, 3(1), 918–931. <https://doi.org/10.54183/jssr.v3i1.304>
- Romero, J. (2017). Customer Engagement Behaviors in Hospitality: Customer-Based Antecedents. *Journal of Hospitality Marketing and Management*, 26(6), 565–584.  
<https://doi.org/10.1080/19368623.2017.1288192>
- Roshana Gul, Hussain, M., & Javaid, M. Q. (2023). Influence of Social Media Marketing in Development of Customer Trust and Satisfaction through the Moderating Role of Electronic Word of Mouth. *Journal of Social Sciences Review*, 3(1), 623–638.  
<https://doi.org/10.54183/jssr.v3i1.186>.



- Salem, S.F., & Salem, S.O. (2019). Effects of social media marketing and selected marketing constructs on stages of brand loyalty. *Global Business Review*, Article 097215091983086.
- Satish, N., & Robert, A. B. (2007). Interactions in virtual customer environments: Implications for product support and customer relationship management. *Journal of Interactive Marketing*, 21(2), 42–62.
- Schivinski, B. & Dabrowski, D. 2014. The effect of social media communication on consumer perceptions of brands. *Journal of Marketing Communications* 22(2): 189-214.
- Shafiq, M. A., Khan, M. M. A., Ali , M. S., & Shams, T. (2023). An Assessment of Social Media Marketing's Influence on Brand Loyalty, Through the Moderating Role of Brand Reputation. *Journal of Peace, Development and Communication*, 07(01), 172–194. <https://doi.org/10.36968/JPDC-V07-I01-15>.
- Shareef, M. A., Kumar, U., & Kumar, V. (2008). Role of different electronic-commerce (EC) quality factors on purchase decision: A developing country perspective. *Journal of Electronic Commerce Research*, 9(2), 92.
- Shukla, M., Misra, R., & Singh, D. (2023). Exploring relationship among semiotic product packaging, brand experience dimensions, brand trust and purchase intentions in an Asian emerging market. *Asia Pacific Journal of Marketing and Logistics*, 35(2), 249-265.
- Sibt e Ali, M., Raza, S. M. F., & Abidin, S. Z. (2018). Population, poverty and economic development nexus: Empirical study of some selected developing countries.
- Sibt-e-Ali, M., Shah, S. Z. A., Mazhar, F., Khan, I. H., & Parveen, S. (2021). Optimal Government Size and Economic Growth. *International Journal of Management (IJM)*, 12(12).
- So, K.K.F., King, C., Sparks, B., (2014). Customer engagement with tourism brands: scale development and validation. *J. Hosp. Tour. Res.* 38 (3), 304–329.
- So, K.K.F., King, C., Sparks, B.A., Wang, Y., (2016a). The role of customer engagement in building consumer loyalty to tourism brands. *J. Travel Res.* 55 (1), 64–78.
- So, K.K.F., King, C., Sparks, B.A., Wang, Y., (2016b). Enhancing customer relationships with retail service brands: the role of customer engagement. *J. Serv. Manag.* 27 (2), 170–193.
- Toor, A., Husnain, M., & Hussain, T. (2017). The impact of social network marketing on consumer purchase intention in Pakistan: Consumer engagement as a mediator. *Asian Journal of Business and Accounting*, 10(1), 167–199.
- Torres, P., Augusto, M., & Wallace, E. (2018). Improving consumers' willingness to pay using social media activities. *Journal of Services Marketing*, 32(7), 880-896.
- towards SMS advertising. *Direct Marketing. An International Journal*, 3(2), 97–108.
- Tuti, M., & Sulistia, V. (2022). The customer engagement effect on customer satisfaction and brand trust and Its impact on brand loyalty. *Jurnal Manajemen Bisnis*, 13(1), 1-15.
- Vithayathil, J., Dadgar, M., & Osiri, J. K. (2020). Social media use and consumer shopping preferences. *International Journal of Information Management*, 54, 102117. <https://doi.org/10.1016/j.ijinfomgt.2020.102117>



- Vivek, S.D., Beatty, S.E., Hazod, M., 2018. If you build it right, they will engage: a study of antecedent conditions of customer engagement. *Customer Engagement Marketing*. Palgrave Macmillan, Cham, pp. 31–51.
- Vivek, S.D., Beatty, S.E., Morgan, R.M., 2012. Customer engagement: exploring customer relationships beyond purchase. *J. Mark. Theory Pract.* 20 (2), 122–146.
- Wang, Y., & Herrando, C. (2019). Does privacy assurance on social commerce sites matter to millennials? *International Journal of Information Management*, 44, 164–177.  
<https://doi.org/10.1016/j.ijinfomgt.2018.10.016>
- Wijaya, A. P., & Annisa, I. T. (2020). The influence of brand image, brand trust and product packaging information on purchasing decisions. *Jurnal Analisis Bisnis Ekonomi*, 18(1), 24-35.
- Wu, W., Huang, V., Chen, X., Davison, R. M., & Hua, Z. (2018). Social value and online social shopping intention: the moderating role of experience. *Information Technology & People*, 31(3), 688–711. <https://doi.org/10.1108/ITP-10-2016-0236>
- Yadav, M., & Rahman, Z. (2018). The influence of social media marketing activities on customer loyalty: A study of e-commerce industry. *Benchmarking*, 25(9), 3882–3905.  
<https://doi.org/10.1108/BIJ-05-2017-0092/FULL/XML>
- Yadav, R., & Pathak, G. S. (2016). Intention to purchase organic food among young consumers: Evidences from a developing nation. *Appetite*, 96, 122–128.
- Yan, R.-N., Bae, S. Y., & Xu, H. (2015). Second-hand clothing shopping among college students: the role of psychographic characteristics. *Young Consumers*, 16(1), 85–98.  
<https://doi.org/10.1108/yc-02-2014-00429>