*"**BRAND LOYALTY IN THE AGE OF DIGITAL MARKETING: AN EXPLORATION OF THE FACTORS THAT INFLUENCE PURCHASE INTENTION.**"*

By:

Sana Bashir   *01-221221-026*

Supervisor:

DR.QAZI MUHAAMMAD AHMED

Department of Business Studies

Bahria University Islamabad

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Names of Student(s):   Enroll # 01-221221-026

- Sana Bashir

-

Class: MBA 1.5

Approved by:

_____

DR.QAZI MUHAAMMAD AHMED

Supervisor

_____

Firdous Ahmed Sehri

Internal Examiner

_____

Kashif Abrar

External Examiner

_____

Dr.Syed Haider Ali Shah

Research Coordinator

_____

Dr.Khalil Ullah Mohammad

Head of Department

Business Studies

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Abstract

In contemporary times, social media has emerged as the predominant mode of operation. Social media applications have enabled remarkable expansion in human interaction in contemporary times, building upon the groundwork of Web 2.0. This research endeavors to examine the influence of social media marketing as a medium on brand loyalty and purchase intention among the younger generation. Random surveys were conducted and questionnaires were distributed to undergraduate students from various universities located in the twin cities (Rawalpindi and Islamabad) of Pakistan. A total of 600 questionnaires were disseminated, yielding a response rate of 50%. The recorded responses are subjected to statistical analysis, employing techniques such as correlation and regression, via the utilization of SPSS software. Six hypotheses were formulated and evaluated through reliability analysis, correlation analysis, and regression analysis. The findings suggest that online marketing communications, such as electronic word-of-mouth (E-WOM), online communities, and online advertisements, are efficacious in fostering brand loyalty and promoting the intention to purchase products through both company websites and social media platforms. The aforementioned findings suggest that social media has emerged as a crucial marketing medium for marketing managers to target the younger generation of consumers. The statement suggests that the cyber realm holds significant value in contemporary marketing practices, facilitating expedited and streamlined communication between marketers and consumers. The present study offers a framework for multinational corporations to contemplate the implementation of social media marketing strategies as a means of promoting their products and brands.

Key words: Electronic word of mouth (E-WOM), online advertisement, online communities, purchase intention and brand loyalty

List of Abbreviation

Abbreviation	Definitions	Page no.
• E-WOM	Electronic word of mouth	11
• TPB	Theory of Planned Behavior	22
• SPSS	Statistical Package for the Social Sciences	24
• OA	Online Advertisement	35
• OC	Online Communities	35
• PI	Purchase Intention	35
• BL	Brand Loyalty	35
• ANOVA	Analysis of Variables	40
• DF	Degree of Freedom	40
• Sig	Significant level	40
• R	Correlation Coefficient	40

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Chapter 1

1. Introduction and Background:

The internet is regarded as having created a unified social and cultural framework for all individuals, marking a significant milestone in the realm of communication and information. The advent of the internet has brought about a paradigm shift in human communication, information sharing, business practices, and technological advancements.

Numerous studies have indicated that loyalty to a brand significantly influences the profitability and sustained prosperity of a company. The findings of a study carried out by Harvard Business School indicate that a modest 5% rise in customer retention rates can lead to a substantial upsurge in profits, ranging from 25% to 95%. Furthermore, customers who exhibit loyalty are inclined to recommend potential clients, thereby contributing to the expansion and prosperity of the enterprise. Brand loyalty has been a significant factor in achieving business success for several years, and its importance has further increased with the advent of digital marketing. The emergence of digital marketing has brought about a notable shift in the manner in which consumers engage with brands. In order to sustain brand loyalty among customers, companies must adjust to the current reality.

According to Ebrahim's (2020) findings, the marketing channel now has access to a vast audience of 2.77 billion internet users globally through recently established channels. According to Tankovska's (2021) report, as of the first quarter of 2021, Instagram and Twitter had garnered 500 million and 166 million daily users, respectively. However, despite these impressive figures, Facebook remained the most widely used social media platform, with over 2.85 billion active users. The data reveals that the millennial cohort in the United States constitutes the largest proportion of social media users, with a percentage of 90.4%, surpassing both Generation X (77.5%) and Baby Boomers (48.2%) (Lipsman, 2019). The data also indicates the techniques utilised by corporations to reach their target audience, as a significant proportion of marketers, approximately 73%, perceive social media marketing to be efficacious. The task of establishing and preserving brand loyalty can prove to be a formidable undertaking in the era of digital marketing. The proliferation of digital platforms has facilitated the

dissemination of information and alternatives, thereby rendering it more convenient for consumers to switch to competitors.

In the current digital age, enterprises have been investigating diverse approaches to establish and sustain brand allegiance in order to tackle these predicaments. Examples of effective strategies for enhancing customer satisfaction and loyalty include delivering superior customer experiences, tailoring services to individual customer needs, safeguarding brand reputation, cultivating a robust social media presence, leveraging online advertising, fostering online communities, and instituting loyalty programs according to Ebrahim's (2020) findings.

According to the report titled "Online Retail in Pakistan - Market Summary, Competitive Analysis and Forecast to 2025", any transaction that occurs online and does not involve in-person payment in the Clothing & Footwear, Electricals, Food & Grocery, Health & Beauty, Home, and Other (Books, News & Stationery, Jewelry & Watches, Luggage & Leather Goods, Music, Video & Entertainment Software, Sports & Leisure Equipment, and other) categories is classified as a sale in the online retail industry. The vendor is an internet-based enterprise that exclusively operates online and serves as the digital representation of a physical retail store. Online-only retailers comprise a category of businesses that exclusively operate through digital channels, commonly referred to as online specialists. The term "other online retail" pertains to transactions carried out by vendors who engage in commerce through both virtual and non-virtual avenues, such as face-to-face interactions, postal orders, and direct sales.

As per the report titled "Online Retail in Pakistan - Market Summary, Competitive Analysis and Forecast to 2025", the online retail industry in Pakistan generated a total revenue of $2.1 billion in the year 2020. This figure indicates a compound annual growth rate (CAGR) of 40.9% between the years 2016 and 2020.

In 2020, the electrical and electronics retail segment held the largest value share, accounting for 68% of the sector's total value, with total revenues amounting to $1.4 billion. The online retail market of Pakistan experienced a growth of 50.1% in its value during the year 2020.According to projections made in 2020, the estimated value of the online retail market in Pakistan was anticipated to reach $2.1 billion. It is projected that the online retail market in Pakistan will attain a value of $5.39 billion by 2025, exhibiting a growth rate of 20.7%. The Pakistani online retail market is comprised of significant entities such as Daraz Group, DigiBull Pvt Ltd, and COM Pvt Ltd. This report provides a comprehensive overview of the online retail market in Pakistan, including a competitive analysis and a forecast for the period up to 2025.

The present study aims to investigate the impact of digital marketing on brand loyalty and purchase intention. Specifically, the study seeks to achieve three objectives: firstly, to scrutinise the effect of digital marketing on brand loyalty and purchase intention; secondly, to quantify the effect of digital marketing on brand loyalty and purchase intention; and thirdly, to analyse the effect of digital marketing on brand loyalty and purchase intention.

The literature pertaining to this topic encompasses various digital marketing activities, including but not limited to electronic word-of-mouth (EWOM), online communities, and online advertising concepts. Subsequently, the research hypotheses are explicated. The methodology section provides a comprehensive account of the research population, sampling procedures, data collection instruments, and data analysis techniques employed in the study. Subsequently, the outcomes of the data examination have been integrated. The final section of the research paper entails a comprehensive discussion of the study's outcomes and suggestions for practitioners and prospective scholars.

1.2 Research Problem:

In a study conducted by Vinh et al. (2019), the authors examined the correlation between Digital marketing elements and Brand loyalty in the year 2019. Nevertheless, the mobile phone industry has received limited attention, and there is a dearth of information regarding the influence of digital marketing activities on customers' loyalty towards brands within this sector. According to statistical data, there is a significant expansion in the smartphone market, with projections indicating that by the year 2025, approximately 5.9 billion individuals will possess at least one smartphone (GSMA, 2018). Samsung is widely regarded as one of the leading mobile companies in South East Asia, including Pakistan. However, it operates in a highly competitive market that features a diverse array of brands from both local and international manufacturers. Samsung offers a diverse range of products that cater to both affordable and high-end market segments. However, in both segments, there exists a considerable array of alternatives from competing brands, including Xiaomi, Huawei, Oppo, and others in the affordable product category, and Apple as a formidable competitor in the higher-priced product line. The smartphone companies in question have been making efforts to enhance customer satisfaction through their product and service offerings, with the primary objective of increasing their market share (Chen et al., 2016).

The acquisition of a larger market share and establishing a strong position in the competitive mobile phone market are considered to be the central objectives for both current and future competitors. Therefore, it is crucial for these phone manufacturers to priorities strategic plans that focus on retaining existing customers, empowering them, and cultivating their loyalty towards the brand. This approach is essential in order to establish a sustainable and competitive advantage. Furthermore, the remarkable advantages of digital marketing and its exceptional applications provide substantial support for businesses in maintaining connectivity with their customers, establishing trends, and generating enhanced value for both parties involved.

1.3 Research Gap

1.3.1 Gap Analysis:

According to a study by Yuen, Hao, and Fang (2020), the pandemic has sped up the adoption of e-commerce and online platforms, changing consumer expectations and behavior. They contend that in order to keep customers loyal in the post-pandemic period, firms must concentrate on fostering trust and offering a frictionless online experience. Social media interaction are the main factors influencing brand loyalty in the digital age (Chiou, Chen, and Chen 2021),. They advise firms to focus on producing creative and tailored content as well as building a feeling of community among their consumers. Moreover, covid-19 has further highlighted the fact that digital marketing has a huge impact on building brand loyalty. The pandemic has hastened the

transition to e-commerce and online platforms, thereby altering consumer behavior and expectations (Liu, Zhang, and Chen 2021),. In order to maintain customer loyalty in the post-pandemic era, they argue that businesses must adapt their strategies to account for changing customer desires and preferences The pandemic has accelerated the transition towards e-commerce and online channels, resulting in alterations in consumer behavior and expectations (Liu, Zhang, and Chen 2021),. In order to maintain customer loyalty in the post-pandemic era, it is suggested that brands must adapt their strategies to evolving customer requirements and preferences.

