



Online Impulsive Buying: Influence of E-Word of Mouth and Social Media Marketing

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ABSTRACT

The paper aims to investigate the impact of electronic word of mouth and social media marketing on impulse buying behavior of female online shoppers as females have more tendency towards buying impulsively. Moreover, it also examines the mediating role of brand knowledge. Data was collected using a self-administered questionnaire via an online and personal distribution method. Stimulus-organism-response model was the theoretical model for the study. The findings indicate that both electronic word of mouth and Social media marketing have a tendency to lead to online impulse buying behavior but electronic word of mouth has no direct relationship with impulse buying it only leads to impulse buying if it results in brand knowledge while social media marketing can also lead to impulse buying behavior directly and the connection strengths in the presence of brand knowledge. It offers the direction to the marketers through which they can maximize the fruits of social media by utilizing it to increase their online sales through impulsive buyers. It also gives us valuable insight into cheap and effective marketing tools i.e. electronic word of mouth and social media marketing.

Keywords: impulse buying, electronic word of mouth, social media marketing, SOR model, brand knowledge (brand awareness and brand image).

INTRODUCTION

Electronic word of mouth (EWOM) and social media marketing (SMM) are included in the most effective low budget marketing tools to create and increase brand knowledge. During the last decade, social media has gained so much importance in the business community that now no business is considered important unless it has a strong presence on the social media. Social media is also used for spreading the electronic word of mouth where consumers can share their view or experience with the brand with other people ([Beck et al., 2023](#)). Social media is generally used to create knowledge about the brand so that if consumers want to purchase something they would recognize the brand and help the business grow. With the excessive use of social media in young people they are becoming more impulsive and consumption oriented. This attitude generally results in the sudden urge to shop for unplanned products i.e. impulsive buying.

The role of social media is immensely increasing in our lives. Internet users of all ages are using social media one way or the other. Global Web Index states, that among total internet users more than 93.8% use one or more social media ([Kepios, 2025](#)). Social networking sites provide people with a platform where they share with other people their feelings and ideas.

Therefore these networking sites can play an important role as marketing tools and provide business with an opportunity to share with others their product designs and act as a vehicle for WOM ([Chai et al., 2023](#)). WOM marketing is an effective way to communicate with the brand consumers. Most interestingly it is a source of a low-cost self-spreading tool of marketing. Which makes it the focus of many marketers. Companies nowadays are trying to promote Online Shopping of their brands through EWOM and SMM. EWOM and SMM are also sources of spreading knowledge about the brand which is the first step of making a buying decision ([Romadhon et al., 2023](#)).

Impulse buying behavior has been widely studied in the past. It holds much importance for the companies because it will eventually increase the performance of the company. Although impulse buying has been widely examined in traditional retail contexts, research on online impulse buying remains comparatively limited. Existing online studies largely emphasize website design and price promotions ([Verhagen et al., 2011](#)), while giving insufficient attention to social media environments, where consumers are increasingly exposed to purchase stimuli. Given the growing role of social media in product discovery and persuasion, the lack of focused research on how social media content triggers impulse buying represents a significant gap in the literature ([Aragoncillo et al., 2018](#)).

Furthermore, while online reviews are well established as an important informational cue in planned purchase decisions ([Chuang et al., 2023](#)), their role in impulse-driven online purchases remains somewhat underexplored. In particular, prior studies tend to examine social media influence and online reviews in isolation, rather than considering their combined effect on online impulse buying. This fragmentation in the literature limits a comprehensive understanding of contemporary consumer behavior, which this study seeks to address by examining the joint influence of social media stimuli and online reviews on online impulse buying behavior.

