The Impact of Usefullness of Brands' Social Networking Pages –A Structural Equation Modelling Approach

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Abstract: Internet has increasingly become a popular platform for shopping amongst internet users in India due to the growth of internet popularity. The aim of this research is to study the impact of usefulness of brand pages through social media networking sites. Social media gives the platform to business to raise their brand awareness, increase sales, generate brand loyalty and to overall better communicate with customers, helping build long lasting relationships.

Market Scenario has been changed due to social media, consumers are responding to the same. Social media platforms like Facebook ,Twitter, Instagram, youtube, Linkedln and Google plus are comprised of brand pages of certain brand which keeps the consumer updated . This paper examines the use of apparel brand pages on social media influences the consumer to purchase online. Even it focuses on how these companies are using social media to effectively reach their target audiences and how their audiences are responding. This research also examines the relationship that brands are creating with their consumer base through social media and why people choose to create such a relationship with a particular brand. The objective of this study is to determine if people are interacting with retail brands through social media and if they are, why and how much.

A self – administered and structured online survey was conducted targeting self- employed , students , private sector employee (employees working in the private sector) and public sector employee . A sample of 530 questionnaires were distributed to the research population and 479 filled responses were received . Confirmatory factor analysis has been conducted to test the reliability of instruments being used for data collection. Further, model has been proposed for measuring usefulness of SNS sites through Structural Equation Modeling.

Key words – Social networking sites , Usefulness, Structural equation modeling

INTRODUCTION

Social networking websites (SNS_S) have emerged as the requisite . In year 1997 they started their journey by launching sixdegrees.com which attracted millions of users at that time .Social media describe by Kaplan and Haenlein (2010) as "a group of Internet based applications that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of user-generated content." The term Social media refers to the collection of technologies that capture communication, content, their friends and their social networks. Example of social media include social networking sites like Facebook and Twitter, blogging technologies like typepad and word press, crowd sourcing products like Wikipedia, photo and video sharing like Flickr and Youtube and others .Through internet abundance of services are been offered by social media . This makes it complicated for companies to know which ones to use and how to use them. The types of social media include: social networks (Facebook, Myspace, and LinkedIn), micro-blogs (Twitter) reviews and ratings (Yelp, Amazon, and Trip Advisor), video (YouTube) and more. Social media enables firms to engage consumers in a timely and direct manner at relatively low cost and higher levels of efficiency than with more traditional communication

tools. This makes social media not only appropriate for large organizations, but for small and medium size companies as well. Social Media is growing every day. Even if 90% of the 18-24 internet users use social network via any device at least once per month, social media affects every age group with much higher increase rates for the age groups over 35 .Also, when looking at the average hours per week spent on online activities, we can definitely see that the world is becoming more social, with an average of 4.6 hours per week spend on Social Media websites worldwide (Figure 1).

Figure 1: Average hours/week spent on online activities worldwide
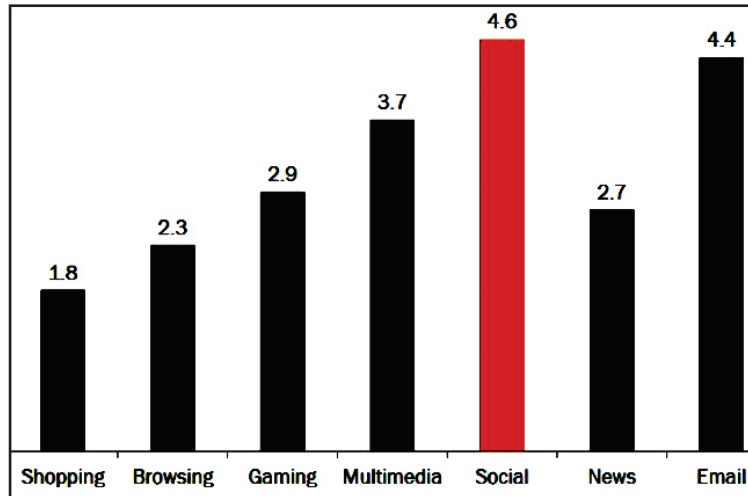
Source: Hubspot, 2018.

