

Social Media and Its Influence on E-Commerce Buying Behaviour of Women in Bhubaneswar: An Analytical Study

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ABSTRACT

This study evaluates the effects of Digital Engagement Marketing on consumer durable goods Buying Purpose, customer confidence, and brand affiliation. Understanding how marketers should create engagement tactics for online customers is the goal. Information from 254 social media women who had purchased consumer durables on social media over the previous 12 months was gathered via purposeful sampling. The findings of the study indicate that Digital Engagement Marketing significantly increases Brand Connection and trust, which in turn strengthens Buying Purposes and actual purchasing behaviour. The study describes how customers' decisions are mediated by brand perception and believability. The strategic conclusion is that in order to boost conversion rates and establish trust through involvement, businesses must enhance their Digital Engagement Marketing activities. This is a novel addition as it addresses a vacuum in the literature review, namely the relationship between trust, social media Brand Connection, and online durable goods consumption.

Keywords: Brand Perception; Digital Engagement Marketing; Brand Connection; Customer Confidence; Buying Purpose

INTRODUCTION:

Like other powerful information and communication technologies, social media's rise has drastically changed the corporate environment and ushered in a new age. Its pervasiveness has had a significant impact on retailers' distribution and sales plans, forcing them to adjust to a more digital world. With social media involvement having a significant impact on online marketing initiatives, the integration of e-commerce and social networking platforms is increasingly seen as an essential part of retail strategy (Yadav & Rahman, 2018). In order to build enduring relationships with an increasing number of customers, retailers are moving away from traditional one-time transactions and towards customer-centric strategies driven by cutting-edge mobile technology.

Active customer engagement, which can be improved by creating social connections, running sales campaigns, handling information, and educating customers online, is becoming more and more important to these merchants' success. Notably, social media is now mostly accessed by

customers via mobile devices, highlighting its influence on retail success (Bolat, Kooli & Wright, 2016).

One of the distinguishing features of the e-commerce sector is the constant stream of customers (Amit & Zott, 2017). The captivating quality of social media marketing effectively captures the attention of new customers each year. These customers usually share their opinions and experiences with others when they engage with a company and have satisfying interactions. Potential customers are encouraged to learn more about the retailer's online purchasing platform as a result of this message. Good word-of-mouth creates a strong bond between shops and their clientele, fostering a cycle of retention and loyalty that is essential for long-term success.

Since many customers use social media to get information, companies that ignore it will lose market share overall. After being impressed by shrewd advertising efforts or some helpful persuasion, this disengaged client can well turn into a vocal brand advocate (Sobande, 2024). To improve the shopping experience and customer satisfaction, businesses must

thus employ the finest strategies for reacting, offering information on demand, answering enquiries quickly, and making their websites mobile-friendly.

When purchasing online, consumers frequently make quick and deliberate decisions, usually supported by conversations with reliable peers rather than face-to-face interactions with merchants. Social media acts as a catalyst for influencing customer decisions and is a significant factor in determining online buying behaviour, according to research (Suherlan, 2023). The functions of Purchase Decision and Brand Trust highlight this effect and show how social media platforms can greatly enhance merchants' engagement tactics and increase sales success.

According to research on how social media affects e-commerce, purchase decisions and brand trust operate as enablers of this influence (Lin, Wang & Hajli, 2019). These findings give consumers and merchants the opportunity to understand the value of social media marketing in comparison to merely gaining more followers on various social media platforms. An ad hoc approach or inflated hopes are just not going to provide significant outcomes; thus, a strategy is crucial.

Even while earlier studies have improved our understanding of how social media influences customer behaviour, it is clear that merchants must stay vigilant and constantly modify their approaches in light of these discoveries (Mahoney & Tang, 2024). This analysis sets itself apart by emphasising the dynamic interactions between brand trust, social media impact, and purchase choices. Continuous study in these areas enables a better understanding of how modern marketing may advance in the digital realm, guaranteeing that merchants maintain their relevance and competitiveness in a market that is continuously changing.

