PRIMARY RESEARCH

The effects of social media marketing activities of apparel brands on consumers' response and intentions to buy: The mediating role of brand equity

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Abstract

This study investigated the influence of Social Media Marketing Activities on consumer's response, intentions to buy, and mediating role of brand equity towards the apparel brands. This research explores these relationships by scrutinizing the top fifteen apparel brands on social media in Pakistan. An online structured questionnaire was developed on google form with five elements of social media marketing activities, three dimensions of Brand Equity, three sizes of consumer response, and intentions to buy. This study shows a positive and significant relationship between social media marketing activities, consumer response, buying intentions, and brand equity. The study results also show that up-to-date businesses have gradually considered social media platforms as a capable and efficient way to promote and meet the target population.

INTRODUCTION

A rapid increase in social media use and popularity has started a new era forcing brands and corporations to establish and adopt advanced methods to reach out to their customers (Gallaugher & Ransbotham, 2010). Social media is being used as a marketing tool for apparel brands (Godey et al., 2016). Brands are essential to customers since they can give enthusiastic advantages of online Social media advancement (J. Rossiter & Bellman, 2012) and additionally figurative advantages, for example, self-improvement and self-endorsement (Stokburger-Sauer, Ratneshwar, & Sen, 2012). Social media could be characterized as the online methods for correspondence, transport, joint effort, and development among interconnected and associated systems of individuals, groups, and associations upgraded by mechanical abilities (Tuten, 2017). Luxury has been attracting

individuals since the start of time, with its sense of being unattainable and inaccessible to the 'common thing' customer. Being an equivalent world of glory, the wearing of a luxury piece holds natural esteem for the client and the observers (K. W. Miller & Mills, 2012). Social media apparel brands grasp high caliber and an engaging plan which infer uniqueness joined with infrequency. Nowadays, social media is used as a marketing instrument worldwide. Web-based social networking uses traditional techniques for discovering data and acquiring outdated things. All considered, new social and financial results are being produced. Social media networking is becoming more helpful and critical for promotion and client administration. Social networking platforms are the correspondence stages that enable clients to cooperate online to impart data and insights. Many brands extended their market through Social

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media. Social media are progressively becoming a fundamental asset for executers and a critical device for brand-consumer relationship development and maintenance. Social media has turned into the control tower of numerous brands' correspondence (Manthiou, Chiang, & Tang, 2013). Social media marketing appears to assume a crucial part in brands correspondence achievement (Phan, Thomas, & Heine, 2011). These rapidly growing promotional channels achieve more than two-thirds of all Web clients and give unparalleled chances for brand and image building (Correa, Hinsley, & De Zuniga, 2010). Different brands create various communities to make new consumers through different promotions and offerings (Zaglia, 2013). These brand promotional communities help encourage social communications between consumers (Algesheimer, Dholakia, & Herrmann, 2005). Consumers are more likely to use social media platforms as part of their daily lives and want to interact with people on these online platforms, e.g., Facebook, Twitter, and YouTube (Alalwan, Rana, Dwivedi, & Algharabat, 2017). A significant number of marketing researchers consider social media marketing activities interesting. Gradually, up-to-date business has considered social media platforms a capable and efficient way to promote and meet the targeted population. Social media applications have been the main point of focus for those who study marketing, to know how successful these virtual platforms are and how can we embrace them, this study is important to learn the necessities to adopt this marketing skill (Hutchins, 2014). The greater degree of connectivity and personalization of platforms like Facebook cause them to buy and build a positive attitude towards the brand (Persaud et al., 2013). Facebook is used to influence idealistic customers for marketing (Duffett, 2015).

Social media means an online way of synchronization, transportation, communication, coordination, and development of interconnections with different clusters of people for collaboration and management with boosted technological abilities. Social media acts as a Control tower for brands (Michel Chevalier, 2008), enabling them to develop new interaction methods with their customers (Kozinets, De Valck, Wojnicki, & Wilner, 2010). Boosting consumers interactions, brand image building, creating awareness for specific brands, controlling circulation on the brand's website, and boosting sales are those prospects that greatly impact consumers' choices. In the past twenty years, social media triggered a marketing revolution by giving many communicative opportunities for consumers of specific brands. Social media apparel brand consumers depend on reviews and comments given by other social media users about the

specific brand (Schmitt, Skiera, & Van den Bulte, 2011); this interaction affects the decision-making. Social media users participate in activities like tagging, posting, comments, likes, shares, and getting entertained by different stuff (Hollebeek, Glynn, & Brodie, 2014). Customers get motivated to use brand-related content because of their involvement in social media activities, sharing, entertaining, promoting, and representing their link with that brand (Hall-Phillips, Park, Chung, Anaza, & Rathod, 2016). Shoppers' image engagement in the online networking setting mirrors a few activities (e.g., sharing, contributing, socializing, advocating, and co-making) that rouse purchasers for the brand-related utilization of social media (Brodie, Ilic, Juric, & Hollebeek, 2013). Social media networking gives new openings and advantages for brand administration (Kaplan & Haenlein, 2010). Social media is fundamentally used to explore new ways to use marketing strategies by different companies to create awareness and increase sales and profitability. Research that looks at online networking showcasing impacts from the point of view of marking writing is additionally still fundamentally exploratory and needs exact investigations (Hollebeek et al., 2014). The center actions shoppers take part in online networking talk, share, post, tag, transfer content, remark, Amused, and so on (Michael R Solomon, 2013). Social media is utilized for individuals' communication and excitement, and utilitarian satisfaction, for example, quick access to facilities. When the brand value of an item is sufficiently high, target purchasers act emphatically toward the item (Kelly, Kerr, & Drennan, 2010). For instance, they pay more for the item, buy it over, and participate in great informal practices (Aaker, 1991). Brand equity is categorized by a set of dimensions. Aaker (1996) states that these dimensions are brand awareness, brand associations, perceived quality, and brand loyalty. Retailers' higher brand equity will probably create and keep up their associations with purchasers. Brand loyalty and brand image have a prominent share in marketing research. The existence of a brand in a customer's mind states Brand awareness (McLoughlin, 2007). Brand image is a sketch in a customer's mind that integrates representative importance when buyers connect with the item or administration characteristic (Cretu & Brodie, 2007). Brand equity is a sketch drawn by that specific brand's qualities and uniqueness into a customer's mind. That's why brand equity is a social and ethnic thing that is more than a product. Equity is a representational meaning that a brand wants to create. Awareness of any brand denotes as capability of differentiating the brand from others and remembering its unique apparel brand name (J. R. Rossiter & Percy, 2017). The ability of a

brand to be mentioned in a specific famous brands list and the probability of being selected finally increases due to its awareness (Keller, 1993). Brand image is the presence of a brand's insight in a consumer's mind so that he can recall cues related to that brand (Keller, 1993). That's why it could be a major marketing tool. Brand image is a brand's perception in the sensory system of customer's emotions and views about that brand coordinated with some other factors (Jung et al., 1994).

Seow, Choong, Moorthy, and Chan (2017) state that Intentions to buy is the ability to purchase a specific product for a consumer. Intentions to buy also forecast the decision of buying the product in the future (Zakaria, Yunos, Mahmood, Anita, & Said, 2017). It is the best tool for buyers to plan how to buy a specific item (Shaker, Hosseini Kasnavieh, Amini, Tahmasebi, & Soltani, 2018).

Previously study states that intention and buy is the best indicator for measuring consumer's responses. Intention to buy is the buying decision of any consumer for any specific product (Yadav & Pathak, 2016). Intention to buy is a trustworthy interpreter of behavior and has been measured by earlier studies (Yew et al., 2018). This study helps to identify the gap between the impact of social media marketing activities on apparel brands and on their brand equity and check the impact of social media marketing activities in helping and creating brand equity in the consumer's mind; it also investigates the effect of social media marketing activities on consumer behavior. And another impact of this study is to identify the effect of social media on brands. This research will help to recognize the effect of social media marketing activities on luxury brands that use social media for promotional activities. This study also examines the effect of social media marketing activities on apparel brands and how they use social media for promotions. This study examines how companies capture consumer's minds and build brand related relationships with consumers on social media (Kelly et al., 2010). This study helps to fill the gap between social media marketing activities, brand equity, and consumer response to apparel brands and check their impact on each other.