Apparel brands of Pakistan have become much popular in recent years among the local population. Especially the female population is becoming very brand conscious. As the population of the study female online shoppers is selected because women are likely to be more brand conscious and sensitive as compared to men ([Kanwal et al., 2022](#); [Workman et al., 2013](#)) and also they cognitively and effectively have the more impulsive tendency ([Kafadar et al., 2022](#)). Women in Pakistan have always been concerned about their dressing and brands, in recent years they have become highly brand conscious. Almost all of the apparel brands have a presence on social media and online shopping feature. They are competing with each other to gain higher sales and market share. Because of the brand's name and popularity people are willing to pay higher prices for the product of such brands ([Oppong et al., 2022](#)). Therefore these brands are using SMM to create awareness and positive brand image. The brands which succeed in doing so gain consumers trust and loyalty. It can also lead them to sometimes buy impulsively. Therefore impulse buying triggered by brand knowledge created through EWOM and SMM is the focus of this study.

The present study will give a new dimension to the literature on impulse buying. It will add to the literature on effective marketing techniques through the use of EWOM, SMM, Impulse buying and brand knowledge. It will also give businesses a new motivation to focus on their online marketing in order to improve business performance.

The rest of the paper is arranged as follows, following section explain past research on the variables, then the model of the study is developed. In the next section, the methodology is discussed and then comes the results of the study. At the end, there are discussion, implications of the study and limitation.

LITERATURE REVIEW

ELECTRONIC WORD OF MOUTH

One of the initial research on WOM was conducted by [Arndt \(1967\)](#), according to him WOM is oral, person to person interaction among the provider in information and the receiver, where provider should be considered unbiased by the receiver. In the digital world of today, there is no requirement for the communication to be face to face or oral. It could be communicated through a computer or electronic billboards it is called EWOM ([Hagel et al., 1997](#)).

Studies show that WOM communication is much more influential as compared to other marketing tools e.g. TV Advertisement, Billboards etc. ([Gildin, 2022](#)). One reason for that is WOM is considered to be more reliable because it comes from an unbiased individual ([Gruen et al., 2006](#)). In WOM communication the provider of information usually gets no apparent benefit from the receiver ([Le et al., 2023](#)). The increased SMM makes consumers skeptical and wants to obtain information about the opinion and experience of another person with the brand and on the other hand, some consumers like to share their experience with other people. Therefore consumers of the brands are considered to be a better source of dispersion of information ([José-Cabezudo et al., 2012](#)).

WOM plays important role in affecting consumer attitudes and behaviors towards the brand ([I. Khan et al., 2023](#)). SMM creates brand attachment among the consumers who in turn become the effective bearer of positive WOM ([Hudson et al., 2015](#)).

According to [Chevalier et al. \(2006\)](#) online reviews i.e. EWOM have a significant influence on consumer's buying behavior. [Pang et al. \(2025\)](#) perception about quality acts as a strong predictor of intention like engaging in WOM. [Zeithaml et al. \(1996\)](#) suggested a behavioral model about how consumers relate to quality, which results in certain behaviors like WOM or intention to purchase. Keeping in view this study [Vuong et al. \(2023\)](#) proposed to enhance brand image by providing better services.

But sometimes WOM can prove to be devastating for an organization. Negative WOM can sometimes go viral and rapture the image of the brand, therefore high-end companies continuously observe and evaluate the WOM generated about their brand ([Kozinets et al., 2010](#)).

SOCIAL MEDIA MARKETING

SMM is a company's attempt to convince customers that their products are worthwhile through online resources ([Neti, 2011](#)). The marketing realm has substantially changed during the last few decades. Before that organizations had no contact with the consumers what so ever ([Jaffe, 2012](#)). The use of social media allows the users to endorse, recommend or share with other consumers the positive or negative perceptions or experiences about the company ([Brown et al., 2008](#); [Cham et al., 2022](#)).

Today's organization have realized how individuals have become invested in the social media and they have recognized the opportunity for them to succeed in the world is through social media. Organizations have become cautious of their marketing activities, mostly they

anticipate consumer reaction and try to avoid anything that would lead them to negative viral EWOM. They have realized the importance of social media for reaching out to their customers. The organizations try to convert their consumers into the marketers and advertisers for their brand by encouraging them to create positive EWOM for their company ([Noor et al., 2024](#); [Roberts et al., 2008](#)). Social networking sites like Facebook and Instagram have become superior for the organizations in comparison with other marketing tools because they store the information of all consumers and make targeted marketing much easier ([Freberg et al., 2011](#)).