Reviews of Literature

Theoretical insights into online buying behaviour for durable goods indicate that media use differs based on consumer social presence, trust, and legitimacy. Social media and word-of-mouth have a big influence on how people perceive brands, which influences their purchasing decisions. In 2021, Siddiqui et al. One aspect of consumer behaviour that has been well studied is the impact of trust and brand qualities on buying purpose. It has been demonstrated, for example, that trust influences word-of-mouth communication, which influences e-loyalty intentions in online groups.

Furthermore, how items are communicated in blogs and vlogs has a crucial role in influencing how customers view the products. Social network signals frequently have the power to activate brand qualities that are closely related to one another. These signals have the capacity to attract attention, raising interest and awareness in the process. Furthermore, a high level of trust serves as a moderator between social commerce engagement indicators and buy intents as it provides further insight into customer behaviour (Wang et al., 2022). As a result, there is a common element in brand and trust analysis that influences customers' purchasing decisions.

Numerous theoretical frameworks inform our understanding of consumer behaviour. Socio-genesis

theory is one such idea that emphasises how cultural, social, interpersonal, and emotional elements shape attitudes and ideas that eventually affect purchasing decisions. It focusses especially on how individual characteristics and cultural background—including social dynamics and psychological beliefs—have a big impact on how customers use social networking sites. The connection between the use of social networking sites and decisions to buy highlights the impact of social contacts on purchasing behaviour and demonstrates a process where psychological processes and causal learning trigger a call to action (Kimmel & Kimmel, 2018).

Trust, contentment, commitment, intention, and loyalty are important factors that influence the connection between a company and its customers. Given their direct impact on the likelihood of product sales, trust and loyalty are very important (Yeon, Park & Lee, 2019). This discovery aligns with the idea of reasoned action, which identifies attitude and subjective norm as the two main elements influencing behavioural intention. Here, a consumer's beliefs—including brand trust—have an impact on their attitude, which in turn affects their desire to buy. The relationship between customer behaviour and brand perception draws attention to the psychological concepts of attitude and trust, which are crucial in influencing purchase decisions.

According to Farivar, Turel, and Yuan (2017), trust serves as a balance in the idea of reasoned action, which illustrates the connections between social media interactions and purchasing behaviour. It is well recognised that trust influences behaviours including behavioural commitment, verbal communication, behaviour dissemination, and anticipating behaviours like website visits, link clicks, and purchase intentions. In a particularly delicate industry, such as internet purchasing, the relationship between a brand and trust is crucial.

Furthermore, understanding how trust and brand perception influence consumer behaviour enhances digital engagement marketing strategies (Ebrahim, 2020). This viewpoint emphasises the complexity of consumer behaviour by showing that psychological and emotional factors are crucial to the buying process and can be accurately simulated to forecast future purchase patterns.

Traditional mass marketing has given way to customer-focused personalised contact as a result of social media (Yang, 2021). It provides a comprehensive platform for comprehending customer preferences. This encourages a number of research to investigate the ways in which social networking sites impact judgements about online buying or purchases. No one has examined the current correlations in the context of purchasing durables; most research focus on purchasing decisions for everyday items.

A research on the influence of social media on shopping decisions found that social media influences purchasing intentions, which in turn influences purchasing decisions indirectly. Subjective norm, positive attitude, and perceived behavioural control all significantly influence buying intention, which in turn significantly influences purchase. The two most researched independent factors that have been demonstrated to affect consumers'

purchasing intentions are trust and brand (Armon, 2018). Therefore, a study model created to examine the channel influence of social networking sites on online purchasing decisions was built upon the integration of two studies on brand and trust.

After interacting with Buying Purposes, most research show effects on trust and brand. According to certain research, for instance, brand loyalty acts as a mediator between perceived value and buying purpose and between customer trust and commitment (Dam, 2020). The link between website appearance and trust has not been scientifically studied, despite the fact that its relevance is acknowledged. There aren't many research that discuss and look at how social media presence influences consumers' and website information's acceptability, as well as how buying purposes indirectly affect those two factors.

According to earlier research, where there are superior features of items or services, the existence of social networking sites is both directly and indirectly related to the choice to buy durable goods.