According to Boyd and Ellison (2007) , the users could create their profiles on the site and had the ability to surf the friends list . In year 2003-2004 their were few social networking platforms like facebook, Orkut, LinkedIn and MySpace. Within no time these websites become an addiction for youngsters to give them opportunity to express themselves to the society . About 3.03 billion people are on social media around the globe (source Hub Spot 2018) and most of the internet users spend more than four and half hours per week on social media networking websites (SNS) in comparison to e-mail. They express more on the SNSs , even it affects their buying decisions substantially. Different companies make the base of these SNS as favourable media to approach the customers through creating their brand pages . Globally , there are over 2.38 billion of monthly active users on Facebook , 71% of Instagram users are under the age of 35 .(Statitsa, 2019) and 86% of consumers prefer an authentic and honest brand personality on social networks (source Hub Spot 2018) . Social networking sites act as a competent platform for advertising about their new products that attract millions of users from different countries, speaking other languages, belonging to different demographics. In order to retain the customers or acquire the new customers referrals and recommendations have a significant role on SNSs which leads the marketers to approach these sites for cost-effective marketing, employing e-mail campaigns , website advertisement and viral marketing . From the marketing perspective these websites gives the opportunity to explore the business virtually, encourage them to visit and share their experiences on the sites. The companies have increased their advertising budget for social networking sites which helps in promoting the product and revenue generation. The digital advertising revenue in India from 2008 to 2018 and provides a projection of the revenue until 2023. It is predicted that the revenue from digital advertising will amount to 154.7 billion Indian rupees in 2019. The effectiveness of such digital engagement programs is usually assessed with social media monitoring tools providing quantitative metrics, such as the number of likes, shares, comments, opens, views, followers, or clicks, as indicators of level of engagement (positive or negative comments).

The paper is arranged in a sequence of different sections starting from a brief literature review about the social media and brands , followed by research gap, the subsequent sections include objectives of the study , conceptual framework and hypotheses , methodology , data analysis , results and discussion , conclusion and finally some managerial implication

LITERATURE REVIEW

Social Media

The evolution of social media ,including major social networking sites that came to existence during 21st century (Edosomwan S. et al., 2011). When a social media site is used for a business, it enlarges the conversation through buzzes that would call out the brand name. The study found that the market for Mobile Web 2.0 evolutions will grow from a mere $5.5 billion today to an impressive $22.4 billion by 2013. Mobile Social Media applications are expected to be the main driver of this evolution, has accounted for over 50% of the market.

Social media is defined as the online applications and platforms which aims to help in interactions, collaborations and sharing of content. This medium helps to socialize with friends and community. Social media are the tools used for communication that have Web 2.0 attributes like participation, collaboration, knowledge sharing and web tools to empower Internet users. Safko and Brake (2009) defined social media as "activities, practices and behaviors among communities of people who gather online to share information, knowledge and opinions using conversational media". Chung and Austria (2010) defined social media as "the media that is published, created and shared by individuals on the Internet such as blogs, images, video and more, as well as online tools and platforms that allow Internet users to collaborate on content, share insights and experiences and connect for business or pleasure

Thus, various studies suggest that social media is a collection of Internet-based online applications created on an interactive platform and driven by the mobile web-based technology called Web 2.0. This technology enables co-creation and exchange of user-generated information among social media users (Kaplan and Haenlein, 2010; and Kietzmann *et al.,* 2011). Further, some studies suggest that the social media concept involves the use of Internet-based applications and services for communication, collaboration, creation and exchange of content by individuals and groups (Mangold and Faulds, 2009; and Kaplan and Haenlein, 2010). It allows direct and spontaneous interaction between the communicator and the receiver. This is one of the main charms   social media platforms, as the message looks less commercial and more organic, and is hence considered to be more authentic and reliable (Wood and Burkhalter, 2014). As a result, social media is the new platform for brand-related communication consumers and brands, and it provides many advantages and unique features to the users.

These features have built a web of brand-related conversations, ultimately influencing between consumers (Jansen *et al.,* 2009). The online platforms like social networking sites form an important source of consumer socialization by providing people a virtual space to communicate through the Internet (Vinerean *et al.,* 2013). Facebook, Twitter and other social networking sites are the main communication platforms which produce brand-related conversations (Reynolds-McIlnay and Taran, 2010). As consumers are taking much interest in using social media and are getting engaged in user-generated content on such platforms, they are helping in the co-creation of marketing content (Heinonen, 2011). Smith and Zook (2011) suggested that the brands which are able to engage customers with them will have a competitive advantage and loyal customers as well. Although the main focus of social media is interpersonal relationships, Gillin and Schwartzman (2011) suggested that social media can offer social capital to firms and organizations, which help in collecting marketing   intelligence and opportunity identification, by studying and monitoring the target market as well as customer or prospect behaviors on social media platforms.

