



# The Effect of Social Media Marketing Activities on Revisit Intention at the Coffee Shop in Indonesia

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**Abstract.** The phenomenon of coffee shops in Indonesia is increasing with the emergence of unique local coffee shop brands that convey different values for each brand. Local coffee shops use social media as a marketing tool with the aim of building a brand and also as a communication tool to the target market they want to reach. This study explores the relationship between the two by involving brand awareness, value awareness, brand trust and brand loyalty in the S-O-R (stimulus-organism-response) framework. The survey was conducted on more than 200 consumers of coffee shop products who live in Indonesia and follow the Instagram platform of certain brands of coffee shops. Structural equation modeling approach is applied in this research and data processing is done with SmartPLS 3.0 application. The SEM technique is used to investigate the impact of social media marketing efforts on revisit intention, either directly or indirectly through brand awareness, trust, and loyalty. The findings of this study revealed that social media marketing activities had a favorable and significant impact on brand awareness, brand trust, and brand loyalty, either directly or through mediation.

**Keywords:** Brand consciousness · Brand loyalty · Brand trust · Revisit intention · Social media marketing activities

## 1 Introduction

The coffee shop industry is one that has the potential to generate revenue. Indonesia is the world's second-largest coffee-consuming nation. For some people, coffee shops are the third most significant place after home and job. In the United States, coffee shops are one of the hospitality industry's domains [1]. Coffee shop is a business that has the potential to get profits, coffee shop business owners must have a way to penetrate their market. Over time, coffee shops experienced good growth before the Covid-19 pandemic.

The hospitality industry is one of the areas generally impacted by the pandemic. This makes the coffee shop business one of the businesses that has experienced a considerable impact due to the Covid-19 pandemic. This impact is also felt by local coffee shop businesses (local brands). The existence of a pandemic has forced local coffee shop

marketers to face these challenges to restore their financial condition to what it was before the Covid- 19 pandemic.

During the Covid-19 pandemic, many business owners are turning to the internet world to sell their products, one of which is through social networking. Individuals or groups use social media to exchange material, communicate messages, collaborate, gather news/data/input, or transfer and download structured data (movies/music/photographs) on the internet [2]. According to research conducted by Hootsuite in 2021, the global internet user population reached 4.66 billion, with 202.6 million internet users and 170 million social media users in Indonesia. To reach a large number of consumers, brands must now build pages on various social media platforms such as Instagram, Facebook, and Twitter. This results in a new style of marketing known as social media marketing [3].

Instagram is one of Indonesia's most popular social media sites. Instagram in Indonesia reaches 85 million users, a fairly large number in a forum for interactions and other activities. The existence of intense competition in the coffee shop sector makes companies or brands seek to take advantage of the role of social media in conducting effective marketing by introducing their brand to the audience so that they are more aware of the existence of the brand. Brands can strengthen their relationship with consumers or customers through trust, brand trust is the first thing that must be built between brands and their consumer. One of the tactics for retaining customers in the coffee shop industry is for businesses to create a stimulant to customers so that they will return to their coffee shop. The connection between brand loyalty and revisit intention has attracted the attention of many previous researchers to explore the variables that can influence both variables relation, one of which is through research on social media marketing activities. The coffee shop industry in Indonesia has experienced tremendous growth both in terms of economic growth and in terms of innovation. The emergence of social media platforms such as Instagram leaves consumers with information regarding the brand they will choose and will buy their products. Research on social media marketing activities impacting revisit intention in the coffee shop industry in Indonesia provides new knowledge about the association of social media marketing activities that can affect the psychology of consumers or customers in terms of intentions to revisit coffee shops they have previously visited.

## **2 Theoretical Background and Hypotesis Development**

### **2.1 S-O-R Theory**

The S-O-R (stimulus-organism-response) framework, developed from Mehrabian and Russell (1974), states that an external factor (stimulus) beyond the control of the person influences the inner state of the consumer (organism), resulting in an approach or evasive action (response) [4]. In the S-O-R framework, organism factors refer to a person's subliminal thinking cycles when they are exposed to an external stimuli [5].

According to Mehrabian and Russell, organisms are the internal intervention between stimulus and response from individuals, where converting stimulus into meaningful information means that perceptions such as sensations and thoughts in various activities

can cause changes in individuals' emotional and cognitive states [6]. Values, attitudes, personalities, and emotions are all affected by changes in circumstances.

