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A STRUCTURAL EQUATION MODELLING APPROACH TO DEVELOPMENT OF SOCIAL MEDIA BRAND ATTITUDE MODEL (SMBAM) - A STUDY

[1]V. R. Neeraja,[2]Dr. M. Nirmala Mohan,[3]P. M. Rameshkumar

***ABSTRACT**--This empirical study was aimed to explore the determinants of social media brand attitude of social media networking sites users in Chennai city of Tamil Nadu. The structural equation modeling approach was adopted to explore the influence of social media advertisement, technology integration, social media interaction, e-word of mouth on social media brand attitude. The structured questionnaire was adopted to gather the primary information from different types of social media users hailing from Chennai city as a study area. The samples of 614 were finalized by the adoption of non-probability convenience sampling technique. The data collected were subjected to test of normality, reliability and confirmatory factor analysis to validate the instrument. Result proves that structural equation modeling is fit for development of social media brand attitude model and further, findings show that social media advertisement, technology integration, social media integration, e-word of mouth have significant and positive influence on social media brand attitude.*

***Key Words**--Social Media, Brand Attitude, Advertisement, E-Word of Mouth and Structural Equation Modeling.*

I. INTRODUCTION

Social media networking sites are rapidly grown in the recent past, especially among Indians. According to Statista Research Report (2020) estimated India is the second largest country based on social media user's base and it is expected to overcome the China in the year 2023. The growth of technology facilitates the consumers to have wide range of information and variety about the products and services availability in the global market (Martin, &Leurent, 2017; Shantharam et.al, 2019). The globalization and liberalization helps many manufacturers to sell their products across the borders. The brand architecture is the key determinant for the products that sold in international market (Zenker, & Braun, 2010; Leek, &Christodoulides, 2011; Kunkel, Funk, & Hill, 2013). The growth of technology and emergence of social media was used as a platform to development the brand for the particular product and services. The social media users are tendedto have positive attitude towards social media

[1] Full- Time Ph.D. Research Scholar, Department of Commerce (Shift - II), Department of Commerce, Madras Christian College (Autonomous), Chennai, Tamil Nadu – India

[2] Associate Professor and Head, Department of Commerce (Shift - II), Department of Commerce, Madras Christian College (Autonomous), Chennai, Tamil Nadu – India

[3] Guest Lecturer, Department of Corporate Secretaryship, D G Vaishnav College, Chennai, India

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to follow and subscribe their favorite brands to know more information and trends in the global market (Ashley, &Tuten, 2014; Scott, 2015; Patricia Dias, & Teixeira-Botelho2018; KijpokinKasemsap, 2018). Brand architecture and sustainability is the key for success of any business to attract and retain the customer base for the particular product or service (Schaltegger, Freund, & Hansen, 2012; Kunkel, Funk, & Hill, 2013). The brand engagement of consumer in the social media helps them to have prior knowledge and information about various new data and aspects about their preferred brand in the highly competitive environment. Social media helps to the users, customers, consumers, manufacturers, sellers and marketing personal involved in the process of selling the goods and services to the global customers (Sashi, 2012; Rodriguez, Peterson, & Krishnan, 2012; Cesaroni, &Consoli, 2015; Charoensukmongkol, &Sasatanun, 2017). Furthermore, social advertisement, technology integration, social media interaction, e-word of mouth is the major key determinants of consumer attitude towards brand engagement in social media platforms.

II. BRAND ENGAGEMENT IN SOCIAL MEDIA

The social media networking sites such as Facebook, Youtube, Whatsapp, Instagram and many other platforms are followed and used by millions of people in today's environment. Today's customers are not afraid of using technology and social media to make their effective purchase decision (Powers, Advincula, Austin, Graiko, & Snyder, 2012; Madlberger, &Kraemmer, 2019). Consumers are critically evaluating different available opportunity for the particular product and services due to the growth of alternatives for each one. Decision making is the most imperative part of consumerism can be influenced by different promotional methods including e-word of mouth (Lerrthaitrakul, &Panjakajornsak, 2014; Shukla, Gao, &Agarwal, 2016). The consumers are giving consideration to the existing user's perception and experience in the form of reviews to consider for decision making. Social media platform is the major source for every stakeholder in the business to get interaction, reviews, ideas and other aspects for the growth of their own business. The growth of social media was used to engage the consumers towards their particular product or service for future growth and prosperity (Sin, Nor,& Al-Agaga, 2012; Nadeem, Andreini, Salo, &Laukkanen, 2015; Neeraja, &Nirmala Mohan, 2019). In the recent past, social media emerged as a key imperative platform for the growth of every brand in the competitive business environment.

