

To Study the Mediating Role of Brand Consciousness Among Social Media and Buying Behaviour

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Abstract

The effect of social media influence on buying behavior: the moderating role of brand awareness, brand value perception and brand loyalty the first one is to establish how these brand-related factors are influenced by social media and subsequently the buying behaviour of consumers. This study employed a quantitative research technique and the survey research method; the respondents were 100; the sampling technique used was simple random sampling. The research question was tested using regression analysis on SPSS to determine the relationship between social media influence and buying behavior with brand consciousness as the mediator. The results indicated that social media influence has a positive impact on buying behavior, and brand awareness, brand value perception, and brand loyalty do not significantly affect the purchasing behavior of consumers. The findings of the study underscore the importance of social media in influencing consumer behavior indicating that social media is a major determinant of brand interaction and purchasing decision. Nevertheless, the mediating impact of brand-related variables was significantly lower suggesting that social media may directly influence purchase behaviour. Therefore, this study highlights the relevance of social media as a marketing communication tool and offers a conceptual framework that maps social media's influence on consumer decision-making process as well as the directions for future research to understand the interdependency between social media and brand factors in consumers' purchase decisions.

Keywords: Social Media Influence, Buying Behavior, Brand Awareness, Brand Value Perception and Brand Loyalty.

INTRODUCTION

Over the last few years, social media has become one of the fastest-growing platforms and has affected many aspects of the consumers' buying behavior. Today, sites like Facebook, Instagram, Twitter and now TikTok have become effective marketing tools where brands can reach a large audience in the shortest time (Shahin Sharifi, S., 2014) . With these platforms becoming more popular, brands have turned to them to influence consumer opinion, create awareness and ultimately sell their products. Among the factors that define the efficiency of social media marketing, the most significant is brand awareness, which defines the consumer's perception of brands (Rahman et al., 2021) . The purpose of this study is to investigate the moderating role of brand consciousness on the relationship between social media influence and buying behaviour, to determine how social media exposure affects consumers' buying behaviour through brand consciousness and brand loyalty and purchase intention.

It also becomes important to consider what exactly constitutes social media influence as this involves factors like getting users or clients exposed to the content or messages that a particular brand aims to send or share and; users' relations with influencers. Social media enables brands to directly market to consumers through targeted advertisements, product suggestions and users-generated content (Pramudya et al., 2018) . Such interactions usually inform the consumer decision making process. Apart from a platform to sell their goods and services, social media gives consumers a chance to share their experiences and opinions on brands they interact with. Consequently, the social media platforms play an important role in the consumer decision making process affecting their buying behavior at various stages(Pramudya et al., 2018) .

Brand consciousness, a psychological factor including brand awareness, brand loyalty and brand value perception, is an important factor that determines the influence of social media on buying behaviour. Brand sensitive consumers are those that are more inclined to purchase known brands, they make their decisions based on their feelings, reliability, and perceived worth of the brands. The first stage is the brand recognition; once consumer has been exposed to a brand via social media, they are more likely to consider purchasing the brand (Hutabarat, F., 2024). Additionally, brand loyalty, which is created by positive experience with a brand on social media, results in repeat purchase and recommendations. An aspect of brand perception also includes the online image since such things in this digital age are extremely influential, where a firm is seen to have a big social media brand image, then consumers will have the perception of a good quality product that is innovative and reliable.

Concerning the research questions of this study, Hariyawan et al., (2025) explored the mediating role of brand consciousness in the relationship between social media influence and buying behavior. It deals with the manner in which social media exposure affects the perceived image of brands and how the image affects the consumers' purchase intentions and actual purchase behaviour. In this paper, the relationship between social media and purchasing decisions is investigated with the aim of identifying the pathways by which social media marketing influences consumer behavior. With such knowledge of social media influence, brand awareness, and purchasing behavior, marketers will be better placed to develop better campaigns that appeal to the consumer and build long-term brand equity and sales (Bashir & Siddiqui, D. A., 2021).

