




Influence of Social Media Marketing on Brand Awareness in Purchase Decisions of Umrah Travel Packages

Risda Radianti Ramli*

Hasanuddin University, Makassar, Indonesia
*ramlirr25a@student.unhas.ac.id

Abstract. This study aims to analyze the effect of social media marketing on the decision to purchase umrah packages with brand awareness as a mediating variable. The study was conducted on 100 respondents who were prospective umrah pilgrims in Makassar City using a quantitative approach through accidental sampling. Data were collected using a Likert scale questionnaire and analyzed using the Partial Least Squares Structural Equation Modeling (PLS-SEM) method. The results showed that social media marketing had a significant effect on increasing brand awareness, which then had a positive impact on the decision to purchase umrah packages. These findings indicate that digital marketing strategies through social media not only build a positive image but also strengthen the trust and loyalty of pilgrims, thereby encouraging them to be more confident in making their choices. The implications of this study emphasize that umrah travel agencies need to optimize their social media-based marketing strategies by presenting educational, interactive, and transparent content, as well as strengthening their brand image through testimonials and the use of influencers. From an academic perspective, this research provides empirical contributions by enriching the literature on the role of brand awareness as a mediator in the relationship between social media marketing and purchasing decisions, especially in the context of the religious travel industry in Makassar, which has been rarely studied.

Keywords: Social Media Marketing, Brand Awareness, Purchase Decisions, Umrah Packages, PLS-SEM.

1 Introduction

The tide of globalization and advances in digital technology have brought fundamental changes to the marketing paradigm in various industrial sectors, including religious services such as Umrah travel. Increased internet access and the intensity of social media use have driven a significant shift in consumer behavior. Today, consumers no longer rely solely on conventional advertising or word-of-mouth recommendations, but also utilize various digital platforms such as Instagram, Facebook, YouTube, and TikTok as their main sources of information [1]. Sprout Social [2] reveals that 58% of consumers discover new businesses through social media, up from 50% in the previous

© The Author(s) 2026

M. Nohong et al. (eds.), *Proceedings of the 10th International Conference on Accounting, Management, and Economics (10th ICAME 2025)*, Advances in Economics, Business and Management Research 388, https://doi.org/10.2991/978-94-6239-709-5_166

year, indicating an annual increase of around 8% in the influence of social media on brand awareness. This transformation has made social media a strategic marketing tool. For companies, social media is not just a means of communication, but also an effective marketing medium for establishing and strengthening relationships with consumers. Social media marketing is now one of the strategies widely used by companies to increase brand awareness. Bilgin [3] found that marketing activities carried out through social media platforms have a positive impact on brand awareness, brand image, and consumer loyalty. The characteristics of advertisements on social media, such as the level of interactivity, message relevance, and visual appeal, can drive consumer interest in purchasing. This fact shows that the implementation of social media-based digital marketing strategies is not just a trend, but has become a strategic necessity that companies must adopt in the digital era [4].

In current marketing strategies, brand awareness is seen as the main foundation in creating sustainable brand equity. Brand awareness influences how consumers recognize, remember, and evaluate a brand. A high level of awareness of a brand will increase the likelihood of that brand being considered by consumers when making purchasing decisions [5]. Brand awareness can be evaluated through consumers' ability to recall and recognize a brand, which plays an important role in determining purchase preferences [6]. Saputra and Wardana [7], in their latest research, revealed that brand awareness serves as the main mediator between social media marketing strategies and consumer purchase intentions. Thus, the higher the level of brand awareness, the stronger the influence of social media in driving purchasing decisions.

Efforts to build brand awareness through social media have become one of the main strategies for increasing credibility and consumer trust. In line with this, Tarsakoo and Charoensukmongkol [8] state that social media provides opportunities for companies to establish closer interactive relationships with consumers, thereby fostering trust, which ultimately leads to increased purchasing decisions. Chaudhuri and Holbrook [9] state that brand trust is an important element that influences brand performance, particularly through consumer loyalty and emotional attachment. The level of consumer trust in social media marketing plays a major role in shaping purchasing decisions, especially in the service sector, which has a high level of risk [10].

