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MOTYVACINIO ĮSITRAUKIMO Į SOCIALINIUS TINKLUS ĮTAKA VARTOTOJŲ KETINIMUI PIRKTI PAKARTOTINAI	IMPACT OF SOCIAL MEDIA MOTIVATIONAL ENGAGEMENT ON CONSUMER REPURCHASING INTENTION
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INTRODUCTION

Gradually, the global world has seen a lot of changes when it comes to how people connect, and relate to each other, irrespective of their geographical locations. One of the most useful technologies of recent times, which enables individual users to connect and share experiences together, is gradually turning into a super power in marketing, shifting marketing from the traditional phase to a more digital one.

Even before social media became a main stream tool for communication, it used to be very difficult to interact with people who are outside of your geographical location before the advent of social media, but currently the world in its total number of people can freely experience what goes on in the different regions or countries around the world. And also, the help of online networking sites, including Viber, TikTok, Reddit, Instagram, Pinterest, and many other options, has made it much easier and more fun to stay connected always, (Davidson, 2009). Life was not worth living unless it was captured on Facebook and Twitter, which said 800 million monthly visitors in 2009. Twitter had 240 million followers in early 2014 (Davidson, 2009). In recent times, brands, in order to create relevance for customers, continuously create content that would seem relevant to their customer base. Marketing's goal is to create enthusiastic brand subscribers rather than customers. It is not about a single like or follower, but about a steady stream of interaction with followers.

The theory of engagement with respect to our research focus will mainly evolve around interactions between brands and their consumers, as well as brand lovers, brand communities, and online users in general. Many think of consumer brand engagement as primarily the interactions that lead the consumer to decide to buy from the brand of interest and also stick to purchasing subsequent quantities of that brand. But it is interesting to note that the study of engagement on social media platforms is driven by certain influential factors, also known as motivational factors of engagement, that lead consumers to build a lasting relationship with a brand, per Van Doorn et al., (2010). Engagement, therefore, would likely focus on understanding your customer in major aspects of his life and engaging them to commit to your brand's ideas, image, products, and culture, to mention but a few. These brand lovers, through strategy and effective engagement, would become tools of attraction to other potential customers, which would lead the company to achieve a higher percentage in sales. Building relationships is key for consumer engagement, and a strong relationship leads to purchases. When a relationship is created between the brand and the potential

customer, it becomes easy to sell the brand's ideas and image without having to go through too many processes of gaining loyalty or trust.

People normally decide to log on to social media and become dedicated followers after interacting with the people and information contained in the postings and contents. Customers prefer to collect more knowledge about a business by sharing, liking, commenting, and following its social media content, which leads to the development of the intention to purchase from that brand, thereby visiting the brand's official website, according to Calder et al. (2009). The first step to the development of a buying decision is when a consumer decides to gather information or, through online means, queries for answers on which they would base their buying decision. So, it has become key for brands and organizations to become easily and readily available to interact with and be open to current and potential customers.

Definitely, it is something we'll look at in this section. In this section, will look at how to write short posts for quick audience interactions on popular blogging and microblogging platforms like Twitter and Facebook. A microblog post can include links, audio, photos, and even video in addition to text.

The term "consumer" "refers to a person who spends the majority of his time online, but does not only use it for fun and entertainment purposes but rather engages in, using, or producing activities" (Heinonen, 2011). Consumer engagement includes e-WOM, referrals, assisting consumers, microblogging, etc. (Van Doorn et al., 2010).

Brodie et al., (2011), refers engagement as:

[Engagement] is situational, with different circumstances resulting in varying levels of engagement. Both passive and active engagement behaviors are possible. Passive activities are described as 'lurking' or 'consumption.' Passive engagement users only retrieve and consume content posted by businesses on social media (by reading or viewing it). This demographic accounts for the vast majority of the population. Active engagement can be explained in terms of an active involvement activities including content creation, reviewing and commenting on products, and collaborating with businesses.

Every time a brand or a company reaches out to its potential customers or already existing customers through the various social media channels, there is a form of engagement. It could be through infographics, texts, videos, online live interactions, discounts on product offerings, among other things, that create an opportunity to familiarize with the client base.

Research has identified factors that contribute to customer engagement, and there are also emphasized measuring yards and techniques for measuring online interaction. Companies, in one way or the other, show very little understanding of the consumer's media engagement path and intent to repurchase. Furthermore, according to the Maven report, it is worth noting that within the period of 2014 to 2015, brands were creating a lot of quality content in order to captivate their target market and this was seen across all platforms with a 35% rate. At the same time, it is quite a surprise that this improved content is not able to generate the needed conversation or interactions with its targeted users. This thesis will explain in detail how consumer engagement through social media leads to consumer purchasing intentions; however, as Elliott (2014) suggests, these claims have not been easily proven by scholars.

The decision of customers of brands to repeat on their first buy is globally recognized as a primary behavioral determinant of customer loyalty as well as an important metric (Otim & Grover, 2006). Balabanis et al. (2006) state that consumers' intention to buy again, which is known as a repeat purchase, differs from initial purchases. However, the majority of social media driving engagement research has focused on expanding clearly on the notion of online customers' decision to buy for the first time from a brand. On the other hand, while research into online customer repurchase is expanding, it is still limited. As a result, the current research study will concentrate on how social media motivational engagement affects consumer repurchasing intention with the smartphone industry. Thus, this paper will seek to determine how social media motivational engagement affects consumer repurchasing intentions in the smartphone market.

The following objectives have been set to conduct this research:

- Analyze social media usage, motivational engagement, and desired behavioral outcomes.
- Analyze the key factors that influence motivational engagement via social media.
- Analyze the concept with regard to repurchasing intention, identifying the factors that influence this behavior.
- Generalize the impact of social media motivational engagement on consumer repurchasing intentions.
- To develop a methodology for conducting surveys to determine how social media motivational engagement influences consumers' repurchasing intentions.
- To determine how repurchasing intentions influence results.
- To provide a conclusion and practical implementations for marketers

This research study will be laid out in this format: Section 2, which is the literature review, describes the concepts of social media engagement and their effects on consumer purchasing intentions; Section 3 will describe the theoretical framework; highlight research questions and hypotheses; Section 4 will delve into how the methodology was used in this study; and Section 5 will talk about the findings and analysis. Section 5 finishes this report with a review of the study's shortcomings and a description of future work.

1. THEOROTICAL BACKGROUND

First and foremost, we will take a closer look at social media and its applications, as well as social media motivational engagement, intended behavioral outcomes, and consumer repurchasing intentions. As a result, the main elements that promote social media motivational engagement and, ultimately, customer repurchase choice are being investigated. The Planned Behavior Theory (PBT) will be used to assess consumers' repurchasing intent. Finally, the chapter concludes with a theoretical examination of the effect of social media motivational engagement and how it impacts customer repurchase intentions.

1.1 SOCIAL MEDIA

The initial component of the literature review defines social media and any terms associated with it. It explains the key aspects of these concepts and shows how they relate to one another.

1.1.1 Definition of social media

According to Nichols (2013), with the modernized way of interaction and changes in technologies with regards to communication devices, businesses have also adjusted to this changing phenomenon and are implementing strategies that entice the consumers of the products to gain information about them. This they do through marketing via various platforms for social network sites. As a result of the information firms acquire online through their social media platforms, companies can be ready to change to a much more digitalized manner of operations without sacrificing on customer service, product quality, or other factors that would set them apart from their competitors. Mobile applications provide businesses with a variety of channels via which they may reach out to new and present customers and expand their business.

In the view of Kaplan & Haenlein (2010) and Terry (2009), in order to understand social media, we will also look at the numerous definitions that exist in the various fields of studies and primarily focus more on the field that relates to brand advertising and the market. As such, we can take a look at the various modes of information distribution on social media channels and develop which comprises of the user-generated, brand-generated, or company-generated content of social media marketing. According to Kent (2010) and Howard & Parks (2012), various authors focus on social media with regards to content-generated forms of interaction.

Some current definitions are straightforward and focused on the nature of social media message creation. Some definitions for social media include: social media being defined as an open space platform, basically an internet-based operation, which makes it possible for people to talk to each other to the extent of even having a personal relationship. It allows for the flow of messages from one end of a user to the other end of a user. Whereas Kaplan and Haenlein (2010) also described social media as a system of communication that is fundamentally based on the use of digital applications and other online web space that allows users to create content for the purpose of communication, entertainment, fun, infotainment, and marketing, among many other reasons. Another similar definition provided by Lewis (2010) also states or shares the earlier definitions, which explains social media as an online tool that makes it possible for users to talk to each other, to create and share interesting content, and to get closer to the online community of users. Despite these definitions about social media, Watkins Kelly, and Chan (2008) argues that it still lacks a clear and concise explanation to the understand of online communication. He liked these definitions of other online communications tools such as electronic mail and points out that there have been prominent omissions in the definition that make it different to the other communication tools. The advancement in technology and IT has facilitated the use of social media in a lot of ways, which is beneficial not only to the individual users but as well to big and small brands who are looking to reach out to the global client base irrespective of their geographical locations.

According to Howard and Parks (2012), based on particular qualities or recommended modes of operation, the usage of social media may be divided into several segments or forms. To begin with, it is made up of people who generate content, such as a brand or a corporation, as well as content consumers, such as present and future customers, partners, investors, etc. Secondly, every social media platform relies on information or content; excellent content is essential for a successful online marketing plan; and last but not least, the numerous tools, software, and applications that enable the dissemination of the material developed to its intended audience. They go on to say that in the literature, social media is usually described by referencing specific programs like Facebook or YouTube, rather than by its traits and characteristics. Focusing on specific tools, while a more comprehensive definition, might be an issue since it lacks the current as well as future social ramifications with regards to such instruments and restricts possible contributions to theoretical creation, limiting usefulness to expository reasons".

It is remarkable to watch how social networks, a long-established and pervasive technique of fostering digital relationships between individuals, have increased in popularity in the Web era. The number of users on social networks has increased substantially since the turn of the century, mainly due to interfaces that allow individuals to follow the lives of friends, acquaintances, and families.

Furthermore, businesses attempt to use them for marketing because they provide a ready-made route for sharing ideas among people who share similar interests (Muiz and O'Guinn, 2001). It gives rise to the concept of brands, brand communities, and their critical importance in contemporary marketing theory. Despite the fact that social media was created with the purpose of connecting people and creating a common ground for bridging the gap of communication, there have been a lot of advancements and changes in the use of social media and how it affects our choices and preferences to stick with particular brands. There has been major debate about the important role social media plays in marketing and how the interaction between users is key for marketing purposes. Of course, it could also be a tool for negative branding, but the immense ease of interconnection between users can never be understated with the use of social media, which we are going to delve into in this paper. On that note, we will take a look at some key aspects of social media motivational engagement in general and into client-to-business engagement relationships and how beneficial they are for the purpose of marketing and influencing consumer decisions.

1.1.2 Social Media and Brand Community Interaction

Lemon et al. (2001) state that "customer engagement with mobile apps may have the potential to boost brand equity." Existing customers can be retained by informing them about the company's brand and encouraging them to develop loyalty to the company. When customers can connect with a business through its different social media channels, they become more linked to that brand. The goal is for customers to continue to quickly obtain data, ask questions, and learn more about what the brand has to offer (Zaglia, 2013). This leads to successful communication and supports the development of customer-brand relationships, which is also a critical component of establishing consumer trust and motivating them to buy on a repeat basis, as well as suggesting items to future clients through word of mouth. Members/users of mobile devices can exchange information, debate, and rate products and services (Jin, Park & Kim, 2010). Community interaction within the various social media channels basically fosters a stronger relationship and creates bonds and trust, which become the very core of the client-to-brand relationship. A feeling

of total trust and belongingness towards a particular brand tends to create a powerful tool of word-of-mouth advertisement for the purpose of spreading the marketing message across. Despite the fact that consumers purchase brands based on other factors such as the satisfaction derived from consumption of the product, the price of the product, the need for the product, among other things, a unique feeling of personal affiliation towards a particular brand tends to even override the other buying factors that consumers consider before making their purchases.

To summarize, digital applications have become an important application which businesses use to interact with their customers. Most brand-customer interactions take place in brand community groups. Notwithstanding the benefits of social media, there seems to be a negative stigma associated with using social media among friends and acquaintances. While the traditional definition of a social network includes all people with whom one has social contact, people only interact with a small percentage of those who are "listed" as part of their network in practice. One key reason for this is that, in the era of the internet, attention is a finite resource. Users face a myriad of daily duties and social connections when presented with a plethora of daily tasks and social connections.

1.2 SOCIAL MEDIA MOTIVATIONAL ENGAGEMENT

We will be defining social media motivational engagement, online brand community, community, and brand in this chapter of the paper.

1.2.1 Defining Social Media Motivational Engagement

With the widespread and ever-increasing use of digital platforms among brands and personal lives, it is critical to investigate how companies engage with current and prospective customers on the platforms. Digital platforms continue to provide a space for customers and businesses to interact on a more personal level, share experiences, learn about brands, and provide feedback (Laroche et al., 2012).

When defining social media, the focus of emphasis was not based on how it influences purchasing decisions of the users but rather on how users, through interactions with brands and entities, create relationships that will influence a lot of their decisions. Such as an online user interacting with a brand's content and seeing what other users are saying about a product will influence him to buy the same product. This is what Van Doorn et al., (2010) referred to in their paper as motivational engagement in social media.

Patterson et al., (2006) “drew on a variety of higher-level disciplines, including social psychology and organizational behavior, to define motivational engagement in social media as:

A psychological state marked by vigor, dedication, absorption, and interaction. The antecedent condition shapes the user's engagement and, as a result, leads an individual to act”. In this way, “social media motivational engagement distinguishes between the psychological state and behaviour.

His work becomes very similar to the work of fellow scholar Ray and colleagues (2014). Engagement is basically a psychological way to interconnect with the main view of the individual involved in personal or self-satisfaction. Before consumers decide to engage, they have in mind what they intend to derive from that very relationship in the digital space. So, there is a predetermined purpose of engagement.

As a result, user engagement is classified as having key psychological elements: first, individual participation where online users decide to get involved in hashtags, conversation with

regards to a particular brand or internet wave; and second, personal significance, which has to do with individuals' willingness to consciously opt for social media usage rather than societal pressure. There are numerous elements that cause consumers consistently interact with the content of a company's social media posts. These include: what the customer seeks to look out for in terms of the information they are looking out for on the online platform; the satisfaction they derive from the product; the urge to stay committed to the brand irrespective of the enticing offers that are available from other brands. Reputation, size, and industry, brand performance, on the other hand, are among other reasons that influence engagement.

Client-to-company interaction on social media platforms provides immense benefits, not only to the customer but as well to the acceptance and recognition of the brand. For example, the more customers interact, share, like, and recommend companies' social media content, the more the company's brand image grows and is accepted by potential and even existing clients. Having a strong fan base is vital for every company that seeks to outdo its competitors and stay on top of the competition for a long time. As a result, businesses concentrate on persuading their existing customers to spread the word to new potential purchasers, perhaps leading to repeated purchase intentions.

Vivek et al. (2012) also explained that, sometimes there is an initial commitment to communicate between the buyer and the seller on online platforms. Either of these two parties can start the first attempt at interacting with each other. Irrespective of whoever starts, the first effort to connect with the other party can also be termed as social media motivational engagement. Hollebeek (2011) also defined social media motivational engagement as a form of motivating factor that literally draws the consumer into communicating with the other party. Some users are emotionally attached to a brand and would automatically engage with them, whereas other users are more of an intentional decision to interact or a spontaneous connection that occurs between both users.

Consumers' keen interest in a brand and how they relate, as well as online interactions and communications via various social media channels, indicates a key aspect of consumer engagement; the focus is on how the brand and consumer communicate, rather than the buyer's purchasing intention or repurchasing decision (Doorn et al., 2010).

1.2.2 Participation of Consumers in an Online Brand Community

To begin with, when analyzing consumer internet engagement, it becomes essential to comprehend this topic of brand and consumer connection. Brand communities can be understood to be instances when customers from varied backgrounds participate in a similar interest, regardless of their background, such as being linked by social, economic, political, religious, ethnic, and other ties that bind them together to communicate, form relationships, or build strong ties. Brand communities, according to Muiz and O'Guinn, are significantly more structured than open or generic social media discourse (2001). They went on to say that a "brand community" is "a marketplace that exhibits typical community characteristics but has its own market logic and expressions." To understand brand communities, communities must be distinguished from organizations, such as tribes or subcultures.

Marketing studies examine a wide range of customer groups, and the literature on the subject uses a wide variety of terminologies, (Thomas et al., 2011). Although subcultures and tribes coexist with the concept of community, they appear to have distinct meanings. This section's goal is to define the differences between consuming communities, tribes, and subcultures.