## 2.2 Social Media Marketing Activities and Revisit Intention

Social media is an integral part of digital marketing. Customers can communicate text, picture, voice, and video data with one another and with organizations via social media, as well as the other way around [7]. Social media is able to make people congregating online, social media users can communicate with each other about the good and bad experiences of the products they have used. Social media can be a more cost effectiveness way of market communication, because consumers can communicate directly with companies to encourage companies to continue to innovate. Social media marketing activities are marketing communication tools using social media platforms that connect interactions between brands and consumers to determine consumer attitudes and behavior [3].

The tourist sector is frequently related with the intention to return. When tourists are satisfied with epicurean and critical encounters at a destination, Kim (2010) suggests that they return to comparative sites. The willingness of customers to return to the same location in the future is known as revisit intention [8]. For marketers in the tourism industry in this study, namely in the coffee shop sector can be use social media so that they can be more related to consumers, social media is also used to direct consumers so that they see the social media of the brand [9]. Someone will have a decision to revisit a place that was previously they have visited depends on how they feel about the place.

Another study found that social media has an influence on behavior on their way, the influence is seen from the way they share their experiences of a place, by sharing experiences on social media they will create a positive response from them so that they as consumers become more intentional about their behavior [10]. Furthermore, in this study, the intention was to visit the coffee shop they had visited before. Consequently, the following hypotheses put forward:

*H1: Social media marketing activities have a positive effect on revisit intention.*

## 2.3 Brand Consciousness and Brand Loyalty

Today's consumers have shifted from using traditional media to using social media as a reference in obtaining information. Social media marketing activities as one of the triggers for consumers or customers to respond to products or services offered by brands or companies [11]. Brand consciousness refers to a person's mental attitude toward a well-known product associated with a brand, and it has a significant impact on consumer purchase habits. [12]. The consumer's objective in utilizing a brand's name is not only to satisfy their material wants, but also to satisfy their social demands, such as the need to be respected in their environment, which is also defined as their "face" in society, social environment [12]. Consumers who feel this way tend to buy branded products to show their wealth in front of others in terms of consuming a product or service. Therefore, the following hypotheses put forward:

*H2: Social media marketing activities have a positive effect on brand consciousness.*

Consumers see or recall a brand through brand consciousness. This is one of the factors that customers think about when making decisions. Marketers who advertise

their products using brand values that are similar to those of their customers have a better probability of influencing consumer attitudes about product selection [13]. One of the markers that a brand needs to be able to obtain a response from consumers is brand awareness. Consumers' impressions of a brand will become more conscientious about a product or service if brand awareness exists. Brand loyalty is a component of psychological processes that is based on the response to purchasing behavior over time with one or at least one elective brand from a group of brands and is biased (non-random) [11]. This means that consumers who are more familiar with or aware of and loyal to a brand or brand will have a loyal attitude to the brand. It is assumed that social media marketing activities viewed by consumers contribute to brand awareness at a given point in time, and that brand loyalty will exist when consumers are aware of the brand, in other words social media activities. Brand recognition can be raised through marketing, resulting in consumer loyalty [14]. Therefore, the following hypotheses put forward:

*H3: Brand consciousness have a positive effect on brand loyalty*

#### **2.4 Brand Trust, Brand Loyalty and Revisit Intention**

Interest in social media marketing activities in marketing studies has received considerable attention, due to the potential effects of technology on consumer or customer behavior [15]. Customers initially had difficulty trusting brands on social media, but as the number of users on social media has grown, brands have worked to establish a safe and trustworthy environment for consumers [3]. The link between social media marketing efforts and brand trust has been mentioned in numerous research. We believe that a coffee shop's social media account can help to build consumer or customer trust in the company. As a result, the following possibilities are proposed:

*H4: Social media marketing have a positive effect on brand trust*

The existence of consumer or customer trust will lead to their personal intention to return to the brand and enjoy the services they have received. Consumers have a sense of trust in the company, and they believe it provides a service that fulfills their expectations, is a trustworthy brand, and never disappoints them. Therefore, the following hypotheses put forward:

*H5: Brand trust have a positive effect on revisit intention*

When the situation presents vulnerability, data unevenness, or fear of opportunism, brand trust is defined as the brand's capacity to fulfill its position as the trust of customers [16]. Trust can help to mitigate the lack of information and ambiguity. Brand trust is a measure of a company's or brand's reputation. A lot of elements influence how consumers perceive a brand's reputation. Long-term partnerships and brand success are considered as dependent on trust. Trust is an important component for customers in offline and online purchase engagement [17]. Brand trust is not only interpreted as a mitigation of consumer risk in choosing a brand, more than that brand trust is also a fulfillment of expectations for consumers for the brand. Fulfillment of these expectations is often associated with consumer relationships with brands that cause consumers to feel satisfied or in other words consumers are not disappointed with the brand.

