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Influence of Social Media Marketing in the Development of Customer Trust and Satisfaction through the Moderating Role of Electronic Word of Mouth

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Abstract: The study's objectives were to inspect how media marketing influenced the development of customer satisfaction and trust through the mediating effect of consumer engagement. In Pakistan, a quantitative study was conducted to solve this problem. The core data for the research was gathered by a questionnaire from a sample group of around 310 persons, covering government employees, private sector workers, company executives, and students. The proposed framework under this study extracts the empirical stats using SPSS like demographics, reliability, descriptive statistics and correlation. Confirmatory Factor Analysis assessed the accuracy and effectiveness of the model and SEM-Structured Equation Model technique applied to the suggested model using SmartPLS 4. The findings revealed a significant positive association among factors of social media marketing, rewards, brand image, electronic word of mouth, customer engagement, customer trust and satisfaction. At the end of this study, limits and future implications are discussed, as well as practical and theoretical ramifications.

Introduction

The digitalization of technologies is rapidly accelerating and profoundly influences all parts of people's life. In the modern era, technology has become an integral element of society, highly mobilized and prefers direct and efficient items Al-Dweeri et al. (2018). According to Al-Khayyal et al. (2020), all necessary data is received easily and rapidly over the internet. The process was conducted online using the web in an age of

digital transformation, and the impact of the internet is also increasing. The internet makes all of life's tasks quicker and simpler.

Social Media Marketing is one of the most significant disciplines of network marketing and digital business. One of the major components of the marketing budget is the expense of advertisements for each website and the number

of views or clicks for every AD. It has consistently been a challenging challenge for digital marketers to ensure the successful execution of advertisements, provide marketing to potential customers, and define the accurate delivery target (Plotnikov, 2020). Social Media Marketing is among the inventive and renowned marketing endeavors that have transformed consumers into participants instead of viewers. Because the strategy enables two-way instead of conventional one-way interaction, this innovative marketing technique links firms with customers irrespective of the area or form of contact (Kim & Ko, 2012). The above analysis is shared by Kozinets et al. (2008) and Merz et al. (2009), who claim that the advancement of communications technologies has altered shoppers' attitudes from those of passive collaborators to those of active creators and opportunists, as observed in social media.

As defined by Jameel et al. (2021), Satisfaction is the fulfilment expressed when completing a transaction from a firm that provides digital services. According to Prayitno (2015), e-satisfaction is a sensation used to assess a product's effectiveness based on client requirements. Satisfaction refers to customer happiness with past purchases, with support from the online network and e-commerce directly serving as the two main components of the buying process (Santika & Pramudana, 2018). Satisfaction is a user's perspective toward a website that stems from a buying process those results in customer satisfaction for the industry—online shopping results from the internet web's service aspect and the internet platform itself. Concerning how to construct customer satisfaction, company players, particularly online companies, must understand the significance of establishing customer trust. Trust can be described as self-assurance or authenticity, with integrity being the degree to which company players can persuade customers to believe in what they provide. Electronic trust is also known as e-trust in the field of online commerce. Consumer trust in a website to make

internet purchases is referred to as e-trust. To boost consumer trust, online retailers must present precise, thorough, and correct information so that buyers believe that online stores prioritize outstanding online services, resulting in increased customer trust in the site Choi and Mai (2018)

Brands' usage of social networking promotion can promote brand loyalty, trust and satisfaction (Ismail, 2017; Kwon et al., 2021). Based on the direction of Social Media Marketing, Rewards, Brand Image, Consumer Engagement, Customer Trust and Customer Satisfaction are taken in the current research framework comprising SMM, R, BI, CE, CT and CS. The prior studies contain minimum data on analyzing the effects of Social Media Marketing, rewards, and brand image relationship with customer engagement on customer trust and satisfaction.

Literature review

Social Media Marketing

The use of social media has greatly risen in the last three years (Thota, 2018), and the widespread COVID-19 has enhanced social networking use among American teenagers (Samet, 2020). Furthermore, the emergence of social media platforms has altered the aspects of digital business by encouraging the development of social networks of users, influencers, and subject matter experts. The influence of social media marketing was established by Kumar et al. (2020) after it was discovered that expanding industry promotional tactics could affect customers' perceptions of a brand and their purchasing habits.