Social Media Advertisements: Social media advertisement is a process of targeting the consumers with the help of advertisement as tool in the social media platform. Social media advertisements are very helpful in recent scenario for the effective tool for better communication between the stakeholders of business (Castronovo, & Huang, 2012; MeratianEsfahani, & W. Johnson, 2018; Lipschultz, 2018).

Technology Integration**:** Technological growth is inevitable in every country and in every industry for the survival of business in the globalised environment. The growth of technology needs to be integrated with every business for effective utilization of potential opportunities in the market (Cosner, Hynds, Fusfeld, Loweth, Scouten, & Albright, 2007).

Social Media **Interaction:**The interaction and discussion of consumes with peer groups, family members, friends are unknown persons is easily facilitated in social media platforms. Social media interactions are helpful for consumers to take their purchase decisions based on the reviews and experience of the pervious users and

consumers of the particular goods and services (Ho, &Rezaei, 2018; McClure, &Seock, 2020). Social media interactions are also act as platform to understand the consumer behavior, consumer satisfaction and post purchase experience for the manufacturers to satisfy the needs and wants of the consumer.

E-Word of Mouth:E-word of mouth is a promotional tool for every product to exchange the perception of the existing user or consumer towards the particular product or service to their peers, family, friends and others through exchange of words and expressions in social media (Mittal, &Kudeshia, 2016; Bulut, &Karabulut, 2018). The information is transferred from one person to another person electronically through social media platforms to increase the sales of the particular product.

III. LITERATURE REVIEW

Zulkarnian Ahmad *et.al,*(2020) carried an empirical study in Smart PLS platform to explore the role of social media engagement in brand loyalty among Malaysian consumers of Fashion industry. The researchers have adopted survey method and structured questionnaire were issued to Malaysian fashion industry consumers to gather their opinion towards consumer engagement. The result indicates that attention, enthusiasm, absorption, interaction and identification are the key dimensions of consumer engagement in social media and brand usage, social presence, e-word of mouth and social brand are the key factors of social media dimension. The structural equation model proves that consumer loyalty was determined by consumer engagement in social media and it has positive and significant influence on consumer loyalty.

Kofi Osei-Frimpong*et.al,* (2019) examined the social media brand engagement among consumers with special reference to brand knowledge, social presence, social relatedness and brand trust. The researchers have adopted empirical and descriptive research design to gather the primary information from 687 respondents through Facebook platform. The data collected were subjected to analysis to explore the empirical evidences to support the research hypothesis. The result indicates that brand knowledge, social presence, social relatedness and brand trust are act as a antecedents for social media brand engagement among the respondents. Further, the researchers suggested having developed communication channel to for more interactions and discussions on their product in social media platform to increase the sales of the business.

Neeraja and Nirmala Mohan (2019) explored the different dominant dimensions of social media brand engagement in a conceptual model for the test and validation for near future. The researchers conducted a survey to examine the relationship between brand engagement and social media marketing among different consumers of Chennai city of Tamil Nadu. The respondents are significantly grouped into three distinctive clusters based on their perception towards social media marketing and brand engagement. The researchers suggested investigating the determinant of social media brand attitude with an mediation of e-word of mouth to explore more valuable insights for consumer behavior understanding in social media platforms.

UrskaTuskej and KlementPodnar (2018) investigated the role of brand identification, brand prestige, brand anthropomorphism for brand engagement in corporate image settings. The researchers have adopted survey method and random sampling method to select the suitable respondents for the study. The result indicates that brand anthropomorphism and brand prestige have significant and positive influence on brand identification for corporate whereas, it also have significant and positive mediation effect on customer engagement in corporate environment.

Further, the researchers suggested to corporate chief executives to utilize the opportunities available for corporate in social media platforms for brand identification and brand trust.

