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A Strategic Analysis of Social Media Marketing influence on Consumer Purchase Intentions: An Integrated Mediation Framework of Customer Experience and Customer Engagement in the Digital Marketplace

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ABSTRACT

In the era of digitalization, the significance of socialization has a profound impact on audiences and consumer behavior. The study explored the concept of customer experience and the customer engagement as the mediating effects with the consumer behavior. The current research incorporates the theory of the Gratification and the consumer brand engagement theory to examines the effects of the social media marketing and the consumer behavior, with the mediating effects of customer experience and customer engagement. The findings suggested that the social media marketing has the positive and the significantly impact on the consumer purchase intentions, and further mediating effects of customer engagement and the customer experience with consumer purchase intention. The study of the originality was explored the concept of the social media, with the mediating effects of the customer experience and the customer engagement with the consumer purchase intention

Keywords: Social Media Marketing, Customer Engagement, Customer Experience, Consumer Purchase Intention

Background of the Study

In the competitive business environment, the approach of social media has the significance importance to attract the target audience, and also creates the brand equity (Somantri & Rachmawati, 2025). The main research aims social media marketing has effects on the behavior of the consumer through the mediation effects of brand equity. In era of technology the social media has significance effect on our daily lives. So that the social media platforms have also become powerful tools for

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businesses to reach their target consumers and respondents and promote their products and services. Customers usually use social media platforms to explore and find products in this digital age where nearly every home has access to the internet (Fatima & Ali, 2022). With advancements in technology and transportation, the world is increasingly becoming a global village with the ability to buy and sell goods and services anywhere (Ahmed et al., 2021). There has been some investigation into the potential effects of the media of social marketing on customers' intentions to make purchases through online orders using techniques like online advertising and promotion (Sjukun et al., 2022). The media of social marketing vital role as the key steps for businesses to promote their brands nowadays, earning a reputation as a reliable means of advertising due to its affordability and convenience. Social media advertising is any creative material produced on social media platforms to target consumers (Madlberger & Kraemmer, 2019). As a result, advertisements posted on websites like Facebook, Twitter, Instagram, and YouTube fall under this definition. Advertisements are crucial for connecting with customers, promoting a company's goods and services, and building brand equity. On the other hand, on social media, sales promotion is encouraged as a vital form of client interaction. It is outlined as any marketing initiatives the business presents on social media (Ali et al., 2025). Social media sales promotion has a powerful pull-on consumer and can influence their decision to purchase. A few of the options for using social media to promote sales include the use of discount codes, deals, and coupons (Yaputra, 2020). Along with financial promotions like price cuts, discounts, and coupons, it also encompasses non-financial promotions like gifts and further addition, pleasure, arousal, and domination were presented as three categories of user emotions (Siahpush et al., 2017). The PAD model is frequently employed to demonstrate how environmental signals affect consumers' emotional responses. In the past research study suggested that pleasure mediates and positively affects the link between arousal, dominance, and shopping behavior (Zhao et al., 2022). Their sense of enjoyment is increased by the perception of online clients' dominance. Positive emotions including pleasure, arousal, enjoyment of shopping, and quick satisfaction have been demonstrated in several studies to impact people's tendency to make impulsive purchases (Ruby & Vasantha, 2022). Social media marketing is regarded to be gaining ground not just in developed nations like the US and Canada but also in developing nations in Asia like Pakistan (Ali et al., 2025). In Pakistan, online purchasing was unheard of a few years ago; conventional shopping used to take hours. Despite being a latecomer, internet use in Pakistan is rapidly expanding; there are approximately 30 million users, and e-commerce in Pakistan is worth $30 million (Khan et al., 2022). So, the media of social has emerged as a powerful marketing approach competitive businesses environment, thanks to its wide reach, low cost, and ability to engage with customers online. Social media marketing (SMM) has become an essential component of many companies' marketing strategies, as it enables competitive businesses environments to potential consumers and developed build brand awareness (Chusnaini & Rasyid, 2022). In the prior study suggested that equity of the brand which includes and additions perceived quality, brand image, and brand awareness for consumers (Ali, Nasir, & Haider, 2025). Numerous studies have investigated the effects of social media marketing on consumer purchase intention, and many have found a positive

