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Social Media Marketing and Committed Customer: Analyzing the Underlying Role of Customer Commitment in Developing Country Context

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ABSTRACT

This study aims at finding the effect of “Traditional Media Marketing”, “Social Media marketing”, and “Word of Mouth” on the customers’ “Intention to Purchase” (ITP) through their Commitment to specific Mobile phone brand Samsung mobile in Pakistan. The data was collected by using quantitative approach specifically from those professional accountants who were using Samsung mobile brand through simple random sampling technique. Total 450 questionnaires were distributed while 390 were returned as entirely filled generating a response rate of 86%. Data was analyzed using software SPSS 24 and AMOS 25, by performing structural equation modelling, confirmatory factor analysis, correlation, and regression and mediation tests. Barron and Kenny test was applied to analyze that whether the mediation is full or partial. Results explain that Traditional Media Marketing, Social Media Marketing, and Word of Mouth has a significant positive impact on Intention to Purchase. Similarly results demonstrate that Customer Commitment has a significant positive impact on Intention to Purchase. Finally, Customer Commitment (CC) mediates the relationship among the Traditional Media Marketing (TMM), Social Media Marketing (SMM), Word of Mouth (WOM) and Intention to Purchase (ITP). It is also concluded that there exists a partial mediation between the SMM, TMM and ITP. Further it is analyzed that there is no mediation among the WOM and ITP. This study focused on Pakistan due to some limitations while there were budgetary limitation and time constraints.

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1. Introduction

Technological revolution has risen at an extraordinary rate during the past few years, particularly in case of online and traditional media (Duffett, 2015). The internet based technologies have redefined the skills of interacting to consumers by providing an access to opportunities in marketplace regarding social networking websites, wikis, blogs and product review sites (Ajina, 2019). Previous studies proposed that in 2012, 500 famous companies used social media and 73 percent of these firms had an official company account in Twitter however 66 percent businesses had Facebook pages further in 2011, 28 percent of these firms had blogs (Barnes, Lescault, & Andonian, 2012). The usage of social media (Facebook, YouTube, Instagram, Twitter, and LinkedIn) has increased among customers. As specified by the Nielsen Company (2012), customers pass more time on social media instead any other set of sites with an average of 121.18 min per day in 2012, which denotes an increase of 37% with respect to the previous year. This trend has encouraged scholars to recognize how to use social media to effect customer preferences, purchase decisions, and word of mouth (Arora & Sanni, 2019).

Social media refers to “a group of Internet-based applications that builds on the ideological and technological foundations of Web 2.0 and that allows the creation and exchange of user generated content” (Cheung, Pires, & Rosenberger, 2020). Social Media is becoming an important part of marketing communications platform because it's communicating features assist collaborative participating, and knowledge-sharing activities (Moslehpour, Dadvari, Nugroho, & Do, 2020). Without the virtual world the company would struggle to confirm its stability. Social Media arise as the most powerful media for promotion across the world. Businesses are shifting a more pie of their promotion budgets towards social media to better reach consumers (Saxena & Khanna, 2013). Social media is an advancement and innovation in traditional media, a marketing instrument that alert the users about brands and products, including newspapers, print ads, newsletters, television advertisements and billboards. Further, Mulhern (2009) found that traditional media covers the market in short term and hit the customer choices precisely. Abzari, Ghassemi, & Vosta (2014) proposed that social media differs from traditional media through a change from the desktop to the web. Besides these two marketing channels, there is a non-noticeable channel called Word of Mouth (WOM), that is a communication procedure among customers regarding famous companies, their products, features, new ideas and services (Zhou et al., 1997). These three marketing channels permits the marketers to share and exchange the information with the consumers (Thackeray, Neiger, Hanson, & McKenzie, 2008). Consequently customers show the intention to purchase that specific product and make purchases according to their budget plans and within a specific span of time. Once a customer make purchase of that specific brand, there is a possibility that he may become committed and loyal to that company due to their psychological attachment referring this relation as customer commitment (Dimitriadis, 2006).

The objective of this research work is to study the relationship between (SMM, WOM, and TMM) and ITP in Pakistan with a particular focus on the direct and mediating impacts of CC on ITP. The three variables (SMM, WOM, and TMM) are of particular significance due to their importance to Pakistani marketing managers. The results of this research confirm the mediating role of CC in enhancing the effects of TMM, SMM and WOM on ITP. The findings also show a positive relationship among each of the variables (i.e., TMM, SMM and WOM) and ITP. SMM is not only about promotion or product but it also is a network for well communication with consumers. The benefits obtain from social media marketing is the fast consumer feedback. The repeated customer reaction obtains not only benefits the brand but also gives a better understanding of the targeted audience. The contribution of this study to the SMM literature is twofold. Previous study suggested that SMM in cooperation with WOM, TMM, and its impact on ITP was not studied in Pakistan. This research will also contribute to the future literature in a way that CC paly a meditating role in marketing channels. Social media (SM) is a new thought for the advertisement and least studied in Pakistan.