Despite a wealth of research on consumer behaviour with relation to online shopping, little is known about how Digital Engagement Marketing affects consumer durable goods purchasing behaviour, brand connection, and brand trust. The majority of the literature currently in publication focusses on typical e-commerce operations while ignoring the impact of influencers, brand supporters, and targeted social media communication on customer perception (Rabi, 2023). Regarding the relationship between Buying Purpose and purchase choice in a context where Digital Engagement Marketing is used, there also appears to be a lack of information. To comprehend the evolving digital industry, these gaps must be filled.

In response, this research carried out an investigation to accomplish the below-mentioned objectives:

To identify the influence of Digital Engagement Marketing on Brand Connection, Client Faith, and Buying Purpose in the consumer durable market.

To analyse the mediating role of Brand Connection and Client Faith in influencing online purchase decisions.

To suggest effective Digital Engagement Marketing strategies to enhance consumer engagement, trust, and conversion rates for durable goods.

Digital Engagement Marketing

Social media marketing is a simple way to build brand connection and trust, both of which have a significant influence on consumer durables commerce. Influencer marketing, user-generated content, and targeted advertisements are all used by brands to boost engagement, which benefits the company by improving perceived value and trust (Lariba, 2023). Customers are now more decisive, which helps to increase brand trust, thanks in large part to personal recommendations, real-time communications, and user reviews. In order to increase online sales of consumer durables, digital engagement marketing changes the way people browse

and adds value through the indirect effects of their choices.

Brand Connection

Brand connection refers to the emotions and ideas that customers identify with a brand as a result of its advertising, reputation, and experiences. Marketers enhance brand connections through influencer marketing, tailored consumer content, and customer interactions on social media platforms (Lou & Yuan, 2019). When consumers believe a brand to be reliable, high-quality, and aligned with their values, they form favourable associations with it; this is further reinforced by advertisements, reviews, and testimonials. In addition to increasing brand awareness, these connections influence customer choice and loyalty, making them more inclined to choose the brand over competing ones when making online purchases of durable items.

Client Faith

Customer loyalty plays a major role in the choice to buy items online, especially in the consumer durables market. It is produced by reliable social media interaction, positive past consumer experiences, and constant brand communication. Through contact marketing, influencer marketing, and genuine user reviews, social media marketing fosters trust (Lou & Yuan, 2019). Honesty, reliability, and prompt resolution of client concerns are the foundations of trust. Research indicates that trust has a favourable impact on customers' decision-making. The likelihood that customers will choose to buy a brand's durable items online rises dramatically if they have faith in it.

Buying Purpose

Buying Purpose, which measures a consumer's propensity to buy a product, is heavily impacted by the brand's perceived value, level of trust, and past experiences. Through user-generated content and content marketing, Digital Engagement Marketing has positively impacted Buying Purpose in the online consumer durable industry (Pasaribu et al., 2024). Customers feel more secure about making a purchase when they perceive a brand to be more trustworthy than others. Interactive marketing, tailored ads, and a simple online shopping experience all increase the likelihood that a customer would choose and buy a long-lasting product from a trustworthy business.

Association between Digital Engagement Marketing and Buying Purpose

A person's trust and engagement with a company are greatly influenced by digital engagement marketing, and this greatly influences their propensity to buy. Through interactive social media campaigns, influencer marketing, and interesting content, brands establish a strong online presence that increases consumer trust and brand memory. Customers are more likely to make a purchase when they get these interesting social media messages because they are more likely to trust the business. Last but not least, social validation, internet reviews, and tailored advertisements all help to raise Buying Purpose, raise perceived value, and reduce the buyer's expected risk. Therefore, in the online consumer durable market, digital

engagement marketing serves as the link between a consumer's interest and a real purchase choice.

H₁: Buying Purpose is positively and significantly impacted by Digital Engagement Marketing in the online consumer durable market.

Influence of Digital Engagement Marketing on Brand Connection

Businesses may enhance consumers' associations with their brand through digital engagement marketing, which influences consumers' views and relationships with the brand in question. Ads and brand sponsorships that target social media users strengthen the brand identity they are trying to establish (Kennedy & Guzman, 2016). User-generated content, such as tweets and even endorsements, increases the value, quality, and trustworthiness of a brand. Even when it comes to online purchasing for durable goods, social media gives users the opportunity to improve brand recognition and create a favourable perception of customers who are prepared to utilise their products.