Laurence Dessart& et al., (2015) made an investigation in the form of semi-structured interviews to gather the perception international brand community members on role of social media for consumer engagement and online brand development. This study was primarily aimed to develop a conceptual framework on online community engagement in social media. The researchers has indentified the key elements such as, social value, brand value, community value are the major contributors of online community engagement and in turn online community engagement have significant influence on brand loyalty in the existing body of knowledge.

De VriesNatalie and Jamie Carlson (2014) made an attempt to examine the key drivers of brand performance and customer engagement in social media environment. This study was adopted exploratory and hypothetical research design to test the predecessors of brand performance and customer engagement in the social media platforms for better business performance only with respect to Facebook pages. The result indicates that gratification factors such as functional value, hedonic value, social value and co-creation value are the significant contributors of usage intensity of social media for customer engagement and brand strength is the another key factor contributes for the customer engagement in social media.

IV. STATEMENT OF THE PROBLEM

Brand architecture, brand loyalty, brand engagement and brand satisfaction are always imperative aspects for every product success in the highly competitive market environment. The growth of social media has made revolution in brand development and identification due to excessive usage and addiction among different consumers especially, youngsters. There is a problem for every brand developers, marketers and sellers to market their products and services via social media platforms due to many problems. This present study helps to identify the factors determining the brand attitude of the consumers in social media platforms through the mediation of e-word of mouth as a key element in the study. The present study aims to answer the many questions of the different stakeholders of social media marketing and also for consumers to effectively utilize the social media platforms.

V. AIMS OF THE STUDY

The present study aims to develop and propose a new model to determine the consumer attitude towards social media brand engagement. The study primarily aims for the development of structural equation model to predict and understand the consumer towards brand engagement in the social media platforms. Further, this study also examines the demographic profile of the respondents and role of e-word of mouth for successful brand engagement and architecture in the highly competitive business environment.

VI. NEED AND SIGNIFICANCE OF THE STUDY

The present study is need of the hour to capitalize the potential opportunities of digital platforms for growth and development of brand due to global crisis of COVID-19. The brick and motor business are highly affected due to lockdown across the globe especially, in Indian market. The digital business and e-commerce have great potential to hit the market and profit kitting business in another few months. The branded consumers are critical decision makers to decide the purchase due to their higher commitment towards particular brand. This

study will be helpful to companies for retaining the existing customers through brand engagement as well as to attract the new customers through brand architecture. This study will yield more valuable insights for the stakeholders of business to capitalize the current conditions to use digital platforms for the growth of their business. During the lockdown period, consumers have higher usage to social media platforms as compared to their regular usage. This study will be helpful for creation of consumer awareness, consumer engagement, consumer loyalty via social media marketing and social media brand engagement.

VII. RESERCH METHODOLOGY

The present study was adopted survey method and empirical research design. The non-probability convenience sampling technique was adopted to select the suitable respondents from the overall population. The Mixed method approach was adopted to collect responses from questionnaire method, interview method and online survey to finalise the samples for the main study. The respondents hailing from Chennai city and users of social media networking sites and followers of brand in the different social media platform are alone considered for the study. The questionnaire with six sections were finalized with appropriate measurement of scales such as, nominal scales, interval scales, ordinal scales and 5 point Likert scale based on the appropriateness of the study and statistical tools need to be used to draw meaningful findings for the research problem. The samples of 614 were finalized after elimination of unsuitable and incomplete responses gathered in primary survey.

VIII. RESULTS AND DISCUSSION

The data collected were subjected to data analysis and interpretation using SPSS and AMOS version 23.0 and tools such as, percentage analysis, test of normality, confirmatory factor analysis and structural equation modeling applied and results are presented below:

Table 1: Demographic Characteristics of the Respondents

Demographic Profile	Frequency	Percent
Gender		
Male	310	50.5
Female	304	49.5
Educational Qualification		
Graduate	184	30.0
Post – Graduate	424	69.1
Professional and Others	6	1.0
Occupation		
Self Employed	40	6.5
Salaried	62	10.1
House Wife	24	3.9
Professional	16	2.6

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Students	472	76.9
Marital Status		
Married	46	7.5
Unmarried	568	92.5
Frequency of Login Social Media		
Never Go Offline	152	24.8
2 - 4 Times in a Day	336	54.7
Once in a Week	56	9.1
Occasionally	70	11.4

*** Sample Size = 614*

Table 1 indicates that majority of the respondents are males (50.5%), Post-Graduates (69.1%), students (76.9%) of higher education institutes, singles (92.5%) and login into social media 2 – 4 times in a day (54.7%). This demographic profiles indicates that majority of the respondents are students of post-graduation courses and hailing from higher educational institutions of Chennai city.