It is important to identify factors related to social media marketing activities that affect the apparel brand's equity in Pakistan. Many studies have been conducted regarding the social media effect on brand equity in different apparel brands. This study is used to check the link between consumers and social media marketing activities. Social media help the consumer to build the consumer response toward the apparel brand. This study is trying to find the effect of social media marketing activities in the apparel indus-

try and their effects on brand equity and mediates the effect of brand equity of social media marketing activities on consumer response. This study also examines the direct effect of brand equity and intentions to buy in the case of apparel brands. To investigate the effect of social media marketing activities on brand equity to examine the mediating role of being on social media marketing activities on consumer response and intentions to buy. To investigate the direct effect of brand equity on consumer response. This study will overcome the research gap of mediating between social media marketing activities and consumer response and intentions to buy in the apparel industry of Pakistan. To investigate the direct effect of brand equity on consumer response.

LITERATURE REVIEW
Social Media Marketing Activities
An online platform for communicating, collaborating, working, and entertainment is known as social media (Richter & Koch, 2007). Social media marketing is a more effective way to reach and gain consumers interaction and helps brands to expand their consumers market (Kelly et al., 2010). Information about products and services is easily available on social media for customers. Social media greatly impacts how brands design, make and distribute their contents (Tsai & Men, 2013). Research states that customers are increasingly attracted to social media, blogs, and debate forms for receiving information about the brand. Social media use of many brands' advertisements by promoting relevant photos and videos is called social media marketing. Nowadays, social media networking is a major economic informational tool and an essential part of many people's lives. The main significance of social media is to have economic communication between consumers and the community (K. D. Miller, Fabian, & Lin, 2009). The use of social media for interaction, consumer attainment, and maintenance are Energetic methodology. The 90-9-1 rule describe individuals' behaviors towards social media; just 1% of user create content, 9% are those who read, like, and comment, and the rest of the 90% of users are those who never make an interaction. Generation Y "Boomerang Kids" is progressively occupying the use of social media (Balakrishnan, Dahnil, & Yi, 2014). Prior studies state that companies use different kinds of social media strategies to communicate, attract and gain customers, and create awareness of their specific product in the market. Social media is acting as a greater source of information for sellers about consumer's buying behaviors and their opinions about different brands. That is how brands appear themselves on social media platforms, execute their promotional activities, and communicate with their buyers

(Evans, 2010). Social media users consume one third of their waking time spent using different social media platforms. Many researchers say that social media is used to approach individuals, influence their specific apparel brands, and increase sales. Data acquired from consumers' way of using social media and after buying activities causes influence their behavior towards the brand. Apparel brands use social media for promotion and publicity. Social media help the marketers to make innovative strategies for getting information, selecting and buying products. "According to A. J. Kim and Ko (2012), social media marketing activities have five aspects Entertainment, Interaction, Trendiness, Customization, and word of mouth. Now a day's, companies or marketing executives are putting their full efforts and promotion into increasing their likes and followers rather than engagement; these companies are just wasting their effort, skills, and money. Meanwhile, the popularity of social media increased daily, and many companies and businesses rushed toward the bandwagon called social media marketing. Researchers have endeavored to evaluate the significance of social media marketing activities and their work in a business context. It is suggests that social media marketing is too significant for creating awareness and promotions for apparel brands in a market. Social media is the best tool for communication and creating, sharing, and gathering online information about a specific brand or product; it is also an instrument for easier searching and better choices to get consumers' responses and feelings towards consumers' intentions to buy. In the context of social media state that Buyers trust one another, not massive brands. Many latest studies exhibit that when shoppers are deliberately involved with brands via web-based networking media, this essentially builds consumer's responses. The fundamental concern of marketers is developing customer brand commitment via web-based networking media through online marketing. Scholars analyze the association between buyers' perspectives on brands and their social media behavior. Social media advertising is characterized as business marketing occasions or procedures that utilize to categorically influence customer's intentions to buy. The development of social media has revealed individuals' requirements for social correspondence. As the Internet has created various types of media and applications over time, it has changed the conventional human associations of the past and made new platforms for Interactions. Information sharing about apparel brands is turned into another field of brand advertising, with the prominence of the Internet and portable advances. Consumers on social media are interested in the sales and purchase of a product and want to get experi-

ences about the apparel brand. Organizations should, in this manner, distinguish the components or strategies important to drive users to take an interest in such networks related to the brands; these companies also create interrelation among consumers. The ascent of online networking exhibiting has gained tremendous changes in use models and client culture, and the use of social media is prevailing in the market. Consumers perform a tremendous role in the social and marketing activities relevant to apparel brands. Online social networking has turned into an almost pervasive condition for human association. It is stated that "a collection of webs created applications that work concerning the conceptual and innovative establishments of Web sites and that permit the creation and trade of client produced substance are called social media". Brand repute building and many other benefits are occupied by social media marketing activities. Now the consumers are intensely involved in information, opinion, and experiences sharing with high impact compared to the past because companies spread brand related information more precisely and clearly.

Many studies have indicated entertainment as a strong motive for using social media. For example Shao (2009) assumed entertainment as a solid motivation for utilizing user-generated content. Entertainment inspires interaction in social media to some extent (Park, Kee, & Valenzuela, 2009). Entertainment is the output of fun and plays due to social media usage (Agichtein, Castillo, Donato, Gionis, & Mishne, 2008). Social media users are usually enjoyment seekers who are entertained and delighted by this (Manthiou et al., 2013). People use social media for relaxation, joy, and entertainment through an artificial online community (Bagozzi & Dholakia, 2002). For getting interaction, rue emotions, and making customers use social media regularly: can only be attained by providing entertainment al their social media platform (Kang, Tang, & Fiore, 2014). Companies use entertainment-related content in brand promotional activities to capture consumer's minds towards their specific apparel brand or product. Customers use brand-related material for time pass, joy, and fun (Muntinga, Moorman, & Smit, 2011). Researchers are assessing whether apparel brand-customer consider the brand's social media joyful and entertaining through a survey including comprehensive strategies. Entertainment supports social media achievement since it propels clients to take part, advance their energy and hold them returning (Manthiou, Lee, Tang, & Chiang, 2014). Joy and fun result from using social media to develop Entertainment (Agichtein et al., 2008). People who use social media mainly seek joy, amusement, and entertainment from social me-

dia events (Manthiou et al., 2013). Few social media societies organize games, events, and competitions to provide joy and creative, entertaining activities to users. Pleasurable events can boost user's interaction, participation, enthusiasm, and interaction; that's how they entertain them via social media. Manthiou et al. (2014) state that entertainment encourages consumers to participate in promotional activities to delight them and increase social media success. Social media interaction modifies the relationship between brands and consumers (Kaplan & Haenlein, 2010). Zhu and Chen (2015) allotted social media into two main categories content and profile-based, according to the method of communication and interaction. Social media fall in the Content-based category, mainly prioritizing the debate in the comments by consumers posted on social media. The aim of content category platforms is that consumers interact with the material posted by specific profiles, for example, on YouTube and Instagram and profile-based prioritize specifically their members. The material/events posted are about the members, and the main reason is to inspire social media consumers or users to interact with the posted content. They promote communication and relations because of their interest in every individual member behind these profiles, for example, WhatsApp and Facebook. Social media can provide a platform for discussing emerging creative content and helps consumers to interact and gain information about them.

Social media empower the interaction of users who think and act harmoniously towards brand-related content and groom discussing sessions about specific products introduced by these luxury brands (Muntinga et al., 2011). Gallaugher and Ransbotham (2010) "Find that the social media-based customer dialog is more active than ever, and they conceptualize this interaction with a megaphone, magnet, and monitor (3-M) framework, the megaphone represents firm-to-customer communication, the magnet represents customer-to-firm communication, and the monitor represents customer-to-customer interaction".

Trendiness act as a key source for recent research, top discussions, and main product search engines (Naaman, Becker, & Gravano, 2011). Consumers find social media platforms more convenient than typical advertising activities (Vollmer & Precourt, 2008). Trendiness is the latest information on facilities and content. Information about new trends on social media occupies all four quadrants: Inspection, persuasion, knowledge, and Pre-purchase. Inspection knows about the latest trends in a social community. Persuading means getting inspiration from relevant materials and making their mind to be a customer. Knowledge de-

notes collecting information from other experienced consumers about a brand's contents. Scholars state that trendiness is modification towards new modishness, social media enhances apparel brands in an up-to-date way. Prepurchase is basically reading product reviews at official and social media sites, which helps consumers gain confidence in buying (Muntinga et al., 2011).

The degree of customization explains how a facility is modified to attain consumer fulfillment. Research states that customization is "the capacity to change the look, adjust substance, and include or expel gadgets or information" by methods for a shopper and maker interface ." Individualization, fit, and design are the three major relevant customization concepts to apparel brands. By modifying their site, brands can tailor and show distinctiveness, constructing solid brand empathy and faithfulness (Martin & Todorov, 2010). Shoppers are most eager to expect and spend additional money on custom items for standard items, which raise their growth and earnings. Customization states the planned observers of the posted content.