H₂: Digital Engagement Marketing has a direct and positive influence on Brand Connection.

Effect of Brand Connection on Buying Purpose

Customers' purchasing intentions are clearly influenced by brand ties, and this in turn affects how the brand is employed. A brand is more likely to be adopted if it is positively linked to quality, dependability, and value. Because of enticing ads, online celebrity endorsements, and user evaluations on social media platforms, digital engagement marketing strengthens these relationships even more (Knoll, 2016). Furthermore, a strong brand connection increases customer confidence, which raises the likelihood that they will buy consumer durables online.

H₃: Brand Connections has a significant effect on the Buying Purpose of the consumers.

Impact of Digital Engagement Marketing on Client Faith

Due to the brand's meaning being developed through image, openness, and interaction, digital engagement marketing promotes consumer trust in a company. According to Glucksman (2017), marketers may now engage customers through related content and influencers on social networking platforms. Customer service on social media and brand testimonials have become more individualised, which has improved the business's reputation. Trust grows when a business communicates more useful information, which in turn boosts consumers' desire and confidence to purchase consumer durables online.

H₄: Digital Engagement Marketing has a significant impact on Client Faith

Impact of Client Faith on Buying Purpose

In the target online consumer durable market, client faith also significantly influences buying purpose. These changes in decision-making reduce perceived risk and uncertainty because consumers who trust a brand feel more at ease making purchases. Positive user evaluations,

brand advocate endorsements, and unfiltered brand advertising have all contributed to the development or, more accurately, strengthening of client faith through digital engagement marketing (Ojha & Joshi, 2024). Customers are more likely to make a purchase when brand interactions are consistent because they resolve issues and build connections. Customers are more inclined to select and spend money on a brand when buying durable items online as trust grows.

H₅: Client Faith directly influences the Buying Purpose of the Customers.

The factors of Brand Connection (BC) are:

Brand Icon (BI)

Brand Desire (BD)

The factors of Digital Engagement Marketing (DEM)

Apparent Utility (AU)

Apparent comfort of usage (ACOU)

Responsiveness (R)

The factors of Client Faith (CF)

Source Reliability (SR)

Professional Evaluation (PE)

Ratings and Endorsements (RE)

The all the factors are having relationship with Buying Purpose (BP)

Research Methodology

By assessing perceived value, advantages, and utility, digital engagement marketing is examined in relation to its impact on brand connection, brand trust, and purchase choices in the consumer durable industry. In order to find respondents who met the following requirements, this study used convenience and purposive sample techniques: they had to be 18 years of age or older, active social media users, and have made an online purchase of consumer durables during the previous year. The goal of the study was to determine the key factors that influence these consumers' purchases and what qualities they want in a medium.

Data Analysis & Interpretation

The study employed SEM to analyse the relationships between DEM, BC, CF, and BP. The analysis included validity tests, reliability tests, and hypothesis testing to determine the strength and significance of the proposed relationships.

The KMO Measure of Sampling Adequacy for this study is 0.878, which shows that the dataset is very appropriate for factor analysis. The KMO value has a minimum of 0 and maximum of 1, with anything above 0.8 considered meritorious. This implies that the dataset has strong common variance, meaning that the factors can be validated through factor analysis. This means the dataset has strong underlying structures that can be tested and verified using exploratory or confirmatory factor analysis.

Regarding the specifics, Bartlette's test of sphericity asserts that the correlation matrix provides an approximate chi-square of 8969.662 along with 190

degrees of freedom (df) and a significance level of 0.000, suggesting that there are relationships between the variables. There is some structure since the Significant Bartlett's Test ($p < 0.05$) confirms that the data set contains systematic associations that support the use of component analysis and that it is not just random noise. In

order to validate noise containment from random sampling and that the data set is suitable for additional multivariate analyses like factor analysis or structural equation modelling (SEM), a KMO value larger than 0.800 with a negative p value of 0.000 and a Bartlett's test KMO of 0.878 is required.