Elisabeta Ioanăs, Ivona Stoica (2014) concluded that social networks have a role in influencing the behavior of consumers in the virtual environment

Brands on Social media

M. Nick Hajli (2014) founds that social media empower participants to generate content through online communities, reviews, and recommendations. Consumers, facilitated by social media, generate online social support for their peers. And Consequently, these interactions establish trust in the networks used. Further, he founds that the trust, encouraged by social media, significantly affects intention to buy.

"The five core drivers of brand consumption in a social media community articulated the five sources model i.e. functional, emotional, self-oriented, social and relational. (Davis Robert,Piven Inna and Breazeale M.(2014)" "These core drivers represent unique opportunities for brands to enhance their relationships with their customers and to increase the likelihood of an active and beneficial online community built around their brands".

The study on Brand strategies in social media (Tsimonis Georgios and Dimitriadis Sergios ,2014) A qualitative study approach was employed for this study. Data were collected from personal interviews with 14 marketing managers responsible for the social media activity of their company, providing preliminary evidence about the actions firms take, the motivations that led them to getting involved, and the derived outcomes. The findings are the main actions of the firm are making prize competitions, announcing new products/services, interacting with fans, providing advice and useful information, and handling customer service issues.

Brand communities form one important platform for engagement behaviors of customers, which firms employ to engage their customers (Brodie et al., 2011; Dholakia et al., 2004; Kane et al., 2009; McAlexander et al., 2002). While companies aim at engaging with loyal customers, influencing members' perceptions about the brand, disseminating information, and learning from and about customers (Algesheimer et al., 2005), customers gain value through the variety of practices that they perform online and offline (Shau et al., 2009). In such communities, people may engage in several types of behaviors, such as helping other customers or sharing experiences with them (Nambisan and Baron, 2009). Furthermore, many consumers engage in non-interactive behaviors such as reading others' comments. According to Park and Cho (2012), this is one of the reasons that consumers will go to social networking sites, that is, to learn about previous product or service experiences, which will be posted on these sites.

RESEARCH GAP

Social networking sites are being extensively used to communicate with one another as well as with brands . Many of the previous researches have focused on understanding the impact of social media networks on brands (Tsimonis Georgios and Dimitriadis Sergios ,2014) These studies majorly focused upon the creating of brand performance by brand owners and consumers together , consumers' relationship with brands influencing their engagement in social media networks, influence of e-WOM through social media on consumption related behavior towards brands , strategies for creating brand pages on social media and users benefits from the pages and relationship among perceived social media marketing activities . Some of the research related to social media and brands in the Indian context were carried out by Neti (2012), Nigam (2012) , Bashar et al.(2012) and Vij and Sharma (2013), Bruhn et al. (2012) focused on the comparative role of traditional and social media in brand equity creation . The study was done in the foreign context but there is hardly any research in India till date which covers the two important elements usefulness of brands pages and relationship with the brands on SNS .

The purpose if this study is to analyse the impact of usefulness of brands pages on social networking sites and the relationship of brands on SNS.

THEORETICAL FRAMEWORK AND HYPOTHESES

Theory of Reasoned Action (TRA) from Ajzen and Fishbein (1980) is influential to understand the relationship between attitudes and behaviors, The Theory of Reasoned Action (TRA) was developed in 1967. During the early 1970s the theory was revised and expanded by Ajzen and Fishbein. By 1980 the theory was used to study human behavior and develop appropriate interventions. TRA is a widely studied model from social psychology, which is concerned with the determinants of consciously intended behaviors (Ajzen and Fishbein, 1980; Fishbein and Ajzen, 1975). Specific purposes of this theory are as follows: 1. To predict and understand motivational influences on actual behavior that is not under the individual's volitional control. 2. To identify how and where to target strategies for changing actual behavior. 3. To explain virtually any human behavior such as acceptance of internet shopping, why a person buys a new car. According to TRA, a person's performance of a specified behavior is determined by his or her behavioral intention (BI) to perform the behavior, and BI is jointly determined by the person's attitude towards using (A) and subjective norm (SN) concerning the behavior