1.3.2 Significance of Study:

The importance of researching brand loyalty in the digital age is that it provides insight into how brands can adapt their strategies to changing consumer behaviour and preferences in the online environment. The simplicity of switching brands and the influence of social media influencers can undermine traditional measures of brand loyalty as the significance of digital channels rises. The impact of digital marketing endeavours, such as social media marketing and online advertising, on consumes' purchase intentions (Khan and Ahmed 2018). This influence is achieved through the creation of awareness, the provision of information, and the shaping of perceptions. The utilisation of digital marketing has a favourable effect on the brand loyalty of young consumers (Zafar and Raza, 2020). This is achieved through the promotion of engagement, the establishment of relationships, and the improvement of brand trust.

Furthermore, this research offers essential support to marketing scholars in enhancing their comprehension of the correlation among electronic word of mouth, online advertising, and online communities concerning purchase intention and brand loyalty. Furthermore, the study by Kardos et al. (2019) provides a contribution to the marketing discipline in terms of both theoretical and operational aspects.

In addition, the COVID-19 pandemic has accelerated the transition towards digital channels, making the study of brand loyalty in the digital era even more crucial. Long-term loyalty and competitive advantage are more likely to be maintained by brands that can adapt their strategies to shifting consumer behaviour and expectations in the post-pandemic era. Therefore, researching brand loyalty in the digital age is essential for brands to prosper in the constantly changing online environment.

1.3.3 Contribution:

This study's significance in Pakistan pertains to its capacity to illuminate the particular circumstances surrounding the influence of digital marketing on brand loyalty and purchase intention within the nation. Although digital marketing and its impact on consumer behavior have been extensively researched worldwide, it is possible that the particular dynamics and consumer preferences in Pakistan may diverge according to Dr. Muhammad Zia-ur-Rehman (2023).

Through the implementation of research that is specifically targeted towards the Pakistani market; this study has the potential to offer valuable insights and recommendations that are customized to the distinctive characteristics and preferences of Pakistani consumers. Study by Abeera Amir (2018), showed that comprehension of the determinants that impact brand loyalty and purchase intention in the digital era can facilitate Pakistani businesses in devising focused and efficacious digital marketing tactics.

Additionally, the study can illuminate the probable obstacles and prospects that are unique to the Pakistani market, encompassing cultural subtleties, socio-economic determinants, and the utilization of indigenous digital platforms. The aforementioned knowledge can aid marketers in harmonizing their digital marketing endeavors with the inclinations and actions of consumers in Pakistan, resulting in enhanced customer engagement, loyalty, and augmented sales.

Additionally, the outcomes of this study have the potential to make a valuable contribution to the scholarly discourse on digital marketing in Pakistan, augmenting the currently restricted pool of information on this subject matter. The aforementioned can potentially serve as a fundamental basis for forthcoming research endeavors and serve as a standard for assessing the efficacy of digital marketing tactics within the Pakistani milieu according to Xinzhong Jia (2022).

1.4 Research Questions:

1 What effect does digital marketing of Samsung have on young consumers in Pakistan's twin cities (Rawalpindi and Islamabad) in terms of their brand loyalty and purchase intentions?

2 What is the influence of online communities of Samsung on the brand loyalty and the purchase intentionamong young consumers residing in the twin cities (Rawalpindi and Islamabad) of Pakistan?

3 What is the influence of online advertising of Samsung on the brand loyalty and purchase intention ofyoung consumers residing in the twin cities (Rawalpindi and Islamabad) of Pakistan?

4 What is the impact of electronic word of mouth of Samsung on brand loyalty and purchase intentionamong young consumers residing in the twin cities (Rawalpindi and Islamabad) of Pakistan?

1.5 Research Objectives:

1. To examine the influence of digital marketing of Samsung on the brand loyalty and purchaseintentions of young consumers residing in the twin cities (Rawalpindi and Islamabad) (Rawalpindi and Islamabad) of Pakistan.

2. To assess the influence of online communities of Samsung on the brand loyalty and purchaseintentions of young consumers residing in the twin cities (Rawalpindi and Islamabad) of Pakistan.

3. To examine the influence of online advertising of Samsung on the brand loyalty and purchaseintentions of young consumers residing in the twin cities (Rawalpindi and Islamabad) of Pakistan.

4. To assess the influence of electronic word of mouth of Samsung on the brand loyalty and purchaseintentions of young consumers residing in the twin cities (Rawalpindi and Islamabad) of Pakistan.

1.6 Chapter summary:

This chapter provides an overview of the historical context of digital marketing, electronic word

of mouth, online advertising, and online communities of Samsung. This chapter has provided a succinct overview of the historical context that underpins the connection between digital marketing advertising and both purchase intention and brand loyalty. This chapter presents the identification of a research problem, which serves as the impetus for conducting the current research study. Additionally, the present chapter has explained the lacuna in research, which is followed by the formulation of research inquiries and goals that require attention throughout the investigation. Subsequent to this chapter, there will be sections dedicated to reviewing the existing literature and outlining the methodology employed in this study. Subsequently, the investigation will progress towards the examination of data and the discovery of outcomes. Ultimately, this research endeavor will culminate with a concluding segment, followed by recommendations.

Chapter 2

2. Literature review

2.0 Introduction:

With the progression of the marketing industry's advanced stage, a multitude of digital marketing concepts have surfaced. As per the Times publication (2015), digital marketing pertains to the utilization of computerized technologies to target a particular consumer or customer for the promotion of goods or services. In addition, the scope of this marketing strategy encompasses the provision of promotional services through mobile devices, display advertising, and other digital platforms with the aim of enhancing brand recognition. Digital marketing is a platform that utilizes the Internet and Information Technology to enhance and revolutionise marketing activities (Neha 2014). Elisabetha (2014) employed the term e-marketing in lieu of digital marketing and provided a definition that encompasses the utilization of web-based and user- friendly technologies to facilitate communication between enterprises and their clientele. Furthermore, the individual asserted that e-marketing places emphasis on furnishing customers with IT-enabled or interactive channels of communication.

As posited by Füsun (2015), electronic marketing (EM) or digital marketing pertains to the exchange of goods and services between vendors and consumers through electronic means and procedures. This situation arises from the changing status of customers in their role as co-producers. Furthermore, the significance of value creation is increasing in contemporary times, as noted by Alam (2010). As per the findings of T. Heidt's study in 2010, technology is a pivotal factor in augmenting the quality of services provided by commercial organisations. According to Mustafa's (2011) research, social media marketing was the preferred method compared to digital marketing.

The phenomenon of Word of Mouth is a powerful mechanism that holds the potential to sway individuals and impact their consumer behavior. Richins and Root-Shaffer (1998) have demonstrated that word-of-mouth communication exerts a substantial impact on consumers' buying behaviour. Online Word of Mouth refers to a statement, either positive or negative, about a product or company made by potential, actual, or former customers that is accessible to a significant number of individuals and organizations through the internet (Hennig-Thurau et al. 2004).

A growing number of consumers are utilizing digital media tools, such as online discussion forums, consumer reviews sites, blogs, websites, and social network sites, to exchange the information of different products. The phenomenon of electronic Word of Mouth enables consumers to access and evaluate the viewpoints and personal encounters of fellow consumers, while also allowing them to share their own feedback. According to Pitta and Fowler (2005), forums are virtual communities that revolve around a specific topic and are often categorized intodistinct subject matter.

Regarding product information, it is possible for consumers to provide a satisfaction rating subsequent to product consumption. In each designated region, individuals have the ability to commence discussion threads on a diverse range of topics. These threads have the potential to persist for extended periods of time, enabling new participants to review past forum interactions and acquire access to a more extensive repository of knowledge (Pitta and Fowler, 2005; 265). Online advertising is considered highly effective owing to the prompt manifestation of results on the same day of its initiation.

As per the research conducted by Epsilon (2020), it has been observed that personalized emails exhibita 29% increase in the open rate and a 41% increase in the click-through rate as compared to non- personalized emails. A study conducted by Accenture revealed that approximately 61% of consumers terminated their business relationship with a company as a result of inadequatecustomer service.

There is a negligible delay period or protracted setup procedure. Upon reaching a state of readiness, an entrepreneur can readily commence a prosperous advertising endeavor spanning various platforms. Brand equity is comprised of various essential elements, among which loyalty holds a significant position. Brand loyalty refers to the emotional connection that a customer has with a specific brand (Aaker 1991).

The correlation between behavioral loyalty and behavior of different consumers in the marketplace can be evaluated by quantifying the frequency of repeat purchases (Keller 1998) or the level of commitment to repurchasing the brand as the primary option (Oliver 1997, 1999). Cognitive loyalty refers to the phenomenon where consumers tend to choose the brand that comes to mind first when they need to make a purchase decision. Purchase intention pertains to

the evaluative judgment of a product or service made by consumers based on a common assessment (Shao et al, 2004).

Aforementioned statements encompass various connotations, namely: (1) the inclination of consumers to consider making a purchase, (2) their prospective intention to buy, and (3) their determination to make a repeat purchase. In addition, purchase intentions pertain to the level of a consumer's perceptual certainty regarding the acquisition of a specific product (or service).

2.1 Electronic word of mouth and Purchase intention :

Consistently, research has shown that online word of mouth has a positive effect on purchases intent. Positive EWOM communications shared on online review platforms significantly increased consumers' intent to purchase a particular cosmetic brand (Zhang & Li 2010). Similarly, Cheung et al. (2012) discovered that positive EWOM remarks on social media positively influenced consumers' intent to purchase a new smartphone model. These findings emphasize the influential role of EWOM in influencing consumers' purchase decisions by providing them with valuable information, social validation, and trust, thereby increasing their intent to purchase a specific product or service.

