

Unveiling the Influence of Social Media Marketing on Luxury Goods Consumer Purchase Behavior: Brand Image as a Mediating Force

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ABSTRACT

The core objective of the research primarily investigated four marketing on sns practices and its collective impact over purchasing behaviour in luxury articles domain. It also tried to figure out whether image of the brand mediates in this relationship between these two. The information was gathered using a quantitative online survey from people visiting different apparel shops in delhi and national capital region (ncr). Once the proper responses were acquired, data was transferred to an amos 22 for analysis. The results indicated that the image of a brand matters in deciding whether or not to buy, above all, the findings indicated that informativeness of a message content, perceptual relevance and interactivity are positively related to behaviour towards purchase. However, it was found that entertainment has very limited influence on purchase intention. Secondly, the results found that the effects of interactivity and informativeness in social media advertising on consumer's purchase intention were significantly mediated by consumer image related to brand of company. As not many studies that discussing brand image within the northern and, we have already made our theoretical contribution to existing literature by examining brand image as mediator between four character of social media advertising on purchasing behaviour. This paper also offers fresh empirical inputs from delhi and ncr.

INTRODUCTION

Customers' engagement in purchase behaviour is a topic already extensively explored elsewhere through the marketing literature. This process entails a number of stages which begins with understanding a need, evaluating alternatives and ultimately selecting an offering; product or service (Salem, 2018). These phases include purchase, time and place of your selection products, different brands preferences while selecting the product, payment options available in the market along with some financial requirements. They are significantly influenced by how they see a company's products and brand identity as well, where their type of impression is formed upon what it delivers from past experience to current fulfillment. Marketers have the ability to change consumer purchase behavior through tailored advertising and promotion. Developments in technology and communication (Hill et al., 2019) have spawned rapid digital innovation, creating new gateways for companies to show their wares, promote goods, engage consumers. In contemporary advertising practices, there is a greater importance for the development and nourishment of robust client relationships on virtual grounds (Balaji et al., 2021; Apuke & Omar, 2021; Pandey et al. ios_authentication_simulator, 2018). The rise of communication skills has meant wide reach and offered marketing the opportunity to use these platforms for easier contact, exchange as well as collaboration with clients (Bockel et al., 2021)

Internet and information technology improvement have presented firms with many opportunities for engaging with their desired customers and improving their brand images. Social media platforms are online technologies that enable consumers to communicate with one another and share different types of information, and or writes previous research has utilized several terms such as "Web 2.0," "social networking communications," "social networking tools," "social networking sites," and "blogs" to express the rudimentary principle of these channels. The regular and widespread use of social media as a product communication platform for advertisement and marketing yielded significant changes in consumer purchasing." Customers extensively prefer mobile-navigable online media compared to traditional information channels; hence, providers use smartphones and portable devices as their primary tools to acquire critical knowledge about a brand's character and activities to investigate and communicate with service firms To act more efficiently, marketers have developed businesses on online

platforms focusing on acquiring critical insights and knowledge about buyer behaviours which influence their vital strategic decisions. For this purpose, providers have devoted cash, capital, and market experience to engaging customers online to impact and stimulate their purchasing decisions. Literature on social media studies revealed many discussions on how social media influences actual buying behaviors, but only a few papers actually tested this because prior empirical research had mostly concentrated on the effect of social media marketing on purchase intention rather than the actual purchase.

Attributing brand image to brand equity, (Hafez,) links up the social media marketing with both brand loyalty and brand equity (Bilgin, Y. 2018; Yazdani et al., 2019). Several studies on social media marketing have examined the mediating role of brand perception in the relationship between various elements and purchase intention (Moslehpour et al., 2020, 2021). Despite that many previous researches have studied the mediator effect of brand image on the path from social media marketing characteristics to purchasing habits, there is no enough empirical proof directly showing how brand image plays a role as a complete mediating variable in this situation. In addition, there is a dearth of research in social media marketing field supporting the relationship with consumer behavior and luxury goods especially for Asian countries. Therefore, the present study aims to contribute towards available literature on social media marketing, brand attitudes and consumer buying response by presenting a unique perspective from Delhi/NCR region.

Past studies refer to various aspects of prior social media marketing on multi-perspective such as popularity, word-of-mouth (WOM), personalization, fun and interactivity (Kim & Ko 2012; Sano 2015; Jo 2013; Kim et al., 2017; Seo & Park, 2018). However, this study seeks to extend our knowledge of social media marketing by examining the influence factors including informativeness, interactivity, perceived relevance and enjoyment. These important characteristics assessed within the market can check their impact on consumers buying patterns inside the luxurious item market at DELHI/NCR. The findings hold the promise of shedding light on these dimensions of social media ads, and their capacity to predict purchasing behaviors in a luxury brand consumer marketplace. The next parts are the literature review, research methodology and findings will follow along with their discussion, theoretical and practical implications (where available), limitations of this study, future scope of the present paper.