Brand awareness serves as an important mediator in bridging the relationship between social media marketing activities and consumer purchase intention, especially in developing countries [11]. Consumer belief strengthens the influence of social media marketing on brand awareness and purchase intention, so that trust plays a crucial moderating role [12]. Meanwhile, Mukti [13] found that social media marketing has a significant effect on brand trust and brand image, both of which directly influence purchase intention, even though brand awareness does not directly affect purchase intention.

It is said that social media as a marketing tool can strengthen brand awareness and consumer trust, which ultimately influences purchasing behavior. Brand awareness acts as the main mediator, while consumer trust reinforces the effect of social media on purchasing decisions, making it an essential strategy for companies in the digital age.

2 Literature Review

2.1 Social media marketing

Social Media Marketing (SMM) is a form of digital marketing that utilizes social media as the primary channel to create, deliver, and distribute value to consumers, while also building long-term, mutually beneficial relationships. Marketing through social media can be understood as the use of interactive digital platforms such as Facebook, Instagram, YouTube, Twitter (X), and TikTok to introduce products or services, interact with audiences, and influence consumer decisions [14]. According to Mangold and Faulds [15], social media acts as a hybrid element in the promotional mix, as it not only functions as a communication channel for companies but also as a space for discussion among consumers. Therefore, social media marketing (SMM) is considered more effective in creating engagement and brand awareness than conventional marketing methods. SMM is a strategic approach that includes content management, online community building, and continuous interaction with customers. When implemented consistently, this strategy can provide long-term competitive advantages for companies [16].

Social Media Marketing (SMM) combines marketing practices with the use of social media platforms to develop strategies that can increase brand exposure. In its implementation, SMM covers various approaches, such as creating engaging content, using paid advertising, and collaborating with influencers. All of these activities are designed to achieve the main objectives, namely increasing brand awareness and building long-term relationships with consumers, which ultimately contribute to the purchase of Umrah packages. Social media marketing utilizes social media platforms to establish relationships and increase engagement [17]. Social media marketing plays a crucial role in modern communication, particularly in creating interactivity and influencing consumer behavior [18]. Marketing through social media will focus on the integration of digital technology, the use of storytelling, and consumer interaction to create sustainable brand value. Thus, social media marketing can be understood as a digital technology-based marketing strategy that emphasizes interactivity, consumer engagement, and their active role in the process [1].

This shows that SMM not only functions as a promotional tool, but also as a comprehensive strategy that can build brand image, expand market share, and encourage consumer loyalty in a sustainable manner.

2.2 Brand Awareness

Brand awareness is the extent to which consumers are able to recognize and remember a brand when presented with a particular product category. This concept not only reflects consumers' cognitive ability to identify brands, but also indicates the position of the brand in consumers' minds compared to competing brands [19]. Brand awareness through consumer-based brand equity measurement instruments that emphasize spontaneous recall (unaided recall) and brand recognition consumers rarely buy products because they tend to choose familiar brands [20]. This is because brand

recognition provides a sense of security and reduces risk, especially when products or services involve high costs and high trust, such as umrah packages [21].

Brand awareness plays a significant role in shaping trust and influencing consumer purchase intent in the online context [22]. In the context of modern marketing, brand awareness plays an important role in helping consumers to further recognize, consider, and ultimately purchase a product or service. The higher the level of brand awareness, the more likely consumers are to prioritize that brand in their decision-making process. Brand awareness, brand image, and loyalty are interrelated in building brand equity and determining purchase preferences [23]. Meanwhile, Rossiter [21] states that brand awareness is a minimum prerequisite for a brand to be considered by consumers in their purchase decision-making process. This is relevant in the service sector, including the religious travel industry such as umrah packages, where trust, reputation, and brand recognition are key factors in determining consumer choice.