Zhu and Chen (2015) states posts are described in two categories: broadcast and customized message. A customized message is what interacts with a specified group of individuals, for example, Facebook posts and WhatsApp status; the broadcast is another thing which is for anyone who is willing to get involved, for example, tweets. Companies offer customized apparel brands to the targeted customers to increase their consumers' response and intentions to buy the brands on social media marketing activities. Previous studies describe the degree of customization carried by social media marketing activities. Customization is a procedure for adjusting the individual's choice to incline toward a clothing brand or item. Organizations can use customization to avoid decision-making mistakes; this gave focused product offerings, and inappropriate sales estimates decreased; it also gave consumers precisely purchase those apparel brands what they exactly need.

Word of Mouth

Electronic word of mouth is related with the customer to customer relations with the brand via social media (Muntinga et al., 2011). Previous Studies describe that eWOM has a great likelihood, affinity, and trustworthiness for individuals instead of a promotional image on the Web (Gruen, Osmonbekov, & Czaplewski, 2006). Purchasing decisions are affected by word of mouth, and it also influences consumers' purchasing behavior. Electronic word of mouth is the best instrument of social media through which consumers create a brand image by blowing out views and info

relevant to the brand (A. J. Kim & Ko, 2012; Vollmer & Precourt, 2008).

Jansen, Zhang, Sobel, and Chowdury (2009) the study scrutinized the eWOM concerning specific brands on Twitter, and they concluded that posts by the brand-consumer create an information portal having views, dialogues, and gushes. A. J. Kim and Ko (2012) said eWOM can be analyzed on social media using three determinants: verdict seeking, verdict giving and verdict conveying. Verdict seeking customers used to collect data and views from others before purchasing. Verdict givers have a strong impact on verdict seekers because they make them purchase products. At last, online passing is a peculiar feature of eWOM that promotes passing opinions. This study about eWOM explains how much the content about luxury brands is further conveyed and uploaded on the web by customers.

Hennig-Thurau, Gwinner, Walsh, and Gremler (2004) state that online Word of Mouth is "Any positive or negative statement made by potential, actual, or former customers about the product or company which is made available to a multitude of people and institutions via the Internet".

Brand Equity

Brand equity is defined as "the enhancement in the perceived utility and desirability a brand name confers on a product (Lassar, Mittal, & Sharma, 1995). Brand equity is an underlying paradigm (Christodoulides & De Chernatony, 2010). Aaker (1991) states that the worth or image of brands in customers' minds is called brand equity, particularly it is distinctive impacts by brand awareness influences consumers behavior, or as the supposed value of the brand as compared to others (Lassar et al., 1995). Aaker (1991) defines brand equity as "a set of brand assets and liabilities linked to a brand, its name and symbol that add to or subtract from the value provided by a product or service to a firm and its customers ." Brand awareness and image are two major dimensions of brand equity used in this study. Brand equity dimensions are frequently used and generally accepted in many types of research (A. J. Kim & Ko, 2012). Brand equity is substantially affected by consumer's online analysis (Beneke, de Sousa, Mbuyu, & Wickham, 2016). Brand equity consists of assets that involve brand preference, brand awareness, brand loyalty, and price premium and are involved in the symbol brand. Brand equity is an underlying paradigm (Christodoulides & De Chernatony, 2010). Aaker (1991) states that the worth or image of brands in a customer's mind is called brand equity, particularly it is a distinctive impact on brand awareness influences consumers behavior, or as the supposed value of

the brand as compared to others (Lassar et al., 1995). Commonly, brand equity means consequences and outcomes of marketing that give a product additional value overtime on its brand name compared with the same product category that doesn't have a brand name (Keller, Parameswaran, & Jacob, 2011). Aaker (1991) defines brand equity as "a set of brand assets and liabilities linked to a brand, its name and symbol that add to or subtract from the value provided by a product or service to a firm and to its customers". Prior studies demonstrate that the growth is increased in brand equity through the contraction and exchanging of views through online networking sites. The idea of Brand Equity is significant for understanding competitors and changing effect on price structure, it also refers to the value of a brand and its performance in the market. Brand equity is deliberately vital but difficult to compute in apparel brands on online networking social sites. Many researchers say that brands are the most valuable assets of an organization, and equity is the major factor that influences the company return and profit of the proprietor. Overtime, social media rapidly changed the influence of the traditional way of communication of brands with the consumers and permitted users to strongly affect the brand equity with their views and comments on Facebook and YouTube. It is evedent from previous studies that in the context of apparel, the brand's equity is one of the best indicators of evaluating the business's worth and its performance in the marketplace. Brand equity dimensions are frequently used and generally accepted in many types of research (A. J. Kim & Ko, 2012). Brand equity is substantially affected by consumer's online analysis (Beneke et al., 2016).

Brand Preference

Brand preference is defined as selected brands based on consumer perception and their choices with a specific apparel brand. There are many other methods of knowing preferred brands used in past studies, but asking the customers about their preferred brand from a specific category is better (Franck Vigneron, 2017). Mohan et al. (2016) state that brand preference is the pa particular and behavioral trends that affect the customer's tendency in the direction of a brand. Due to the increase in technological advancement, the consumer face difficulties in distinguishing the purposeful attributes of the different brands (Petruzzellis, 2010). Fishbein's modal is used to recognize the customer's brand preferences towards the brand. Customers always prefer brands that give significant and profitable experiences (Goode, Dahl, & Moreau, 2010). Brand preference is significant for the marketer to know consumer choices

about a brand, likeness, and priorities. Brand preference is significant for marketers to know the consumer choices about brand, likeness, and priorities. The preferred choices of one brand to another on the base of their attributes and services is called brand preference, it also refers to the behavior predispositions (Kao, Wu, & Yu, 2017). Brand preference is significant for marketers to know the consumer choices about brand, likeness, and priorities.

Price Premium

One of the best value tools in brand equity is price premium (Harrison et al., 2000). The price premium is significant for brands instead of the actual price of the product, and it represents the ability to demand a price more than its market rivals. Aaker (1991) states loyalty is the main measure of brand equity, "the attachment that a customer has to a brand". Willingness is the mentioned luxurious price a customer wants to pay for only their preferred brand instead of any other. Price premium defiantly is a predecessor of customers purchasing attitude.

Brand Loyalty

Studies about luxury brands determine brand loyalty as the degree to which customers want to proclaim that they have bought their specific brand and will continue to buy forthcoming. The discussion among customers for a specific brand is low cost promotions to create brand awareness and loyalty (Gunelius, 2010). A consumer's major affection for the brand is loyalty (Aaker, 1991). Frequent buying indicates behavioral loyalty in the market. Loyalty is a psychological fact representing a consumer's attitude towards one or more than one brand of the same category. The Internet provides opportunities to raise brand loyalty by keeping an eye on those consumers who are loyal to other brands. Brand loyalty can be explained as a consumer's involvement and repurchase of a specific brand. Developing and sustaining brand loyalty have been the core thing for marketers to research (Bennett & Rundle-Thiele, 2002). Brand loyalty increases market share, generates profit, and develops and sustains their brand in the market (Keller et al., 2011).

Consumer Response

Basically, commitment creates word of mouth for the customers. E-WOM is a major marketing instrument because customers tend to read online reviews about products before buying them it reduces their nervousness and anxiety. Commitment is a constant wish to uphold a relation, it is a virtual state of mind for being interconnected with another person or thing (Lee & Back, 2010). E-WOM is an interchange of services evaluation and gathering online review-

ing data from old consumers for assessment. It is explained in prior researches explained that commitment is what people create particular relation with brands, having an influence on buyers and it allows them to get advantages and contribution. Committed consumers are the major part of the company because they are valuable and make a profitable relationship with the company. Electronic word of mouth is the interchange of reviews about services evaluation among consumers. Social media have great influence prefer any brand for purchasing, brand loyalty, and purchasing a product at a premium price.

Intentions to Buy

Intention to buy is the most effective indicator of human behavior because it enables every person to make their decision freely. Social media influences the decisions of consumers about purchase intentions. Purchase intention is the commonly used marketing tool to forecast sales and check the efficiency of a marketing strategy. Marketers designed Social media advertisements to positively influence consumers' decisions through purchase intentions. Consumer response significantly influences the decisions about purchase intentions. Consumer response plays a vital role in purchase intention. Eventually, the major goal of any retailer is to increase the sale and complete sale goals. The theory of Reasoned Action states that the intention to buy is the best indicator of a customer's future behavior. Consumers determined to participate in an exchange relationship with an online retailer are an online intention to buy. Consumers use social media to get information about any product and service. Compared to traditional and online, both have unique purchasing practices that influence purchase decision. Intentions to buy is broadly researched in online sale and purchase (Moser, 2015), and some study says intention to buy is the primary outcome in social media marketing activities (J.-H. Kim & Hyun, 2011). The most important factor in the Intentions to buy process is the price. It is considered a strategic marketing variable have a strong effect on purchase behavior. Positive consumer response in purchase intention is supported concerning marketing and customer behavior.

