Analyzing the Role of Consumer Engagement on the Relationship Between Social Media Marketing and Consumers' Buying Intentions: A Study in Morocco

Amira Meliani, Istanbul Aydin University, Master Business Administration, Istanbul, Turkey.
Ilkay KARADUMAN, Assoc.Prof. (PhD.) Istanbul Aydin University, Faculty of Economics and Administrative Sciences

Abstract:- The emergence of social media platforms has provided a mean for the companies to market products or services to masses while, at the same time, stimulating the consumers' purchase intentions, increasing the consumer engagement. For this purpose, the motive of the study is to examine the role of social media marketing activities on intentions to purchase by finding out the mediating effect of consumer engagement. A case of fashion industry of Morocco is chosen to carry out the research. A quantitative research method was carried out for the study. The targeted respondents of the study are consumers living in Casablanca, Morocco. A sample size of 200 is selected. A self-administered questionnaire is taken as a research instrument for data collection of the study. Different statistical tests such as descriptive analysis, reliability analysis, regression analysis and mediation analysis are carried out to answer the research questions. The results of the research show that consumer engagement has a mediating effect on the relationship between social media marketing activities and intentions to purchase fashion brands in Morocco.

Keywords:- Social Media Marketing Activities, Consumer Purchase Intention, Consumer Engagement, Mediating Effects.

I. INTRODUCTION

The past years have witnessed a remarkable investment for companies, on social media marketing, to advertise their products and services, such as the following sites: Facebook, Twitter, LinkedIn and Instagram as new advertising all the platforms that can allow users to communicate with each other(Shu - Chuan, Sara & Yoojung 2013), and get to know each other, the brands and engaging with them, and at the same time these social media is considered as channels that enhance content through text, images, audio and video, and they are a complementary tool to marketing efforts in an attempt to attract consumers and the public (Shu - Chuan, Sara & Yoojung 2013), and one of the most growing means in the twenty-first century (the age of the Internet and the spread of information, which is still Rapidly growing, knowing that the speed of turnout and the direction of companies to marketing through social media drives the process of gaining visitors to the website or customers for services or products through their use of social media, which is characterized as the fastest, widest widespread, cheapest and most effective , That this type of

marketing focuses efforts in creating content that attracts the attention of users and encourages them to participate through social media in order to reach a greater number of customers in an automatic way without the constant need to update or publish the content manually (Shu - Chuan, Sara & Yoojung 2013)

Social media is the most widespread and used, especially by young people, and therefore this spread and increasing the use of the social media that provides the platform for promoting the brands of products/services that affect the purchasing decisions of consumers and increase the desire about the use of the products offered (Neti, 2011)., which led to the direction of companies towards marketing. Through social media, social e-marketing has taken over 'the' marketing. Spoken word, which is known as the Word of Mouth, so using such technologies in the right way leads to customer acquisition, sales, and the preservation of the competitiveness of organizations. Social media platforms allow individuals to interact between each other and make social relations on Internet, and social media also have a feature that makes it one of the most effective means of marketing, which is the feature of sharing or re-tweeting the posts that the marketer raises if the customer is interested in the post. The message that the marketer wants to deliver is widely spread, and at a wide level, in a short time and without the slightest effort if these means are used correctly, and social media contains a huge amount of information about the services and products that potential customers may want, which makes it easier to reach Customer Desires and Targeting, and Influencing Buying Intent (Neti, 2011).

Expanding scope around the globally evolving and far-reaching utilization of innovation in marketing, promotions, and advertisements have prompted interests in the field of marketing, which has led the organizations to cater and revolve around consumers (Quelch & Jocz, 2008).

II. LITERATURE REVIEW

Researchers in similar studies have argued that technology has become an essential segment in this business market and has classified the marketing methodologies globally with technology access. While advertise and promote regularly centre on the psychological, emotional, and social factors impacting the practices of a consumer; components that must be fused into the marketing through

technological means (Quelch & Jocz, 2008, p. 205).

