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AI Powered Behavioral Analytics for Future Community Building Harnessing Predictive Algorithms and Real-Time Data to Foster Inclusivity <i>Gaurav Vishnu Londhe, Jayakumar K, Ashok Kumar P, Karthik Chava, Balaji M and Hemamalini V</i>	305
AI-Driven Automated Sanitary Napkin Disposal and Dispenser System: Enhancing Efficiency with CNNs and Reinforcement Learning <i>Marthandan Thangaraju, Brindha Malayappan, Prem Kumar Ramesh, Kohila Periyasamy, Makilan Paramasivam and Sanjay Nagendran</i>	315
AI-Assisted Tools in Teaching Global Citizenship Education (GCED): Their Effectiveness in Enhancing Student Engagement and Motivation in the Classroom <i>Shirley L. Milanés</i>	326
Evaluating the Impact of Effective Material Logistics on Construction Industry Performance <i>Nesarajan K A, Senthilkumar S, Gunasekaran M and Elango S</i>	332
AI-Assisted Translation: A Tool for Enhancing Filipino Language Acquisition <i>Cherry B. Alih</i>	336
Workplace Happiness in India: Socio-Cultural Insights and Global Implications for Employee Well-Being <i>Pushkar Dubey, Abhishek Kumar Pathak, Ankita Anant and Kailash Kumar Sahu</i>	342
AI Enhanced Predictive Analytics for Civic Engagement Leveraging Machine Learning to Shape Decision Making Processes and Foster Community Involvement in Smart Societies <i>Avadhesh Kumar Dixit, Revathi M P, Revathi S, Revathi Shankar S, Vikrant Sharma and Senthil Kumar S</i>	350
AI-Augmented Platforms for Next-Gen Healthcare Engagement <i>Prasad M L M, Subba Ramaiah V, Basker N, Sunil Babu Melingi, Sophia M and Sivasubramanian S</i>	357
Evaluating the Impact of Social Media Marketing Attributes on Consumer Loyalty: The Mediating Role of Consumer Trust <i>Sivalingam M and Anitha Kumari D</i>	365
AI-Driven Engagement Protocols for Adaptive Disaster Response Systems <i>Ravichandran S, Ravichandran K P, Vadivu N, Jangam Subbarayudu, Poonguzhali I and Poonguzhali V</i>	380
AI Vigilance Forecasting Sleep Apnea through Machine Learning <i>Kamalika C, Jeswi Nihidha E and Revathy S</i>	388
AI-Based Smart Traffic Light System for Real-Time Congestion Reduction <i>D Swathi, Mohammad Siraj, Maddamsetti Neelima, Kothurthi Karthik Sai and Chandrasekhar Akella</i>	397
Evaluating the Role of Insurance in Risk Management for Construction Projects <i>Janagiraman J, Sudha P, Muralimohan N, Gunasekaran M and Ramesh N</i>	403
AI-Integrated Smart Helmets: Enhancing Rider Safety with Machine Learning, IoT and Predictive Analytics <i>Adarsh Babu Jimsha K Mathew, Noel Sibi, Santosh Kumar, Jayaadithya J and Illhaan Ibrahim</i>	409
AI-Driven Seismic Forecasting: Enhancing Accuracy with Ensemble Learning <i>M. Janakiram, L. Divakararao, Ganti Naga Srikanth, Shaik Karishma and Karri Karuna</i>	413

Evaluating the Impact of Social Media Marketing Attributes on Consumer Loyalty: The Mediating Role of Consumer Trust

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Keywords: Social Media, Customer Loyalty, Entertainment, Trendiness, Influence Marketing, Interactivity.

Abstract: This study investigates the impact of social media marketing activities (SMMA) on the Customer Loyalty (CL) of online customers. Entertainment (ENT), Trendiness (TRE), Interactivity (INT), and Influence Marketing (IM) are the independent variables employed in the study. The study also deployed consumer trust (TR) as the mediating variable. Data collected through Google Forms from regular social media (SM) users yielded 320 valuable responses. To assess the validity of the questionnaire, content and construct validity were established. Data collected were analysed using statistical techniques such as exploratory factor analysis, multiple regression analysis, and SEM. The study witnessed a statistically significant association between ENT, TRE, INT and TR with CL. TR was found to mediate the relationship between SMMA and CL.

1 INTRODUCTION

Many people's lives have been profoundly changed by social media (SM), which has attracted a lot of interest from academic and business researchers' perspectives (Ngai et al., 2015). Social Media (SM) includes any number of online programs, platforms, or media that let people communicate, work together, and exchange material (Richter and Koch 200). These platforms might be weblogs, microblogs, social blogs, wikis, podcasts, or even just places to share images, videos, and social bookmarks. (Jimit 2021), there are 2.85 billion monthly active users on Facebook, 353 million on Twitter, 454 million on Pinterest, 1.38 billion on Instagram, 772 million on LinkedIn, 850 million on TikTok, and 293 million on Snapchat. These are just a few of the global social media usage statistics.