Social Media Marketing Activities, Brand Equity & Intention to Buy

Luxury brands usually focus on their relations with customers in financial crunches. People buy luxury brands to express their triumph and comfort. (Kapferer, 2012) explained that the above two credentials are the basis of a luxury brand's success. The level of association may vary be-

tween these credentials from country to country because, in some regions, luxury brands are used regularly and, in some countries, only consumed occasionally (Kapferer, 2012). Social media is recognized to have a great impact on brand image and brand awareness, and it also influences brand equity (Godey et al., 2016). The brand is considered the main source of interaction with consumers regardless of the changes in purchasing credentials (Godey et al., 2013). Brand affects the thinking of consumers by its opinions towards image, awareness, and priority for the brand. The brand was greatly influenced by the modification of the brand equity concept. According to the equity modal, brand awareness and image are two main proportions of brand equity (Keller, 1993). Brand awareness represents how consumers came to know about a specific brand in different presented scenarios. The buying behavior of any consumer about a brand is significantly affected by brand awareness (Keller, 1993). Consumer-associated brand equity enriches marketing efforts via social media. Social media promotional plans are the latest advertising Techniques for brand interactions. Social media marketing activities have a major influence on brand equity. Social media communication intensely affects brand image on the other hand, outdated media immensely effects brand awareness.

H1: There is a relationship between social media marketing activities and brand equity.

H2: There is a relationship between social media marketing activities and Intention to Buy.

Influence of Social Media Marketing Activities on Consumer Responses

Social media attract customers through the E-marketing of brand products and services. For generating preferences of items/brands, social media sites are a better place to get information (Naylor, Lamberton, & West, 2012). 45% of consumers get views of the same clusters while buying outfits, and 81% of teen girls get outfit ideas from their mates and scrutinized individuals. Dell sold 6.5 million worth of products through social media (Anderson, Sims, Price, & Brusa, 2011). So, these sites are considered social media commerce. Previous research says that marketers use social media marketing activities to create a positive consumer response relevant to the apparel brand. Social media marketing activities and easy payment methods enhance customer affairs with the brand, its introduced items, and with other consumers as well (Laroche, Habibi, & Richard, 2013) bet-

ter interactions cause greater loyalty.

H3: There is a relationship between social media marketing activities and consumer response.

Brand Equity and Consumer Response & Intention to Buy

Consumer response is interrelated with brand equity (Christodoulides & De Chernatony, 2010). Research says that if a brand's equity is high, it develops a positive consumer response. Brand equity helps gain loyalty, preference, and enthusiasm to pay a premium price (Aaker, 1991). Consumer response creates brand equity via positive word of mouth, creating awareness relevant to the brand and increasing profit for the organization. Consumer's response behaviors and opinions of future purchases are defiantly associated with marketing efforts via social media (A. J. Kim & Ko, 2012).

H4: There is a relationship between brand equity and Intention to Buy.

H5: There is a relationship between brand equity and consumer response.

Brand Equity as a Mediator

Brand equity is defined as "The source of brand worth and adds value to a product or service in the market". Keller (1993) suggests interlinking of brand image and brand awareness. Brand awareness is the presence of brand existence in mind that is the possibility of the consumer to identify that brand in various conditions. The worth of brand equity has remained the basic content of studies on social media marketing activities. However, some studies identify the part of brand equity while studying social media marketing activities' effect on consumers (J.-H. Kim & Hyun, 2011; A. J. Kim & Ko, 2012). Equity has these dimensions brand image, brand loyalty, awareness, and brand association. These properties are the counterparts of that brand's symbol. Usually, band equity is magnitudes, and results develop over time with advertisements for the brand compared to the other similar products with no such brand name with that equity. The aim here is to thoroughly analyze the impact of social media marketing activities on customer responses by developing brand equity.

H6: Brand equity mediates the relationship between social media marketing activities and consumer response.

H7: Brand equity mediates the relationship between social media marketing activities and Intention to Buy.
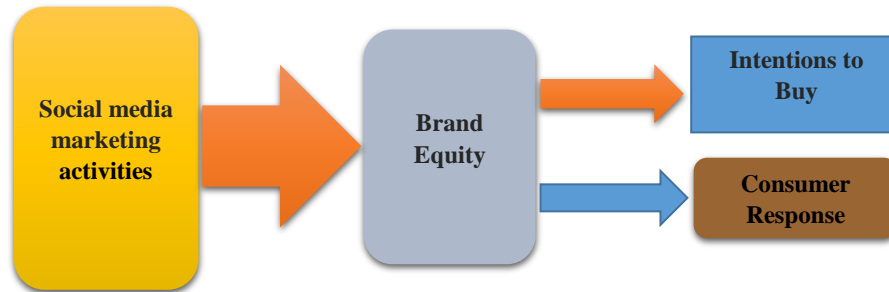
FIGURE 1. Theoretical framework

METHODOLOGY

This study is quantitative, and it will consist of primary data. This study is based on apparel brands present on social media. These brands use social media for advertisement; therefore, data will be collected from social media apparel brand consumers. Data will be collected from apparel brand consumers in Pakistan through convenience on social media. Data collection mainly targets the metropolitan cities where the buying power of people is high, and they are properly aware of these apparel brands, the average income of these people lies between forty to sixty thousand or above. In this study, the age of the respondents is twenty to forty years or above. This study's population consists of those who are well educated and use social media. In this study target population is both the genders female and male. In this study, the targeted population is online apparel brands users. The population of this study is 1344156, and it is more than one lac, so this study will collect data from 204 consumers on a 7% Precision level and 0.5 confidence level. It is extracted from the social media users interested in purchasing luxury apparel brands in Pakistan. The sample size of this study was 204 consumers (at a 7% Persicion level). This study used a convenience sampling technique to obtain data from online social media platforms. In this study, data is collected from Facebook fan pages of selected apparel brands in Pakistan. The questionnaires were distributed through fan pages of luxury chosen apparel brands. It contains the measures of social media marketing activities, Brand equity, and consumer response. In this research there are four variables used, first one is social media marketing activities which have five dimensions and total items are twelve and first dimension is entertainment which contains two items on seven point Likert scale and adapted from (A. J. Kim & Ko, 2012) and their reported reliability is 0.864 taken from (Seo & Park, 2018), second dimension of social media marketing activities is interaction which contains two items on seven point Likert scale and adapted from (A. J. Kim & Ko, 2012) and reported reliability is 0.820 taken from (Seo & Park, 2018), Third di-

mension of social media marketing activities is trendiness which contains two items on seven point Likert scale and adapted from (A. J. Kim & Ko, 2012) and reported reliability is 0.678 taken from (Seo & Park, 2018), fourth dimension of social media marketing activities is customization which contains two items on seven point Likert scale and adapted from (A. J. Kim & Ko, 2012) and reported reliability is 0.865 taken from (Seo & Park, 2018), fourth dimension of social media marketing activities is word of mouth which contains two items on seven point Likert scale and adapted from (A. J. Kim & Ko, 2012) and reported reliability is 0.921 taken from (Seo & Park, 2018).

The second variable is brand equity which contains six items on a seven-point Likert scale (J.-H. Kim & Hyun, 2011), and reported reliability is 0.92 taken from. And the third is Consumer response which contains three dimensions, and total items are twelve the first dimension is a Brand preference which contains three articles on a seven-point Likert scale taken (J.-H. Kim & Hyun, 2011); the second dimension of Consumer response is Willingness to pay a premium price which contains four items on seven-point Likert scale and taken from (Netemeyer et al., 2004). The third dimension of Consumer response is Brand loyalty which contains four items on a seven-point Likert scale and is taken from (Aaker, 1991). The fourth variable is an intention to buy which contains three items on a seven-point Likert scale taken from (Coyle & Thorson, 2001), and one is (Prendergast, Ko, & Siu Yin, 2010), and reported reliability is α = 0.83, and all four items are used in recent researches (Erkan & Evans, 2016).

