



Role of Sociability and Usability of Social Media on Consumer's Behavioral

Outcome; Mediation Role of Consumer Perceived Value

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Role of Sociability and Usability of Social Media on Consumer's Behavioral Outcome; Mediation Role of Consumer Perceived Value

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Abstract: Since its commencement, online media platforms or networking sites has kept on encountering rapid growth. However, in literature, the marvel is still particularly in its early stage. Limited research studies in previous literature put spotlights on user's behavioral outcome such as purchase intention resulted from web-based social media networking platforms. Such researchers either focus on the impact of social media operational components and characteristics of virtual group's members on the behavioral outcome (consumer purchase intention). Therefore, present study presenting a robust insight through an integrated dynamic conceptual framework of the social media operational and psychological antecedents and their influence on consumers' purchase intention for sustainable businesses through the mediation role of consumer perceived value. This study focuses on social media importance for sustainable growth in business by effective the application of social media as a strategic tool. The strategy utilized is quantitative and 300 participants participated. Results was conducted by Smart PLS. Partial Least Square- Structural Equation Modelling (PLS-SEM) is applied on the data. However, the result demonstrates that web-based social media engagement antecedents decidedly or positively impact on buyer's buying expectation or behavioral outcome.

Keywords: Social Media Antecedents, Sociability, Usability, E-commerce, Perceived Value and Behavioral Outcome



1. Introduction

An incredible interest in social media communities has been witnessed from last decade among consumer as well as firms/organizations [1]–[3]. Various studies have shown that the swelling majority of consumers are adequately relying more on social media network communities to make their buying choices or decisions. For example, a research study conducted on American social media consumers shows that about 71% of total surveyed consumers altered their preferences regarding brand items based on social media user's reviews they gone through on brand's social media community pages (Bazarvoice 2014). Also, the latest survey indicates that 64% and 51% of Twitter and Facebook users respectively are more probably buy the products of that brands which they usually follow social media (Kunkel 2013). This experiential effect on purchase decisions is possibly an outcome of the content breaded on social media communities or pages, which is generated and spread by the users itself with an idea of sharing information regarding products, brands, services, etc. with each other. Therefore, such user-generated content information is more influential than orthodox promotional ways and conventional commercial advertising on the internet[2].

Significance of Study

In order to explore the dynamics of a market, it is imperative that comprehensive research is undertaken to understand the behavioral patterns displayed by the social media users of that market. The social media industry has resulted in diminishing consumer boundaries, but the influence of national culture tends to influence social media user online behavior. The extant literature consists of few studies conducted in the developed economies and have found the impact of different variables on social media users regarding behavioral outcomes. With its own distinctive set of emotions and socio-psychological barriers, the cross-cultural viewpoints should not be ignored with respect to its influence on shoppers' online behavior [65].

Despite the findings of various researches, their significance to the Pakistani social media users is questionable. In order to generalize the findings of other studies, it is necessary to validate them across different nations with different cultural backgrounds. Else, these results will be limited to their own contextual scenarios. The social media platforms in Pakistan are characteristically dissimilar to other nations that have been examined in the studies [provide reference]. The country has seen an exponential growth of the e-commerce market in the last five years [provide reference]. Most of the existing work in examining Indian shoppers' online behavior has been restricted, as these have not examined the cumulative impact of shopping values and website characteristics on online shoppers' loyalty towards e-retailers. This research, therefore endeavors to observe the effect of shopping values, web portal's characteristics, and the mediating role of e-satisfaction on loyalty in the Pakistani setting.

Nevertheless, previous research studies have been conducted on social media consumer behavior and its implication for buying decisions [4]–[6]. Studies are available regarding user



behavior on the social globe; trust formation [7], word-of-mouth [8], user-to-user interaction and social media participation [9]–[11]. Literature dwelling led to the assumption that mostly user buying intentions are studied either for measuring social media influence related to operational factor or characteristics of media for the same cause [6], [12]. Accordingly, there exists a need for in-depth understanding of functional and psychological antecedents of social media communities and their influence on user's buying intention consequences. To this Edge, present study objectives are to cover this gap in the literature by presenting a robust insight through an integrated dynamic conceptual framework of the social media operational and psychological antecedents and their influence on Pakistani consumers' purchase intention consequences.