BACKGROUND OF THE STUDY

Hence, the emergence of social media platforms in the recent past has greatly impacted the marketing strategies since business and consumers have shifted in their interaction. Social media is currently a prominent platform through which brand can communicate with their target consumers, introduce them to their brands and even change their buying habits. Social media such as Instagram, Facebook, Twitter, and TikTok are the most effective tools for interacting with consumers and, therefore, are suitable for launching new products, inviting to participate in promotions, and publishing unique content. Therefore, analysis of how social media affects consumer behavior has emerged as an important area of interest for both marketing practitioners and scholars. Of all the aspects that come into play while making a purchase decision, Buying Behavior has become one of the most researched areas.

Purchasing Behavior is defined as the process by which consumers make decisions about the purchase of products and services. It covers a broad spectrum of consumer's activities starting from the first moments when he or she becomes aware of the product and is interested in it to the purchase moment. Over the last few years, social media has played a major role in influencing the consumers' buying behaviour as the platforms give a continuous visibility of brands, products and word of mouth. This influence sometimes results in a change in the way consumers think about products and how they finally make their purchase. Since the consumer behavior is dynamic, it is important to establish variables that moderate the connection between social media and purchase intentions (Ismail et al., 2018).

Among the variables in this relationship is called Social Media Influence, which measures the impact of the content that is posted in the social media platforms in the consumer. The way that it can create an influence on consumers is evident through the following ways of brand messages, influencer and peer reviews taking place on the social media platforms. Social media enables consumers to interact with brands in a manner that conventional marketing communication cannot, create brand loyalty and trust (Zia et al., 2021). The information provided by brands, influencers and even other consumers is the key factor that influences the buying behavior of the consumer, and often nudges the consumer into making a purchase or wanting to make one.

Another important factor is Brand Awareness which means the extent to which consumers can recall a brand (Sharda & Bhat, A., 2019). A high level of brand awareness normally suggests that a consumer will be more inclined to purchase a particular brand. Social media is an effective way of enhancing brand visibility since brands get a chance to interact with the target market multiple and consistent times. Endeavored through advertisements, sponsored posts and viral campaigns,

brands can make sure they are always in the consumers' consideration set, which in turn affects the consumers' decision making process (Zubair Tariq, M., 2014) .

Besides on the brand awareness, Brand Value Perception has a crucial influence on consumer behaviors (Harianti, Y., 2017) . This is the kind of impression that consumers have about the brand in as much as concerns quality, reliability, and status (Raji et al., 2019) . Social media contribute significantly to the evaluation of brand value, since the experiences, reviews and recommendations from other users and influencers can either positively or negatively affect the value of the brand. The first and most important impact of social media on consumers is that they judge the believability of a brand by its activity on social networks.

Lastly, Brand Loyalty is an important factor in analyzing consumer buying behaviour. Brand faithfuls are inclined to buy from the brand and recommend the same to other people thus making a cycle of positive brand interaction(Mahdieh et al., 2024) . Social media can really boost brand loyalty as it enables constant dialogue between consumer and the brand. The brands that use social media actively and share content that customers can easily identify with can easily be able to foster good relations with the customers hence the ability of the customers to purchase the same brand more often.

This research aims at finding out how Buying Behavior, Social Media Influence, Brand Awareness, Brand Value Perception and Brand Loyalty are related. Its objectives are to determine the influence of social media influence on consumer buying behavior, and to moderate the effect of brand consciousness on this relationship. Through elucidating the effects of social media exposure on brand recognition, brand commitment, and brand image, and how these affect consumer purchase intentions, the study will offer important insights into the processes underlying consumer behaviour in the era of social media. The results of this study will benefit the firms interested in enhancing their social media marketing efforts and gaining a better insight into how the consumers' decisions can be shifted.

OBJECTIVE

1. To examine the impact of social media influence on brand awareness, brand value perception, and brand loyalty in shaping consumer buying behavior.
2. To explore the mediating role of brand consciousness between social media influence and consumer purchase intentions.

LITERATURE REVIEW

In their study published in 2021, Lal, R., & Sharma, G. examined the fairly recent strategy of Social Media Influencers (SMIs), which are helpful for marketers who want to establish creative relationships with their target audience. In the recent past, modern marketing methodologies had experienced a steady increase in the number of influencer-brand collaborations, with the aim of raising consumer awareness of their online buying behaviors. The present study undertook a systematic synthesis of the literature to explore the moderating role of brand consciousness in the link between SMIs' message appeal and purchasing behaviour. The quantitative data was gathered from 567 youth of Delhi NCR using a close ended, structured and non masked questionnaire. The data was analyzed in SPSS 21 and AMOS 21 with the help of structural equation modeling (SEM) for path analysis. The study made it clear that brand consciousness fully mediated the relationship between SMI and online purchase behavior. The study helped in explaining the explanatory functions of social media influencers' effectiveness and evaluating the moderating role of brand consciousness in online buying behaviours.