Accordingly, even with the evolution of new technologies and innovations, organizations are encouraged to adopt the four basic "Ps" of marketing: product, place, price, and promotion (Quelch & Jocz, 2008, p. 205). The social phenomena examined in this study that follow are the purchase intention in online environments and the impact of social media marketing activities on the customers' purchase intentions. The major problem, which is aimed to be investigated, is the consumers' buying intention of fashion brands of Morocco or, to be more specific, the impact of social media marketing activities as an instrument during the consumer purchase intentions on fashion brands of Morocco while finding the mediating role of consumer engagement.

In current marketing circles, the uprising of social media has changed communication, which has indeed affected marketing correspondence immensely. The change has quickly adjusted the current marketing field, making this amongst marketers and different types of consumers. This development has delivered novel possibilities and openings inside business and exchange to such degree that it changes consumer purchase intentions as an introduction to a mixture of brands of the products and its administrations (Peary, Shaw & Takeuchi, 2012, p. 4).

In any case, despite the expanded functional significance of social media and the effect oof it on the engagement of the customer, especially online environment, that incorporates the networking spots, this part of business marketing has been under-explored. Given the absence of studies, especially in the fashion industry of Morocco, directed around there, the present research plans to explore the impact of social network marketing activities on consumer purchase intention among Moroccan consumers of fashion brands. Moreover, this research intends for exploring the interceding part of the engagement of the consumer in the relation of social network marketing activities with consumers' purchase intention.

As can be found in current marketing circle, social media uprising has changed the way of communication, and this has indeed affected marketing correspondence impressively (Kim and Ko 2012). The change has quickly adjusted the current marketing field in this way, making ties amongst marketers and different types of consumers. This development has delivered novel possibilities and openings inside business and exchange to such degree that it is changing the reaction of the consumer purchase intention as introduction to a mixture of brands of products and its administrations (Peary, Shaw & Takeuchi, 2012).

In any case, despite the expanded useful significance of social media and its effect on customer engagement, especially in the online environment which incorporate all social networking spaces, this part of business marketing has been under-explored Given the absence of studies especially in the context of fashion industry of Morocco directed around there, the present research hence, plans to explore the impact of social network marketing activities on

consumer purchase intention among Moroccan consumers of fashion brands. Moreover, this study likewise plans to explore the interceding part of consumer engagement in relation between social network marketing activities and purchase intention of consumers.

III. RESEARCH METHODOLOGY AND FINDINGS

This study has three main questions, which the analysis methods are used to answer the research questions. These questions are as follows:

- What are the impacts of social media marketing activities (SMMAs) on the intention to buy fashion brands of Morocco?
- How does social media marketing activities impact the consumer engagement of fashion brands in Morocco?
- How does consumer engagement affect the consumer purchase intention of fashion brands of Morocco?
- What is the role of Consumer engagement between the relationship of social media marketing activities and consumer purchase intention of fashion brands of Morocco?

According to the research questions above, hypotheses below are developed:

H1: Social media marketing activities have a positive impact on consumer purchasing intention.

H2: Social media marketing activities have a positive impact on consumer engagement

H3: Consumer engagement has a positive effect on consumer purchase intention

H4: Consumer engagement mediates the relationship between social media marketing activities and consumer purchase intention

As a research approach, in this study, first it is used secondary data resources from published books and it is collected some terminology from the most reliable books, topics and magazine's articles, published research papers, and websites. This analysis aimed to test the influence of Social Media Marketing activities (SMMA) on intentions to purchase, with Consumer Engagement as a Mediator.

In order to increase adequate information through research process, an investigation methodology is used in order to accumulate data and break down to determine significant results to achieve facts and targets of this examination. Research system is known as the establishment of an examination and its decisions through in this way must agree with the exploration techniques and methods.

Research population has been decided as all online consumers and accepted as the population of the country. Sampling size has been calculated as 273 participants within 90% confidence level and 5% margin of error.

Data collected by snowball sampling as an online sampling method. In this research, survey method is used for gathering information and implementing survey. A questionnaire form has been created and published online. The survey questions are categorized into four main parts.

The first part focuses on the demographics, and the second part focuses on the variable social network marketing. The third part of the questionnaires highlights the variable of purchase intention, and the last part highlights the mediating relationship through consumer engagement. The first section focuses on the respondents' filtering, where the answers are given in terms of multiple responses. The remaining sections have Likert-5 scale with reactions ranging from ―Strongly Disagree, ―Disagree, ―Neither Agree nor Disagree, ―Agree, ―Strongly Agree. These responses are collected and analyzed to find the relationship.