Electronic word of mouth (E-WOM) pertains to digital dissemination of consumer viewpoints, encounters, and endorsements regarding goods or services. The phenomenon of electronic word-of-mouth (E-WOM) has garnered considerable attention as a potent mechanism for shaping consumer behavior, particularly in terms of its impact on purchase intention.

The dissemination of favorable electronic word of mouth (E-WOM) has a substantial impact on consumers' inclination to make a purchase (Liu & Park, 2018). This effect is attributed to the establishment of a perception of trustworthiness and reliability. Positive electronic word of mouth (E-WOM) serves as a social signal, providing potential consumers with assurance regarding the quality and value of a product or service, thereby augmenting their inclination to make a purchase. Electronic word of mouth (E-WOM) has a positive impact on purchase intention by acting as an information source and decreasing perceived risk (Chen & Xie 2019).

The expression of positive sentiment in electronic word-of-mouth (E-WOM) has a notable impacton purchase intentions of young consumers, whereas negative E-WOM has an adverse effect (Lu et al., 2020). Positive recommendations and reviews have a significant impact on consumer behavior as they serve as a form of social proof and contribute to the formation of a favourable perception of the product or service. Furthermore, research has indicated that an increased quantity of favourable electronic word of mouth exemplified by a larger quantity of reviews or ratings, results in a rise in the intention to purchase (Huang et al., 2019). The abundance of affirmative electronic word-of-mouth indicates the prevalence and agreement among consumers, thereby reinforcing their intention to make a purchase.

The impact of electronic word of mouth on the intention to purchase is not solely contingent upon its substance; rather, the origin and reliability of E-WOM also hold significant importance. Electronic word-of-mouth (E-WOM) that originates from reliable and trustworthy sources, such as expert reviewers or influencers, has a stronger impact on the intention to buy (Wang & colleagues, 2021). Individuals who are perceived as knowledgeable and reliable are more likely to persuade consumers through E-WOM, as it reduces uncertainty and increases their confidence in making a purchase decision.

The proliferation of social media platforms in recent times has substantially magnified the influence of electronic word of mouth (E-WOM) on consumer purchase intentions. Social media platforms such as Facebook, Instagram, and Twitter offer consumers convenient access to electronic word-of-mouth (E-WOM) through user-generated content, product recommendations, and endorsements from influencers. Zhang and Wu's (2019) study highlights the significance of electronic word-of-mouth (E-WOM) disseminated via social media in enhancing consumers' purchase intentions. This is achieved by establishing a feeling of social connectedness and promoting engagement. The interactive functionality of social media platforms enables

consumers to actively pursue additional information, pose inquiries, and obtain prompt feedback, thereby enhancing their inclination to make a purchase.

In addition, the proliferation of technology and the ubiquitous adoption of mobile devices have rendered electronic word of mouth (E-WOM) more readily available and impactful than in previous times. The favorable influence of mobile electronic word of mouth (E-WOM) on the intention to purchase (Turel & Yuan 2022). The ease of accessing electronic word-of-mouth (E-WOM) at any time and from any location has resulted in a greater tendency among consumers to search for and rely on online recommendations, thereby augmenting their intention to make purchases.

It is noteworthy that the favorable influence of electronic word-of-mouth (E-WOM) on the intention to purchase is not confined to any particular sector or type of merchandise. Numerous studies conducted across diverse industries such as hospitality, fashion, electronics, and healthcare have consistently indicated the favorable impact of electronic word-of-mouth (E-WOM) on consumer purchase intention.

H1: Electronic word of mouth has a positive impact on the purchase intention of young consumers residing in the twin cities (Rawalpindi and Islamabad) of Pakistan.

2.2 Online Advertising and Purchase intention:

Chen and Chen (2018) discovered that online advertisements that effectively communicated brand messages and values significantly increased consumer brand loyalty toward a specific fashion brand. Online advertisements that were engaging, informative, and personalized increased brand loyalty for an e-commerce platform, (Lee & Shin 2016). The aforementioned results underscore the significance of online advertising in cultivating robust brand-consumer connections, fostering favorable brand attitudes, and ultimately augmenting brand allegiance among customers.

Online advertising exposure has a positive impact on consumers' ability to recall and recognize brands, ultimately resulting in an increased probability of considering and intending to purchase the advertised products or services (Li et al. 2018). The use of online

advertising enables businesses to effectively reach a broad audience, thereby increasing brand awareness and positively influencing consumer purchase intentions.

Furthermore, empirical studies have demonstrated that digital marketing has the potential to impact consumers' buying behavior by fostering favorable brand associations and attitudes. Online advertisements that are well-designed and visually attractive have a positive impact on consumers' perceptions of product quality and value, which in turn increases their intention to purchase (Chen & Wu 2019). The utilization of online advertising enables businesses to construct engaging brand narratives, exhibit product attributes, and exploit imaginative visuals and storylines, all of which collectively contribute to the formation of favorable brand attitudes and the exertion of influence on consumer buying behavior.

The efficacy of online advertisements in increasing purchase intention has been investigated in recent studies conducted by Yang et al. (2020) and Zhao et al. (2022). These studies have shown that personalized and relevant advertisements, which are customized to match consumers' interests, preferences, and demographics, are more effective in achieving this goal compared to generic advertisements. The use of data analytics and user profiling in targeted online advertising enables the delivery of personalized content, leading to an increase in the relevance and perceived value of the advertisements. This, in turn, has a positive impact on consumers' purchase intentions.

The emergence of influencer marketing as a digital promotional strategy has attracted considerable interest in recent times. Influencer marketing has a favourable impact on the purchase intention of consumers, as it capitalises on the trust and credibility that influencers have established (Liu & colleagues 2021). In the realm of digital marketing, influencers are regarded as authoritative figures or reliable personalities in particular fields who promote goods or services via their online channels, thereby establishing a perception of genuineness and reliability. The trustworthiness of influencers has a significant impact on consumer behaviour, as they are more inclined to follow recommendations from such sources, leading to an increase in their intention to make a purchase.

Furthermore, the capacity for interactivity and engagement provided by digital advertising platforms is a pivotal factor in influencing the inclination to make a purchase. Interactive online advertising, which includes quizzes, polls, and interactive videos, in enhancing consumers' engagement and involvement with the advertisement (Wang & Liu 2019). This, in turn, results in a higher likelihood of purchase intention. The interactive features of digital advertising have the ability to engage the attention of consumers, offer them an immersive brand experience, and cultivate a feeling of connection and enthusiasm, ultimately resulting in a favourable impact on their intention to make a purchase.

Moreover, the ease and availability of digital advertising are significant factors that enhance its favourable influence on the intention to purchase. The widespread adoption of smartphones and mobile internet connectivity has enabled online advertisements to effectively target consumers at any given time and location. Mobile advertising has a favourable impact on consumers' purchase intentions (Guo & Zhang 2020). This is attributed to the convenience, accessibility, and immediacy of information that mobile advertising provides. The capability of accessing and engaging with digital advertisements on handheld devices empowers consumers to make well-informed buying choices, consequently exerting a favourable influence on their purchase inclination.

H2: Online advertising has a positive influence on purchase intentions of young consumers residing in the twin cities (Rawalpindi and Islamabad) of Pakistan.

2.3 Online Communities and Purchase Intentions:

The term "online communities" pertains to digital forums wherein individuals who possess similar interests or objectives engage in communication and information-sharing activities. This passage presents a synopsis of the research undertaken during the specified period, emphasizing the favorable impact of online communities on the intention to purchase.

Wang, Kim, and Kim (2017) discovered that active participation in online communities associated with a particular product or brand positively influenced consumers' purchase intent. The sense of belonging, social interaction, and sharing of information within these online communities fostered a hospitable environment for consumers, resulting in increased purchasing

confidence and motivation. In addition, Dholakia, Bagozzi, and Pearo (2004) found that online communities play a significant role in reducing perceived hazards associated with online purchasing, thereby positively influencing consumers' purchase intent. These findings emphasize the significance of online communities as influential platforms that influence consumers' purchase intentions via social interaction, shared experiences, and reduced risk perception.

A significant discovery arising from the study is that engagement in online communities has a favorable impact on the inclination of consumers to make a purchase. Participating in online communities through activities like posting reviews, seeking advice, and sharing experiences can enhance consumers' trust and confidence in their purchasing choices (Zhang et al. 2018) and (Chen & Wu 2021). Through engagement with individuals who share similar interests and receiving feedback and suggestions from members of a community, consumers establish a perception of social confirmation and are more likely to engage in buying behaviour, thereby having a favourable effect on their purchase intention.

Consumers proactively search for product-related information and recommendations from online communities (Wu et al. (2019). This behaviour has a positive impact on their perceptions and purchase intentions. Online communities offer a platform for users to engage in extensive product knowledge exchange, deliberate on features and benefits, and share personal experiences. This facilitates consumers in making more informed purchase decisions.

Furthermore, scholarly research has demonstrated that the emotional reinforcement and feeling of inclusion cultivated within Online communties can have a favourable impact on the intention to make a purchase. The significance of social connections and emotional bonds established within online communities (Li & Fu 2020). The study found that these factors contribute to the development of trust and loyalty among consumers, which in turn influences their purchase intention. The cultivation of an affective bond with the community and its constituents engenders a favourable brand reputation and appraisal, thereby augmenting the likelihood of consumers opting for commodities or amenities affiliated with the community, ultimately resulting in heightened purchase inclination.