Marketers have been interested in SM due to its growth in popularity and user base. They have found new and creative ways to engage, communicate, and connect with customers about products and brands (Kabadayi and Proce 2014). SM is a popular technique among corporate and governmental organisations (Kim and Ko, 2012). Businesses have used social networking sites (SNS) (Wang et al., 2021) to interact with consumers and increase brand recognition (Malhotra and Malhotra 2013, Rohm et

al., 2013). Like other customers who have important information about the companies they buy from, social media users frequently have close ties with the companies they do business with (Garetson 2008). Businesses use a variety of Social Media Marketing Activities (SMMA) to draw clients. (Kim and Ko, 2012) divided SMMA's into five categories: word-of-mouth, trendiness, engagement, entertainment, and customisation. In social media, entertainment is essential for elevating good feelings, promoting involvement, and encouraging continuous use (Kang, 2005).

Building genuine connections with customers through digital platforms is a creative and successful way to promote a business and reach a large audience, according to prior research on social media marketing activities (McClure and Seock, 2020), on the connection between customer loyalty (CL) and SMMA. (Aggarwal and Mittal 2022) Even though social media marketing has generated a lot of literature, but research has not looked into how it affects customer choice (Casper and Thaichon, 2021). The majority of previous empirical studies on social media marketing initiatives have ignored the element of loyalty.

While a great deal of study has been done on how social media marketing directly affects consumer behaviour, less research has been done on the precise processes by which various social media marketing

elements affect a customer's choice to buy. Research indicates that social media marketing may raise customer trust in a brand, which in turn can increase brand value (Ebrahim, 2019, Hafez 2021). Furthermore, additional research has validated SMMA and increased CL (Ebrahim, 2019). Because it may impact several different outcomes, brand trust has been the focus of a lot of studies. Nevertheless, empirical research has not yet been able to definitively show whether brand trust (TR) (Bora Semiz et al., 2023) mediates the link between the loyalty of customers (CL) and social media marketing activities (SMMA).

By investigating the effects of entertainment (ENT), trendiness (TRE), interactivity (INT) and influence marketing (IM) on customer loyalty (CL) among Indian customers, this paper seeks to significantly add to the body of empirical research on social media marketing activities. The results may clarify how these social media marketing components affect customer loyalty, especially when it comes to online purchasing. The study's theoretical and practical consequences are discussed, the results are presented, and the research methods and pertinent literature are carefully examined. The paper ends by acknowledging the limitations of the study and offering suggestions for more research.

2 REVIEW OF LITERATURE

2.1 Customer Loyalty (Cl)

Shopping from the same suppliers regularly may not always be a sign of brand loyalty because there may not be many compelling alternatives (Handarkho 2020). According to a more contemporary and theoretically solid definition, loyalty is the result of the interaction of two elements: attitude and behaviour (Khoa 2020). According to this viewpoint, these two components complement one another to promote enduring loyalty. Nowadays, customer loyalty is acknowledged as a component of website loyalty as a whole (Mascarenhas et al., 2006). The power relations between buyers and sellers (Cheung et al., 2022) have changed dramatically as a result of the growth of e-commerce (Al-dweeri et al., 2019). Given the low switching costs for customers, new online firms must focus on cultivating and evaluating the groups to prevent losses. Building a devoted client base and carefully evaluating the profitability of various customer categories are top priorities for new online firms to prevent possible losses, given the

cheap switching costs for consumers and the substantial costs involved in gaining new e-customers (Ryals 2002). Extensive research has consistently demonstrated a strong and significant correlation between online trust and e-loyalty. (Boonlertyanich 2019).

2.2 Entertainment (Ent)

In order to entertain audiences, one must inspire them with distinctive content and engage customers through physical and online marketing (Oh et al., 2015). Because of the high levels of enjoyment and engagement during exchanges, (Hoffman and Novak 1996) said that marketers have a huge potential to impact customers' attitudes and expectations when it comes to internet-based entertainment. Research has demonstrated, that dissatisfied are less plausible to use social media (Abbas et al., 2020). Those who use SM frequently report feeling happier and embracing social networking right away (Duggan et al., 2015). Additionally, people who use social media for product discovery and interpersonal connections look for sensory stimulation (Hsu and Lu 2007, Ku et al., 2013). When commercials are fun, consumers see them more favourably (Shavitt et al., 1998). According to (Pollay et al., 1993), an advertisement's "entertainment value" has a big impact on (Sharma et al., 2023) how consumers feel about it and find it appealing. According to (Ceyhan 2019), businesses' use of social media to entertain customers has a significant influence on their intentions to make a purchase. The following hypothesis is put out in light of the study data on the entertainment component of Social Media Marketing Activities (SMAA). (H1): Entertainment has a significant relationship with Customer Loyalty.