The literature on sociology provides a solid foundation for the concept of community. According to Tönnies (1887), a community is a collection of humans based on feelings of togetherness and mutual relationships that its members intend to maintain. Under the community paradigm, brands are described as semi-independent actors displaying interconnectivity to buyers, heavily tasked with creating brand-to-consumer experiences as well as establishing interactions with diverse users, Quinton writes (2013). In a digital context, a brand is thought to be the "glue" or element that holds segments of customers together; they facilitate and connect non-linear interactions among people, teams, and or enterprises and create a special mutual feeling that gets followers interested in almost every idea, product, activity, etc. that the company creates (Kozinets, 2001). To some, it is an element that causes you to buy even if the product gives you very limited satisfaction. Because of recent technological advancements, there is an infinite space for brand communities to exist without boundaries.

1.3 CONSUMER ENGAGEMENT

This section's goal is to present consumer involvement as a viable alternative to social media motivational engagement. Given the concept's novelty, the examination of social media engagement and marketing studies in general takes a slightly different conceptual approach. To accomplish this, a broader literature review on engagement in marketing, as well as other sectors of the social sciences, will be conducted first, as it lays the groundwork for the specific discussion of consumer engagement as a method of social media participation.

1.3.1 Defining Consumer Engagement

Customer engagement" was defined by Wagner and Majchrzak (2007) with the focus on business to client relationship as when clients and companies come together to interchange ideas, information or to create meaningful dialogues which is beneficial to both parties involved. Therefore, it is set on the premise that consumer engagement should be set on a precondition. Not all scholars agree with the school of thought, especially when it comes to marketing scholars. To some, there is no need for a preconditioned agreement, and to others, it is necessary to point out that a preconditioned agreement is necessary for interaction.

There is a psychological approach to the definition of customer engagement which states that engagement can be seen as a psychological factor which is an influential turning factor from being a casual buyer of a brand to being a loyal customer of a brand. Engagement seeks to influence psychologically users of a brand page and gets them to commit to the brand's offering, which will lead them to purchase more of the brand's products. A term used often in this paper is repurchasing intention. Bowden (2009) further explained that customer engagement is defined as user activities which are focused on customer loyalty; that is to say, the main focus is placed on getting customers to commit to the brand, to believe and trust in all of the brand's products and services despite other competitive options, and to also feel like being a part of the brand through active participation in the brand's online activities.

As mentioned before, gaining confidence and loyalty when considering building a relationship or connection with consumers is key to the precondition that will lead a customer to take the necessary action that has been set out by the company. A rational user or consumer of a brand's products will mostly buy more when he or she trusts the brand, is loyal to the brand and so on.

In consonance with Brodie et al. (2011), "engaging with customers can be attributed to factors which include a psychological condition which manifests itself in focal service connections as a result of engaging business-to-customer interactions with a focal object" (for example, the company's brand image). It occurs through a unique interactive process within the service interactions that allows people to co-create value within specific predetermined conditions, resulting in varying CE degrees. CE is critical in a nomological network that governs service interaction. "Customer engagement has a valence as well as a range of intensities." It is possible to engage in extensive engagement at a low level of engagement. People can be involved or disengaged at any time, and their level of involvement can change over time "(e.g., Catteuw et al., 2007). Brands engaging with their consumers on social media can either lead to an additional benefit of an increase in revenue or can create a lot of losses for the brand in terms of revenue as well as image (Schaufeli et al., 2002).

According to Patterson et al. (2006), the foundation of customer engagement stems from client-to-consumer interaction, and it occurs if there is a form of communication relationship through digital means by the parties involved. In order to develop a successful connection through digital methods, communication between customers and the firm or brand must be fluid. Unlike other research, which employs terminology like objects or focuses, this research employs the term "partner" to underline the relationship aspect of the engagement. There are numerous points of view on which engagement partners should be considered in marketing, and this subject appears to be highly impacted by the setting in which interaction takes place. A recurring engagement partner is a company or organization, and also a product or service. Van Doorn et al. (2010) made the case that when brands engage with their customers with regards to their products, they do not only place their emphasis or focus on the product, but it goes beyond telling the customers about the product.

Consumers create a brand community, which is made up of people who are loyal to the brand and consistently look out for new products or features of the brand in question, in order to foster effective communication between themselves and the brand. This is a key and unique tool used by brands to ease and enhance the customer engagement process.

Algesheimer et al. (2005) defined engagement with the brand community as a linkage or connection between online users who have a keen interest in a company's brand activities that goes far beyond the products or services that are offered by the brand. Emotional connection with

the consumer is a key factor to getting them to engage in a brand's community. Engagement experts like Gummerus et al. (2012) have now recognized the group and social aspect of engagement as a significant venue for greater levels of involvement, justifying a restricted focus on brand community engagement.

Finally, Brodie et al. (2011) explain that there is not a single part to the interaction on social media, as other scholars point out. And interaction cannot happen with just one entity. It takes more than one entity to create an engagement. In short, there are numerous entities involved in online engagement behaviors. Gambetti and Grafigna (2010), with quite a similar idea to the latter, also point out that engagement between users comes in various forms and there is no singular type of engagement among consumers of social media. Vivek et al. (2012) went to the further step of agreeing with the school of there and also provided substantive evidence to back this claim up, combining the latter two schools of thought, which are quite similar actually. That engagement involves multiple sets of parties and is based on a predetermined set of conditions. That is to say, partners of engagement in an online community combine a set of organizational activities to achieve their goal.

1.3.4. The Power of Engagement

Marketing academics, on the other hand, admit the presence of negative types of engagement, as well as disengagement, in the face of more critical and demanding customers (Hollebeek and Chen, 2014).

According to Hollebeek and Chen (2014), "both positive and negative dimensions of interaction are important since they can have drastically different outcomes for a brand, especially in the case of OBCs". Not everyone believes in the notion of word of mouth to Kumar et al (2010) it can be of a big disadvantage to brands which aim to expand or improve their digital marketing strategies, and there are examples of businesses that have suffered a major setback due to word-of-mouth advertising or marketing. Both urged that complaints be tracked and addressed to reduce harmful effects of negative engagement. In summary it is important to note that social media whiles it promotes engagement among the various users, seeks to also achieve a set of goals which is predetermined by the individual users. Brands will obviously seek to reach out to more people in order to gain more loyal followers which could latter lead to a boost in sales through repeated purchases, as well consumers seek out to gain information about new offers, products, amongst others things that would suit their required need at a point in time.

1.4 REPURCHASING INTENTION

The section seeks to explain the existing level of studies on the motivation and outcomes of social media-inspired engagement and their impact on customer repurchasing decisions. The TPB, an extension of the Planned Behavior Theory (PBT), was used throughout this study to analyze the repurchase intentions of social media users (Ajzen, 1991). The TPB is a useful and trustworthy framework for analyzing people's intentions and actions. This may explain why it has been used to investigate consumer purchase intentions since the introduction of the concept of customer engagement.

1.4.1 Define Repurchasing Intention

According to Ajzen and Fishbein's (1980) theory of planned behavior, he believes that to test a consumer's attitude towards a brand as well as his or her behavior towards a brand, it is vital to understand their intentions. He explains that consumer intentions are a key link or influential factor between the two behavior patterns. You can predict a consumer's behavior when you know his or her intention and also if you understand how to influence a consumer's intention with the use of digital marketing tools. Every business dreams and aims at keeping their customers, both old and new. Financial wise, it is more expensive to lose a customer than to gain one, so customer retention has become one major concern or area where researchers within marketing are placing more emphasis. Many researchers have defined or likened customer retention to other scenarios such as consumer repurchasing intention, sticking to a specific website, consistent shopping on online platforms by online users, etc. Per this research, we will direct more of our attention to understanding consumer repurchasing intention and how that comes about as a result of consumer engagement activities with the online brand on social media platforms. It can be said that there are numerous factors that influence consumers to consider repeating purchases from a brand, but our point of focus will be placed more on a digital means through which consumers can be influenced.

It can be pointed out that a consumer's first purchase from a brand can go a long way towards determining whether he might want to continue buying from that brand. A consumer's first experience is key and efforts that a company puts in place can also be a contributing factor. Nevertheless, in the online fields of marketing, sales, and research, a consumer's intention to repurchase is slightly different from his intention to repurchase as a result of his satisfaction with the first use of a product. The purpose of this research is to determine the differences between

hedonic and utilitarian factors in influencing customers' use of social media platforms such as Facebook and Instagram to purchase products or services.

Well, there are various motives behind the use of social media. When brands understand the motives behind the use of these networking platforms, they will have a better view of creating content that better speaks to each consumer and gets them to build a stronger relationship with them. It is critical for businesses to understand their consumers' decision-making processes in order to forecast their intent and future purchase behavior. As a result, certain marketing research, mostly related to consumer behavior theories, has focused on customers repurchase intentions (Han and Kim 2010). The subjective likelihood that a person (customer or consumer) would continue to stick with a brand and have a firm objective of buying on multiple occasions from that same company or brand can be expressed as the consumer's intention to repurchase (Fang, Chiu, and Wang, 2011). This, in a way, is expressed as a peculiar way in which consumer behaviours or choices can be manipulated. That is where social media now plays a major role in manipulating the interests, attitudes, and behaviors of brand users. Through interactions with the brands, customers' subjective norms towards the brands can be formed, and this occurs through the creation of beliefs and other basic features of principles of social interaction. Of course, according to Li and Hong (2013), this, of course, would influence consumer behaviors and attitudes. To (Hume, Mort & Winzar, 2007), purchasing is a decision of a brand user to opt to buy a particular product that satisfies his or her desires, whereas repurchasing is the additional buying stages of a customer's purchasing cycle with the same brand over and over again.

It is interesting to note that repurchasing comes in various folds, which is pointed out by researchers. According to Zeithaml et al. (1996), when a consumer decides to buy again from the same brand, it can be termed as repurchasing as well. Aside from buying again, the decision of a consumer to serve as a brand ambassador, where he or she engages in a self-appointed advertising campaign through recommendations and referrals, can also be termed as an act of repurchasing. This act of repurchasing is very common with the use of social media, especially when it comes to brand community members and some of the acts they carry out when using social media. For example, through sharing, liking, leaving positive comments on brand content and engaging in positive hashtag trends are all ways of repurchasing, according to the researcher. Another school of thought points out an interesting case of consumer behavior when it comes to repurchasing intention. According to Dixon et al. (2005), the actions a consumer exhibits (purchasing behavior)

prior to him or her buying a product and his final decision to buy the product have an important bearing on his decision to buy the product again in the future. Which is why it is so important for marketers to influence all these stages of a consumer's buying cycle.

As a result, this thesis will employ the Theory of Planned Behaviour (TPB) and, together with the Theory of Reasoned Action (TORA), to identify as a primary antecedent of consumer repurchasing intentions (TRA). The Theory of Planned Behavior (TPB) explains the foretelling nature of consumers' intent to repurchase from the same company, as well as the elements that impact a person's choice to engage in a certain action.

1.4.2 The Theory of Planned Behavior

This theory centralizes on the premise that, by way of explanation, every individual has a motivating factor that entices them to carry out a specific action. Therefore, with the Planned Behavior Theory, one's perceptions towards a precise behavioral act will lead him into manifesting that behavioral act, whereas a social normative form of perception guided by social principles and standards of thinking can also be a major contributing factor to exhibiting behavioral intention. In all these two cases, social media interaction can contribute to shaping both one's individual perception of a brand as well as social normative perception. This carefully drives us to the impact social media has on the choices individuals make towards the buying and repurchasing of a product.

TPB therefore, is an expansion of the TRA that incorporates a new theory perceived behavioral control other than the performance of perception. Fishbein and others have lately argued for the adoption of an Integrated Behavioral Model (IBM), which incorporates elements from several major behavioral models (IBM). It is also classified as a deliberative processing model because it assumes that people make behavioral decisions after carefully considering all relevant data.

According to Ajzen & Fishbein (2004), the eagerness of oneself convinces him or herself to perform a specific behavioral intention can be termed as a behavior. Ajzen & Fishbein (2004) opined with regards to behavioral intention that "a significant portion of variance predicts a variety of behaviors, including health behaviors, by focusing on the notions of disposition, perceived control, and subjective norm." Behavioural intention, according to its original theory (TRA), is the most important determinant of behavior. Individuals' attitudes about doing the behavior together with subjective norms connected with their way of behaving are direct predictors

of their behavioral intention. Planned Behavior Theory (PBT) considers scenarios in which a person may not have total freedom and choice over an action by including perceived control.

Attitude shown towards a brand is defined by Mitchell and Olson (1981) as a personal view of how people see it. He does not factor into its social influence the perception of brands as other researchers does. Therefore, judgment is carried out on a personal level.

According to Giner-Sorolla (1999), she totally agrees with the latter definition and adds to the idea that attitude is composed of two sides. And this idea can be found to be present in almost all recent studies regarding consumer behavior. Eagly and Chaiken (1973) point out some interesting thoughts about consumer attitudes, which say that they are a form of mood which can last for a short spell of time. It is not a permanent situation to have a mood for a long time. It changes pertaining to the individual in question and their exposure to factors that can influence it. That is to say, it is a psychological state predicted by factors. Attitudes normally guide our conduct and behaviors, both present and future behavioral intentions.

As a result, brand attitude is, in our opinion, a generally long-lasting, unidimensional overall judgment of the brand that supposedly motivates action. According to Machleit, Allen, and Madden (1993), "brand attitude is unidimensional, and we treat attitude as a 'summery evaluation' to distinguish it from the evaluation that is implicit in beliefs, feelings, behaviors, and other components and expressions of attitudes" as Zanna and Rempel (1988).

For instance, it can also be noted that feelings created by a brand are not just about the attitudes consumers exhibit towards it. Feelings fade away and may last just a short period of time, but attitudes remain for a lifetime. Feelings are self-referential; they don't provide information about the outside reality; nevertheless, they indicate how it influences us (Batra and Ray 1986). That is, he identifies a difference between consumer attitudes towards an action and feelings towards the action. To him, attitudes can be easily influenced or infiltrated, whereas feelings are pure, genuine perceptions that come from a strong personal belief about something.

The TPB tries to predict non-volitional behaviors by including perceptions of control over the behavior's performance as a predictor (Ajzen, 1988).

Given the fact perceptions of control is important because it extends the theory's applicability beyond readily executed, self - regulation acts with these complicated desired goals and expectations that seem to be reliant on the accomplishment of a complex succession of other activities.

Behavior can be seen in the TPB as a result of perceived behavioral control and behavioral intent. PBC refers to a personal assessment of how effortless or challenging a task is to finish (Ajzen, 1991). Self-efficacy is similar to Bandura's (1982) idea. Individuals are more likely to do what they plan to do, as seen by the link between intentions and behavior. Perceived behavioral control and behaviors, on the contrary, have a more complex connection. We are much more inclined to interact in (appealing) acts for where we show control and far less inclined to partake in acts over which we have no control, according to this connection. And on the other hand, when PBC grows, it is thought that if intentions stay constant, activity would be much more likely to be performed "per (Bandura, 1982). The addition of PBC (Ajzen, 1991) was predicated on the premise that desire (intention) and ability work together to determine behavioral performance (behavioral control).

Certain elements are assumed to have a direct influence on a consumer's behavior when it comes to the idea of a behavioral predictor. As stated by Madden, Ellen, and Ajzen (1992), a factor such as the amount to which people's behavior or actions may be influenced by others, as well as the amount of control individuals have over their behaviors, can lead to a shift in behavior. Also, it is noted that perceived and volitional control influence actual behaviour. When volitional control of action is strong, the impact of perceived control fades, so intention becomes a significant behavioral determinant.

As a result, perceived control is likely to lessen the impact of purpose on behavior, as in Triandis' (1980) definition of enabling situations. This interaction hypothesis, on the other hand, has attracted a lot of attention.

Perceived Control, together with attitude regarding activity and subjective norm, is an independent influencer of consumer behavioral intention. If an individual keeps a very similar attitude and subjective norm, his impression of how easy or simple it is to perform a behavioral task would impact his behavioral intention. Also, these three respective elements play an important role in identifying intents that should differ in acts and groups. To operationalize Perceived Control, few studies have used the fundamental variables of control beliefs and perceived power; rather, studies have predominantly employed the empirical impact of perceived control (Ajzen, 2002).

According to Ajzen (2006), "TPB indicates a causal chain that links behavioural beliefs, normative beliefs, and control beliefs to behavioral intentions and behaviors through attitudes,

subjective norms, and perceived control." Therefore, with the theory of planned behaviour, there are interlinked factors that determine the outcome of an action. And brand advertisers normally work to influence these predicted variables of consumer behavior. Other important models like contextual characteristics, and demographics are believed to work through these models and do not directly affect consumer behavior.

1.4.3. TPB with Additional Variables

The adequacy with regards to TPB is beginning to gain a lot of concern (for a review, see Eagly and Chaiken, 1993), and there have been recommendations for a number of new constructs that could be effectively included as part of this model. According to Ajzen (1991), "the model is amenable to further development if other relevant proximal factors are discovered." Additional predictors could be included in the Planned Behavior Theory if the concept proved that they account for a substantial segment of the variation in intent or action once the theory's present parameters are taken into account. The impact of earlier conduct on current behaviors is a subject that's also garnering a lot of interest in this discipline (refer Eagly & Chaiken, 1993, for a review). As mentioned in the TPB, certain behaviors are therefore said to be determined by one's prior conduct rather than intellect (Sutton, 1994). The theory is founded on study results that suggest that past conduct is the best predictor of subsequent behavior.