in question (Figure 1). With relative weights typically estimated by regression: BI = A +SN (1) Beliefs and Evaluations (Σ bi ei) Normative Beliefs and Motivation to comply (Σ nbi mci) Attitude Toward Behavior (A) Subjective Norm (SN) Behavioral Intention (BI) Actual Behaviour
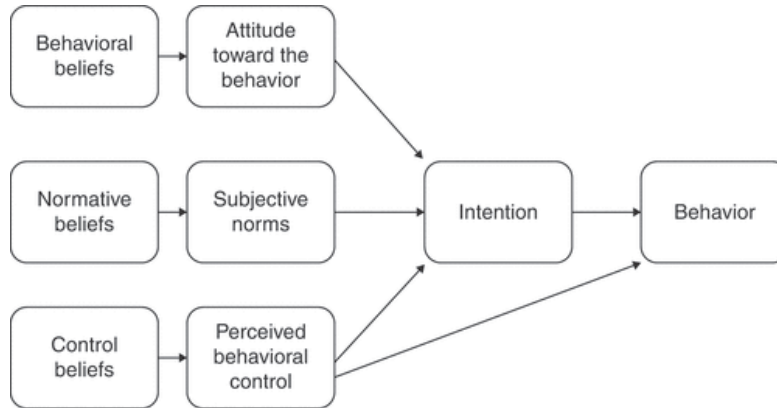

Figure 1 TRA

BI is a measure of the strength of one's intention to perform a specified behavior (e.g., Fishbein and Ajzen 1975, p. 288). A is defined as an individual's positive or negative feelings (evaluative affect) about performing the target behavior (e.g. Fishbein and Ajzen 1975, p. 216). Subjective norm refers to "the person's perception that most people who are important to him think he should or should not perform the behavior in question" (Fishbein and Ajzen 1975, p. 302). According to TRA, a person's attitude toward a behavior is determined by his or her salient beliefs (bi) about consequences of performing the behavior multiplied by the evaluation (ei) of those consequences: A= Σ bi ei.

Beliefs (bi) are defined as the individual's subjective probability that performing the target behavior will result in consequence . The evaluation term (ei) refers to "an implicit evaluative response" to the consequence (Fishbein and Ajzen, 1975, p. 29).

The Theory of Planned Behavior (TPB) was developed to predict behaviors in which individuals have incomplete volitional control. Figure 2 depicts the theory in the form of a structural diagram. As in the original theory of reasoned action, a central factor in the theory of planned behavior is the individual's intention to perform a given behavior. Intentions are assumed to capture the motivational factors that influence actual behavior; they are indications of how hard people are willing to try, of how much of an effort they are planning to exert, in order to perform the actual behavior. As a general rule, the stronger the intention to engage in actual behavior, the more likely should be its performance. It should be clear, however, that a behavioral intention can find expression in actual behavior only if the behavior in question is under volitional control, i.e., if the person can decide at will to perform or not perform the actual behavior. Although some behaviors may in fact meet this requirement quite well, the performance of most depends at least to some degree on such non-motivational factors such as availability of requisite opportunities and resources (e.g., time, money, skills, cooperation of others; see Ajzen, 1985, for a discussion). Collectively, these factors represent people's actual control over the behavior. To the extent that he/she has required opportunities and resources, and intends to perform the actual behavior, he or she should succeed in doing so.
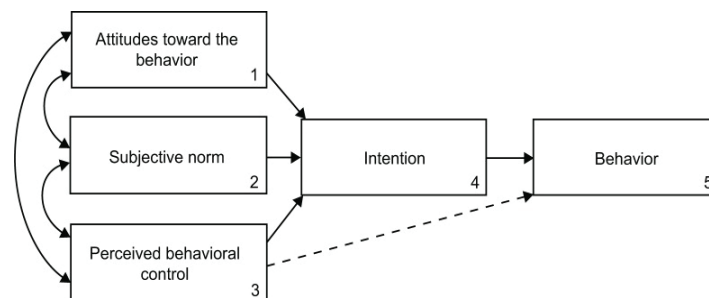
TECHNOLOGY ACCEPTANCE MODEL (TAM)

The Technology Acceptance Model (TAM) proposed by Davis (1989) was derived from the Theory of Reasoned Action (TRA). While TRA is a general theory to explain general human behavior, TAM is specific to information system usage. TAM was originally developed to understand the causal link between external variables and user acceptance of PC-based applications. TAM has been widely used as theoretical framework in the recent studies to explain technology acceptance, including the internet

and World Wide Web (WWW) (Moon and Kim, 2001; Gillenson and Sherrell, 2002; Koufaris, 2002; McCloskey, 2004; Chen).

Source: Davis et. al. (1989), Venkatesh et. al. (2003)
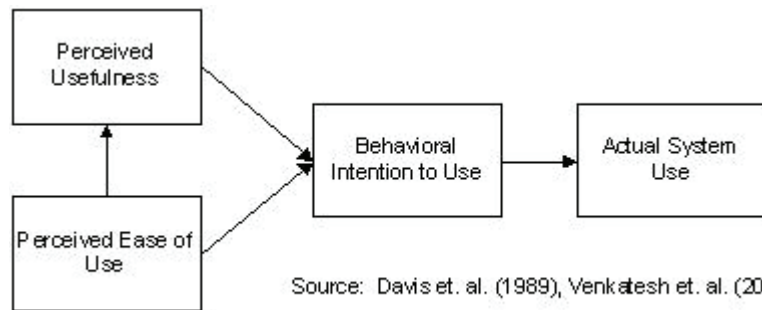
CONCEPTUAL MODEL AND HYPOTHESES

Simon and Sullivan (1993) suggested that marketing communication helps in building brand equity which is considered as an important building block . Brands communication has a positive effect on brand equity which receives the favorable reaction from the customer .