This study covers the fastest-growing torrent of research regarding social media online community engagement and consumer's purchase intention mediated by consumer perceived value in the emerging Asian market context—namely, Pakistan. Pakistan has a more significant proportion of young people in his total population and fastest growing urban population with mounting requirement or demand of various goods/services with means to purchase. Moreover, it more than 30 million populations as internet users with an annual growth rate of 7%; of those, 80% are users of different social media network community.

Our proposed model and empirical findings will provide a more in-depth insight of users' engagement and buying intentions; both highly influence the firms to organize, design and develop the social media to enhance and promote social interaction on either end, particularly in case of Pakistan.

2. Literature Review

2.1 Social Media

Various researcher and specialist have defined social media websites differently. Social media fabricated the web constructed applications pertaining establishments of the conceptual and innovation of Web 2.0 technology with the license regarding the development and created business on users posted contents [13]. Perhaps the most cited and popular definition of social media communities was said by Rheingold [6] “social aggregations that emerge from the Net when enough people carry on those public discussions long enough, with sufficient human feeling, to form webs of personal relationships in cyberspace”.

Social media communities have improved consumers and organization toward their social orders with far-reaching access to data, healthier interpersonal interaction and improved correspondence capacities [14]. Along with such lines, social networks described being such sites which within their boundaries contains a considerable number of the consumer from around the world with same machinations, viewpoints and interests [15]. Facebook, Twitter, Skype, Myspace, YouTube, daily motion, Web journals and Blog sites are bags of online networking and famous for all kind of customers.

Regards social media used as the means for any person to publish digital, creative content; provide and obtain real-time feedback via online discussions, commentary and evaluations;



and incorporate changes or corrections to the original content. By utilizing social networking, the medium seller can create content and spread important counsel to distinct users quietly merely and rapidly as compared to conventional commercial advertising [15]. Brand pages on social media networks work as a lever to yield advantageous perceptions of brand page interactivity, brand page sociability and quality of customer contact that prompt perceiving a collection of individual social value, brand learning value and hedonic value [16].

This new development in social media groups or communities has seen as social stages where the user or advertisers disperse their product informationally or review data internationally and speedily [2], [17]. Social media even allow their corporate users to stand up with extra appealing content to the local and international consumer[10][11]. Despite such descriptions, it's not so tight to recognize the three critical modules those give support to the presence or success of online networking such as online user content, online groups, and technology Web 2.0. There have many classifications of social media. Kaplan and Heinlein [13] propose social media classification such as blogs sites, cybernetic game worlds, content societies, social networking sites and collaborative projects, etc. Social network sites permit individuals to set up individual website pages and at that point unite with companions with the end goal of informational sharing data and correspondence [18].

Antecedents of social media platforms: -

With the rise of technology in the modern era, social media has practically come to everybody around the globe as great electronic gadget you have connected with the internet; it has become an integrated part of our life. Nevertheless, when generally circulated term social media discussed, not many people ha genuinely y comprehended the real spirit of social media. Accepting and getting familiarity with the features of social media is crucial for people as well as critical for corporates who want to compete in the business division. Users who contain adequate information of online networking capabilities and have clear viewpoints of social networking attributes will make their life modest; also bring themselves high regard or satisfaction (individual showcasing, item data looking for, seeking user's review on post-purchase, and so forth).

Organizations utilizing social media as a feature of their advertising strategy without understanding the primary attributes of social media are bound to disappointment. Despite the fact that a large number of articles and blog have been talking about social media from there distinct aspects, there is very minimal theoretical literature found which depicts the properties of social media systematically. It is believed by designers in practice that significant hurdle to adoption is lack of user-friendly interface. Though, showing only friendly interface of technology is not enough to yield desired results. Unless the firms also focus on the ability of consumers to have behavioral control. Therefore, companies are required to show the consumers both ease of use and behavioral control [19]. Whereas, incredible qualities practice to depict social media is rarely reported; Mayfield [18] and Taprial [20] emphasized the most common and vital theoretical attributes constituting social press are participation, conversation, community, connectedness, availability, speed intuitiveness and access. Based on the earlier literature of social media, the present study uses six qualities of social media under three heads name Sociability, Usability and Involvement.