The rest of the paper is arranged as follows; Section two discusses previous literature and develops the hypotheses. Section three presents methodology. Section four describes the results. Section five

concludes the study.

2. Theoretical Framework and Hypotheses Development

2.1 Intention to Purchase (ITP)

The decision to purchase products and service in future is known as consumer intention to purchase. The willingness of a consumer to buying a specific brands and specific products is identified as ITP (Martins, Costa, Oliveira, Gonçalves, & Branco, 2019). Researcher explain that cost of retentive present buyer is fewer than searching of new buyers (Spreng, Harrell, & Mackoy, 1995). ITP is more important for the firm's. Customer purchase Intention effected by the customer satisfaction (Rattanareuthai, 2006). Customers purchase intention changed by social communities (Xu, Zhang, & Xue, 2013). Some authors describe that service quality and consumer loyalty also effect the purchase intention (Hellier, Geursen, Carr, & Rickard, 2003). Previous study explain that customer satisfaction and purchase intention have significant relationship. Companies satisfied their buyers and focus on purchase intention (Yi & Zenithal, 1990). Literature show that WOM also influenced purchase intention (Erkan & Evans, 2016). Previous study recommended that there occurs positive relationship among the SMM and ITP.

2.2 Social Media Marketing (SMM) and ITP

Social media marketing is an electronic communication process. By the social media customers makes social groups and share their messages, thoughts and videos (Lester, Serkedakis, & Tudor, 2016). Social media as the "means for production, consumption and exchange of information" by online social connections and platforms that have value for an organization's stakeholder (Jacobson, Gruz, & Hernández-García, 2020). Social media as the "group of applications that is based on internet that allow the formation and exchange of user created content" (Kaplan & Haenlein, 2010). SMM provides platform by which customer communicate, like as conversation forums, wikis, blogs, social networks and multi-media sites, most of the famous Facebook, Twitter, Flickr, Myspace, Linked in and You Tube (Bradley & Bartlett, 2011). Social media updates the party-political condition and day to day activity via the Facebook and Twitter thus the costumer purchase intention has increased (Aad et al., 2012). Some researcher explain that Social Media updates the fitness info. People reply positive on social media bulletin instead of newscast media (Lehmann, Ruiter, & Kok, 2013). Previous studies shows that there is Social Media Marketing and Intention to Purchase are positively related. Social Media Marketing changes the consumers' behavior that impact the customer intention to purchase. If the consumer behavior changed in a positive way then the consumer purchasing intention also enhanced (An et al., 2012). SMM play a significant role in many businesses. The success and failure of companies is based on customer feedback connected decision making of the business. For example, if a negative word of mouth for a brand or service of the stock is forwarded on 'Twitter or Facebook' numerous consumers will immediately follow and even distribute these comments. This could in time become a big issue which negatively effects upcoming business (Ramanathan et al., 2017). Social media marketing has improved the mode that organizations attract and hold potential customers. Due to easy availability of internet, consumer feel free to generate and share information related to the products and services on social media to make value (Tiruwa et al., 2016).

According to Ramanathan et al., (2017) customer purchasing behavior has dramatically changed due to social media marketing. This has really changed in the purchasing behavior of seller and buyer where the majority of SMM and e-commerce has providing contemporary purchasers with a greater platform of buying options. SMM may become a valued addition for the brand advertisement if worked properly as it has a worldwide influence and wide spread of usage at both national and international level (McClure & Seock, 2020).

H1a: SMM has a significant effect on ITP.

2.3 Traditional Media Marketing (TMM) and ITP

In Traditional Media Marketing, consumers are attracted and informed about the products, services and offers of the seller through the conventional media channels as Radio, TV ads, Prints media, Mail and Newspaper. TMM is a marketing instrument that alert the consumers about products (Sillanpää, 2020). Traditional media includes newspapers, print ads, newsletters, television advertisements and billboards. TMM cover the market in short term and hit the customer choices (Mulhern, 2009). Arndt (1967) described the connection among the business and their consumers. The transactional theory describes the response of the customers that is changed by the TMM. TMM connect with the customers and keep them for long term.

Yoo et al. (2000) explain the marketing channels have positive effect on brand loyalty, brand value, brand equity and brand awareness. However previous research work on the relationship among the brand and the marketing tools has emphasis on TMM. Trusov et al. (2009) explain the relationship among the WOM and TMM. The author explains the impact of TMM tools on the growth of followers in a social media. Previous research show that word of mouth (WOM) effects positively on followers' growth rate and they have long term relationship as compared to TMM. Stephen and Galak (2009) observed the impact of SMM "such as weblogs" and TMM "such as television" on sales. According to Tümer, Aghaei, Öney, & Eddine (2019) TMM have positive impact on marketing performance of businesses. Although they thought that the impact of TMM is greater and stronger than SMM. Tümer, Aghaei, Öney, & Eddine (2019) conclude that there was positive relation between the traditional media marketing and customer intention to purchase.