The new element promotional tools is also a powerful tool of marketing and brand communication on social media networking. Social media marketing activities helps in communication which strengthen the drivers of customer by creating strong customer relationship and their purchase intent (Kim and Ko 2012).

In our study , we have used only the social media communication element as our study is focused on understanding the usefulness of brands SNS pages in relationship of their perceived buying behavior and consumers post buying behavior . Schivinski and Dabrowski (2016) suggested that although there is an increasing trend in the area of social media research some areas like how brand SNS page usefulness, promotional tools and effectiveness of brand promotion influence consumer behavior and consumer perceptions of brands are still unexplored . Therefore , the present study is considering these elements separately and aims at analyzing their individual effect on purchase intention .

We have chosen the brand equity as proposed by Keller's (1993) consumer based brand equity model where the consumer mindset is divided in two dimensions ie. Promotional tools and effectiveness of brand promotion. Through promotional tools brand creates the awareness in the mindset of consumers. Keller (1993) defined brand image as the set of consumers association linked to brand.

Finally, purchase intention has been added into the conceptual model as consumer mindset impacts actual consumer behavior. Miniard et al.(1983) defined purchased intention as a mediating psychological variable between consumer attitude and actual consumer behaviour . according to Kim Ko(2012) , purchase intention is an attitudinal variable which measures the future contributions of a consumer to a brand .

From the above theories and discussions various variables were identified like attitude towards the behavior, perceived usefulness , behavioral intention to use, We assume that brand SNS page usefulness, promotional tools and effectiveness

of brand promotion on social media contribute to perceived buying behavior which leads to brand relations with consumers and consumer post –buying behavior . the conceptual framework prepared for the study is shown in Figure No. 1
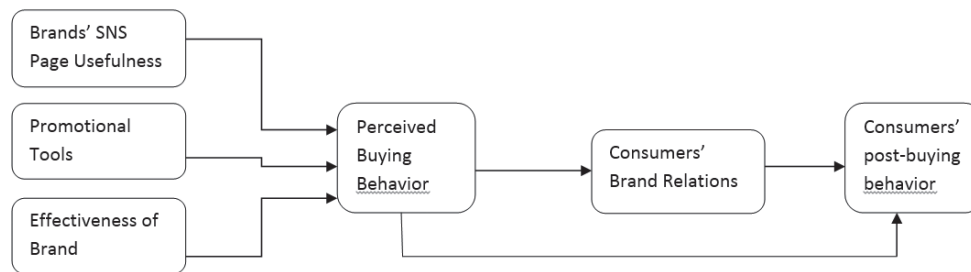

Figure No.1 Conceptual Model Author's Compilation.

The next important step is to formulate the hypotheses connecting the chosen variables , based on previous studies conducted in similar areas . Various studies have suggested that social media marketing activities positively influence brand equity dimensions. Brand pages created on social media of different brands like BIBA , Manaywar , Benetton and many more always try to present a positive picture of their product or brand. Social media offers new methods to the firms and consumers to engage with each other . Hence , the researchers propose the following hypotheses :-

H_{01}: There is no significant impact of Brand's page usefulness on consumers' perceived-buying behavior.

H_{02}: There is no significant impact of Brand's promotional tools on consumers' perceived-buying behavior.

H_{03}: There is no significant impact of Effectiveness of Brands' Promotion on consumers' perceived-buying behavior.

H_{04}: There is no significant impact of consumers' perceived-buying behavior on consumers' post buying behavior.

H_{05}: There is no significant impact of consumers' perceived buying behavior on consumers' relationship with the brand.

H_{06}: There is no significant impact of Consumers' relationship with the brand on consumers' post buying behavior.