RESULTS

Validity and Reliability Test

Research validity in studies identifies with the degree to which the study estimates the right components that should be estimated. Validity is used to check the accuracy of given data through different tools. The fact has two kinds of content and constructs validity. It's used to define scale, which represents data. It is one of the important concentrations

for any research. Validity analysis comprises of strategies and structure of your exploration, which implies that your information gathering is explicitly speaking to the marvels you are asserting for. Validity is considered a compulsory requirement for all studies. It is stated that different validities (content validity, construct validity, concurrent validity, and face validity). Research reliability is how the research method produces steady and reliable outcomes. A test will be reliable when it gives the same repeated result under the same conditions. Reliability is used to check the stability of results, and it also checks the consistency of instruments used to measure assumed things. Reliability is used to minimize the errors in measures. The basic purpose of running a reliability test is to measure Cronbach's alpha. Cronbach Alpha is a measure of reliability that ranges from 0 to 1, with values .60 to .70 considered the lower limit of acceptability. Its value should be 0.7 or above. The results of Cronbach alpha were included on a five-point Likert scale. This study includes 4 measures, and all have good reliability their Cronbach's alpha is presented in the following table. The reliability of social media marketing activities is (α = .703), which is good reliability, and it contains 131items. The reliability of brand equity is (α = .781), which comes under the acceptable range, and it has 5 items. The reliability

of consumer response is (α = .805), and this value is considered highly reliable and contains 13 items. The reliability of Brand Preference is (α = .766), and this ratio seems good, and it has 4 items. The reliability of intentions to buy is (α = .831), which shows high reliability, and it contains 5 items.

TABLE 1. Reliability

Variables	Cronbach's Alpha	No. of Items
Social media marketing activities	.703	11
Brands equity	.781	7
Consumer response	.805	13
Intentions to buy	.831	5

Construct Validity

Construct validity is "the degree to which a test measures what it claims, or purports, to be measuring ." Constructs are concepts that are purposely made by researchers so as to conceptualize the latent variable, which is related to scores on a given measure. It is used for validity analysis. This is identified by how well the analysis is operationalized. Construct validity is an assessment of the quality of an experimental design.
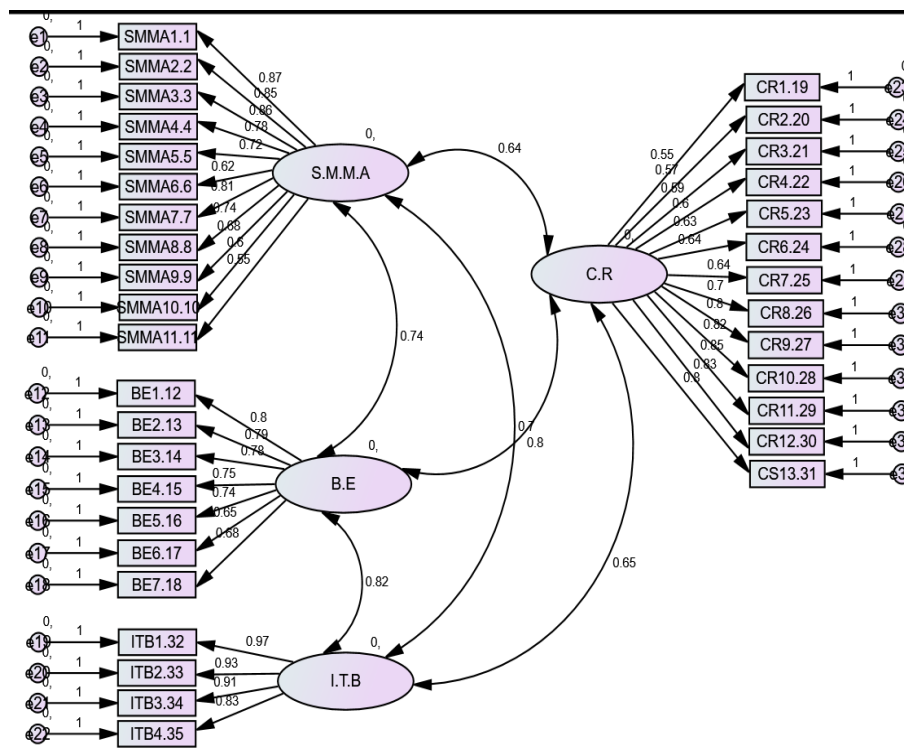

FIGURE 2. CFA model

This modal was developed with the help of AMOS statistical software. This model is developed to the construct validity of this research. There are two types to check the construct validity. The CFA model shown in the following figure was used to determine convergent and discriminant validity.

- Convergent validity
- Discriminant validity

Convergent Validity

Convergent validity refers to the degree to which two measures of constructs that theoretically should be related are, in fact, related. The CFA model is used for determining convergent validity. For the evaluation of convergent validity, the method of average variance extracted (AVE) was used. AVE with CFA is calculated as the mean-variance extracted for the items loading on a construct and is a summary indicator of convergence. AVE can be calculated by using standardized loadings;

$$AVE = \frac{\sum ni = 1Li^2}{n} \qquad (1)$$

The number of items is represented by "i" and "Li" indicates the standardized loading. So, for "n" items, for computing AVE, the total of all squared standardized factor loadings (squared multiple correlations) divided by the number of items. When the value of AVE is between 0.4 to 0.5, the value seems to be acceptable, and when the value is above 0.5, then it is perfect. It is recommend in existing research that when the value AVE of a measure is a lesser amount than 0.5, then it should have composite reliability higher than 0.6. The value of convergent validity is acceptable.

Table 1 shows the convergent validity analysis, and the results suggest that AVE value of SMMA is 0.60, and Composite reliability is 0.86, AVE value of BE is 0.57, and Composite reliability is 0.80, AVE value of CR is 0.54, and Composite reliability is 0.90 and AVE value of ITB is 0.48 which is less than 0.5, but CR of ITB is 0.85 Composite reliability of these constructs is above than 0.6 which means that convergent validity is still acceptable.

TABLE 2. Convergent validity analysis

Constructs	AVE	CR
SMMA	0.60	0.86
BE	0.57	0.80
CR	0.54	0.90
ITB	0.48	0.85

Discriminant validity

When measures of a construct are theoretically discriminant to each other and also not have an experiential cor-

relation with each other, then it forms discriminant validity. Convergence and discrimination are often demonstrated by the correlation of the measures used within constructs. Convergent validity and Discriminant validity together demonstrate construct validity. Average variance is used to discriminant validity. Discriminant validity is measured by sum of square root of the average variance, and then this average variance is related with the correlation of the given measures. The values must be bigger than other values in rows and columns. Another method to find discriminant validity is that the values of AVE should be higher than squared correlation values in the following Table 2.

TABLE 3. Discriminant validity analysis

Discriminant Validity: Correlations Matrix				
	1	2	3	4
1. SMMA	.46			
2. BE	.34	.46		
3. CR	.39	.37	.45	
4. ITB*	.37	.29	.21	.38

Descriptive Statistics

Descriptive statistics are used to understand the diversity of data, and an important element is understanding the deviations from statements. The investigation utilizes Descriptive measurements to portray the basic clarification of the information about the sample. Descriptive statistics help us to sort out a lot of information in a reasonable manner and reduce data into a simple summary. The term means used as central tendency and an average value of data set. While Standard deviation shows a reduction of data set from its means. Which shows the difference between the largest and smallest value in the data set. Table 2 illustrates the minimum and maximum values for each measure in the data set. The following table shows the values of the respondent from the questionnaire. The mean of social media marketing activities is 3.3659, and the standard deviation of social media marketing activities is .52051, the mean of brand equity is 3.6527and standard deviation of brand equity is .63888, mean of consumer response is 3.4921and standard deviation of consumer response is .67518, mean of brand preferences is 5.2060 and standard deviation of brand preferences is .59718, mean of intentions to buy is 5.1167 and standard deviation of intentions to buy is 3.0760. Mean and standard deviation of demographic variables are also measured. Mean of age is 2.11 and standard deviation of age is .829, mean of gender is 1.41 and standard deviation of gender is .540, mean of income is 1.89 and standard deviation of income is .887, mean of selection of brand is 8.13 and standard deviation of selection of brand is 4.951.