Furthermore, Online communties enable social influence and peer recommendations, thereby exerting a favourable influence on the intention to purchase. The perceptions and endorsements of fellow community members have a significant impact on consumer behaviour, resulting in an increased likelihood of purchase (Kim & Park 2020) and (Wang et al. 2022). The persuasive impact of peer recommendations is enhanced by the establishment of a sense of community and trust within online platforms, as consumers tend to view them as more authentic and impartial in contrast to conventional advertising. The impact of favourable online community feedback on purchase intention is substantial.

Moreover, research has indicated that the feeling of empowerment and collaborative creation within Online communties has a favourable influence on the intention to make a purchase. There is a positive correlation between consumers' active engagement in co-creating content, suggesting improvements, and providing feedback within online communities and their purchase intention (Wang & Chen 2021). The provision of a chance for consumers to participate in the enhancement and advancement of products or services cultivates a feeling of possession and engagement, thereby increasing the probability of endorsing and procuring from brands affiliated with the community.

It is noteworthy that the favourable influence of Online communties on the intention to purchase is not restricted to any particular sector or type of merchandise. Numerous studies conducted across diverse industries, such as fashion, technology, travel, and health, have consistently revealed the favourable impact of Online communties on consumers' inclination to make purchases (Yang et al., 2018; Zheng et al., 2021; Li et al., 2022).

H3: Online communities have a positive impact on purchase intentions of young consumers residing in the twin cities (Rawalpindi and Islamabad) of Pakistan.

2.4 Electronic word of mouth and Brand Loyalty:

Liu and Park (2019) discovered that positive EWOM communications posted on social media platforms increased consumer brand loyalty toward a particular smartphone brand. Similarly, Hennig-Thurau et al. (2013) discovered that positive online reviews and recommendations have a significant impact on consumers' brand loyalty to a prominent e-commerce website. The aforementioned instances serve as evidence of the noteworthy impact that electronic word of

mouth (EWOM) has on fostering favorable brand attitudes and enhancing the bond between customers and brands, ultimately leading to heightened brand loyalty.

The marketing strategy of word-of-mouth has been acknowledged as the most efficacious, albeit the least comprehended, since its establishment (Misner, 1999). The act of spreading information about a specific product or business from consumers to other users on digital networks is commonly referred to as electronic word of mouth (E-WOM), as defined by Hennig-Thurau et al. (2004) in the context of digital marketing activities. The term "Word of Mouth" pertains to the interrelation among users wherein they engage in communication and share personal experiences, perspectives, and evaluations regarding products and services, along with endorsements (Sano, 2014). As per the findings of Muntinga et al. (2011), the term in question pertains to the associations established between consumers and businesses. Although brands typically furnish information on their websites and social media platforms, consumers tend to place greater trust in word-of-mouth communication owing to its enhanced dependability and credibility. Consumers often resort to seeking supplementary viewpoints on the internet prior to making a purchase as they place greater trust in word-of-mouth recommendations that are based on genuine experiences rather than being embellished or influenced by branding. Social media platforms provide an effective means of sharing information with interested users. Clients are provided with the opportunity to provide and receive feedback. Engaging in such activities has the potential to expand and reinforce the network of relationships within brand communities, leading to an improvement in consumer brand confidence and ultimately, brand allegiance.

H4: The electronic word of mouth (EWOM) has a positive impact on the establishment of brand loyalty of young consumers residing in the twin cities (Rawalpindi and Islamabad) of Pakistan.

2.5 Online Advertising and Brand Loyalty:

Online advertisements that effectively communicated brand messages and created emotional connections significantly increased consumers' brand loyalty toward a particular beverage brand (Li, Liang & Lee 2018). Similarly, research conducted by Verhagen, Van Dolen, and Grinstein (2015) revealed that online advertisements that provided personalized experiences and tailored content resulted in increased brand loyalty for an online fashion retailer. These results

4

demonstrate the significant role that online advertising plays in nurturing brand-customer relationships, evoking positive sentiments, and ultimately fostering brand loyalty among consumers.

In order to establish a successful online platform, it is imperative for the company to priorities several key factors. User engagement in online communities such as Facebook can enhance consumer loyalty (Zheng et al, 2015).

It is evident that a robust association exists between the digital platform engagements of an enterprise and the allegiance of its customers. According to Miller et al. (2009), the collaboration between customers and virtual communities, which is made possible by affordable and interactive communication channels, plays a vital role in the expansion of businesses. The arguments presented aimed to illustrate that there has been an increase in the utilisation of social media platforms by both brands and consumers. This trend, combined with the dominant presence of these platforms, may serve as a catalyst for brand development and the influence of consumers' purchasing decisions.

H5: The online advertising has a positive effect on the degree of brand loyalty of young consumers residing in twin cities (Rawalpindi and Islamabad) of Pakistan.
2.6 Online Communities and Brand Loyalty:

According to Kim and Son's (2019) research, there is a notable enhancement in brand loyalty among consumers as a result of their active engagement and participation in online brand communities. The establishment of a strong emotional connection between consumers and a brand through online platforms' sense of community, social interaction, and shared values has been found to result in increased brand loyalty and advocacy. Muniz and O'Guinn's (2001) research revealed that online brand communities have a noteworthy impact on promoting brand trust, commitment, and identification, which are crucial factors in determining brand loyalty. The aforementioned discoveries underscore the importance of virtual communities as impactful channels that foster robust brand-consumer connections, augment brand involvement, and ultimately lead to elevated levels of brand allegiance.

According to Tatar and Eren-Erdomuş' (2016) research, the constituents of brand loyalty vary between digital and physical platforms. As per the findings of Danaher et al. (2003), a distinction can be observed in the degree of loyalty exhibited by consumers towards companies possessing a significant market share as opposed to those with a relatively smaller market share within virtual communities. Nonetheless, this phenomenon is not discernible within the conventional brick-and-mortar marketplace, wherein the magnitude of a company does not exert any influence on its patronage fidelity. Undoubtedly, consumers exhibit diverse preferences in their inclination towards a particular brand and their commitment to it. Furthermore, their level of satisfaction with their online and offline encounters with these companies is a direct consequence of their interactions.

Extensive discourse has taken place concerning frameworks pertaining to customer trust, customer equity, and brand loyalty. Aaker (1991) posits that brand loyalty is the fundamental basis of brand equity. Aaker proposed a model that includes brand awareness, brand associations, perceived quality, and other influential factors to support this claim. According to Ebrahim's (2020) recent research, brand loyalty in the realm of social media marketing is contingent upon customer trust and customer equity. In light of the considerable focus that digital marketing endeavours have received, it is crucial to acquire a thorough comprehension of their attributes and influence on brand allegiance. The focus of this study is on brand loyalty as the primary dependent variable, which is commonly recognised as the ultimate goal of brands in their customer interactions. The components of digital marketing are frequently utilised as dependent variables by various brands. Consequently, the following section expounds on the correlation between the aforementioned entities.

H6: The online communities exert a positive impact on the degree of the degree of brand loyalty of young consumers residing in the twin cities (Rawalpindi and Islamabad) of Pakistan.
2.7 Theoretical evidence:

The integration of digital technologies such as laptops, smartphones, and e-commerce platforms, in conjunction with artificial intelligence (AI), has been identified as a significant driver of digital marketing (Alhashmi et al., 2021; AlShamsi et al., 2021; Nuseir et al., 2021; Yousuf et al.,2021). The alterations in consumer attitudes towards purchases have been influenced by

the aforementioned factors, which are concurrently redefining the trajectory of marketing strategies (Sivasankaran, 2013). The advantages of e-commerce and e-shopping may have an impact on the online purchase intentions of consumers, as suggested by previous research (Al Dmour et al., 2014; Dastane, Goi, & Rabbanee, 2020). The accessibility of marketplaces for customers has been facilitated by the diverse and abundant web pages that offer visually appealing and informative content, including graphics and audio. This has overcome the constraints of conventional marketing channels and has contributed to an enhanced user experience. This assertion is supported by Gabriel and Kolapo (2015). Digital communication has been found to enable the emergence of contemporary avenues for social media involvement in marketing endeavors, thereby affording the ability to regulate and diminish the expenses associated with conventional marketing practices (Kurdi et al, 2021).

Contemporary marketer encounter novel obstacles in their efforts to incorporate suitable and integrated marketing approaches that can effectively target a broad range of potential consumers, foster brand loyalty and awareness, and facilitate successful interaction with customers through direct feedback. This has been highlighted in recent studies by (Hamadneh et al, 2021)

According to Lodhi and Shoaib (2017) as well as Ahmad et al. (2021b & c), digital marketing possesses the capacity to appeal to a diverse and substantial consumer base. This marketing strategy also facilitates efficient and prompt interaction between businesses and consumers through a range of online platforms and media, which can effectively guide them through the purchasing process. Furthermore, digital marketing plays a significant role in augmenting the value of a brand by mitigating any potential misinterpretation of the brand when consumers share their feedback and experiences, ultimately leading to a higher likelihood of purchase. The digital marketing industry demands a significant financial investment and technical resources, in addition to a proficient and adept workforce. Before committing to such an investment, it is imperative for management to conduct a thorough evaluation of the benefits associated with this integration and juxtapose them against the potential drawbacks of conventional marketing channels. As highlighted (Shamout et al.2022), this will facilitate their ability to bolster the investment return trajectories.

The field of digital marketing provides a range of platforms that allow consumers to effectively manage and oversee the purchasing process by means of scrutinizing and evaluating products, as

evidenced by the works of Akour et al. (2021) and Ghazal et al. (2021). The sales conversion process is complex and requires effective marketing tactics and product information to persuade potential customers to make a purchase and ensure their loyalty for future transactions (Swieczak & ukowski, 2016; Almazrouei et al., 2020). According to Al-Khayyal et al. (2020) and Alsharari and Alshurideh (2020), the confidence of consumers in specific products facilitates the acquisition of personal data by search engines, which can be leveraged to enhance customer relationships and optimise marketing tactics. Furthermore, the guarantees of privacy and security pertaining to this data serve as an incentive for consumers to engage in various surveys aimed at exploring their digital encounters, particularly those related to feedback and quality. The significance of information security and privacy has escalated in digital marketing owing to the sharing of consumer data without their consent, which has the potential to breach their confidentiality (Whitler & Farris, 2017).