Reward

The concept of reward could be clearer. The reward is often calculated using variables relating to the aim of achieving (Power et al., 2017; Link et al., 2016). As a result, the achievement is usually attributed to the attacking companies. While goals are important in sports, not each move may help, and much authorization is not

intended to be a support (Goes et al., 2019). One may claim that benefit is multifaceted and situational, that because scoring goals does not represent the only important sort of benefit earned by passing, players in diverse tactical positions can pursue different forms of rewards (Goes et al., 2019).

Brand Image

When seen from social and psychological perspectives, brand image is a situation possessed by goods in which customers have thoughts and perceptions about the brand that is important to consumers in making their decisions (Arifin et al., 2020). In other words, the brand image serves as the indicator via which we purchase Bernarto et al., (2020). Brand image is a mental representation that depicts how customers see a brand, comprising all aspects of identity, product character, and feelings and connections that develop in customers' thoughts Zia et al., (2021).

Consumer Engagement

Consumer engagement, defined as consumer behaviors, suits a social media setting; however, it only sometimes indicates that consumer engagement acts offer value to the organization (Kumar & Pansari, 2017). By (Harrigan et al., 2018) label customer engagement as the personification of consumer attitude to confident businesses, brands, and goods based on the three explanations above, the scholar results that customer engagement behavior expressed by customers with the brand in the shape of the act. Consumer engagement in a brand is an idea that claims to see customers' psychological levels and customer behavior actions in their brand involvement (Cheung et al., 2019).

Consumer Trust

Trust in an exchange relationship also entails believing that the other party will honour its commitments and promises (Ye et al., 2019). The confidence of one party in the reliability and trustworthiness of a trading partner is referred to

as "trust" (Leninkumar, 2017). Trust is established whenever a single entity trusts in the other party's dependability and honesty (Božič et al., 2020). Ejdays and Gulc (2020) claim that the method for gauging trust in services primarily focuses on the interpersonal interaction among service providers and customers. Different approaches to trust are made for computing services that are both human- and technology-oriented. The development of technology-based services that take the role of interpersonal ties between people calls for the adaptation of innovative trust research methodologies that take other values into consideration.

Customer Satisfaction

Compared to the purchaser's objectives, the apparent product performance or service determines customer satisfaction (Halimi et al., 2021). Customer satisfaction and longevity are significantly influenced by consumers' prior experience with the brand or provider, as well as their amount of contentment (Nusairat et al., 2021). Consumers had confident requirements for the goods and services they bought. Those anticipations are derived from prior buying and feedback from friends. As a consequence, there are two approaches to describing customer satisfaction. According to the first method, ingestion results in a condition where customers are satisfied. According to the second method, customer satisfaction is the sensory analysis and assessment of consumer spending patterns. Therefore, customer satisfaction is key to engagement and longevity. Committed relationships among consumers and businesses depend on both customer satisfaction and profitability. Additionally, delighted buyers are more loyal and committed, per Kotler and Gary (2018), encouraging the company to expand its customer base (Al-Adamat et al., 2020).

Impact of SMM on CE

SMM is a prominent marketing approach used by Asian organizations to improve company reputation, consumer-brand interaction, and

purchasing intent. For example, Chan and Guillet (2011) examined SMM keywords in Hong Kong. They proposed an SMM agenda for sellers to follow as a recommendation aimed at boosting positive consumer impressions and repurchase intention. These initiatives effectively capture customers' consideration and create a customer-brand connection, resulting in increased buying aims. Given the capabilities of SMM, building consumer-brand engagements in a social-media background has become a top priority of enterprises (Liu et al., 2019). Harris and Rae (2009) suggest that Social Media Marketing will become an important part of advertising in the upcoming time, nowadays that is verified. Externally, Social Media Marketing may substitute customer rage with engagement; from the inside, Social Media Marketing could help as a resource for transforming the conventional emphasis on the controller into one that welcomes simulated collaboration and linking.

H1: Social Media Marketing has a direct influence on consumer engagement.