2.3 Trendiness (Tre)

Providing the most recent information about goods or services is referred to as trendiness (Salva et al., 2016). Kim and Ko (2010) discovered that luxury brands which mostly depend on brand trendiness—have seen growth (Andrews 2010) in the luxury market and that social media marketing increases customer equity. Social media is a great tool for finding in-demand goods as it is especially good at providing the most recent news and updates (Naaman et al., 2011). Information from social media platforms is frequently more credible in the eyes of consumers than information from conventional advertising or marketing campaigns. As a result, there is a general

lack of trust in social media platforms in general that provide current information (Mangold et al., 2009, Vollmer and Precourt 2008). In light of this, (Almunawar et al., 2022) the following hypothesis is put forth:

(H2): Trendiness has a significant relationship with Customer Loyalty.

2.4 Interactivity (Int)

Human behaviour is fundamentally characterised by interaction, which happens spontaneously in a variety of ways (Jamali and Khan 2018). These kinds of encounters have the potential to greatly affect communication since word quickly spreads from one person to another (Hartley 2002). Each communicator is a recipient as well as the other way around (Hutter et al., 2013). Social media interaction with brands is especially valued by customers (Godey et al., 2016). Customer loyalty can be influenced by belonging to a community and demonstrating dedication to a brand page (Jang et al., 2008). Peer group interactions give customers useful knowledge about a brand, assisting them in choosing whether to buy the product or use its services. Engaging trustworthy groups boosts consumers' confidence and makes them believe that the information they get is more reliable (Wang et al., 2012). The exchanges promote contentment and aid in customer loyalty (Nisar and Whitehead 2016), which leads to the following hypothesis:

(H3): Interactivity has a significant relationship with Customer Loyalty.

2.5 Influencer Marketing (Im)

Influencers are now able to make a living off of social media (Makrides et al., 2020). For instance, Chiara Ferragni began writing *The Blond Salad*, her blog, as a pastime in 2009. She currently boasts over 20 million Instagram followers, partners with numerous global brands, and has expanded her successful shoe line to include apparel and accessories (O'Connor 2017). Companies are seeing more and more the benefits of working with SMIs. Influencer marketing (IM) is the process by which companies encourage these influencers to endorse and promote their goods and services in exchange for free goods or cash payments. Using this tactic, marketers may interact with SMIs to elicit positive feedback from consumers, engaging the SMIs and their followers (Martinez et al., 2020). As a result of its growing recognition as a key paradigm in SM (Ge and Gretzel 2018) predicted ramifications on the direction of

social media marketing (Appel et al., 2020), influencer marketing (IM) has drawn a lot of attention from academics. Consequently, it is imperative and opportune to do a comprehensive examination of high-quality research findings from publications published in prestigious academic peer-reviewed journals, which leads to the following hypothesis:

(H4): Influencer Marketing has a significant relationship with Customer Loyalty.

2.6 Consumer Trust (Tr)

The degree of faith one has in a brand's capacity to live up to its promises is known as trust (Chaudhuri and Holbrook 2001). In social media interactions especially, it is essential to all connections (Lal 2017). People typically look for guidance from reliable sources and Internet discussion boards that offer reliable information about goods and services (Chen and Shen 2015). Trust is becoming more widely acknowledged as a crucial element in customer interactions and plays (Niminen 2015) a crucial role in creating a stronger bond (Vivek et al., 2012). A company cannot build strong, enduring connections with its customers unless trust has been created (Barendra et al., 2015). Because it fosters mutually beneficial acts between people, trust increases positive loyalty (Lau and Lee 1999) which leads to the following hypothesis:

(H5): Consumer Trust moderates the strength of the relationship between SMAA (entertainment, interaction, trendiness and influencer marketing) and CL.

2.7 Theoretical Framework

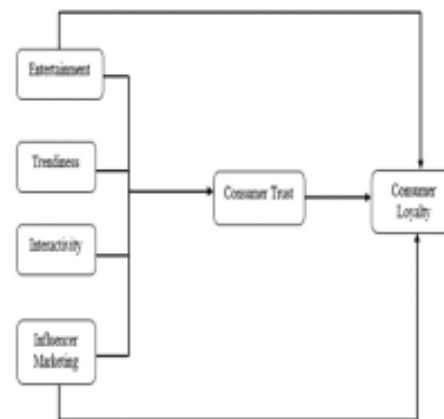


Figure 1: Theoretical Model.

The theoretical framework mentioned above Figure 1 has been established (Ramadhani et al., 2022) based on the literature review that has been given.

2.8 Scales Used in the Study

After a thorough analysis of the literature, the main dimensions of social media marketing activities (SMMA) were determined (Saima and Khan 2020), and appropriate scales were used to evaluate the underlying elements (Pool and Najafabadi 2015). The study emphasised several elements, such as entertainment, trendiness, interaction, influencer marketing, trust and loyalty.

