The Impact of Social Media Marketing Activities on Brand Loyalty through Brand Equity in Pakistan

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Abstract

This research analyses the relationship between social media marketing activities, brand equity, and brand loyalty in the Pakistan context. The primary purpose of this study is to find out the impact of social media marketing activities on brand loyalty through brand equity as a mediating factor. A quantitative research approach is used for data collection from the Pakistan University. This study focuses on measuring the perception of social media marketing activities and their later impact on both brand equity and brand loyalty. The initial result indicates the significant correlation between social media campaigns and brand equity, so highlights the mediation role or suction of brand equity in influencing brand loyalty. The complex factors influencing customer loyalty in the Pakistani market are explained by quantitative study. By presenting actual or real-life data on social media marketing, brand equity and brand loyalty in the Pakistani market and adding contributions to the existing knowledge. This study depends on a quantitative approach, that is based on awareness and perception of customer attitude and behavior that may guide us the strategic marketing decisions from the perspective of social media marketing. These findings are valuable for businesses to benefit from digital marketing strategies that are greatly needed in Pakistan.

Keywords: Social media marketing activities, brand equity, brand loyalty, brand image and brand awareness.

The rapid expansion in the trend of social media has transformed marketing strategy and offering dynamic platform for the company to target the enormous audience over 2.77 billion internet users globally. Businesses are increasingly combine social media into their marketing strategies, recognizing its cost-effectiveness and move all around for conducting integrated marketing activities (Kim A. J., Impacts of luxury fashion brand's social media marketing on customer relationship and purchase intention, 2010) The step for shift toward the digital marketing highlight the importance of maintaining customer-brand relationship and manipulating social media for brand value enhancement through interactive engagement and information exchange (Carlson, 2019; Kim A. K., 2012) With 92% of marketer admitting the benefit of social media for business development and growth (Stelzner, (2014),), the point of attention has shifted to create the direct customer communication channels, including handling complaints and make improvement in the decision-making processes (Tuten and Solomon, 2017). social media 's role as a influential word-of-mouth advertising tool, facilitating the spread of product information through user networks, emphasize its develop significance in today's competitive global market (Boyd, (2007)) (Erdogmus¸, (2012).) Therefore, companies are urge to navigate the challenges of measuring the impact of social media marketing on brand success (Schultz, (2012); Schultz D. E., (2013))While maximizing its potential to increase revenue, strengthen client relationships, and raise brand remembrance. This innovation in marketing underlines the need for ongoing research and adaptation (Smith, 2011) to maximize the benefits of social media's expansive reach and influence in the modern digital environment.

Social media play a important role in strengthen the brand equity and customer relation throughout the purchasing process. (Aaker, (2010)) Define A brand name, symbol, and associated asset and liabilities which either increase or decrease the value of a good or services are collectively referred to as brand equity. In the view of (smith, 2016), social media has transformed the market considerably since Aaker's definition thirty years ago and is the most successful vehicle in online marketing for establishing brand equity. As internet marketing has grown in popularity, brand loyalty—a crucial aspect of brand equity according to Aaker (2010)—has changed. (Ebrahim R. S., (2020).) highlights the distinctions between brand loyalty in the online and offline worlds. Speller, (2014) and the 2020 Global RepTrak study both emphasize how crucial corporate social responsibility (CSR) is to enhance profitability and obtaining a competitive advantage. Yi, (2013) Emphasize that for social marketing to be effective, it is essential to understand the different social audiences and use a variety of media channels. Platforms like and Infusionsoft., (2018), with their combined 3.2 billion social media users, elaborate the importance of social media in expanding a brand's consumer base and enhance the brand image or reputation. The significance of entertainment and interaction in social media marketing (SMMA) for customer perception and brand loyalty is highlighted by (Kim, 2010) (Kim, 2012) as confirmed by (Ismail, 2017) and further developed by (Beig, 2018) and (Altaf, 2017), who develop a connection between stronger brand equity and positive brand experiences on social media.