Influence of Reward on CE

The advantages residents seek due to VBC involvement are referred to as rewards. Although economic rewards indicate a consumer's need for operational reward (for example, brand-related training, offers, and rewards), hedonic advantages are much more subjective (e.g. satisfaction, entertainment; Baldus et al., 2015 reward is a crucial motivator for VBC involvement. Cvijikj and Michahelles (2013), for instance, argue that amusing (i.e. hedonic) Facebook material has a considerable impact on consumers' engagement levels (Chan et al., 2014). Furthermore, Islam et al. (2018) encourage marketers to provide individualized rewards to their residents to increase engagement. Previous studies have demonstrated the relevance of both hedonistic and practical rewards, favourably impacting CBE in VBCs (Wirtz et al., 2013). As a result, the hypothesis is given

H2: The Reward has a positive impression on consumer engagement.

Effect of bi ON ce

Although since the 1950s, brand image has become a subject of attention in marketing (Cho, Fiore, and Russell, 2015). Several of the research deals with the quantitative study of the link between customer involvement and brand image (Hollebeek, 2011b). Whenever a brand's image appears to be attractive, in addition to boosting one's image and identity (Hansen & Jensen, 2009), customers are more inclined to connect through the brand.

H3: The Brand image significant impression on customer engagement.

EWOM as a Mediator

Social media greatly boosts customer engagement and encourages two-way communication among businesses and their clients Vivek et al. (2012). Most businesses are progressively paying close attention to this problem since social media users offer advice and express their opinions Mochon et al. (2018). Through social media, consumer engagement with businesses' goods can improve those businesses' reputations (Tafesse, 2016). Customer behaviour is influenced by customer engagement, measured as the degree of interaction activities (Boateng, 2019). Word-of-mouth (WOM), once considered a promotional activity, is now increasingly important thanks to electronic platforms because of how quickly concepts may travel (De Valck et al., 2009). (Brodie et al., 2013). Via digital sites, word-of-mouth conversations among people were critically dependent on the opinions, evaluations, and criticisms of other people about products (Kumar et al., 2010). Consumer engagement must be considered during the cooperative information dissemination procedure due to the significance of communication with corporate personnel and other consumers (Wagner & Majchrzak, 2006). Additionally, when people connect with businesses to a greater extent, they frequently promote these businesses' positive reputations (Zhang et al., 2017). According to several investigations, consumer engagement affects

advice on various social media sites and word-of-mouth advertising (Islam & Rahman, 2016; Okazaki et al., 2014). (Okazaki et al., 2014).

Financial rewards are particularly helpful in boosting recommendations to social connections and for inferior companies. Rewarding existing consumers boost WOM and recommendation possibilities (Wirtz & Chew, 2002; Ryu & Feick, 2007). Rewards and honours include financial compensation, mental benefits, or acknowledgement for greater engagement in a particular brand (Jang et al., 2008; Kim et al., 2008). Previous research revealed that the degree of involvement is influenced by how individuals feel about the rewards and accolades they receive (Kahn, 1990). Individuals instinctively think it is necessary to dedicate themselves to greater involvement when they sense rewards and appreciation from the online brand network they engage in.

Word-of-mouth advertising is a judgment about the qualities of an item, a business's image, or information broadly disseminated online. A Digital campaign, often known as e-word of mouth, employs the web to disseminate content via word-of-mouth to further company and advertising goals. A better value perspective will result from more positive word of mouth; alternatively, a lesser quality perspective may result. Word-of-mouth advertising can have a beneficial and considerable impact on Brand Image, according to studies by Erlangga, H. (2021); Fahmi et al. (2022); Harrigan et al. (2021); and Haudi et al. (2022). eWOM big effect on consumer perceptions and customer engagement, claim Mohammad et al. (2020). Numerous studies have been conducted in prior scenarios on the impact of eWOM on sentiments (Al Halbusi & Tehseen, 2018; Ladhari & Michaud, 2015) and the connection between electronic word of mouth and consumer engagement (Fang et al., 2017).

H4: Electronic word of mouth moderates the impact of social media marketing on customer engagement.

H5: Electronic word of mouth moderates the influence of rewards on customer engagement.

H6: Electronic word of mouth moderates the impression of brand image on customer engagement.