2.8 Theoretical background:

The theoretical framework employed in this study is founded on Ajzen's (1991) theory of planned behaviour, which is a development of the theory of reasoned action. The present model accounts for the intricacies of human behaviour within the framework of rational decision-making by examining individuals' objectives and strategies for action, in conjunction with their cognitive and affective regulation of behaviour. As per the TPB, a consumer's engagement in a particular behaviour is contingent upon their resolute intention to procure a product from a particular brand, and their evaluation of the available information through logical reasoning. Hence, the information pertaining to a brand holds substantial importance in shaping the attitude that ultimately results in the intention to purchase. According to Saputro and Prihandono (2018), TPB postulates that an individual's purchasing intentions are influenced by their psyche, external factors, and perceived behavioural control. Understanding an individual's behavioural tendencies commences with understanding their goals.

The behavioural intention of a consumer is influenced by their personal attitude towards a behaviour, the perceived societal pressure to engage in the action (also known as subjective norm), and the perceived control they have over engaging in the behaviour (perceived behavioural control). According to Sharma et al. (2021), a positive brand perception among consumers is likely to result in purchase intentions. The presence of positive product experiences in advertisements is likely to elicit an increase in the desire to purchase, thereby

exerting a positive influence on consumer purchasing decisions. The theory of social influence can serve as an effective means of illustrating the concept of online communities. As per the social influence theory, individuals who belong to a particular social network are subject to the influence of their peers, which leads them to display particular patterns of behaviour. Normative social influence pertains to the impact of group members on conforming to the expectations of a fellow group member, in contrast to informational social influence, which persuades individuals to adopt information.

The findings indicate that virtual communities, electronic word of mouth, and online advertising convey signals or messages regarding brands that are deemed genuine and accurate, potentially influencing an individual's brand perception through social identification mechanisms (Osei-Frimpong et al., 2019). The confluence of brand awareness, online advertising, and electronic word-of-mouth communication is posited to engender a favourable disposition, ultimately resulting in a proclivity to purchase (Saydan & Dulek, 2019; Wedel et al., 202.

2.9 Theoretical Framework:

The present section delineates the theoretical framework. The figure presented illustrates the correlation among electronic word of mouth (E-WOM), online advertising, and online communities in relation to the intention to purchase and the loyalty to a brand. Bamini KPD Balakrishnan, Mohd Irwan, and Wong Jiunn have adopted this particular theoretical framework.
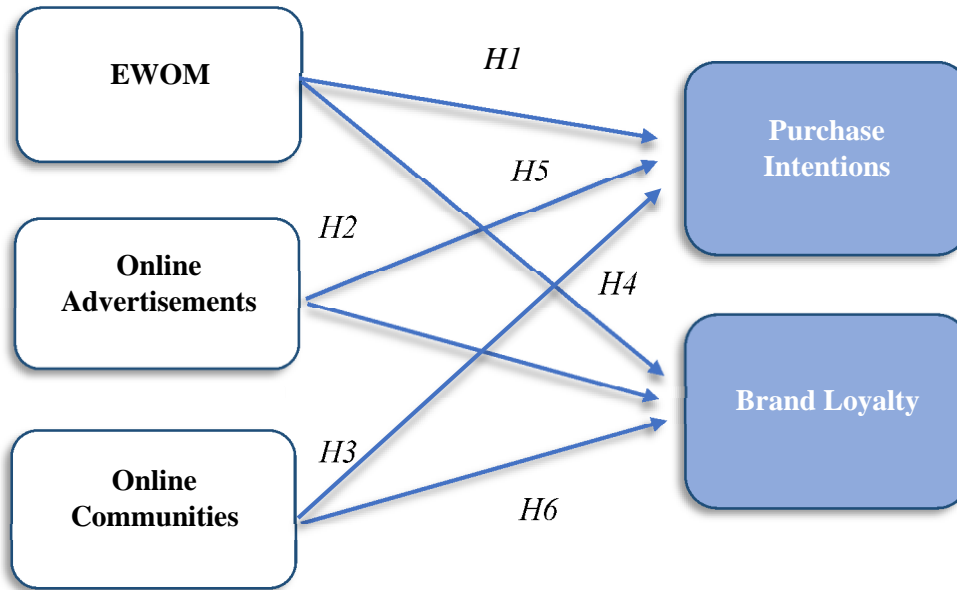
Theoretical Framework: Source Bamini KPD Balakrishnan, Mohd Irwan

Chapter 3

3. Research Methodology

3.0 Introduction:

This section delineates the methodology employed to assess purchasing behavior, brand perception, and the impact of the digital marketing mediums on purchase intentions and brand loyalty. The present chapter has elucidated the methodologies of data collection and analysis in research. The text delves into the examination of the philosophy, methodology, unit of analysis, instrumentation, population frame, sample size, data collection, and data analysis employed in the assessment of the correlation between electronic word of mouth (EWOM), online communities, online advertisements, brand loyalty, and purchase intent. The study employed a quantitative research approach.

3.1 Research Design:

Mackey & Gass (2015) define research design used to acquire, assess, and analyze the data in order to reach out conclusions. There are many type of methodology such as Qualitative, quantitative, and hybrid methodologies are types of methodologies that a researcher may employ when conducting a study. Qualitative methodology is defined as to assess the subject'semotions and sentiments. Quantitative methodology can be defined as to examine statistical differences between different variables. However, mixed methodology is defined to investigate not only the sentiments of subjects, but also statistical differences between variables (Kumar, 2019). This research employs a quantitative methodology, which entails data collection via surveys or questionnaires from a representative sample of participants. In the context of digital marketing, the surveys are intended to measure variables associated with brand loyalty, recurrent purchases, and the factors that influence them.

3.1.1 Type of Study:

Using appropriate statistical techniques such as correlation analysis, regression analysis, and other quantitative methods, the collected data are analyzed. The purposes of these analyses is to examine the relationships and patterns between different variables, evaluate the strength and

direction of these relationships, and provide insights into the factors that affect brand loyalty and repeat purchases in the digital marketing landscape.

3.1.2. Study Setting:

The current study collects data from consumers in Pakistan's twin cities (Rawalpindi and Islamabad) , Islamabad and Rawalpindi, in a context of mobile industry . The data collection procedure utilizes distributed questionnairesto capture information in a natural environment. In the context of digital marketing, the target population consists of both college students and full-time employees, in order to investigate the factors that influence brand loyalty and repeat purchases among these consumer segments. By conducting the research in a natural environment, it is possible to obtain a more accuratedepiction of consumer behavior and perceptions in their ordinary lives.

3.1.3. Time Horizon:

The current investigation is classified as a cross-sectional study as it analyses information obtained from a populace at a single point.

3.1.4 Research Interference:

In the present study, the researcher plays a crucial role as they actively acquire data through the distribution of questionnaires. Through the application of statistical analyses, the researcher engages in computations aimed at scrutinising the interrelationships among the variables under investigation. At the conclusion of the investigation, the researcher draws conclusions and makes pertinent recommendations based on the findings. To ensure the accuracy and significance of the interpretation of the study's results, the researcher must be involved throughout the entire process.

3.1.5 Research Philosophy:

Positivism is utilized in this investigation due to its emphasis on the veracity of "factual" information obtained through observations. The emphasis on achieving reliability and validity in research is what distinguishes the positivist research paradigm. This aligns with the overarching objective of the present study, which seeks to gather data that is both trustworthy and verifiable. By employing positivism as its research philosophy, the study intends to establish an empirical evidence base through rigorous observation and data collection techniques.

3.1.6 Research Approach:

In order to ensure impartiality, the present investigation employs quantitative methodologies within a constructive framework. Using a deductive method, the research procedure begins with the formulation of hypotheses based on the existing body of knowledge. As outlined by Flick (2015), these hypotheses are then tested using the appropriate research methodology. Information is gathered from existing literature to validate or refute the proposed ideas. The method includes the generation of hypotheses, formulation of research questions, collection of data, and subsequent data analysis.

3.1.7 Research Strategy:

It is impossible to exaggerate the importance of a research strategy in facilitating a successful research study. It provides essential guidance and direction throughout the investigation process. The current investigation employs a survey as the preferred methodology for gathering data from the subjects. The utilisation of a methodical questionnaire that has been adapted to suit the objectives of this investigation is necessary. The principal aim of this investigation is to gather information pertaining to a particular subject matter from the extant literature and subsequently scrutinise it in order to arrive at significant inferences.

3.1.8 Unit of Analysis:

This study's units of analysis are consumers associated with Pakistan's twin cities (Rawalpindi and Islamabad) . The data collection procedure utilizes distributed questionnaires to capture information in a natural environment. The target population of twin cities (Rawalpindi and Islamabad) in Pakistan consists of both college students and full-time employees.

3.2 Population and Sampling

3.2.1. Population:

The term "population" pertains to the particular audience or group that a researcher aims to investigate (Kumar 2019). In this research, the population targeted for the distribution of questionnaires and collection of data consists of young individuals enrolled in various institutions in Pakistan's twin cities (Rawalpindi and Islamabad). The researcher has determined that the population of interestconsists of young individuals from various universities in Pakistan's twin cities (Rawalpindi and Islamabad) . In order toensure a sample that is representative of the population under study, various tools such as the

Sample Size Calculator and the Morgan Table are employed to ascertain a sample size that is both appropriate and reliable. The aforementioned resources facilitate the attainment of a representative sample that effectively captures the traits and heterogeneity of the intended population.