It's a sort of multidirectional dialogue, which is conducted between various consumers and also between the organization and consumer. [Assaad et al. \(2011\)](#) states that SMM cannot be a substitute to the traditional marketing. He claims that marketers should be involved in other marketing activities. Also for specific target population marketing tools should be selected according to their demographics and culture. [Pettey \(2008\)](#) claims that organizations should take into account the how the level of social media usage has increased by all demographics. Previously SMM's target population was only young people but now social network for all kind of people have been developed e.g. employee groups, career opportunities, and shopping etc.

SMM increase the brand awareness of the consumers ([Prayoga et al., 2023](#)). It has made consumers more informed than ever and polished them to recognize their right to assess or switch the brand if they deem necessary ([Cheung et al., 2019](#)). They can also become "fans" and help it promote its products. SMM can also be used to influence the attitudes of the consumers ([Singh et al., 2025](#)).

BRAND KNOWLEDGE

Brand knowledge is a collection of descriptive and evaluative information about the brand that is customers' own inference about the brand ([Keller, 2003](#)). There are two dimensions of brand knowledge that are brand awareness and brand image. Brand awareness can be termed as consumer's ability to recognize brand in numerous settings ([Gesmundo et al., 2022](#)). Brand image is the perception of consumer towards the brand formed by previous experience ([Safari et al., 2024](#)).

Brand knowledge represents the information present in the memory of a person about a particular brand. Brand knowledge is an important tool for consumer's decision making ([Rajagopal, 2017](#)). In order to create brand knowledge in the minds of consumers, awareness has to be created about the finest quality of the brand i.e. competitive advantage and this awareness can be used to build a strong image on consumer's mind ([Zhao et al., 2022](#)).

The most vital role in creating brand knowledge is played by brand awareness because a consumer may recall the brand while shopping which increases the chances of purchase ([Gong et al., 2020](#)). Both the dimensions of brand knowledge increase the loyalty of consumer towards the brand ([C.-W. Ho, 2013](#)). Consumer's loyalty means that the purchase intention of the consumers has also increased immensely ([Machi et al., 2022](#)).

ONLINE IMPULSE BUYING

According to [Jeffrey et al. \(2007\)](#) impulse buying behavior comprises of four components: "the purchase is unplanned, it is the result of an exposure to a stimulus, and it is decided "on-the-spot, and it involves an emotional and/or cognitive reaction"

Every product has the probability of being purchased impulsively and all consumers may become a victim of impulse buying sometimes ([Sharma et al., 2010](#)). Impulse buying behavior can be seen both online and in-store shopping. Sometimes the ambiance of the store is designed in such a way that it automatically leads to buying impulsively ([Sachitra et al., 2023](#)). While in case of online shopping many factors play an important role such as the visual appeal of the website ([Turkyilmaz et al., 2015](#)) or enjoyment factor of the website or product attractiveness ([Fajar et al., 2024](#)). Sometimes consumers are simply seeking variety. There could be many reasons for that e.g. curiosity, boredom or need for change, this behavior can also lead to impulse buying ([Huo et al., 2023](#)). Many other factors like employee behavior, discount, and income, Popularity of brand or product or WOM can also trigger impulse buying ([Z. Zhang et al., 2022](#)). Stimulus Organism Response (SOR) model is the most widely used theoretical model for studying the impulse buying behavior of the consumers ([Huo et al., 2023; Li et al., 2022](#)).

THEORETICAL FRAMEWORK MODEL (SOR MODEL)

The theoretical model adopted for this study is the SOR model. It was introduced by ([Mehrabian et al., 1974](#)). It basically has three stages, firstly the stimulus during which some external force of environmental element stimulates some kind of internal behavior. In the second stage

i.e. organism which emerges in response to stimuli and in the third stage reaction to stimuli is discussed i.e. response. In other words, consumer's intake from the environment, its mental processing and behavioral response to it are called SOR model ([Erensoy et al., 2024](#)).