Effect of CE on CS

The researchers (Chovancová et al., 2020) Examine ways to boost the number of website promoters in Vietnam by raising levels of customer satisfaction and customer engagement activities (CEBs) on sophisticated hospitality e-service. Furthermore, the present research explored whether there are any mediator interactions among website quality, customer satisfaction, and CEBs. During the Covid-19 epidemic, the researchers (Al-Dmour et al., 2021) investigated how service retrieval fairness techniques impact online customer engagement (OCE) in Jordan's telecom industry, using "customer satisfaction" as a mediating variable. As a result, a person more deeply committed to achieving an objective would assess a great aim more favorably and a bad aim relatively unfavorably. The following theory is proposed on this basis:

H7: Consumer engagement is significantly connected with customer satisfaction.

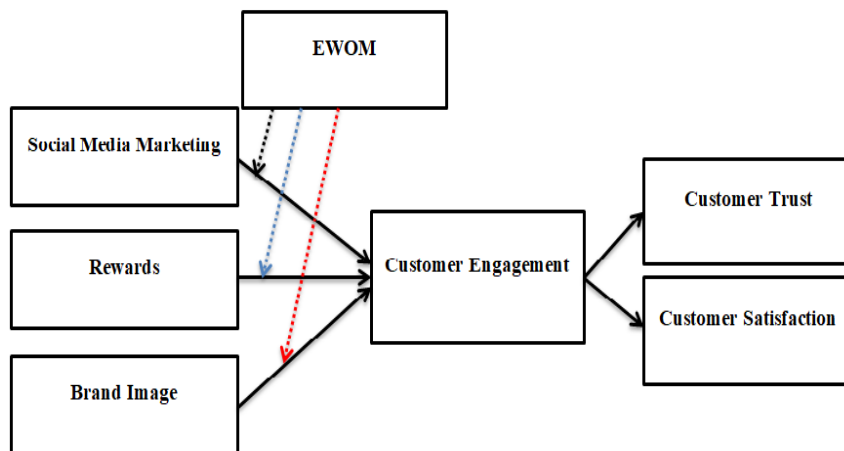
Effect of CE on CT

This research identified this study gap by investigating whether brand attachment and consumer trust influence the customer engagement-brand loyalty connection (Chen et al., 2020). Although customer trust might be a possible predictor of consumer involvement (Brodie et al., 2011), trust is anticipated to result from consumer engagement (Hollebeek, 2011). According to the studies, the promotion of Positive interactions in additional connection contacts boosts trust levels (Sashi, 2012). As a result, more involvement is likely to result in increased confidence in the connection.

H8: Consumer engagement is significantly linked with trust

Figure 1

Research Model



Research Methodology

The study employs quantitative methodologies, including descriptive, reliable, and correlation analysis. This quantitative research technique employs pathway investigation and data examination with SPSS 26 and PLS 4. A Likert scale questionnaire posted online was used to collect research information. This study utilizes the questionnaire approach or distributes questionnaires to items with features chosen by the researcher. All items on the survey will be assessed using a Likert scale, with 1 point for highly disapproving, 2 points for disagreeing, 3 points for neutral, 4 points for approving, and 7 points for a strongly strong agreement.

Sample and Data Collection

Pakistani customers are particularly involved in picking brands but remain devoted to specific firms. The researchers picked a group of persons to collect data about who was extensively involved in purchasing via social networking sites. For the latest research, the researchers collected data from learners, government employees, private employees, and businesspeople in Pakistan. In the latest research, size a sample of 350 was chosen. Of the 350 questionnaire responses obtained, 40 were excluded from data analysis due to excessive aberrant results.

Similarly, the values obtained by respondents were 88.57%. For reliability, validity, and Confirmatory Factor Analysis, 310 questionnaires data were analyzed (CFA). For data collection, an electronic questionnaire for a study was employed (using Google forms as a platform for questionnaire creation and delivery). The sample was drawn using random sampling procedures.

Instrument Development

The present research scale was taken from the study of SMM (Sharif et al., 2019; Abed et al., 2015) to measure SMM (Three items). For measurement of the Item of SMM, the scholar approved a seven-point Likert scale, with 1 denoting “strongly disagree” and 7 representing strong agreement. The Reward scale was derivative of Lee and Kim (2012) (Three Item). For measuring brand image, 3 items are taken from the study of Low and Lamb (2000). Three items were developed for measuring electronic word of mouth from the previous study of Hennig-Thurau et al. (2004). The scale for CE was taken from (Pihlström et al., 2012; Weman, 2011) (Five items). The scale for customer trust was derived from (Everard & Galletta, 2014; Morgan & Hunt, 1994) (Three Items). The elements used to create the customer satisfaction scale were derived from (Wang et al., 2018; Hung, 2017; Wen et al., 2008)(Three Items).