2.2 Social Media Sociability

According to Liao and Chou [21], sociability alludes to how much a social media platform encourages the user to user interaction to accomplish shared objectives. Mayfield [18] called attention to two elements that speak about the capacity of sociability on social media in their best way is, i.e., community and connectedness. The community is an online group on social media created or taking into account from an individual's having same interest and likings; they share the identical elements, information and feedback reviews with various others users present on virtual or online groups [15].

The rise of social media rapidly permits individuals to create virtual online groups comprises of individuals sharing similar interest, likings, and backgrounds. The ensuing impact of the online community is the electronic word of mouth which is much more persuasive than traditional word of mouth. Many earlier research studies show that the authoritative members of the online created group stir up extra attention, though more essential or latest trendy discussions and also develop or build trust among members of the group[21]–[23]. On the other, researchers have considered the online communities as the social substitution for information sharing among community members. Ultimately the word of mouth information's credibility is evaluated on the ground of community user's trust on the website and their own perceived or supposed value on regained knowledge [24], [25]. Another element of social media sociability is "Connectedness" is the integration that always connects users with other user's (persons or corporate) contents, messages through the link shared by a user on different social media stages or platforms [26]. Connectedness is firmly identified with the clients' discernment and the genuine use of the online networking stages.

Connectedness is a potential wellspring of social capital consist of individuals who might recognize their system remunerations by controlling both solid and weak links [26]–[28]. Previous studies regarding connectedness advocate the moderating effect of product-oriented risk on the association between active user connectedness and perceived value. Which means product risk related information taken through robust social media connectedness has more perceived value to the consumer than the information gathered from weak online ties[27].

2.3 Social Media Usability

Usability means ease of use specifically concerned to user-to-technology communication or focuses on the interaction between human & computer. Technology acceptance model (TAM) has been employed till yet to measure the consumer technology usage acceptance and its effect on consumers' behavioral outcomes or intentions. Empirical tests of TAM model revealed that model was toned-down when the users denied the use of technology being too complicated/difficult to understand and this denial outweighed the performance benefits even initially potential consumer had perceived that technology is valuable[29].

Similarly, in the case of social media a form of communication technology it is reasonable to use TAM model and employ some of its concepts. Usability is leading to how the consumer of social media sites interact or communicate with the technology [30]. Useful usability of social media is dependent on three components termed as accessibility: user access through any type of electronic gadget via the internet, speed: instantaneous and swift information spreading across social media and openness: limitless, boundless and free joining of



information platforms, social media, and community [20]. All of the above mentioned three components can be classified in TAM which pertained to most vital construct, i.e., perceived ease of use[23], [31]). It is predicted that usability can affect consumer's attitude and engagement with social media platforms and then might affect their purchase intentions distinctly [25], [26], [28], [32].

2.4. Social Media Involvement

Despite the fact that sociability is the most obvious qualities of social media, it won't occur unless individuals genuinely participate and connect with others members in the social media platforms. As stated earlier, social media networking stimulates users' active participation either supportive or critical one; members of the network develop, share and leave information for other members. This mindset will urge them to vigorously contribute to increasing consumer loyalty, brands trust and future purchasing intentions[26], [33], [34]. Previous studies show that information searching, sharing the word of mouths and interaction among users is the important motives for joining or becoming a participant of social media online communities[6], [25]. One finding suggests that clients' perceived value from continuance active presence or participation on social media sites decidedly influence participant's behavioral conduct [35]. Indeed, the association among customer perceived value and involvement might positively proportional; implies that the one takes further involvement the extra perceived value one will pick up hence encourage the user to continually use or be present there. The same circumstance shows up in one of the investigative research conducted by Valenzuela [36] on the relationship between the amount of social media use and scholar's life fulfillment and social trust.

Iwasaki and Havitz [37] investigated the connections between three variables involvement, emotional commitment, and loyalty in the path model. Primary structure consists of following procedures that begin with the escalated participation in social media actions. These actions provide the base for psychological commitment to different brands and improving this commitment led to behavioral loyalty impact go on the move. An empirical study on the environment of social networking sites demonstrates that more consumer to consumer interaction on social media platform provides more product related information which will lead to higher consumer perceived value and building higher trust on product brand[38].