3.2.2. Sample size

An optimal sample is crucial to the conclusion of a research study because it plays a crucial role in accurately representing the intended population or audience. Morgan's Table, a widely recognized tool for selecting sample sizes in research, was utilized to determine the sample size for the current study. The final sample consisted of 600 respondents, specifically youthful individuals enrolled in various universities in the twin cities (Rawalpindi and Islamabad) of Pakistan. This sample size was regarded adequate for collecting data and analyzing the relationships between the investigated variables. Using this cohort, the study seeks to shed light on the dynamics and relationships within the target population.

List of universities:
1. Air University, Islamabad.
2. Bahria University, Islamabad.
3. COMSATS Institute of Information Technology,
4. Federal Urdu University of Arts, Sci. & Tech.,
5. International Islamic University,
6. National University of Medical Sciences,
7. National University of Modern Languages, Islamabad.
8. National University of Science & Technology,
9. National Defence University,
10. Pakistan Institute of Engineering & Applied Sciences,
11. Pakistan Institute of Development Economics (PIDE)
12. Quaid-e-Azam University,
13. Institute of Space Technology, Islamabad.
14. Shaheed Zulfiqar Ali Bhutto Medical University, Islamabad

3.2.3 Sampling Technique:

When the precise population is unknown, convenience sampling is considered to be the most effective sampling method. This approach entails reaching out to individuals within the

population who demonstrate a likelihood of engagement by responding to the survey. It has been especially useful in addressing data collection issues, as it enables a streamlined data collection process. In this survey, the researcher sought out individuals who were available and willing to participate voluntarily. The survey proceeded without hiccups, demonstrating that the approach of convenience sampling was effective for collecting vital data.

3.3 Scales and Measures:

The Likert scale has been selected by the researchers as a suitable format for measuring the variables in this study with optimal effectiveness. The utilization of a Likert scale ranging from 1 to 5 and the corresponding values of 1 for strongly disagree, 2 for disagree, 3 for neutral, 4 for agree, and 5 for strongly agree can facilitate participants' understanding of the inquiries and enable them to furnish suitable responses.

The functionality in question facilitates the methodicaland analytical organisation of data during its transfer and subsequent analysis via the SPSS software. The investigators have formulated an operationalization chart predicated on the research conducted by Trang Vu Thi Thu (2021), which similarly scrutinised the impact of social media marketing on brand allegiance. The table presented herein furnishes a structured outline for the questionnaires, encompassing three distinct autonomous variables pertaining to digital marketing, a dependent variable concerning brand loyalty and purchase intent, and their corresponding definitions and query element.

3.3.1 Independent Variables:

The objective of this research is to investigate the impact of electronic word-of-mouth (EWOM), online advertising, and online communities on consumer brand loyalty and purchase intention in context of phone industry. By analyzing the relationships and interactions between these variables, valuable insights can be obtained regarding the digital marketing landscape factors influencing consumer behavior. Threeitems adapted from Trang Vu Thi Thu (2021) work are used to assess attitudes toward digital marketing.

3.3.2 Dependent Variable:

Brand Loyalty and purchase behavior is measured using three items adapted from Trang Vu Thi Thu (2021) and Bamini KPD (2014).

The following table presents a compilation of variable names, along with the corresponding authors of the items comprising the variables, and a single exemplar item from each segment.

Table 3.1 Variable

Variables	Definitions of Variables	Item's question
Electronic word of mouth	Word of Mouth in the realm of digital marketing pertains to the dissemination of information regarding a particular product or brand through social med by either existing or prospective customers". (Hennig-Thurau et al. 2004)	he favorable electronic word of mouth (EWOM) has a significant impact on my purchase intention.
Online communities	Online communities are formed as a result of cultural aggregation that occurs when a sufficient number of individuals frequently interact with each other in the digital realm. A virtual community refers to a collective of individuals who engage in the exchange of thoughts and concepts via computer bulletin boards and networks." (Howard Rheingold 1994)	The act of actively engaging in online communities has a positive impact on my intention to make a purchase.
Online advertisement	Practice of promoting and presenting products, services, and ideas through mediated means, which involves mutual action between consumers and producers. The sponsor of such activities is identified and may engage in both paid and unpaid forms of promotion." (Leckenby and Li, 2000).	The impact of online advertisements on my purchase intention is perceived as positive.
Brand loyalty	Brand loyalty refers to a subjective and partial pattern of behaviour that is consistently exhibited over an extended duration of time. This suggests a regular tendency to repurchase the brand due to favourable emotional attachment to the brand. (Mellens, DeKimpe and Steenkamp, 1996	The phenomenon of positive electronic word of mouth (EWOM) has been found to have a significant impact on enhancing brand loyalty among consumers.
Purchase intention	The concept of purchase intention pertains to the probability that consumers will intend to procure a particular product or service at a future point in time. (Wu et al., 2011. (2011)	The utilization of digital marketing channels has a positive impact on my intention to make a purchase.

3.4 Data Collection Procedure:

To collect information for this investigation, a questionnaire was distributed to 600 respondents. This investigation utilized a questionnaire adapted from previous studies. The researcher used a combination of physical distribution and social media channels to invite respondents to participate in the study. The questionnaire was created with distinct sections to facilitate comprehension and guarantee accurate responses. To accommodate the preferences of participants, the questionnaire was provided in both electronic (Google Docs form) and paper copy formats. The questionnaire included clear and concise instructions to minimize any potential confusion or ambiguity. These measures were implemented to facilitate and clarify the process of data collection for the participants.

3.5 Data Analysis Technique:

Following the procedure of data acquisition, the collected survey data is subjected to data analysis. The utilizations of statistical methods such as correlation and regression analysis is employed to investigate the association between variables. For undertaking these analyses, the statistical software Statistical Package for the Social Sciences (SPSS) 27 is utilized. As independent variables, attitudes toward electronic wordof mouth (EWOM), online advertising, and online communities are investigate. Brand loyalty and purchase intention are of interest as dependent variables. The statistical analyses disclose the relationships and associations between the variables in this study through the use of correlation and regression analysis. The utilization of this analytical methodology facilitates a more profound understanding of the interconnections and effects between the variables, elucidating the consequences of electronic word of mouth (EWOM), online advertising, and online communities on the domain of digital marketing, and subsequently, the constructs of brand loyalty and purchase intention of young consumers of twin cities (Rawalpindi and Islamabad) of Pakistan.

Chapter 4

4. Data Analysis and FindingsIntroduction :

An adopted structured questionnaire is distributed to 600 respondents and data is collected from 250 respondents {Consumers of different universities in twin cities (Rawalpindi and Islamabad) in Pakistan} in a survey. On the basis of data collected through a survey, data analysis is done with the help of SPSS Software (SPSS 27) by using statistical tests (correlation and regression analysis, etc.).

4.1 Data Analysis

4.1.1 Descriptive Frequencies:

The questionnaire is categorized into different sections to facilitate data distribution, as the process of categorization aids in the interpretation of data. The demographic section of the questionnaire is further divided into sub-sections including gender, age, education, and employment status. Demographic information of respondents is also collected through the questionnaire and it is as follows:

4.1.1.1 Gender

Table 4.1

Valid		Frequency	Percent	Valid Percent	Cumulative Percent
1	**Female**	155	59.6	59.6	59.6
2	**Male**	105	40.4	40.4	100.0
	Total	**260**	**100.0**	**100.0**	

Adopted from SPSS software

The tabulated data depicts the gender composition of a sample size of 600 individuals, and respondents was 250 with the numerical value 1 representing male and 2 representing female. The column labelled "Frequency" presents the count of individuals in each category. The column labelled "Percent" exhibits the ratio of individuals in the sample that belong to each category.

Meanwhile, the columns labelled "Valid Percent" and "Cumulative Percent" respectively showcase the proportion of individuals in the sample that belong to the current category and all preceding categories. Every individual is categorized into one of the two groups, as indicated by the "Total"row. On the basis of gender 155 out of 260 respondents (59.6) are females.105 out of 260 respondents (40.4 percent).

4.1.1.2 Age:

Table 4.2

	Valid	**Frequency**	**Percent**	**Valid Percent**	**Cumulative Percent**
1	**20-25**	137	52.7	52.7	52.7
2	**26-30**	103	39.6	39.6	92.3
3	**31-35**	10	3.8	3.8	96.2
4	**36-40**	7	2.7	2.7	98.8
5	**41-45**	2	.8	.8	99.6
6	**46-50**	1	.4	.4	100.0
	Total	**260**	**100.0**	**100.0**	

Adopted from SPSS software

The age of different age group is shown in above table. On the basis of age 137 out of 260 respondents (52.7 percent) are between the ages of 20-25 years. 103 out of 260 respondents (39.6) are in between 26-30. 10 out of 260 respondents (3.8) are between 31-35. 7 out of 260 respondents (2.7 percent) are between 36-40.

4.1.1.3 Employment Status

Table 4.3

	Frequency	Percent	Valid Percent	Cumulative Percent
Full-time	92	35.4	35.4	35.4
Other	2	.8	.8	36.2
Self-employed	23	8.8	8.8	45.0
Student	119	45.8	45.8	90.8
Unemployed	24	9.2	9.2	100.0
Total	**260**	**100.0**	**100.0**	

Adopted from SPSS software

On the basis of employment status 92 out of 260 respondents (35.4 percent) are full-time employees. 23 out of 260 respondents (8.8 percent) are self-employed. 119 out of 260 respondents (45.8) are students. 24 out of 260 respondents (9.2) are unemployed. Results of descriptive frequencies have shown that the survey has included more males (40.4 percent) than females (59.6 percent). Similarly, the majority of the respondents are aged between 20-25 years (52.7 percent) in comparison to those aged more than 26 years (39.6 percent) or more than 30 years (7 percent). The survey has included employment status in which the majority of respondents are students (45.8 percent) in comparison to full-time employed (35.4 percent) and self-employed (8.8 percent).

4.1.2 Reliability Analysis:

The objective of conducting reliability analysis is to ascertain the degree of dependability or consistency of the questionnaire employed for data collection. To determine the reliability of a questionnaire, researchers employ reliability analysis, which is also referred to as Cronbach's Alpha test. A high degree of questionnaire reliability is indicated by lower deviations in repeated interval measures. The reliability of a questionnaire can be assessed by evaluating its dependability, consistency, and relevancy. The ensuing result pertains to the reliability analysis.