Data Analysis and Results

Reliability Statistics, Descriptive Analysis and EFA-(Exploratory Factor Analysis)

Considering the studies and approach of Harrigan et al. (2018) for information that would be further examined in CFA and SEM, the EFA was performed using the highest likelihood for extractor and Promax for rotation. The EFA process produced eight factors, and they are useful in understanding the model's underlying variables. The Kaiser-Meyer-Olkin rating of 0.940 and the positive Barlett's test ($2(300) = 5731.972$, $p = 0.001$) suggest that the EFA's outcomes are adequate. The amount of variance described by the eight components, which all have Eigenvalues higher than 1, is 71.502%, which is more than the required minimum (Hair et al., 2019). The pattern array of the EFA's resulting factors is shown in Table 1. Additionally, the measures' reliability requirement was satisfied because every scale item had scores

above Cronbach's alpha criterion of 0.7 (Cronbach's, 1970).

The internal consistency and reliability of all seven factors in this study were analyzed. According to the results, the Cronbach's Alpha of social media marketing is =.840, rewards = 0.874, brand image = 0.764, electronic word of mouth = 0.822, customer engagement = 0.871, customer trust = 0.844 and customer satisfaction = 0.852, therefore, recommended for further experiments could be conducted.

The mean of social media marketing was (Mean= 5.23, Standard Deviation=1.54), rewards (Mean= 4.62, Standard Deviation = 1.72), brand image (Mean= 4.06, Standard Deviation = 1.67), electronic word of mouth (Mean= 4.15, Standard Deviation = 1.69), customer engagement (Mean= 5.00, SD= 1.43), customer trust (Mean= 4.90, Standard Deviation = 1.52) and customer satisfaction (Mean= 5.07, Standard Deviation = 1.51).

Table 1

Factor Loading, Reliability and Descriptive

Variables	No. of Item	Factor Loading	Cronbach's Alpha	Composite Reliability	AVE	Mean s	SD
Social Media Marketing	SMM1	.872	.840	.905	.760	5.23	1.54
	SMM2	.896					
	SMM3	.846					
Rewards	R1	.894	.874	.923	.799	4.62	1.72
	R2	.905					
	R3	.883					
Brand Image	BI1	.838	.764	.863	.679	4.06	1.67
	BI2	.863					
	BI3	.767					
Electronic Word of Mouth	EWOM1	.837	.822	.893	.737	4.15	1.69
	EWOM2	.893					
	EWOM3	.843					
Customer Engagement	CE1	.774	.871	.907	.661	5.00	1.43
	CE2	.824					
	CE3	.802					
	CE4	.845					
	CE5	.819					

Customer Trust	CT1	.862					
	CT2	.866	.844	.905	.761	4.90	1.52
	CT3	.889					
Customer Satisfaction	CS1	.874					
	CS2	.901	.852	.911	.772	5.07	1.51
	CS3	.861					

Correlation Analysis

The correlation matrix disproved all null hypotheses, highlighting the direct correlation between customer loyalty and social media marketing. According to studies, associations with an encouraging sign and a p-value of less than .05 are significant. The bivariate correlation's calculated values revealed social media marketing and rewards to be significantly positively correlated ($r=.61$, $P<.01$), correlation of social media marketing and brand image ($r=.43$, $P<.01$), social media marketing and electronic word of mouth ($r=.41$, $P<.01$), social media marketing and customer engagement ($r=.56$, $P<.01$), social media marketing and customer trust ($r=.52$, $P<.01$), ($r=.33$, $P<.01$), social media marketing had customer satisfaction ($r=.31$, $P<.01$), rewards with brand image ($r=.64$, $P<.01$), rewards with electronic word of mouth ($r=.53$,