Table 2: Descriptive Statistics & Normality Test of Technology Integration, Social Media Advertisement, Social Media Interaction, E-Word of Mouth and Brand Attitude in Social Media Dimensions

Items	Mean	SD	Variance	Skewness (Std. Error = 0.099)	Kurtosis (Std. Error = 0.197)	Kolmogorov-Smirnov[a]		Shapiro-Wilk		Corrected Item-Total Correlation
						Statistic (df = 614)	Sig.	Statistic (df = 614)	Sig.	
Technology Integration										
SMTI1	3.215	1.195	1.428	-0.363	-0.611	0.197	0.000	0.898	0.000	0.375
SMTI2	2.824	0.974	0.948	-0.217	-1.083	0.202	0.000	0.856	0.000	0.377
SMTI3	2.915	1.104	1.220	-0.109	-0.683	0.195	0.000	0.912	0.000	0.389
SMTI4	3.007	1.078	1.161	-0.311	-0.643	0.201	0.000	0.899	0.000	0.476
SMTI5	3.371	1.233	1.519	-0.850	-0.395	0.320	0.000	0.808	0.000	0.524
SMTI6	3.384	1.088	1.183	-0.670	-0.320	0.288	0.000	0.862	0.000	0.529
Social Media Advertisement										

SADV1	3.241	1.212	1.469	-0.592	-0.693	0.269	0.000	0.861	0.000	0.592
SADV2	3.046	1.071	1.146	0.181	-0.760	0.184	0.000	0.905	0.000	0.471
SADV3	3.020	1.034	1.070	-0.092	-0.580	0.183	0.000	0.912	0.000	0.634
SADV4	3.332	1.105	1.221	-0.496	-0.291	0.209	0.000	0.893	0.000	0.624
Social Media Interaction										
SMIA1	2.941	1.141	1.302	-0.242	-0.926	0.201	0.000	0.896	0.000	0.598
SMIA2	3.322	1.052	1.106	-0.673	0.046	0.232	0.000	0.868	0.000	0.410
SMIA3	3.215	1.139	1.298	-0.362	-0.766	0.237	0.000	0.896	0.000	0.583
SMIA4	3.436	1.068	1.140	-0.794	0.200	0.261	0.000	0.856	0.000	0.584
E-Word of Mouth										
EWOM1	3.218	1.078	1.163	-0.380	-0.530	0.219	0.000	0.900	0.000	0.609
EWOM2	3.306	0.975	0.950	-0.538	-0.241	0.257	0.000	0.876	0.000	0.565
EWOM3	3.267	1.151	1.325	-0.368	-0.688	0.220	0.000	0.902	0.000	0.513
EWOM4	3.476	1.088	1.183	-0.433	-0.650	0.255	0.000	0.888	0.000	0.368
EWOM5	3.163	1.028	1.057	-0.095	-0.321	0.211	0.000	0.908	0.000	0.439
Brand Attitude in Social Media										
BAS1	2.980	1.317	1.735	-0.093	-1.192	0.197	0.000	0.897	0.000	0.516
BAS2	3.150	1.144	1.309	-0.388	-0.675	0.214	0.000	0.897	0.000	0.563
BAS3	2.993	1.142	1.305	-0.290	-0.785	0.193	0.000	0.899	0.000	0.381
BAS4	3.163	1.015	1.031	-0.387	-0.315	0.205	0.000	0.896	0.000	0.392
BAS5	3.241	1.168	1.364	-0.466	-0.608	0.224	0.000	0.892	0.000	0.407

The Table 2 indicates that variables related to Technology Integration, Social Media Advertisement, Social Media Interaction, E-Word of Mouth and Brand Attitude in Social Media are subjected to test of normality using Kolmogorov-SmirnovaTest and Shapiro-Wilk Test. The descriptive statistics shows that the data is normally distributed. Lesser standard deviation values than mean values, less than 1 skewness and kurtosis values prove that data is normal and reliable.