Entertainment (ENT): The scale created by (Kim and Ko 2012), which has five items with five-point ratings, was used to evaluate this variable. The Entertainment (ENT) scale has great validity and high internal consistency, as seen by its Cronbach's alpha of 0.843. It was discovered that entertainment greatly increased buying intention (Wijayaa et al., 2021). Examples of statements are: "Social media entertains and stimulates my mind," "Social media provides enjoyable and relaxing time," "Social media offers enjoyment through problem-solving and idea generation," "Engaging with social media is fun," as it "Social media content is interesting."

Trendiness (TRE): The scale created by (Kim and Ko 2012), which consists of three items scored on a five-point scale, was used to measure this variable. The Trendiness (TR) scale showed great validity and high internal consistency, with a Cronbach's alpha of 0.812. A few examples include: "Social media provides the latest information about products," "Products promoted through social media are current and trendy," or "New product information is published on social media before its official launch."

Interactivity (INT): The scale created by (Kim and Ko 2012), which consists (Sandeberg 2011) of three items with a five-point rating system, was used to measure this variable. The dependability of the INT scale was great, as evidenced by its excellent internal consistency and Cronbach's alpha coefficient of 0.925. Furthermore, the scale demonstrated strong validity. Examples of MI scale items include: "SMP allows information sharing with others," "Conversation and opinion exchange with others are possible through SMP," "New product information is first published through SMP," along "It is easy to provide feedback through SMP."

Influencer marketing (IM): The scale created by (Xu and Pratt 2018), which consists of three items with a five-point rating system, was used to measure

this variable. which consists of three items with a five-point rating system, was used to measure this variable. The dependability of the IM scale was great, as evidenced by its excellent internal consistency and Cronbach's alpha coefficient of 0.902. Furthermore, the scale demonstrated strong validity. Examples of IM scale items include: "The influencer employed by the brand in SMPs is very popular, the influencers employed by the brand are trustworthy, the influencers in general are very attractive."

Customer Trust (TR): (Hsiao et al., 2010) measure, which consists of four items graded on a five-point scale, was used to assess this variable. The TR scale showed great validity and high internal consistency, with a Cronbach's alpha of 0.926. Examples of statements include: "(Yesiloghlu and Costello 2020) The information provided on social media is credible," "I trust the products shared on social media," "I believe the information on social media is reliable," along with "I always feel confident that I can rely on the responses and feedback from the social media community during interactions." **Customer Loyalty (CL):** The three-item scale (evaluated on a five-point scale) created by (Chaudhuri and Holbrook 2001) was used to measure the variable. (Oliveira 2023) With a Cronbach's alpha rating of 0.951 and outstanding internal consistency, the CL scale showed good reliability. The scale also shows good validity. Examples of things on the CL scale include: "I will not switch to another brand if this brand continues to maintain its current service level, as far as the product types sold at this brand are concerned, I do not consider shopping at other, I like to always shop from this brand".

3 RESEARCH METHODOLOGY

Using Google Forms, information was gathered from a sample of Indian social media users (Spaeth and Black 2012). (Deutkens et al., 2006), online data-collecting tools like Google Forms are known to increase response rates and yield outcomes that are on par with those acquired using more conventional approaches. Users of social media who were randomly chosen were given the survey. An initial screening question to find out if the respondent is an active social media user was included to qualify respondents. The questionnaire could only be completed by those who selected "yes" for this question; all other respondents were thanked and removed from the survey. 335 people in total

responded to the poll. Table 1 displays the respondents' demographic characteristics.

Based on the data, approximately two-thirds of the respondents were women (89.6%), while the remaining 10.4% were men. The age distribution showed that 7.5% were under 20 years old, 54% were aged 21 to 30, 7.8% were between 31 and 40, 13.7% were between 41 and 50, 11.6% were between 51 and 60, and 5.4% were over 60 years old. In terms of marital status, 66.6% of respondents were unmarried, while 33.4% were married. Regarding education,

28.7% had a school-level education, 32.2% were undergraduates, 10.4% had a postgraduate degree, and 12.2% held doctorates. As for occupations, 17.9% were housewives, 52.2% were salaried employees, 17.6% were business professionals, and 12.2% were students. In terms of income, 32.2% of respondents earned less than INR 21,000 per month, 35.2% earned between INR 21,000 and 40,000, 22.7% had a monthly family income between INR 41,000 and 60,000, and 9.9% earned over INR 60,000.

Table 1: Demographic Profile.