H1b: TMM has a significant effect on ITP.

2.4 Word of Mouth (WOM) and ITP

Word of Mouth is a one to one method among the consumers that share information about the products characteristic (Niininen, Buhalis, & March, 2007). WOM has two persons one is sender other person is receiver, sender share the relevant information about the brands, companies, ideas and characteristic of brands (Buhalis, & March, 2007). WOM is very honest type of marketing in which more than two consumers converse their views related to the goods and services of any company (Iwane et al., 2004).

WOM has significant positive effect on customer purchase intention (Bansal & Voyer, 2000). WOM effects positively on consumer mind, hence the sale of a business increased. WOM effect the purchasing intention so strong and positive word of mouth increased the business sale and firm earn high profit (Alrwashdeh, Emeagwali, & Aljuhmani, 2019). Research Explain that there exists a good relation among the word of mouth and ITP (Reyes-Menendez, Saura, & Martinez-Navalon, 2019). A profitable company have a good WOM stimulates the pushing power of customer (McGriff, 2012). WOM is a type of promotion that retain the new consumers. Through the good WOM companies transfer their information about the new products, new business, and new facilities and sustain their customer for long duration so the WOM enhance the purchase intention (Jansen, Zhang, Sobel, & Chowdury, 2009). "Theory of reasoned action" (TRA) support the Word of Mouth concept. TRA theory explained in the previous study which indicate that WOM and ITP are highly correlated (Fishbein & Ajzen, 1977).

H1c: There is a positive relationship between Word of Mouth (WOM) and Intention to Purchase (ITP).

2.5 Direct and Mediating Effect of Customer Commitment (CC) on ITP

Customer Commitment is an innovative idea in which consumers have strong relationship with brands, services. Customers attach emotionally with the , products, services and keep the long term relation (Khan, Hollebeek, Fatma, Islam, & Riivits-Arkonsuo, 2020). CC is a continuous practice in which consumer prefer and sustain the long-term company relationship (Hunt & Vasquez-Parraga, 1993). Research identify that customers sacrificing their short term needs and maintain the long term relationship (Morgan & Hunt, 1994). CC enhance the trust and consumer loyalty (Aad et al., 2010). CC can't be destroyed because consumers' are faithful and become important element of the business

achievement. Committed buyers get many advantages from the business in the form of special care and deductions.

Most researcher agree that establishing long term relationship with customers makes positive return to companies (Reichheld, 1993, 1996), thus the customer commitment become a key marketing success. Geyskens et al. (1996) defined as customer commitment is long term relationship rather than terminate relationship. Literature proposed two wide components of commitment: “affective commitment and calculative or continuance commitment” (Kaur and Soch, 2012; Davis-Srameket al., 2009; Evanschitzky et al., 2006; Fullerton, 2003). Regarding to Fullerton (2003), affective commitment shows customer identify and feel the positive attachment with products and services. Commitment can be a cause of maintainable competitive benefit to a firm because it offers positive word-of-mouth, cost reduction, enhanced profits, and the prospect of sales at a premium price (Hur et al., 2010).

Poushneh & Vasquez-Parraga, (2019) argue that customer commitment is a strong predictor of different metrics connected to customer retention, staying intention like switching and intention to purchase. Therefor most researcher agree that establishing long term relationship with customers makes positive return to companies and have positive relation with customer intention to purchase (Poushneh & Vasquez-Parraga, 2019). The “commitment–trust theory” of relationship marketing supports the Customer Commitment (Morgan and Hunt 1994). “The commitment-trust theory of states that two vital components, duty and trust, must occur for success of a company”. Morgan and Hunt (1994) discuss that commitment improves when a firm “joins to relationships by keeping high values of corporate values and associating oneself with exchange partners having similar standards.

H2: There is a positive relationship between CC and ITP.

With this, previous research expalin that coustomer commitment (cc)mediates the relationship among SMM and ITP. Accoring to (Khodabandeh & Lindh, 2020) social media marketing change the customers buying behavior and customers commitment meditate the relationship between SMM and ITP.

H3a: CC mediates the relationship among SMM and ITP.

Traditional Media Marketing is the use of conventional media channels as Radio, TV, Newspaper, Print media and others to attract and inform the target market. Coustomer commitment have positive impact on coustomer intention to purchase and medtaie the relationship among TMM and ITP (Tümer et al., 2019)

H3b: CC mediates the relationship among TMM and ITP.