Mullen, Hersey, and Iverson (1987) developed a formula, i.e., TRA was utilized throughout a period of eight months to assess changes in sweet and fried foods, as well as embark on physical activity. Within this study, the initial behavior was the strongest predictive factor of action for every action that would be taken in the future period. (Bentler & Speckart, 1979) also reports that there have been similar findings about TRA which are almost identical to those of TRA. Behaviours that happened in the past are no predictive measure of current or future behaviour. Towler and Shepherd (1991), for example, added PBC and habit provide some significant influence on the TPB and observed that the tendency to repeat a behavior had an autonomous influence on intention, whereas it was not the same for PBC. Likewise, Godin et al. (1993) explained that habits were the key determinant factor of consumer behavioral intentions in the future.

In general, the more you develop a habit towards something, the easier it is to predict the future occurrence of the consumer's actions towards that brand. If a customer is fond of engaging

in a particular brand's social media content, it is likely possible that the consumer will soon purchase a product from that brand.

Perceived Behavioural Control

In agreement with Ajzen's (1991), he pointed out that self-efficacy is different from PBC and the concepts cannot be used in place of one another. Because of the similarities in concepts between the two theories, a lot of scholars have used them interchangeably. An example of such research would be de Vries et al., 1988.

Ajzen (1991), on the other hand, "emphasized PBC as both a proxy measure of genuine control and a reflection of skills and ability." In his own account of the relationship between PBC and behavior (Manstead & van Eekelen, 1998), For this reason, PBC was segregated into two distinctive disciplines. Firstly, it is a term which is mostly correlated to the theory of Bandura's (1982) self-efficacy beliefs. whereas the other is likened to (cf. Rotter's, 1966, locus of control) behavior controllability.

Well, we can say that self-efficacy and perceived behavioral control are different concepts of consumer behavior, which have little or no similarity and should not be used interchangeably. Notwithstanding, all these research and theories about these two behavior predictors scholars use them as the same concepts within both operational and theoretical frameworks according to the study (e.g., Ajzen, 1991).

Self-Identity

Self-identity can be described as a term that spans social psychology and sociology. As a result, there are numerous definitions. In the context of this study, it can be expressed as the essential component of an individual's self that corresponds to a specific behavior. It represents an actor's belief that he or she meets the requirements for any societal role, such as someone concerned about environmental issues (Sparks & Shepherd, 1992).

For many years, it was considered that one's self-identity (or self-concept) had a considerable influence on one's conduct (e.g., Turner, 1982). The Theory of Reasoned Action and self-identity are significantly synonymous, according to Charng et al. (1988). Though their focus differed, both the identity theory and the Theory of Planned Behavior thought that conscious and purposeful decisions drove behavior. Identity theory elaborates on the impact of a broader social framework on individual determinants by connecting a specific action towards a social attribute or behavioral classification based on Charng et al. (1988). The TPB, in one way or the other, is more

psychological in that it does not focus so much on the societal concept at large but places its focus on a narrowly defined normative component.

Stryker (1968) argues that the behavioral patterns of people are based on decisions that are made through a rational process. Since consumers are assumed to be rational decision makers, they follow the principle of rationality in their decision making. Being rational also implies a predictability of people's actions based on predetermined influential factors. For this reason, the theories of TPB and identity theory are deemed to happen due to intention formation. According to Charng et al. (1988), consumer intentions are founded on a simple identity theory, which explains that the frequency that allows self-identity to predict repurchasing behavior of the customer increases over time.

This was due to two primary factors: Attitudes are seen to be malleable throughout time, whereas normative influences are thought to be largely constant. In contrast to relatively temporary sentiments or perceived social pressure, self-identity becomes increasingly salient after repeated performance of an activity. Debono and Snyder (1995) presented evidence for this, demonstrating that people are looking for circumstances that fully comply with their attitude. They discovered that people are motivated by a desire to maintain their self-concept; as a result, separating prior behavior from self-identity may be difficult. That is, there needs to be research about how past behaviors can determine the occurrence of future behaviors with respect to a person's self-identity.

1.4.4 The Model of the Theory of Planned Behavior

The illustration 1 below shows the TPB, where the behavior is represented by the intention (I) to do something. Consumer intent to perform a specific activity is impacted by three distinct variables, which include: perceived behavioral control, subjective norms, and attitude. Whereas attitude is characterized by behavioral beliefs and outcome of evaluations., subjective norm is characterized by motivation to act in accordance with and normative belief. Also perceived behavioral control is also characterized by control belief and perceived facilitation. These are first and foremost influenced by external variables in the form of demographics, attitude towards the target, personality traits, and other individual differences.

We assume the behavioral belief is a perceived likelihood of a specific behavior resulting in a particular outcome. The outcomes are concrete and utilitarian, such as "Using the system will save you money." An outcome evaluation is an assessment of the desirability of an outcome.

This procedure is depicted in the diagram below:

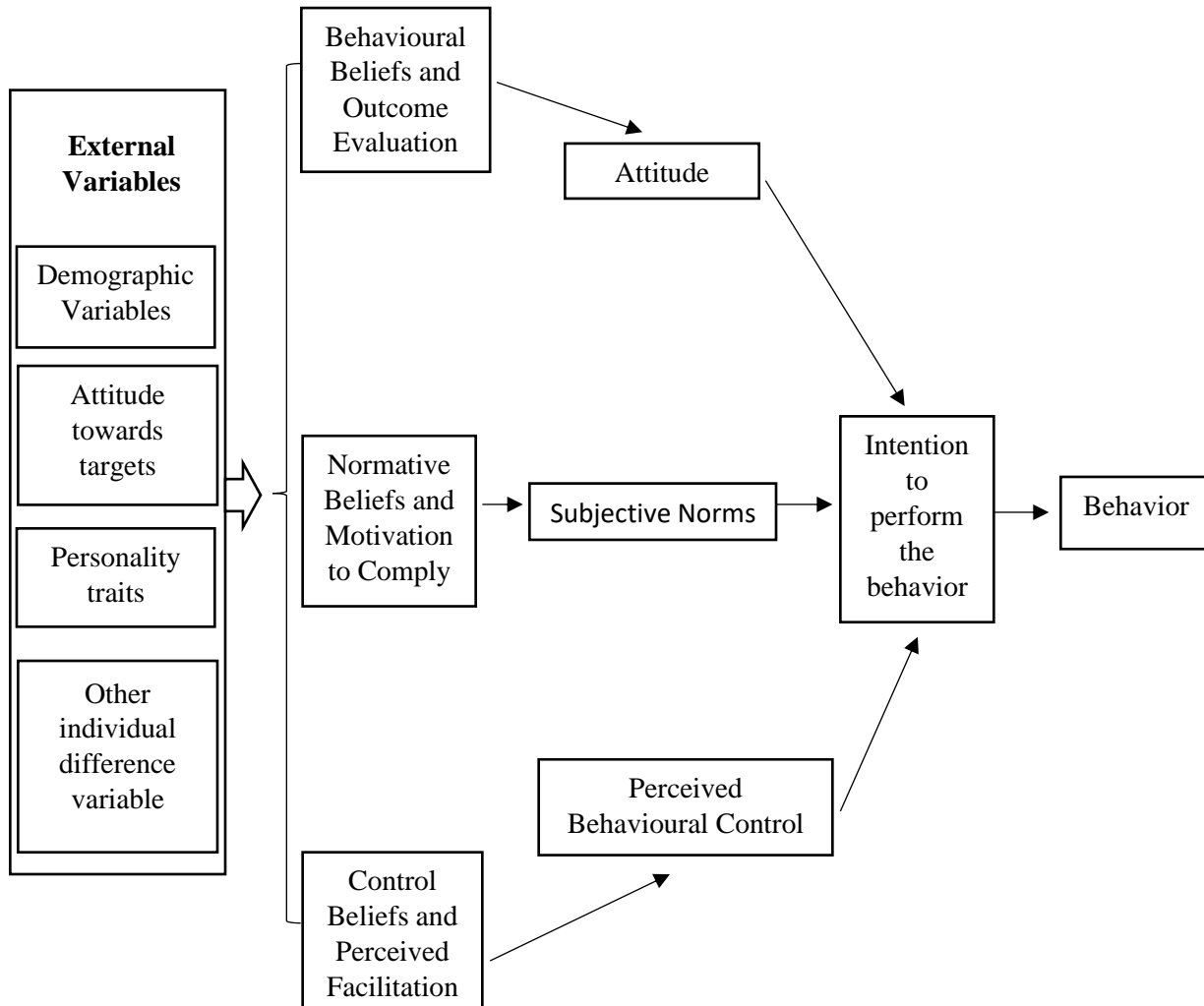


Figure 1. The Theory of Planned Behaviour (Montaño & Kasprzyk, 2015)

1.4.5 Outcomes of Participation in the SMME Literature

It is easier to identify the outcomes of SMME involvement in literature than it is to evaluate the causes. The impact of SMME participation on community participation and engagement is extensively proven when it is represented as a social affiliation with the community. Dholakia et al. (2004) "for example, used standard social identity and influence models to demonstrate the impact of SMME identification on group behavior, and found that social identity contributes to

enhanced participation behaviors in SMMEs by moderating the effect of desires and group intentions."

The benefits of SMME engagement for the brand have been the subject of a much bigger body of writing. The components from the brand connection paradigm are mainly used to measure it. According to Alexander et al. (2002):

Customer-focused connections in addition to multiple entities which forms part of communities of brand engagement, do have capacity to develop to, as well as presumably form, a single construct analogous to client retention or loyalty, through growing affiliation with the brand and the product.

The numerous benefits of SMME engagement in evoking favorable intentions of the customer and behaviors in relation to the main brand are also illustrated in SMME contexts. According to Algesheimer et al. (2005), participation in SMME activities will strongly impact intentional and behavioral brand loyalty. Likewise, according to Stokbürger-Sauer (2010), social interactions in SMMEs result in brand recognition, which increases brand satisfaction, loyalty, and advocacy. "Bagozzi and Dholakia (2006) established the importance of brand recognition as a mediator in the link between SMME engagement and brand-related behavior," they said.

Consumers' (repeated) purchase or adoption of products appears to be given a lot of weight. Thompson and Sinha (2008) "took a product adoption method, claiming that being a member of a consumer brand community enhances how likely it will be to choose a different product among favored brands, at the same time reducing the likelihood of adopting the latest products among competing products." In a similar study concentrating on new product adoption, According to Gruner et al. (2014), more accessible communities stimulate greater sales quantities and customer bases for innovative goods. Fuller et al. (2008) indicate that social media is basically thriving on technological innovation, and the more users interact and communicate through social media, the more likely it is that brands will benefit from this exchange of information and data among their users; brands rely on online users to thrive and also to spread their message across length and breath. This is why it is critical for companies to enjoy the benefits of and participate fully in connecting with their customers, not just offline but also through online marketing and communication.

To summarize, "SMME management places a high priority on establishing brand loyalty among SMME members, since it looks like a sign of the SMME's investment return." As a result, it is the goal of several brands to control the outcome of participating behaviour. This claim dates to the early research into the brand community (Muiz and O'Guinn, 2001). According to Jang et al. (2008), when a segment of a group participates in brand community activities, they are much more likely to get brand-related benefits, form a good view about the company's brand, and buy more frequently.

1.4.6 Critical Assessment

Most companies utilize social media to interact with, sell to, and market to their customers. All companies increasingly rely on the immense advantages of social networking website connections to retain both existing and new consumers. Companies, on the other hand, will gain only if they grasp the influence of SMMEs on customer purchase intentions.

Businesses and individuals who work long hours on social media platforms have grown reliant on them. Customers can easily engage with and connect with their favorite brands these days, as well as inquire about new products. Customers' desire for information has been diminished by the ease with which they can obtain it through social media. Furthermore, SM has been crucial in the growth of brand-customer interactions as well as consumer equity. Because a company's primary goal is to attract and retain customers, understanding the concept of consumer repeat purchases is critical for all businesses. As a result, in this study, the consumer retention or repurchasing approach is based on their behavioral goals, attitudes, and subjective criteria. This study will look at how SMME affects consumer repurchasing intentions through variables such as attitudes, behavioral intents, and subjective norms by investigating the concept of planned behavior.

2.0. METHODOLOGY FOR THE RESEARCH OF IMPACT OF SOCIAL MEDIA ON CONSUMER REPURCHASING INTENTION

2.1. Conceptual Model and Hypothesis Formulation

Consumer social media engagement and its Effects on Consumer Trust in Brand.

Customers' non-purchase behavioral expressions of a brand or organization that come from their driving factors are referred to as consumer engagement (Van Doorn et al., 2010). A consumer's readiness to believe in a brand's capacity to fulfill its stated purpose is referred to as "brand trust." As Morgan and Hunt (1994) explain, companies create products with the goal of also generating an identity with which their products or offerings represent, and customers take these distinctive aspects of these products into consideration before and after purchasing them. A strong brand will undoubtedly have a large number of lovers and loyalists who will stick around and keep an eye out for any new items that they release. As a result, branding has become a crucial component of social media engagement, forming strong relationships between businesses and their clients, partners, and investors. Customers who love a brand will not only buy from them due to the value they get from the product they purchase, but there is an additional affiliation or connection regardless of the benefits they derive from their purchases.

Because any relationship involves risk, the brand is regarded as a reliable relationship partner. Businesses at all phases of development are seeking strategies to generate trust among their customers, as well as customers who are loyal to their very core of being. This begins with the development of strong reciprocal relationships in which customers understand and respect the brand's values, aims, and methods of operation. In a two-way connection with a brand, customers commit time, energy, and effort (Vivek et al., 2012). Besides the buyer's efforts, the brand's degree of investment and attention to the relationship influences consumer trust (Rafiq et al., 2013). Emotional connection to a brand will turn customers into not just casual buyers of a company's product but into customers who are willing to buy your products despite the availability of existing quality offers available in the market. Trust is definitely key in turning one-time customers into existing long-term customers who will consistently not only buy one product but will act as ambassadors for a brand's product.

Therefore, we propose that:

Hypothesis 1: Consumer social media engagement positively influences consumer's trust in brand.

Consumer social media engagement and its effect on Customer Satisfaction.

The interaction each time with an existing brand on social networking sites, a connection is gradually built between them, connections that will last for a lengthy period of time and seek to create a successful commercial relationship between the two parties involved. As a result, brands seek ways to provide customers with an unforgettable experience while interacting with their favorite brands on social media networks; a positive experience leads consumers to continue engaging with their brands, whereas a negative experience leads customers to switch to the opposing competitor. Customers who are engaged become partners in the value-adding cycle, collaborating with sellers to meet their own and other consumers' demands.

The interaction of social media makes long-term emotional connections based on commitment much easier for vendors and buyers to form. Customer engagement can be defined as "the process of turning on consumers through the formation of emotional attachments in relational exchanges with the goal of meeting their wants" (Prahalad and Ramaswamy, 2004).

Sellers and customers must connect with one another to build relational exchanges with emotional attachments. The formation of links with a huge number of people and businesses is substantially facilitated by social media. Customers can satisfy a demand by utilizing existing relationships with vendors and other customers. Or alternatively, outside of their current group, they can explore different relationships with vendors and shoppers.

It's important to keep in mind that online shoppers invest time, thought, and effort into the knowledge of interacting with social media and that the platform allows them to discover products or services, check out speedily, and get notification with all the essential facets of their acquisition, including confirmation mail and order fulfillment. As a result, product quality, service, and a website are all linked, which contributes to customer satisfaction. Customer satisfaction is critical for online customer engagement.

Therefore, we propose that,

Hypothesis 2: Consumer social media engagement positively influences customer's satisfaction in brand.

Customer trust and its effects on consumer repurchasing intention

According to empirical evidence, there is a considerable relationship between customer confidence in a brand and consumers' purchasing intention. For instance, Jarvenpaa et al. (2000) trust can be defined as the assumption that an online seller will operate to the greatest advantage of the customer. "(They observed that these beliefs were linked to a positive attitude that influenced their desire to buy online. According to Gefen et al. (2003), there seems to be a clear association between trustworthy impressions and transaction readiness. A higher degree of online trust is related to a greater readiness to divulge personal details to transact over the internet utilizing a system of beliefs such as competence, reliability, and safety, Dinev and Hart (2006) write. Jarvenpaa et al. (1999) discovered that trust assessments influenced one's proclivity to buy books from websites. It was discovered that trust is positively associated with a desire to reveal personal information. (2004) (Malhotra, Kim, and Agarwal).