2. LITERATURE REVIEW

2.1. Purchase behaviour

Buying behavior The purchase decision of the customer between different products, services or works with competitors, as stated in previous research (Kim & Sung, 2009) These are ingrained through a mix of organic and external advertising motives. External Environmental Factors and Internal Influencing A dozen broad elements such as beliefs, attitudes, knowledge, personality perception life style roles status etc. External determinants, including cultural factors, such as group membership and social class play a substantial role. Given the number of choices customers are presented with, service providers understand that it is a challenge to lure and hold on firmly important clients if they want to secure their presence in the market (Salem). As more and more consumers could easily access the internet, consume information on social media, most services they start doing their pages in different networks. Such platforms provide channels for formulating customer feedback or self-impressions, online marketing (Hutter et al., 2013). Over time, as the consumer becomes aware of a brand and its products, they will usually increase their searches for information about these online and conduct comparative benefits to competitor brands (Sharma et al., 2021). Because of this, their platforms serve as powerful tools for social and virtual communication with clients. The afford companies to enhance consumer engagement at quicker rate, deliver marketing message and quickly reach the target market in a cost effective way.

2.2. The perception and reputation of a brand.

In consumer buying behavior a brand image indicates the special understanding of consumers regarding characteristics, value and overall identity generated through emotional or psychological advertising tactics. Brand perception are the combined impressions, feelings and views that a customer has for any brand which in turn translates to explicit purchase behaviors. The combination of touchpoints, experiences and messages shape the image consumers build about a brand influencing their opinions on authenticity, trustworthiness & desirability (Keller 1993). In other words, it represents a business making an unwavering pledge to always place clients in the forefront with regards to their health so that they can feel great about doing transactions together. Morgan and Hunt (1994) suggest that a brand image is achieved when customers view service providers as reliable or dependable. The way people respond to different types of interactions with a brand in the online world is influenced by how well they know them and like or dislike their content. Calefato et al., 2015 stressed on the importance of building social media connections with brands. For the purposes of that study, "encounters" could come in the form of corporate content or as comments and social media data.

Their brand image reaches their target customers and now expanding in a more convenient way to effectively communicate marketing concepts to build positive sentiments for new brands. Elaborating the influence of online

reputation on behavior modification in people: Review Jadjil et al., Rana, and Dwivedi (2022) talked about how potent is an Online Reputation influential within individuals. Pop, Dabija and Alt (2022) also confirmed that a good corporate image leads to positive attitude regarding consumer behavior with companies perception on the quality of products /services. Therefore the following hypothesis is suggested:

Hypothesis 1: The perception of a brand's image has a substantial impact on consumer purchasing behavior.

2.3. Characteristics of Social media marketing

Several aspects of social media marketing, as has been studied by prior researchers, have explored the context of social media marketing to understand their corresponding effects on consumer purchase behavior (Alalwan, 2018; Wang et al., 2019). However, this essay takes a different approach, focusing on four specific components of social media marketing to provide a summary of the aforementioned variables and how they do or do not directly and indirectly affect consumer purchasing, with that context being that of the perceptions of a brand. The key components that the current study will focus on include perceived relevance, interaction, enjoyment, and informativeness; there are, of course, other aspects of merit. This essay is important in that it provides a thorough examination of the variables and how they operate in this context concerning consumer purchase, mediated by the concept of a brand image, within one composite research study. A review of previous research suggests that there is a relative lack of empirical research that has been conducted on these variables in the context of, more specifically, the Arab region. Thus, this study attempts to address this limitation by seeking to understand more about the connections between social media marketing and consumer purchasing. To this end, this study seeks to ascertain new insights from Delhi and the National Capital Region which may be relatively underexplored in the current literature.

A great deal of research has attempted to understand the acceptability and use of information technology in organizational settings (for reviews, see Straub 1988/1990). There is a growing interest in this issue due to the realization that, information technology implementation will be effective only if individuals are willing to use it (Venkatesh et al. It was postulated and verified in countless abstracts, as a result it resulted from the many ideas about the acceptance of technology within both individuals and organizations. A number of technology uptake related studies have built upon a variety of theories which examine different facets corresponding to the acceptance, such as Technology Acceptance Model (TAM) and Unified Theory of Acceptance and Use of Technology (UTAUT). The Unified Theory of Acceptance and Use of Technology (UTAUT) has been applied in various studies to investigate how social media marketing affects consumers' purchasing behaviors. Therefore, this study uses the UTAUT model as a basis to analyze relationships among attributes of social media marketing brands and purchasing behaviors and whether brand image is one of their mediators. The UTAUT model has been employed in previous academic study to clarify the integration of social media marketing characteristics affecting consumer behavior. First, researchers like Gruzd et al. have done critical studies this way (2012), Mishra et al. (2022) and Puriwat & Tripopsakul (2021). Liu et al. According to (2022) 'visuals are vital for an individual acceptance of contemporary information technology systems'. People have a lot more faith if they form strong positive views of the brands currently actively advertising on social media. In the modern time, brands have potential to connect with their customers and interact promptly through different social media channels available. Through this strategy, organizations have the opportunity to market their goods/services and create positive perceptions among consumers (Thaker, 2020). Because tend to share information on social media more and therefore the risk of purchase products or services that wish is smaller (Liao et al., 2019).

H2: The level of interactivity has a substantial impact on the perception and reputation of a brand.

H3: The level of interactivity has a substantial impact on consumer purchasing behavior.