In today's era of world business are vastly moving toward social media for marketing SMMA to stay competitive and maintain profitability. This step should be point to notice in countries like

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Pakistan, where internet penetration has reached 36.5% of the population, amounting to 82.90 million users, as reported by Data Reportal (2022). Social media platform is not only essential for spread or increasing positive brand information and word of mouth but also use for boosting the sale and ROI. Karampini, (2018) and Stileman, (2009) highlight the vital role of social media in enabling customers to share their information to peers, increase the reach of product/services information. Jackson, (2011) focus and notes that the companies can grow brand loyalty beyond traditional methods by using efficiently social media (Bulut, 2013, June; Al-Nady, 2016) point out that old method of marketing are not effective and more costly, pushing the companies towards electronic social media for marketing and building the brand loyalty through information and communication exchanging. For the successful financial performance and business strategy (Khan, 2019; Osei, 2021; Chauhan, 2022) are highlighted that customer loyalty and satisfaction in virtual world is very important and crucial. The paper underlines the importance of SMMA in Pakistan, a country with vastly increase the use of social media user that include over 4 million Facebook users. Martin, (2011) with most of the people in Pakistan using the social media as a source of market information (Casey, 2017) and rising the trend of e-shopping /online shopping (Yan et al., 2016), the study of social media in the knowledge of e-commerce relevantly increases, aligning with (Kotler, 2016). Keller's (2016) helping in the create the brand value and built strong relationships with customer for market success.

The study investigate with using electronic platform "DARAZ" data and their relation and interaction with their customer how the manage how they use SMMA for marketing .While the effect of SMMA on branding and brand equity have been discuses by some studies (Koay, et al., 2020) , few researcher have investigate why and how SMMA affect, brand loyalty (Ebrahim, 2020), and brand trust (Moslehpour et al., 2020; Wibowo, et al., 2021). This study has made a significant contribution to understanding digital marketing dynamic in developing trendy market. The study focusses to investigate hoe social media marketing influence the brand equity and enhance the brand loyalty, especially in Pakistan. This finding beneficial for marketers and brand manager, offering effectively using social media Platforms for brand growth and development in a digital world and where these platforms helpful for businesses in shaping the consumer perceptions and behavior. Additionally, the study improves learning environment by offering light on the relationship between social media marketing and context in developing countries, providing valuable guidance for future marketing strategies and research in digital marketing

LITERATURE REVIEW

Social media marketing activities (SMM)

Social media marketing (SMM) has significantly changed the system or landscape of brand engagement, highlight its influence on brand equity and, eventually, on brand loyalty (Appel et al., 2020) and (Dwivedi et al., 2020) emphasis how social media forward the control over brand image from marketers to consumers, smooth the path through user- friendly content. This shift is important for increasing brand equity, a necessary key as a mediator in the relationship between SMM and brand loyalty.

Brand like Burberry, Louis Vuitton and Hermes, are demonstrated by (Kapferer, 2012) and (Spillecke & Perrey, 2012), grip the social media effectively, applying strategies that surround entertainment, interaction ,trendiness, customization and worth of mouth WOM (Kim & Ko, 2012).These element is play a part in building brand equity, which is turn to promote extensive brand loyalty. Marketing future is projected by (Appel et al., 2020; Dwivedi et al., 2020; Ibrahim et al., 2020), social media platform is the center spot of marketing activities, point out their role in generate brand equity (Seo, 2018) define social media as assistant of interaction and content sharing, crucial for attract the customer and building the brand equity. The comprehensive progress of SMM in business strategies (Akar, 2011; Chi, 2011) considers its effectiveness in develop meaningful connections between brands and customers, thereby influencing brand equity and, in turn, produce brand loyalty. This interlink between SMM, brand equity, and brand loyalty is crucial for understanding the dynamic relationship in the context of consumer commitment and brand achievement.

Interactivity

"SMMA impact on brand loyalty through brand Equity in Pakistan" can be closely linked with study finding of Muntinga et al. (2011), Kim and Ko (2012), and other understand the part of SM interaction to develop brand loyalty through brand equity. Muntinga et al. (2011) significant that social media users link with brand related information for interactivity, entertainment, relaxation and socializing, which is a key portion of social media marketing activities (SMMA). This interaction is discuses by Kim and Ko (2012), motivating users to participate in brand activities, leading to the creation of consumer-generated media, a strong tool of brand equity.