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association with the two factors of the social media. Social media approach gives competitive businesses with a unique opportunity integrates with their customers and build relationships, which can increase brand awareness, generate positive word-of-mouth, and ultimately lead to increased sale (Harjanti, 2021). In addition to the direct impact of SMM on consumer purchase behavior many studies have also investigated the role of brand equity as a mediator in this relationship. The brand equity is thought to mediate the effects of SMM on consumer purchase intention by enhancing consumers' perceptions of the brand and increasing their trust in the company (Bashir, 2019). In the past studies found that social media marketing has a positive association with brand equity, which in turn has a positive effect on consumer purchase intention (Sağtaş, 2022). Overall, the associations between social media marketing and consumer purchase intention a complex one that is influenced by a variety of factors, including the quality of the content being shared, the level of engagement with customers, and the overall reputation of the brand (Ali, Khan, Iqbal, Bukhari, & Boumal, 2025). However, by leveraging the enhance the social media to build brand equity, businesses can increase their chances of success and drive long-term growth (Viliaus et al., 2023). The marketing of social media now growth the significant important tool for businesses to connect with their target audiences and drive consumer purchase intention. Therefore, the user's awareness of the approaches of social media platforms such as Facebook, Twitter, Instagram, and LinkedIn allow businesses coordinates with consumers and create engaging content that can influence consumer behavior (Mohammad, 2020). Numerous studies have investigated the effects of the marketing of social media with behavior of consumer (Mangold & Faulds, 2009; Taiminen & Karjaluoto, 2015). However, the exact mechanism by which social media marketing affects consumer purchase behavior with relate to social media marketing remains unclear. One possible explanation is that social media marketing influences consumer purchase intention through the mediation effects of brand equity. Social media marketing can help to build brand equity by increasing brand awareness, enhancing brand image, and fostering brand loyalty among consumers. The prior studies have explored the association of the marketing of social media with brand equity on behavior of consumer and the social media marketing has a positive impact on brand equity, which in turn positively affects consumer purchase intention (Ali et al., 2025). Similarly, a study by Zeb and Sajjad (2018) found that social media marketing has a positive effect on brand equity, which then positively influences consumer buying behavior and attitudes of consumers. The prior research study was exploring the concept of the social media marketing to developed the better connections with the consumer behavior and the social media marketing has significance an effective marketing approach for competitive businesses to integrates with their target consumers and customer engagement associated. So that the current research study was to explore the association regarding the social media marketing with the customer experience and customer engagement, and consumer purchase behavior. The objective of the social media becomes the greater associated with the consumer behavior, and creates the brand image and the brand trust (Yousafzai, 2023). In era of technology the social media has significance effect on our daily lives. So that the social media platforms have also become powerful tools for businesses to reach their target consumers and respondents and promote their products and services.

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As a result, social media marketing has a vital role in the field of marketing and as well as the marketing of social media to enhance consumer buying decisions (Ogochukwu, 2024). The research study was explored the concept of the social media marketing on consumer purchase intention, and the mediating role of customer experience and the customer engagement. Thus, the main objective of the current study focuses on understanding how social media marketing influences consumer behavior and how customer experience and the customer engagement mediate this relationship (Trauntschnig, & Hetz, 2020). The research also aims to provide insights into how businesses can influence social media marketing to enhance their customer experience and the customer engagement and with consumer purchase intention. Businesses can now engage with their target audiences thanks to social media marketing. engage with them, and develop lasting relationships with customers engagement and the customer experience and customers usually use social media platforms to explore and find products in this digital age where nearly every home has access to the internet (Fatima & Ali, 2022). Through the advancements in technology and digital transformation the world is increasingly becoming a global village with the ability to buy and sell goods and services anywhere, and increase the digitally shopping and purchase behavior, through the social media marketing positive impact on the customers' intentions to make purchases through online orders using techniques like online advertising and promotion (Ali, Khan, Khan, & Ali, 2024). Thus, the social media marketing vital role as the key steps for businesses to promote their brands nowadays, earning a reputation as a reliable means of advertising due to its affordability and convenience. Social media advertising is any creative material produced on social media platforms to target consumers (Madlberger & Kraemmer, 2019). So that the concept of the social media marketing and the marketing strategies to developed the better consumer attention and further explained that the era of modern technology in terms of connects individuals in the world, the social media becomes an important platform. (Raj Kumar, 2024). The prior research study suggested that ineffective customer experience not significance effects on the behavior of the consumer buying decisions also productivity of the organizations. Thus, the approach of customer experience is the way of development the social media marketing for the purpose of delivering the content to attracts the consumers (Rahman, 2019). Thus, the approach of the social media marketing communications to better communicates with the consumers and the content of the marketing concept focus on the specific consumers (Abdul Aziz, 2020). So that the creates the strong brand image and positive consumer brand trust in the mind of the consumer and developed the significance associations with the consumers engagement and better market growths through the social media domain (Soetjipto, 2023). The social media marketing has emerged as a powerful marketing approach competitive businesses environment, thanks to its wide reach, and easy to access, low cost, and ability to engage with customers online purchasing and increase the consumer purchase intention in the digitally environment, thus, the social media marketing has become an essential component of many companies' marketing strategies, as it enables competitive businesses environments to potential consumers and developed build brand awareness (Chusnaini & Rasyid, 2022). In the prior study suggested that equity of the brand which includes and additions perceived quality, and brand awareness for