WOM is a one to one method among the consumers that share information about the products characteristic (Niininen, Buhalis, & March, 2007). Some researcher explain that there is strong and meditating effect among the CC , WOM and ITP (Mahadin & Akroush, 2019)

H3c: CC mediates the relationship among WOM and ITP.

Figure 1 shows the conceptual model in which TMM, SMM, WOM are independent Variables, ITP is dependent Variable and Customer Commitment is mediating Variable.

Figure 1. Conceptual Model of Customers' Intention to Purchase

3. Research Methodology

This study observes the impact of SMM, Word of Mouth and TM on ITP. In this research work CC mediates the relationship among the (SMM, WOM, TMM), and ITP. Convenience sampling method was used for data collection. Population was customers of Samsung Company in Pakistan and various audit firms were study randomly to collect the data. Quantitative research was conducted among 450 respondents through Self-administered structured questionnaires in Pakistan. In total 390 valid questionnaires having response rate of 86% were included in the data analysis. The survey was pre-tested and reviewed. The questionnaire consisted of five portions covering the following matters: 1: Social Media (Tsiros, Mittal, & Ross, 2004), 2: Tradition Media (Tsiros, Mittal, & Ross, 2004), 3: Word of Mouth (Groeger & Buttle, 2014), 4: Purchase Intention (Jalilvand, Samiei, Dini, & Manzari, 2012) and 5: Customer Commitment (Bettencourt, 1997).

Furthermore, AMOS and SPSS software were used for analysis of data. Model fitness was tested by using (CFA) Confirmatory Factor Analysis and (SEM), Structural Equation Modelling by the criteria proposed by Hu & Bentler (1999). Barron and Kenny mediation test was applied to check the mediation among the constructs.

4. Data Analysis and Results

4.1 Descriptive Statistics, Correlation and Regression Analysis

Table 1 depicts the chronbach's alpha reliability values for all the variables as TM has .785, SM has .725, WOM as .819 Customer Commitment has .759 and Customer Purchase Intention having reliability value of .704 which is acceptable for the data analysis. Further Standard Deviation and Mean Values for TM, SM, WOM, CC and ITP are (0.48821, 3.354), (0.42223, 3.744), (0.48821, 3.661), (0.4378, 3.452), (0.4677, 3.55) respectively. Moreover, Correlation Analysis was used to analyze the relationship between variables, as Traditional Media and Social Media has positive correlation with the value (.153**) which explains if Traditional Media works in a positive way then the Social Media also capture the customers. Similarly, Traditional Media and Word of Mouth also have positive correlation with the value (.272**) which mean that if the Word of Mouth have positive impact on customers then the sales increased. The overall correlation analysis explain that the relationship among the all variables have positive effects with the values (.422**, .325**, .510**, .298**, .322**, .407**, .523**, .543**) which means that Customer Purchase Intention has increased if the Marketing Media works in a positive way. Regression analysis was applied to test the effect as Traditional Media impacts the Intention to purchase of customer with the value of $R = .325$, $R^2 = .105$, $\beta = .325$ and P value =.000 expressive the significance of the effect. Similarly, regression values for the impact of Social Media on Intention to

Purchase are $R = .322$, $R^2 = .103$, Beta Value = .322 and P value = .000 showing the significance of this impact. Similarly, the effect of WOM on Customer Purchase Intention has significant effect as the P-value < 0.05 , $R = .523$, $R^2 = .274$ and the Beta Value = .523. Results also explain that the impact of CC on ITP as the P-value < 0.05 $R = .543$, $R^2 = .295$ and the $\beta = .553$.

Table 1. Descriptive Statistics, Correlation and Regression Analysis

	Reliability	Mean	SD	TMM	SMM	WOM	CC	ITP
TMM	.785	.3354	0.48821	1				
SMM	.725	3.744	0.42223	.153**	1			
WOM	.819	3.661	0.48821	.272**	.510**	1		
CC	.759	3.452	0.4378	.422**	.298**	.407**	1	
ITP	.704	3.55	0.4677	.325**	.322**	.523**	.543**	1
“Regression Analysis”								
Direct Effect	“R”		“R ² ”		“Beta Value”		“P Value”	
TMM → ITP	.325		.105		.325		.000	
SMM → ITP	.322		.103		.322		.000	
WOM → ITP	.523		.274		.523		.002	
CC → ITP	.543		.295		.553		.000	

4.2 Confirmatory Factor Analysis

4.2.1 Measurement Model A

Measurement Model A explains that are 3 latent variables in circle, constituting SMM, Customer Commitment and Word of Mouth that are expressed by 19 observed variables in squares, further the single headed arrow showed the tendency of proposed causal impact and co variance among two latent variables demonstrated by double headed arrows.