The SOR model of this study takes EWOM and SMM as stimuli which in turn leads to brand knowledge i.e. organism, and the behavioral reaction to it is Impulse buying behavior i.e. Response to brand knowledge.

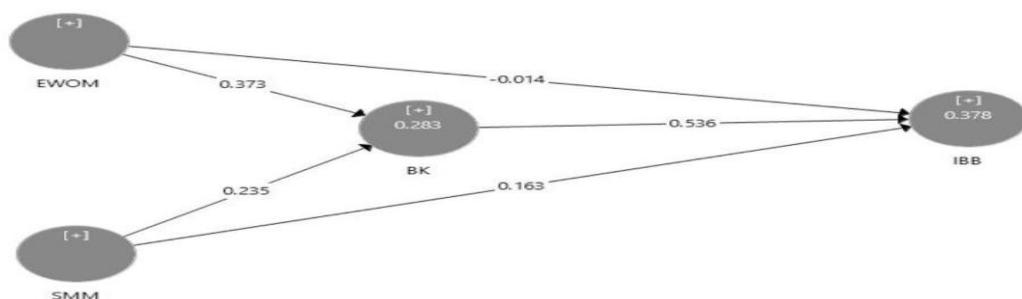


Figure 1: Theoretical Framework of the Study SOR Model

HYPOTHESES DEVELOPMENT

EWOM and Brank Knowledge

Brand Awareness doesn't mean that you just remember the name of the brand, it can sometimes also means remembering something by seeing or touching it like the logo of the brand ([Bergkvist et al., 2022; Hoyer et al., 1990](#)). According to [Putri \(2022\)](#) positive online WOM and the amount of information in it about the brand can lead to purchasing intention towards that brand. According to them, consumers remember (brand awareness) the positive information form online WOM. As a result, this study assumes that EWOM can lead to brand knowledge via brand awareness.

H1: EWOM positively influence Brand Knowledge

SMM and Brand Knowledge

Brand equity and brand knowledge have a positive association with relationship marketing ([Abdillah et al., 2024](#)). For creating brand knowledge social media has become an effective tool. The progressive increase in the use of social media has led it to reach even the remote areas, where other modern world tools have failed to reach. Therefore if in today's world any organization is not present on the social media it is losing the opportunity to reach its potential customers. Nowadays social media has become a necessity for the organizations if they want to create awareness of their brands ([Neti, 2011](#)). Brands are using various social media sites to create knowledge of their brands ([Arya et al., 2022](#); [Kusumadaja, 2014](#)). SMM can use various methods to create awareness of their brands like content quality, rewarding system and virtual interaction ([Chyrak et al., 2024](#)). Social media can be effective in creating and disseminating information about the brand

H2: SMM positively influence Brand Knowledge

Brand Knowledge and Online Impulse Buying

According to [Budhipurwwa et al. \(2021\)](#) brand image plays an important role in creating impulse buying behavior. [Yulianto \(2024\)](#) studied the partial impact of brand image in impulse buying behavior. Consumer's intention to purchase of a mainly depends upon its awareness and loyalty towards the brand ([Machi et al., 2022](#)). These pointers lead us to our third hypothesis

H3: Brand Knowledge positively influence Online Impulse Buying

EWOM and SMM on Online Impulse Buying

The theoretical model of the study SOR employs the relationship between the above variables. The direct relationships between the SMM, EWOM, brand knowledge and impulse buying behavior have already been assumed in the above hypotheses. If we follow the above pattern we can safely conclude the indirect relationships between these variables. So we can say EWOM and SMM lead to online impulse buying behavior and brand knowledge acts as a mediating variable between them:

H4: EWOM positively influence Online Impulse Buying H5: SMM positively influence Online Impulse Buying

H6: EWOM positively influences online Impulse Buying with brand knowledge as a mediating variable.

H7: SMM positively influences online Impulse buying with brand knowledge as a mediating variable.

METHODOLOGY

MEASUREMENT SCALE

The measurement scale of this study was a mix of constructs adapted from past literature. It consists of twenty-six scales, among which 4 were demographic and remaining measured the variables of the study. To measure the response of respondents five-point Likert Scale was used with 1 being strongly agree while 5 strongly disagree. All these were close-ended questions. For the purpose of statistical analysis, SmartPLS 3 was used.