Thus, brand awareness can be viewed not only as an indicator of brand strength in the market, but also as an important determinant in shaping consumer preferences and increasing the competitiveness of companies.

2.3 Purchase Decision

The purchase decision is a series of stages that consumers go through in selecting, evaluating, and purchasing a product or service. This framework helps explain how consumers move from awareness of a need to making a purchase and evaluating the post-purchase experience. Online purchasing decisions are influenced by factors such as technology acceptance (Technology Acceptance Model), perceived ease of use of the platform, and level of trust in the digital system [24]. Consumers tend to pay more attention to negative reviews because they are considered more credible, while factors such as the authenticity of reviews and consumers' ability to distinguish fake or manipulative comments also influence their purchasing decisions [25]. The success of social media marketing in influencing consumer purchasing decisions is influenced by the interactivity, informativeness, and relevance of the messages offered [26].

Thus, purchasing decisions can be viewed as the result of complex interactions between individual, social, cultural, situational, and technological factors. A deep understanding of these various factors enables companies to design more targeted marketing strategies, such as timely promotions, website optimization, strategic use of social media, and increased product review credibility, thereby more effectively influencing consumer behavior and building brand loyalty.

2.4 The Impact of Social Media Marketing on Brand Awareness

Social media marketing (SMM) has become one of the main strategies in modern marketing practices due to its ability to create direct interaction with consumers, expand market reach, and increase brand awareness. SMM activities, such as disseminating relevant content, building relationships with consumers, utilizing influencers, and actively interacting on various digital platforms, have been proven to have a significant influence on increasing brand awareness. Social media marketing, especially on

platforms such as Facebook, can significantly increase brand awareness through intense consumer engagement and continuous interaction. Brand awareness itself plays an important role in influencing consumer purchase intent and loyalty [3]. Brand awareness not only has a direct impact on purchase intent, but also functions as a mediator between social media marketing and purchase intent, so that the implementation of the right SMM strategy will increase consumer awareness and preference for a particular brand [7]. In addition, the role of brand awareness as a mediator of the influence of social media marketing on purchase intent emphasizes the importance of brand awareness in building consumer relationships, especially in developing markets [10].

Overall, companies that want to increase brand awareness through social media need to focus on building active interactions with consumers, maintaining brand credibility and integrity, utilizing relevant influencers, and regularly monitoring and analyzing the performance of social media campaigns. With this approach, marketing strategies will not only be more effective, but also have the potential to have a long-term impact on consumer awareness, preferences, and loyalty.

- **H1:** Social Media Marketing (SMM) Has a Positive and Significant Impact on Brand Awareness.

2.5 The influence of social media marketing on purchasing decisions.

Social media marketing (SMM) has become a key strategy in influencing consumer purchasing decisions. SMM features such as interactivity, entertainment, informativeness, and perceived relevance have a significant influence on consumer purchase intent [24]. Consumers tend to be more trusting and motivated to buy a product when they receive recommendations from influencers on social media [27]. Social media marketing can increase consumer purchase intention with perceived value as a mediating variable. This study shows that effective SMM implementation can increase consumers' perceived value of a product, which then impacts their purchasing decisions [28].

Therefore, SMM can be viewed as a strategic instrument that not only encourages purchase intent, but also strengthens consumer relationships with brands, thereby contributing to the company's sustainable growth.

- **H2:** Brand Awareness Mediates the Effect of Social Media Marketing (SMM) on Purchase Decisions.

Based on previous literature and research, we developed a conceptual framework for our research, which is shown in Figure 1.