Table 3: Suggested Cut-off points for Overall Model Fit Assessment

Name	Abbreviation	Suggested Cut off point	References
Chi-Square	$\chi 2$	p>0.05	Hu &Bentler (1995)
Normed Chi-Square	CMIN	≤2 or 5	James B. Schreiber et al.,(2006)
Goodness-of-Fit Index	GFI	≥0.90	Hu &Bentler (1995)
Adjusted Goodness-of-Fit Index	AGFI	≥0.90	Joreskog&Sorbom (1993)
Comparative Fit Index	CFI	≥0.90	Rigdon (1996)
Normed Fit Index	NFI	≥0.80	Shumacker& Lomax (2004)
Tucker Lewis Fit Index	TLI	≥0.90	James B.Schreiber et al.,(2006)
Incremental Fit Index	IFI	≥0.90	James B.Schreiber et al.,(2006)
Root mean square error of approximation	RMSEA	≤0.08	Brown &Cudeck (1993)

Table 4: Confirmatory Factor Analysis– Technology Integration, Social Media Advertisement, Social Media Interaction, E-Word of Mouth and Brand Attitude in Social Media Dimensions

Items	**Unstadardised Estimate**	**Standardised Regression Weights**	**S.E**	**C.R**	**P-Value**	**Reliability**
Integration						0.693
SMTI1	0.602	0.329	0.107	5.627	***	*Convergent Validity = 0.593 AVE = 0.281*
SMTI2	-	-	-	-	-	
SMTI3	1.000	0.592	***			
SMTI4	1.131	0.686	0.166	6.829	***	
SMTI5	0.828	0.439	0.118	7.006	***	
SMTI6	-	-	-	-	-	
Achieved Fit Indices	*Covariance = SMTI1 ←→ SMTI4 = Estimates = 0.320; C.R. = 5.255; P= *** CMIN/df = 1.537/1 = 1.537; GFI = 0.999; AGFI = 0.987; SRMR = 0.010; RMSEA = 0.030; P-Close = 0.506; NFI = 0.995; TLI = 0.988; CFI = 0.980					
Social Media Advertisement						0.745
SADV1	0.952	0.572	0.092	10.389	***	

Items	Unstadardised Estimate	Standardised Regression Weights	S.E	C.R	P-Value	Reliability
SADV2	1.000	0.680	***			*Convergent Validity = 0.775 AVE = 0.465*
SADV3	1.050	0.740	0.093	11.253	***	
SADV4	1.094	0.722	0.095	11.578	***	
Achieved Fit Indices	*Covariance = SADV2 ←→ SADV4 = Estimates = -0.230; C.R. = -5.004; P= *** CMIN/df = 0.097/1 = 0.097; GFI = 1.000; AGFI = 0.999; SRMR = 0.0026; RMSEA = 0.000; P-Close = 0.884; NFI = 1.000; TLI = 1.000; CFI = 1.000*					
Social Media Interaction						0.672
SMIA1	1.136	0.705	0.106	10.709	***	*Convergent Validity = 0.680 AVE = 0.359*
SMIA2	1.000	0.674	***			
SMIA3	0.962	0.598	0.092	10.452	***	
SMIA4	0.542	0.359	0.077	7.075	***	
Achieved Fit Indices	*CMIN/df = 7.520/2 = 3.760; GFI = 0.994AGFI = 0.970; SRMR = 0.0244; RMSEA = 0.067; P-Close = 0.225; NFI = 0.980; TLI = 0.956; CFI = 0.985*					
E-WoM						0.681
EWOM1	0.795	0.555	0.081	9.790	***	*Convergent Validity = 0.686 AVE = 0.362*
EWOM2	1.000	0.773	***			
EWOM3	0.692	0.453	0.081	8.568	***	
EWOM4	-	-	-	-	-	
EWOM5	0.793	0.581	0.079	9.996	***	
Achieved Fit Indices	*CMIN/df = 6.918/2 = 3.459; GFI = 0.995; AGFI = 0.973; SRMR = 0.0219; RMSEA = 0.063; P-Close = 0.261; NFI = 0.982; TLI = 0.961; CFI = 0.987*					
Brand Attitude						0.638
BAS1	-	-	-	-	-	*Convergent Validity = 0.663 AVE = 0.343*
BAS2	1.000	0.449	***			
BAS3	0.953	0.429	0.171	5.581	***	
BAS4	1.250	0.632	0.214	5.840	***	
BAS5	1.739	0.765	0.248	7.019	***	
Achieved Fit Indices	*Covariance = BAS2 ←→ BAS5 = Estimates = -0.273; S.E. = 0.070; C.R. = -3.889; P= *** CMIN/df = 3.250/1 = 3.250; GFI = 0.997; AGFI = 0.974; SRMR = 0.0189; RMSEA = 0.061; P-Close = 0.287; NFI = 0.989; TLI = 0.955; CFI = 0.993*					