Moreover, research by Gallaugher & Ransbotham (2010) and Kaplan and Haenlein (2010) highlight the transformative effect of social media interaction on brand-user communication. Daugherty et al. (2008) strengthen that social connection on these platforms is a significant motivator for generating user content. Zhu and Chen (2015) differentiate between profile-based and content-based social media, each promoting unique forms of interaction and connection, vital for enhancing brand equity. In Pakistan's context, where social media usage is increase day by day, there interconnection can significantly impact brand equity. Brands can increase their brand equity by using social media platforms for interaction in an efficient manner, as per Gallaugher and Ransbotham's (2010) 3-M framework. Pakistani customers may become more brands loyal as a result of this. By increasing brand equity, brands may cultivate a devoted following by facilitating meaningful interactions, information sharing, and opinion exchanges with users. Thus, the insights from these studies are particularly applicable to understanding and harnessing the power of SMMA in boosting brand loyalty in emerging countries like Pakistan.

Entertainment

In this research tittle "The Impact of Social Media Marketing Activities on Brand Loyalty through Brand Equity in Pakistan," the entertainment part of Social Media Marketing Activities (SMMA) is vital. As highlighted by Kim and Ko (2012) and Bazi et al. (2020), entertainment in social media stems from the pleasure

and enjoyable experienced by users, which is a key pointer for engaging with user-generated content. This idea aligns with findings from Shao (2009) and Muntinga et al. (2011), who focused on the fact that social media users often consume brand-related content for enjoyment and relaxation. Supporting this view, Agichtein et al. (2008) and Manthiou et al. (2013) suggest that social media provide a platform for pleasure-seeking, where entertainment becomes visible from the user experience. Other studies, like that by (Kaye 2007; Park et al., 2009; Courtois et al., 2009), also identify entertainment as a strong motive for social media use, attracting participation and content consumption. This research emphasizes the role of entertainment in engaging consumers with luxury brands on social media, suggesting that the entertaining nature of social media content can enhance brand equity and, consequently, brand loyalty in the Pakistani market.

Personalization

The concept of Social Media Marketing Activities (SMMA) and its impact on brand loyalty through brand equity in Pakistan is closely linked with the customization factor of social media. Seo and Park (2018) define SMMA as a brand's ability to convey uniqueness and personalization for a specific audience through social media communications. By connecting with specific people and providing them with tailored information, customization enables businesses to communicate the uniqueness of their brand. Schmenner (1986) points out that customization adjusting a service to the meet the customer specific need. Martin and Todorov (2010) believe that by personalizing their site, brands can improve brand affinity and loyalty.

In the era of social media, customization is about crafting messages for the target audience. Zhu and Chen (2015) categorize social media posts into two types based on their level of customization: a customized message targeting a specific person or a small group, and a broadcast aimed at a large audience. Examples of such personalization in practice include high end labels brands like Burberry and Gucci. These brands effectively use their online identity to send personalized messages to individual customers, allowing them to customize and design their own products (Sangar, 2012). This level of customization in SMMA is essential in enhancing brand loyalty through the boosting of brand equity, particularly in the context of Pakistan's market.

Trendiness

According to Kim and Ko (2012), Trendiness is all about taking the latest news and hottest topics on social media platforms. According to Vollmer and Precourt (2008), social media is frequently seen by consumers as a more dependable source of information than traditional company-sponsored advertisements. Trendiness is defined by Godey et al. (2016) as the social media distribution of the most recent and fashionable brand information. Social media platforms work purposes beyond being basic hubs for current news and trending discussions (Naaman et al., 2011), they also act as important method for searching of products. Consumers increasingly depend on social media for information, considering it more trustworthy than traditional corporate-sponsored communication (Vollmer & Precourt, 2008; Mangold & Faulds, 2009). Muntinga et al. (2011) categorize trendy

information on social media into four sub-motivations: Observing, knowledge, per-purchase information, and inspiration. Surveillance involves observing and staying updated about one's social environment. Knowledge cites to obtaining brand-related information for learning more about a product or brand. Pre-purchase information entails reading product reviews or brand community threads to make informed buying decisions. Inspiration is about following brand-related information to get new ideas, like viewing images of clothing for fashion inspiration.