Demographic Profile		Frequency	Per cent
Gender	Male	35	10.4
	Female	300	89.6
Marital Status	Unmarried	223	66.6
	Married	112	33.4
Age (in years)	<21 Years	25	7.5
	21-30 Years	181	54.0
	31-40 Years	26	7.8
	41-50 Years	46	13.7
	51-60 Years	39	11.6
	>60 Years	18	5.4
Qualification	School Education	96	28.7
	Higher Secondary	108	32.2
	Undergraduate	55	16.4
	Post Graduate	35	10.4
	PhD	41	12.2
Occupation	Housewife	60	17.9
	Salaried	175	52.2
	Business	59	17.6
	Student	41	12.2
Total Monthly Household Income	< INR 21,000	108	32.2
	INR 21,000-40,000	118	35.2
	INR 41,000-60,000	76	22.7
	> INR 60,000	33	9.9
Total		355	100.0

3.1 Exploratory Factor Analysis (EFA)

EFA is an analytical method used to uncover the underlying structure within a large set of variables by identifying groupings of related factors. By

condensing the data into fewer components, EFA simplifies the interpretation of relationships between variables and helps reduce data complexity. EFA's ultimate objective is to locate and comprehend the underlying constructs that underlie the patterns of the data (Stapleton 1997).

Table 2: Efa.

	Rotated Component Matrix ^a						
	Component						
	1	2	3	4	5	6	
CL4	0.944						0.951

CL3	0.935						
CL1	0.906						
CL2	0.856						
INT3		0.956					
INT1		0.923					0.925
INT2		0.883					
TR1			0.919				
TR3			0.918				0.926
TR2			0.842				
IM3				0.932			
IM1				0.900			0.902
IM2				0.854			
ENT1					0.863		
ENT3					0.861		0.843
ENT2					0.810		
TRE2						0.893	
TRE1						0.859	0.812
TRE3						0.794	

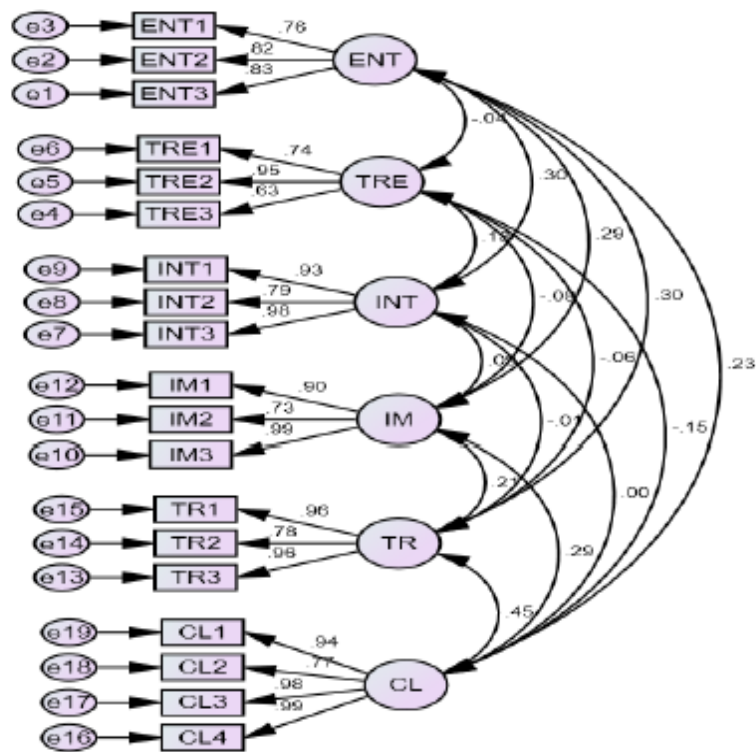


Figure 2: Confirmatory Factor Analysis.

3.2 Confirmatory Factor Analysis (CFA)

Using confirmatory factor analysis, the sample adequacy for the ENT, TRE, INT, IM, TR, and CL

measures was assessed. The analysis's findings are listed below (Figure 2 and Table 3).

Table 3: Model Fit.

Model	χ^2/df	GFI	RMSEA	RMR	CFI	NFI	SRMR
Criteria	$1 < \chi^2/df < 3$	≥ 0.90	$\leq 0.08 < 1$	$\leq 0.08 < 1$	≥ 0.90	≥ 0.90	$\leq 0.08 < 1$
Obtained	1.787	0.930	0.049	0.023	0.981	0.958	0.0389

The suggested theoretical model shows a satisfactory match with the data based on the fit indices shown in the above table (Chi-square/DF = 1.787, $p > 0.05$, GFI = 0.930, CFI = 0.981, NFI = 0.958, RMR = 0.023, SRMR = 0.0389, and RMSEA = 0.049). Furthermore, it was discovered that, at the 5% significance level, the proposed associations among social media marketing, customer trust and customer loyalty were statistically significant and favourable.

3.3 Convergent and Discriminant Validity

Convergent and discriminant validity (Barajei et al., 2024) establishment is an essential step in the

confirmatory factor analysis (CFA) procedure. Cross-loadings and loading magnitudes are examined to evaluate convergent validity. There were no low loadings or cross-loadings among the objects in this investigation. Furthermore, for every build, the Average Variance Extracted (AVE) values satisfied this requirement, which is that they should be greater than 0.50. All study factors also met the required Composite Reliability (CR) values of more than 0.70. The study verified convergent validity because every item loaded into its corresponding factor with loadings higher than 0.50, as shown in Tables 4 and 5.