It is used SPSS program for this study to analysis and present the outcome of the survey in tables and figures. The latest version of SPSS for statistical analysis has been used for this study. Different statistical tests are used to conduct the research of the study. The chapter analyzes the respondents' demographic profile, descriptive statistics, reliability analysis, regression analysis, and mediation analysis. Mediation analysis is conducted through Process Macro.

IV. RESULTS AND ANALYSIS

In this study , 285 questionnaires were distributed randomly to the people considering the use of social media, and 285 responses were retrieved in a manner that can be utilized for this study. Two hundred eighty-five (285) questionnaires proceeded for the statistical analysis. Thus, it was successful in achieving a reasonable response rate.
First, reliability analysis have been conducted and results can be seen in Table 1:

Table 1: Reliability Analysis

Cronbach's alpha	Cronbach's Alpha based on standardized items	N of Items
.734	.761	10

The Cronbach's alpha based on standardized items for social media activities dimension is 0.907, the value is closer to 1 or more than 0.7. This shows that the scale for social media marketing activities is reliable. For intention to purchase dimension, based on standardized items the Cronbach's alpha is 0.894 , the value is closer to 1 or more than 0.7. This represents that the scale for consumer's purchase intentions can be considered as reliable. For consumer engagement dimension, The Cronbach's alpha based on standardized items   is 0.761, the value is closer to 1 or more than 0.7. This represents that the scale for consumer engagement can be considered as reliable.

The output below shows the results of regression analysis where social media marketing activities and consumer engagement are taken as independent variables and intentions to purchase is taken as dependent variable.
- In this research it is conducted Regression analysis to test hypothesis ,which is the best way for finding out how one variable affects the other one . Results can be seen in Table 2 Below :

Table-2: Regression Analysis

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.877[a]	.770	.763	.32673

a. Predictors: (Constant), Consumer Engagement, Social Media Marketing Activities

The table shows the R value and R square value in the second and third column. The R value shows the simple correlation between the variables i.e. 0.877, which shows that all the variables are strongly correlated with each other.

The value of R square is 0.770 which shows that 77% of the total variance in intentions to purchase has been explained which is impressive. This shows that 77% of intentions to purchase can be described by social media marketing activities and consumer engagement.

Table-3:The table of ANOVA.

ANOVA[a]					
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	104.211	8	13.026	122.026	.000[b]
	Residual	31.171	292	.107		
	Total	135.382	300			

a. Dependent Variable: Intentions to Purchase

b. Predictors: (Constant), Consumer Engagement, Social Media Marketing Activities

The sum of squares is 104.211, the value of degree of freedom is 8, mean square is 13.026and F value is 122.026. In addition, the significance value of the model is 0.000 which is less than 0.05, which shows that, overall, the outcome variable can be significantly predicted and can be considered as the good fit for the data.

Table-4:Table of coefficient

Coefficients[a]					
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.627	.185		3.395	.001
	Social Media Marketing Activities	.337	.025	.430	13.230	.122
	Consumer Engagement	.880	.075	.791	4.565	.000

a. Dependent Variable: Intentions to Purchase

The table of coefficient shows the B value of social media marketing i.e. 0.337 and consumer engagement i.e. 0.880. The P value of social media marketing activities is 0.122 (p > 0.05), hence, it is evident that social media marketing activities do not significantly impact intentions to purchase. Moreover, the p value of consumer engagement is 0.000 (p < 0.05), hence, it is evident that consumer engagement significantly influences intentions to purchase.

A. Relationship between Social Media Marketing Activities (SMMA) and Consumer Engagement

Another regression analysis is run to test the linkage between SMMA and consumer engagement. Here, SMMA is taken as an independent variable and consumer engagement as a dependent variable.

Table-5 : Table of Coefficients (SMMA & CE)

	Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	778	.157		4.890	.000
	Social Media Marketing Activities	.784	.101	.624	14.1009	.000
a. Dependent Variable: Consumer Engagement						

The table of coefficient shows the B value of social media marketing i.e. 0.784. The p value of social media marketing activities is 0.000 (p < 0.05), hence, it is evident that social media marketing activities significantly influence consumer engagement.