Hypothesis 4: The perception of a brand's image plays a role in connecting the relationship between interactivity and consumer purchasing behavior.

2.3.2. Recreation

Given the consumption of entertainment material on social media platforms, entertainment has been identified as significant in persuasive arsenals - attunement support; focusing attention and provoking actions (Sharma et al., 2022). Cheung et al. Definition of Social Media Entertainment According to Bunnell et al (2020), social media entertainment means service providers creating pleasurable and memorable experiences that serve satisfying the humor needs of customers Entertainment, according to Pertierra (2021), plays a distinctive role in the type of consumer views being molded by social media platforms. Aimed in the same direction, Park and co-workers. 1 demonstrate that fan engagement in social media spikes when the fans run into compelling content that is congruent with their expectations. People are also more and more watching brand-related content for entertainment, relaxation or leisure purposes (Muntinga et al., 2011) so this is the major trend we can see here! Dufeild et al., 2007; Courtois, De Marez & Verleye 2009 - Indicating social media content mostly relates to entertainment and escapism which fulfils the role of catering from consumer's need for orchestrated enjoyment. Brand perception is positively influenced by successful social media entertainment initiatives, which in turn leads

to value creation through word of mouth and an improved brand image (Kang, 2005). Participating in various forms of entertainment activities on social media platforms like contests, online gaming and uploading pre-recorded movies has a positive effect on consumer engagement and brand choice (Buzeta et al., 2020; Jayasingh, 2019). According to Mustafi and Hosain (2020), entertainment is crucial in shaping consumer attitudes and purchase intent. The fact that such marketing initiatives are engaging and enjoyable on their own, according to Van Noort & Van Reijmersdal (2019), makes them most likely also very appealing as sources of fun information for the inherently curious consumer trivia circuit. In addition, Sohail et al. Entertainment and brand image are directly correlated, as demonstrated by Steffen & Campos-Rodriguez (2020). Our findings however; have been supported by Hafez (2021) who also added that brand image is a mediating variable in the impact of social media marketing characteristics on brand equity. According to Wottrich et al. Our own humour-based social media ads and content sharing was perceived to enhance our company in the eyes of consumers (Minkiewicz et al., 2017). Even though there are many studies, little attention has been attributed toward empirical investigation on the mediating role of brand image in between entertainment and purchasing behaviors. Therefore the following hypotheses are suggested:

H5: The impact of entertainment on brand image is substantial.

H6: Entertainment exerts a substantial impact on consumer purchasing behavior.

H7: The perception and reputation of a brand influences the relationship between entertainment and consumer buying patterns.

2.3.3. Relevance as seen by individuals

At the same time, Zhu and Chang provided the following definition: perceived relevance is “the extent to which consumers perceive a PAV to be personally relevant or instrumental to achieving on-of-kind clearly goals and values”. In digital settings, perceived relevance is achieved through PAVs tailored to individual short messages afforded to selected client segment. Proper operation of a firm’s website and allows for product or service personalization, showcasing of distinctive elements underscore, and development of stronger ties with critical stakeholders. In their research, Zhu and Chen classified social media and website posts as follows: tailored posts include only posts that are customized for specific people o specialized market segment, while broadcast post are only intended for general users. Burberry and Gucci successfully apply this approach: the brands regularly personalize their communications with the brand’s target audience and offer unique product customization strategies . Twelve. In this context, perceived relevance can be defined as “the extent to which SMM posts are crafted to meet the unique needs and expectations of each customer”. Research has demonstrated that consumers respond favorably to marketing posts when they believe the messages meet the requirements of what they want . Zhu and Chang found that consumers’ purchasing intent was associated with their self-consciousness related to social media brand promotion . Several sources still discuss how prompt marketers’ responses to consumer inquiries on social media sites will result in consumers making purchases and enhance the service provider’s brand image . The researcher Hafez found that brand image acts as an intermediary in the connection between social media marketing and a firm’s brand equity. Several other articles reference that personalizing marketing messages, which consumers see as relevant to their requirements, positively affect consumers’ attitude toward a brand and on the basis of the research implies also on purchasing intention .

Therefore, the subsequent hypotheses are put forward:

H8: The perceived relevance of a brand has a substantial impact on its image.

H9: The perception of relevance exerts a substantial impact on purchasing behavior.

H10: The perception of relevance has an indirect effect on buying behavior through the mediation of brand image.

2.3.4. Level of Information

Informativeness is defined by Rotzoll and Haefner (1990) as the attention value of advertising, or its ability to communicate important information about a brand to an audience. As claimed by Lee and Hong (2016), informativeness is only achieved when advertising professionals succeed in creating compelling adverts that have an appeal on a wide range of audience generating interest in the behavior toward marketing content. Social media is used as an easy way by service companies to engage with their customer about new updates & a variety of products. Easy accessible knowledge about some product or service to interested consumers (Naaman et al., 2011). In addition, the Internet of Things and proliferation in usage of smartphones have enabled businesses to communicate crucial facts easily giving them better control over customer interactions (Chhonker et al., 2018). Social commentary on social platforms is more important today than traditional marketing and sales campaigns because customers give greater weight to what their peers have experienced, especially if those comments are followed by other online assessments. A better overall perception of the brand is predicted to be derived from exposure to information about e.g., the quality, a product or service and values associatively linked with a certain