A buyer and a seller's connection are regarded as great quality only if prior contacts with the vendor were pleasant and forthcoming interactions with the vendor are anticipated (Zhang et al., 2011). Customers update their purchasing decisions after a first purchase by changing their minds in response to fresh information (Gupta and Kim, 2007). Only when buyers are happy with their relationship with the vendor do they develop a high level of trust (Zhang et al., 2011). According to Ganesan (1994), trust "influences buyers' and sellers' long-term orientation by lowering the cost of transaction (for example, the cost of achieving a suitable agreement for either party) and decreasing perceived risk associated with sellers' opportunistic activity". Buyers remember prior purchases and may be hesitant to switch if a connection of trust has been established (Wu et al., 2014). Logically, if companies are able to gain customers' trust by allowing them to effortlessly and freely connect with them through their social media channels, there is a significant possibility that the pleasant feeling from engagement with the brand's social media channels will influence their purchasing choice. As a result, it is critical for companies to focus on providing a favorable experience.

Customer trust is essential for increasing transactions and contributing to the online business's growth (Kiran & Vasantha, 2014). According to Beldad et al., "firm-based, consumer-based, and online-based trust antecedents can be separated into three groups" (2010). Information quality has a direct influence on the confidence of new and returning consumers as a component of online/website quality, while system quality has an indirect influence on trust via customer

satisfaction. The quality of a webpage or social media platform has an effect on consumer satisfaction and trust, according to the findings of this study. Trust is favorably connected with both website content and system quality (i.e., the design and structure of a website also counts a lot), writes Winnie (2014). Yan and Yu (2013) observed, on the other hand, that website efficacy has a large impact on customer trust. Finally, the quality of an online presence influences client trust (Shin et al., 2013; Amini & Akbari, 2014), which influences consumer repurchasing decisions from the same company.

Therefore, we propose that:

Hypothesis 3: Customer trust directly and positively influences consumer's intention to repurchase the same brand.

Customer Satisfaction and its Effects on Consumer Repurchasing Intention

Stauss and Neuhaus (1997) state that when a customer is fully satisfied with a company's products and service, they can easily influence a change in attitude which would lead to the consumer's intention to consider buying again from the company. Absolutely, when a customer loves the product from a brand and has derived high utility from consuming the product, he or she has a high chance of sticking with the brand and recommending its products to other consumers, writes Westbrook and Oliver (1981). In other words, satisfied customers equate to consumers choosing the brand over other available brands.

The satisfaction a customer derives from the consumption of a product influences his decision to repurchase that same commodity. When customers like using or consuming a product after their initial purchase, research suggests that they will either buy it again or likely recommend it to their friends and family. This is where social media plays a critical role in client word-of-mouth advertising. A superb product combined with effective social media marketing entices consumers to buy again or acts as a magnetic draw for other consumers to buy from that brand.

However, it is vital to recognize that presuming a direct positive link with both satisfaction and repurchase intent is an oversimplification. "While customer happiness is crucial, it is simply one of numerous elements influencing customer repurchase intention" (Sharma and Patterson, 2000). Customer happiness is tied directly to repurchase intention.

As a result, we propose that;

Hypothesis 4: Customer satisfaction in brand directly and positively influences consumer’s intention to repurchase the same brand

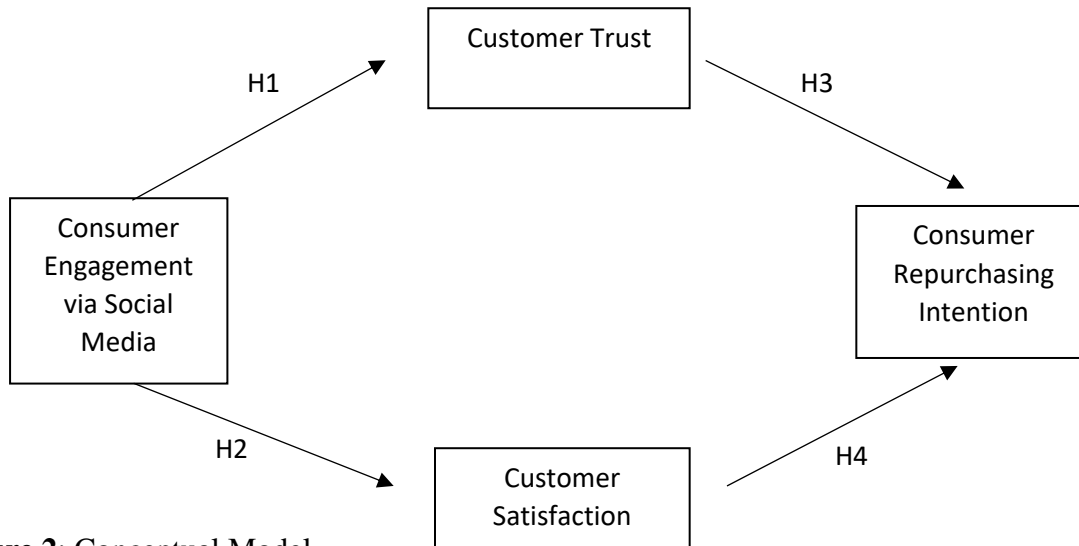


Figure 2: Conceptual Model

2.1.1 Questionnaire Construct

This questionnaire was comprised of four major parts, which included social media motivational engagement (Pavlou & Fygenon, 2006), consumer trust (Erdem & Swait, 2004), (Kim, 2008), (Abzari et al., 2014), consumer satisfaction (Heitmann et al., 2007), (Kim, 2008), (Luarn & Lin, 2003), and repurchasing intention (Abzari et al., 2014). This survey made use of a self-administered questionnaire, which was filled out by consumers within the West African Region, namely Ghana and Nigeria. The questionnaire’s use of social media motivational engagement was to identify primarily the positive impact that social media exerts on consumers, which intends to lead to repurchasing intention. That is, in what ways are consumers influenced by the use of social media that lead them to become regular buyers of a particular brand's product? It will also help explain how brands can use social media to influence the perceived behavioral intentions of their customer base. As well, the construction of a questionnaire on trust will explain consumers' perception of trust and its relationship with their decision to purchase again from a brand. That is, how marketers use social media through relationship building to form an emotional connection with clients and build on this connection to solidify the trust of consumers. And how

this relationship will positively impact consumer preference to repurchase from them. As well, the survey's use of customer satisfaction will explain how consumers perceive satisfaction through their engagement with brands' social media content and their direct positive impact on repurchasing intention. Finally, the construction of the questionnaire in relation to repurchasing intention will connect how all three variables: social media, trust, and satisfaction coherently influence each other.

The participants are consumers of mobile phone brands that engage consistently with the brands they usually buy from. As well, the participants are consumers that also have a strong relationship with their brand on the targeted social media channels. They were contacted via their brand community groups, where they interact and form stronger relationships with their brands. All brand group members had access to the link to the survey, and those who wanted to participate directly clicked on the link, which led them to self-answer the questionnaire without the influence or assistance of the developer. Also, permission was taken from the group administrator before the questionnaire was distributed to the various brand communities. These factors were key to the construction of this research questionnaire on the influence of social media engagement on consumer repurchasing intention, with consideration focusing more on the smart phone industry and its presence in the online community.

2.1.2 The Survey Method and Sample Size

This research employs a social media user-centered methodology and places emphasis on customers as the sample of study to analyze the complexity and rising anomaly of customers' social media-driven engagement to repurchase intention. We are going to test the model in Figure 2, which exhibits the influence impact that social media motivational engagement has on consumer repurchasing intention. Taking into consideration two intermediate variables, trust and consumer satisfaction, which have a direct and positive impact on the intention of a consumer to repurchase from the same brand. The formation of our research variable was taken from (Pavlou & Fygenon, 2006), (Erdem & Swait, 2004), (Kim, 2008), (Luarn & Lin, 2003) and (Abzari et al., 2014). We made alterations with regards to constructs of our research and aimed to make it more suitable and adjust to our research goal. We have included these in the appendix section of this paper.

According to Bolton et al., "Gen Y" relies extensively on technology for entertainment, social interaction, and even emotion regulation (2013). In addition, Gen Y makes a valuable contribution to, shares, searches for, and utilizes material on social networking sites. Furthermore,

their social media friends and peers have a significant impact on their brand choices. " Because of these features, Generation Y's social media behavior is a suitable fit for our hypothesis testing. Generation Y was chosen using Brosdahl and Carpenter's (2011) generational categorization (i.e., individuals born after 1971). Customers aged 18 to 50 are referred to as "customers" (Gen Y). The total number of participants in the final sample is 200. Ghana is the country of origin for the respondents. For a number of reasons, the official brand pages on Facebook and Instagram will serve as the framework for our research. Including over 1 billion active members and 1.59 billion active subscribers in a month, which makes Facebook globally the most used site among social media, (Statista, 2016). Instagram now allows groups of people to participate in live video chats, which is an avenue to allow business to connect personally with their clients.

A feature that will be useful in online face-to-face communication between businesses and customers. A first stage of sample selection is used in the shortlisting of social networking channels to categorize the classification of pages under examination. This categorization's goal is to ensure that each type of page is represented, and it accomplishes this by utilizing Facebook and Instagram's own classification rules. Smartphone brands such as Samsung, Apple, and Huawei will be the focus of the analysis. These brand categories correspond to the top performing social media categories right now. Approximately 83 percent of respondents were buying consumers of the brand they followed, demonstrating that internet usage and membership do not reflect prior purchasing behavior. Respondents spent more time using Facebook, with nearly a third of them spending 60 minutes or more every day on the social networking platform.

The study makes no attempt to reflect the number of current social media pages statistically. Rather, a wide range of product categories across all pages seeks to broaden the authenticity of prior engagement research, which frequently concentrates on brands that are into offering services (e.g., Jaakkola & Alexander, 2014).

To analyze the results of our online survey we will employ both the regression analysis and the correlation analysis to prove the relationship between the various variable in question. Confidence level interval will be pegged at a level of 95% or 0.05. The reliability level of each construct within the scales will be determine to see how they will support the hypothesis. Scales for measurement will then be grouped under each variable before either of the regression analysis and correlation is tested.

3. RESEARCH FINDINGS

Demographics of Participants

The survey consisted of 200 respondents within the various brand groups. Taking into considerations were the ages, educational background, gender of respondents, types of social media, uses of social media by the respondents etc. The demographics are depicted graphically below.

Sex Profile of Respondents

The graph below depicts the gender distribution of all respondents to the survey. The poll respondents were divided into two groups: male and female. Males made up 67 percent of total participants in the poll, while females made up 33 percent of total participants. All responders had the option of selecting only one of these two sex profile categories. This survey question was answered by everyone.

What is your gender?
200 responses

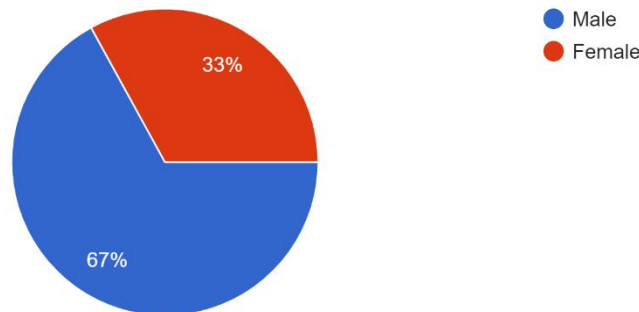


Figure 3: Sex Profile of Respondents

Age Distribution of Respondents

This section of the survey displays the age distribution of all survey participants, ranging in age from less than 18 years to more than 35 years. The respondents to the survey had the most dominant age distribution between the ages of 26 and 35, with a percentage score of 42.7 percent, followed by the age distribution between 18 and 25 years old, which was 26.1 percent. Respondents over the age of 35 made up 19.6 percent of the total respondents, while those under the age of 18 made up the smallest age group.

How old are you?

199 responses

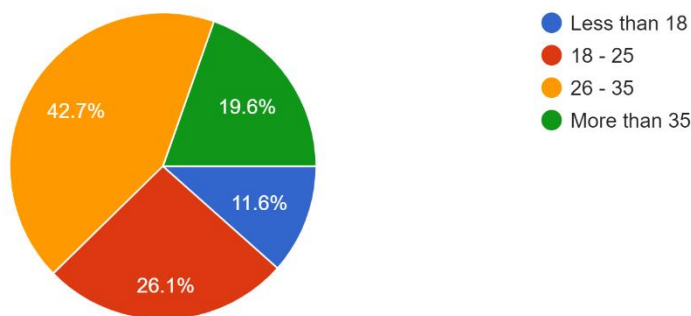


Figure 4: Age Distribution of Respondents

Educational Profile of Respondents

This survey also took respondents' educational backgrounds into account. Our target respondents were primarily educated survey respondents. As a result of the questionnaire issued to various categories of brands, persons with undergraduate degrees (B.Sc., B.A, etc.) constituted the biggest percentage of overall correspondents (34.5%). Then there are 33.5 percent of persons with graduate degrees (M.Sc., M.A., MBA etc). With 22.5 percent of responders having completed secondary school. The remaining respondents held a postgraduate degree or above (PhD or DBA etc). There was no correspondent who did not have an educational background among those who responded to our poll.

What is the highest level of education you have obtained?

200 responses

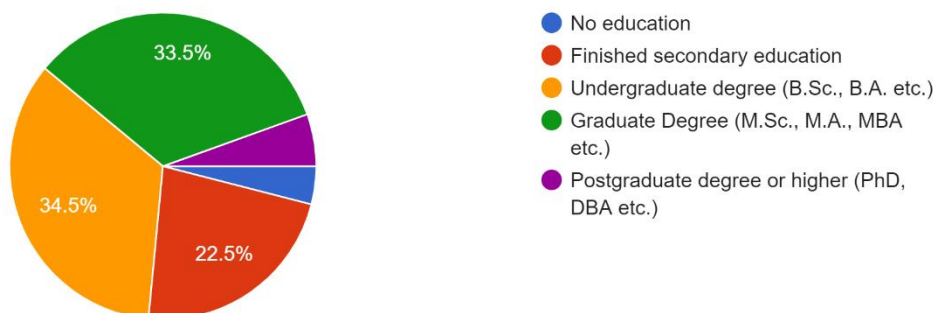


Figure 5: Educational Profile of Respondents

Social Media Usage Profile of Respondents

The respondents' use of social media was also given special consideration. The classifications were divided into three categories: information basis or social media usage, entertainment use of social media, use of social media to hunt for new job prospects, and additional uses of social media that were not covered by the questionnaire. Respondents were given the opportunity of selecting various alternatives for their replies to this question. The vast majority of respondents decided to utilize social media to get information about their area of interest and entertainment purposes. Respondents also, evidently preferred to utilize social media to search job prospects. Same number of respondents also choose to use social media for other reasons as supposed to using it to find employment.

For what do you use social media mostly for?

200 responses

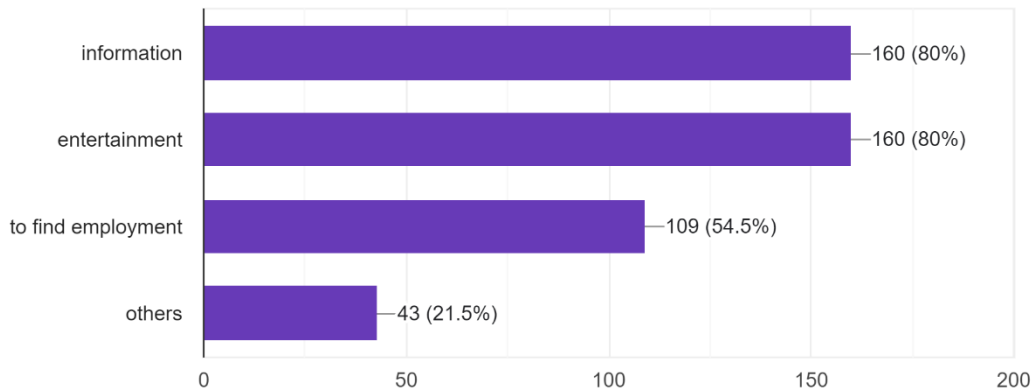


Figure 6: Social Media Usage Profile of Respondents

Types of social media

The most used social media account according the survey were Instagram, followed closely by Facebook then twitter, TikTok and other social media sites respectively.

Which social media account do you have;

200 responses

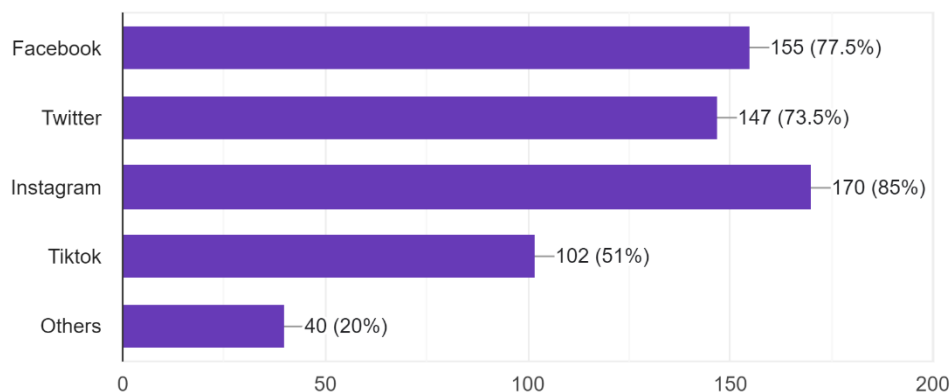


Figure 7: Types of social media

Hypothesis Results

Measuring the Social Media Motivational Engagement

Case Processing Summary

		N	%
Cases	Valid	197	97.0
	Excluded ^a	6	3.0
	Total	203	100.0

a. Listwise deletion based on all variables in the procedure.