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consumers and numerous studies have investigated the effects of social media marketing on consumer purchase intention, and many have found a positive association with the two factors of the social media. Social media approach gives competitive businesses with a unique opportunity integrates with their customers and build relationships, which can increase brand awareness, generate positive word-of-mouth, and ultimately lead to increased sale (Oktavia, & Mariam, 2024). Social media has significance an effective marketing approach for competitive businesses to integrates with their target consumers and build brand equity (Schivinski et al., 2019). So that the study was to explore the association regarding the marketing of the social media with brand equity, and consumer purchase behavior. The main research aims social media marketing has effects on the behavior of the consumer through the mediation effects of brand equity. In era of technology the social media has significance effect on our daily lives. So that the social media platforms have also become powerful tools for businesses to reach their target consumers and respondents and promote their products and services. As a result, social media marketing has a vital role in the field of marketing and as well as the marketing of social media to enhance consumer attention (Hilte et al., 2019). In addition to the direct impact of SMM on consumer purchase behavior many studies have also investigated the role of brand equity as a mediator in this relationship. The brand awareness and the brand development to create the values and is thought to mediate the effects of SMM on consumer purchase intention by enhancing consumers' perceptions of the brand and increasing their trust in the company (Bashir, 2019). In the past studies found that social media marketing has a positive association with brand equity, which in turn has a positive effect on consumer purchase intention (Sağtaş, 2022). Overall, the associations between social media marketing and consumer purchase intention a complex one that is influenced by a variety of factors, including the quality of the content being shared, the level of engagement with customers, and the overall reputation of the brand. However, by leveraging the enhance the social media to build brand equity, businesses can increase their chances of success and drive long-term growth (Viliaus & Ina Oktaviana Matusin, 2023). The marketing of social media now growth the significant important tool to creates the consumer perceptions with the connect with their target audiences and drive consumer purchase intention. (Mohammad, 2020). Most of the studies have examines the effects of the marketing of social media with behavior of consumer. However, the exact mechanism by which social media marketing affects consumer purchase behavior with relate to social media marketing remains unclear. One possible explanation is that social media marketing influences consumer purchase intention through the mediation effects of brand equity. Social media marketing can help to build brand equity by increasing brand awareness, enhancing brand image, and fostering brand loyalty among consumers and found that social media marketing has a positive impact on brand equity, which in turn positively affects consumer purchase intention and found that social media marketing has a positive effect on brand equity, which then positively influences consumer buying behavior and attitudes of consumer (Erin Rahayu Fernanda, & Vidyarini Dwita, 2024)

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The Purpose of the Research Study

The study was exploring the concept of the consumer perceptions regarding the social media marketing approach to developed and the better understanding the consumer behavior, and integrated with the mediating effects of customer experience and the also the mediating effects of customer engagement with the behavior of the consumer buying decisions

Problem Statement of the Study

The era of the digital environment, the concept of the social media platform has the greater importance to purchasing the products and associated with the consume buying decisions. The multiple national companies more investment regarding the customer experience and more develop the strategies to development the customer engagement. Thus, the current study was investigated the concept of the social media marketing through the Strategic Analysis of Social Media Marketing influence on Consumer Purchase Intentions, an Integrated Mediation Framework of customer experience and customer Engagement, in the Digital Marketplace (Ali et al., 2025). Actually, the increasing the modern technology, thus, the behavior of the consumer has been changed. The purchasing behavior now moves to traditional way to online approach due to social media marketing. The prior research study suggested that the role of customer experience has the significance impact on the behavior of the consumer purchase intention, but most of the companies have the lack of knowledge or research study in the field of customer experience effects and also the on the consumer buying decision (Ali, Khan, Bhatti, & Siddiqui, 2023)

Scope of the Research Study

The current research study examines the impact of social marketing with the effects of customer experience and the customer engagement on the consumer purchase intention. Thus, the research study was focus to investigates the key factors of the social media marketing associated with the mediating effects of customer experience and the, customer engagement, on the behavior of the consumer buying decisions.