Table 1: KMO and Bartlette's Test results

Kaiser-Meyer-Olkin Adequacy.	Measure of Sampling	.878
Bartlett's Test of Sphericity	Approx. Chi-Square	8969.662
	df	190
	Sig.	0.000

The proportion of variation in each variable that can be explained by the variables that were identified via PCA is shown by the commonality values in Table 2. All variables have a commonality value of 1.000 at the start, which indicates that they each have 100% of their own variance. Following factor extraction, the extraction values show how well each variable is represented by the underlying factors. High extraction values suggest a substantial contribution from those variables to the component structure, whereas low values show a lower impact.

High communality values are demonstrated by PEOU1 (0.849), AU1 (0.843), PI1 (0.813), SC1 (0.818), and RR2

(0.818). This suggests that these extracted variables are important in the model as the extracted components adequately explain them. Conversely, while EG2 (0.682) and PI3 (0.689) are rather low, the derived components left significant unexplained variation in them. Additionally, the bulk of the variables have communality values above 0.7, indicating significant factor loading and the applicability of factor analysis to the data set. All variables also show respectable communality values. This enhances the study's legitimacy and validates that the dataset is suitable for more complex multivariate analysis, such as SEM.

Table 2: Study variable communality values

Substances	Preliminary	Abstraction
BI1	1.000	.758
BI2	1.000	.790
BD1	1.000	.798
BD2	1.000	.743
BP1	1.000	.813
BP2	1.000	.809
BP3	1.000	.689
PE2	1.000	.731
RE1	1.000	.784
RE2	1.000	.818
SR1	1.000	.818
SR2	1.000	.721
PE1	1.000	.790
ACOU2	1.000	.735
ACOU3	1.000	.700

R1	1.000	.714
R2	1.000	.682
AU1	1.000	.843
AU2	1.000	.763
ACOU1	1.000	.849

Extraction Method: Principal Component Analysis.

Table 3: Total variance explained by the extracted factors

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	7.126	35.630	35.630	7.126	35.630	35.630	3.119	15.597	15.597
2	2.517	12.585	48.215	2.517	12.585	48.215	2.864	14.319	29.915
3	1.820	9.102	57.317	1.820	9.102	57.317	2.493	12.463	42.378
4	1.800	8.998	66.314	1.800	8.998	66.314	2.356	11.782	54.160
5	1.077	5.383	71.697	1.077	5.383	71.697	2.271	11.354	65.514
6	1.008	5.042	76.739	1.008	5.042	76.739	2.245	11.225	76.739

Table 3 shows the relative contributions of each major component to the overall change in this database, as well as the total variance explained by the extracted components. The first factor is the most important component, accounting for 35.63% of the variance with an eigenvalue of 7.126. The second component is responsible for 12.58% of the variance, resulting in a total cumulative variation of 48.21%. Similarly, the third and fourth components explain 9.10% and 8.99% of the variance, respectively, of the overall variation of 66.31%. When combined, the fifth and sixth components contribute 5.38% and 5.04% to 76.74%, respectively. This number is considered sufficient for factor analysis as it captures a reasonable amount of the original data in the dataset.

The Rotation Sums of Squared Loadings with Varimax Rotation decreased the value of the first component while increasing the values of the others. From the second to the sixth factors, the remaining factors explain 14.32%, 12.46%, 11.78%, 11.35%, and 11.22% of the variance, respectively, while the first component accounts for 15.59% of the variation. The variance is now more evenly distributed among the explanatory components in the structure of the dataset. The cumulative total variance of 76.74% shows that the rotating solution may conserve important information while improving the clarity of each extracted component.

The rotational Component Matrix in Table 4 shows the factor loadings for each item following Varimax rotational Principal Component Analysis. By ensuring

that the components retrieved are orthogonal and that each one captures the highest variance, this rotation approach makes data interpretation easy to utilise. The matrix shows the dimensions of the data set that those components make, as well as the six components that may be used to categorized different elements.