TABLE 4. Descriptive statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Occupation of respondent	204	1	3	2.04	.847
Age of respondent	204	1	3	2.11	.829
Gender of respondent	204	1	3	1.41	.540
Qualification of respondent	204	1	4	1.78	.880
Income of respondent	204	1	4	1.89	.887
Selection of brand	204	1	15	8.13	4.951
Social media marketing activities	204	2.27	4.45	3.3659	.52051
Brands equity	204	1.86	4.71	3.6527	.63888
Consumer response	204	1.69	4.62	3.4921	.59718
Intentions to buy	204	1.25	4.75	3.0760	1.15049

Frequencies

It is the number of happening of repetitive events. A data set which is prearranged by summarizing the rate at which something occurs at a particular time. With the help of frequencies, large data is summarized and condensed in a worthwhile format that is easy to understand and use. The frequencies of demographical variables are provided in their specific tables. From the following Table 3, the results show that there are 204 respondents, out of which 60 have age between 20-30 years which shows 29.4% of the total respondents. 62 respondents are between 31-40 years which shows 30.4% of the total respondents. And 82 respondents have age between 41-50 years (40.2%). Respondents are asked about their gender. Following Table 4 shows that out of 210 respondents, there are 125 respondents which are male (58.1%), and there are 88 respondents which are female (41.9%). Respondents are asked about their education. From following Table 5 states that out of 120 respondent's data show, 46 respondents holds bachelor's degree, which is 21.9% 0f total respondents. There are 98 respondents who hold master's degrees, 46.7% of the total respondents. 61 respondents hold MPhil, which is 29% of the total respondents. And there are only five respondents who hold a PhD, which is 2.4% of total respondents. In the questionnaire, respondents are also asked about their household income. From the following Table 7 data shows there are 85 respondents out of 204 which have income between "40000-60000" and which shows 41.7% of total respondents. And there are 67 respondents with household income between "61000-80000", which shows 74.5% of total respondents, and there are 52 respondents out of 204 who have income between "81000-Above" and which shows 25.5% of total respondents. Correlation is a bivariate investigation that assesses the quality of the relationship among the two variables. Regarding the quality of the relationship, the estimation of the connection coefficient changes among

+1 and -1. An estimation of ± 1 shows an ideal level of relationship between the two factors.

TABLE 5. Correlation coefficient

Correlation Coefficient (*r*)	Correlation
0.0 to 0.20	Low correlation
0.20 to 0.40	Positive and moderate degree
0.40 to 0.60	Positive and high degree

The following Table 10 results show the correlation for each measure. All the correlations are statistically significant. There is a significant, positive and high degree correlation between social media marketing activities and brand equity ($r = .429$, $p < .01$). There is a significant, positive and mediated degree correlation between social media marketing activities and consumer response ($r = .303$, $p < .01$). There is a significant, positive and high degree correlation between social media marketing activities and intentions to buy ($r = .383$, $p < .01$). There is a significant, positive and high degree correlation between brand equity and consumer response ($r = .250$, $p < .01$). There is a significant, positive and high degree correlation between brand equity and intentions to buy ($r = .314$, $p < .01$). There is a significant, positive, and high degree correlation between consumer response and intentions to buy ($r = .410$, $p < .01$), the correlation is significant at the 0.05.

TABLE 6. Correlations

		1	2	3	4
1.	Social media marketing activities	1			
2.	Brand equity	.429**	1		
3.	Consumer response	.303**	.250**	1	
4.	Intentions to buy	.383**	.314**	.410**	1

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

*Correlation is significant at the 0.05 level (2-tailed)

Regression Analysis

Regression is a mathematical research process which is used to identify the relationship between two factors. This analysis helps to understand how an independent variable put effect on dependent variable and changes it. Regression also helps identify which independent variable is linked with the dependent and disclose the relationship nature. Before doing regression, these assumptions regarding regression must be fulfilled so details are given below. In regression, analysis, normality is one of the major assumptions. And statistics of kurtosis and skewness value must be confirmed. The value of statistics of kurtosis and skewness must be between ranges +1 to -1 in order to conformation. And values for all the measures social media marketing activities, brand equity, consumer response, and intentions to buy are in range.

TABLE 7. Normality

Variable	Skewness
Social media marketing activities	.202
Brand equity	- .901
Consumer response	- .585
Intentions to buy	- .168

A multicollinearity test is done along with a tolerance test for investigating multicollinearity. The tolerance value is < 1 so first condition is fulfilled, and for the second condition VIF test run and its value is less than 2 so second condition is also fulfilled. The value of VIF should be less than 2.5. So, both conditions are fulfilled to run regression analysis. To check autocorrelation Durbin Watson test run and results show all the variables met the condition. The Value Durbin Watson test must be between 1.5 to 2.5.

TABLE 8. Autocorrelation

Model	Durbin Watson
SMMA to BE	2.157
SMMA to CR	1.917
SMMA to ITB	1.698
BE to CR	1.876
BE to ITB	2.176

Simple Linear Regression

Simple linear regression is a method which is used to forecast the relationship between variables. The variable which is used to predict the value of another variable is called the independent and dependent variable, respectively. Amos is used for the process of linear regression.

Following Table 13 contains a value of squared multiple which represents the value of R square. The value of R square (R^2) in linear regression is .184 (P = .00) in case of relationship between SMMA and BE. The value of variation of variables is represented by R^2. From the following tables, the direct relationship of consumer ethnocentrism with purchase intentions has been analyzed.

TABLE 9. Squared multiple correlations

Hypothesis 1	Estimate
Social media marketing activities $\rightarrow$ Brand equity	.184

Regression weights represent the significant (P) value of the relationship between social media marketing activities and brand equity. The value of significant (P) between social media marketing activities and brand equity is of P = 0.000 and is less than α= 0.05 which is significant. So, the relationship between social media marketing activities and brand equity is significant and positive. This relationship has .184 R^2 value, which means that 18.4% variance in experiential value is due to social media marketing activities.

TABLE 10. Regression weights

Hypothesis 1	Estimate	S.E.	C.R.	P
Social media marketing activities $\rightarrow$ Brand equity	.410	.078	6.775	***

Beta value is represented in the results of standardized regression weights. The value of B tells about the change that occurs independent variable due to the independent variable. Beta is known as the standardized coefficient, which means how many standard deviations a d and y know as a standardized coefficient. The value of beta signifies that .410-unit change occurs in brand equity due to social media

marketing activities. And the value of beta is significant as the value of P = 0.000 and which is less than α = 0.05

TABLE 11. Standardized regression weights

Hypothesis 1	Estimate
Social media marketing activities → Brand equity	.429

So, after analysis, this study identifies that the relationship between social media marketing activities and brand equity is significant and positive.

H8: There is a relationship between Social media marketing activities and Brand Equity.

The following table contains a value of squared multiple which represents the value of R square. The value of R square (R^2) in linear regression is .091 (P = .00) in case of relationship between social media marketing activities and consumer's response. The value of variation which occurs by the independent variable, independent variable is represented by (R^2). From the following tables, the direct relationship between social media marketing activities and consumer's responses has been analyzed. This relationship has .091 R^2 value, which means that 9.1% variance in experiential value is due to social media marketing activities.

TABLE 12. Squared multiple correlations

Hypothesis 2	Estimate
Social media marketing activities → Consumers response	.091

Table is of regression weights representing the significant (P) value of the relationship between social media marketing activities and consumer's responses. The value of significant (P) between social media marketing activities and brand equity is of P = 0.000 and is less than α = 0.05 which is significant. So, the relationship between social media marketing activities and consumers response is significant and positive.

TABLE 13. Regression Weights

Hypothesis 2	Estimate	S.E.	C.R.	*P*
Social media marketing activities → Consumers response	.300	.077	4.537	***

Table shows the beta value, and it is represented in the table of results of standardized regression weights. The value of B tells about the change in the dependent variable due to the independent variable. Beta is known as the standardized

coefficient, which means how many standard deviations a d and y know as the standardized coefficient. The value of beta signifies that .475-unit change occurs in CR due to SMMA. And the value of beta is significant as the value of P = 0.000 and which is less than α = 0.05

TABLE 14. Standardized regression weights

Hypothesis 2	Estimate
Social media marketing activities → Consumers response	.303

So, after analysis, this study identifies that the relationship between social media marketing activities and brand equity is significant and positive.

H9: There is a relationship between Social media marketing activities and Consumer response.

Following table contains a value of squared multiple which represents the value of R square. The value of R square (R^2) in linear regression is .146 (P = .00) in case of relationship between SMMA and ITB. The value of variation that occurs by the independent variable in the dependent variable is represented by R^2. From the following tables, the direct relationship between SMMA and ITB has been analyzed. This relationship has a .146 R^2 value which means that 14.6% variance in experiential value is due to social media marketing activities.

TABLE 15. Squared multiple correlations

Hypothesis 3	Estimate
Social media marketing activities → ITB	.146

Table is of regression weights representing the significant (P) value of the relationship between social media marketing activities and ITB. The value of significance (P) between social media marketing activities and ITB is of P = 0.000 and is less than α = 0.05, which is significant. So, the relationship between social media marketing activities and brand equity is significant and positive.