Objective of the Research Study

The objective of the current research study was to examines the factors of the social media marketing associated with the mediating effects of customer experience and the customer engagement on the consumer purchase decisions making. Thus, the propose the current research study was investigate the significance importance of the social media marketing and the mediating effects of customer experience and the customer engagement on the consumer buying decision and with social media marketing with the consumer behavior. The research study has different objectives, associated with the customer engagement, the customer experience, and the social media marketing with the behavior of the consumer behavior.

RO1: To investigates the impact of social media marketing with the mediating effects of brand trust and the consumer behavior

RO2: To examines the effects of the social media marketing with the mediating

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effects of customer engagement associated with the consumer behavior
RO3: To examines the effects of the social media marketing with the mediating effects of perceived valued with the consumer behavior

Research Study Questions

The questions regarding the research study, to examines and exploring the concept of the social media marketing, and the effects of the mediations with the customer experience and the customer engagement associated with the consumer buying behavior.

RQ1: How dosed the effects of social media marketing with the mediating effects of brand trust and the consumer behavior?
RQ2: What is the impact of the social media marketing with the mediating effects of customer engagement associated with the consumer behavior?
RQ3: How does the effects of the social media marketing with the mediating effects of perceived valued with the consumer behavior?

Significance of the Research Study

The research study has the significance values regarding the social media marketing, with the mediating effects of customer experienced and the customer engagement and the with the behavior of the consumer purchase intention. The study was explained the concept of the customer experience developed the more attract and more attention, and creates the consumer attitude and the creates the consumer brand associations and customer engagement (Järvinen & Taiminen, 2016). Through the socialization the consumer attitude shifted to modern and social platforms, and also the marketing approach also has been changed, with contents according to the localizations and the customer experience developed competitive advantages for your business and increase consumer purchase intention, through the content your brand will have the first in the mind of customers when they searching any products in the competitive marketplace (Zeqiri & Kajtazi, 2020). Social media marketing can influence the consumer's purchase intention by creating positive attitudes towards the brand, increasing brand awareness, and providing information that affects the consumer's decision-making process. Social media marketing can also create a sense of urgency or scarcity that can encourage the consumer to make a purchase (Phan, Thomas, & Heine, 2017)

Consumer Purchase Intention

The prior research study was exploring the concept of the behavior of the consumers and associated with the social media marketing, the positive attitude developed the positive consumer perceptions, and through the positive brand image to create the significance consumer purchase decisions (Ali & Ahmed, 2023). The prior research study was examined the consumer perceptions regarding the consume purchase buying decisions with the customer experience and the customer engagement to enhance the customer satisfactions, thus the positive attitude of the consume will lead to business growth (Chung et al., 2024).

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Social Media Marketing

The marketing of social media is related to the social media marketing that uses social media platforms to promote products or services. It includes creating content, sharing it, and engaging with customers on various social media place or approaches like Facebook, Instagram, Twitter, and LinkedIn. Social media marketing has gained significant importance in recent years as it offers businesses the opportunity to reach out to a large number of people in a cost-effective manner. Social media marketing can be used to developed brand awareness, promote products, engage with customers, and generate leads (Chusnaini & Rasyid 2022). The study was explained the concept of the customer experience developed the more attract and more attention, and creates the consumer attitude and the creates the consumer brand associations and customer engagement (Järvinen & Taiminen, 2016). Through the socialization the consumer attitude shifted to modern and social platforms, and also the marketing approach also has been changed, with contents according to the localizations and the customer experience developed (Zeqiri & Kajtazi, 2020).