Brand loyalty and SMMA are commonly linked in social media marketing. As a result of this close interaction, consumers or customers may build loyalty. This is a concept that establishes a direct link between social media marketing and brand loyalty. According to marketing research, loyalty is not the same as physical direct marketing, therefore brands and businesses must concentrate on various areas, including connectivity, interactivity, personalization, convenience, and user convenience [18]. Therefore, the following hypotheses put forward:

*H6: Social media marketing activities have a positive effect on brand loyalty*

There are two different views in viewing brand loyalty to consumers, namely behavioral and attitudinal. The behavioral definition is seen in light of the objectivity of the measurement that is built with the suspicion of consumer buying behavior looking at brand preferences [19]. Jacoby and Chestnut (1978) define attitude as a function psychological (decision-making, evaluative) process that is demonstrated from time to time, and the formation of loyalty is drawn from cognitive psychology with the formation of attitudes [19]. Aspects of loyalty can also refer to consumer psychological tendencies such as attitudes, preferences, and brand commitment [20]. A consumer's opinion about a brand is determined by a psychological process (decision making, evaluative) based on prior knowledge [3].

Brand loyalty and brand trust are frequently observed for their influence and relationship. Consumers or customers will tend to buy trusted brands in order to avoid disappointment after purchase. When consumers already believe in the brand, they will move to the next direction in the relationship between consumers and the brand, in this case, they have brand loyalty. Many studies on brands demonstrate that enhancing the interaction between consumers and brands can help advertisers enhance brand loyalty [3]. Consumers who start to trust their brand will become loyal [21]. Therefore, the following hypotheses put forward:

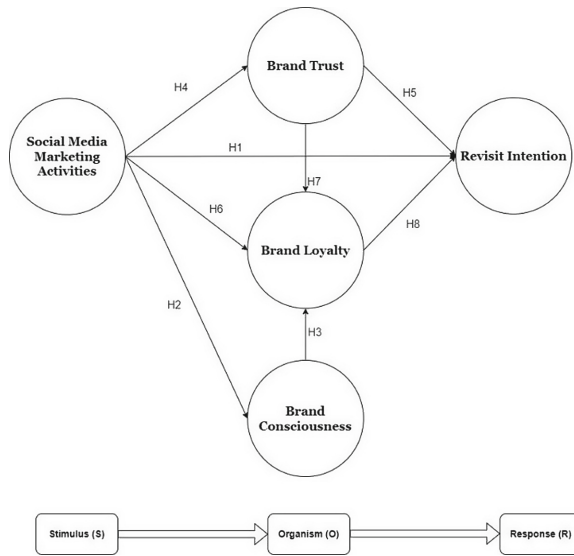
*H7: Brand trust have a positive effect on brand loyalty*

Loyalty is a repurchase process that attracts and creates loyalty from consumers or customers to certain brands or companies consistently in the future [3]. When customers feel involvement, commitment and loyalty to a brand, it will encourage higher purchase intentions [17]. The existence of a high purchase urge causes consumers to have revisit intention to the coffee shop that they are loyal. Therefore, the following hypotheses put forward:

*H8: Brand loyalty have a positive effect on revisit intention*

### **3 Methodology**

This study went through multiple steps, the first of which was a test of the question's construct (wording test). The goal is to ensure that respondents can understand the markers mentioned in this study. The next step is to conduct a pre-test to determine the validity and reliability of each variable. A factor loading of 0,5 and a KMO and Barlett's test of 0,05 were used to determine validity, while a Croncbach's alpha of 0,6 was used to determine reliability [22]. The main test will be carried out by sending out online



**Fig. 1.** Research Framework

surveys. We used the PLS- SEM (partial least squares - structural equation modeling) technique to examine the primary data once it was collected. The purpose is to look at the interdependence of notions that are all represented by measurable variables at the same time [22]. CFA is the type of analysis we utilize (confirmatory factor analysis). The measurement in this study is based on a Likert scale of 1-7.