Table 2. Standardized Regression Weights of Measurement Model A

Latent Variable	Item Label	Standardized Factor Loading
Social Media Marketing (SMM)	SMM4	0.668
	SMM5	0.451
	SMM6	0.549
	SMM7	0.642
	SMM8	0.619
	SMM9	0.795
	SMM10	0.657
	SMM11	0.611
	SMM12	0.806
	SMM13	0.622
	SMM14	0.809
Customer Commitment (CC)	CC39	0.437
	CC38	0.578
	CC37	0.442
	CC36	0.730
	CC35	0.801
Intention to Purchase (ITP)	ITP42	0.715
	ITP41	0.722
	ITP40	0.527

Table 2.0 explains that latent variables caused the observed variables which are show by single headed arrows towards the unobserved pointing away from the circle as shown by the values of elements of Social Media Marketing constituting SMM4 (0.668), SMM5 (0.451), SMM6 (0.549), SMM7 (0.642), SMM8 (0.619), SMM9 (0.795), SMM10 (0.657), SMM11 (0.611), SMM12 (0.806), SMM13 (0.622) and SMM14 (0.809), similarly values of elements of Customer Commitment as CC39 (0.437), CC38 (0.578), CC37 (0.442), CC36 (0.730) and CC35 (0.801), and finally the values of element of Intention to Purchase as ITP42 (0.715), ITP41 (0.722) and ITP40 (0.527).

Figure 2. Measurement Model A

4.2.2 Model Fitness Evaluation

The data was analyzed with the help of AMOS as it provides a set of indices to analyze where data confirmed the hypothesized model or not, further it demonstrates the level to which these constructs correlate with each other as the model estimates. In this study, some indices were used to test model fitness constituting (RMSEA) Root Mean Square Error of Approximation, (CFI) Comparative fit indices, (GFI) Goodness of Fit Index, (AGFI) Adjusted Goodness of Fit Index and (CMIN/DF) Minimum Discrepancy divided by Degrees of Freedom.

Table 3. Model A Fitness Summary

Model Indices	Fitness	X ²	RMSEA	RMR	AGFI	GFI	CFI	CMIN/DF	PCLOSE
Measurement		390	0.056	0.046	0.837	0.878	0.846	2.663	0.000

Table 3.0 explains the model fitness summary by demonstrating that all the values are according to model fitness indices and model accepted as a good fit with the support of RMSEA (0.056), RMR (0.046), AGFI (0.837), GFI (0.878), CFI (0.846), CMIN/DF (2.663) and PCLOSE (0.000).

4.2.3 Structural Equation Model A1

Structural Equation Modelling demonstrates the testing of complex association between unobserved & observed variables, further relationship between two or more latent variables are also examined in it (Danish, Shahid, Humayon, & Nawaz, 2015) and overall model fitness is also tested by investigating whether exact paths are significant or not.

Figure 3. Structural Equation Model A1

Table 4. Model A1 Fitness Summary

Model Indices	Fitness	PCLOSE	RMSEA	RMR	AGFI	GFI	CFI	CMIN/DF	X ²
Measurement		0.000	0.093	0.056	0.844	0.901	0.941	3.533	390

Table 4.0 explains the model fitness summary for Structural Equation Model as the values of PCLOSE (0.000), RMSEA (0.09), RMR (0.05), AGFI (0.84), GFI (0.94), and CMIN/DF (3.53) are according to the benchmarked indices showing model fitness.

Table 5. Standardized Regression Weights of Model A1

	Estimates
Customer Commitment ← Social Media Marketing	0.432
Intention to Purchase ITP ← Customer Commitment	0.529
Intention to Purchase ITP ← Social Media Marketing	0.411

Table 5.0 shows the standardized regression weights of association of different variables such as Customer Commitment to Social Media (0.432), Intention to Purchase and Customer Commitment (0.529) and Intention to purchase to social media (0.411), these results demonstrate the significant association among variables as regression weights of relationships exceeds 0.

4.2.4 Measurement Model B

Measurement Model B explains that are 3 latent variables in circle, constituting Word of Mouth, CC and ITP that are expressed by 27 observed variables in squares.

Table 6. Standardized Regression Weights of Measurement Model B

Latent Variable	Item Label	Standardized Factor Loading
Word of Mouth	WOM34	0.677
	WOM33	0.441
	WOM32	0.559
	WOM31	0.664
	WOM30	0.691
	WOM29	0.789
	WOM28	0.667
	WOM27	0.621
	WOM26	0.860

	WOM25	0.623
	WOM24	0.890
	WOM23	0.447
	WOM22	0.567
	WOM21	0.452
	WOM20	0.740
	WOM19	0.810
	WOM18	0.751
	WOM17	0.721
	WOM16	0.572
Customer Commitment (CC)	CC39	0.587
	CC38	0.424
	CC37	0.703
	CC36	0.810
	CC35	0.751
Intention to Purchase (ITP)	ITP42	0.724
	ITP41	0.572
	ITP40	0.711