B. Mediation Analysis by PROCESS:

Process Macro is used to analyze the mediating impact of consumer engagement in the linkage between SMMA and consumer intention to buy. Process boast up the data automatically. The below mediation analysis also gives the outcomes against the unstandardized path coefficient.

- First, it is important to see the linkage between Independent variable and mediating variable which needs to be significant.
- Secondly, it is important to see the relationship between dependent variable and mediating variable which also needs to be significant. If there is a significant relationship, then there exists a mediation.
- Lastly, it is important to see the relationship between dependent variable and independent variable which can or cannot be significant.

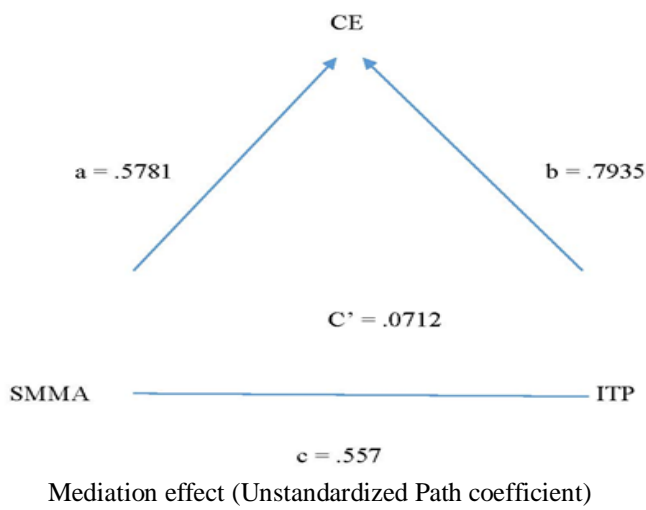**Table-6: Mediation Effect from Process Macro**

VARIABLE	B	SE	Sig	LLCI	ULCI
Model without mediator Constant SMMA → ITP (c) R^2 SMMA → ITP = .342	1.866	.29000	.00000	[1.543	2.675]
Model with mediator Constant	.557	.0865	.00000	[.5186	.7985]
SMMA → CE (a) CE → ITP (b) SMMA ITP (c`)					
R^2 SMMA CE = .3855	.6532	.2134	.0020	[.2234	1.0456]
R^2 CE, SMMA, ITP → = .7344	.5781	.0307	.0000	[.4325	.6189]
F SMMA → ITP = 73.844					
F SMMA → CE = 58.1246	.7935	.0463	.0000	[.6543	.8765]
F CE, SMMA, ITP → = 183.69	.0712	.0394	.1234	[- .0213	.1980]

Dependent variable: ITP, P< 0. 001 ***, P < 0. 01**, P < 0. 05*

The above table shows the mediation analysis. First part shows the model without mediator i.e. the linkage of Social media marketing activities (SMMA) and intention to purchase via Process macro between each other .The second part of the output presents the result of social media marketing activities (SMMA), intentions to purchase and consumer engagement via Process macro. The p value of SMMA is more than 0.05, thus, alternate hypothesis of the study is not accepted, however, we accept the null hypothesis of the research. The p value of consumer engagement is lesser than 0.05, therefore, we accept the alternate hypothesis and reject the null hypothesis. 85

The table shows the values of standardized coefficient i.e. (c = .557, a = .5781, b = .7935, c' = . 0712). The values of LLCI i.e. Lower Limit Confidence Interval and ULCI i.e. Upper Limit Confidence Interval, against unstandardized coefficient a, b, c and c` does not include the value of zero in between the LLCI and ULCI except for c'. It shows all the variables have a significant relationship but Social media marketing activities do not have a significant relationship with Intentions to Purchase.