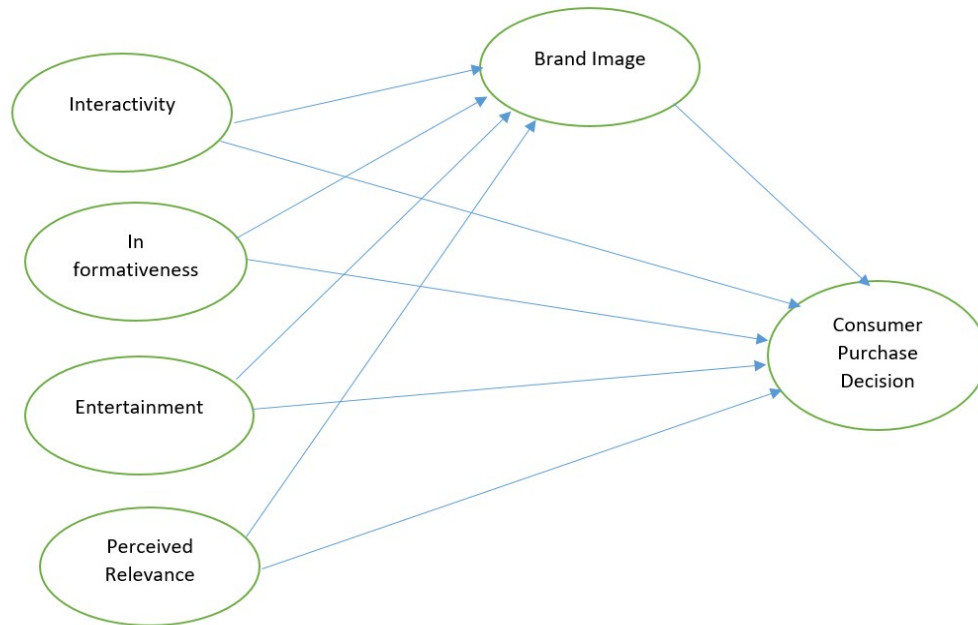
nomenclature (Hajli, 2014; Warren et al. Kitsios et al. The importance of social networking sites to provide consumers with a way to share their brand experiences were earlier emphasized by Lyons et al. (2022) as vital pools of knowledge that can be accessed by other customers; making the information provided on such forums important tools in influencing how potential users develop attitudes towards respective comparisons and build perception regarding effective use over time. Blanco et al. One association between unveiling the amount of information on social media and consumers' purchase behaviors was found in one dimension (Sun et al., 2010). This goes consistent with the study of Lee and Hong's (2016) that convinced creative or informative commercials have positive effects on consumer perceptions. They also found out that how much details about the brand are available through a company's website have an absolute effect on purchasers' sales. Chen and Lin (2019) noted a change in consumer info-productive behavior, with the decreasing use of traditional media for information needs online he turned into interested in shopping choice-making substituted marketing over social structures.

Organizations value heavily in creating marketing assets and implementing planned posting across various platforms to meet their marketing objectives, amidst today's digital and social media evolution. Bilgin, M., & Kethüda, H. (2022) demonstrated that the existence of informative content affects an impression form brand image positively What these brawls make clear of is that information ownership stands as an operator in marketing, capable both to engender and mold consumer behavior. For example, the use of platforms such as Snapchat, YouTube, Twitter and Facebook among other social networks for developing and transmitting marketing messages have a potential to positively influence brand image formation process in turn affecting customer purchase intention (Devereux et al., 2020). Therefore all of the following options have been suggested:

H11: The level of information provided has a substantial impact on the perception and reputation of a brand.

H12: The level of information provided has a substantial impact on the decision to make a purchase.

H13: The brand image acts as a mediator between the relationship of informativeness and buying behavior.



METHODOLOGY

3.1. Data gathering and sampling

The goal of this study is to evaluate the impacts of various aspects of social media marketing on customer purchasing behavior through both direct and indirect measures, using brand image as the main mediator. The data were acquired by conducting a survey of the target population of 258 individuals living in the Delhi/National Capital Region, who regularly buy luxury goods from different brands. In order to acquire a sufficient amount of responses for the study, convenience sampling was utilized. While the sampling method is acknowledged to be cost-effective in gathering customer data, this becomes particularly accurate when there is no feasible access to sampling frame. Furthermore, convenience sampling also makes it more accessible and easier to approach potential respondents and distribute questionnaires that was also observed in numerous related papers from different fields of the research . Another crucial aspect worth mentioning is that the data collecting process was

ensured in compliance with the ethical standards. Thus, the informed consent of the participants was attained before the process of data collection for the study began.

3.2. METHODS

The constructs measurements were items extracted from past research while the survey was being developed to obtain data. The survey had two parts: in the first one, section A requested information on the respondent's gender, age and schooling. The other subset, meanwhile, focused on the measuring components. The brand image was evaluated based on four items adapted to the study from Ebrahim (2019). Moreover, five measures utilized to assess purchasing behavior were adapted from a study of Hanaysha (2018). The study was examined 19 results on Social media marketing that derived from previous research conducted by Alalwan (2018) and Cheung et al. (2020). Specifically, interactivity was examined by four criteria and fun were assessed for 4 similar reasons. In contrast, relevance was assessed with six items and informativeness by five. All measurement items were on a Likert scale of 1 (strongly disagree) to 5 and the use is consistent in all tables.