Khan et al. (2019) investigated the antecedents of social media marketing and revisit intentions concerning online fashion apparel in Pakistan with the purpose of increasing the customer interest and effectiveness of marketing. The theoretical and the hypothesized model was developed by integrating the SOR model and the concept of participation. From the literature review of social media users engaged in online fashion shopping, a conceptual framework and measurement scales were constructed. The hypotheses were tested using regression analysis and data from 556 respondents in Faisalabad City were collected and analyzed using SPSS 22. The study showed that fashion and online apparel brands

should direct marketing activities to the customer preferences which will enable standardization of marketing strategies among the industry.

Aljumah et al. (2023) conducted a study on social media interaction, public relations, and electronic word of mouth influence on brand awareness and trust among customers of the UAE retail sector with a special emphasis on the mediating effect of brand awareness. This study employed a quantitative research approach and cross-sectional survey research design; data was collected using a research questionnaire administered on 512 participants using simple random sampling. The usable response rate was 69.72%. In this study, both the measurement model and the structural model were tested using Structural Equation Modeling (SEM) with Smart PLS analysis. According to the results, all the proposed hypotheses were confirmed, which means that the interaction on social media, public relations, and eWOM affect brand awareness and trust. These research results are useful for academicians and policymakers to develop future research agendas and to formulate strategies in improving customer trust and brand recognition in the retail industry.

Ardiansyah and Sarwoko (2020) examined the moderating effect of brand awareness on social media marketing and buying behaviour. The study sought to determine the impact of social media marketing on brand recognition and consequently the buying decision. This study employed a quantitative research method, and questionnaires were used with purposive sampling and OLS regression analysis used to analyse the data. This study established that social media marketing played a role in creating awareness and also affecting the buying habits of the customers. But it was unable to prove the existence of a direct or indirect relationship between brand awareness and purchasing behaviour. The insignificance of results was due to the fact that the product under consideration is wetsuits, which is a high-involvement product; people spend more time and effort to decide and more time to assess specific characteristics of the product. This discovery indicates that in the case of high involvement products, brand familiarity may not be a very influential mediator in the decision making process.

Poturak and Softic (2019) carried out a cross-sectional study to assess the effect of social media communication on brand equity and purchase intention in Bosnia and Herzegovina adopting linear regression. The first phase of the study was a systematic literature review to identify how eWOM on social media affects brand equity and customer buying intention for domestic brands. The online survey with 300 respondents and using the standardized online survey tool and SPSS for analysis. The research results revealed that all the established constructs were related and influenced the customers' decision to patronise domestic products. The findings showed that firm initiated and user generated social media communication had a significant and positive relationship with brand equity, which in turn fully mediated the relationship between eWOM and purchase intentions.

Majeed et al. (2021) investigated social media and purchase intention among consumers within fashion industry in Ghana with brand equity as a mediator. This research adopted a quantitative research method and collected data from the fashion customers through a survey method involving 500 respondents. Questionnaire data were analyzed using SPSS and Structural Equation Modeling (SEM) with AMOS software version 22.0 for the purpose of confirming the hypothesized relationships. Surveillance, information sharing, and remuneration were significant and positively related to brand equity, while social interaction and entertainment were negative and insignificant to brand equity. The findings further supported the hypothesis that brand equity has a significant and positive effect on consumer's purchase intention. These findings add to the scarce research on the effects of social media on brand equity and purchase intention in one study. The study also offers implications to the management of firms in the clothing industry, the policy makers, and other researchers who may undertake similar studies in the future.