TABLE 16. Regression weights

Hypothesis 3	Estimate	S.E.	C.R.	*P*
Social media marketing activities → Intentions to buy	.375	.055	5.272	***

Table shows the beta value and represents the results of standardized regression weights in the table. The value of beta expresses the change that occurs in the dependent variable due to the independent variable. Beta is known as

the standardized coefficient, which means how many standard deviations a d and y know as the standardized coefficient. The value of beta signifies that .383-unit change occurs in ITB due to SMMA. And the value of beta is significant as the value of P = 0.000 and which is less than α = 0.05

TABLE 17. Squared multiple correlations

Hypothesis 3	Estimate
Social media marketing activities → ITB	.383

So, after analysis, this study identifies that the relationship between social media marketing activities and ITB is significant and positive.

H10: There is a relationship between Social media marketing activities and intentions to buy.

The following table contains the value of squared multiple, which represents the value of R square. The value of R square R^2 in linear regression is .062 (P = .00) in case of relationship between Brand Equity and Consumers response. The value of variation that occurs by the independent variable in the dependent variable is represented by R^2. From the following tables, the direct relationship of consumer ethnocentrism with purchase intentions has been analyzed. This relationship has .062 R^2 value which means that 6.2% variance in experiential value is due to brand equity.

TABLE 18. Squared multiple correlations

Hypothesis 4	Estimate
Brand Equity → Consumers response	.062

Table is of regression weights representing the significant (P) value of the relationship between Brand Equity and Consumers Response. The value of significance (P) between Brand Equity and Consumers Response is of P = 0.000 and is less than α = 0.05 which is significant. So, the relationship between Brand Equity and Consumers Response is significant and positive.

TABLE 19. Regression weights

Hypothesis 4	Estimate	S.E.	C.R.	*P*
Brand equityn→ Consumers response	.240	.055	5.272	***

Table shows the beta value and represents the results of standardized regression weights in the table. The value of B expresses about the change occurs in the dependent variable due to the independent variable. Beta is known as the standardized coefficient, which means how many standard deviations a d and y know as the standardized coefficient.

The beta value signifies that .250-unit change occurs in consumer response due to brand equity. And the value of beta is significant as the value of P = 0.000 and which is less than α = 0.05

TABLE 20. Squared multiple correlations

Hypothesis 4	Estimate
Brand equity → Consumers response	.250

So, after analysis, this study identifies that the relationship between social media marketing activities and brand equity is significant and positive.

H11: There is a relationship between Brand Equity and Consumer Response.

The following table contains the value of squared multiple, which represents the value of R square. The value of R square (R^2) in linear regression is .099 (P = .00) in case of relationship between Brand Equity and Intentions to buy. The value of variation that occurs by the independent variable in the dependent variable is represented by R^2. The direct relationship of consumer ethnocentrism with purchase intentions has been analyzed from the following tables. This relationship has .099 R^2 value which means that 9.9% variance in experiential value is due to social media marketing activities. The study results also show that brands can improve their relationship with their customers by using social media sites.

TABLE 21. Squared multiple correlations

Hypothesis 5	Estimate
Brand equity → Intentions to buy	.099

Table of regression weights represents the significant (P) value of the relationship between Brand Equity and Intentions to Buy. The value of significance (P) between Brand Equity and Intentions to Buy is of P = 0.000 and is less than α = 0.05, which is significant. So, the relationship between Brand Equity and Intentions to Buy is significant and positive

TABLE 22. Regression weights

Hypothesis 5	Estimate	S.E.	C.R.	*P*
Brand equity → Intentions to buy	.310	.055	5.272	***

Table shows the beta value and represents the results of standardized regression weights in the table. The value of B expresses about the change that occurs independent variable due to the independent variable. Beta is known as the

standardized coefficient, which means how many standard deviations and y know as the standardized coefficient. The value of beta signifies that .310-unit change occurs in Intentions to Buy due to Brand Equity. And the value of beta is significant as the value of P = 0.000 and which is less than α = 0.05.

TABLE 23. Standardized regression weights

Hypothesis 5	Estimate
Brand equity → Intentions to buy	.314

So, after analysis, this study identifies that the relationship between BE and ITB is significant and positive.

H12: There is a relationship between Brand equity and ITB.

Before the mediation process to check the impact of brand preference on cultural identity and purchase intentions, this study checks all the conditions of Baron and Kenny. The impact of social media marketing activities on brand equity is found significant and positive. The impact of brand equity on consumer response is found to be significant and positive. Brand equity mediates the relationship between social media marketing activities and consumer response. All the three conditions approached now enable the last step to run mediation analysis.
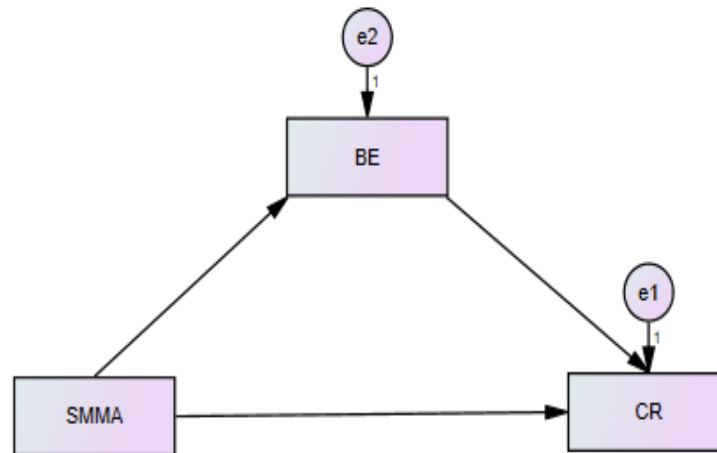

FIGURE 3. Mediation model

Table 14 shows the mediation analysis results. Results show that the indirect effect is .080, and P - value is significant at .009 (P < 0.05), which means a significant mediation effect in this model. Total effect represents the effect of social media marketing activities on consumer response with the role of brand equity as a mediator. The result shows that the total effect value is .403, which means that 40.3% change is predicted in consumer response due to social media marketing activities and including the mediating role of brand equity and P-value is significant with the .001 (P < 0.05), which suggest that this result was significant.

TABLE 24. Mediation analysis

Effects	R^2	P
Total effect	.403	.000
Direct effect	.323	.001
Indirect effect	.080	.000

TABLE 25. Regression weights

	Estimate	S.E.	C.R.	P Label
BE ← SMMA	.527	.078	6.775	.000
CR ← BE	.137	.069	2.001	.002
CR ← SMMA	.276	.084	3.278	.001

Mediation 2

Before the mediation process to check the impact of brand preference on culture identity and purchase intentions this study checks all the conditions of Baron and Kenny. The impact of social media marketing activities on brand equity is found significant and positive. The impact of brand equity on intentions to buy is found significant and positive. Brand equity mediates the relationship between social media marketing activities and intentions to buy. All the three conditions approached, now enable for last step to run mediation analysis.
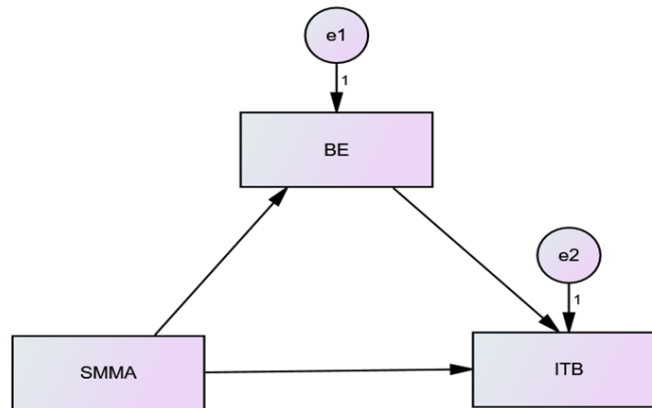
FIGURE 4. Mediation model

Table 14 shows the mediation analysis results. Results show that the indirect effect is .337 and P-value is significant with .000 (P < 0.05), which means a significant mediation effect in this model. Total effect represents the effect of social media marketing activities on consumer response with the role of brand equity as a mediator. The result shows that the total effect value is .846 which means that 84.6% change is predicted in intentions to buy due to social media marketing activities. The mediating role of brand equity and P - value is significant with the .001 (P < 0.05), which suggests that this result was significant.