3.3. METHODOLOGY FOR ANALYZING DATA

Given the data for participation above, only 267 of its recipients completed and delivered it. A total of 258 responses were perceived as genuine and thus accepted for further analysis. After the data was collected, it was one-hot encoded and then we checked for missing values. Thereafter the missing variables were imputed with related ones prior to beginning real data analysis. AMOS software was used to test the measurement and structural models throughout research. To evaluate validity and reliability of the measurements, we used a measurement model. The reliability analysis included Cronbach's alpha, and composite reliability was used. The longitudinal validity in terms of both convergent and discriminant aspects as well. When sufficient data matching the requirements was gathered, it resulted in development of final structural model to verification of expected hypotheses.

3.4. Verification of the system's robustness

Podsakoff et al. Within AOM, Deshpande and Farley (2003) were among the first to point out serious issues concerning CMB in business research. This is especially true when using survey instruments to take self-reported responses for data collection. We performed a CMB assessment to check the reliability of our results, in accordance with Podsakoff et al. In line with the recommendations of these authors, participants were informed that their responses are confidential and for research use only. Ultimately, this was to maintain anonymity and make all respondents as comfortable as possible. For the exploratory factor analysis (EFA), researchers used Harman's (1967) single fact test to see if the measurement items were indicating a certain kind of construct. Based on the results it was concluded that one unrotated component accounted for about 38.4% of the variance, which is below our threshold percentage 50%. So far, it does not appear that any such problems have emerged in the data from Cosmic Microwave Background (CMB) observations. None of them was found to have a leading role for most variance. The constructs retained their distinct measurement items and did not form homogeneous chain scales.

4. RESULTS ANALYSIS

A total of 258 replies were received and considered for review in this research. Respondents' demographic survey found that 63.2% of them were men and 36.8% were women. On the age scale, most of the students surveyed were under 25 (56.2%), followed by 30.1% aged 26-35, 11.4% aged 36-46, and only 2.3% aged 46 or older. As for the educational level, the empirical data demonstrate that 67.9% of the respondents have a bachelor's degree, 7.6% of the students have a diploma, 25.5% are postgraduate. All of the participants were familiar with social media and had at least one personal account on Facebook, Instagram, Snapchat, or Twitter. In particular, 51.4% of the participants had a Facebook account, 17.7% use Snapchat, 18.3% are active on Twitter, 12.6% use Instagram. In addition, to detect multicollinearity among the constructs used in the model, the Variable Inflation Factor was reviewed, a well-known technique in quantitative research. Researchers, among them Vu et al., assure that when VIF values is less than 5 between the constructs there is no multicollinearity issue in the measurement scales. It is illustrated in Table 1 that the VIF values for all constructs under study were less than the recommended range (<5), meaning that the obtained data is suitable for further analysis.

Based on the inspection of descriptive statistics and the correlation matrix, favorable and strong positive relationships between the constructs under consideration were identified. As shown in Table 2, the correlation analysis revealed the strong correlation between interactivity and entertainment, informativeness, perceived relevance, brand image, and purchasing behavior. Similarly, entertainment was quite strongly and positively associated with informativeness, perceived relevance, brand image, and purchasing behavior. Additionally, a strong correlation was found between the level of informativeness and the perceived relevance, brand image, and purchasing behavior. Also, a relatively high correlation was found between the perceived relevance and brand image and purchasing behavior. The analysis demonstrated that a strong relationship exists between brand image and purchasing behavior, which is consistent with the generally favorable and strong significant relationships between constructs. The mean values for constructs were as follows: interaction = 3.87, amusement = 4.12,

informativeness = 4.09, perceived relevance = 3.93, brand image = 3.87, purchasing behavior = 3.69. The standard deviation for all construct varied from 0.79 to 0.93.

In our experimentation, we employed the AMOS 22 software to test the data collected. We began by testing the measurement model in order to investigate the relative strength of factor relationships as well as to determine the appropriateness and consistency of the chosen measurement scales. The next step is to estimate the structural model to test our hypotheses. Measurement model verification includes four significant factors: model fit, factor loadings, reliability, and convergent validity. These factors must meet a reasonable threshold. After the disposal of some items with low loading results, the obtained measurement model demonstrated good model fit indices with the data with Cmin/df = 2.167, GFI = 0.877, NFI = 0.897, RMSEA = 0.062, CFI = 0.921, and TLI = 0.900. Following the standards declared by Hair et al., the factor loading results spanned between 0.5 and 1 were considered acceptable for the remaining constructs' items. As demonstrated in our results, the standardized factor loadings for the leftover items were in the range of 0.544 and 0.829, demonstrating that the convergent validity of the measurements was excellent. Following that, the Average Variance Extracted test was performed, with a construct being considered satisfactory if the AVE was above 0.5. Our test showed that all constructs exceeded the threshold, indicating once more that our measured approach demonstrated convergent validity.

Table 1 Multicollinearity test.