Table 6.0 explains that latent variables caused the observed variables which are show by single headed arrows towards the unobserved pointing away from the circle as shown by the values of elements of Word of Mouth constituting WOM34 (0.677), WOM33 (0.441), WOM32 (0.559), WOM31 (0.664), WOM30 (0.691), WOM29 (0.789), WOM28 (0.667), WOM27 (0.621), WOM26 (0.860), WOM25 (0.623), WOM24 (0.890), WOM23 (0.447), WOM22 (0.567), WOM21 (0.452), WOM20 (0.740), WOM19 (0.810), WOM18 (0.751), WOM17 (0.721) and WOM16 (0.572). Similarly values of elements of Customer Commitment as CC39 (0.587), CC38 (0.424), CC37 (0.703), CC36 (0.810) and CC35 (0.751), and finally the values of element of Intention to Purchase as ITP42 (0.724), ITP41 (0.572) and ITP40 (0.711).

Figure 4. Measurement Model B

Table 7. Model B Fitness Summary

Model Indices	Fitness	PCLOSE	RMSEA	RMR	AGFI	GFI	CFI	CMIN/D F	X ²
Measurement		0.000	0.092	0.057	0.834	0.900	0.932	2.763	390

Table 7.0 explains the model fitness summary regarding confirmatory factor analysis by demonstrating that all the values are according to model fitness indices and model accepted as a good fit with the support of RMSEA (0.092), RMR (0.057), AGFI (0.834), GFI (0.900), CFI (0.932), CMIN/DF (2.763) and PCLOSE (0.000).

a) Structural Equation Model B1

Figure 5. Structural Equation Model B1**Table 8. Model B1 Fitness Summary**

Model Indices	Fitness	PCLOSE	RMSEA	RMR	AGFI	GFI	CFI	CMIN/DF	X ²
Measurement		0.000	0.065	0.063	0.856	0.890	0.801	2.620	390

Table 8.0 explains the model fitness summary regarding structural equation model by demonstrating that all the values are according to model fitness indices and model accepted as a good fit with the support of RMSEA (0.065), RMR (0.063), AGFI (0.856), GFI (0.890), CFI (0.801), CMIN/DF (2.620) and PCLOSE (0.000).

Table 9. Standardized Regression Weights of Model B1

	Estimates
Customer Commitment ← Word of Mouth	0.421
Intention to Purchase ← Customer Commitment	0.530
Intention to Purchase ← Word of Mouth	0.412

Table 9.0 shows the standardized regression weights of association of different variables such as Customer Commitment to Word of Mouth (0.421), Intention to Purchase with Customer Commitment (0.530) and Intention to Purchase to Word of Mouth (0.412), further these results demonstrate the significant association among variables as regression weights of relationships exceeds 0.

4.2.5 Measurement Model C

Table 10. Standardized Regression Weights of Measurement Model C

‘Standardized Regression Weights’		
“Latent Variable”	“Item Label”	“Standardized Factor Loading”
Traditional Media (TM)	TMM1	0.790
	TMM2	0.890
	TMM3	0.791
Customer Commitment (CC)	CC39	0.791
	CC38	0.592
	CC37	0.597
	CC36	0.494
	CC35	0.713
Intention to Purchase (ITP)	ITP42	0.820
	ITP41	0.761
	ITP40	0.671

Measurement Model C explains that are 3 latent variables in circle, constituting SM, Customer Commitment and Word of Mouth that are expressed by 11 observed variables in squares, further the single headed arrow showed the tendency of proposed causal impact and co variance among two latent variables demonstrated by double headed arrows as shown by the values such as TMM1 (0.790), TMM2 (0.890), TMM3 (0.791), CC39 (0.791), CC38 (0.592), CC37 (0.597), CC36 (0.494), CC35 (0.713), ITP42 (0.820), ITP41 (0.761) and ITP40 (0.671).

Figure 6. Measurement Model C

Table 11. Model C Fitness Summary

Model Indices	Fitness	PCLOSE	RMSEA	RMR	AGFI	GFI	CFI	CMIN/DF	X ²
Measurement		0.000	0.066	0.064	0.854	0.889	0.803	2.624	390

Table 11.0 explains the model fitness summary regarding confirmatory factor analysis of measurement model by demonstrating that all the values are according to model fitness indices and model accepted as a good fit with the help of RMSEA (0.066), RMR (0.064), AGFI (0.854), GFI (0.889), CFI (0.803), CMIN/DF (2.624) and PCLOSE (0.000).