Brand Connection (BA) is primarily responsible for loading the first component since BD1 (0.840), BI1 (0.834), BI2 (0.824), and BD2 (0.814) all combine to strongly suggest that these factors collectively explain a significant portion of the variance associated with the brand. The second component, Elements of Engagement and APCU, is comprised of PEOU2 (0.804), R1 (0.785), PEOU3 (0.766), and R2 (0.752). With APCU1 (0.887), AU1 (0.877), and AU2 (0.807), the third component is mostly with AU and is thus heavily loaded.

The fourth component is RE, and the exponents RR2 (0.865), RE1 (0.851), and PE2 (0.836) underline the importance of external opinion in fostering customer trust. EO1, SR1, and SR2 load SC as the fifth component (0.839, 0.823, and 0.761, respectively). The sixth component, Buying Purpose (BP), is represented by BP1 (0.836), BP2 (0.832), and BP3 (0.718), which together show that the customers' desire to purchase is captured by this collection of variables. It is useful for additional statistical techniques, such as Structural Equation Modelling (SEM), to analyse and evaluate the proposed constructs within the research since the discovered strong loadings (usually above 0.7) show that the variables selected are legitimate within the context.

Table 4: Component matrix rotation

Substances	Constituents					
	I	II	III	IV	V	VI
BD1	.840					
BI1	.834					
BI2	.824					
BD2	.814					
APCU2		.804				
R1		.785				
APCU3		.766				
R2		.752				
APCU1			.887			
AU1			.877			
AU2			.807			
RE2				.865		
RE1				.851		
PE2				.836		
PE1					.839	
SR1					.823	
SR2					.761	
BP1						.836
BP2						.832
BP3						.718

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization

a. Rotation converged in 6 iterations.

Evaluating the bias of typical methods

According to Martinko, Harvey, and Mackey (2014), CMB may cause significant measurement errors in the research data, which may cause confounding values in the empirical testing. Our work has followed Guillen et al. (2016)'s guidelines to effectively handle the CMB in the first data gathering stage. Furthermore, the empirical assessment was conducted using Harman's single-factor test to estimate CMB (Harman, 1976; Byrne, 2010). This study also searched for any overlaps between the overall scale's components. To accurately evaluate any bias, respondent identity and confidentiality must be preserved throughout the CMB estimate process. Such steps were necessary to lessen the effect of method bias on the research dataset.

Harman's one-dimensional measure

Previous empirical research has suggested using Harman's single-factor test (HSFT) to evaluate the possible influence of CMB on the study dataset. In this work, factors, including first- and second-order factors, were extracted using the EFA approach. The recovered components were selected using the eigenvalue criteria of more than 1, which indicates the absence of a single dominant factor.

Furthermore, the combined retrieved components explain 76.739% of the variation in the dataset, with the first factor accounting for 15.597% of the cumulative variance. Consequently, this finding meets the stated threshold of less than 50% variance proposed by Harman (1976). Because of this, the dataset contains relatively little CMB, which has minimal empirical support. A construct's item shares a substantial level of common variation, as shown by the CV measure. The components of the detected structures should have standard loadings larger than .5, according to Henseler, Ringle, and Sarstedt (2015).

The study's variables' identification and believability are assessed by the discriminant and convergent validity measures listed in Table 5. While discriminant validity emphasises distinctions between a concept and others, convergent validity contends that elements within a construct should have a positive correlation. These metrics aid in verifying the research model's dependability.

CR and AVE are the two main parameters taken into consideration while measuring convergent validity. If a construct's AVE is greater than 0.5 and its CR is greater than 0.7, it can be considered dependable. All of the constructs in this investigation satisfied these criteria, with AVEs ranging from 0.605 to 0.725 and CRs from 0.851 and 0.901. BC has the greatest AVE (0.695) and CR (0.901), indicating the strongest internal consistency in this construct. With CR = 0.851 and AVE = 0.656, BI demonstrates strong validity as well, indicating that its pieces fulfil their intended purpose.