The figure below shows the value of unstandardized path coefficients in the mediating effect of Consumer engagement in the linkage between Social media and Intentions to Purchase

CE

$a = .5781$

$b = .7935$

$C' = .0712$

SMMA ———————————————— ITP

$c = .557$

Mediation effect (Unstandardized Path coefficient)

C. Hypotheses Testing

Table-7:Hypotheses Testing

Hypotheses	Accepted/Rejected
H0: Social media marketing activities have no positive impact on consumer purchase intention. ($p > 0.05$)	H1 is Rejected H0 is accepted
H2: Social media marketing activities has a positive impact on consumer engagement. ($p < 0.05$)	H2 is Accepted H0 is rejected
H3: Consumer engagement has a positive impact on consumer purchase intention.	H3 is Accepted H0 is rejected
H4: Consumer engagement mediates the relationship between social media marketing activities and consumer purchase intention. (CI does not include zero)	H4 is Accepted

H1 is Rejected but H0 is accepted.
H2 is Accepted H0 is rejected
H3 is Accepted H0 is rejected
H4 is Accepted

V. CONCLUSION, LIMITATIONS AND RECOMMENDATIONS

It can be shown from the statistical analysis that social media marketing activities have no direct relationship with consumer purchase intentions. The research also showed that Social media marketing activities have a positive impact on consumer engagement. Also, consumer engagement has a positive effect on consumer purchase intention. The findings also showed that Consumer engagement mediates the relationship between social media marketing activities and consumer purchase intention.

The findings related to the association between social media marketing activities and purchase intentions are proven by Lee's (2016) study. The researcher showed that social media marketing activities have no significant impact on consumers' preferences to purchase. However, few studies are not in line with the results of existing research; for example, (Kim & Ko, 2011) and (Pjero & Kercini, 2015) proved that social media marketing activities are positively related to consumer buying intentions. The contradiction in the findings exists due to the difference in the study area or the geographical location covered under the survey.

The findings related to the association between consumer engagement and purchase intentions are supported by different studies (Woodcock, Green, and Starkey 2011; Magneto, 2015; Yusuf, 2018). They empirically proved that consumer engagement has a positive relationship with intentions to purchase. The study of Magneto (2015) revealed that consumer engagement always encourages consumers to buy the product. In support, Yusuf (2018) also proved in the research that consumer engagement has a positive relationship with intentions to purchase.

The finding related to the association between social media marketing activities and consumer engagement is bolstered by earlier research (Dehghani & Tumer, 2015) .These study empirically proved the positive linkage between social media marketing activities and consumer engagement. Similar to the past studies directed by Barhemmati & Ahmad (2015), this investigation found that social network marketing is essentially identified with consumer engagement. Numerous studies have supported the finding of consumer engagement's mediating impact on the linkage between SMMA and intentions to purchase. The study also showed that consumer engagement is positively related to consumer purchase intention, which is also in line with the study of Rosetta (2014), who provided that connection with consumers submitted to form associations and relationships with the respected brand, product, or service, some of the time despite infamous nature of the product.

The objective of the existing research was to examine the impact of social media marketing activities on purchasing Morocco's fashion brands by studying consumer engagement's mediating effect. Based on the theory literature and the quantitative analysis carried out, this study directly focused on promoting products and marketing through social media consumer purchase intention and consumer engagement by taking Morocco's fashion industry. The study results showed that social media marketing activities (SMMA) have no direct influence on intent to purchase. The results also revealed that social media marketing activities have a positive influence on consumer engagement. Another important finding of the study indicated that consumer engagement has a positive effect on consumer purchase intentions. Most importantly, the significant result showed that consumer engagement negatively affects the linkage between social media marketing activities and purchase intentions.

The obtained results from this study can assure that consumer engagement covers up an essential part in encouraging a consumer's purchase intention. The induction of consumer engagement in this study as a mediator has given rise to the consumer's buying intention utilizing marketing their marketing strategies through social media. Social media has taken a different toll on marketing compared to the traditional marketing methodologies to advertise and spread the word to extreme ends of the world. This gives an edge to the user of a product that is only accessible to him through online platforms and their intuitive ideas. In the middle of these collaborative measures, the users are also encouraged to leave their comments and views about a specific product and other remarks as part of the organization's liberty. Amid these collaborations, consumers communicate and share the reviews of their interest in different products or items offered by the specific companies. It can be said that this type of communication can have an impact on the consumers in the purchase intentions.