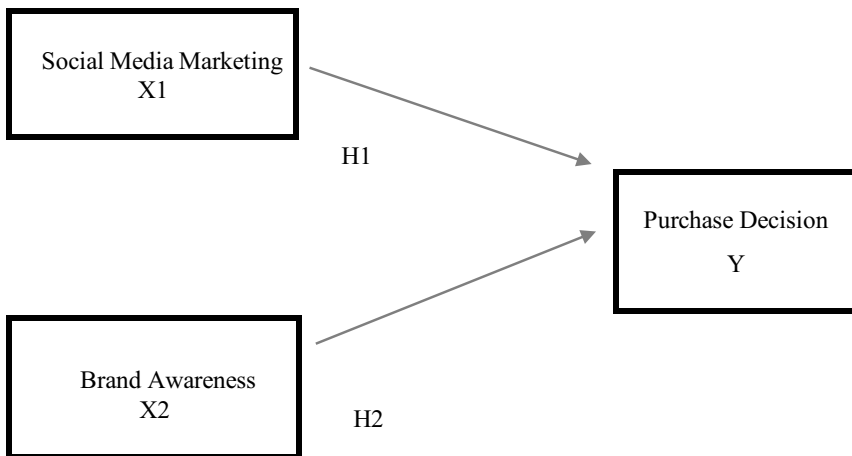


Fig. 1. Conceptual Framework

3 Methodology

3.1 Research design

The research framework or research design serves to guide the research process so that the objectives set can be achieved in a measurable manner. According to Creswell [29], quantitative research is intended to test theories by analyzing the relationship between variables using statistical methods. This approach is in line with research that focuses on hypothesis testing. The survey method was used because it was considered efficient in obtaining data from many respondents, so that the results could reflect representative conditions [30]. Causal descriptive research aims to test the cause-and-effect relationship between research variables [31]. The selection of this design is relevant to the research objectives, namely to determine the extent to which social media marketing influences brand awareness and its subsequent influence on the decision to purchase umrah packages in Makassar City.

In determining the number of respondents for this study, the Lameshow formula was used, which is applied when the population size is unknown.

The calculation is as follows:

$$n = \frac{Z^2 \cdot P \cdot (1-P)}{d^2} \tag{1}$$

Explanation:

- n = Number of Samples
- Z = Standard Value 1.96
- P = Maximum Estimate =50% =0.5
- d = Alpha (0.10) or sampling error 10%

Using the above formula, the number of samples to be taken is:

$$n = \frac{Z^2 \cdot P(1-P)}{d^2} \quad (2)$$

$$n = \frac{1,96^2 \cdot 0,5(1-0,5)}{0,1^2} \quad (3)$$

$$n = n = \frac{3.8416 \times 0,5 \times 0,5}{0,01} \quad (4)$$

$$n = \frac{0,9604}{0,01} = 96,04 \quad (5)$$

Based on this formula, the number obtained is 96 people, so in this study, the author must collect data from a sample of at least 100 people.

3.2 Data Collection and Analysis

Data was collected through an online survey by distributing questionnaires to respondents. The data collection technique used was accidental sampling, taking several criteria into account. First, respondents were active social media users. Second, respondents had seen or interacted with promotional content or information related to umrah packages through social media. Third, respondents had experience or had purchased, or at least considered purchasing, an umrah package in Makassar City.

In this study, data analysis was performed using Smart PLS or Partial Least Squares Structural Equation Modeling (PLS-SEM). This method was chosen because it is capable of processing data with non-normal distribution and is suitable for complex research models with many indicators. PLS-SEM allows researchers to test the relationship between independent and dependent variables comprehensively. The analysis process was carried out in two stages: first, testing the measurement model to ensure the validity and reliability of the research constructs; second, testing the structural model to examine the hypotheses and evaluate the strength and direction of the relationships between variables. Through this approach, the study was able to more accurately identify the factors that influence the decision to purchase an umrah package.

Regarding ethical aspects, this study was conducted in accordance with research ethics standards. Each respondent was given clear information about the purpose of the study and was guaranteed data confidentiality, with participation being entirely voluntary. Respondents' consent was also obtained before data collection took place. Although this study provides valuable insights into the influence of social media marketing on brand awareness in purchasing umrah packages in Makassar City, there are a number of limitations that need to be considered. Non-probability sampling techniques have the potential to limit the generalizability of the findings, and data sourced from respondents' self-reports may contain biases as one of its weaknesses.