Figure 7. Structural Equation Model C1

Table 12. Model Fitness Summary of Model C1

Model Indices	Fitness	PCLOSE	RMSEA	RMR	AGFI	GFI	CFI	CMIN/DF	X ²
Measurement		0.000	0.064	0.067	0.857	0.888	0.801	2.626	390

Table 12.0 explains the model fitness summary regarding confirmatory factor analysis of measurement model C by demonstrating that all the values are according to model fitness indices and model accepted as a good fit with the support of RMSEA (0.064), RMR (0.067), AGFI (0.857), GFI (0.888), CFI (0.801), CMIN/DF (2.626) and PCLOSE (0.000).

Table 13. Standardized Regression Weights of Model C1

	Estimates
Customer Commitment ← Traditional Media	0.423
Intention to Purchase ← Customer Commitment	0.533
Intention to Purchase ← Traditional Media	0.413

Table 13.0 shows the standardized regression weights of association of different variables such as Customer Commitment to Traditional Media (0.423), Intention to Purchase with Customer Commitment (0.533) and Intention to Purchase to Traditional Media (0.413), further these results demonstrate the significant association among variables as regression weights of relationships exceeds 0.

4.3. Mediation Analysis by Barron and Kenny

Table 14. Mediation Analysis

Models	Direct Effect	Indirect Effect	Mediation Effect
Model I SMM-----CC-----ITP	Significant P=0.000	Significant P=0.000	Partial Mediation
Model II WOM-----CC-----ITP	Significant P=0.000	Insignificant P>0.05	No Mediation
Model III TM-----CC-----ITP	Significant P=0.000	Significant P=0.000	Partial Mediation

Table 14.0 explain the Mediation Analysis of this study. In Model 1 results explain that the direct and indirect effect both are significant as the ($P > 0.05$) and the mediation results is partial mediation. Model III observed that the direct and indirect effect both are significant as the ($P > 0.05$) and the mediation results is partial mediation. Model II results showed that the direct effect is significant as the ($P > 0.05$)

and the indirect effect is insignificant as the ($P < 0.05$) so there is no mediation.

H1a: SMM has a significant effect on ITP.

Regression analysis findings shows that SMM has significant impact on ITP, as β is .322 with significant level of $P \leq 0.005$. According to the findings, which are supporting the hypothesis that SMM is significantly related to ITP. Thus, this hypothesis is accepted.

H1b: TMM has a significant effect on ITP.

Results also indicates the association between TMM and ITP is positive. The results explain that $\beta = .325$ at .000 significance level. This relation among variables are considered to be significantly thus the hypothesis is accepted.

H1c: There is positive relationship between WOM and ITP.

Results represents the connection between WOM and ITP. The results show that $\beta = .523$ at .000 significance level. The significant level has been proven by the sig. value as .000 having p value < 0.001 . Thus, hypothesis is accepted.

H2: There is positive relationship between CC and ITP.

Same as the case with H2 the results shows that there is positive significant relationship with the CC and ITP and the $\beta = .553$ at .000 significance level.

H3a: CC mediates the relationship among SMM and ITP.

The results are showing that CC has partially mediate the relationship with ITP and SMM .Results explain that the direct and indirect effect both are significant as the ($P > 0.05$) and the mediation results is partial mediation. Thus, the above stated hypothesis is accepted.

H3b: CC mediates the relationship among TMM and ITP.

Same as the case with H3b where result values suggest that the CC has partially mediate with TMM and ITP. Thus, the above stated hypothesis is accepted. . Results indicates that the direct and indirect effect both are significant as the ($P > 0.05$) and the mediation results is partial mediation.

H3c: CC mediates the relationship among WOM and ITP.

The results show that CC does not mediate the relationship among WOM and ITP. Results showed that the direct effect is significant as the ($P > 0.05$) and the indirect effect is insignificant as the ($P < 0.05$) so there is no mediation. Thus, the above stated hypothesis is rejected.

5. Discussions

With the sheer rise in Information Technology and computing, a new era of marketing and advertisement has been started. The face of advertisement has been changed dramatically and its ability to provide the information and communication to target customers has been increased manifolds. Internet has become the biggest facilitator of communication through Social Media as well as Word of Mouth Communication. The growth of Social Media Marketing globally as well as in Pakistan, paved new ways for marketers and researchers to further investigate that how Traditional Media Marketing, Social Media Marketing and Word of Mouth influence the behaviors of customers and eventually effect Consumer Purchase Intentions. The purpose of this study was to explore the possible influence of TMM, SMM and WOM on ITP through CC in the Samsung Company.

SMM have a strong positive influence on intention to purchase. The findings have revealed the significant impact of TMM and WOM on ITP. Thus, our results are in line with prior studies which found SMM a significant factor be affecting consumer intention to purchase (Alalwan, 2018). The prior findings also indicate that TMM have significant impact on intention to purchase (Mustafa & Al-Abdallah, 2020). On another hand, results show from this study that WOM have a significant effect on consumer intention to purchase. Previous studies show that WOM have strong positive effect on ITP (Nuseir, 2019). Additionally, results also indicate that CC have direct and mediating effect on intention to purchase. The prior findings also indicate that CC have direct impact on ITP (Amoako, Kutu-Adu, Caesar, & Neequaye, 2019). From the results, we can observe that the influence of CC partially mediates the relationship between SMM and TMM on ITP. The Result also indicates that CC does not mediate the relationship between WOM and ITP in the context Samsung brand in Pakistan.