Table 4: Convergent Validity.

Factor	Items	Estimate	AVE	CR
ENT	ENT1	0.756	0.646	0.845
	ENT2	0.824		
	ENT3	0.829		
TRE	TRE1	0.742	0.613	0.822
	TRE2	0.946		
	TRE3	0.627		
INT	INT1	0.925	0.815	0.929
	INT2	0.789		
	INT3	0.984		
IM	IM1	0.985	0.770	0.908
	IM2	0.727		
	IM3	0.985		
TR	TR1	0.960	0.817	0.930
	TR2	0.777		
	TR3	0.962		
CL	CL1	0.939	0.854	0.959
	CL2	0.766		
	CL3	0.983		
	CL4	0.990		

(Fernando and Wah 2017) By comparing the correlations between the factors and the square root of the Average Variance Extracted (AVE) for each factor, discriminant validity is assessed. The square

root of each factor's AVE in this investigation was greater than the correlations between the factors, indicating (Donalds et al., 2022) that discriminant validity had been shown.

Table 5: Discriminant Validity.

	TR	ENT	TRE	INT	IM	CL
TR	0.904					
ENT	0.296	0.804				
TRE	-0.060	-0.041	0.783			
INT	-0.010	0.297	0.135	0.903		
IM	0.211	0.287	-0.077	0.092	0.878	
CL	0.454	0.228	-0.152	0.003	0.286	0.924

4 RESULTS

4.1 Structural Equation Modelling (SEM) and Mediation Model

After the structural equation Figure 3 model was evaluated, structural equation modelling (SEM) was used to analyse the data. Gender was one of the control variables in this study. An independent variable called a control variable is employed in research to reduce the possibility of confounding effects. Gender, age, and other pertinent characteristics have frequently been included as control variables in previous research. According to this methodology, gender was chosen by the study's authors as a control variable to take into consideration any potential effects on the relationships that were the subject of the analysis (Bernerth and Aguinis 2016).

4.2 Model Fit

Table 6 presents the (Anjel et al., 2021) chi-square value, degree of freedom, "p" value, goodness of fit indices, and error terms for the model. The suggested

theoretical model shows a strong match with the data based on the fit indices shown in the above table (Chi-square/DF = 2.116, $p > 0.05$, GFI = 0.993, CFI = 0.981, NFI = 0.966, RMR = 0.008, SRMR = 0.0372, and RMSEA = 0.058). Furthermore, it was discovered that, at the 5% significance level, the proposed associations among social media marketing, customer trust and customer loyalty were statistically significant and favourable.

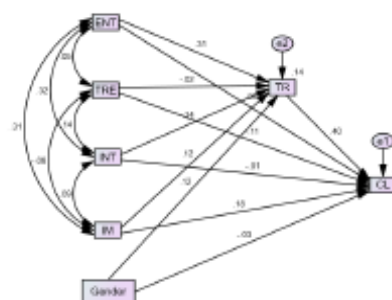


Figure 3: Measurement Model and Mediation Model.

Table 6: Model Fit for SEM and Mediation.

Model	χ^2/df	GFI	RMSEA	RMR	CFI	NFI	SRMR
Criteria	$1 < \chi^2/df < 3$	≥ 0.90	$\leq 0.08 < .10$	$\leq 0.08 < .10$	≥ 0.90	≥ 0.90	$\leq 0.08 < .10$
Obtained	2.116	0.993	0.058	0.008	0.981	0.966	0.0372

Table 7: Structural Equation Modelling Results.

Hypothesis	Path	Unstandardized Estimate	Standardized Estimate	t value	P value	Results
H1	ENT → TR	0.423	0.076	5.591	< 0.001	Accepted
H2	TRE → TR	-0.048	0.115	-0.417	0.676	Rejected
H3	INT → TR	-0.217	0.086	-2.505	0.012	Accepted
H4	IM → TR	0.130	0.057	2.292	0.022	Accepted
H5	IM → CL	0.169	0.047	3.567	0.001	Accepted

H6	INT → CL	-0.013	0.072	-0.187	0.851	Rejected
H7	TRE → CL	-0.230	0.050	-2.413	0.016	Accepted
H8	ENT → CL	0.076	0.065	1.157	0.247	Rejected
H9	TR → CL	0.360	0.045	7.540	0.001	Accepted

The primary hypothesis (H1) aims (Güven et al., 2024) to explore the relationship between Entertainment (ENT) and Consumer Trust (TR), with ENT as the independent variable and TR as the dependent variable. The analysis reveals a significant relationship between ENT and TR, as evidenced by a t-value of 5.591 (Table 7). Consequently, the hypothesis, which posits a positive association between ENT and TR, is supported. This result indicates that higher quality entertainment is likely to improve consumer trust.