4 Results

The results of the analysis show several significant relationships between social media marketing, brand awareness, and purchasing decisions, based on data from 100 respondents who completed the questionnaire. According to Jr et al [32], an indicator is considered valid if the correlation or loading factor value exceeds 0,70. In addition, the convergent validity requirement is met if the Average Variance Extracted (AVE)

value for each variable is greater than 0,5. The summary of the assessment of the measurement model is as follows:

Table 1. Measurement Model Assessment

Variable	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
Social Media Marketing	0.852	0.866	0.893	0.627
Brand Awareness	0.878	0.884	0.911	0.671
Purchase Decisions	0.906	0.906	0.930	0.728

Source: SEM-PLS 2025 Processed Data

Based on the data in Table 1, all variables have an Average Variance Extracted (AVE) value of more than 0,50. This means that the indicators used are able to describe the construct well and meet the convergent validity requirements. According to Hair et al [33], if the AVE value is $\geq 0,50$, then more than half of the indicator variation can be explained by the measured construct. In addition, the Cronbach's Alpha and Composite Reliability (CR) values are also greater than 0,70, which means that this research instrument is consistent and reliable [34]. Thus, all indicators in this study can be declared valid and reliable.

Table 2. Structural Model Assessment

Hypothesis	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
Social Media Marketing -> Purchase Decision	0.374	0.377	0.103	3.639	0.000
Brand Awareness - > Purchase Decision	0.485	0.486	0.098	4.977	0.000

Source: Processed Data Results from SEM-PLS 2025

Based on Table 2 above, the results of the structural model assessment provide a comprehensive interpretation of the relationship between the research variables. The findings show that social media marketing has a significant influence on purchasing decisions with a path coefficient value ($\beta = 0.374$; $p < 0.000$). In addition, the brand awareness variable was also found to have a significant effect on purchasing decisions ($\beta = 0.485$; $p < 0.000$).

5 Discussion

Based on data analysis, this study proves that social media marketing has a significant effect on increasing brand awareness, which then impacts the decision to purchase umrah packages. Through informative, interactive, and easily accessible content, social media is able to build trust and emotional closeness with pilgrims, thereby encouraging them to be more confident in choosing umrah travel services [26].

These findings are in line with findings that marketing activities through social media can increase brand awareness, brand image, and consumer loyalty [3]. Brand awareness acts as the main mediator between social media marketing and consumer purchase intention [7].

Thus, it can be concluded that marketing strategies through social media are not only a means of promotion, but also a strategic instrument in building brand awareness, strengthening consumer trust, accelerating the decision-making process, and increasing customer loyalty amid increasingly competitive competition in the Umrah travel industry [15].

This finding confirms that social media-based marketing strategies are effective in building interest, increasing interaction, and encouraging pilgrims to make decisions to purchase umrah packages. Through the presentation of interactive, informative, and easily accessible content, social media marketing is able to create higher engagement, build trust, and strengthen positive perceptions of umrah travel services [11].

These results indicate that the higher the level of awareness among pilgrims of a brand, the greater the likelihood that they will choose and purchase umrah packages from that service provider. Brand awareness not only plays a role in introducing and instilling the brand in consumers' memories, but also becomes an important factor in reducing uncertainty and increasing pilgrims' confidence in making choices [20].

Thus, it can be said that social media marketing and brand awareness both have a significant contribution in influencing the decision to purchase umrah packages. The two complement each other: social media marketing acts as a means of communication and interaction that shapes a positive image, while brand awareness strengthens consumer trust and loyalty. These findings emphasize the importance of an integrated digital marketing strategy with brand awareness building so that umrah travel companies can be more competitive and effective in attracting interest and convincing prospective pilgrims to make a purchase [7].