2.5. Consumer Purchase Intention-based on Consumer's Perceived Value

Buyer's apparent quality clarified the differences among pickup benefits of consumer and the cost consumer pays for goods, which is judged by the user itself beforehand setting up limited choices of purchase. Under the circumstance of hypothesis regarding consumer buying behavior intention, buyers' picks product items and facilities which usually amplify their perceived value apparently[34]. Zeitham [39] identifies the extra perceived value consumer received from the consumption of product items and facilities leads to the greater eagerness of consumer in repurchasing items or services. Chen and Yang [22] examine the product choice making a model in buyer's viewpoint and discovered that purchaser perceived value affected by both interior components, i.e., physical and mental variables and exterior or outside ecological elements, i.e., political, social and cultural circumstantial. Shahaudin et al. [40] stated that consumer has more easy access to information, earlier reviews and products owing



to the latest development in web-based tools, technology, and internet. This may help to set/change their mind towards a brand and hence causing purchase influence. Similarly, Wu and Mi conducted a study to examine the jewelry buying intentions and discovered the similar positive association between perceived value and consumer purchase intention. Net valuation of consumer perceived value contains a contrast among perceived/ apparent advantages and apparent penance of users, i.e., overflow. Similarly, well-thought-out that consumer perceived value is a critical ancestor to affect user's buy intention since that is the combination of give-and-take utility. Zeithaml [39] directed a study on customer perceived value. Purchasers will initially calculate the benefit they are offering out and the benefits they would pick up or take in when they are buying items and facilities. Taking into account utility hypothesis, when customers acquire more advantages than they pay for things or facilities, the likelihood of their goal to buy will increment. Having empirical results from various fields, different authors proposed consumer perceived value positively influence consumer product or facilities purchase intention [40]. So relies on the previous studies, the following hypothesis is formed for estimation. Scientific literature also acknowledges that customer satisfaction led to consumer perceived value and became the leading predecessor of enduring customer engagement relationship [41]. Kim [12] conducted the empirical study on consumer engagement, perceived value, consumer satisfaction, and continued engagement intention; supported the reverse association; the most satisfied customer with the product or facilities offered, the more likely or precisely customer intended to engage with value creation.

2.6 Theoretical Framework and Hypotheses Development

The following conceptual framework is developed relied on above mentions facts and previous literature on social media. Study include social media engagement determinants (Sociability, Usability, and Involvement) as independent, variable and purchase intention under behavioral outcomes as dependent variable while Consumer perceived value as a mediating variable. The following hypothesis is formed to test empirically and to determine the answers to the research questions.

H_{1a}: Social media sociability has significant connections with consumer purchase intention.

H_{1b}: Social media sociability has significant connections with consumer's perceived value.

H₂: Social media sociability has significant connections with consumers purchase intention through consumer's perceived value

H_{3a}: Social media usability has significant connections with consumer purchase intention.

H_{3a}: Social media usability has significant connections with consumer's perceived value.

H₄: Social media usability has significant connections with consumers purchase intention through consumer's perceived value

H_{5a}: Social media involvement has significant connections with consumer purchase intention.

H_{5a}: Social media involvement has significant connections with consumer's perceived value.

H₆: Social media involvement has significant connections with consumers purchase intention through consumer's perceived value.



H7: Consumer's perceived value has a significant connection with consumers purchase intention.

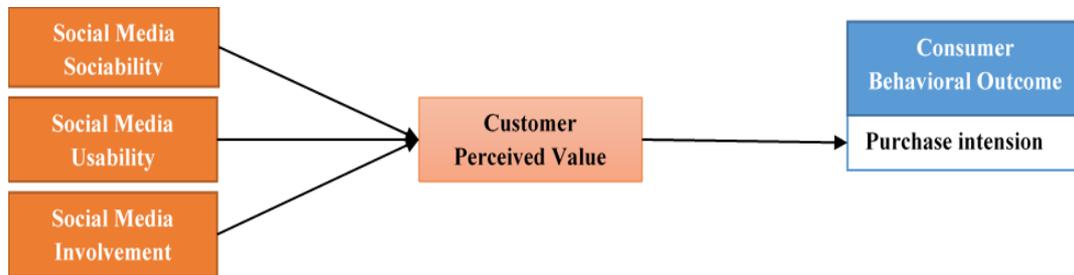


Figure 1: Conceptual Framework

3. Research Methodology

Positivistic research paradigm has been utilized by using quantitative survey techniques (survey method) to analyze the influence of social media determinants on consumer behavioral outcomes through mediation effect of customer perceived value. To empirically examine the testable hypothesis of the present study, response data from the targeted population has been collected through well-designed survey questionnaires. The survey questionnaire divided into two sections. First sections gather the information related to respondents demographic while the second section contained some questions used to measure different selected variables to test the directional hypothesis of this study. Where the response in the second section of the questionnaire was taken on a Likert scale of five-point ranges from “Strongly disagree” to “Strongly Agree.”