6. Conclusion

In this study It is found that all the developed hypothesis (H1a, H1b, H1c, H2 and H3a,H3b) are accepted with some changes as it can be observed that there occurs positive relationship between the (SMM, TMM, WOM) and ITP. H3c hypothesis is rejected in this study. Similarly results prove that CC has positive significant impact on ITP. Finally, CC mediates the relationship between the (SMM, TMM, WOM) and ITP. It is concluded that there exists a partial mediation between the (SMM, TMM) and ITP. Further it is analyzed that there is no mediation among the WOM and Customer Purchase Intention. Further reliability values also suggested that data is clean and the questioners which is used to gather the data is satisfactory, Confirmatory Factor Analysis also depicts that all the item values are within the given ranges and model is fit according to those values and the indices for structural equation modelling are also within the range of indices, proposing the fitness of model.

This research is an attempt to provide literature and good results regarding Impact of SMM, WOM and TMM on Purchase Intentions through customer commitment among professional accountants working in small audit firms of Pakistan who were using Samsung mobile as they are more conscious about their products particularly mobile technologies. Marketing activities are considered as a key element for the companies so from findings it can be conclude that when the customers are aware about the brands and services through the (SMM, TMM, WOM) then customers have higher Intention to Purchase. Similarly, when the customers remain Commit with the brands and services then the Customer Purchase Intention also high.

7. Implications for Theory and Practice

To the researcher's knowledge, the effects of Social Media Marketing and Traditional Marketing, Customer Commitment and Word of Mouth Marketing on Customer Purchase Intentions have been simultaneously studied for the first time in literature. In this study, the above mentioned three marketing concepts have been differentiated and the effect of these different methods on Cutomer Purchase Intentions is compared.

This study provides additional information about how Social Media Marketing, Traditional Media Marketing and WOM enhances Customer Commitment and eventually how Customer Commitment explains the Customer Behavior and effect the intention to Purchase. The results of this study suggest that Samsung Company may develop Online Advertisement Strategies that create higher Customer Satisfaction and meet the expectations of customers that will lead to favorable Purchase Intentions of customers. This infers that companies can enhance sales through direct purchases from online sources by giving more focus on Social Media Marketing and advertising. Moreover, more customers can be attracted through Social Media Advertising on various channels.

Furthermore, Traditional Media Marketing should not be ignored by the companies, as Digital Media and WOM is not being embraced by all the age groups and social classes. As the results show that Traditional Media Marketing blended with Digital Marketing and WOM produces significant effect on

Customer Intention to Purchase. In addition, Mobile Technology companies like Samsung must give importance and focus on providing the customers with after sale services through telecommunication for complaint handling and other services, through Social Media channels that is Instagram, Facebook, Twitter and others. It infers the significance of a diversified advertisement plan of Samsung through Digital and Traditional Media to provide customers better services and to enhance customer commitment and satisfaction.

Samsung should also use active social media campaign, free call centers from customer services, and email for customer complaints and information. Positive Word of Mouth can be generated through incentivizing and giving special discounts to the customers that share and spread the positive message, ads and other contents of the company on various Social Media channels. Opinion leaders and celebrities can also be used to promote the company through Social Media Campaigns and to attract more customers by creating opinion leader influence. Lastly, the content of messages used in Social Media Campaign must be carefully designed as it is crucial to give importance to customer expectations. Market research should also be conducted by Samsung for better understanding of customers' preferences and need, and this insight can be used for development of customized and high quality products that could lead to Customer Satisfaction and Customer Commitment and thus generate positive Purchase Intention.

8. Limitations and Future Research

As other studies, this study also have some limitations. The research design used in this study was cross sectional and due to limited time and resources, data collected at a single location that is Pakistan, which limits the generalizability of the findings. Future research may be conducted through longitudinal design. Moreover, the study was focused only on a specific high-involvement product that is Smartphone. Due to this the applicability of the results of this study is limited to high involvement products only. Future research may be extended to other product categories. Furthermore, future research may study the effect of other theoretical constructs or potential moderators (such as Price discount on the SMM, TMM, and WOM). Only Pakistan" was surveyed in this research therefore it is suggested that in future research other big and developed countries should be considered. In this research our sample size was controlled but in future research sample size can be increased. This study used quantitative data, whereas qualitative data should be used in future research. In this research respondents were professional accountants working in small accounting firms of Pakistan but in future study respondents belong to other sectors should be focused.

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