TABLE 26. Mediation analysis

Effects	R^2	P
Total effect	.846	.001
Direct effect	.509	.002
Indirect effect	.337	.000

TABLE 27. Regression weights

	Estimate	S.E.	C.R.	P Label
BE ← SMMA	.527	.078	6.775	.000
CR ← BE	.331	.127	2.602	.001
CR ← SMMA	.671	.156	4.299	.000

DISCUSSION AND IMPLICATIONS

This study finds results by collecting data from apparel Brands on social media. Social media marketing activities were found to enhance the effect on the consumers response between consumers and apparel brands. With the help of social media, the engagement between consumers and apparel brands have been increased. Apparel brands have significantly increased use of social media in the last some years in recognition of the important role of social media which plays in customer response and apparel consumers' intentions to buy (A. J. Kim & Ko, 2012). Because social media is a platform to sell things and attract more

customers when the existing satisfied customers give reviews about the product and many multinational firms also use social media platforms to sell products and previous research shows that it increases their sales. Intentions to buy is found in the effect of brand equity on social media and it usually used the best sale forecasting tool. With the passage of time, the number of studies about social media for brand building is increasing, these studies involve theoretical and practical implications (Gallaugher & Ransbotham, 2010; Kozinets et al., 2010). Social media also involve many management opportunities and challenges in it (Kaplan & Haenlein, 2010). Social media marketing is challenging for these branding goals, including brand loyalty, preference, and price premium due to various conceptual and measurement issues. Previous researches show that Social media brand activities influence the brand image and create brand awareness and it also has a great impact on brand equity (Godey et al., 2016). On social media, different customer interact with each other and do ratings about a product, ask different questions regarding products and additional customer posts their experience opinions about that specific product or brand. As previous studies indicate, positive opinions about brands attract others and make a good brand image in their minds. Consequently, this way helps the product and brand to engage existing customers and attract new customers with the help of its consumers which act as transportation of info toward other customers, and the brands needs to engage those customers successfully to attract more customers as well as exploit social media marketing activities and new forms of marketing communication. Social media platforms have conveyed better approaches for sharing information and imparting inside associations where explicit elements drive and hamper the employee's investment. The social media marketing activities help to increase brand equity; investing in brand equity on social media apparel brands helps to increase customer

response and intentions to buy. Social media marketing is found to have a significant effect on consumer Intention to buy in the context of apparel brands in Pakistan.

The current study also expands the operationalization of customer response with social media content in the apparel brand literature by collectively computing consumption, contribution, and creative activities. Consumer response ultimately increases by the brand equity, which improves its brand image and generates positive word of mouth. Brands must play a crucial role in sustaining brand equity to gain positive customer responses. A brand with strong equity can stimulate the firm's performance by enhancing consumers' responses and intention to buy the brand. Facebook is most often used by luxury brands as a means of social media marketing, along with twitter and Instagram. Apparel consumers on social sites use different social media for different reasons. Facebook is the best way to get information about advertising through online communities, groups, blogs, and forums. On the other hand allows luxury customers to exchange reviews on products and share in-store experiences. According to the number of worldwide social media users is estimated to reach a third of the world's population, these users spend on average 135 minutes per day on social networks. Social media accounted for almost 35 percent of global digital ad spending in 2018, compared to 23 percent in 2013. The leading social media site is Facebook, with more than 2.2 billion monthly active users worldwide as of April 2018, along with 60 million active business pages (Facebook, 2019b), followed by YouTube (1.5 billion) and WhatsApp (1.5 billion). It is safe to say that social media has gone 'viral'. According to prior research, more than 75% of brands pay to promote posts, and almost 2.5 million Businesses pay to use Facebook advertising. The major purpose of this study is to examine the role of social media marketing activities on consumer response and intentions to buy as mediating role of brand equity with social media apparel brand content as well as this study also investigated the consumer's intentions to buy relevant to apparel brands. The current study also expands the existing operationalization of customer response with social media content in the apparel brand literature by computing, consumption, contribution, and creation activities collectively. This allowed a more inclusive understanding of the customer response possible on social media and addressed the gap in the research on customer response and intentions to buy in the apparel domain. The finding indicates that Pakistani consumers of apparels brands can get influenced by online word of mouth by using Social media marketing platform. The brand which have good brand eq-

uity, customers tend to prefer those apparel brands therefore companies use social media to enhance their awareness and improve more sale and create positive word of mouth for getting affirmative consumer responses. It has also figured out that Pakistani social media user used this platform not only to gain knowledge about their brand but also to share with others. The results of this research were supported by the previous studies. The study results have confirmed that social network marketing activities of apparel brands are interrelated with their consumer consumer response and intentions to buy. These results were also supported by the previous studies. Moreover, the findings reveal the mediating effect of brand equity on social media marketing activities and consumer response can be strategically used by Pakistani apparel brands to boost their sales. As we know, Pakistan is among the countries where social media usage has been growing at a fast pace in the last few years. The results of this research reveal that the impact of apparels brands on social media not only helps consumers to share their experiences and gather information but also provokes consumers decisions about the intention to buy by getting them engaged. In other words, Pakistani apparel brands can use social media marketing as a marketing tool to enhance their sales and boost awareness about their brands. Moreover, unlike the prior studies, this research has categorically been performed to study how modern technology can impact business trend in Pakistani apparels brands.

MANAGERIAL IMPLICATION AND THEORETICAL CONTRIBUTION

This research has several implications for social media strategies and help marketers to recognize customers participation and consumer response in the apparel brands in Pakistan. Brand equity plays a mediating role in social media marketing activities and consumer response and it also influences the intentions to buy. Apparel brand managers should pay attention to mobile technologies' constant evolution to remain in touch with customers through mobile applications. Now it is proven that social media marketing is a tool to improve brand equity of brands so the managers of apparel brands must use some aggressive social media techniques which help to develop consumer interest. This study has many vital and worthy implications for marketing executives in their brands and organization. This study also used to expand brand equity drivers by strengthening customer response through social media marketing in the industry of apparel brand online users. This study indicates how social media marketing activities could contribute to

improving consumers based brand equity and be employed as effective marketing communication methods. Due to social media marketing activities, companies interact with consumers through advertising, where the apparel brand consumers present to their "imagined audience", social media users share promoting content with their peers, and executives make strong social media marketing strategies and involve the brand-conscious user in self-presentation just as discover more data about the brands. Companies use different marketing strategies to get desired responses from buyers; for this purpose, these companies are used different promotional activities, and discount offers to increase the loyalty of the existing consumers to the band and the organization. Social media marketing activities allow managers to compare their performance with their competing apparel brands. This research contributes in the literature by providing a framework that proves that brand equity and consumer behavior are influenced by social media marketing activities. Previously studies also acknowledged the importance of social media marketing activities. Now it is proven that social media marketing is a tool to improve brand equity of brands so, the managers of apparel brands must use some aggressive social media techniques which help to develop consumer interest. Social media has fundamentally changed the entire landscape of Pakistan apparel industry so that many companies can contact their market with their target audience. Marketers executives should compose a customized message on social media, such as promotions during birthdays and wedding anniversaries of consumers and their family members. It may be effective in rekindling the desire.

This research collected data from only apparel brands in Pakistan. Pakistan is well established in apparels. So, the future results may be different if the data is collected from any other industry except textile. This result applies in the textile sector and not be directly applicable to other industries. The sample of this study was limited to social media users, so it cannot be generalized. The effect of social media brand activities may produce different results on different industries such as the mobile industry, cosmetics industry and electronics industry. This is a cross-sectional study, because the respondent is restricted to fill questioner once. This research was specific only to the apparel industry, and respondents are asked about apparel brand consumers. This study is relevant to the academic purpose therefore we don't have enough time to collect a large sample size, and the specified time allows us to include a small size which may slightly differ the conclusions of the study. The Limitation of our studies is that time is limited the data may not be as reliable as it could be. This research is only limited for the Facebook users in Pakistan.

This study is limited to social media users that are already followers of the Facebook page of Pakistan, Further research could investigate non-followers and compare the two groups. Future studies may use product categories as moderators to check the impact of different product categories on social media in the product market. This study only examines the effect of social media marketing activities, brand equity consumers response, intentions to buy any other characteristics of social media networking websites on customers' usage behavior can be investigated in upcoming. This study is limited only for social media marketing activities however, other relationships could be measured for further study, such as brand trustworthiness and social interactivity. In future research, this study will use other features like personality or technology readiness to influence on social media marketing activities. In future recommendations, this study should be performed with large sample size, and results may be different in the context of different industries like home Appliances, the cosmetics industry, the electronic industry, and the automobile industry. In the future, this study investigates the influence of social media marketing activities on consumer response on different social media platforms like Twitter, Instagram, or Pinterest. This study was conducted using close-ended questionnaires; future research may consider employing interviews as an approach to better understand social media apparel brands users and their insights and experiences which can influence their consumer's responses and intentions to buy.

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