Social media offers several platforms such as Facebook, making the product viral online, which can open Moroccan consumers to specific items or services, therefore, creating their uplifting frames of mind towards purchase intentions. Also, the expanding rate of young Moroccans to utilize social media for instructive drives may likewise draw in them to turn towards the social media for specific information on items. Similarly, this probability can likewise affect the purchase intentions.

Since many people are increasing and expanding their online networks by using different social media platforms, for instance, Facebook, more than just the online buying and selling is considered, including the news outlet. With the new and included highlights given by social networks, users can right away start and start their e-commerce business, share knowledge, and promote their ideas with their group. Individuals who use social media more frequently may end up more drawn in with particular organizations. Thus, consumers can turn out to be committed to providing valuable inputs and reviews on a particular brand and product.

Consumer engagement has gone through a significant connection and can improve and increase consumer purchase intentions on a particular brand or product, which in turn also increases customer satisfaction and loyalty (Barhemmati & Ahmad, 2015). In a social network condition, consumers anticipate examining the products and the organization or brands. Organizations sometimes ask for feedback from the customers through social media platforms to communicate their overall experience openly. In the case of complaints or issues, their complaints can be resolved, resulting in customer satisfaction and increased purchase intentions. Even though most Moroccan users are viewed as just viewers, the number of people using such platforms is always increasing. Social media marketing activities are highly crucial for companies to promote their messages quickly to the masses.

The research also showed that consumer engagement has a mediating effect on the connection between social network marketing (SMMA) and intentions to purchase. Considering the primary outcome of the study, it can be concluded that the result provides the significant impact of social media, which can be used by the organizations to increase the engagement from the users, which also increases to the customers.

The results that have been calculated, compiled, and mentioned in this study will have the capacity to add to the collection of literature in several ways. To start with, this investigation broadens the learning on how the effect of social media can be identified with intentions to purchase. In this fast-paced, innovative environment, it creates the impression that Morocco has also encountered a fast development of social networking sites use over the last decade, which concentrates a change in the host country's environment. This study's discoveries paved the way that numerous Moroccans are particularly drawn in with social media websites such as Instagram and Facebook. Regardless, this study can develop the utilization of the gratification theory to feature social media marketing and its intentions to purchase. In such a manner, the present research has demonstrated that social media can be used as a tool for marketing effectively so that customers' intentions can be stimulated.

As the features provided by social media are interesting, which takes into consideration its mass reach, consumers are provided with the chance to give their experience and reviews regarding the brands, items, and services. The appropriate strategy followed in social media can significantly influence consumer engagement in purchase intentions. Furthermore, not all past research conducted in the literature surveyed the effect of social networks on content and academic growth; this investigation provides the business's one-sided story. It researches the overall effect of social media on intentions to purchase.

The outcome of the investigation suggests that marketers, especially in Morocco's fashion brands, should consider consumer engagement's key job in varying intentions to purchase. They likewise should also regularly upgrade the methods used to promote their offerings to benefit the customers. Marketers should also provide complete assistance to customers through social media, for example, allowing them to write reviews or share customer experiences to be beneficial for other customers. The different sections of reviews can help in assisting new consumers with choosing what should be purchased. Different consumers are likely to be affected by sharing their reviews and adding details of the products or services. This strategy will empower marketers to get the essential data concerning the dynamic nature of users of social media platforms, which would then be able to be utilized to enhance their marketing techniques. In this way, marketers ought to be receptive to the rising significance of social networking websites.

The destinations can impact consumer purchase intention. Enhancement in advertising methodologies can be cultivated by ceaselessly revising their internet marketing techniques as per consumers' concerns. Furthermore, we can discuss and elaborate that the marketers should develop strategies that help connect with customers in this web-based environment. Social media strategies motivate the consumers to interact openly and spontaneously, without any time constraints, content, and repetition of conversation.

The advantages brought by social media phases are needed to be observed with receptiveness. Marketers working in a business organization will, before long, have the ability to identify the ways to form consumers' correspondence so that it ends up a reliable with an organization's goals and procedures. With the help of a more profound understanding of consumers, marketers also explore consumers' needs and intentions.