Construct	Items	VIF
Entertainment	ENT1	2.212
	ENT2	1.945
	ENT3	1.783
Interactivity	INT1	2.340
	INT2	1.730
	INT3	2.115
	INT4	2.801
Perceived Relevance	PR1	2.991
	PR2	2.106
	PR3	3.112
	PR4	3.013
	PR5	1.783
Informativeness	INF1	1.905
	INF2	1.567
	INF3	1.302
	INF4	1.064
Purchase Behaviour	PB1	2.148
	PB2	1.378
	PB3	2.519
	PB4	1.097
Brand Image	BI1	2.519
	BI2	1.663
	BI3	2.063
	BI4	1.817

Table 2 Correlation Table

	INT	ENT	INF	PR	BI	PB
INT	1					
ENT	0.176	1				
INF	0.227	0.387	1			
PR	0.358	0.109	0.498	1		
BI	0.575	0.475	0.561	0.423	1	
PB	0.502	0.401	0.612	0.599	0.534	1

**p < 0.01

Table 3: Confirmatory Factor Analysis

Construct	Items	Loading	Alpha	CR	AVE
Entertainment	ENT1	0.678	0.734	0.739	0.513
	ENT2	0.739			
	ENT3	0.746			
Interactivity	INT1	0.784	0.837	0.897	0.671
	INT2	0.821			
	INT3	0.799			
	INT4	0.845			
Perceived Relevance	PR1	0.801	0.791	0.813	0.690
	PR2	0.847			
	PR3	0.771			
	PR4	0.794			
	PR5	0.716			
Informativeness	INF1	0.675	0.783	0.809	0.519
	INF2	0.764			
	INF3	0.683			
	INF4	0.601			
Purchase Behaviour	PB1	0.817	0.817	0.853	0.667
	PB2	0.737			
	PB3	0.716			
	PB4	0.817			
Brand Image	BI1	0.901	0.777	0.810	0.607
	BI2	0.835			
	BI3	0.655			
	BI4	0.598			

Table 4: Test of Discriminate analysis

	INT	ENT	INF	PR	BI	PB
INT	0.769					
ENT	0.501	0.619				
INF	0.419	0.575	0.756			
PR	0.323	0.403	0.408	0.713		
BI	0.311	0.371	0.361	0.419	0.747	
PB	0.206	0.293	0.410	0.305	0.498	0.614

Table 5: Model Fit Values

Measure	Actual Value	Range value
CMIN/df	2.167	Between 2 to 5
NFI	0.897	>0.90 good >.80 Acceptable
GFI	0.877	>0.90 good >.80 Acceptable
TLI	0.900	>0.90 good >.80 Acceptable
CFI	0.921	>0.90 good >.80 Acceptable
RMSEA	0.062	Less than 10 percent

According to Fornell and Larcker (1981), the measurement model was employed to assess discriminant validity, which tests whether each of a construct's measurement items is different from those that load on other constructs. By the values in Table 4, we could know that square root (SQRT) of AVE for every construct were higher than other constructs proposed to correlate with it. This means that the discriminant validity assumptions have been met. Having satisfied these conditions, such as for factor loadings, reliability and validity analysis within the measurement model of study; proceeding further to establish the final structural model with AMOS software. Explanation of Hypothesis Support Table 6 clarifies the basis for multiple hypotheses (Table 7).

Hypothesis 1 (brand image) was supported significantly with $\beta=0.452$, t-value =3.217 and $p\leq 0.05$.

The test results revealed that interactivity was positively and significantly influential on brand image ($\beta= 0.423$, t-value = 4.331, $p < 0.05$) as well as purchase behavior ($\beta= -.304$, t-value =3.hundred one six-., s£g/Users/lihuai/temp/tmp26093676).040-) for H1 and H2 respectively

Entertainment had a significant positive effect on brand attitude ($\beta = 0.275$, $t\text{-value} = 2.355$, $p < .05$) However, it did not have a positive impact on purchasing behavior (H5 was confirmed and H6 were rejected).

Perceived relevance had no direct significant effect on brand image ($\beta = -0.010$, $t\text{-value} = -0.162$) and $p > .05$). It failed to influence intention (H8 rejected; H9 supported), yet did have a significant impact on all behavior purchase related variables ($\beta = 0.177$, $t\text{-value} = 2.357$, $p < .05$).

Informativeness was positively associated with brand image ($\beta = 0.464$, $t\text{-value} = 3.540$, $p < 0.05$) and purchase behavior ($\beta = 0.329$, $t\text{-value} = 2.413$, $p < 0.05$) H11; H12

Together, these characteristics accounted for 60.2% of the variance in brand image and 61.4 % of the variance in purchase behavior. Based on Preacher and Hayes' (2008) model, the study investigates that brand image plays a mediating role between social media marketing attributes Brand & clean; purchasing behavior. Table 7 illustrates the results of testing the indirect effect of interactivity on purchasing behavior (via audience response) and shows that hypothesis H4 was rejected as a non-significant t-value evidences that equal opportunities favored did not mediate this relationship.

The results also showed that amusement and perceived relevance did not significantly affect purchase intention, supporting Hypothesis 7 but rejecting Hypotheses 10.