4.1.2.1 Reliability Statistics:

A questionnaire's high reliability is typically denoted by a coefficient of reliability that approaches 1 or is at least greater than 0.6.

Item-Total Statistics

Table 4.4

	Scale Mean	Scale Variance	Total Correlation	Cronbach's Alpha
Purchase Intention	122.44	202.433	.207	.961
EWOM	122.19	197.856	.549	.958
OC	122.25	193.241	.672	.957
OA	122.15	193.873	.768	.956
Brand Loyalty	122.21	194.937	.684	.957
				. 959

Adopted from SPSS software

Cronbach's Alpha	Num of Items
.959	**32**

Adopted from SPSS software

The present table displays the results of the reliability analysis conducted on the five study variables, utilizing Cronbach's Alpha as the indicator. The initial construct under consideration pertains to the purchase intentions of the participants, with a high degree of internal consistency indicated by a Cronbach's Alpha coefficient of 0.961. The second variable under consideration pertains to brand loyalty. The reliability test yielded a score of 0.957, indicating that the questions posed in this regard are deemed acceptable. The reliability coefficient for online communities as assessed by the third variable was 0.957. The fourth variable under consideration as Electronic Word of Mouth (E-WOM), and the reliability test yielded a score of 0.958. The fifth variable, pertaining to online advertisement, yielded a reliability test score of 0.956. The variables in question exhibit a reliability analysis surpassing 0.6, indicating their suitability for subsequent statistical analysis in terms of both validity and reliability.

4.1.3 Correlation Analysis:

The concept of "correlation" pertains to the identification of the association between two or more variables. A high correlation is observed when there exists a substantial relationship between two or more variables. In instances where there exists a weak connection between two or more variables, the correlation is deemed to be low. The term "moderate correlation" refers to a level of association between two or more variables that is of moderate strength. The correlation coefficients exhibit a range from negative one to positive one. The Pearson correlation coefficient is utilized to investigate the relationship between the variables in the study

Correlation:

Table 4.6

		PI	EWOM	OC	OA	BL
PI	Pearson Correlation	1	.343**	.309**		.237**
	Sig. (2-tailed)		.000	.000	.000	.000
	N		221	220	222	221
EWOM	Pearson Correlation	.343**	1	.458**	.533**	.432**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	221		221	222	221
OC	Pearson Correlation	.309**	.458**	1	.559**	.425**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	220	221		221	221
OA	Pearson Correlation	.237**	.533**	.559**	1	.573**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	222	222	222		222
BL	Pearson Correlation		.468**	.421**	.573**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	220	221	221	222	

Adopted from SPSS software

> ****. Correlation is significant at the 0.01 level (2-tailed).**
>
> ***. Correlation is significant at the 0.05 level (2-tailed).**

Based on the results, there is a somewhat significant correlation between purchase intention and electronic word of mouth, with a magnitude of 0.343 and in a positive direction. There exists a positive and moderately significant correlation between online communities and purchase intention, with a magnitude of 0.309. Likewise, a significant correlation exists between online

advertising and the intention to purchase, exhibiting a magnitude of .209 and in a positive direction. The findings indicate a noteworthy correlation between electronic word-of-mouth and brand loyalty, with a positive direction and a magnitude of 0.468. Furthermore, there exists a moderately significant positive correlation of magnitude 0.421 between online communities and brand loyalty. Furthermore, there exists a noteworthy positive correlation of 0.573 between online advertising and brand loyalty.

The presence of a positive correlation between variables indicates the existence of a direct and positive relationship between stated variables. Specifically, an increase in the independent variables of electronic word of mouth, online communities, and online advertisement is associated with a corresponding increase in the dependent variables of purchase intention and brand loyalty, and vice versa.

4.1.4. Regression Analysis

The questionnaire has been segmented into distinct sections to facilitate the dissemination of data. The categorization process serves to assist in the comprehension of data.

4.1.4.1 Model Summary

Table 4.7

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
	.385[a]	.148	.136	.830

Adopted from SPSS software

The present model depicts the interplay between online communities, electronic word-of-mouth (E-WOM), online advertising, purchase intentions, and brand loyalty. R-square reflects thevariation that predicting variables (electronic word of mouth, online advertisement and online communities) cause in the dependent variable (brand loyalty and purchase intention). Simply, R2indicates the amount to which "electronic word of mouth, online advertisement and online communities" can explain "purchase intention" and "brand loyalty". According to the R Square value in the model, electronic word of mouth, online advertisement and online communities accounted for 14.8 percent of the variation in purchase intention and brand loyalty. The AdjustedR2, on the other hand, demonstrates the theoretical model's fitness. The adjusted R2 value is 13.6 percent, indicating that the theoretical model employed in this

study is 13.6 percent fit.

4.1.4.2 ANOVA

Table 4.8

Model		Sum of Squares	df	Mean Square	F	Sig.
	Regression	25.677	3	8.559	12.438	.000[b]
	Residual	147.949	215	.688		
	Total	**173.626**	**218**			

Adopted from SPSS software

The analysis of variance (ANOVA) findings indicate that the F-value exceeds 4 and the p-value is below 0.05. The establishment of statistical significance for the theoretical model has been achieved. The analysis of variance (ANOVA) outcomes indicate the influence of three distinct predictors on the level of brand loyalty. The purpose of this regression model is to demonstrate the correlation between the dependent variables of purchase intentions and brand loyalty with the independent variables.

4.1.4.3 Coefficients:

Table 4.9

	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1.515	.379		3.995	.000
Electronic Word of Mouth	.340	.101	.257	3.373	.001
Online Communities	.219	.087	.195	2.508	.013
Online Advertisement	.213	.068	.208	2.253	.001

Adopted from SPSS software

The table presented above illustrates the impact of online communities, electronic word-of-mouth (E-WOM), and online advertising on both purchase intention and brand loyalty. The study's findings indicate that there exists a positive and statistically significant relationship between online communities, electronic word-of-mouth (E-WOM), and online advertising with purchase intention and brand loyalty, as evidenced by the significance level of less than 0.05 in the model. The study found that the variable of electronic word-of-mouth (EWOM) exhibited statistical significance ($\beta = 0.257$) and a positive coefficient, suggesting a positive association between high levels of EWOM and high levels of purchase intention. The coefficient of online communities (b=0195) is statistically significant and positively associated with high purchase intention. This suggests that a strong relationship exists between high levels of online communities and high levels of purchase intention. The results of the analysis indicate that there is a significant relationship between online advertisement (b=0.213) and purchase intention.

Specifically, a positive coefficient was observed, suggesting that a higher level of online advertisement is associated with a greater likelihood of high purchase intention.

4.2 Data Findings

Data findings:

Table 4.10

Hypothesis	Statement	Accepted/Rejected
H1	E-WOM has a positive impact on the purchase intention of young consumers in twin cities (Rawalpindi and Islamabad) of Pakistan	Accepted
H2	Online advertisement has a positive impact on the purchase intention of young consumers in twin cities (Rawalpindi and Islamabad) of Pakistan	Accepted
H3	Online communities has a positive impact on the purchase intention of young consumers in twin cities (Rawalpindi and Islamabad) of Pakistan	Accepted
H4	E-WOM has a positive impact on the brand loyalty of young consumers in twin cities (Rawalpindi and Islamabad) of Pakistan	Accepted Accepted
H5	Online advertisement has a positive impact on the brand loyalty of young consumers in twin cities (Rawalpindi and Islamabad) of Pakistan	Accepted
H6	Online communities has a positive impact on the brand loyalty of young consumers in twin cities (Rawalpindi and Islamabad) of Pakistan	

5. Discussion and Implications

5.1 Discussion

The aim of this research endeavor was to determine the correlation between the electronic word of mouth, online advertising, and online communities in relation to the purchase intention and brand loyalty of young consumers residing in the twin cities (Rawalpindi and Islamabad) of Pakistan. The present investigation regards electronic word of mouth, online advertisement, and online communities asindependent variables. The dependent variable is commonly regarded as brand loyalty andpurchase intention.

The present study focuses on examining the association between the aforementioned variables among a specific demographic of individuals, namely, young consumers, including students and unemployed graduates residing in the twin cities (Rawalpindi and Islamabad) of Pakistan. A standardized questionnaire was utilized to gather data from participants, specifically students and unemployed graduates residing in the twin cities (Rawalpindi and Islamabad) of Pakistan.

H1: The statistical analysis reveals that the electronic word of mouth have a significant impact on purchase intention
H2: The statistical analysis reveals that the online advertisement has a significant impact on purchase intention
H3: The statistical analysis reveals that the online communities has a significant impact on purchase intention
H4: The statistical analysis reveals that the electronic word of mouth has a significant impact on brand loyalty.
H5: The statistical analysis reveals that the online advertisement has a significant impact on brand loyalty.
H6: The statistical analysis reveals that the online communities have a significant impact on brand loyalty.

In order to evaluate the acceptance or rejection of hypotheses in this study, a significance level

scale with a permissible range of up to 5% has been established. The acceptance or rejection of the study's hypotheses (H1, H2, H3, H4, H5, and H6) is determined by the established level of significance. The statistical analysis reveals that the electronic word of mouth, online advertisement, and online communities have a significant impact on purchase intention and brand loyalty, with a p-value of less than 0.05. Therefore, the hypotheses H1, H2, H3, H4, H5, and H6, which were formulated based on the underlying theoretical framework, have been validated and found to be statistically significant.

