

THE INFLUENCE OF SOCIAL MEDIA MARKETING ON PURCHASE INTENTION: THE MEDIATING ROLE OF BRAND EQUITY

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ABSTRACT

Aims: This study aimed to determine whether social media marketing and customers' purchase intentions are positively associated. Additionally, it has examined whether brand awareness and brand image play a role in mediating the link between social media marketing and purchase intention.

Study Design: This study used a descriptive research design with a quantitative approach.

Place and Duration of Study: For a year, the study was carried out in Thimphu, Bhutan (2021-2022).

Methodology: Three research enumerators collected 400 randomly selected respondents for the study using a printed structured questionnaire. In order to analyze and display the results, as well as to examine the mediation impact, descriptive statistics, regression analysis, and structural equation model (SEM) were utilized.

Results: The findings revealed that the independent variable social media marketing positively predicted the dependent variables of brand awareness, brand image, and purchase intention. And it was concluded that brand awareness and brand image partially mediated the relationship between social media marketing and purchase intention.

KEYWORDS: Social Media Marketing, Brand Image, Brand Awareness, Purchase Intention.

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