Research concluded that informativeness has an indirectly impact on purchasing behavior at a P-value of 0.016 and CI between (0.149-0.061.) This confirms hypothesis H13.

Table 6: Regression Results

Hypothesis	Construct	Std. Estimate	S.E.	C.R.	P-value
H1	Brand Image $\rightarrow$ Purchase Behaviour	0.452	0.174	3.217	0.003
H2	Interactivity $\rightarrow$ Brand Image	0.423	0.082	4.331	***
H3	Interactivity $\rightarrow$ Purchase Behaviour	0.304	0.067	3.101	0.013
H5	Entertainment $\rightarrow$ Brand Image	0.275	0.079	2.335	0.015
H6	Entertainment $\rightarrow$ Purchase Behaviour	-0.033	0.087	-0.315	0.667
H8	Perceived Relevance $\rightarrow$ Brand Image	-0.010	0.074	-0.162	0.805
H9	Perceived Relevance $\rightarrow$ Purchase Behaviour	0.177	0.083	2.357	0.029
H11	Informativeness $\rightarrow$ Brand Image	0.464	0.127	3.540	***
H12	Informativeness $\rightarrow$ Purchase Behaviour	0.329	0.129	2.413	0.016

**P<0.01

Table 7 Mediation Analysis (Brand Image as Mediator)

	Bootstrapping		BC 95%		P-value	Indirect Effect
	Est.	Std. Error	Lower Bound	Upper Bound		
Informativeness	0.519	0.219	0.149	0.697	0.016	0.126
Entertainment	0.476	0.168	0.278	0.856	0.011	0.183
Interactivity	0.148	0.119	-0.081	0.399	0.179	0.143
Perceived Relevance	0.007	0.261	-0.513	0.475	0.724	0.223

5. DISCUSSION

This study is developed to understand the buying behaviors in terms of social media marketing features with their direct and indirect effect. In particular, it examines the mediating role of brand image in this relationship with respect to luxury goods purchase scenario amongst Delhi/NCR consumers. The results were found to coincide with those of Pop et al., and based on the findings, there was a strong positive relationship between brand image and buy behaviours. (2022) suggest that this factor can lead to a greater quality of the brand image and purchasing behaviors. Establishing a strong brand identity is essential to forging lasting links between customers and service offerings Statistical studies have revealed that social media interplay and purchases actions, each got direct in addition to oblique advantageous consequences. The mediation effect is enacted through brand image. This is also consistent with the previous studies that pointed out strong legislation of social media interactions (Islam et al., 2021; Lin et al., 2019) on urging purchase intention. For example, in their research Ibrahim and Aljarah (2018) showed that brand image seems to mediate partially the relation between interactivity dimensions and purchase intention. This is further reinforced by Cheung et al. Li et al. (2021) have also indicated that it benefits brand status and consumer's purchase behavior(EXIT sourceMapping). When it comes to Delhi/NCR, most of the

buyers prefer using social media network for finding companies and interacting with others that are present on such platforms thus again establishing how important is Social Media in making connections with your current as well prospective customers. However, an additional surprise emerged from the study - while entertainment had a positive correlation with brand image, its impact on purchase intentions was essentially zero. Further, the same interplay between entertainment and purchasing behaviors is not moderated by brand image. Translated this means that distribution of brand messages, and inclusion of your visual content on social media platforms can result in a better perception by the community but probably may not lead directly to more sales. Hollebeek and Macky (2019) also state that the social media commercial created for entertainment purposes has a positive impact on consumers' perception of business. Studies by Ha et al. But both with the study of Su et al. (2020) and McClure & Seock (20120), it has shown that entertainment plays an important contributory role towards electronic word-of-mouth/brand involvement(predictions). Cheung et al. Stated how engaging promotional content spreads quickly on social media platforms (2020) In short, focusing on a fun aspect of social media for consumers can also drive brand image. But as an exclusive basis for consumer smokers, it will inevitably have limitations on the direct impact of commercial enterprises' purchase behavior.

The critical implications of these results should inform public policies related to the amount of information provided in consumer purchasing decisions, direct and indirect impacts on brand perception. Consistent with a previous study [21] by Moslehpour et al. (2021), who found brand image as a mediator to convey social media marketing activity with purchase behavior. Furthermore, Kang et al. And Informativeness is an important dimension in social media marketing, having a positive association with customers shopping decisions according to Youssef et al. The statement by Dhanesh and duthler (2019) further elaborates that the internet savvy online community, especially under 30 years in the Delhi NCR region is continuously engaging on various social media platforms for buying diverse goods both tangibles /intangible offering. Therefore, building and sustaining brand reputation on social media platforms is absolute vital since a significant number of client interactions with service providers now happen online. This study highlights the crucial nature of positive word-of-mouth along with coherent brand communication in influencing consumer perceptions and building a strong image for brands. This is explained by customers purchase behaviors being associated with a strong and positive brand image. Alternatively, a weak or negative brand image will undoubtedly dissuade consumers from any inclination to buy. The study supports the idea that social media communication is significantly related to customers' behavior, and affects their financing decisions on purchasing or not. The information disseminated by these channels is extremely valuable as it largely influences how consumers will perceive and evaluate brands. Also, when this informative content equate to the positive image of the brand building it serves as a trigger and paves way for buyers inclined towards buying these offered items or services.