6 Conclusion

This study concludes that social media marketing and brand awareness have a significant influence on the decision to purchase umrah packages in Makassar City. The results of the analysis show that social media marketing ($\beta = 0.374$; $p < 0.000$) plays an important role in increasing the interest and engagement of pilgrims through the presentation of interactive, informative, and easily accessible content. This digital marketing strategy not only builds a positive image and trust, but also encourages prospective pilgrims to be more confident in making purchasing decisions.

In addition, brand awareness ($\beta = 0.485$; $p < 0.00$) proved to be a very decisive factor in influencing the decision to choose umrah travel. Pilgrims with high brand awareness tend to be more trusting and loyal to well-known service providers, while pilgrims with low awareness are more prone to uncertainty and doubt. Thus, these results confirm that brand awareness plays an important mediating role in strengthening the influence of social media marketing on pilgrims' purchasing behavior.

The practical implications of this research are that Umrah travel agencies need to optimize their digital marketing strategies by prioritizing educational, transparent content that builds emotional closeness with pilgrims. Utilizing influencers or testimonials from satisfied pilgrims can further strengthen brand awareness and increase the trust of potential customers. For companies, a combination of consistent brand awareness management and interactive social media marketing strategies will be key to winning the increasingly competitive umrah travel industry.

Academically, this study enriches the literature on the influence of digital marketing on consumer behavior in the religious tourism sector, while also confirming the role of brand awareness as a crucial mediating variable. These empirical findings also provide new contributions in the local context of Makassar City, which has previously been rarely studied, thus providing a basis for further research in other regions and service sectors.

This study has several limitations that need to be considered when interpreting the results. First, the sampling technique used was non-probability sampling (accidental sampling), so the findings of this study cannot be fully generalized to the entire population of Umrah pilgrims in Indonesia. Second, data collection was conducted through self-reported questionnaires, which had the potential to contain respondent subjectivity bias, as the answers provided may not fully reflect the actual conditions in the field. Third, the limited focus of the study on the variables of social media marketing and brand awareness means that the analysis does not cover other factors that also influence purchasing decisions, such as brand trust, service quality, pilgrim satisfaction, and socio-religious factors, which are often important considerations when choosing an Umrah travel agency.

Future research could focus on using probability sampling methods with a broader range of respondents to make the research results more representative. In addition, the addition of variables such as brand trust, service quality, post-purchase experience, as well as religiosity and the influence of public figures can enrich our understanding of Muslim consumer behavior in choosing umrah travel services. The use of a mixed-method approach that combines quantitative and qualitative data can also help capture empirical aspects while exploring the experiences of pilgrims in greater depth. Furthermore, cross-regional or cross-country research has the potential to provide a more comprehensive comparison of how social media marketing and brand awareness influence purchasing decisions in different social and economic contexts. Thus, future research is expected to strengthen existing findings while providing more comprehensive theoretical and practical contributions to the development of digital marketing strategies in the religious travel industry.

References.