Figure 8: Case Process Summary

According to the case process summary for measuring social media motivational engagement, there were total of 197 valid responds, with 6 being excluded from a total of 203. Missing value in the were excluded from the Cronbach's Alpha calculation report.

Reliability Statistics

Cronbach's Alpha	N of Items
.913	5

Figure 9: Reliability Statistics

Looking at the reliability statistics table above which includes 5 measuring constructs within the social media engagement scale. The alpha Cronbach's measures at 0.913 which shows a relatively high internal consistency.

Item Statistics

	Mean	Std. Deviation	N
During the last 30 days, I got information about my smartphone product from its online platform	4.04	1.401	197
I intend to get information about my smartphone product from its brand's online platform within the next 30 days:	3.94	1.378	197
I am satisfied with received user information of other customers about this smartphone's products on social media	4.19	1.056	197
Information about my smartphone brand received from other customers on social media has met my expectations.	4.14	1.134	197
Compared to other received information about my smartphone brand from other sources, the received information on social media about the company product usage is acceptable.	4.18	.967	197

Figure 10: Item Statistics

This table explains each items statistics depicted in the case process summary report.

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
During the last 30 days, I got information about my smartphone product from its online platform	16.46	15.638	.819	.887
I intend to get information about my smartphone product from its brand's online platform within the next 30 days:	16.55	16.044	.791	.893
I am satisfied with received user information of other customers about this smartphone's products on social media	16.30	18.192	.818	.887
Information about my smartphone brand received from other customers on social media has met my expectations.	16.36	17.659	.812	.887

Compared to other received information about my smartphone brand from other sources, the received information on social media about the company product usage is acceptable.	16.31	19.707	.703	.909
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Figure 11: Item-Total Statistics

Constructs selected in the social media motivational engagement measuring scale included; during the last 30 days, I got information about my smartphone product from its online platform, I intend to get information about my smartphone product from its brand’s online platform within the next 30 days, I am satisfied with received user information of other customers about this smartphone’s products on social media, information about my smartphone brand received from other customers on social media has met my expectations and compared to other received information about my smartphone brand from other sources, the received information on social media about the company product usage is acceptable. Which they all exhibited relatively high internal consistency based on which we created our grouping of variable for regression analysis. It also shows the likelihood of Cronbach’s Alpha increasing to a number greater than 0.7 if an item is deleted from the scale. This further validates our reliability scale for the measurement of social media motivational engagement.

Measuring Customer Trust

Case Processing Summary

		N	%
Cases	Valid	194	95.6
	Excluded ^a	9	4.4
	Total	203	100.0

a. Listwise deletion based on all variables in the procedure.

Figure 12: Case Process Summary

According to the case process summary for measuring customer satisfaction, there were total of 194 valid responds, with 9 being excluded from a total of 203 responses. Missing value in the were excluded from the Cronbach’s Alpha calculation report.

Reliability Statistics

Cronbach's Alpha	N of Items
.783	8

Figure 13: Reliability Statistics

Looking at the reliability statistics table above which includes 8 measuring constructs in the customer satisfaction scale. The alpha Cronbach's measures at 0.783 which shows a relatively high internal consistency.

Item Statistics

	Mean	Std. Deviation	N
This smartphone brand has the ability to deliver what it promises	4.38	.857	194
This smartphone brand's product claims are believable	4.31	.845	194
Over time, my experiences with this smartphone brand have led me to expect it to keep its promises, no more and no less	4.36	.841	194
This smartphone brand has a name you can trust	4.47	.883	194
This smartphone brand doesn't pretend to be something it isn't	4.42	.886	194
This smartphone brand is one of the best products I could have bought.	4.34	.942	194

This smartphone product is exactly what I need.	4.30	.974	194
This smartphone product hasn't worked out as well as I thought it would.	2.38	1.406	194

Figure 14: Item Statistics

This table explains each items statistics depicted in the case process summary report.

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
This smartphone brand has the ability to deliver what it promises	28.58	18.286	.670	.733
This smartphone brand's product claims are believable	28.65	18.053	.719	.726
Over time, my experiences with this smartphone brand have led me to expect it to keep its promises, no more and no less	28.61	17.846	.757	.721
This smartphone brand has a name you can trust	28.49	18.821	.566	.748
This smartphone brand doesn't pretend to be something it isn't	28.54	17.845	.709	.726

This smartphone brand is one of the best products I could have bought.	28.63	17.716	.672	.729
This smartphone product is exactly what I need.	28.66	17.376	.691	.725
g	30.59	25.176	-.228	.909

Figure 15: Item-Total Statistics

Constructs selected in the social media motivational engagement measuring scale included; this smartphone brand has the ability to deliver what it promises, this smartphone brand’s product claims are believable, over time, my experiences with this smartphone brand have led me to expect it to keep its promises, no more and no less, this smartphone brand has a name you can trust, this smartphone brand doesn’t pretend to be something it isn’t, this smartphone brand is one of the best products I could have bought, this smartphone product is exactly what I need, and this smartphone product hasn’t worked out as well as I thought it would. Which they all exhibited relatively high internal consistency based on which we created our grouping of variable for regression analysis per alpha Cronbach's figures in the table above. It also shows the likelihood of Cronbach’s Alpha increasing to a number greater than 0.7 if an item is deleted from the scale. This further validates our reliability scale for the measurement of social media motivational engagement.

Measuring Consumer Satisfaction

Case Processing Summary

		N	%
Cases	Valid	199	98.0
	Excluded ^a	4	2.0
	Total	203	100.0

a. Listwise deletion based on all variables in the procedure.

Figure 16: Case Process Summary

According to the case process summary for measuring customer satisfaction, there were total of 199 valid responds, with 4 being excluded from a total of 203 responses. Missing value in the were excluded from the Cronbach’s Alpha calculation report.

Reliability Statistics

Cronbach's Alpha	N of Items
.827	4

Figure 17: Reliability Statistics

Looking at the reliability statistics table above which includes 4 measuring constructs in the customer trust scales. The alpha Cronbach's measures at 0.827 which shows a relatively high internal consistency.

Item Statistics

	Mean	Std. Deviation	N
Over time, my experiences with this smartphone brand have led me to expect it to keep its promises, no more and no less	4.36	.852	199
I am satisfied with this smartphone product.	4.43	.855	199
My choice to buy this smartphone product was a wise one.	4.44	.951	199
How do you feel about your overall experience of the purchase through this smartphone brands social media platform.	4.36	.979	199

Figure 18: Item Statistics

This table explains each items statistics depicted in the case process summary report.

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Over time, my experiences with this smartphone brand have led me to expect it to keep its promises, no more and no less	13.23	5.472	.638	.789

I am satisfied with this smartphone product.	13.16	5.317	.682	.770
My choice to buy this smartphone product was a wise one.	13.15	4.772	.737	.741
How do you feel about your overall experience of the purchase through this smartphone brands social media platform.	13.23	5.236	.567	.824

Figure 19: Item-Total Statistics

Constructs selected in the social media motivational engagement measuring scale included; over time my experiences with this smartphone brand have led me to expect it to keep its promises, no more and no less, I am satisfied with this smartphone product, my choice to buy this smartphone product was a wise one, how do you feel about your overall experience of the purchase through this smartphone brands social media platform. Which they all exhibited relatively high internal consistency based on which we created our grouping of variable for regression analysis per alpha Cronbach's figures in the table above. It also shows the likelihood of Cronbach's Alpha increasing to a number greater than 0.7 if an item is deleted from the scale. This further validates our reliability scale for the measurement of social media motivational engagement. It also shows the likelihood of Cronbach's Alpha increasing to a number greater than 0.7 if an item is deleted from the scale. This further validates our reliability scale for the measurement of social media motivational engagement.

Correlation Test

		Repurchasingi ntention	customertrust
Repurchasingintention	Pearson Correlation	1	.714**
	Sig. (2-tailed)		.000
	N	197	194
customertrust	Pearson Correlation	.714**	1
	Sig. (2-tailed)	.000	
	N	194	197

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

Figure 20: Correlation Table

We chose a Pearson correlation to test the level of significance because our variables are normally distributed and have a linear relationship. From our table Pearson correlation is 1, which means that when repurchasing intention is correlated with itself, it is perfectly positively correlated. And, if we correlate customer trust with itself, it will be perfectly positively correlated. They are precisely on a straight line. The table also shows a 0.714 correlation coefficient, indicating a strong linear relationship between consumer repurchasing intent and customer trust. Finally, our sig. value is less than the 0.05 level of confidence. At sig. value of 0.000, there is sufficient evidence to conclude that there is a positive relationship between consumer repurchasing intention and customer trust.

Correlations

		Repurchasingintention	Socialmediamotivationalengagement
Repurchasingintention	Pearson Correlation	1	.678**
	Sig. (2-tailed)		.000
	N	197	195
Socialmediamotivationalengagement	Pearson Correlation	.678**	1
	Sig. (2-tailed)	.000	
	N	195	198

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

Figure 21: Correlation Table

We chose a Pearson correlation to test the level of significance because our variables are normally distributed and have a linear relationship. From our table Pearson correlation is 1, which means that when repurchasing intention is correlated with itself, it is perfectly positively correlated. And, if we correlate social media motivational engagement with itself, it will be perfectly positively correlated. They are precisely on a straight line. The table also shows a 0.678 correlation coefficient, indicating a strong linear relationship between consumer repurchasing intent and social media motivational engagement. Finally, our sig. value is less than the 0.05 level of confidence. At sig. value of 0.000, there is sufficient evidence to conclude that there is a positive relationship between consumer repurchasing intention and social media motivational engagement.

Correlations

		Repurchasingintention	Consumersatisfaction
Repurchasingintention	Pearson Correlation	1	.822**
	Sig. (2-tailed)		.000
	N	197	196
Consumersatisfaction	Pearson Correlation	.822**	1
	Sig. (2-tailed)	.000	
	N	196	199

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

Figure 22: Correlation Table

We chose a Pearson correlation to test the level of significance because our variables are normally distributed and have a linear relationship. From our table Pearson correlation is 1, which means that when repurchasing intention is correlated with itself, it is perfectly positively correlated. And, if we correlate consumer satisfaction with itself, it will be perfectly positively correlated. They are precisely on a straight line. The table also shows a 0.678 correlation coefficient, indicating a strong linear relationship between consumer repurchasing intent and consumer satisfaction. Finally, our sig. value is less than the 0.05 level of confidence. At sig. value of 0.000, there is sufficient evidence to conclude that there is a positive relationship between consumer repurchasing intention and consumer satisfaction.

Regression Test

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	customertrust, Consumersatisfaction, Socialmediamotivationa lengagement ^b		Regression

a. Dependent Variable: Repurchasingintention

b. All requested variables entered.

Figure 23: Variables regressed.

From our significant result from our reliability statistics, independent variables customer trust, consumer satisfaction and social media motivation engagement was regressed against the dependent variable consumer repurchasing intention. All the various measuring scales in the questionnaire was grouped under their respective independent and dependent variable.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.839 ^a	.704	.699	.46381

a. Predictors: (Constant), customertrust, Consumersatisfaction, Socialmediamotivationalengagement

Figure 24: Model Summary

These findings indicate that the SMME has a positive impact. Furthermore, the $R^2 = .704$ indicates that the model explains 70.4 percent of the variation in consumer repurchasing intention. A value greater than 0.5 indicates that the model is capable of determining the relationships. In this case, the value is .704, which is acceptable. In multiple regression, adjusted R-square shows the generalization of the results, i.e., the variation of the sample results from the population. In this case, the value is .699, which is close to .704, so it is acceptable. The correlation between the dependent and independent variables is represented by the R-value. A value greater than 0.4 is used for further investigation. In this case, the value is .839, which is acceptable.

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	96.645	3	32.215	149.753	.000 ^b
	Residual	40.658	189	.215		
	Total	137.302	192			

a. Dependent Variable: Repurchasingintention

b. Predictors: (Constant), customertrust, Consumersatisfaction, Socialmediamotivationalengagement

Figure 25: ANOVA Test

Looking at the case where the sig value should not be less than 0.05, the ANOVA test depicts a value less than 0.05 (sig = 0.000 < 0.05). The result is therefore significant and accepted.

In the table we are looking to determine the following findings

- Sig value: As already discussed we set the value at a 0.05 significant figure.
- F-ratio: To help improve how variables are predicted by taking into account inaccuracies in the model, we can conclude from the model that it is reliable if it has a value greater than one. We can reach the conclusion from our table that our value is good based on the F-ratio.

Coefficient table

The coefficient table will demonstrate the significance of our model variables. It will also demonstrate the extent to which each independent variable has an impact on the outcome of the dependent variable repurchasing intention, either directly or indirectly.

Coefficients^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.299	.209		1.430	.154
	Socialmediamotivation alengagement	-.461	.229	-.609	-2.017	.045
	Consumersatisfaction	.703	.068	.608	10.292	.000
	customertrust	.712	.254	.875	2.801	.006

a. Dependent Variable: Repurchasingintention

Figure 26: Coefficients^a

Coefficients table

Independent Variable	Sig value	Hypothesis Testing Result at 95% confidence interval	Interpretation
Social media motivation engagement	.045	Accepted (0.045 < 0.05)	Motivational involvement on social media has a substantial influence on consumer repurchasing intention. The hypothesis investigates whether or not social media motivating involvement has a major influence on consumer

			repurchasing intention. To test hypothesis H1, the dependent variable repurchasing intention was regressed on the predictive variable social media motivational engagement. There is a significant effect of the SMME on PI because the sig. value is 0.045.
Customer trust	.006	Accepted (0.006 < 0.05)	Customer trust has significant impact on consumers decision to repurchase. The hypothesis investigates if customer trust has an impact on consumer repurchase intent. To test hypothesis H ₂ , the dependent variable CRI was regressed on the predictive variable consumer repurchasing intention. There is a significant effect of the SMME on PI because the sig. value is 0.006.
Customer Satisfaction	.000	Accepted (0.000 < 0.05)	Customer satisfaction has significant impact on consumers decision to repurchase. The hypothesis investigates if customer satisfaction has an impact on consumer repurchase intent. To test hypothesis H ₂ , the dependent variable CRI was regressed on the predictive variable consumer repurchasing intention. There is a significant effect of the SMME on PI because the sig. value is 0.000.

Table 27: Regression Coefficient Table Showing Summary of Findings

The survey results suggest how the tested variable influences consumer repurchasing intention. After the test, H1 proved that when consumers engage actively with a brand's social media account, they form a relationship, which leads to an emotional connection with brands. This

connection therefore translates into trusting the brand, its image, its products and services, among other things. Proving the hypothesis, consumer brand engagement via social media positively influences consumers' trust in brands. In H2, the result also proved that when consumers actively engage with brands' social media content, they are presented with other beneficial aspects of the products and services as well as key information and after services such as personal feedback and queries, which lead to consumers having to be fully satisfied with their services and products both through product consumption and online customer relationships. Since client relationships are also another key point to consider in the customer satisfaction journey, Customer engagement on social media is directly and positively related to brand satisfaction and trust. In H3, it was found that when consumers' trust in a brand is gained, there is a corresponding influence on the perceived behavioral intention of the consumer, which leads to the consumer opting to buy again from the same brand over and over again. Proving the hypothesis, customer trust directly and positively influences a consumer's intention to repurchase the same brand. Finally, H4 proved that, when a customer is satisfied with the brand experience, they are more than willing to commit to always buying from the same brand despite the availability of other brand products. Proving the hypothesis; customer satisfaction in brand directly and positively influences consumer's intention to repurchase the same brand.

3.1. DISCUSSION OF RESEARCH FINDINGS

The introduction of social media and its appeal among clients have been notable advancements in branding and online marketing in the past few years. With the help of social media, brands have been able to interact with one another and also with their clients, write Krishnamurthy and Dou (2008). It should come as no surprise that social media is swiftly becoming an important aspect of their marketing plan. Academics, like advertisers in the social media environment, are starting to discover and appreciate the basic principles and processes governing how social media advertising works. The focus of this research is to learn more about how social media stimulating participation influences customer attitudes and, as an outcome, consumer repurchase behavior.

"Marketers and brand managers can connect with customers on digital networking sites such as Snapchat, TikTok, and Instagram to increase brand visibility (Smith, Fischer, and Yongjian 2012). Since social media interactions take many forms, one of which is user-generated social media brand content, which is generated mostly by consumers in connection to brand identity content and shared with their followers. Second, we have brand generated content, which is developed by the brand itself with the goal of generating and strengthening a strong brand identity that will compel people to become passionate brand enthusiasts rather than just buyers of their goods. Finally, firm-generated content is created by the firm with less emphasis on brand creation and cultivating a large number of trusted followers. For this reason, firms typically use either user-generated or brand-generated social media content for their online marketing activities since it is the most effective. This effect can be seen in SMME, which has been shown to positively impact consumer and brand perceptions. Customers should be encouraged to provide useful material and information to social media efforts, as well as listen to and respond to marketing messages. According to Muiz and Schau (2011), suggestions for building brand loyalty through the adoption of a collaborative approach involve the use of ordinary users in a brand community playing a major role in the creation of content and the spread of brand image to the outside community. This (peer-to-peer solution) is quite a cheaper way of doing it but very efficient, (Noble, Noble & Adjei, 2012).