Word-of mouth

In Pakistan, the influence of Word-of-Mouth (WOM) and electronic Word-of-Mouth (eWOM) through social media networks plays a pivotal role in forming consumer opinions and boosting brand loyalty and equity. Seo and Park (2018) describe WOM on social media as interactions among users about brands, noting its higher credibility, empathy, and relevance compared to traditional marketing sources. This view is reinforced by findings from Gruen et al. (2007), who emphasize the enhanced trustworthiness and significance of information exchanged between consumers on social media. With active engagement in sharing and creating brand-related content, like reviews and comments, consumers use WOM as an effective means to spread information about brands within their networks.

Jansen et al. (2009) discovered that consumer comments on platforms such as Twitter have the potential to widely spread opinions and feelings about brands. Chu and Kim (2011) point out that eWOM on social media can be viewed through three lenses: seeking opinions, providing opinions, and passing on opinions. Opinion seekers are those consumers who search for recommendations and advice from others before making purchasing decisions. On the other hand, opinion providers or leaders have a notable impact on shaping others' attitudes and actions. This interactive mechanism on social media platforms amplifies the effectiveness of WOM and eWOM, making them key components in cultivating and preserving brand loyalty and equity in Pakistan market.

Brand equity

Brand value, as framed in different examinations (Aaker, 1991; Keller, 1993; Lassar et al., 1995; Christodoulides & De Chernatony, 2010), is an essential idea in showcasing, characterizing the extra worth and upgrade a brand name brings to an item or administration. It is a bunch of resources and liabilities connected to a brand's name and image, impacting client insight and conduct, and influencing an item's market execution. When determining a brand's market value, brand equity takes into account a number of factors, including price premium, brand loyalty, brand awareness, and brand image. Social media, especially in the digital age, has had a big impact on brand equity. Platforms like Facebook and YouTube allow customers to affect brand impressions through comments and views, underlining the relevance of online consumer studies (Beneke et al., 2016).

Social media has revolutionized the way that brands and customers communicate, giving individuals a significant amount of control over brand equity. This transition is especially significant for luxury brands, as the balance between personal enjoyment and symbolic value differs across different geographical markets

(Kapferer, 2009; Godey et al., 2013). While traditional media continues to play a big role in increasing brand awareness, social media marketing is anticipated to have a considerable impact on the formation of brand equity, particularly in improving brand image (Bruhn et al., 2012; Kim & Ko, 2012). In addition, brand equity acts as a moderator in interpreting how social media marketing initiatives influence consumer reactions. The relationship between brand image and brand awareness is emphasized by Keller (1993) and others who argue that these elements increase overall brand equity. According to Keller (1993), customer-oriented brand equity includes perceived brand quality and brand associations and is defined as the unique influence of brand knowledge on consumer responses to brand marketing (Yoo & Donthu, 2001).

Brand loyalty

The relationship between social media marketing activities (SMMA) and brand loyalty (BL) especially in the luxury brand sector is a complex area that has attracted much interest in recent research Gunnelius (2010) suggests that consumer conversations about brands is a cost-effective way to increase brand awareness and loyalty Highlighting the important role of consumer engagement and retention This concept is further enhanced by Aaker's (1991) concept of brand loyalty ho, who describes that a deep emotional connection with a brand is (Srinivasan, et al., 2002; Tatar & Eren-Erdogmus, 2016).

In the current digital age, social media marketing and advertising (SMMA) have emerged as major determinants of brand loyalty. A favorable correlation between SMMA and BL has been found by research by Ismail (2017) and Ibrahim & Aljarah (2018), demonstrating the importance of social media's interactive features in influencing consumers' views and brand loyalty. Algharabat (2017) elaborates on this relationship, suggesting that SMMA increases brand relevance and expressiveness by enhancing a brand's expressiveness in relation to a consumer's social identity and personal self. This movement towards a holistic approach in brand marketing, where emotional and psychological aspects are considered as important as traditional behavioral indicators, highlights the changing landscape of brand loyalty in the context of digital marketing and social media.