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The measurement model was assessed by the full sample and each Uni-dimension separately was presented summarized results of internal reliability, convergent validity and goodness of model fit in the table. Reliability, Average variance extraction and convergent validity were three indicators of the goodness of the measurement model (Gerbing, & Anderson, 1988). The results of Cronbach's Alpha ranged from 0.63 to 0.74, which were above the acceptable recommended thresholds 0.5 suggested(Cortina, 1993;Taber, 2017). *"Convergent validity, the degree to which multiple attempts to measure the same concept are in agreement, was evaluated by examining the factor loading within each construct and composite reliability"* (Anderson and Gerbing, 1988; Gerbing, & Anderson, 1988). The items of factorloadings significantly (i.e. t . 1:96) on their corresponding construct, with the lowestt-value being 5.627 (Bagozzi et al., 1991). All composite reliabilities measures ofconstructs exceed the recommended level of 0.60 (Bagozzi and Yi, 1993) the results show that all the constructs have good discriminant validity except the items SMIA4, EWOM3, BAS2 and BAS3 have low range of factor loadings its reflects the convergent reliability, Average variance extract and discriminant validity. However the reset of constructs ranges aid to achieve the thresholds recommend range.

Furthermore, special care has been taken to reduce common-method bias since all the questions were answered by respondents. To justify whether this issue is a problem for this study, a testwas conducted by using the unidimensionality through following the steps proposed by Gerbing, & Anderson, (1988),SMTI2, SMTI6, EWOM4 and BAS1 were removed due to high modification value during the initial model running and after removed high modifications items the unidimensional models were achieved recommended thresholds and we estimated five confirmatory factor analysis models indices values:

Technology Integration Achieved Fit Indices

- Covariance = SMTI1 ←→ SMTI4 = Estimates = 0.320; C.R. = 5.255; P= ***
- CMIN/df = 1.537/1 = 1.537; GFI = 0.999; AGFI = 0.987; SRMR = 0.010; RMSEA = 0.030; P-Close = 0.506; NFI = 0.995; TLI = 0.988; CFI = 0.980
- SMTI2 and SMTI6 were found to be high modification values during initial stage of model run and the followed items were removed due to the high modification values. After eliminated SMTI2 and SMTI6 items the model achieved the recommendedunidimensional model fit indices thresholds (Gerbing, & Anderson, 1988; Steiger, 1990; Hooper,& et al., 2008).

Social Media Advertisement Achieved Fit Indices

- Covariance = SADV2 ←→ SADV4 = Estimates = -0.230; C.R. = -5.004; P= ***
- CMIN/df = 0.097/1 = 0.097; GFI = 1.000; AGFI = 0.999; SRMR = 0.0026; RMSEA = 0.000; P-Close = 0.884; NFI = 1.000; TLI = 1.000; CFI = 1.000

Social Media Interaction Achieved Fit Indices

- CMIN/df = 7.520/2 = 3.760; GFI = 0.994 AGFI = 0.970; SRMR = 0.0244; RMSEA = 0.067; P-Close = 0.225; NFI = 0.980; TLI = 0.956; CFI = 0.985

E-Word of Mouth Achieved Fit Indices

- CMIN/df = 6.918/2 = 3.459; GFI = 0.995; AGFI = 0.973; SRMR = 0.0219; RMSEA = 0.063; P-Close = 0.261; NFI = 0.982; TLI = 0.961; CFI = 0.987

- EWOM4 was found to be high modification values during initial stage of model run and that item was removed due to the high modification values. After eliminated EWOM4 item the model achieved the recommended unidimensional model fit indices thresholds (Gerbing, & Anderson, 1988; Steiger, 1990; Hooper,& et al., 2008).