Each construct's elements should correlate more strongly with its own construct than with other constructs in order

Table 5: Discriminant validity and convergent validity measures for all the construct and items

Constructs	CR	AVE	BC	DEM2	DEM1	CT2	CT1	BP
BC	0.901	0.695	0.834					
DEM2	0.859	0.605	0.526	0.778				
DEM1	0.888	0.725	0.327	0.212	0.852			
CT2	0.857	0.667	0.355	0.345	0.339	0.817		
CT1	0.855	0.664	0.398	0.666	0.259	0.284	0.815	
BP	0.851	0.656	0.484	0.395	0.573	0.341	0.434	0.810

Table 6 presents the findings from the hypothesis testing conducted using SEM analysis. The table uses standardised beta, t-values, and significant thresholds to evaluate DEM's relationship to BC, CF, and BP. The results show that there is a good positive link between H1 (DEM → BP) ($\beta = 0.426$, $p < 0.001$), indicating that Digital Engagement Marketing influences customers' purchasing intentions.

Additionally, H2 (DEM → BC) is in support ($\beta = 0.119$, $p < 0.001$), confirming that Brand Connection is significantly impacted by Digital Engagement marketing. According to this research, companies' image and preferences are positively impacted when they boost their effective social media participation. Additionally, H3 (BC → BP) is in support ($\beta = 0.247$, $p < 0.001$), indicating that a strong Brand Connection influence Buying Purpose in a good way. This indicates that customers are more likely to buy branded goods when they have a favourable opinion of a brand and an emotional or cognitive brand connection.

to guarantee discriminant validity. This is made possible by the AVE's square root, which is shown as diagonal values and should always be higher than the correlation values. According to the table, discriminant validity is validated because the diagonal values (BC = 0.834, DEM1 = 0.852, CT1 = 0.815, and PI = 0.810) seem to be higher than their correlations with other constructs. This is further supported by DEM2's association with BC, which shows that 0.526 is in fact less than the AVE's square root of 0.778. This indicates that Brand Connection (BC) and Digital Engagement Marketing (DEM2) are distinct concepts.

These findings demonstrate the validity and reliability of the measurement model, ensuring that the study's constructs accurately reflect certain theoretical characteristics and are not confused with one another. The data may now be subjected to more intricate statistical tests, such as SEM, for the study's hypothesised associations as a result of this validation.

The aforementioned study demonstrates the significance of H4 (DEM → CF) ($\beta = 0.034$, $p < 0.001$). This indicates that client faith is somewhat impacted by digital engagement marketing. This highlights how important engaging and trustworthy content is to building brand trust. However, it is evident that H5 (CF → BP) is not supported ($\beta = 0.012$, $p = 0.157$), indicating that Client Faith does not have a greater influence on Buying Purpose in this instance. While trust plays a significant role in decision-making, genuine engagement and Brand Icon may be far more powerful.

As shown, the Brand Connection is the primary way that Digital Engagement Marketing Influences Buying Purpose both directly and indirectly. Social media marketing clearly contributes to the development of trust, but in this model, it has no direct effect on the rise in Buying Purpose. Therefore, greater attention should be paid to creating positive brand connections in the eyes of customers while continuing to be believable and active on social media.

Table 6: Hypothesis testing results

Hypothesized Relationships	Standardized Beta values	t-value	Decision
H1: DEM→BP	.426	***	Supported
H2: DEM→BC	.119	***	Supported
H3: BC→BP	.247	***	Supported
H4: DEM→CF	.034	***	Supported
H5: CF→BP	.012	.157	Not Supported

The verified research model's SEM, which illustrates the link between the constructs DEM, BC, CF, and BP as well as their route coefficients, is displayed in Figure 2. This model illustrates how digital engagement marketing affects customer behaviour, especially when it comes to online purchases of durable items.

DEM1 and DEM2, which represent AU and ACPU and EG, respectively, are the two dimensions into which the DEM construct has been divided. These variables characterise the construct, as seen by the high factor loadings for these items, which range from 0.74 to 0.88. With levels of 0.49 and 0.64, DEM1 and DEM2 had beneficial direct impacts on BC and CF. This suggests that

Digital Engagement Marketing may enhance Client Faith and Brand Icon.