Brand loyalty and Brand equity

A number of studies underline how closely brand equity and brand loyalty interact. Brand loyalty is defined by the American Marketing Association as consumers' inclination to regularly buy from a single brand instead of switching between other suppliers within the same category. This tendency is strongly related to customer happiness; contented customers are less likely to be influenced by the promotions or price tactics of rival businesses and are more likely to remain loyal (Dimitriades, 2006). Oliver (1993), however, makes the point that loyalty is not always a result of satisfaction. Given this, it is critical for marketers to maintain favorable customer-based brand equity. According to Keller (1993), brand equity is the distinct effect that brand knowledge has on how customers respond to a company's marketing initiatives. Whereas brand loyalty was originally thought to be a part of brand, Taylor, Celuch, & Goodwin (2004) support looking at it separately. Furthermore, as Brady et al. (2008) clarify, brand

equity differs from brand loyalty in that it encompasses more than just familiarity—it also contains a sense of superiority and is not essentially based on action or commitment.

The way consumers perceive a brand's image, often more crucial than the brand identity companies present, plays a pivotal role (Bian, 2011). In today's information-rich digital age, consumer perceptions can greatly impact their purchase decisions. Macdonald and Sharp (2000) note that while consumers prefer well-known brands, it's their perception of these brands that largely dictates their purchasing choices, leading to the development of brand loyalty. Barsky (1994) highlights the fact that attracting new customers is considerably more expensive than retaining existing ones. The research also proposes that a positive brand image influences brand awareness, which subsequently impacts brand loyalty. It suggests that brand awareness acts as a mediator between brand image and brand loyalty, affecting brand equity, thus revealing a complex interaction between these factors. However, the study also acknowledges an existing gap in research concerning the mediating role of brand awareness in this dynamic. The way consumers perceive a brand's image often plays an important role, more important than the brands and identity companies have given it (Bian, 2011).

In today's information-rich digital age, consumers' perceptions can greatly influence their purchasing decisions. MacDonald and Sharp (2000) note that although consumers prefer products with which they are familiar, it is their attitudes toward these products that primarily determine their purchases, leading to brand loyalty Barsky (1994) confirmed the fact that the interest emphasizes more new customers than existing customers are growing. Research also shows that positive brand image influences brand awareness, which subsequently influences brand loyalty. This suggests that brand awareness acts as a mediator between brand image and brand loyalty, affecting brand equity, thus revealing the complex interactions between these factors but the study also picks up on existing research gaps the mediating role of brand awareness in this dynamic is acknowledged. The way consumers perceive a brand's image often plays an important role, more important than the brands and identity companies have given it (Bian, 2011). In today's information-rich digital age, consumers' perceptions can greatly influence their purchasing decisions. MacDonald and Sharp (2000) note that although consumers prefer products with which they are familiar, it is their attitudes toward these products that primarily determine their purchases, leading to brand loyalty Barsky (1994) confirmed the fact that the interest emphasizes more new customers than existing customers are growing. Research also shows that positive brand image influences brand awareness, which subsequently influences brand loyalty. This suggests that brand awareness acts as a mediator between brand image and brand loyalty, affecting brand equity, thus revealing the complex interactions between these factors but the study also picks up on existing research gaps the mediating role of brand awareness in this dynamic is acknowledged.

Conceptual framework and development of hypotheses

Social media stands out in marketing because of its user-centrality, which allows consumers to actively participate in the communication process. This type of communication is important