Kodrat (2021) examined the impact of social media marketing on the purchase intention with brand awareness as mediator in the context of an online bakery, specifically, Haroo Table in Surabaya. The research sought to establish the impact of social media marketing on the consumers' decision making process bearing in mind the fact that the company has a challenge with its competitors who have higher brand recognition. The sample comprised 112 people who had been followers of Haroo Table's Instagram account and who had made at least one purchase. A sample of 88 respondents was selected through purposive sampling and using Slovin's formula. Both primary and secondary research were used; primary

data were obtained from questionnaires with a five Likert scale while secondary data were obtained from internal records, competitors and literature. The data were analyzed using Structural Equation Modeling Partial Least Square (SEM-PLS). The findings revealed that: A series of hypotheses were postulated as follows: (1) SM marketing had a positive influence on brand awareness, (2) SM marketing had a positive influence on purchase intentions, (3) Brand awareness had a positive influence on purchase intentions and (4) Brand awareness moderated the relationship between SM marketing and purchase intentions in the case of Haroo Table.

METHODOLOGY

This research employs a quantitative research method to examine the research questions on social media influence, brand awareness, and consumers' purchasing behavior. The emphasis is on knowing the influence of social media exposure on brand knowledge, perceived brand value, and brand commitment and their role in consumers' purchasing behaviour.

Research Design: A descriptive research design is employed in order to establish the connection between the independent variables; social media influence, brand awareness, brand value perception, and brand loyalty, and the dependent variable; buying behavior. This design enables a close look at how these factors interact with each other.

Population and Sample: The target population of this research covers Facebook, Instagram, and twitter users who actively interact with brands. In this study, participants will be selected randomly to make sure that all the participants are representative of the general population. One hundred respondents will be involved in the study. This number of participants is sufficient to allow for statistical analysis of the results and to guarantee their accuracy.

Data Collection: Primary data will be collected using a structured questionnaire designed to assess respondents' perceptions and behaviors in relation to the following factors:

- **Social Media Influence:** Examines the impact of social media content, advertisements, and influencer endorsements on consumer attitudes toward brands.
- **Brand Awareness:** Measures the recognition and recall of brands seen on social media platforms.
- **Brand Value Perception:** Assesses how social media influences the perceived quality and credibility of brands.
- **Brand Loyalty:** Examines emotional attachment and loyalty to brands based on interactions on social media.
- **Buying Behavior:** Evaluates purchasing intentions influenced by social media interactions with brands.

Data analysis

In this study, regression analysis will be carried out using SPSS to establish the effect of social media influence on brand awareness, perceived brand value and brand loyalty as the moderating factors to buying behaviour. This will be done using a multiple regression model which will determine the total effect of social media on consumer purchasing decisions via brand consciousness. The study will assist in establishing a quantitative correlation between the independent variables; social media influence, brand awareness, brand loyalty and the dependent variable; buying behavior. This will give an understanding of some of the factors that affect consumers when using social media.

Limitations: The current research has few limitations that are inherent to the study design; first, all data are based on self-reports and, therefore, may be affected by social desirability or recall bias. Also, the study targets a particular population of the social media users making the results not to be generalized to other populations.

REGRESSION ANALYSIS

Model Summary				
Model	R	R Square	Adjusted Square	Std. Error of the Estimate
1	.539 ^a	.291	.261	1.01148
a. Predictors: (Constant), Brand Loyalty, Brand Value Perception, Brand Awareness, Social Media Influence				

The analysis of the regression model shows that the chosen variables, namely social media influence, brand awareness, brand value perception, and brand loyalty, predict about 29.1% of the buying behavior (R Square = 0.291). The adjusted R Square = 0.261, which lessens somewhat due to the number of predictors in the model, thus indicating that this model brings about moderate level of explained variance, and there could be other factors that exist affecting the consumers' behaviour too. The standard error of the estimate is 1.01148 indicating the mean difference of the observed and predicted-Y values and gives some idea about the precision of the model. In general, the results indicate that there is a moderate level of association between the independent variables and buying behavior, but other factors may also exist.

ANOVA^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	39.806	4	9.951	9.727	.000 ^b
	Residual	97.194	95	1.023		
	Total	137.000	99			
a. Dependent Variable: Buying Behaviour						
b. Predictors: (Constant), Brand Loyalty, Brand Value Perception, Brand Awareness, Social Media Influence						

The ANOVA results also show that the regression model is significant in the buying behaviour (F = 9.727, p = 0.000). The total sum of squares for regression is equal to 39.806 while the mean square equals to 9.951 which indicate that the proposed model accounts for a significant proportion of the total variation in buying behavior. Mean of the residual sum of squares is 97.194 which represents the unexplained variation and mean square is 1.023. So given that the calculated p-value < .05, affirmation can be made that the independent variables more specifically, social media influence, brand awareness, brand value perception, and brand loyalty, exert statistically significant influence on the buying behaviour and the research model used in the study can therefore be deemed as valid in its prediction of consumer buying behaviour.