The theory of consumer engagement behavior clearly needs more vivid knowledge in terms of the application of quantitative analysis in giving a comprehensive overview of its multiple motivating variables. As a result, there is a pressing need to provide a comprehensive knowledge

of this theory in order to assist online advertisers in developing a well-communicative brand that will influence their consumers (Heinonen 2011; Vivek, Beatty, & Morgan 2012). In Rohm, Gao, Sultan & Pagani (2012), the author proposes a theory linking different engagement habits to consumer objectives based on 200 online consumer surveys across multiple social media platforms. The study demonstrates how social media, through various forms of interaction with corporate social media information, aids customers' recurring purchases. There is a need for such research within the marketing field that gives a deeper understanding of consumer behavior, influencers of consumer behavior, and the use of technology and social media to impact consumer repurchasing intentions.

Users of social media engage in any relational connection online. Consider the multiple elements which motivate people to use social networking sites. Well, social media provides several benefits to both clients and companies, and users consider these benefits before making any connections. To begin with, the desire to gain knowledge will attract individuals to join in or use social media; consequently, with the correct information supplied by companies, they may earn more clients. Also, social media is turning into a significant way of making income, and as a result, many people are joining the platforms in order to generate money for themselves. Active engagement, for example, liking, commenting, tagging, and forwarding of posts is induced through a desire to provide value to followers, friends, and other social media users; sharing, and liking is motivated by a desire to show support; also, leaving your comments on a brand's post is motivated by a desire to stay in touch with friends or learn more about the product one is using. These acts of support are forms of validation which enhance the reach of the content of these posts to reach more people and allow for online algorithms to rank and promote them to more users (Vivek, Beatty & Morgan, 2012). That is to say, interactions to posts are validations that are key to pushing a brand's message to a specific user group.

The influence of social media motivated interaction on customer repurchasing intention is investigated using concepts like those of the theory of planned behavior (TPB). "A widely used Attitudinal-behavior expectancy-value model interactions, the Theory of Planned Behavior (TPB) that has shown a degree of utility in anticipating a wide range of behaviors". Conner and Sparks (1996); Godin and Kok (1996) Four theories were evaluated for their validity. The first hypothesised that consumers' behavior with respect of smartphone business confidence is

influenced by social media-motivated engagement. The second hypothesis looked at how customer happiness with smartphones will be affected by social media promoting involvement. The study focused primarily on two customer behaviors predictors: customer trust and customer satisfaction. Customer behaviors, such as trust in smartphone devices, would have a significant impact on repurchasing intentions, according to the third hypothesis. According to the fourth hypothesis, customer satisfaction with smartphone products will have a significant impact on customers' desire to make repeat purchases. The study focused primarily on two customer behavior predictors: trust and satisfaction with a brand's items. Finally, research has shown that customer happiness is linked to willingness to buy again from the same brand. Finally, in terms of repurchasing intention, the idea of planned conduct was discovered to be a substantial driver of customer behavior.

3.2. Limitation and Direction for Further Research

This section examines the dissertation's flaws and makes recommendations for future research.

Furthermore, I am aware that the cross-cultural approach is not universal. Although the findings indicate cross-cultural differences that are likely to apply to general populations, more study of a varied range of populations and a larger number of nations is required before broad generalizations can be made. While the quantitative study's sample frame restricts application of the findings to the entire peoples within the investigated nations, this reflects a sizable yet influential population of digital media users. The frequency with which people engaged in active engagement varied by country. Previous studies haven't been able to ascertain whether collectivist or individualistic societies engage in more social media activity. According to the findings, assertiveness, a cultural trait associated with extraversion and self-expression, may have a greater impact on the intensity of engagement behaviors than collectivism. As a result, future research should look into this idea with larger, more diverse groups of people.

Future studies might build on the present model by integrating particular cultural factors and testing it in places where cultural variations are more pronounced. Another area to investigate is the category of things purchased online. The Internet's value as a shopping medium is mostly determined by the quality of the commodity being sought. Some things, for example, technological applications and reservations for hotels, including flight bookings, are mostly simpler to purchase in person, whereas technological applications and reservations for hotels, including flight bookings, are purchased electronically. "As a result, product category may act as a moderating

variable in future studies, which should be investigated further, while we recognize that the ability to buy again is only an aspect of customer loyalty" (Oliver, 1999).

In the future, the dependent variable could incorporate behavioral or other attitudinal aspects of allegiance (for example, desire to spend further on activities such as WOM activity) (Srinivasana et al., 2002). Apparently, it is feasible to track real recurrent purchases as an indicator of customer loyalty by replacing the present dependent variable by using longitudinal data (Otim & Grover, 2006). Comparison of the current study's findings to those of Otim and Grover might be a final area for future research (2006). An investigation of the crucial mediating function of trust between pre-purchase, transaction-related, and post-purchase activities, as well as many metrics of customer satisfaction, looks to be a promising future research issue for researchers studying online shopping behavior and data systems.

3.3. Practical Implication of Research Findings

Because many firms are unsure of what is expected of them, they employ trial and error to explore the marketing possibilities of social media. This study has management implications. Companies know the importance of having a social media presence since their customers are there, but many are confused about how to provide value to their online material to enhance user interaction. As a result, this research is valuable for marketers who want to better understand social media user engagement and it establishes the framework for creating brand content that will enhance social media consumer engagement.

Successful social media content of brands should not focus only on piquing the user's interest but also provide them a cause to share it with others in their social network. Despite their anxieties about being classified as spammers, users are willing to disseminate corporate information when it adds value to their relationships. As a result, rather than focusing solely on developing eye-catching content, organizations should place a greater emphasis on creating information that helps online relationships and promoting it in their interactions. "Understanding consumer reactions to communications requires understanding why people are seeking, conscious, processing, utilizing, and acting on information." Stewart and Pavlou (2002) note that "the amount of time consumers are exposed to Internet advertising and the advertising effects they achieve are determined by consumer motives."

According to Yang and colleagues (2004), knowing exactly what will drive a consumer to share, like, comment, or reproduce a company's social media content is key for the majority of

companies that are trying to utilize the marketing and influential power of social media. Companies will know exactly what to post and how to capture their target audience in a unique way. Some content may be liked in a specific geographical location, whereas it will be disliked in another.

In order to encourage more people to consistently engage with your business or brand posts, there needs to be a motivating factor that will draw a lot more people to react to your marketing messages on social media. And understanding how it is going to influence consumer decisions after reacting to them is also a crucial factor to consider. A lot of brands are adopting captivating strategies that attract users and make them react to the content. The use of captivating pictures, videos, infographics, to tell stories, to ride on trends, and hashtags are forms of innovative ways of reaching out to brand users online. They must be relevant and connect to the specific community of the target audience that the brand is hoping to reach. It is important for brands to note that the emphasis should not only be placed on creating appealing graphics for user consumption but also creating content that sinks with user perception and can easily relate to them. For companies, there is a need to include a lot of vital information about their products, such as the specifications, instruction manuals on how to use them, promotional offers, benefits of the products, special offers, different categories of the products, the release dates of new products to be launched, and so on. While focusing on creating active engagement, it is also important not to neglect the passive engagement of brand enthusiasts.

While businesses cannot predict their customers' friends' tastes, there are several content categories that are deemed to be beneficial to others. This contains information about social marketing advertisements, wellness and health concerns, physical conditioning, social issues, learning materials, empowering and inspirational compositions, good strategies to adopt to maintain great productivity and make choices, as well as corporate and product information. Shared material also promotes awareness of critical topics, disseminates good ideas, and gives "how to" instructions.

3.4. Conclusion

Firstly, based on a prior similar study, it was discovered that most researchers investigated consumer behavior while taking into consideration the commodities and services market. In this study, we opted to focus on the commodities market, specifically the smartphone industry. This commodity category will necessitate the application of specific theories to assist in explaining the link between our social media motivational engagement and consumer repurchasing intention.

Secondly, a recent study on repurchasing intention discovered that the theory of planned behavior (TPB) influenced repurchasing intention. Consumer repurchasing intention is influenced by behavioral control, subjective norms, and perceived attitudes. These three variables determine intention and subsequent predictive behavior "(Ajzen, 1991). Other investigations expanded on the hypothesis of reasoned action TRA as a predictor of customer repurchasing intention. However, in order to provide a foundation for these investigations and to take into account the sort of product market being investigated, the theory of planned behavior (TPB) is employed in this research.

Thirdly, after analyzing these theories and models related to the consumer's intention to buy and evaluating the research models of foreign authors on this topic, it was discovered that the consumer's intention to purchase products or services from specific brands is influenced by consumer trust, consumer satisfaction in brand products, perceived website quality, reputation and brand image, brand loyalty, consumer brand commitment, consumer product security, and so on. On this premise, the model of the study done in this work includes consumer satisfaction and consumer trust in the smartphone brand. Furthermore, according to numerous researchers in prior studies on social media-motivated engagement, the behavioral patterns act as a critical mediating role that facilitates the influence of social media participation on consumers' choice to buy on repeated occasions. We investigated the mediating function of customer satisfaction and trust, as well as their impacts on consumer repurchasing intention.

It is also discovered that earlier studies employed an empirical research technique, with the majority focusing on one country and others focusing on two or more countries, the majority of which were developed countries. This paper, on that basis, looked at filling a gap in the research arena which other academics pointed out as the limitations of this research, which includes cross-country analyses. Therefore, we used a similar empirical study technique to investigate two emerging countries in the West African sub-region. A quantitative method was adopted, with an online questionnaire prepared in accordance with the theoretical framework. The rationale for using this strategy is that a survey done using a planned questionnaire can reach more respondents within the various nations regardless of the day and time. It is also easier to interpret after the extraction of data.

Finally, we were able to conclude, based on the data provided by participants, that social media motivational engagement is important in determining consumer repurchasing decisions in

the smartphone market. However, the theory of planned behavior's mediating effect, which established ideas like consumer trust and satisfaction as major influences on consumer repurchasing intention, aids this. Furthermore, this research took a broad approach to investigating cross-cultural approaches and did not investigate the distinctions in cross-cultural approaches that may have an impact on the influence of social media motivated engagement on customer repurchasing intention within the African smartphone market.

3.5. Recommendation

The study advises businesses to employ the following measures so as to reap the benefits of the research's findings:

- It is critical to focus on social media, the reason being that it has such a huge influence on purchase decisions.
- Because social media appeals to a large number of people, it is also vital to use social media to sell things and build a lasting brand image.
- Social media is now crucial in influencing purchasing decisions, so it is important to focus on it.
- It is highly necessary to conduct field research to gain a clear insight into the effect of social media on the purchase decision process.

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Summary in Lithuanian

Kai kurie tyrinėtojai mano, kad socialinė žiniasklaida suteikia prekių ženklams unikalių galimybių stiprinti santykius su klientais ir užmegzti su jais nuoseklius pirkimo santykius. Tuo tarpu kiti tyrinėtojai nesutinka ir mano priešingai. Atsižvelgdama į perspektyvinį socialinių tinklų motyvacinį įsitraukimą, planuojamo elgesio teoriją, vartotojų perpirkimo ketinimą, šiame darbe kritiškai analizuota šių kintamųjų ryšio ir efektų sklaida išmaniųjų telefonų rinkoje.

Atlikdami šį tyrimą siekiame nustatyti, kaip socialinių tinklų motyvacinis įsitraukimas įtakoja vartotojų ketinimą perpirkti išmaniųjų telefonų rinką. Todėl svarbu suprasti, kaip atrodo motyvacinis įsitraukimas. Ar yra kokių nors pagrindinių socialinių tinklų motyvacinio įsitraukimo ir jo pasekmių vartotojų pirkimo sprendimams veiksnių?

Mes pademonstravome socialinių tinklų motyvacinio įsitraukimo esmę skatinant pakartotinius pirkimus. Tiek, kiek prisirišimas prie prekės ženklo, paremtas įsitraukimu į socialinę žiniasklaidą, teikia naudos vartotojams, skatina dalytis informacija ir stiprina klientų santykius tarpusavyje ir su organizacija, jis stiprina kliento ryšį su produktu, prekės ženklu, įmone, ir kiti klientai. Šie patobulinti ryšiai padidina pasitenkinimą prekės ženklu ir pasitikėjimą. Be to, parodėme, kad pasitikėjimas prekės ženklu ir pasitenkinimas labai prisideda prie tarpininkavimo vaidmens vartotojų ketinimų perpirkti kelyje. Apskritai, mūsų išvados parodo, kaip socialinė žiniasklaida gali būti platforma prekių ženklams pasiekti tą patį norimą tikslą nuo savo prekės ženklo iki su vartotojais susijusios veiklos, ty turėti daugiau pasikartojančių pirkimų.

Šiam tyrimui atlikti buvo atliktas apklausa pagrįstas empirinis tyrimas, kuriame dalyvavo 200 dalyvių. Be to, modelis buvo išbandytas ir patvirtintas dviejose Afrikos šalyse. Apklausos išvados atskleidė, kad vartotojų pasitikėjimui ir pasitenkinimui įtakos turi socialinių tinklų motyvuotas įsitraukimas, o tai daro teigiamą poveikį vartotojų ketinimams perpirkti. Išsiaiškinome, kad vartotojų pasitikėjimas ir pasitenkinimas įmonėmis yra labai svarbūs norint socialinių tinklų motyvuoto įsitraukimo poveikį paversti vartotojų ketinimu išpirkti.

Dėl to būtina sutelkti dėmesį į socialinę žiniasklaidą kaip lemiamą veiksnį priimant vartotojų pirkimo ir perpirkimo sprendimus. taip pat kiti žiniasklaidos elementai, kurie padeda arba veikia kaip žiniasklaidos veiksniai, darantys įtaką vartotojų perpirkimo sprendimams per socialinių tinklų motyvuotą dalyvavimą.

Summary in English

Some researchers believe that social media provides unique opportunities for brands to foster their relationships with customers and to build a consistent buying relationship with them. whereas other researchers disagree and think the opposite. Taking into perspective social media motivational engagement, theory of planned behavior, consumer repurchasing intention, this paper analyzed critically the dissemination of relation and effects of these variables within the smartphone market.

Through this research, we aim to identify how social media motivational engagement impacts consumer repurchasing intention in the smartphone market. Hence, it is important to understand what motivational engagement looks like. Are there any key factors of social media motivational engagement and its consequences on consumer buying decisions?

We demonstrated the essence of social media motivational engagement in driving repeat purchases. To the extent that a brand attachment built on social media engagement functions to deliver benefits to its consumers, encourage information sharing, and strengthen customer relationships with one another and with the organization, it strengthens the customer's bond with the product, the brand, the firm, and other customers. These improved ties lead to increased brand satisfaction and trust. Furthermore, we demonstrated that brand trust and satisfaction contribute crucially to the mediation role in the journey of consumer repurchasing intention. Overall, our findings demonstrate how social media may be a platform for brands to attain the same desired goal from their brand to consumer related activities, namely having more repeated purchases.

A survey-based empirical study with 200 participants was done to conduct this research. In addition, the model was tested and validated in two African countries. The survey's findings revealed that consumer trust and contentment are influenced by social media-motivated engagement, which has a favorable impact on consumer repurchasing intent. We discovered that consumer trust and contentment with companies are critical in turning the effects of social media motivated engagement into consumer repurchasing intent.

This necessitates concentrating on social media as a deciding factor in consumer purchasing and repurchasing decisions. as well as other media elements that aid or function as media factors that affect consumer repurchasing decisions through social media-motivated involvement.

Appendix 1

Description of Scales Used to Measure the Constructs

Customer Engagement on Social Media (Pavlou & Fygenon, 2006), (Abzari et al., 2014)

During the last 30 days, I got information about my smartphone product from its online platform

Strongly Disagree

Strongly Agree

I intend to get information about my smartphone product from its brand's online platform within the next 30 days:

Extremely unlikely

Extremely likely

I am satisfied with received user information of other customers about this smartphone's products on social media

Strongly Disagree

Strongly Agree

Information about my smartphone brand received from other customers on social media has met my expectations.

Strongly Disagree

Strongly Agree

Compared to other received information about my smartphone brand from other sources, the received information on social media about the company product usage is acceptable.

Strongly Disagree

Strongly Agree

This smartphone brand's product claims on social media are believable

Strongly Disagree

Strongly Agree

Trust (Erdem & Swait, 2004), (Kim, 2008),

This smartphone brand has the ability to deliver what it promises

Strongly Disagree

Strongly Agree

Over time, my experiences with this smartphone brand have led me to expect it to keep its promises, no more and no less

Strongly Disagree

Strongly Agree

This smartphone brand has a name you can trust

Strongly Disagree

Strongly Agree

This smartphone brand doesn't pretend to be something it isn't

Strongly Disagree

Strongly Agree

I am sure it was the right thing to buy this smartphone product.