As the primary mediator in a model, BC works hard and actively to have a significant impact on BP. The brand icon and preference are highly loaded with buying purposes in this situation. The weaker (0.19) route from CF to BP indicates that, although trust plays a role, a variety of other factors may also have an impact on buy intention. Finally, BP1 (0.84), BP (0.84), and BP3 (0.73) demonstrate how strongly loaded the extract from the model structure is with relation to BP. Indicating that Brand Connection has a greater impact on customer Buying Purpose than trust, the direct path from BC to BP (0.43) is stronger than the line from CF to PI (0.19).

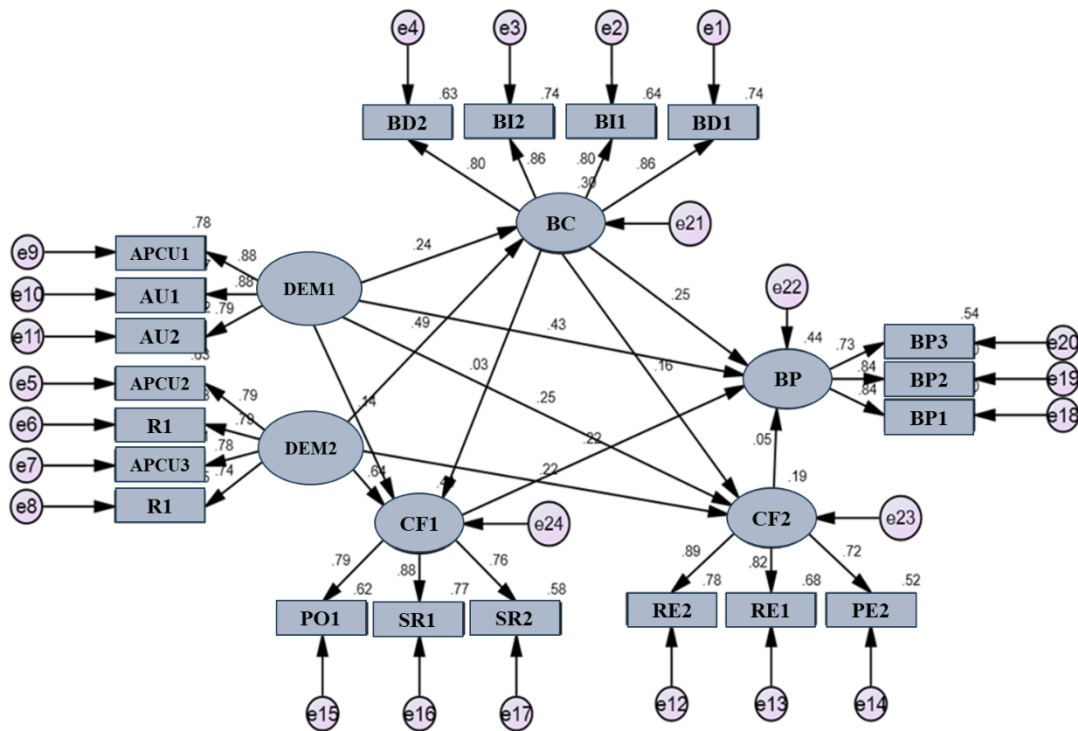


Figure 2: Path coefficients and a validated research model

In conclusion, this verified plan demonstrates that DEM affects BP directly as well as indirectly. In order to

influence purchasing decisions, the results highlight how crucial it is to strengthen Brand Icon and build confidence

through reliable sources, professional evaluations, and customer interaction on social media platforms. This model offers digital marketers looking to maximise their social media tactics a solid theoretical basis for further study as well as useful implications.

Discussion & Conclusion

The findings highlight how crucial digital engagement marketing is to customer loyalty and brand choice. Just as customers have social media sites to interact with others, brands may use them as educational and promotional resources. These platforms are said to be helpful for engaging, reviewing items, and providing recommendations, all of which help with decision-making. The outcome shows that social media marketing helps customers' behavioural aspects by increasing brand visibility and enhancing its credibility. Businesses must recognise these platforms as crucial tools for influencing consumer behaviour and preserving client connections as technology advances. The findings also corroborate the

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