Brand Attitude Achieved Fit Indices

- Covariance = BAS2 ←→ BAS5 = Estimates = -0.273; S.E. = 0.070; C.R. = -3.889; P= ***
- CMIN/df = 3.250/1 = 3.250; GFI = 0.997; AGFI = 0.974; SRMR = 0.0189; RMSEA = 0.061; P-Close = 0.287; NFI = 0.989; TLI = 0.955; CFI = 0.993
- BAS1 was found to be high modification values during initial stage of model run and that item was removed due to the high modification values. After eliminated BAS1 item the model achieved the recommended unidimensional model fit indices thresholds (Gerbing, & Anderson, 1988; Steiger, 1990; Hooper,& et al., 2008).

The following measured indices was assessed the overall model fit for the five unidimensional models. The achieved fit indices of all the five dimensions were achieved recommended thresholds of CMIN/df = 3 to 5 smaller range recommended; the adjusted goodness of fit index (AGFI) also exceeds the recommended cut off level>0.9; goodness of fit index (GFI) and NFI >0.9; TLI >0.9; CFI >0.9 also exceeds the recommended cut off range; SRMR <0.08; RMSEA <0.08 is below the cut off level thresholds and P-CLOSE >0.05 (Not – Significant required). The combination of these results suggests that the demonstrated measurement model fit the data well.

Table 5: Regression Weights on Determinants of Social Media Brand Attitude

Hypothesis	Path		Unstandardised Estimate	Standardised Estimate	S.E.	C.R.	P	Label
H_1	E-WoM←SADV	E- Word of Mouth Influenced by Consumer Social Media Advertisement	0.143	0.158	0.034	4.194	***	Supported
H_2	E-WoM←SMIA	E- Word of Mouth Influenced by Consumer Social Media Interaction	0.455	0.472	0.037	12.163	***	Supported
H_3	E-WoM←SMTI	E- Word of Mouth Influenced by Consumer Social Media Technology Interaction	0.197	0.207	0.032	6.128	***	Supported
H_4	BAS ← SADV	Social Media Brand Attitude Influenced by Consumer Social Media Advertisement	0.445	0.488	0.037	12.042	***	Supported

Hypothesis	Path		Unstandardised Estimate	Standardised Estimate	S.E.	C.R.	P	Label
H_5	BAS ← SMIA	Social Media Brand Attitude Influenced by Consumer Social Media Interaction	0.144	0.149	0.045	3.240	0.001	Supported
H_6	BAS ← EWOM	Social Media Brand Attitude Influenced by Consumer E-Word of Mouth	0.106	0.105	0.043	2.497	0.013	Supported
Covariance *Social Media Interaction (SMIA) ←→Social Media Technology Integration (SMTI) = Estimates = 0.326; S.E. = 0.028; C.R. = 11.589; P= ***; Correlation Estimate = 0.530* *Social Media Advertisement (SADV)←→Social Media Interaction (SMIA) = Estimates = 0.423; S.E. = 0.031; C.R. = 13.497; P= ***; Correlation Estimate = 0.650* *Social Media Advertisement (SADV)←→Social Media Technology Integration (SMTI) = Estimates = 0.319; S.E. = 0.029; C.R. = 10.828; P= ***; Correlation Estimate = 0.486*								
Note: * at 5% Significant level; * at 1% Significant level**								
Overall Fit Measures	**CMIN/df = 0.254/1 = 0.254; GFI = 1.000, AGFI = 0.998; RMR = 0.002; RMSEA = 0.001; P-CLOSE = 0.809; NFI = 1.000; TLI = 1.000; CFI = 1.000; SRMR = 0.0031**							