Table 1: Measurement Scale Sources

Variables	Dimension	Items	Source
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Social Media Marketing		5	(Y. Ho et al., 2015) , and (M. A. Ahmed et al., 2014).
Electronic Word of Mouth (EWOM)		4	(Bambauer-Sachse et al., 2011).
Brand Knowledge	Brand Awareness	3	(Aaker, 1996).
	Brand Image	6	(Aaker, 1996).
Online Impulse Buying Behavior		4	(Beatty et al., 1998).

RESEARCH DESIGN

Population of the study includes female online shoppers of Pakistan. As explained females were selected as population because they show higher brand commitment and impulsiveness ([Thomas et al., 2022](#)). The constraint of population being online shopper who also use social media was applied because of the circumstances and setting of the study. For the results of the study to be accurate and error free non-social media users were excluded from the study. Data were collected using purposive sampling from two sources. The questionnaire was distributed online through selected social networking sites to reach respondents who met the study's predefined criteria, and it was also administered in person to eligible female respondents. A total of 297 usable responses were obtained, including 150 online responses and 147 self-administered questionnaires. Purposive sampling was considered appropriate because the target population was large and not precisely measurable, and respondents in an online environment cannot be fully controlled ([Saunders et al., 2025](#)); therefore, participants were deliberately selected based on their relevance to the research objectives rather than through random selection.

RESULTS

This study uses PLS-SEM to calculate the effect of the data. Internal consistency and reliability was measured using Cronbach's Alpha, Composite reliability and average variance extracted (AVE). Almost all constructs show internal consistency constructs reflect internal consistency (AVE < 0.50) and reliability (composite reliabilities, < 0.80 and Cronbach's alpha, < 0.70) except SMM1 whose factor loading is 0.68 (see Table 2) which only has a minor difference ([Hair et al., 2012](#)).

Table 2: Consistency of Measures

Brand Knowledge	Factor Loadings	Cronbach's Alpha	Composite Reliability	Average Variance Extracted (AVE)
BA2	0.79	0.91	0.93	0.62
BA3	0.85			
BI1	0.78			
BI2	0.86			
BI3	0.86			
BI4	0.71			
BI5	0.71			
BI6	0.71			

Electronic Word of Mouth		0.81	0.87	0.63
EWOM1	0.76			
EWOM2	0.87			
EWOM3	0.75			
EWOM4	0.81			
Impulse Buying Behavior		0.83	0.88	0.65
IBB1	0.86			
IBB2	0.79			
IBB3	0.76			
IBB4	0.82			
Social Media Marketing		0.80	0.86	0.55
SMM1	0.68			
SMM2	0.72			
SMM3	0.71			
SMM4	0.83			
SMM5	0.75			

The discriminant validity of the measures was evaluated next. The square root of average variance for each variable is higher than the correlation of variables with other variables, it establishes the discriminant validity (see Table 3) of these variables ([Roldán et al., 2012](#)).

Table 3: Correlation and Discriminant Validity

	BK	EWOM	IBB	SMM
BK	0.79			
EWOM	0.57	0.79		
IBB	0.64	0.40	0.81	
SMM	0.47	0.61	0.43	0.74

STRUCTURAL EQUATION MODEL AND HYPOTHESIS TESTING

Structural equation model was used to check the hypothesis of the study. The overall model fit is presented in Table 4. Both the values of SRMR and NFI falls within the accepted limit (SRMR <

0.08 and NFI > 0.90) ([Jiang et al., 2023](#)). Table 4 and Figure 2 show the result for hypothesis testing including t statistics. It can be seen from the given table that all the tests are significant at $p=0.00$ except the results of H4 where the result is highly insignificant at $p=0.81$. H4 shows the direct effect of EWOM on impulse buying behavior while in H6 where indirect effect of EWOM with mediation effect of brand knowledge is tested on impulse buying behavior it is significant which shows that there exist full mediation between EWOM and impulse buying behavior ([Hair et al., 2012](#)). While in H7 partial mediation exist between SMM and impulse buying behavior