Strongly Disagree

Strongly Agree

Consumer Satisfaction (Heitmann et al., 2007) (Kim, 2008), (Luarn & Lin, 2003)

This smartphone brand is one of the best products I could have bought.

Strongly Disagree

Strongly Agree

This smartphone product is exactly what I need.

Strongly Disagree

Strongly Agree

This smartphone product hasn't worked out as well as I thought it would.

Strongly Disagree

Strongly Agree

I am satisfied with this smartphone product.

Strongly Disagree

Strongly Agree

Sometimes I have mixed feelings about keeping this smartphone product.

Strongly Disagree

Strongly Agree

My choice to buy this smartphone product was a wise one.

Strongly Disagree

Strongly Agree

Owning this smartphone product has been a good experience.

Strongly Disagree

Strongly Agree

How do you feel about your overall experience of the purchase through this smartphone brands social media platform.

Strongly Disagree

Strongly Agree

I am satisfied with this smartphone brand online service.

Strongly Disagree

Strongly Agree

Repurchase Intention (RI) (Abzari et al., 2014)

I would buy this smartphone product rather than any other brands available

Strongly Disagree

Strongly Agree

I am willing to recommend others to buy this smartphone product

Strongly Disagree

Strongly Agree

I intend to purchase this smartphone product in the future

Strongly Disagree

Strongly Agree

Research Questionnaire:

https://docs.google.com/forms/d/1Cb8--0Eyfuge6QMdALoQ_I6ebvAleXhvFMQwvjfbMfo/edit#responses

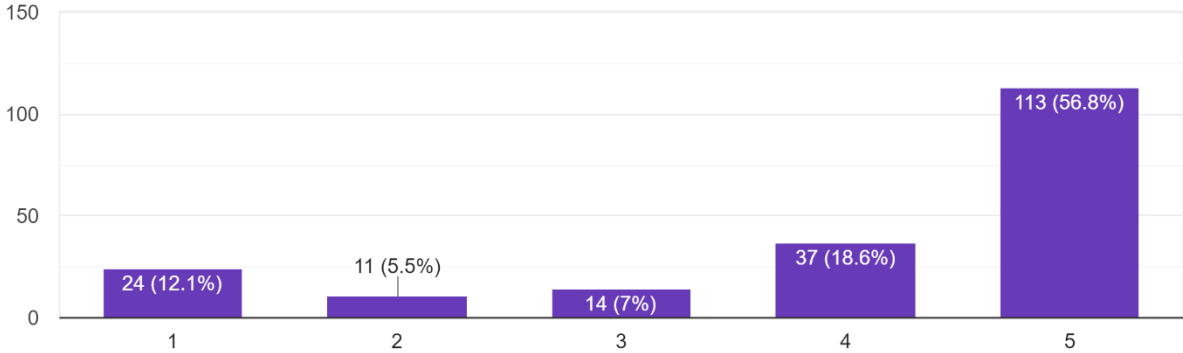
Research Questionnaire

The following are graphical representation of research questionnaire

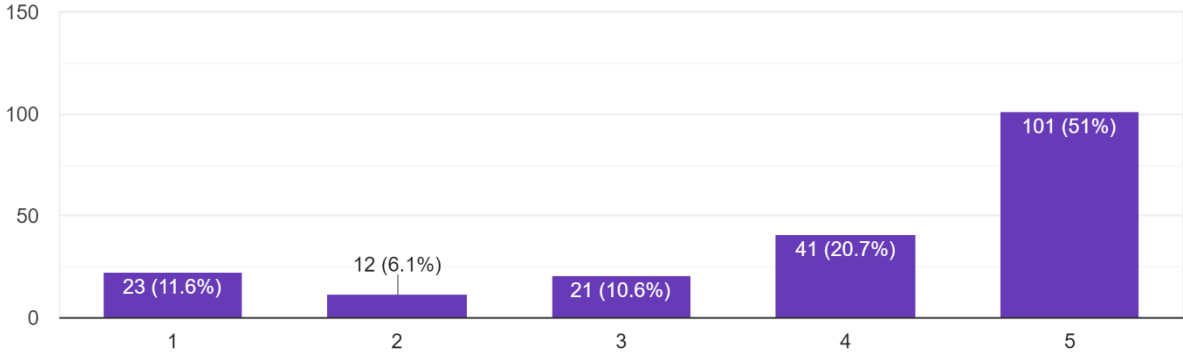
This section measures social media motivational engagement and will offer 5 answer options such as strongly satisfied and strongly dissatisfied with a neutral option at the midpoint.

Appendix 2
SECTION B

During the last 30 days, I got information about my smartphone product from its online platform
199 responses

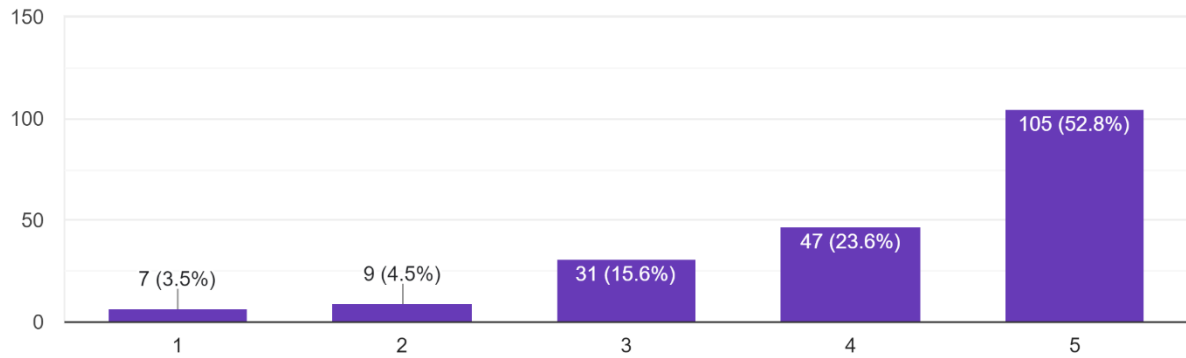


I intend to get information about my smartphone product from its brand's online platform within the next 30 days:
198 responses



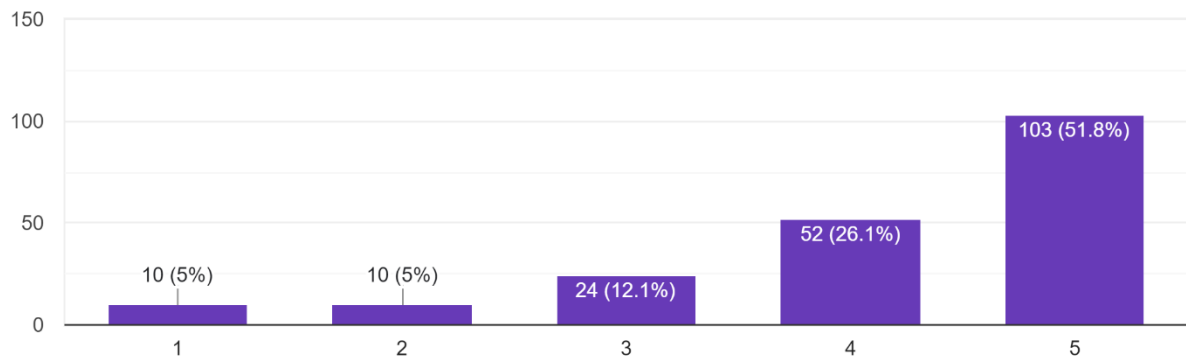
I am satisfied with received user information of other customers about this smartphone's products on social media

199 responses



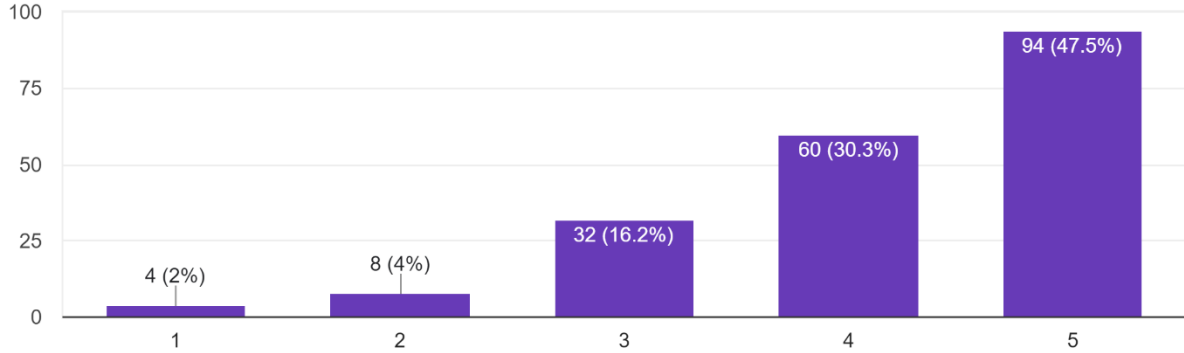
Information about my smartphone brand received from other customers on social media has met my expectations.

199 responses



Compared to other received information about my smartphone brand from other sources, the received information on social media about the company product usage is acceptable.

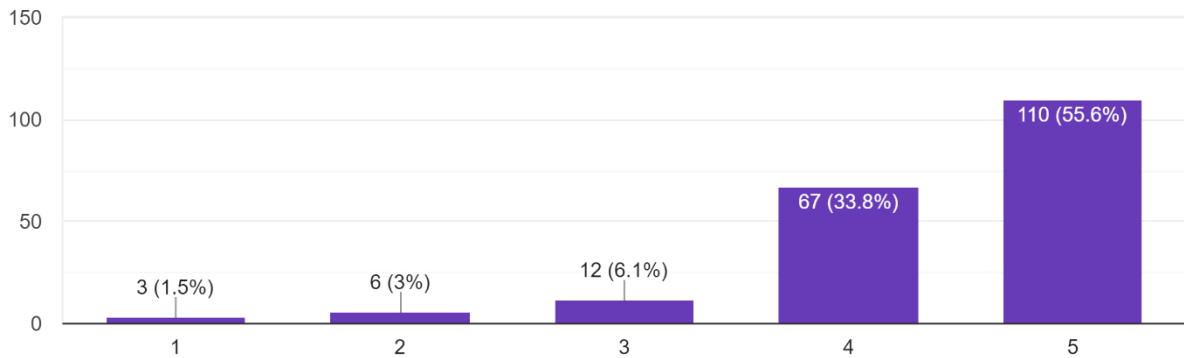
198 responses



SECTION C: section measures consumer trust and will offer 5 answer options such as strongly satisfied and strongly dissatisfied with a neutral option at the midpoint. Please choose the answer that mostly applies to you.

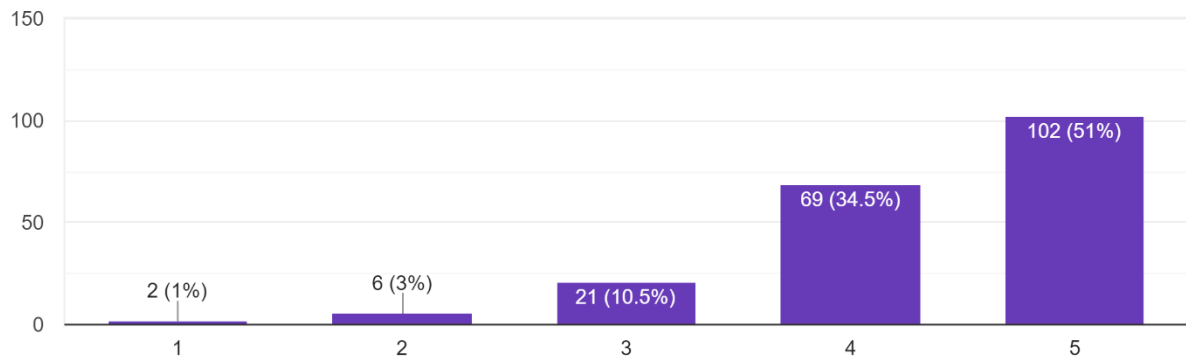
This smartphone brand has the ability to deliver what it promises

198 responses



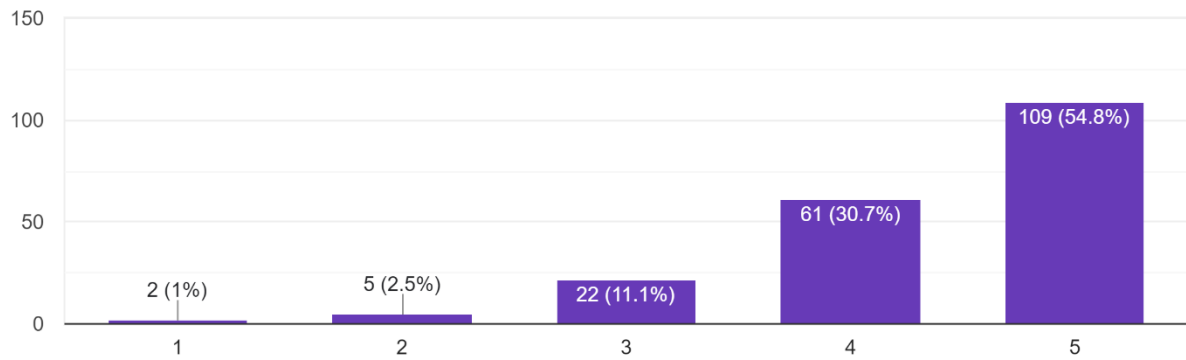
This smartphone brand's product claims are believable

200 responses



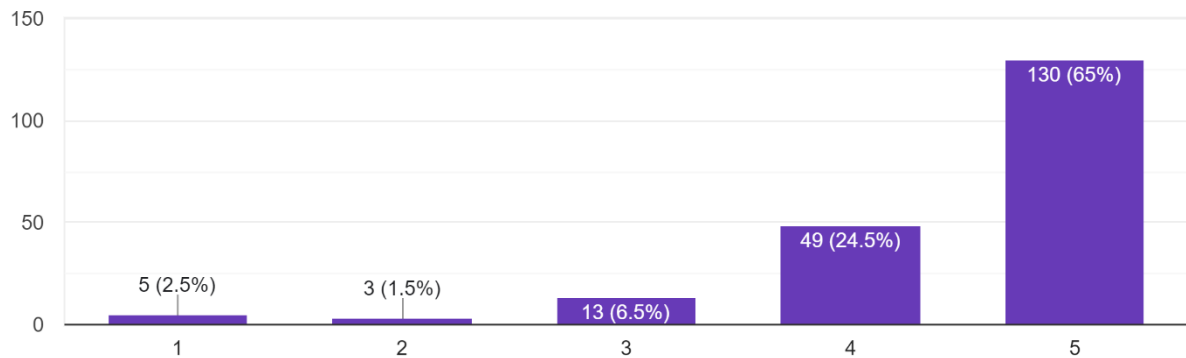
Over time, my experiences with this smartphone brand have led me to expect it to keep its promises, no more and no less

199 responses



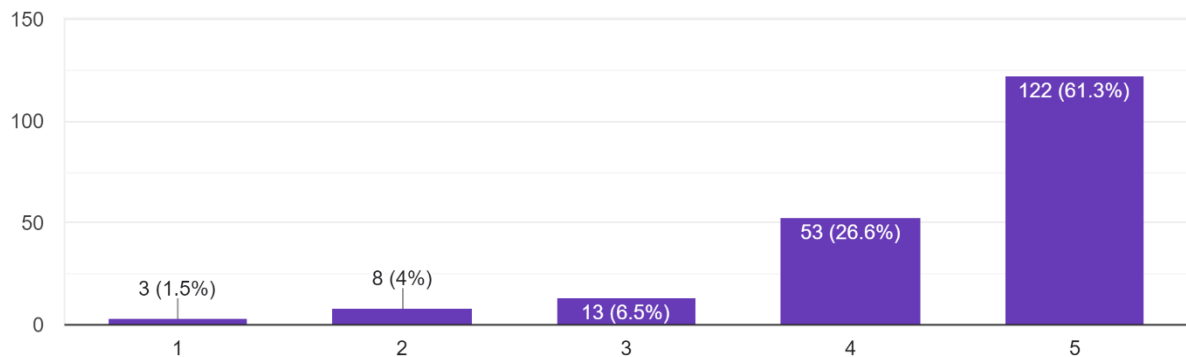
This smartphone brand has a name you can trust

200 responses



This smartphone brand doesn't pretend to be something it isn't

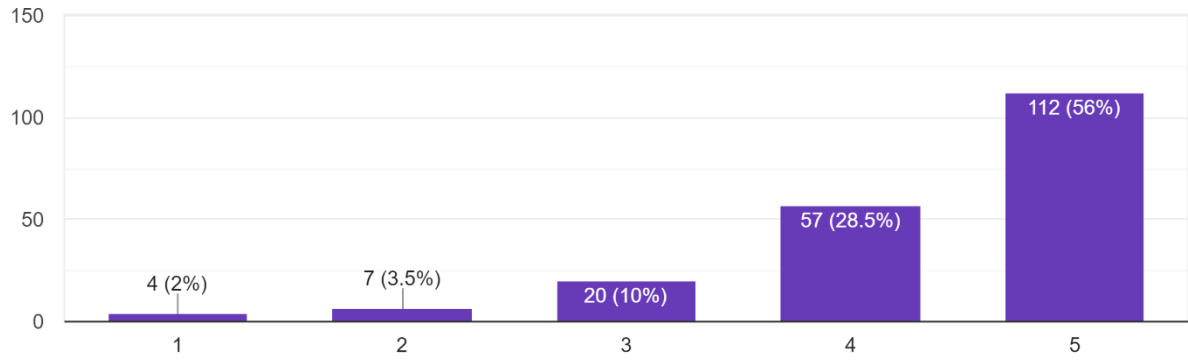
199 responses



SECTION D: This section measures consumer satisfaction and will offer 5 answer options such as strongly satisfied and strongly dissatisfied with a neutral option at the midpoint.