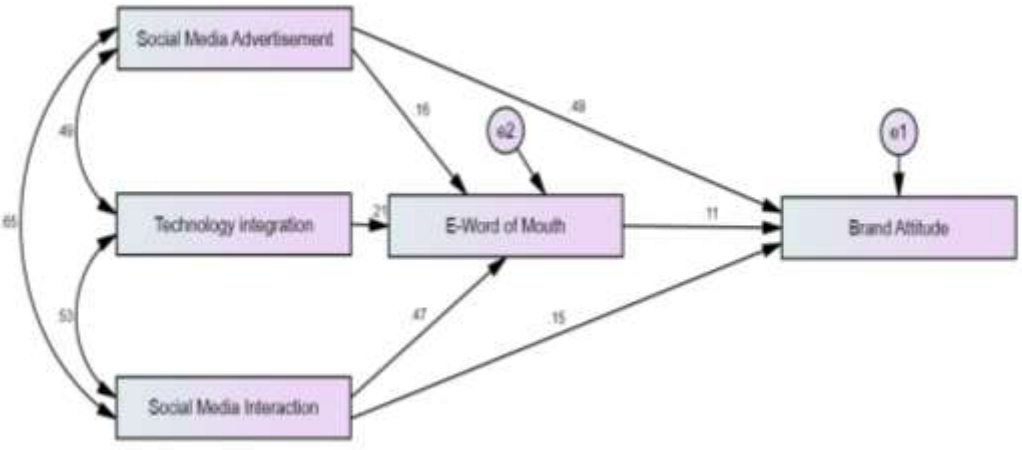

Fig.1. Social Media Brand Attitude Model (SMBAM) : SEM Approach

Table 4 and Figure 1 indicate that determinants of social media brand attitude using structural equation modeling approach. The path result proves that social media advertisement, Technology integration and social

media interaction have significant positive influence on E-Word of Mouth. E-Word of Mouth has significant and positive influence on social media brand attitude. This result proves that E-Word of Mouth is the key aspect determines the brand attitude of the social media users. Social media users' perception on social advertisements, technology integration and social media interaction creates positive and significant influence on E-Word of Mouth as a tool for brand engagement and attitude. At the outset, structural equation model result supports the factors such as, social media advertisements, technology integration, social media integration and e-word of mouth have significant and positive influence social media brand attitude.

IX. IMPLICATIONS AND CONCLUSION

This study adds further knowledge to the existing body of knowledge by adoption of systematic and scientific investigation for the development of feasible model for social media brand attitude among consumers. The present empirical evidences proves that social media brand attitude was determined and influenced by dimensions such as, social media advertisement, Technology integration and social media interaction and e-word of mouth. Social media platform act as an imperative domain for the brand identification and development. The present study proves that there is a strong, positive and significant influence of social media advertisement, technology integration and social media interaction on e-word of mouth and in turns which influences significantly on brand attitude of the consumers. The social media brand attitude model was proposed in this research for the exploration of brand awareness, brand loyalty and brand engagement among the consumers in India via social media platforms. The stakeholders of business are suggested to use the social media platforms effectively for creation of brand identification and brand loyalty among consumers with effective brand architecture methods. The e-word of mouth promotions should be given more focus by the branded companies to market their products and services to various new and critical consumers who prefer to take serious purchase decisions rather than the ordinary consumer. The attitude of the consumer towards brand can be cultivated effectively in social media platforms by providing more innovative brand development strategies to attract and retain customers. Social media interactions among consumers of particular brands should be given more focus to solve different issues in business and also to satisfy their needs and wants in near future. The social media platforms helps to discuss the different issues related to particular product or service needs to be given more focus and attention in business environment. The technological aspects of business and integration of technology in different levels of business is also very important to increase the positive brand attitude among gen z and millennial consumers. The marketers and executives of particular product or service are suggested to create effective, sound and attractive social media advertisements to increase the consumer engagement in social media pages of a particular branded product or service.

X. LIMITATIONS AND SCOPE FOR FURTHER DIRECTIONS

The limitations associated with non-probability sampling are also associated with this present study since; the same method was adopted for the data collection from social media users and brand followers. Due to time and cost constraint the study sample size was limited to 614, may be more the sample size, more is the accuracy. This study finding was not generalized to entire populations of the study, due to non-probability sampling technique and sample was only collected from social media users of Chennai city of Tamil Nadu. Further, this study can

exclusively conduct among youngsters, Gen Z and millennial consumers to explore more insights for targeting and segmentation of particular age group for the brand development of a particular product or service. The studies on brand identification, brand loyalty, brand architecture can be conducted in near future to predict the consumer attitude towards brand engagement in social media platforms. The separate study on consumer engagement on brand pages in Facebook may be conducted in near future to evaluate the effectiveness of exclusive social media platform.

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