Table 4: Hypothesis Testing

		Original Sample (O)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values

H1	EWOM -> BK	0.37	0.07	5.06	0.00	
H2	SMM -> BK	0.23	0.06	4.09	0.00	
H3	BK -> IBB	0.54	0.04	13.16	0.00	
H4	EWOM -> IBB	-0.01	0.06	0.25	0.81	
H5	SMM -> IBB	0.16	0.06	2.86	0.00	
H6	EWOM>BK>IBB	0.20	0.04	4.83	0.00	
H7	SMM>BK>IBB	0.13	0.03	4.01	0.00	

Note: Model Fit Analysis SRMR=0.10, NFI= 0.65

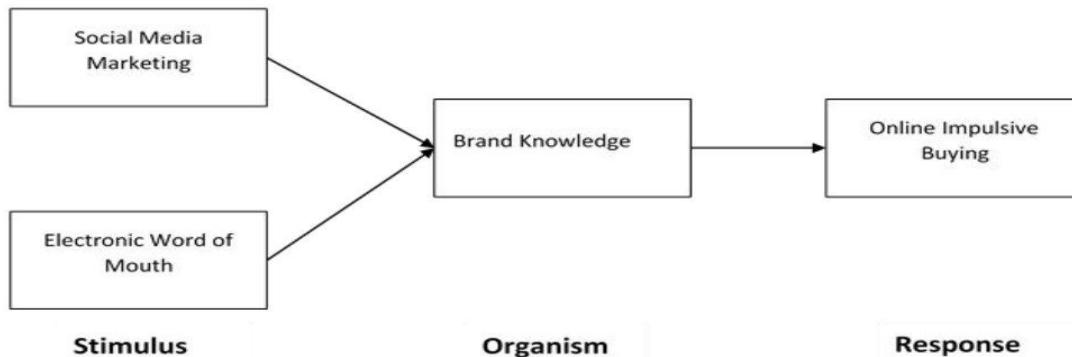


Figure 2: Conceptual Framework

DISCUSSION AND CONCLUSION

The focus of this study was to find out role of SMM and EWOM on impulse buying behavior of female online shoppers of apparel brands with mediating role of brand knowledge. For this purpose seven hypothesis were formulated, out of which all except one hypothesis were accepted. The first hypothesis stated that EWOM plays important role in generating brand knowledge. This hypothesis is accepted at high significant level. The result support the past research on this topic ([Tariq et al., 2017](#)). It means that people read online review to increase their knowledge about different brands and can also form an image in their minds on the basis of that knowledge ([Lee et al., 2016](#)). It therefore shows the importance for marketers to keep an eye on the EWOM generated about their brands and take corrective actions where necessary otherwise the brand's reputation can be severely damaged ([Prantl, 2019](#)).

The next hypotheses which is also supported in this study is hypotheses number two which states that SMM also creates brand knowledge among the consumers. The results of this hypothesis support the past literature on subject ([Kusumadjaia, 2014](#); [Prantl, 2019](#)). It shows that SMM is also plays an important role in developing brand knowledge and companies should pay special attention to their social media. Brand knowledge can also lead female online shoppers to buy impulsively which is proved by the third hypotheses of this population. The result of this hypothesis is also in consistence of past literature ([Tifferet et al., 2012](#); [K. Z. Zhang et al., 2018](#)). [Hayat et al. \(2023\)](#) states that positive brand image can lead to impulsive buying. The result of hypothesis 4 is highly insignificant which shows that EWOM directly have no relationship with impulse buying unless brand knowledge is mediating the relationship. This is a case of full mediation while in case of SMM brand knowledge plays role of partial mediation.

This study will help marketers in understanding the significance of SMM and EWOM in their marketing strategy. The strong mediating role of brand knowledge is proved in both cases which shows that it is driving force for the ultimate purchase of the product. That was the reason brand knowledge was taken as the mediating variable. Because if consumers have knowledge about the brand only then they will be motivated to buy it impulsively.