for brands, as it allows direct access to information and creates a deeper relationship with consumers. Studies such as (Kim & Ko 2012; Seo & Park 2018) highlighted the significant impact of SMMA on brand equity, especially in industries such as airlines and e-commerce industries. In the context of Pakistan, where the use of social media is growing rapidly, understanding these developments becomes even more relevant. The impact of social media on consumer engagement, trust, and ultimately brand loyalty is an important area of research. Studies have shown that social media marketing not only increases brand equity but also directly affects brand loyalty, offering a more comprehensive approach to understanding consumer-brand relationships The research model in Figure 1 is based on a combination of previous studies and theoretical frameworks. It shows that the multi-dimensional structure of SMMA, which includes entertainment, communication, trends, customization, and electronic word-of-mouth (e-WOM), receives an equal brand, a social brand a engagement, and greater influence on buying intentions Based on the literature review, the following four hypotheses are proposed.
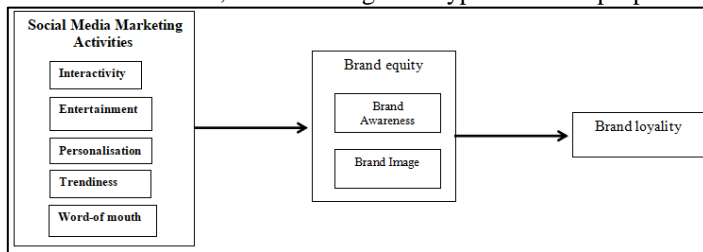
Figure 1: Theoretical Framework

This hypothesis is supported by the discussion in the text which emphasizes the role of social media in increasing brand value. Social media marketing activities, such as interaction, interest, trending, etc., are believed to have a direct positive impact on brand equity Cited studies (such as Kim & Ko, 2012; Seo & Park, 2018) support this hypothesis in the dense.

H1: Social media marketing activities positively influence brand equity.

The literature argues that social media marketing activities not only increase brand equity but also directly affect brand loyalty. This can be seen in the discussion of how social media enables better engagement with customers, resulting in increased loyalty. Empirical evidence has been cited to support this claim (e.g., Ismail, 2017).

H2: Social media marketing activities positively influence brand loyalty.

This perspective is based on the assumption that high brand equity reflected in consumer attitudes and behavior leads to greater loyalty to the brand The literature draws on a variety of studies (e.g., Keller, 1993; Lasser et al., 1995); indicating a positive relationship between brand equity and brand loyalty, which indicated It turned out that trust in brand value motivates loyalty.

H3: Brand equity positively influences brand loyalty.

This perspective concerns the mediating role of brand equity in the relationship between social media marketing activities and brand loyalty. The framework shows that although social media marketing activities have a direct impact on brand equity, this also has a direct impact on brand loyalty. Thus, the indirect effect of social media marketing on brand loyalty is mediated by brand equity. The sequence of these hypotheses corresponds to the conceptual framework.

H4: Social media marketing activities indirectly influence brand loyalty through brand equity.

RESEARCH METHODOLOGY

The primary data was collected using self-administrated online questionnaire, all the items were developed and adapted from the literature review. The items were revised by a panel of experts and non-experts, through a pilot test, to assess the face and content validity of the measurement items. The questionnaire consists of two main sections; the first section investigated personal information and background information of users on social media, and the second section, divided into four subsections, measured the items of the constructs for testing the hypotheses. The constructs are clearly defined prior to the measurement items, are displayed separately on different sections and then published online using survey hero. The settings of the software were adjusted to remind participants of any unanswered questions before being exposed to the next. The study targeted Pakistan users on the social media context, over the period. The link of the survey was sent to selected users. At the beginning, the response rate was relatively low, so the survey was sent again, to another batch of users.

The sample size was determined by depending on the requirements of the statistical tool used in the analysis; SEM and accordingly a sample size of 200 is accepted. A summary of the sample characteristics is provided in Table 2. All the variables were measured using 7-point Likert scale with the same anchors ranged from (1) very extremely disagree to (7) very extremely agree. In order to measure respondents perceived activities on different social media channels and their provided value, the study depended on the eleven-items scale of social media marketing activities developed by (Kim & Ko, 2012). This scale addresses the five identified dimensions of SMM activities.

DATA ANALYSIS

Table 1: Descriptive Statistics

Construct	Measures	Frequency	Percentage
Gender	Male	85	54.1
	Female	72	45.9
Age	15 to 20 Years	69	43.9
	More than 20 to 25 years	79	50.3
	More than 25 to 30 years	8	5.1
	More than 30 to 35 years	1	0.6
Marital Status	Married	12	7.6
	Not Married	145	92.4

Table 1 shows that the majority of respondents were male, accounting for 54.1% of the total, while females constituted 45.9%. The age distribution shows that the highest percentage of respondents falls within the age range of 20 to 25 years (50.3%), followed by those in the 15 to 20 years bracket (43.9%). The data indicates that a large majority of respondents are not married, constituting 92.4% of the total. Only a small percentage, 7.6%, reported being married.