This study combines two models, namely the model from Ibrahim et al (2021) and Ismail (2017), we analyze the variables associated with the S-O-R (stimulus- organism-response) theory. This study uses the social media marketing activities variable which is the independent variable and is the stimulus (S) of this study. Brand awareness, trust, and loyalty are all mediators and organisms (O). Finally, the dependent variable is revisit intention, which is a response to external stimuli such as social media marketing activity. This is our study model,

## 4 Results and Discussion

### 4.1 Measurement and Structural Model

Validity and reliability testing for all variables get results above the limit of the provisions based on Hair et. Al (2019) as shown in Table 2 Validity and Reliability below (Table. 1).

The significance test is performed using the bootstrapping method with 5,000 sub-samples once the validity and reliability tests have been completed. Path coefficients, t-value, and p-value are used to evaluate the test. T-value and p-value have minimum criteria or restrictions of 1.96 and 0.05, respectively [23]. The results obtained are path coefficients which are positive for all variable relationships. Then all t-values are above

**Table 1.** Validity and Reliability

Variable	Cronbach's Alpha	Composite Reliability	AVE
SocialMedia Marketing Activities (SMMA)	0,899	0,919	0,589
Brand Consciousness (BC)	0,843	0,895	0,682
Brand Trust (BT)	0,884	0,920	0,742
Brand Loyalty (BL)	0,903	0,939	0,838
Revisit Intention (RI)	0,905	0,934	0,778

1.65 and all p-values are below 0.05. This shows a positive and significant relationship between the variables.

The factors we utilize have a positive and substantial link in this investigation. This demonstrates that, during the present Covid-19 pandemic, social media communication gives consumers with appropriate services and information, reducing consumers' or customers' efforts in searching for information [3].

Consumers' responses to material provided by coffee shop brands on their social media pages can be influenced by social media qualities such as interactivity and individualisation, immediacy, and information gathered from social media. As a result, social media may be used to deepen the relationship between customers and brands, allowing brands to make better marketing communications decisions. Consumers or customers are very concerned about the name of the coffee product they buy, the name of the coffee shop tells them about the quality of the product and they are willing to pay more for a name from the coffee shop.

**Table 2.** Hypothesis Result

Variable	Path Coefficient	T- Values	P-Values	Result
H1: SMMA- > RI	0,158	2,244	0,025	Hypothesis Accepted
H2: SMMA- > BC	0,587	10,595	0,000	Hypothesis Accepted
H3: BC- > BL	0,232	3,532	0,000	Hypothesis Accepted
H4: SMMA- > BT	0,631	14,551	0,000	Hypothesis Accepted
H5: BT- > RI	0,354	3,970	0,000	Hypothesis Accepted
H6: SMMA- > BL	0,267	3,599	0,000	Hypothesis Accepted
H7: BT- > BL	0,360	5,143	0,000	Hypothesis Accepted
H8: BL- > RI	0,359	3,656	0,000	Hypothesis Accepted

Customers historically considered it difficult to trust companies on social media, but with the growth and increase in users on social media, brands aim to provide a safe and trustworthy environment for consumers [3]. This causes the making of a solid connection between the customer and the coffee shop brand. In addition, consumers or customers have attitudes to prefer to stick with the same brand rather than trying other brand coffee shops, they perceive that they are loyal to the brand and also feel confident with the brand of the coffee shop they visit. Customer loyalty is related to social influences, suitability and behavior related to offerings made by brands, the effect is due to the result of stimulation (stimulus) from coffee shop brand social media marketing activities [24]. In turn, the loyalty given by customers to the brand causes customers not to choose to visit other coffee shop brands that they don't really trust. Because of the trust that customers have in the brand, causing them to be loyal to the brand. Because the loyalty relationship is a strong relationship, it can cause them to want to visit the coffee shop either in the near future or for a longer period of time. The development of the connection between the brand and the customer through the stimulus and interaction that the brand provides to consumers will affect revisit intention [3]. The consequence of these findings is that consumers' interactions with brands on social media generate revisit intentions through a conceptual mechanism [3].