Non-probability convenience sampling technique is adopted as the target population size is not known [42]. Survey questionnaires are distributed through e-mails and through social media websites or other online sources to reach the potential targeted respondents; receptive to new social media technology in their daily life through the computer, smartphones in Pakistan. Around 450 survey questionnaires are spread through online and offline sources, from such 450 questionnaires 300 complete responses return to the researcher (66.67% response rate).

In survey instrument that is used in this present study; questions to measure each variable or constructs are adapted primarily from the earlier research studies with required modification to assess the social media platforms as technology. For example, Social Media sociability is measured by using questions adapted from Teo [43], Mayfield [18]; Riedl [27]. Social Media Usability measured by using questions adapted from Wathne [44], Mayfield [18]. Social Media Involvement is measured by using items adapted [13], [18], [20]. Consumer perceived value is estimated by using questions adapted from previous studies (Lei, 2009). Customer Behavioral outcomes such as purchase intention are measured by the questions adapted from such earlier studies[45].



To examine the responses of respondent on demographic questions, SPSS-24 has been utilized to perform various demographic tests, i.e. (frequency distribution, Pie charts, etc.). This research utilized two-step method consisting of partial least squares (PLS) and structural equation modeling (SEM) techniques to analyze the conceptual model. Reliability of constructs was measured by confirmatory factor analysis (CFA), Cronbach Alpha and composite reliability tests. Constructs' validity was observed using convergent and discriminant validity measurements. Directional hypothesis significance was seen with the path coefficient and T-statistic values in the structural model. Partial least squares structural equation modeling technique (PLS-SEM) has been applied through the software SmartPLS-3 presented by (Ringle et al., 2005) as PLS-SEM is useful and latest method to test the multivariable relationship influence on dependent variable when the sample size is small, and respondent data is not normally distributed. Furthermore, Smart PLS perform measurement and structural model simultaneously in data analysis.

4. Data Analysis

Descriptive statistics cover the demographic information of the current study's respondents (N=300) social media users from Pakistan.

Table 1: Respondent's Demographic Profile

Descriptive Statistic with Frequency analysis			N = 300
<i>Variable</i>	<i>Category</i>	<i>Frequency (f)</i>	<i>Percentage (%)</i>
Gender	Males	177	59
	Females	123	41
Age	25 or under	71	23.7
	26-40	112	37.3
	40-55	98	32.7
	56-above	19	6.3
Education	Intermediate	58	19.3
	Graduation	136	45.3
	Post-Graduation	86	28.7
	Doctorate	20	6.7
Occupation	Student	39	13.0
	Professional Worker	151	50.3
	Self-employed or businessman	95	31.7
	15	5.0	
	Housewife		
Social Media Platform	Facebook	118	39.3
	Twitter	107	35.7
	Snapchat	75	25.0



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Table 2 shows the frequency analysis of various demographics variable under descriptive statistics by using SPSS Software. It reveals that from a sample of 300 respondents 177 are males and 123 females respectively which means male is 59 percent and females are 41 percent of total respondents. Males are more as compared to a female because our culture is masculinity culture. In the context of study youngster, It is found more interested in using social media platforms or websites than those elder's peoples that's researcher focus more on the youngsters lies in the age brackets of 26-40 (112; 37.3%) and 40-55 (98; 32.7%). Frequency distribution analysis also revealed that most respondents are highly educated and have a sufficient or reasonable occupation. In the current study, most of the people are highly educated and have adequate income. Furthermore, most of the respondent 118 or 39.3 % of total respondent preferred Facebook (social media platform) more often.