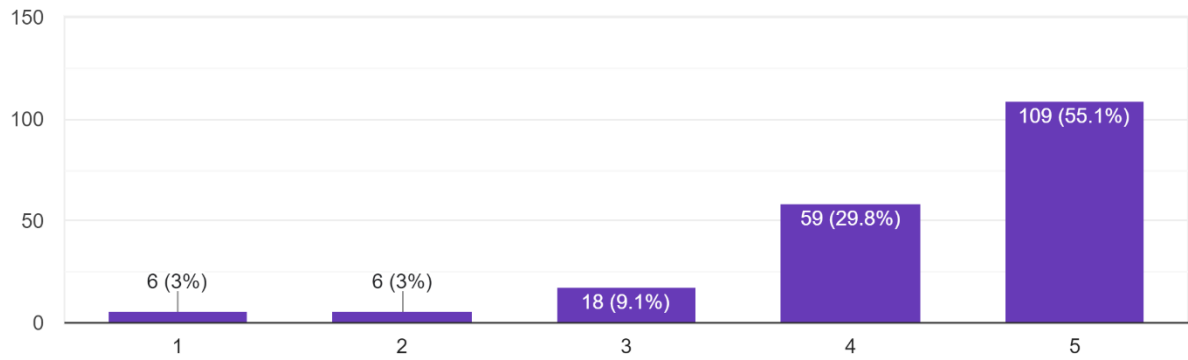
This smartphone brand is one of the best products I could have bought.

200 responses



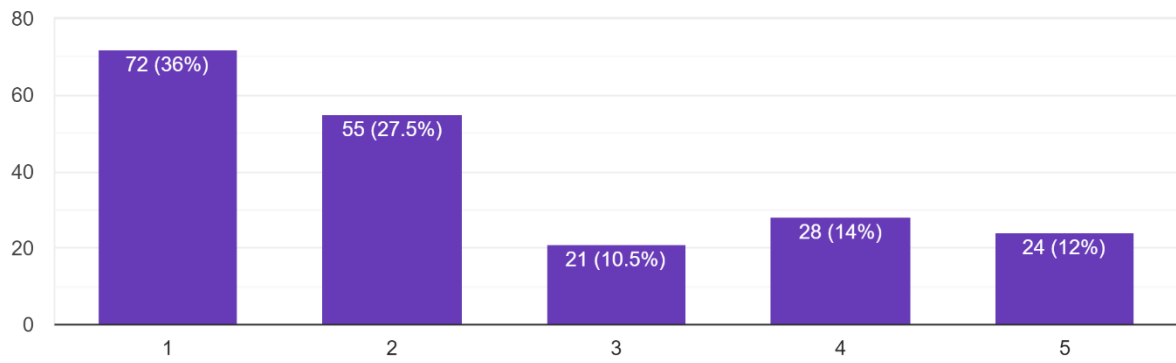
This smartphone product is exactly what I need.

198 responses



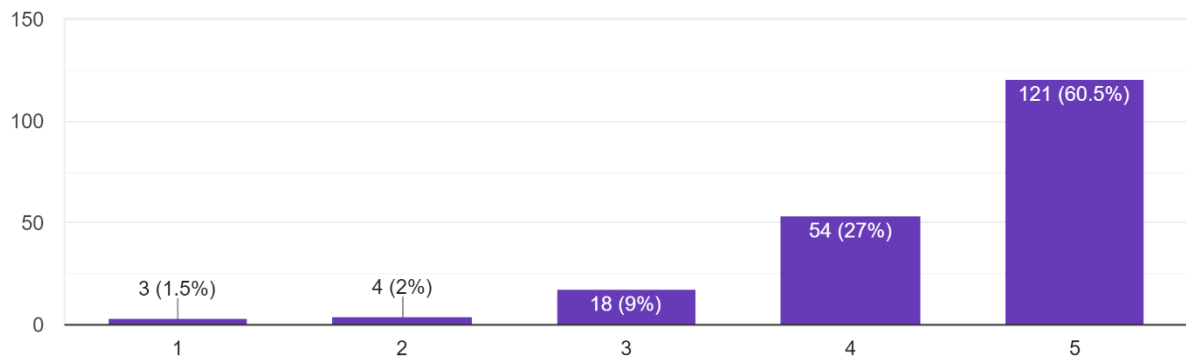
This smartphone product hasn't worked out as well as I thought it would.

200 responses



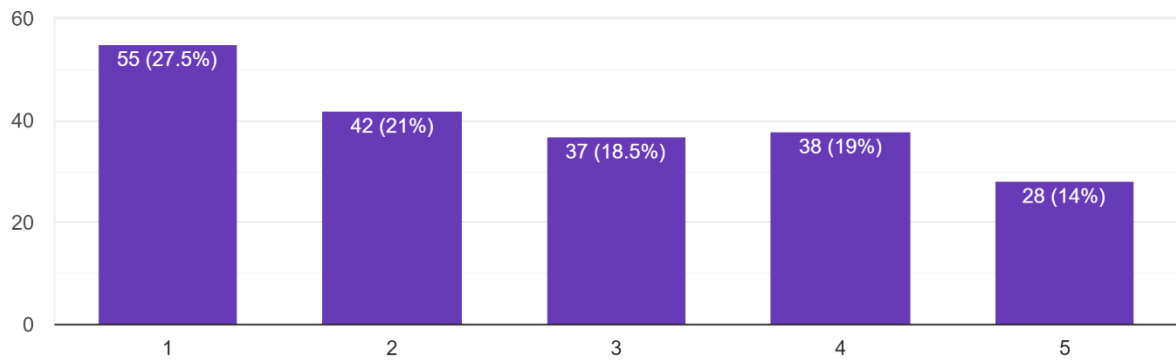
I am satisfied with this smartphone product.

200 responses



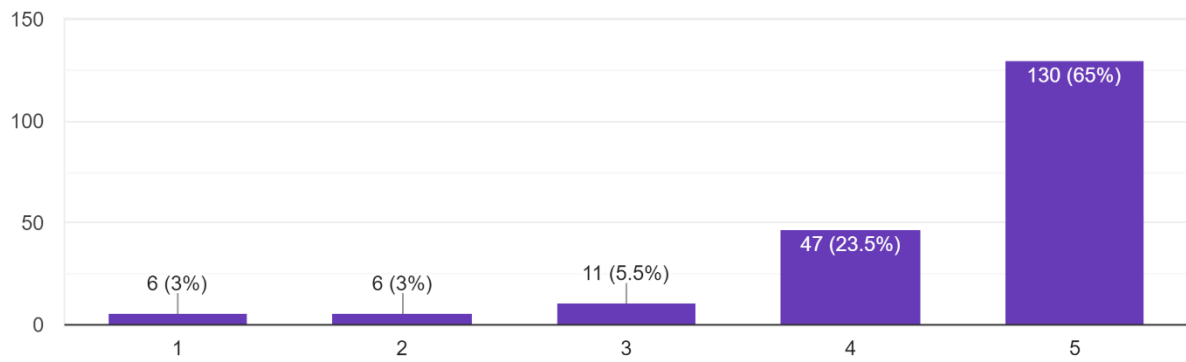
Sometimes I have mixed feelings about keeping this smartphone product.

200 responses



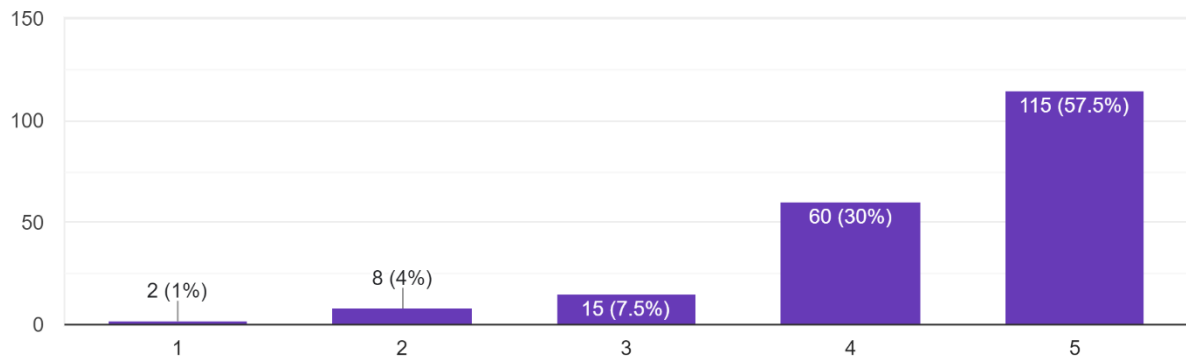
My choice to buy this smartphone product was a wise one.

200 responses



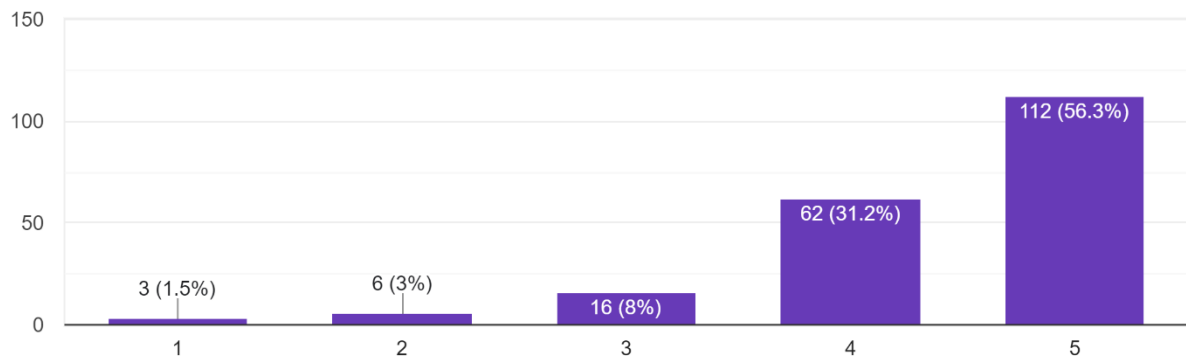
I am sure it was the right thing to buy this smartphone product.

200 responses



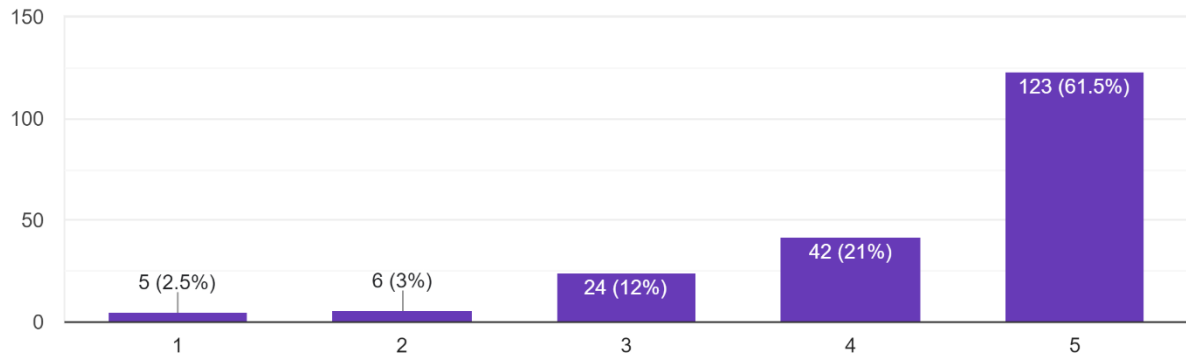
Owning this smartphone product has been a good experience.

199 responses



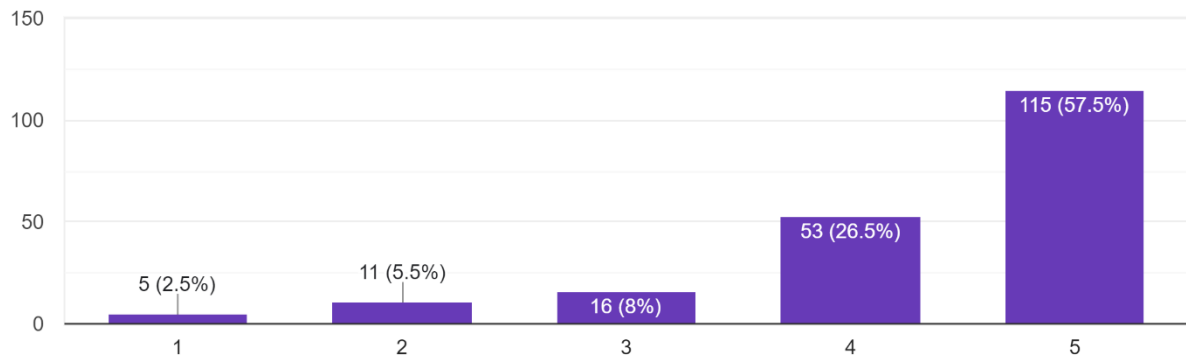
How do you feel about your overall experience of the purchase through this smartphone brands social media platform.

200 responses



I am satisfied with this smartphone brand online service.

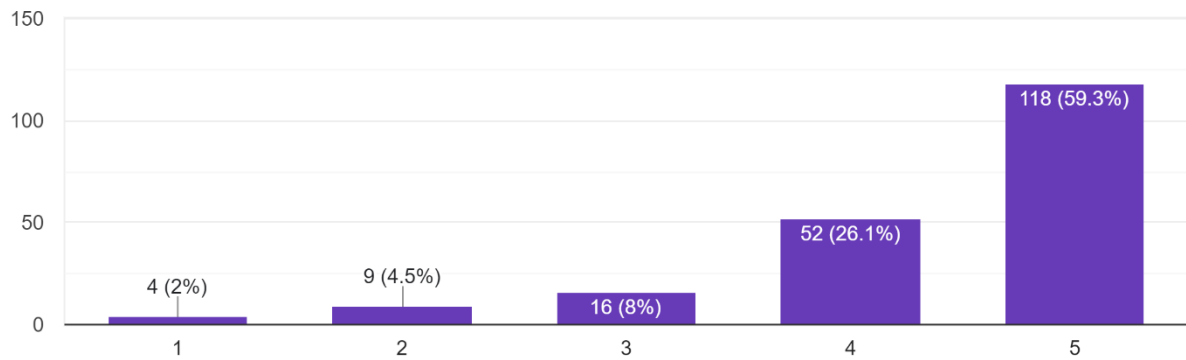
200 responses



SECTION E: This section measures consumer repurchasing intention and will offer 5 answer options such as strongly satisfied and strongly dissatisfied with a neutral option at the midpoint.

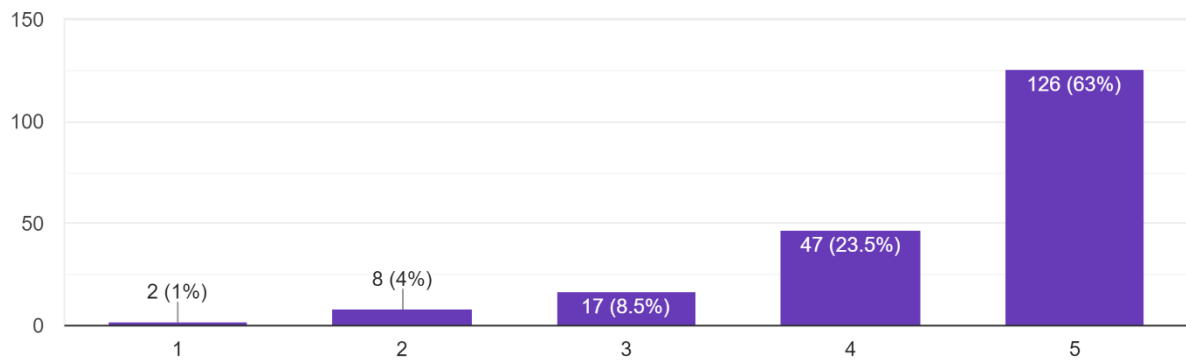
I would buy this smartphone product rather than any other brands available

199 responses



I am willing to recommend others to buy this smartphone product

200 responses



I intend to purchase this smartphone product in the future

198 responses