1. Appel, G., Grewal, L., Hadi, R., Stephen, A. T.: The future of social media in marketing. *J. Acad. Mark. Sci.* 48(1), 79–95 (2020). <https://doi.org/10.1007/s11747-019-00695-1>.
2. Sprout Social: Social Media Trends Report 2025. Available: <https://www.sprinklr.com/blog/social-media-marketing-statistics> [Accessed: 15-Sep-2025].
3. Bilgin, Y.: The effect of social media marketing activities on brand awareness, brand image and brand loyalty. *Bus. Manag. Stud. Int. J.* 6(1), 128–148 (2018). <https://doi.org/10.15295/bmij.v6i1.229>.
4. Alalwan, A.: Investigating the impact of social media advertising features on customer purchase intention. *Int. J. Inf. Manag.* 42, 65–77 (2018). <https://doi.org/10.1016/j.ijinfomgt.2018.06.001>.
5. Keller, K. L.: *Strategic Brand Management: Building, Measuring, Managing Brand Equity*, 4th edn. Pearson Education, Boston (2013).
6. Vázquez, R., Del Rio, A. B., Iglesias, V.: Consumer-based brand equity: Development and validation of a measurement instrument. *J. Mark. Manag.* 18(1–2), 27–48 (2002). <https://doi.org/10.1362/0267257022775882>.
7. Saputra, G. B. K., Wardana, I. M.: The role of brand awareness mediating the influence of social media marketing on purchase intention. *Int. J. Asian Bus. Manag.* 2(4), 559–576 (2023). <https://doi.org/10.55517/ijabm.v2i4.193>.
8. Tarsakoo, P., Charoensukmongkol, P.: Dimensions of social media marketing capabilities and their contribution to business performance of firms in Thailand. *J. Asia Bus. Stud.* 14(4), 441–461 (2020). <https://doi.org/10.1108/JABS-07-2018-0204>.
9. Chaudhuri, A., Holbrook, M. B.: The chain of effects from brand trust and brand affect to brand performance: The role of brand loyalty. *J. Mark.* 65(2), 81–93 (2001). <https://doi.org/10.1509/jmkg.65.2.81.18255>.
10. Irshad, M.: Understanding consumers' trust in social media marketing. *Int. J. Retail Distrib. Manag.* 48(7), 789–805 (2020). <https://doi.org/10.1108/IJRDM-07-2019-0225>.
11. Zeqiri, P., Koku, S. K., Dobre, C., Milovan, A.-M., Hasani, V. V., Paientko, T.: The impact of social media marketing on brand awareness, brand engagement and purchase intention in emerging economies. *Mark. Intell. Plan.* ahead-of-print (2024). <https://doi.org/10.1108/MIP-06-2023-0248>.
12. Ullah, M. S., Khan, M. A., Aziz, F., Iqbal, N., Rashid, M., Naeem, M.: The impact of social media marketing on brand awareness, brand engagement, purchase intention; moderating role of consumer belief. *Policy Res. J.* 2(4), 701–711 (2024).
13. Mukti, V. A.: Exploring social media marketing (SMM) in shaping purchase intentions: The mediating role of brand awareness, brand image, brand trust in the beauty industry among Gen Z and Y. *BIMA J. (Bus. Manag. & Account. J.)* 5(2), 95–110 (2024). <https://doi.org/10.37638/bima.5.2.95-110>.
14. Kaplan, A. M., Haenlein, M.: Users of the world, unite! The challenges and opportunities of social media. *Bus. Horiz.* 53(1), 59–68 (2010). <https://doi.org/10.1016/j.bushor.2009.09.003>.
15. Mangold, W. G., Faulds, D. J.: Social media: The new hybrid element of the promotion mix. *Bus. Horiz.* 52(4), 357–365 (2009). <https://doi.org/10.1016/j.bushor.2009.03.002>.
16. Felix, R., Rauschnabel, P. A., Hinsch, C.: Elements of strategic social media marketing: A holistic framework. *J. Bus. Res.* 70, 118–126 (2017). <https://doi.org/10.1016/j.jbusres.2016.05.001>.