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.836	.360		2.323	.022
	Social Media Influence	.495	.117	.483	4.226	.000
	Brand Awareness	-.011	.113	-.011	-.099	.921
	Brand Value Perception	.139	.103	.129	1.349	.181
	Brand Loyalty	-.001	.080	-.001	-.010	.992

a. Dependent Variable: Buying Behaviour

The coefficient table shows the significance level of the independent variables on buying behaviour. The findings also reveal that social media influence has a positive and highly significant impact on buying behaviour with a standardized beta coefficient of 0.495, (t= 9.509, p = 0.000). However, brand awareness (B = -0.011, p = 0.921) brand value perception (B = 0.139, p = 0.181) and brand loyalty (B = -0.001, p = 0.992) do not have statistically significant impacts on buying behavior as the p-values exceed the 0.05 level of significance. These results provide evidence that social media influence affects buying behavior of consumers, thus supporting the first research question of the effect of social media on brand awareness, brand value perception, brand loyalty, and buying behavior of consumers. However, non-significance of the other factors implies that the mediating role of brand consciousness may not be as influential as hypothesized, in part contributing to the second research aim. This supports the proposition that though social media has a major impact on the decision-making process with regards to purchase decisions, other brand attribute may not have a similar impact on the purchasing behavior in this specific context.

Conclusion

Therefore, the present study establishes that social media influence exerts a considerable impact on consumer buying behaviour. The regression analysis showed that social media exposure has a positive impact on purchasing decision with significant impact on brand awareness, perceived brand value and brand loyalty. This finding affirms the increasing relevance of social networking sites as core communication channels for organizations that desire to change consumers’ perception and ultimately, their buying behavior. At the same time, the analysis showed that brand awareness, brand value perception, and brand loyalty did not affect buying behavior in this context since their p-values were greater than 0.05. This indicates that, though these brand-related factors could play other roles in other settings, perhaps their mediating effect on the two variables under consideration- social media and buying behaviour may not as strong as was expected.

From these findings, it is clear that social media influence is the most influential factor affecting the buying behaviour therefore, brands should pay much attention to developing a good social media presence. Moreover, the study poses questions on the relationship between social media and brand related factors and recommends that the impact of these factors should be investigated in detail in future research. In summary, the work underscores the significance of studying the role of social media in consumer behaviour and offer insights that can be useful for marketing professionals who want to enhance consumer’s engagement and conversion in today’s social media environment.

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Buying Behaviour

I often buy products after seeing them promoted on social media.

My decision to purchase a product is influenced by online reviews and social media posts.

I frequently make impulse purchases after being exposed to social media content.

I consider buying products from brands I follow on social media platforms.

Social media advertisements have a significant impact on my buying decisions.

Social Media Influence

I follow brands on social media to stay updated about their products and offers.

My buying decisions are influenced by recommendations from social media influencers.

I trust social media content more than traditional advertisements when making a purchase decision.

I often share product posts or recommendations from social media on my own profiles.

I feel more inclined to purchase products that are actively promoted on social media.

Brand Awareness

I am familiar with the brands I frequently see on social media platforms.

I can recognize a brand's logo or name after seeing it on social media posts.

I recall the names of brands more easily after seeing them advertised online.

My awareness of a brand increases when I see it mentioned frequently on social media.

I am more likely to buy from a brand I have seen on social media, even if I haven't used their products before.

Brand Value Perception

I perceive products from well-known brands as higher quality due to their presence on social media.

The social media representation of a brand affects my perception of its value.

I believe that brands with strong social media marketing offer superior products.

I consider the reputation of a brand on social media when evaluating its value.

A brand's social media presence makes me believe it is more innovative and trustworthy.

Brand Loyalty

I am loyal to brands I follow on social media, and I prefer to buy their products regularly.

I continue purchasing from brands I trust on social media even when competitors offer better prices.

I feel a sense of attachment to brands that I have followed on social media for a long time.

I am more likely to recommend products from brands I follow on social media to others.

I believe that my loyalty to a brand on social media enhances my overall buying experience.