With TRE acting as the independent variable and TR acting as the dependent variable, Hypothesis (H2) was developed to investigate the link between Trendiness (TRE) and Consumer Trust (TR). According to the study, TRE had no discernible effect on TR ($t=-0.417$; $p=0.676$). H2 is thus rejected, suggesting that trendiness as an intervening variable has no noticeable impact on customer trust.

The purpose of the (Li et al., 2024) hird hypothesis (H3) was to investigate the connection between consumer trust (TR) and interactivity (INT). The independent variable in this study is INT, while the dependent variable is TR. With a t-value of -2.505, the results show a statistically significant positive correlation between INT and TR, supporting the hypothesis (H3). These findings imply that a higher level of customer trust is associated with a more efficient contact style.

To examine the connection between influencer marketing (IM) and consumer trust (TR), the fourth hypothesis (H4) was developed. TR is the dependent variable in this study, while IM is the independent variable. With a t-value of 2.292, the study results show a statistically significant positive connection between IM and TR. Thus, the findings are consistent with hypothesis (H4), which postulates (Flayyih 2024) a positive correlation between improved influencer marketing and higher levels of customer trust. These results demonstrate how influencer marketing increases customer trust.

The purpose of hypothesis number five (H5) was to investigate the connection between customer loyalty (CL) and influencer marketing (IM). The dependent variable in this study is CL, whereas the independent variable is IM. With a t-value of 3.567, the study's findings show a statistically significant positive connection between IM and CL.

Accordingly, the results validate hypothesis (H5) and imply that increased influencer marketing improves customer loyalty. These findings demonstrate how influencer marketing increases customer loyalty.

To investigate the connection between Customer Loyalty (CL) and Interactivity (INT), Hypothesis 6 was developed. INT is considered the independent variable and CL the dependent variable in this investigation. Nonetheless, the statistical examination reveals no noteworthy influence of INT on CL, as shown by the t-value of -0.187 and p-value of 0.851. Consequently, it can be concluded that, as an intervening variable, customer loyalty not significantly influenced by interactivity (H6).

The purpose of the seventh hypothesis (H7) was to look into the connection between Customer Loyalty (CL) and Trendiness (TRE). TRE is regarded as the independent variable in this study, while CL is the dependent variable. With a t-value of -2.413, the study results demonstrate a statistically significant positive connection between TRE and CL. As a consequence, the findings are consistent with hypothesis (H7), which states that higher customer loyalty is positively correlated with more trendiness. These results demonstrate how trendiness positively affects customer loyalty.

To investigate the connection between Customer loyalty (CL) and Entertainment (ENT), Hypothesis (H8) was created. CL is the dependent variable in this study, whereas ENT is considered the independent variable. Nonetheless, the statistical examination reveals that ENT has no discernible effect on CL, with a p-value of 0.247 and a t-value of 1.157. As a result, hypothesis (H8) is not supported, suggesting that entertainment's impact as an intervening variable on customer loyalty is not important (Aniebiet 2024). To find out more about the relationship between customer loyalty (CL) and Consumer trust (TR), Hypothesis (H9) was created. In this investigation, CL is identified as the dependent variable and TR as the independent variable. With a t-value of 7.54, the study results show a statistically significant positive connection between TR and CL. Thus, the findings are consistent with hypothesis (H9), which states that stronger consumer trust is linked to increasing customer loyalty. These results demonstrate how customer trust positively affects customer loyalty.

4.3 Mediation Analysis

A 95% bias-corrected bootstrap confidence interval (BC BootCI) and 2,000 bootstrap samples were used

in the study to investigate the mediating function of customer trust in the link between customer loyalty (CL) and Social Media Marketing Activities (SMMA). Table 8 shows the Mediation Result.

Table 8: Mediation Result.

Hypothesis	Mediation Models	Indirect Effect	95% BootCI (Lower Bound)	95% BootCI (Upper Bound)	P value	Results
H10	ENT → TR → CL	0.152	0.095	0.229	0.001	Accepted
H11	TRE → TR → CL	-0.017	-0.108	0.066	0.614	Rejected
H12	INT → TR → CL	-0.078	-0.158	-0.007	0.028	Accepted
H13	IM → TR → CL	0.047	0.006	0.094	0.025	Accepted

According to hypothesis H10, there would be a considerable mediating effect of customer trust in the link between customer loyalty and entertainment. With a p-value of less than 0.001 and a 95% bias-corrected bootstrap confidence interval (BC BootCI) of [0.095, 0.229], the results demonstrate the significance of the unstandardised estimate. As a result, H10 is approved, demonstrating that the link between entertainment and customer loyalty is strongly mediated by consumer trust.