Table 2: Measurement Model Outcomes with Reliability and Validity Analysis

Model Construct	Construct's Items	Factor Loading Value	Cronbach's Alpha	Composite Reliability	Average Variance Extracted
Social media Sociability	SMS1	0.734	0.7379	0.8939	0.5838
	SMS2	0.696			
	SMS5	0.680			
	SMS6	0.659			
	SMS7	0.707			
Social Media Usability	SMU1	0.771	0.8650	0.9027	0.6501
	SMU2	0.822			
	SMU3	0.838			
	SMU4	0.835			
	SMU5	0.761			
Social Media Involvement	SMI1	0.796	0.6048	0.8322	0.7133
	SMI2	0.891			
Consumer Perceived Value	CPV1	0.867	0.6802	0.8621	0.7577
	CPV3	0.874			
Consumer Purchase Intention	BO_PI1	0.860	0.8969	0.9283	0.7642
	BO_PI2	0.907			
	BO_PI3	0.868			
	BO_PI4	0.861			

Note: Construct's observable items, e.g., SMS3, SMS4, SMI3, SMI4, and CPV2 were extracted from the initial analysis of the conceptual model because their loading value was below 0.5 threshold limit.



Moreover, Table 2 presented the reliability and validity of the constructs through the measure of construct’s factor loading values, Cronbach alpha value, composite reliability and average variance extracted value for convergent validity. As per criterion of Yap [46] and Surlenty [47], Cronbach Alpha value should be higher than 0.6 to make the variable strongly adequate and acceptable. Cronbach Alpha for Social media sociability, Social media usability, social media involvement, consumer perceived value, as well as consumer purchased intention, ranged between 0.6048 to 0.8969, as per above the threshold limit [46].

Table 2 also shows the composite reliability another measure to analyze the consistency of the internal reliability required threshold limit is greater than 0.7 [48]. Whereas in present study the composite reliability for SMS = 0.8939, SMU= 0.9027, SMI= 0.8322, CPV=0.8621 and BO_PI= 0.9283 are also found above the threshold criterion [48]. Average Variance Extracted (AVE) value defined the actuality of convergent validity that means all items of the constructs are positively correlated with each other. AVE’s approved threshold range is 0.50 [48]. Table 2, presented values of AVE for each construct are 0.5838, 0.6501, 0.7133, 0.7577 and 0.7642 respectively. All reliability mentioned above and convergent validity analysis determined that factor loading value of each item is fully supported.

Table 3. Discriminant Validity

	Purchase Intention	Consumer Perceived value	Social Media Involvement	Social Media Sociability	Social Media Usability
Purchase Intention	0.8742				
Consumer Perceived value	0.6731	0.8705			
Social Media Involvement	0.5605	0.5181	0.8446		
Social Media Sociability	0.7330	0.4878	0.4612	0.7641	
Social Media Usability	0.7538	0.5280	0.4737	0.7441	0.8062

Discriminant validity defines the degree to which construct is dissimilar to another construct. Fornell & Larcker [49] has explained the procedure and given the criterion to assess the discriminate validity which is the square root value of each construct’s AVE should be more than its highest correlation value with another construct[48] and Table 3 displays that all underlying variables have discriminate validity.