## 5 Conclusion

### 5.1 Managerial Implications

In general, is to determine the impact of social media marketing activities on revisit intention. The S-O-R model was used to adapt Ibrahim's research model, which explored the impact of social media marketing efforts on revisit intention in the coffee shop sector. Then we include the brand consciousness variable from Ismail's (2017) research, which looks at social media marketing activities that lead to brand awareness and thus brand loyalty.

Based on the findings of this study, it was determined that SMMA had a beneficial impact on consumer response in the form of revisit intention. These results are obtained through a decision-making process from consumers based on their experiences, in post-purchase, consumers have four decision stages, namely considering the brand or brand, evaluating, buying and finally advocating for the brand by relying on their previous experience to make further decisions in the future. In this process, consumers also have behavioral learning, namely when the stimulus carried out by social media marketing activities causes a learning process so that psychologically they respond in the form of an intention to revisit the coffee shop.

Moreover, the influence between SMMA and revisit intention is also mediated by brand consciousness, brand trust and brand loyalty which also have a positive and significant influence. The concept of integrated marketing communication carried out by local brands through social media aims to assist marketers (brands) in communicating the messages contained in their brands consistently and reflecting brand values.

These findings are in line with previous studies that revealed similar results in terms of the relationship between many loaded variables. Furthermore, this finding answers the research issue of whether social media marketing activities have a direct impact on



revisit intention and whether they have an indirect impact on revisit intention through brand awareness, brand trust, and brand loyalty.

Therefore, it can be concluded, the more creative and consistent the company or brand in playing a role in social media, the more consumers or customers will have the intention to return to visit the coffee shop they have visited before.

## **5.2 Limitations**

During the research process, we found several obstacles and limitations. First, the focus of this research is only on social media marketing activities carried out by coffee shop brands on respondents who only use Instagram social media. Second, the target in this research is visitors to local coffee shops throughout Indonesia, but the findings are only generalized, especially in the Greater Jakarta area. The results of this study can be applied not only limited to the context of the Covid-19 pandemic, but can be applied to normal conditions.

## **5.3 Future Studies**

Based on a series of analysis of hypothesis testing above, consumers who pay attention to the SMMA of a brand, in this case the coffee shop, will tend to have the intention to revisit the coffee shop they have visited before. A high value on the outer loading for the social media marketing variable makes consumers or customers feel that the coffee shop's social media (Instagram) account provides information and services in accordance with the wishes of the consumer or customer. This can be implemented by brands by providing updated information on how to apply any rules that exist in coffee shops during the current Covid-19 pandemic, such as consumers being told that they must continue to apply government recommendations such as keeping distance, washing hands etc. Information that is clear and in accordance with the wishes of consumers makes consumers more confident in the brand, thus creating a desire to be able to revisit the coffee shop. In addition, in their social media marketing activities, brands must also provide services that are in accordance with the wishes of consumers or customers. They must be able to provide a pleasant experience on their social media such as holding photo contests for consumers, they must also display interesting content in the form of photos and videos that are useful to increase the sense of fun (entertainment) for consumers. So that the communication carried out by the brand will consistently lead to learning behaviour from consumers to produce a decision in the form of an intention in themselves to revisit the coffee shop in the future.

Furthermore, SMMA has been found to have an impact on brand awareness, brand trust, and brand loyalty, which will improve their impact on revisit intention in the coffee shop industry. The findings of the study show that social media marketing has a beneficial impact, but that it requires markers of brand awareness, brand trust, and brand loyalty as a medium to increase the association between SMMA and revisit intention. SMMA can be used by coffee shop brands' content on social media (Instagram) to boost profitability, but it can also affect customer decision-making processes in their intention to return to coffee shops they've visited before. The main purpose of the brand to create the intention to revisit the consumer is to reduce the marketing costs carried out by the coffee shop

brand, because the costs incurred in retaining consumers to revisit the coffee shop are lower than they have to attract new consumers who have never come to the coffee shop their shop.

**Authors' Contributions.** S.R.H. and R.D.A. designed the model framework and analyzed the data. S.R.H. and R.D.A. carried out the implementation. S.R.H. performed the calculations.

S.R.H. start to lead in writing the manuscript. All authors gave basic criticism and aided shape the research, analysis and manuscript.

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