Customer Experience

Through the new innovation of the technology, the consumer perceptions and the preferences changes and the marketing approach of the social media, and most of the firms now move to and shifted to the platform of the social media to closer to the consumers, and more attention, to creates the better brand development and the brand awareness (Oliveros-Coello, 2022). So that the technique of the social media marketing more engaging the more customer and creates the more customer satisfactions and significance potential customers and developed positive brand image (Hidayat, 2021). The research study explained that in the era of internet, the peoples have more time spend on the social media platforms such as Facebook, LinkedIn and Instagram, due to these factors' multinational companies more investing in the social media marketing to better connections with consumers as compare to traditional marketing activities (Licardie Bolaños & Mosquera Fernández, 2020). Therefore, the brand experience and the brand knowledge of the consumers and consumer response towards the social marketing towards the traditional marketing (Datta et al., 2017). The social media marketing has a significant impact on brand equity. Businesses use a variety of marketing techniques to influence consumers' attitudes regarding their products in the market. Social media marketing also helps in influencing consumers' intent to buy. The customer is accustomed to weighing their options before making a purchase by consulting the available data. By using the available interchange of information, reviews, and reactions, social media enables consumers to create trust towards the company providing and overcome related fears (Hien et al., 2022). Additionally, some of the distinctive interactive social media platforms aid in creating a viral effect on promoted content, enabling customers to engage more with brand offerings and, as a result, assist brands win customers' favorable attitudes toward buy intentions (Sugiat & Maria Silalahi, 2022).

Customer Engagement

The brand equity associated with the consumer purchase intention. The consumer's

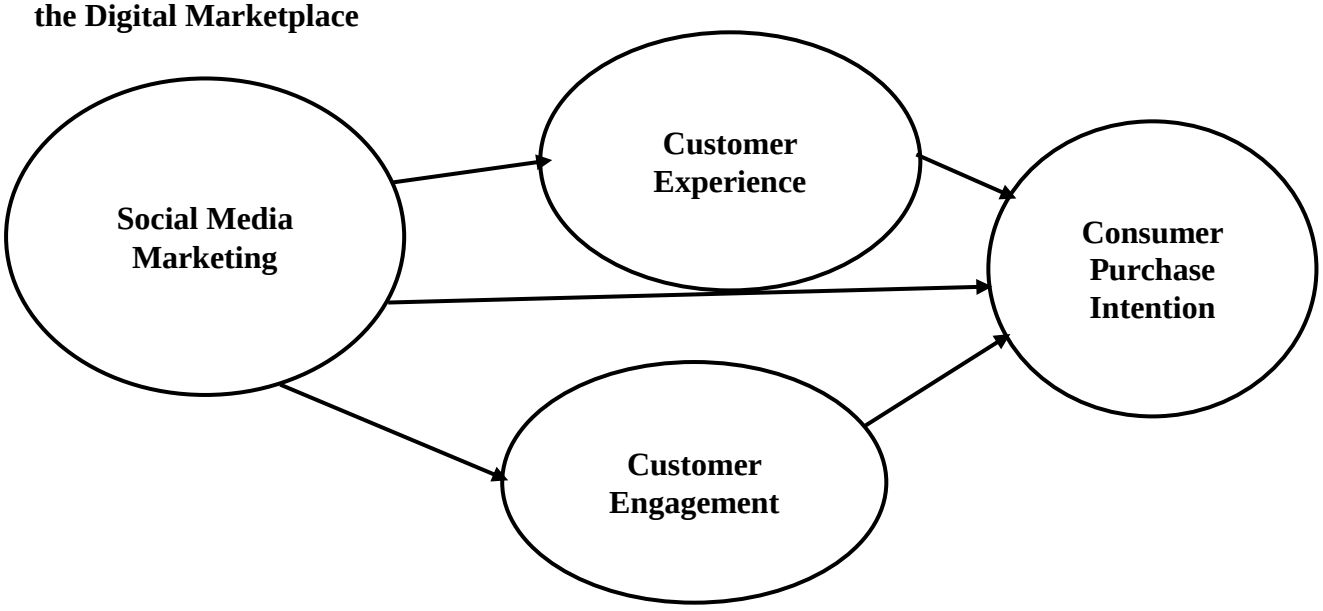
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perception of the brand influences their decision-making process. A brand with a higher brand equity is more likely to be perceived positively by the consumer, which increases their willingness to pay for the product or service (Bashir, 2019). Therefore, brand equity can influence the consumer's purchase intention positively and the similar to this when the beliefs, attitudes, and behavioral responses of young social media users to social media advertising were examined, it was discovered that attitudes toward social media advertising positively influenced behaviors toward social media advertising, which in turn positively influenced purchase intention for luxury goods (Madlberger & Kraemmer, 2019). However, whether or not consumers choose to purchase the goods advertised on social media depends on the quantity of information they are provided. Similar conclusions were reached by who found that trust is influenced by the social network's informativeness, and that both factors have an effect on customers' purchase intentions. It is commonly emphasized that the foundation for advertising value has developed into being interesting, reliable, and useful information. This in turn affects how people perceive social media advertising. Past research study argued that if consumers have a positive attitude towards social media advertising, they are most likely to exhibit positive behavioral responses (Kamal & Pedram, 2013).