According to hypothesis H11, there would be a considerable mediating effect of consumer trust in the link between trendiness and customer loyalty. With a p-value of 0.614 and a 95% bias-corrected bootstrap confidence interval (BC BootCI) of [-0.108, 0.066], the unstandardised estimate is not significant. Consequently, H11 is disproved, showing that the link between trendiness and customer loyalty is not mediated by consumer trust.

According to hypothesis H12, there would be a strong mediating effect from customer trust in the link between customer loyalty and interactivity. With a p-value 0.028 and a 95% bias-corrected bootstrap confidence interval (BC BootCI) of [-0.158, -0.007], the unstandardised estimate is significant. As a result, H12 is accepted, showing that the link between the interactivity and customer loyalty is largely mediated by customer trust.

According to hypothesis H13, there would be a considerable mediating effect of consumer trust in the link between influencer marketing and customer loyalty. With a p-value of 0.025 and a 95% bias-corrected bootstrap confidence interval (BC BootCI) of [0.006, 0.094], the unstandardised estimate for H13 is not significant. As a result, H13 is disregarded, suggesting that the link between influencer marketing

and customer loyalty is not mediated by consumer trust.

5 DISCUSSIONS

Social media (SM) is an online platform, application, or media that encourages communication, teamwork, and content sharing. It is essential to marketing tactics since it allows businesses to establish tailored connections with consumers and provides them with direct access (Bala and Verma 2018). In today's world, social media is present in every age group, and interacting with society without it is getting harder and harder. Social media (SM) is a tool, and the term "Social Media Marketing" (SMM) describes how it is used. As an integrated marketing communication approach, social media marketing offers customers something more than conventional media does. This number is derived from the accessibility of precise data provided by real users, such as reviews, suggestions, and other components that improve user interaction. Customers may communicate with other consumers, share accurate and up-to-date information, and learn more about the quality of goods and services offered in the social media marketing space through SM.

Researchers evaluated the effects of Social Media Marketing Activities (SMMA) on Customer loyalty (CL) in this study. These attributes include Entertainment (ENT), Interactivity (INT), Trendiness (TRE), and Influencer marketing (IM). Utilising Confirmatory Factor Analysis (CFA), the suggested model was verified. Cronbach's alpha coefficient (Bentler and Bonett 1980) showed that the

measurement items' reliability was higher than the suggested cut-off points of 0.7 for each item. Furthermore, the criterion for and Average Variance Extracted (AVE) were fulfilled. The outcomes of Structural discriminant validity (Henseler et al., 2015) Equation Modelling (SEM) showed how these SMAs successfully improve the Loyalty (CL) of the consumers. Additionally, the study validated the interaction effects of SMMA and CL at different Customer Trust (TR) levels. (Souza et al., 2024) These results are in line with other studies that demonstrate social media (Shen and Wang 2024) characteristics have a beneficial impact on customer loyalty (Khoa and Huyenh 2023).

5.1 Managerial Implications

Social media (SM) has emerged as a major trend in today's business climate, leading many small businesses to allocate funds towards using these platforms to increase sales. Acknowledging social media's broad reach and power, small companies are using these channels wisely to interact with their target market (Kamal 2024), sell their goods and services, and increase revenue.

Managers must have a thorough understanding of customer trust as the business environment changes by looking at the mediating factors in addition to the direct linkages. Customer trust is one such important factor that influences how consumers loyalty. The degree of contact, interest, and faith of the customers form with a brand or product is referred to as consumer trust. Managers may obtain useful insights into how SM traits and other factors impact customer loyalty, resulting in noteworthy outcomes, by acknowledging the mediating function of consumer trust. Managers may use this knowledge to make well-informed decisions and create strategies that successfully use customer trust to elicit positive customer reactions.

6 LIMITATIONS AND AREAS OF FUTURE RESEARCH

The current study was carried out in India, a nation known for its wide geographical differences and rich cultural variety. Given the stark cultural differences that exist throughout India's many regions, it is critical to take these differences into account when analysing how SMMA may affect CL. A more comprehensive knowledge of Indian consumers'

loyalty may be achieved by taking cultural contexts and regional quirks into consideration. This will result in SM marketing tactics that are more focused and successful.

Beyond the purview, influence of SM qualities may apply to several businesses with a sizable SM platform presence. By extending the study to other industries, it will become clearer how SM characteristics affect consumers' trust to behave in a variety of ways. Expanding the scope of this study might improve our comprehension of the findings' generalisability and application, leading to more successful marketing tactics in many industries.

It would be very beneficial to carry out comparison studies in the future on the efficacy of SM features and their impact on customer loyalty across different product categories. This study will shed light on how various product categories interact with SM qualities and demonstrate the differing degrees to which these attributes influence the loyalty of consumers. Using a comparative approach would help us better understand the complex relationships that exist between SM features and customer loyalty, which would make it possible to create marketing plans that are specific to the needs of various product categories.

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