RESEARCH METHODOLOGY

Sample Design

The major input contribution to the present research is the primary data. The data were collected using self-administered questionnaires. A self – administered and structured online survey was conducted targeting Self employed , Student , private sector employee and public sector employee . A sample of 500 questionnaires were distributed to the research population and 479 filled responses were received Further, 21 responses were incomplete, and hence the final sample size for the study is 479. The responses for the survey were taken through both offline and online sources. The online survey was conducted through email and posting the link of the questionnaire on social media networks like Facebook and google forms. The offline survey was conducted by distributing printed copies of the questionnaire to the respondents. A judgmental sampling method was used to choose the respondents. The participants were users of social networking sites who are using at least one social media platform. The major social networking sites like Facebook, Twitter, Instagram, Google plus were considered for the study. Software packages SPSS was used to test the hypothesis and relationship among different variables.

The research study includes the people having their accounts on social media networking sites in Delhi and NCR . A time period of data collection was from January 2019- March 2019   Primary, as well as secondary data, has been collected.

Research Instrument

For measuring the usefulness of SNS pages on social media , a 28 item scale developed by the Ducoffe (1995) was used. The instrument was modified as per the need of the study . A five –item likert scale was used as response scale , from strongly disagree to strongly agree .

RESULTS AND DATA ANALYSIS

The demographic information gathered during the study includes respondent's age gender , education and occupation . Table 1 provides an over view of the demographic profile

Table (1): Demographic profile of the respondents

Variable	Category	Number	Percentage
Gender	Male	257	53.7
	Female	222	46.3
Age	20-35 Years	315	65.7
	From 35- Less than 45 years	121	25.2
	From 45- Less than 55	22	4.5
	From 55 and above	21	4.3
Qualifications	Undergraduate	7	1.5
	Graduate	125	26.1
	Postgraduate	302	63
	PhD	45	9.4
Occupation	Student	125	26.1
	Private sector employee	250	52.2
	Public sector employee	16	3.3
	Self employed	88	18.4
Income status	Below 20,000/-Rs	134	28.0
	20,000-50,000/-Rs	203	42.4
	50,000-1,00,000/- Rs	70	14.6
	Above 1,00,000/- Rs	72	15.0

Source: Articulated by the researcher own dataset

It can be seen from the Table 1 that a majority of the respondents fall in the age group of 20-35 years , which shows that mostly the youth participated in the survey . It is more appropriate for the study ,as the youth are the most active group on social media among all age groups. Further 63 % of the respondents have their education level as post-graduation , which means that they are qualified enough to participate in such conversations over social media networking sites .

The second part of the analysis includes testing the hypotheses and arriving at a conceptual model using Structural Equation Modeling (SEM) . For this purpose , the reliability of the constructs has been assessed using Cronbach's alpha . All constructs show reliability with Cronbach alpha ranging from .714 to .89, which are above the cut off level of 0.70 as suggested by Nunnally and Bernstein (1994)

MEASUREMENT MODEL

Measurement model is a specification of the measurement theory that shows how constructs are operationalized by sets of measured items . Confirmatory factor analysis is used to test the reliability of a measurement model .Unlike exploratory

factor analysis . CFA allows the researcher to understand the SEM programme which variable belongs to which factor before the analysis (Hair et al. 2007). According to Salisbury et al. (2001) CFA allows the researcher to specify the actual relationship between the items and factors as well as linkages between them .

In order to test the proposed theoretical model, two step approach was adopted. In the first step, the measurement model was tested through confirmatory factor analysis (CFA).

The study constructs "Brand's Page Usefulness-BU", "Promotional Tools-PT ", "Relationship with the Brand-REL" , "Effectiveness of Brand Promotion-BP", "Perceived Buying Behavior-PBD"   and "Post-Buying Behavior Decision-POBD" are represented by five (B1-B5), four (B1 to B4), six(R1 to R6),four (P1 to P4),three (PB1 to PB3), and five (POBD1 to POBD5) indicator items respectively. Thus the six study constructs are captured by 28 measured indictor variables

Assessing measurement model validity

Now the theoretical measurement model is put for testing against the reality represented by the data. Here in this section both the overall model fit and the criteria for construct validity are examined. Model fit refers to the extent to which a hypothesized model is consistent with the data (Diamantopoulos and Siguaw, 2000). Goodness of fit under SEM is defined by Hair et al (2006) as the degree to which the actual/observed input matrix is predicted by the estimation model. A model is said to fit the observed data to the extent that the covariance matrix it implies is equivalent to the observed covariance matrix (Hoyle, 1995). If the model does not fit the data (i.e. the observed covariance matrix is statistically different from the covariance structure of the model) either the model or the data should be rejected (Fornell, 1983).

Measurement model validity depends upon 1- Establishing acceptable levels of goodness-of-fit for the measurement model and 2-Finding specific evidence of construct validity. The results enable us to compare the theory against reality as represented by the data.