Table 2: Correlation Analysis

	SMM	BE	BL
SMM	1		
BE	.746**	1	
BL	.610**	.713**	1

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

The table shows the relationship between SMM, BE and BL. It shows that There is a highly significant positive correlation of 0.746 between Social Media Marketing (SMM) and Brand Engagement (BE). This suggests that as Social Media Marketing increases, Brand Engagement tends to increase as well. There is a highly significant positive correlation of 0.713 between Brand Engagement (BE) and Brand Loyalty (BL). This indicates that higher levels of Brand Engagement are associated with higher levels of Brand Loyalty. There is a highly significant positive correlation of 0.610 between Social Media Marketing (SMM) and Brand Loyalty (BL). This implies that an increase in Social Media Marketing is associated with an increase in Brand Loyalty.

Table 3: Regression Results

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.610a	0.373	0.369	0.64010

a. Predictors: (Constant), SMM

Table 4: ANOVAa

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	37.720	1	37.720	92.059	.000b
	Residual	63.509	155	.410		
	Total	101.229	156			

a. Dependent Variable: BL
b. Predictors: (Constant), SMM

Table 3 shows that the value of correlation coefficient (R) is 0.610, indicating a moderate positive correlation between the predictor variable (SMM) and the brand loyalty. The coefficient of determination (R Square) is 0.373, meaning that approximately 37.3% of the variability in the response variable can be explained by the predictor variable. Table 4 shows that the value of F=92.059 which shows the overall fitness of the model and also its significance value is 0.000.

Table 5: Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	0.274	0.425		0.645	0.520
	SMM	0.732	0.076	0.610	9.595	0.000

a. Dependent Variable: BL

Table 5 shows that the unstandardized coefficient (B) is 0.732, indicating that a one-unit increase in SMM is associated with a 0.732-unit increase in the dependent variable BL and they are highly significant with each other.

Table 6: Indirect Effects

Variable	Effect	BootLLCI	BootULCI
BE	0.5207	0.3532	0.6983

This table shows that BE mediates between SMM and BL and the relationship is also significant. After analyzing the total, direct and indirect effects, BE partially mediates the relationship between the SMM and BL.

RESULT

Population (Table 1): Demographic analysis shows slightly more male respondents (54.1%) as compared to females (45.9%). The age range of participants was between 20 and 25 years (50.3%), indicating that the sample was predominantly young. Furthermore, a significant majority of respondents were not married (92.4%), indicating that the survey is highly representative of the views and practices of single youth. Correlation analysis (Table 2), the result indicates interaction table shows a strong positive relationship between social media marketing (SMM), brand engagement (BE), and brand loyalty (BL). The significant correlation (0.746) between SMM and BE indicates that effective social media marketing strategies have the potential to increase brand engagement. Similarly, the correlation between BE and BL (0.713) indicates that increased brand involvement is a strong predictor of brand loyalty. The positive correlation (0.610) between SMM and BL also highlights the direct impact of social media marketing on gaining brand loyalty. Regression analysis (Table 3 and Table 4). Regression analysis (Model Summary and ANOVA tables) shows that social media Marketing explains about 37.3% of Brand Loyalty variance.

This is a large part, highlighting the important role of SMMs in influencing BL. The F-statistic of the model (92.059) was highly significant (p < .000), confirming the predictive power of the overall model. Distribution (Table 5) indicates the distribution table further clarifies the effect of SMM on BL, with a standardized beta coefficient of 0.732. This means that for every one unit increase in SMM, BL is expected to increase by 0.732 units, holding other factors constant. This strong and significant relationship (t = 9.595, p < .000) highlights the effectiveness of SMM enhancing BL. Mediation analysis (Table 6): The mediation analysis shows that brand engagement (BE) partially mediates the relationship between social media marketing (SMM) and brand loyalty (BL). The indirect effect of SMM on BL through BE is significant, with a non-zero (BootLLCI = 0.3532, BootULCI = 0.6983) bootstrap confidence interval. This suggests that while SMM influences BL directly, part of its influence is mediated by its influence on BE. All of the studies show a strong and positive impact of social media marketing on brand loyalty, both directly and indirectly through brand engagement. This highlights the critical role of effective SMM strategies in not only attracting customers but also ensuring brand loyalty. Considering the youth, especially the unmarried population in the sample, these findings apply to consumer products targeting similar market segments in Pakistan. The study highlights the importance of SMM importance in today's business environment, emphasizing its potential as a powerful tool for building and maintaining