The population focus of this study were females of Pakistan, the attitude of females towards the trustworthiness and effectiveness on SMM and EWOM was also tested. Clearly when a person relies on EWOM and SMM for gathering information about the brand and forming an opinion about it, he/she is showing the level of trust in that medium or source of information which in this case is SMM and EWOM ([Al Zoubi, 2022](#)). It also shows that females have vast knowledge of apparel brands and how they keep on adding to that knowledge through online reviews and SMM to form an opinion about the brands ([Z. Khan et al., 2024](#)).

This study contributes greatly towards the existing knowledge on EWOM and SMM by showing how these mediums can be used to increase the sales i.e. impulse buying of the company which is though creating knowledge about brand. It also gives organization new insight to reconsider or focus on the magnitude of their SMM activities and how it can be used for companies' benefit ([Bartoloni et al., 2024](#)).

Business nowadays are realizing the power of social media and integrating SMM in their overall marketing mix ([Al-Dmour et al., 2024](#); [Juhaidi, 2024](#)). Hence this study offers a new direction for the companies which they can follow to exploit the fruits of SMM which is by creating brand knowledge through social media and generating positive brand image in the conscious of people so when they have shopping impulse they can identify the brand and if they have propensity of buy impulsively they would know which brand to acquire.

LIMITATIONS AND FUTURE RESEARCH

Following are the limitations of the study:

- these variables on both the genders and Future study could focus on relationship of .compare the results to find out the differences
- The impact of EWOM and SMM should be studied for other sectors as well so that the .results can be generalized to all the business sectors
- performed on the current variables by applying this model A longitudinal study can be to an actual brand and then study the impact of variables on each other in control or .natural environment
- Due to shortage of time sample size of only 297 was used which can be increased in .research to obtain more accurate and generalizable resultfuture r
- Future study can use various other methodologies like longitudinal study or focus .group to examine relationship of EWOM and SMM with impulse buying

IMPLICATIONS

Theoretical

EWOM and SMM have become important dimensions of study and focus of many researchers but only a few have studied them as stimuli for consumers impulsive buying. This study shows the effect of EWOM and SMM on the online impulse buying behavior using brand knowledge to mediate the relationship between these variables ([Kasapi et al., 2025](#)). It also opens up a new era for research on impulse buying because now it can be linked with various digital

marketing tools to see if they could lead to buying impulse among the consumers ([Nigam et al., 2023](#)).

Furthermore, the study contributes to marketing literature by emphasizing contemporary marketing techniques that demonstrate high efficiency and effectiveness in digital environments. It also provides eWOM and SMM with a new contextual and theoretical perspective by examining their influence on impulse buying through brand knowledge. In the context of Pakistan, empirical research on eWOM and social media marketing remains limited, particularly regarding their impact on impulse buying behavior ([R. S. Ahmed et al., 2024](#)). This study therefore addresses an important empirical gap by providing evidence from a developing market.

Practical

This present research could motivate organizations to shift their focus on digital marketing opportunities if their goal is to create knowledge about their brand among maximum people in limited amount of time which would then lead to increase in brand name and market share of the company ([Qian et al., 2023](#)). This study is also beneficial for the marketers as it proves the efficiency of low budget marketing tools which they can use to make their company profitable. The results of this study are beneficial for companies, scholars, marketers and researchers on various levels as it highlights a new aspect of SMM and EWOM. It has also increased the potential for social networking sites by explaining their importance for individuals and organizations ([Pekkala et al., 2022](#)). [Almestarihi et al. \(2024\)](#) states that social media can lead to increase in return on investment because it has low cost and countless benefits. According to [Woodcock et al. \(2011\)](#) brands can obtain many financial benefits if they use social media platforms for the marketing of their products

These profits are vital for increasing business performance. SMM aid a company in generating positive word of mouth and can also contribute in viral marketing for the organization ([Dhewi et al., 2023](#)). Social media marketing activities saves the costs for many companies and help them decrease their marketing budget ([Kanellos et al., 2024](#)).

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