Assessing the CFA Model fit

A confirmatory factor analysis (CFA) was carried out to test the measurement model using AMOS 18.0. It is essential to test whether the measurement model has a satisfactory level of validity and reliability before testing for a significant interrelationship in the structural model The test of the measurement model tries to find out the evidence for overall validity of the model i.e. whether the proposed theory fits to the reality as represented by this sample & evidence for uni-dimensionality, reliability and scale validity (the last includes: content validity, convergent validity and discriminant validity) of constructs used. Figure-1 below shows the final measurement model (AMOSS output). The study constructs "Brand's Page Usefulness-BU", "Promotional Tools-PT ", "Relationship with the Brand-REL" , "Effectiveness of Brand Promotion-BP", "Perceived Buying Behavior-PBD" and," Post-Buying Behavior Decision-POBD"are represented by five (B1-B5), four (B1 to B4), six(R1 to R6),four (P1 to P4),three (PB1 to PB3), and five (POBD1 to POBD5) indicator items respectively. Thus the six study constructs are captured by 28 measured indictor variables. The following figure represents the AMOSS generated output of the measurement model together with respective standardized loadings and inter-construct co-variances for quick reference.

Figure-1: Measurement model AMOS output
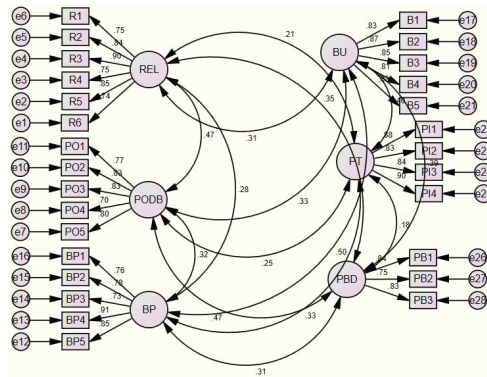
The overall fit

The model fit indices like the comparative Fit Index (CFI), the goodness of fit index (GFI), Normed fit index (NFI), Tucker Lewis Index (TLI) and root mean square of error approximation (RMSEA) were selected to evaluate the model fit (Hair et al., 2010). In order to obtain an acceptable fit with data, the value of χ2/df should be less than 3 and the test must be desirably insignificant, though not necessarily given its limitations. In order for model to be a fit with reality, the CFI,GFI, NFI and TLI values should be more then 0.9 and the RMSEA value must be lower than 0.08 (Gefen and Straub, 2000).

The Table No. 2 , presents the goodness-of-fit diagnostic for the structural model.

Table-2 :Model Fit indices for measurement model

Index	Value	Recommended values for a good fit	Recommended values for very good fit	Sources
Chi square	**538.792**	----	----	----
RMSEA	**0.041**	< .08	< .05	Byrne (1998)
NFI	**0.928**	> .8	> .9	Byrne (1998) and Zhang et al. (2002)
TLI	**0.968**	> .8	> .9	Byrne (1998) and Zhang et al. (2002)
GFI	**0.905**	> .8	> .9	Byrne (1998) and Zhang et al. (2002)
Chi square/ df	**1.608 (p = 000)**	> 1 and < 5	> 1 and < 3	Bollen (1989),Carmines and McIver, (1981), Hair et al. (1995)and Jöreskog (1969)

Table number 2 - above shows the summary of goodness of-fit indices for measurement model. As indicated, the χ2/df is significant using the type-I error rate of 0.05 indicating that there are statistically significant differences in observed and estimated covariance matrix within sampling fluctuations. However, based on this test statistics alone, the model cannot be rejected given the problems associated with it. As reported in the above Table number 2- all the selected indexes (RMSEA = 0.041; NFI = 0.928; TLI = 0.968; GFI = 0.905 & Chi square/df = 1.608) respect the goodness threshold for a very good fit, therefore the test can be considered successful and it is suitable to proceed to further examination of the model results.

## Structural Model validity and hypotheses testing

In order to examine the hypothesized conceptual research model, the test of the structural model was performed using SEM. The Table 3 presents the goodness-of-fit diagnostic for the structural model.

Tables 3:- Goodness of fit measures for structural model

χ2/df	CFI	GFI	NFI	TLI	RMSEA
1.608	.978	.905	.928	.968	.041

As evident from the table 3 , all diagnostics met the threshold overall-fit therefore, the structural model was considered valid. The AMOS output of the structural model is presented in Figure-3 below.