$P<.0$), rewards with customer engagement ($r=.56$, $P<.01$), rewards with customer trust ($r=.57$, $P<.01$), rewards with customer satisfaction ($r=.32$, $P<.01$), Meanwhile, brand image had positive correlation to electronic word of mouth ($r=.75$, $P<.01$), brand image with customer engagement ($r=.59$, $P<.01$), brand image with customer trust ($r=.61$, $P<.0$), brand image with customer satisfaction ($r=.37$, $P<.01$), Likewise, electronic word of mouth had positive correlation with customer engagement ($r=.66$, $P<.0$), electronic word of mouth with customer trust ($r=.57$, $P<.01$), electronic word of mouth with customer satisfaction ($r=.70$, $P<.01$). Customer engagement had positive correlation with customer trust ($r=.73$, $P<.01$), customer engagement with customer satisfaction ($r=.70$, $P<.01$). Customer trust is positively correlated with customer satisfaction ($r=.71$, $P<.01$).

Table 2

Correlation Analysis

Variable	1	2	3	4	5	6	7
SMM	1						
REW	.618**	1					
BI	.436**	.646**	1				
EWOM	.419**	.539**	.750**	1			
CE	.565**	.565**	.599**	.660**	1		
CT	.521**	.577**	.613**	.572**	.735**	1	
CS	.317**	.322**	.371**	.706**	.702**	.716**	1

Table 4

Confirmatory Factor Analysis

Statistics	Standards to follow	calculated value	Result
Chi-square (χ^2)	–	4.325	–
Df	–	3	–
CMIN/Df	<2.00	1.441	Pass

GFI	>0.90	0.914	Supported
AGFI	>0.90	0.933	Supported
RMSEA	<0.05	0.041	Pass
RMR	<0.05	0.03	Supported
CFI	>0.95	0.938	Supported
TLI	>0.90	0.954	Pass
NFI	>0.90	0.946	Pass

Structural Equation Model

The conceptually put forward hypotheses are placed to the test and examined in this part using a structural equation model (SEM). In PLS, the structural model utilized the estimation of maximum likelihood. The following parameter

estimates show good data fit: $\chi^2 = 4.325$, $df = 3$, ($p = 0.000$ $\chi^2/df = 1.441$, $GFI = 0.914$, $CFI = 0.938$, $TLI = 0.954$, $NFI = 0.946$, $AGFI = 0.933$, $RMSEA = 0.041$, and, $RMR = 0.03$). The structural model's connections illustrate why each of the model's significant assumptions holds.

Figure 1

Structural Equation Model

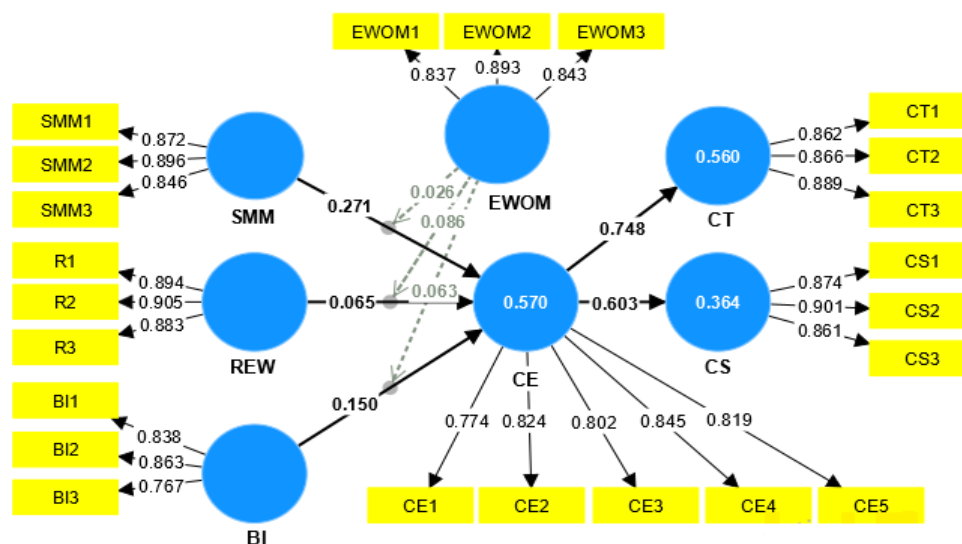


Table 5

Summary of research Hypothesis Results

H	Relationship	(β)	t-Value	Sig.	Results	R ²
H1	SMM → CE	.271	5.685	***	Supported	.570
H2	REW → CE	.065	9.26	***	Supported	.570
H3	BI → CE	.150	8.354	***	Supported	.570
H4	Z(EWOMSMM) → CE	.026	10.722	***	Supported	.570
H5	Z(EWOMREW) → CE	.086	10.452	***	Supported	.570
H6	Z(EWOMBI) → CE	.063	10.672	***	Supported	.570
H7	CE → CT	.748	18.655	***	Supported	.560