17. Tuten, T. L., Solomon, M. R.: *Social Media Marketing*, 3rd edn. Sage Publications, London (2017).
18. Dwivedi, Y. K., Ismagilova, E., Hughes, D., et al.: Setting the future of digital and social media marketing research: Perspectives and research propositions. *Int. J. Inf. Manag.* 59, 102168 (2021). <https://doi.org/10.1016/j.ijinfomgt.2020.102168>.
19. Vázquez, R., Del Rio, A. B., Iglesias, V.: Consumer-based brand equity: Development and validation of a measurement instrument. *J. Mark. Manag.* 18(1–2), 27–48 (2002). <https://doi.org/10.1362/0267257022775882>.
20. Huang, R., Sarigöllü, E.: How brand awareness relates to market outcome, brand equity, the marketing mix. *J. Bus. Res.* 65(1), 92–99 (2012). <https://doi.org/10.1016/j.jbusres.2011.02.003>.
21. Rossiter, R.: Branding explained: Defining and measuring brand awareness and brand attitude. *J. Brand Manag.* 21(7–8), 533–540 (2014). <https://doi.org/10.1057/bm.2014.33>.
22. Mishra, A., Dash, S. B., Cyr, D.: Linking user experience and consumer-based brand equity: The moderating role of consumer expertise and lifestyle. *J. Strat. Mark.* 22(7), 559–586 (2014). <https://doi.org/10.1080/0965254X.2014.914064>.
23. Foroudi, P., Gupta, S., Quoquab, A., Dwivedi, Y. K., Sivarajah, M. K.: A framework of place branding, place image, place reputation: Antecedents and moderators. *J. Bus. Res.* 116, 571–582 (2020). <https://doi.org/10.1016/j.jbusres.2019.02.023>.
24. Petcharat, T.: A retentive consumer behavior assessment model of the online shopping platforms through integration of technology acceptance model and online shopping behavior. *Heliyon* 7(6), e07321 (2021). <https://doi.org/10.1016/j.heliyon.2021.e07321>.
25. Chen, T., Samaranayake, P., Cen, X., Qi, M., Lan, Y.-C.: The impact of online reviews on consumers' purchasing decisions: Evidence from an eye-tracking study. *Front. Psychol.* 13, 865702 (2022). <https://doi.org/10.3389/fpsyg.2022.865702>.
26. Hanaysha, J. R.: Impact of social media marketing features on consumer's purchase decision. *J. Retail. Consum. Serv.* 64, 102763 (2022). <https://doi.org/10.1016/j.jretconser.2021.102763>.
27. Casaló, V., Flavián, C., Ibáñez-Sánchez, S.: Influencers on Instagram: Antecedents and consequences of opinion leadership. *J. Bus. Res.* 117, 510–519 (2020). <https://doi.org/10.1016/j.jbusres.2018.07.005>.
28. Xia: Impact of airline social media marketing on purchase intention: The mediating role of perceived value. *J. Air Transp. Manag.* 95, 102129 (2024). <https://doi.org/10.1016/j.jairtraman.2024.102129>.
29. Creswell, W.: *Research Design: Qualitative, Quantitative, Mixed Methods Approaches*, 4th edn. Sage Publications, Thousand Oaks (2014).
30. Baines, P. S., Fill, M., Page, K.: *Essentials of Marketing*, 2nd edn. Oxford University Press, Oxford (2013).
31. Malhotra, K., Nunan, D., Birks, D. F.: *Marketing Research: An Applied Approach*, 5th edn. Pearson Education, Harlow (2017).
32. Hair, J. F. Jr., Hult, G. T. M., Ringle, C. M., Sarstedt, M., Danks, N. P.: *Partial Least Squares Structural Equation Modeling (PLS-SEM) Using R: A Workbook*. Springer Nature (2021). <https://doi.org/10.1007/978-3-030-80519-7>.
33. Hair, J. F., Black, W. C., Babin, B. J., Anderson, R. E.: *Multivariate Data Analysis*, 8th edn. Cengage Learning, Boston (2019).

34. Ghozali, I.: *Application of Multivariate Analysis with IBM SPSS 25 Program*. Publishing Agency of Diponegoro University, Semarang (2018)

Open Access This chapter is licensed under the terms of the Creative Commons Attribution-NonCommercial 4.0 International License (<http://creativecommons.org/licenses/by-nc/4.0/>), which permits any noncommercial use, sharing, adaptation, distribution and reproduction in any medium or format, as long as you give appropriate credit to the original author(s) and the source, provide a link to the Creative Commons license and indicate if changes were made.

The images or other third party material in this chapter are included in the chapter's Creative Commons license, unless indicated otherwise in a credit line to the material. If material is not included in the chapter's Creative Commons license and your intended use is not permitted by statutory regulation or exceeds the permitted use, you will need to obtain permission directly from the copyright holder.