Figure-3 -The structural model
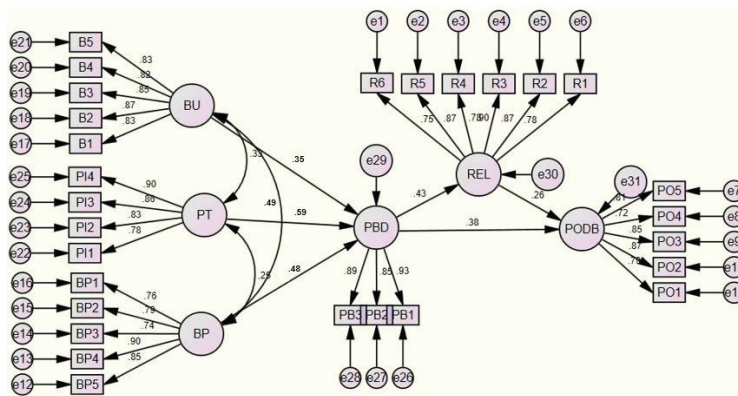
The following null hypotheses were proposed by the researcher in his theory;-

H_{01}: There is no significant impact of Brand's page usefulness on consumers' perceived-buying behavior.

H_{02}: There is no significant impact of Brand's promotional tools on consumers' perceived-buying behavior.

H_{03}: There is no significant impact of Effectiveness of Brands' Promotion on consumers' perceived-buying behavior.

H_{04}: There is no significant impact of consumers' perceived-buying behavior on consumers' post buying behavior.

H_{05}: There is no significant impact of consumers' perceived buying behavior on consumers' relationship with the brand.

H_{06}: There is no significant impact of Consumers' relationship with the brand on consumers' post buying behavior.

The properties of the structural model (standardized path coefficients (β), standard error, critical ratio and hypotheses result) are presented in Table-4 , and results are inferred at 5 % level of significance.

Table-4: Summary of Path analysis results (Structural Model Estimates)

Hypothesis				S.E.	t	P	Result
H1	PBD	←	BU	0.021	9.732	.001	**Supported**
H2	PBD	←	PT	0.032	19.6	***	**Supported**

H3	PBD	←	BP	0.023	8.916	***	**Supported**
H4	POBD	←	PBD	0.034	5.316	***	**Supported**
H5	REL	←	PBD	0.029	7.652	***	**Supported**
H6	POBD	←	REL	0.056	14.429	***	**Supported**

As evident from above table no. 4 , all of the factors namely:--- Brands' page usefulness, Brands' promotional tools, and effectiveness of brand promotion turned out to be statistically significant marketing factors effecting consumers' perceived buying behavior (p < 0.05).Further, as was expected, consumer perceived buying behavior turned out to be the significant factor in predicting consumers' post-buying behavior (p < 0.05). Therefore, all of the hypotheses from H1-H6 were supported. That means the researchers' proposed theory withstood the reality. This is consistent with the existing marketing literature and behavioral theory.

Managerial Implications

The study yielded important new insights about a topic that is important for both industry, practitioners and academicians. The concept of social media and factors affecting it had been widely tested for various types of brand pages in a number of studies but lack of work for brand pages advertisement displayed on social networking websites was the motivating factor to do research in the particular domain. The study tests the model to assess the usefulness of brand pages on social media platforms by employing SEM approach. SEM combines the strength of path analysis. It enables us to test whether observed variables completely describes latent variables or not. In addition, SEM is a more successful technique than other multivariate techniques as it can estimate a series of interrelated dependence relationship simultaneously. It tells whether the proposed model is eligible to represent a proposed concept and conceptual relationships between the variables or not. The results of CFA suggest that the observed variables are suitable enough to represent different latent variables . The promotional tools , relationship with brand, effectiveness of brand promotion , perceived buying behavior and Post buying behavior decision in the particular domain of social media platforms .

The findings of structural model analysis suggest that the proposed model for accessing the usefulness of brands pages on social media fits well. In addition, the proposed hypotheses assessing the relationships between the variables are statistically supported. The findings suggest that when the consumers connect with the brand pages they get to know about the new products launched by the company which helps them to purchase any products

CONCLUSION

The study shows that the impact of brand usefulness, impact of brand promotional tools effectiveness of brand promotion on social media has significant impact on consumers' perceived-buying behavior**.** This is because consumers or prospects are more interested in how the brands pages on social media are trying to influence the consumers mindset .

Further , impact of consumers' perceived buying behavior has significant impact on consumers' relationship with the brand , which implies that it is the relationship with brand which effects the perceived buying behavior and post buying behavior of consumers , it decides the brand attitude of consumers towards that brand . the firms should work in this direction , as favourable brand attitude towards their products or brands finally leads to purchase intention among consumers.

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