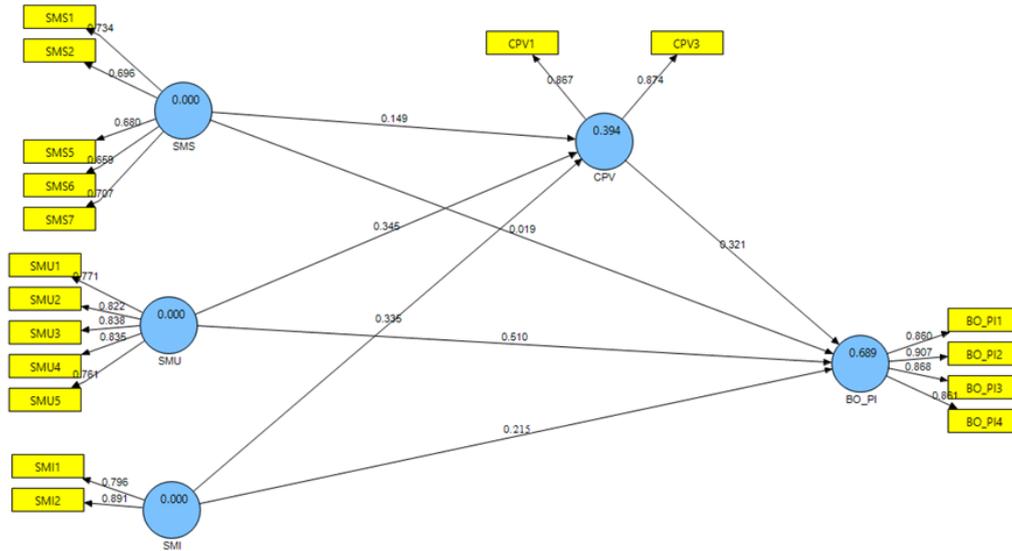


Figure 2: Partial Least Square- Structural Equation Modeling Path Analysis

Table 4. Direct Hypothesis Test Results

Relationship	Mean	Coefficient (Beta)	T-Statistic	P-Value	Hypothesis Output
SMS -> BO_PI	0.0794	0.019	1.0354	>0.05	Rejected
SMU -> BO_PI	0.6175	0.510	7.6799	<0.05	Accepted
SMI -> BO_PI	0.2595	0.215	3.3053	<0.05	Accepted
SMS -> CPV	0.1669	0.149	1.6404	<0.10	Accepted
SMU -> CPV	0.3430	0.345	4.0042	<0.05	Accepted
SMI -> CPV	0.3367	0.335	3.9567	<0.05	Accepted
CPV -> BO_PI	0.3145	0.321	3.3427	<0.05	Accepted

The results of a structural model of Partial Least Square- Structural Equation Modelling (PLS-SEM) which explains the direct effect of variation in variable due to change in another variable. In the current study, the path analysis result in figure 2 shows that 1-unit increase in Social media sociability (SMS), Social media usability (SMU) and Social media involvement (SMI) increases the consumer purchase intention value by 0.019 (t-value 1.0354, P-value >0.05) 0.510 (t-value 7.6799, P-value <0.05) and 0.215 (t-value 3.3053, P-value <0.05) units respectively. That means only Social media usability (SMU) and Social media involvement (SMI) have a significant positive direct effect on consumer purchase intention. All three antecedents of social media, i.e., social media sociability (SMS), social media usability (SMU) and social media involvement (SMI) have significant direct positive effect as they increased the consumer perceived value by 0.149 (t-value 1.6404, P-value <0.10), 0.345 (t-value 4.0042, P-value <0.05) and 0.335 (t-value 3.9567, P-value <0.05) units, respectively. Furthermore,



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consumer perceived value also have a significant direct positive effect on consumer purchase intention as a one-unit increase in consumer perceived value (CPV) will cause an increase of 0.321 (t-value 3.3427, P-value <0.05) units in the word of intentions to purchase through social media.

Whereas the coefficient of determination R^2 shows the combined effect of exogenous constructs on the endogenous construct, effect criterion ranges of the coefficient of determination between 0 to 1, and it is also a tool to determine the quality of the model. Whereas in current study both exogenous constructs have a value of R^2 within the criterion Consumer perceived value (CPV) 0.394 and Behavioral outcome-- Consumer Purchase Intention (BO_PI) 0.689 which confirm reasonable predictive model's accuracy[48]. Results of direct hypotheses are presented in Table: 3 along with Sample mean, beta coefficient, t-statistic value, and p-value. In a direct relationship, all hypothesis is accepted significantly except the relationship among social media sociability and consumer purchase intention rejected and verified as non-significant with p-value more than 0.05 and t value 0.792 (lower than 1.96).

Table 5. Mediation or Indirect Hypothesis Test Results

Mediation relationship	Path a	Path b	Indirect Effect	SE	t-value	Bootstrapped Confidence Interval		Mediation Decision
						95% LL	95% UL	
SMS -> CPV->PI	0.15	0.32	0.05	0.0349	1.37	-0.021	0.116	Rejected
SMU -> CPV->PI	0.35	0.32	0.11	0.0475	2.33	0.017	0.203	Accepted
SMI -> CPV->PI	0.34	0.32	0.11	0.0381	2.81	0.033	0.182	Partial Mediation