Realize that content rolls up into brand image: the two are inextricably linked and you can have great specific pieces of information about a company, but if your overall position is off message then it will not help drive involvement. In the same vein, the strength of a brand's perception is innately linked to consumer purchase behavior. A strong brand image would not only make a dissemination of information that much more potent in terms of purchase decisions, but also solidify consumer trust and confidence even further on the products or services being offered. [] The research highlights the critical role of informativeness within social media marketing, asserting that it influences consumer purchase intention directly and through a reinforcement effect on brand equity. As customers increasingly rely on digital research tools to learn about products and make decisions, it is critical for companies to create a compelling presence in social media networks. It is critical for creating that positive consumer perception and then driving purchase behavior.

5.2. IMPLICATIONS

Using the fast food industry as a model, this study sought to investigate direct and indirect effects associated with social networking variables that influence customer purchase behavior...(with an importance on brand attitude) Top-line results highlight that the informativeness level is overwhelmingly important in influencing of a brand and purchasing responseconsumer favoring behaviors. It also demonstrated that the perceived relevance and involvement played an important role on purchasing behavior, followed by entertainment to a lesser extent. A major finding unraveled to the fact that brand image serves as a mediating factor between certain facets of social media marketing (yielded by interaction and informativeness) besides consumer purchase behavior. The practical implications of these discoveries are they accentuate the significance of social networks, mandate that marketers at a fast-food chain like McDonald's have to produce energizing material and distribute winning marketing messages across all forms of online media in an effort to achieve strategic objectives. The importance of effectively maintaining online communities on different social platforms has grown and is now necessary to cultivate brand tribes, build a positive business perception etc. Marketers are encouraged to focus on generating compelling ads that produce intense emotions through consumers feeling a strong connection with the service provider, thereby promoting brand engagement.

The research highlights the importance of content quality and features in social media design. All of these influences have a significant impact on brand image which in turn drives the right purchase behaviours, and they need to be carefully assessed by marketing practitioners. Understanding which brand information types customers are actively seeking out on social media platforms can help using content to improve consumer engagement. Specifically, the article stresses that technologies like Google Analytics can be valuable resources to marketers for monitoring and analyzing how consumers react to online content. These tools give valuable information helping to improve marketing strategies and focusing on content optimized for high engagement & impact. The results support a holistic approach based on experiential and emotional branding for social media luxury advertising to include an in-depth study of understanding, selecting the right contextual content design (being captivating yet educational), managing online communities effectively, and using tools that can monitor customer feedback analysis. In a competitive marketplace, these strategies are believed to be crucial for shaping brand image, encouraging interaction and eventually influencing consumer purchases.

6. LIMITATIONS OF THE STUDY AND SCOPE FOR FUTURE

The present paper is a necessarily limited work and serves as an impetus for broader investigations. Second, as this study utilized survey-based data collection to assess consumer attitudes towards the social marketing components and purchase behaviors studied; future research could also benefit from using qualitative methods or longitudinal analyses. This could open up unimagined ways of grasping and perceiving these dynamics. Briefly, the data for this study was derived from luxury goods market consumers in Delhi and NCR only. For subsequent work, in order to increase the generalizability and reliability of our model we recommend repeating this analysis across a wider range of contexts. This study measured social media marketing with via four different elements and we suggest that future research investigate the influence of possible other variables on purchasing behaviors. Taking into account elements such as fashion and consumer habits could provide a more comprehensive reflection of the forces at work in the behaviour of consumers.

7. CONCLUSION

The aim of this study is to assess consumers purchase behaviour towards such expensive luxury goods on the basis of social media marketing attributes by validating how these factors reflect their buying behaviours and checks out whether brand image mediate between that specifics. These findings highlight the central role of social media platforms upon which luxury goods companies can leverage to accomplish their marketing goals, including developing brand image and shaping consumer purchase decisions. This study explores four constituent factors of social media marketing which are entertainment, perceived relevance, informativeness and instructiveness. With the exception of informativeness, a number of these factors did appear to be good predictors for shopping patterns. Escapism plays such a minimal role in enjoyment that it might be considered non-entertainment by consumers who then perceive luxury-goods brands' social media content as not entertaining enough. Here cultural complexities in the case of Delhi/NCR and pre-purchase behaviour consumer interest on entertainment within social platforms could be a reason for this which would demand further investigation to validate over diverse contexts. When we consider how important social media marketing is to the creation of real connections with consumers and proper brand promotion or consumer buying behavior stimulation, it emphasizes its role in your overall approach to marketing. The luxury consumer is showing more interest in consumption of luxury goods, making social media platforms a pertinent method to reach the target audience and influence their perceptions.

Social media is a platform that marketers can use to spread the word about their brand, maintain relations with customers and also mould consumer perceptions better. The findings demonstrate a strong case for policymakers to up their social media game and continuously monitor how consumer preferences change so that they can adjust the offerings accordingly. Social media is cost-effective, has a larger reach because it isn't limited to physical space and so many people are on social platforms making them the perfect platform where marketing managers need drop their ways of use off in order for them optimize.

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