Figure: 2.1 Conceptual Research Model a Strategic Analysis of Social Media Marketing influence on Consumer Purchase Intentions: An Integrated Mediation Framework of Customer Experience and Customer Engagement in the Digital Marketplace



Research Hypotheses

H1: Social media marketing has the positive impact with consumer purchase intention
H2: Social media marketing has the positive impact on customer experience.
H3: Social media marketing has the positive impact on the customer engagement
H4: Customer experience mediates the relationship with the social media marketing and the consumer purchase intention

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H5: Customer engagement mediates the relationship with the social media marketing and the consumer purchase intention
H6: Customer experience has the positive impact on the consumer purchase intention
H7: Customer engagement has the significance impact on the consumer purchase intention

Research Design

The purpose of the chapter is to review the research methodology, strategies, and tactics used in this study over the research methodology and provides guidance for information gathering and processing and explain an overview of the overall research methodology and procedures employed in this study, as well as specific methodologies and instruments for data collecting and analysis. Thus, the researchers have combined quantitative and qualitative research approaches, inductive and deductive investigation approaches, study purposes (contextual analysis, experimental investigation), and research methods (survey, questionnaire, and experiment) to establish a relationship between these expressions. The quantitative research designs are split into experimental and non-experimental parts. The current study aims to determine the effects of one variable on the other based on the nature of the investigation.

Sample & Sampling Technique

The research study used the primary data and the data is the relevant to the research study and all data of the sample for this study will consist of finance and the experts of the financial markets, and knowing the experience any organizations or has the knowledge of human resource management. A convenience sampling technique will be employed to select participants who meet the inclusion criteria. The sample size, 300 includes with the help of the questionnaire, to collect data, will be determined based on the principle of achieving sufficient statistical power for the analysis. The approach of the data collection through the non-probability sampling, the convenience sampling, has the characteristics based on the cheap and the easy to collect the data, and the respondent, the intended the audience has the specified practical knowledge and the requirement, with accessibility (Bell et al., 2022). Based on the given criteria, the sample size for this study remains uncertain, thus necessitating calculations to determine the appropriate number of samples. The study employed the Bernoulli calculation of the minimum sample size to ascertain the number of samples. The formula calculations as follows

$$n=z^2\ p\ q/e^2$$
$$n= (1.65)^2\ (0.5)\ (0.5)/\ (0.5)^2$$
$$n=272{,}25 \text{ which is to be round } 275.$$

Data collection and Target Population

The researcher first built the confidence with respondent that this study is only used for academic purpose not for commercial. The researcher physically attends the respondent to fulfill the questionnaire from selected the human resource firms. The researcher asked for permission from the manager or with other heads and build their

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trust that their opinions are confidential so that they give information without any hesitation. Give Respondents time to easily fill the questionnaire because they have their other responsibilities so gave them free hand for the questionnaire.

Sample Selection

The current research study was taken the cross-sectional study, mostly academic research and due to less time to complete the research study and financial resources. The prior research study, explained that the test of the validity is explained the measured the questionnaire validity. Before the sharing the questionnaire to see the validity statement of the questionnaire. Thus, the measurement model is explained that the convergent validity based on the two criteria, the factor loading which is more than 0.5 and the another, all the indicators must have close to 0.5 the average variance extracted (Ghozali, 2018). The current research study was used to structural equation modeling and the structural equation modeling greater considered in the research study to investigates the consumer behavior and the file of marketing, the applied theories testing and extension, through the SmartPLS (Hair et al., 2016).

Ethical Consideration: To build a trust with the respondent that their data will be confidential. There are some ethical considerations which are first of all permission should be taken when collected the data and guarantee the respondent that their identity will be confidential. So that the, if so, someone is not feeling comfortable so they have a choice to leave. Throughout the research the respondent's name and companies name will be shown anonymously. Further the information they are sharing will be only used for the research work. As the ethical point of view, the researcher considered the ethical factors during collect the data from the respondents, before the respondent sharing the information of the research study and gives the opinions openly regarding research study. The ethical considerations for primary data collection included maintaining the confidentiality and privacy of participants in the study, obtaining informed permission from respondents before they take part in the study, providing the respondents with privilege to participate in this study, and providing sufficient importance to their issues. For this respective research, throughout the investigation, the researcher will safeguard the confidentiality of the study participants. Furthermore, the researcher also took the consent from the participants for ensuring the participation voluntary. The participants' personal information was kept private.