Baron and Kenny's [50] approach was employed for mediation testing. Table 3.1 revealed that no mediation role of consumer perceived value was found between the social media sociability and consumer purchase intention. It is non-significant since the t-statistic value (1.37) is lower than 1.96; there is zero in between lower limit (-0.021), and upper limit (0.116) of the confidence interval. One of the conditions of Baron and Kenny's test was not met. It showed an insignificant direct effect of sociability on consumer purchase intention. Furthermore, results revealed that there is the significant partial mediating role of consumer perceived value in relation to social media usability and social media involvement with



consumer purchase intention. It is substantial since t-statistic values are 2.33 & 2.81, respectively, those are more than 1.96, and there is no zero between the lower limit and an upper limit of the confidence interval.

5. Discussion and Conclusion

In current study measurement model results of the Partial least square method are found within the criterion range shown in table 2 and 3. However, results based on proposed structural model showed that the insignificant direct effect of social media sociability on consumer purchase intention and similarly, the effect of social media sociability on purchase intentions through perceived value as mediator is also not significant. Such outcome is consistent with earlier studies by Teo [43], [51]. These studies explain that one possible reason for such findings is that the user will trust the social media and virtual community more. It brings the high wisdom of belongings, connections, and social presence but it is not adequate to gain valuable information regarding making better purchase decisions, means that consumer perceived value will not increase only through social media sociability. In conclusion, H1a and H2 are rejected.

Structural model results also revealed that mediation of Consumer perceived value is proved through Social media usability and Involvement. Furthermore, consumer perceived value has a significant direct association with behavioral outcome measured through users' purchase intention as confirmed earlier by Morwitz [52] and Shaharudin [40]. Consumer perceived value ultimately affects customers' loyalty which motivates or persuades their purchase intention as stated by Khan [53]. The outcomes of the hypothesis (H7) regarding the influence of consumer perceived value on consumer purchase intention are significant and are consistent with Shaharudin [12], [40]; and Khan [53] in which they elucidated the strong association between consumer perceived value & consumer purchase intention.

Similarly, H3a, H3b, and H4 are also verified and found significant. Which indicates that social media usability (openness and accessibility to useful information) is the underpinning component to escalate the level of consumer perceived value. Consumer purchase intention has similar outcomes those are consistent with previous researches of Chai and Kim [54]. Hensel [55] investigated that the more degree of accessibility and openness of social media platform to the user, the higher user will perceive value from information and have more intention to use or purchase. Rogani [56] concluded that consumer purchase intention is related to easiness and usefulness of social media platform. Similarly, Borgman [57] and Kamtarin [58] revealed social media usage or accessibility influence consumer behavioral intention through optimizing the perceived value of information set.



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Furthermore, results of structural equation model proved the significant influence of social media involvement on consumer purchase intention, perceived value and purchase intention through mediation role of perceived value. It means involvement of consumer with social media (e.g., sharing information, chatting and commenting on other's posts, etc.) have a significant influence on consumer perceived information value and behavioral outcomes (purchase intention). Such results are found consistent with previous research studies of Al-Debei [35] and Valenzuela [36]. AH_{5a}, H_{5b}, and H₆ hypotheses have been accepted.

5.1 Managerial Implication

The consequences of the present study give different insights to individuals or organizations in regarding how to develop, design and keep up the dynamic online groups on Social media platforms like Facebook, Twitter, etc. Administrators of these online groups must comprehend that the advantages of social media don't come straightforwardly by the result of building an online brand community; rather, they are the consequence of managing properly antecedent components of social media examined in the study. For instance, online brand groups on social media platform must give materialistic advantages to their participants, for example, direct and relative correspondences for the user and incite reactions to user's complaints, to furnish the user with thought processes to take an interest in the group. In this research, it was proved that users take part keenly provided that information, reviews, and access are more open, relevant, accurate and concerning, ultimately depicting their purchase intention.

5.2. Limitation and Future Scope

Limitations of current study effect generalizability and give dimensions for future research. First, data collected only from Pakistan's social media users and findings are limited in the context of Pakistan. So, it is suggested being included other countries in the sample for future research. Second, study discussion limited to only the components of social media engagement, future research should explore other variables and suggested to add in the conceptual model. Fourth, the quantitative approach applied in present research; mixed method approach is strongly suggested for future research.

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