The study's results demonstrate a significant statistical correlation between electronic word of mouth, online advertising, and online communities (independent variables) and purchase intention and brand loyalty (dependent variable) among young consumers who live in the twin cities (Rawalpindi and Islamabad) of Pakistan. The findings of the research provide evidence in favour of the validation of hypotheses H1, H2, H3, H4, H5, and H6. The research conducted by Bamini KPD Balakrishnan, Mohd Irwan, and Wong Jiunn provides theoretical support for the findings of the study, indicating that electronic word of mouth, online advertisement, and online communities have a positive impact on purchase intention and brand loyalty.

Moreover, in the era of digital communication, customers will be better equipped to make purchasing decisions when they possess knowledge about the product or brand. According to Cassar et al. (2021), consumers who possess a lower level of comprehension regarding brand awareness tend to opt for substitutes in cases where brands fail to prioritize the creation of awareness about products that genuinely influence purchase intentions.

5.2 Research Implications

5.2.1 Theoretical Implications

The present study is expected to yield significant benefits for research scholars, as it aims to enhance their understanding of the influence of digital marketing (including electronic word of mouth, online advertising, and online communities) on purchase intention and brand loyalty in the context of Pakistan. The current study aims to offer valuable support to students of marketing by enhancing their comprehension of the correlation between digital marketing and brand loyalty, as well as the purchasing intentions of consumers. Moreover, the current research will

make a valuable contribution to the marketing discipline, encompassing both theoretical and practical aspects.

5.2.1. Practical Implications

The research being conducted holds importance for managerial implications concerning organizations that employ digital communication and media technologies for the promotion of their merchandise. In the contemporary digital era, there has been a significant shift towards online platforms for various activities, including advertising and shopping. The availability of various media options empowers customers to develop a positive perception of a brand, thereby increasing their inclination to make a purchase. Secondly, it is imperative for advertising firms to acknowledge the significance of the electronic word of mouth, online communities, and online advertising in shaping consumer perceptions. Consequently, they must ensure that the advertisements they employ are well-received by the intended audience. Thirdly, there exist multiple digital media platforms that can be utilized to effectively engage customers. Therefore, it is imperative for the brand to make a strategic decision regarding which platform will enable them to reach the widest audience while simultaneously fostering brand loyalty.

5.3 Research Limitations

The term "limitation" denotes a constraint that a researcher may face during the course of their research. The present study is subject to certain limitations, including a restricted time frame and sample size, as the researcher investigates the relationship between electronic word of mouth, online communities, online advertising, and brand loyalty and purchase intention. Since more time is needed to complete this research than is available, the time frame available for carrying it out is very constrained. In the event that there is surplus time, a comprehensive investigation encompassing participants from diverse backgrounds could be undertaken.

It is recommended that the researcher be granted additional time to gather data from a diverse range of individuals. Incorporating individuals from the population who were previously excluded as respondents due to time constraints during data collection can provide researchers with a longer time frame for data collection, resulting in potential benefits. Inadequacy of the sample size of 600 respondents for data collection from consumers who are studying and unemployed graduates of twin cities (Rawalpindi and Islamabad) in Pakistan is evident. To

conduct a comprehensive study with a more extensive coverage of individuals who are pursuing education or are unemployed graduates in the twin cities (Rawalpindi and Islamabad) of Pakistan, it may be necessary to augment the sample size to encompass at least 1000 respondents. Owing to temporal constraints, researchers resort to digital methods and Google documents for the purpose of gathering data in a manner that is both effective and efficient. Currently, a limited number of questionnaires are disseminated through face-to-face interactions, while the majorities are distributed via virtual means. A noteworthy limitation of the existing literature on this topic is the predominant reliance on cross-sectional studies, with a dearth of longitudinal research conducted by scholars and researchers.

Another potential limitation of the present study is its reliance on survey methodology. To address this limitation, future research could incorporate qualitative data collection techniques, such as open-ended questions, to further explore the nature of products and customers' perspectives. Ultimately, the research can incorporate additional variables, such as social influence, personality traits, and cultural elements, in order to assess both online purchasing intentions and brand loyalty.

5.4 Recommendations & Future Research

This study has comprehensively addressed the majority of the pertinent aspects. However, minor enhancements could be implemented to further enhance its efficacy and dependability. Modifications to the time frame, industry, sample size, research methodology, and other related factors may be implemented to enhance the study. The temporal extent may be prolonged to facilitate the researcher in conducting appropriate research. Providing a suitable time period to the researcher can facilitate the process of data collection from respondents of diverse backgrounds and cultures. A prolonged time frame may provide researchers with the opportunity to encourage members of the population who were not initially included in the survey to demonstrate interest by actively participating in the data collection process.

It is possible to cultivate enthusiasm and encouragement among individuals in a given population. Doing so can have a positive impact on the sample size, thereby enhancing the validity and reliability of the data that is gathered and subsequently analyzed. This study has specifically concentrated on the manufacturing sector in Pakistan, although alternative sectors

within Pakistan could be utilized for data collection and analysis of the variables under investigation. Moreover, an extension of the time frame allotted for a research study may allow for an increase in the sample size by the researcher. In forthcoming studies, scholars may seek to investigate the potential mediating impact of digital marketing on the association between the electronic word of mouth, online advertising, and online communities (as independent variables) and purchase behavior and brand loyalty (as dependent variables).

5.5 Conclusion

As previously outlined in (Chapter 1), the purpose of this research is to evaluate the influence of electronic word of mouth, online communities, and online advertising on brand loyalty and purchase intention among young consumers enrolled in various universities located in the twin cities (Rawalpindi and Islamabad) of Pakistan. In order to examine the correlation among electronic word of mouth, online communities, online advertising, and brand loyalty and purchase intention, a structured questionnaire was disseminated to 600 participants who were young consumers from various universities located in the twin cities (Rawalpindi and Islamabad) of Pakistan. The purpose of this data collection was to investigate the impact of each variable in the current study. The present study examines the association between the electronic word of mouth, online communities, and online advertising with purchase intention.

Empirical testing reveals a positive correlation between these variables. The results of the correlation analysis indicate that there is a positive correlation between the electronic word of mouth, online communities, and online advertising with both purchase intention and brand loyalty. The magnitude of the correlation coefficients for brand loyalty was 0.468, 0.421, and 0.573, while for purchase intention they were 0.343, 0.309, and 0.237. Additionally, the utilization of regression analysis has uncovered a noteworthy correlation among electronic word of mouth, online communities, and online advertising, which serve as independent variables, and the dependent variables of purchase intention and brand loyalty. The study's results demonstrate that a rise in electronic word of mouth, online communities, and online advertising is associated with a significant increase in purchase intention and brand loyalty among young consumers from various universities in the twin cities (Rawalpindi and Islamabad) of Pakistan.

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Appendix

Research Questionnaire

Hi. I am currently enrolled as a student at Bahria University located in Islamabad. The purpose of this communication is to request your participation in a research study by completing a questionnaire. The questionnaire has been designed to collect information that will be used in the development of a research thesis. Your participation in this study is greatly appreciated. The present survey has been devised with the exclusive objective of gathering information concerning the analysis of purchase inclination and allegiance towards diverse brands in the digital age within the twin cities. The confidentiality of the collected data will be upheld to a significant extent, and its intended use is solely for academic purposes. Participants are requested to complete the questionnaire by selecting the most suitable responses through the act of circling.

Section A: General Information

Gender:

- Male
- Female

Age:

- 20-25
- 26-30
- 31-35
- 36-40
- Above

Employment Status:

- Unemployed
- Student
- Full-time
- Self-employed
- Other

Kindly indicate your level of agreement with the following statements by utilising the scale provided below: 1 = Strongly Disagree 2 = Disagree 3 = Neutral 4 = Agree 5 = Strongly Agree

Section B

	Statement	1	2	3	4	5
1.	**Section 1: Purchase Intention**					
2.	The utilisation of digital marketing channels has a positive impact on my intention to make a purchase.					
3	The influence of information and content disseminated through social media platforms on my purchasing behavior is significant.					
4	Social media advertisements facilitate my ability to make informed purchasing decisions.					
5	The likelihood of my purchasing a product or availing a service is higher subsequent to encountering its advertisement on social media.					
6	**Section 2: Relationship between Electronic Word of Mouth on Purchase intention of consumers**					
7	The favourable electronic word of mouth (eWOM) has a significant impact on my purchase intention.					
8	When making purchasing decisions, I rely					

	on the recommendations and reviews provided by other individuals on the internet.					
9	The electronic word-of-mouth (eWOM) disseminated through social media platforms has a significant impact on my perception of a brand's quality and value.					
10	Favourable remarks and endorsements regarding a commodity or amenity serve as a motivating factor for me to engage in a transaction.					
11	**Section 3 : Relationship between online communities and purchase intention.**					
12	The act of actively engaging in online communities has a positive impact on my intention to make a purchase.					
13	Active participation in virtual communities facilitates the exploration of novel products or brands.					
14	The impact of online community discussions and interactions on an individual's perception of a product or brand's desirability is noteworthy.					
15	Online communities offer significant insights that impact my purchasing choices.					
16	**Section 4 : Relationship between online advertisement and purchase intention.**					
17	The impact of online advertisements on my purchase intention is perceived as positive.					

18	Online advertisements that are visually attractive and interactive have the ability to captivate my attention.					
19	Digital advertising offers pertinent and valuable details regarding goods or services.					
20	The utilisation of online advertisements has been observed to positively influence my inclination towards purchasing the products or services that are being advertised.					
21	**Section 5: Brand Loyalty.**					
22	The phenomenon of positive electronic word of mouth (eWOM) has been found to have a significant impact on enhancing brand loyalty among consumers.					
23	Engaging in online communities fosters a stronger sense of brand loyalty.					
24	The augmentation of brand loyalty is facilitated by the sense of affiliation and common principles that are fostered within virtual communities.					
25	The consistent exposure to online advertisements from a particular brand has been observed to positively impact my brand loyalty.					

BRAND LOYALTY IN THE AGE OF DIGITAL MARKETING: AN EXPLORATION OF THE FACTORS THAT INFLUENCE PURCHASE INTENTION