Measurement Model: The approach of the structural equations modeling, associated with the measurement model, and through the measurement model examines the validity and the reliability of the constructs, and the structural model to examines the relationship of the constructs in the study, whether the research hypothesis supported and not supported.

Constructs	Cronbach's Alpha	Composite Reliability	Average Variance Extracted (AVE)
Consumer Purchase	0.912	0.930	0.654

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Intention			
Consumer engagement	0.882	0.911	0.633
Customer Experience	0.863	0.895	0.549
Social Media Marketing	0.878	0.905	0.578

The above results suggested that that the constructs of the current study were based on the criteria, the reliability defined the internal consistency of the constructs of the items, thus the values of the Cronbach's alpha found that greater than 0.7, which are satisfied the criteria of the reliability, and further suggested that the composite reliability also supported. Through the confirmatory factor analysis to examines the internal consistency of the items, and the validity of the constructs, the convergent and discriminant validity.

Convergent Validity: The prior study was suggested that the association of the convergent validity of the constructs and the items with the results of the average variance extracted, accessed the convergent validity. The results suggested that the square root of the average variance extracted explained the convergent validity of the constructs would be greater than 0.5, thus, the convergent validity associated with the criteria of the convergent validity.

Discriminant Validity: Fornell-Larcker: The prior study was suggested that the discriminant validity explained the one variable has the differ from the other variables, thus, defined the differentiation, the uniqueness, thus the results suggested that the square root of the results of the average variance extracted, should be greater than the correlations between the variables, empirically uniqueness.

Constructs	Consumer Purchase Intention	Consumer engagement	Customer Experience	Social Media Marketing
Consumer Purchase Intention	0.809			
Consumer engagement	0.760	0.796		
Customer Experience	0.910	0.817	0.741	
Social Media Marketing	0.788	0.875	0.861	0.760

Structural Model

The past study was suggested that the structural model, explain the relationship, of the variables of the hypothesis., after examines the reliability and the validity of the

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constructs.

Hypothesis Relationships	T Statistics (|O/STDEV|)	P Values
Customer engagement -> Consumer Purchase Intention	11.062	0.000
Customer Experience -> Consumer Purchase Intention	12.977	0.000
Social Media Marketing -> Consumer Purchase Intention	49.194	0.000
Social Media Marketing -> Customer engagement	49.194	0.000
Social Media Marketing -> Customer Experience	45.689	0.000

Through the approach of bootstrapping to analysis the developed the research hypothesis, the results suggested that the relationship of the direct impact of the social media marketing has the positive impact on the consumer purchase intention, with the probability value=0.000 which is less than 0.05, thus, the hypothesis supported, and further results suggested that the customer engagement has the positive impact consumer purchase intention, and supported the hypothesis, furthermore the customer experience has develop the positive association with the consumer purchase intention. The results suggested that the social media marketing develop the relationship with the customer engagement and the with the customer experience.

Mediating Effects

Relationships	T Statistics (|O/STDEV|)	P Values
Social Media Marketing -> Customer engagement -> Consumer Purchase Intention	45.689	0.000
Social Media Marketing -> Customer Experience -> Consumer Purchase Intention	12.150	0.000

The results suggested that the mediating effects of the relations with the factors of study, and showing that the customer engagement develop the mediating relations with the social media marketing and the mediating effects of the customer experience develop the relations with the social media marketing and the consumer purchase intention

Constructs	R Square	R Square Adjusted
Consumer Purchase Intention	0.829	0.827
Customer engagement	0.766	0.766
Customer Experience	0.742	0.741