DISCUSSION AND IMPLICATIONS

The study's insights contribute significantly to the literature on social media marketing, emphasizing the role of social media marketing activities (SMMAs) in improving brand equity and loyalty. The challenge lies in the measurement and

conceptualization of SMMA, where the scale developed by Kim-Ko (2012) identifies quality, conversion, and word of mouth (WOM) as important dimensions These dimensions influence users' social engagement media conferences, providing custom services and the latest news. Moreover, SMMA enhances brand loyalty, according to Srinivasan et al. (2002), where brand trust plays a mediating role. Trust developed through social media experiences is important in building positive brand associations and long-term relationships (Pentina et al., 2013), although its importance seems to lie in the direct relationship between SMM activities and brand equity study.

The study addresses a gap in the literature regarding empirical evidence on the impact of SMMEs on brand equity and subsequent branding objectives such as loyalty and preference (Schultz, 2011; Schultz & Peltier, 2013). Contrary to controversial views (Schultz & Block, 2012), the study highlights the significant impact of SMMEs on brand loyalty, which is consistent with previous research by (Lassar et al., 1995; Keller & Lehmann 2006) and were consistent This highlights that interest, communication, and communication social media content dimensions are critical to building brand accuracy. Brands should view social media marketing not only as a consumer identification tool but also as an effective form of emotional branding, which can compete with traditional marketing strategies (Leong et al., 1998).

It suggests that effective SMMEs generate positive brand experiences and equity, relationships that are indirect and driven by consumer's internal states (Bill et al., 2013; Ismail, 2017; Chen & Lin, 2019). However, co-creation behavior does not moderate the relationship between perceived SMME and brand experience (Gafni and Golan, 2016). This may be due to the spread of negative content by dissatisfied consumers, as increased co-creation can also affect the dissemination of negative impressions and information This finding suggests that firms should look at independent consumers tightly control internalization and co-creation online to distinguish positive from negative activities.

Conclusion, limitations and future recommendations

The research findings on the impact of social media marketing activities (SMMA) on brand loyalty (BL) through brand engagement (BE) in Pakistan have revealed the important insight that this decidedly strong on SMMA and brand engagement and brand loyalty between Demonstrating the correlation, which highlights the important role of social media in building lasting customer-brand relationships Specifically, the study highlights the indirect but significant effect of SMMA on brand loyalty by brand an emphasis on engagement, a finding that is particularly relevant in Pakistan's digital-centric marketing environment as a tool, but positions it as a strategic asset to ensure long-term loyalty encouraged. Limitations: While the study is exploratory, it is not without limitations. The large sample size, particularly young and unmarried, raises questions about the generalizability of the findings to different demographic groups. This limitation may limit the findings of the study. Furthermore, the reliance on self-report for data collection introduces the possibility of cognitive bias, which may skew the results. Another notable limitation is the cross-sectional nature of the study, which, although effective for snapshot analysis, fails to capture the dynamic and changing nature of brand association and loyalty over time Future Recommendations: Looking ahead, future research should strive for a larger sample size in order to apply the findings to different groups of Pakistanis. Adopting a comprehensive approach can provide fine-grained, comprehensive insights into the temporal evolution of the SMMA effect. Examining other variables, such as cultural influences or individual differences in social media usage may provide increased understanding of the links between SMMA, brand associations and loyalty Extending research to include different industries within Pakistan as well become profitable, the likelihood of specific projects and effective strategies in unlocking social media marketing, contributing to a comprehensive understanding of the digital marketing sector.

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