H8	CE $\longrightarrow$ CS	.603	19.438	***	Supported	.364
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Discussions

SEM outcomes show that the relationship between Social Media Marketing and customer engagement is positive. The results of CFA also specify that Social Media Marketing links positively with consumer engagement. Results (Aqib & Arslan, 2022) demonstrate that social media marketing greatly impacts customer brand engagement. They also show that customer brand engagement functions as a potential mediator in the influence of social media marketing on the repurchase aim. SEM outcomes show that the relationship between rewards and consumer engagement is positive. The results of CFA also indicate that reward links positively with consumer engagement. The findings show that brand community recognition and reward have a good influence on CBE and that CBE has a favorable effect on brand loyalty (Kaur et al., 2020). SEM outcomes show that the relationship between brand image and consumer engagement is positive. The outcomes of CFA also indicate that brand image links positively with consumer engagement. Results of (Jamid Ul Islam and Zillur Rahman, 2016) show that brand image and love strongly impact consumer engagement. Brand love was also discovered to serve as a bridge between brand image and consumer involvement. The findings also show that customer interaction affects consumer loyalty. The findings can assist professionals in engaging customers while branding and promoting their fashionable clothing companies to establish a loyal client base. The outcomes of SEM show that consumer engagement and customer trust are positive. The results of CFA also indicate that consumer engagement links positively with consumer trust. The research Consumer involvement has the greatest influence on satisfaction, followed by commitment, loyalty, and trust (Rather, 2019). This study by (Liu et al., 2018) reveals that C2C and C2M confidence have a beneficial effect on customer engagement,

which in turn influences brand trust; moreover, gadget consumption was shown to reduce the effect of consumer engagement on brand trust. Brand trust. The study of (Chen et al., 2020) explores that Customer involvement has already remained recognized as the main factor of brand loyalty.

Nevertheless, the psychological mechanisms of client interaction have yet to be carefully investigated, mainly in tourist social media. As a result, the latest research addresses this study gap by investigating whether brand attachment and consumer trust influence the customer engagement-brand loyalty connection. The previous research of (Marino & Presti, 2018) examines the intellectual and motivational involvement dimensions' influence on satisfaction. However, only the emotional engagement dimension influences behaviour-based CRM efficiency, whereas active interaction has no impact on satisfaction or CRM achievement. Furthermore, this research supports the connection between customer happiness and connection efficiency based on consumer behavior.

Conclusion

We analyze the link between Social Media Marketing, rewards, brand image, consumer engagement, brand trust and customer satisfaction in Pakistan depending on the research results that are important to the research's core purpose. This research contributes to a larger body of information on social media marketing as a key antecedent of consumer trust and satisfaction. Therefore, in network marketing, Customer engagement satisfaction bridging factors are crucial. Moreover, this study provides clients with useful information concerning social media marketing, rewards and brand image.

Limitations

This analysis has various limitations that limit the application of its results while also giving new options for future research. Despite the huge sample size, it needed to be more representative for the remaining demographic groups to be global. The tiny sample size is another issue in this study. The study comprises 310 respondents. In contrast hand, larger, randomized samples in future tests may generate more accurate results. Moreover, even if the variables are factors, outcomes, or reasons, proposed studies may need the inclusion of additional variables. Furthermore, whereas this research is restricted to Pakistanis, it should help determine whether the outcomes are relevant to other nations. We believe that this work will give the main basis for deeper research into the issue.

Recommendations

The guidelines for additional research have been made: The scope of the research was constrained due to the small number of participants (310). The study's emphasis must be extended for future researchers by expanding the sample size. It produces more accurate results. This research implemented a random sample method since everyone was equally likely to be selected. To increase overall study dependability, future research should include sophisticated sampling processes and qualitative methodologies such as interviews and observations. Modern tools, like SEM and PLS, can also be used to produce more exact findings.

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