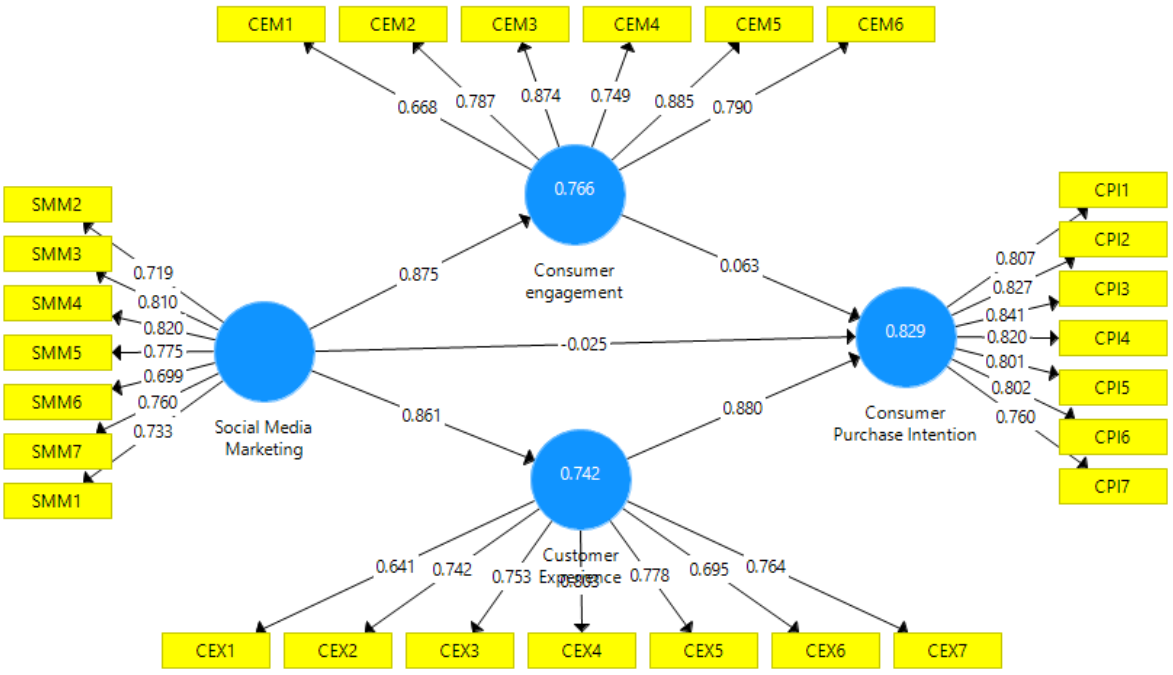
The above results suggested that the variations in the dependent variables, thus change in the consumer purchase intention found 82% due to the social media marketing, and change in the customer engagement and the customer experience were found 76% and the 74%

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Measurement Model



Conclusion: The findings explained that the direct relations with the consumer purchases, regarding the social media marketing, the social media platforms, the Instagram, the Facebook, and the Linked, developed the association with the consumes, and the brands and the more people's attentions, through the activities of the social media marketings. The study results suggested that the developed relationship with the consumers, so the social media marketing has the significance importance, the marketing experts, and the policy maker. Furthermore, the mediating effects of the customer experience and the customer engagement develop the associations with the social media marketing and the consumer purchase intention. Thus, the findings suggested that the customer experience and the customer engagement have the significance impact on the consumer purchase intention and the significance mediating effects with the consumer purchase intention.

Theoretical Contributions: The contributions regarding the theoretical, the literature the engagement of the consumers, and the attitudes of the consumers, and the experience of the consumers with the behavior of the consumers, and more developed interest through the concept of the social media, and the researcher more focus on the mediating effects. The past study explained that the direct effects with the consumer behavior through the social media marketing, but the study more explained the

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experience of the consumers and the more engagement of the consumers, regarding the business concerned. The importance of the consumers attitude, in form of positive more developed the relations to customer engagement, and the customer experience, to more significance with the behavior of the consumers

Managerial Implications: The findings suggested that the more developed the long-term strategies in the field of marketing, in the ere of social media. The experts of the marketing, and the better policies for developed more consumer associations, and more understanding to better develop brands according to the local cultural values, and local expectations. When develop strategic marketing campaign, and strategies, must be understanding the consumer experience and concludes that good experience develop more engagement. Furthermore, the relationship of the engagement of consumers and the experience with the consumers, thus experts must kept in the mind, developed strategies, localization, and the globalizations

The study limitations and Future Directions: The findings suggested that the social factors direct effects on the behavior of the consumers, and to attract buying decision, and further suggested that effects of the mediating also developed the more relations, and more develop associations with the attentions and explained the more positive experience and the more attitude to develop more closed with consumers, and more closed to brands, and developed more engaged with consumer attitudes and more attentions and to more brands associations. The study was associated with the city of Karachi, and the collect data in the city of Karachi, and also the respondents lived in the city of Karachi, bur more study could be incorporate more cities of the country of Pakistan, and more factors and more variables could be incorporate with the research conceptual model. The current study was incorporate the customer experience and the customer engagement with the consumer behavior. Furthermore, the moderating effects could be incorporate in the conceptual research moderations.

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