As the research discoveries provide critical assurances and managerial change, the investigation likewise has several limitations. The study used close-ended surveys; it is recommended for future research to conduct the study with better and comprehensive research methods such as the interview method, which can help provide comprehensive detail on the subject. Future studies in this topic may consider analyzing the impact of word of mouth on the online platform and forming research with organizations' conventional marketing strategies. Such a study can make more considerable commitments to the literature and organizational changes. With broadening the effect of other statistical factors on social media advertising, more productive bits of knowledge can be created for the marketers and subsequently for the organizations. Besides, the study consolidating different factors other than consumer engagement should be considered to broaden the horizon in this study. Moreover, the present study is limited to the fashion industry of Morocco. Future studies can also be conducted by surveying other sectors. Most importantly, the researcher took a sample size of 285 to determine the impact of SMMA on intent to buy. From the responses of 285 participants, the results cannot be generalized to the overall population; therefore, the researcher of the current study recommends future studies to add a larger sample size to increase the research study's generalizability.

Lastly, the researcher is restricted to the responses gathered from the people living in Casablanca to determine the influence of SMMA on the purchase intentions of fashion brands of Morocco. The researcher of the study recommends to the future research to expand the geographical area to include the participants from all 96 Over the country. Furthermore, it is also recommended to conduct a similar study by taking other countries as a research subject.

NOTE
This article has been Developed from Master's Thesis of Amira Meeliani advised by Assoc .Prof. Dr. Ilkay Karaduman .

REFERENCES

[1]. Jocz, E. & Quelch, A. (2008). An Exploration of Marketing's Impacts on Society: A Perspective Linked to Democracy. American Marketing Association, 27(2), 202– 206

[2]. Schau, H. J., Muniz, A. M., & Arnould, E. J. (2009). How Brand Community Practices Create Value. Journal of Marketing, 73, 30-51.

[3]. Fiore, A.M., Kim, J. & Lee, H.H. (2005). Effect of image interactivity technology on consumer responses toward the online retailer. Journal of Interactive Marketing, 19(3), 38– 53.

[4]. Neti S 2011 SOCIAL MEDIA AND ITS ROLE IN MARKETING International Journal of from BA 2150 at Elizabethtown College.

[5]. Shu-Chuan Chu. Sara Kamal. Yoojung Kim (2013) luxury products. Journal of Global Fashion Marketing, 4(3), 158-174 - May 2013.

[6]. Jocz, E. & Quelch, A. (2008). An Exploration of Marketing's Impacts on Society: A Perspective Linked to Democracy. American Marketing Association, 27(2), 202– 206

[7]. PEARY, B., SHAW, R. & TAKEUCHI, Y. (2012). Utilization of Social Media in the East Japan Earthquake & Tsunami & its Effectiveness. Journal of Natural Disaster Science, 34(1), pp.3-18.

[8]. Kim, J. & Ko, E. (2012) 'Do social media marketing activities enhance customer equity? An empirical study of luxury fashion brand.' Journal of Business Research [Online]. 65 (10): 1480-1486.

[9]. Lee, H.H. (2016). Effect of image interactivity technology on consumer responses toward the online retailer. Journal of Interactive Marketing, 19(3), 38– 53.

[10]. Kim and Ko (2011) luxury products. Journal of Global Fashion Marketing, 4(3), 158-174 - May 2013 ...

[11]. Pjero, E., & Kercini, D. (2015). Social media and consumer behavior – How does it works in albania reality? Academic Journal of Interdisciplinary. Studies, 4(3)

[12]. Woodcock N, Green A, Starkey M, et al. Social CRM as a business strategy[J]. Journal of Database Marketing & Customer Strategy Management, 2011, 18(1): 50-64.

[13]. Yusuf, A. S., Razak, A., Hussin, C., Busalim, A. H., Yusuf, A. S., Razak, A., … Busalim, A. H. (2018). Influence of e-WOM engagement on consumer purchase intention in social commerce. https://doi.org/10.1108/JSM-01-2017-0031

[14]. M. Dehghani, M. Tumer / Computers in Human Behavior 49 (2015) 597–600 .

[15]. Nima Barhemmati and Azhar Ahmad, "Effects of Social Network Marketing (SNM) on ... 4, pp. 307-311, December 2015. doi: 10.12720/joams.3.4.307-311.