



Investigating the Moderating Role of Trust between Social Media Capabilities and Consumer Brand Engagement Across Textile Sector of Pakistan

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ABSTRACT

Social media has turned out to be a significant tool which reinforces both, consumer and firm to interact with each other and also modernizing the firm's way of relationship with consumer. Based on the commitment-trust theory of relationship marketing this study investigates the social media capabilities to attain consumer brand engagement. The relationship is moderated through the rarely addressed role of trust across consumers of Pakistani textile manufactured garment products. This study is quantitative in nature and followed deductive research approach. The primary data were collected through well-structured questionnaire from 307 domestic customers. The data was analyzed through advanced statistical techniques operated under smart-PLS and SPSS. The results disclosed that networking capability, image transferability and personal extensibility positively affects consumer brand engagement. The moderating role of trust is also established between the proposed relationships. The results are discussed and recommendations are provided to the targeted sector. The research findings are expected to be beneficial for targeted sector in particular and for other sectors in general.

Keywords: Networking Capability, Personal Extensibility, Image Transferability, Trust, Consumer Brand Engagement

JEL Classification: M1, M31

1. INTRODUCTION

Over the latest two decades, the use of internet as a medium of interaction among the geographically scattered consumers and brands is stimulating (Thomsen et al., 1998). Internet not only helps the organizations to connect with customers but also provides the platform to share latest content regarding their brand etc. (De Valck, 2009) Brand engagement on social media refers to the commitment of customers for appropriate decision making. Consumer brand engagement strength depends on the consumer associations with same referred group that influence the consumer brand engagement. Web based consumer engagement provides detailed information about consumer buying behavior including brand loyalty (Hollebeek, 2014). Generally, the consumers' online engagement motivated eight basic capabilities like venting negative

feelings, consumer relationship, self enhancement, helping the organizations, social benefits, advice seeking, economical benefit and online assistance as well as (Hennig-Thurau et al., 2004).

The organizations that facilitate their consumer online services provide the platform to interact with them and sought out the problems. Consumers' engagement with online community fulfills the purpose to maximize utility and decrease the level of the perceived problems (Nolan et al., 2007). The customer's intention behind the online engagement differ from person to person such as someone engage for browsing, someone for interaction and someone engages for seeking and providing the information about product and services that enhance the customer knowledge about products and services (Coulter et al., 2012). Pervious literature showed that there are many other capabilities

that have deep impact on consumer behavior in terms of social media. Customer is using the online media mainly on the basis of commitment, trust, utilitarian nature and intrinsic motivation based on the past experiences (Calder et al., 2009). Customer engagement with social media stimulated through entertainment, social and economic benefits by using the social media (Coulter et al., 2012).

This view suggested that customer brand engagement on social media fulfills their positive reinforcement needs and utilitarian needs. Another view noted that customer engagement on social media triggered by self-motivation capabilities such as price, brand affiliation, information services responses, incentives and promotions (Vivek et al., 2012). Studies also showed that user browsing and purchasing intentions affected by online activities like browsing the product and collecting the information about the product and services. Scholars argued that social media is most convenient tool which provide facilities like browsing, customizing, entertainment, opportunity seeking and complete information about products and services (Berthon et al., 2012).

Consequently, social media is the most powerful and growing phenomenon in the 21st century and it also influences the marketing strategy and activities (Goodrich and De Mooij, 2014). Traditional marketing required intensive managerial and branding skills but social media shift domain towards customers to get engaged with organizational brand (Okazaki and Taylor, 2013). Similarly, in traditional marketing perspective value is mostly derived from the tangible valuables goods in the economies (Ashfaque et al., 2020). Social media revolution changed the organization's interaction with customers through accessibility and scalability that resulted in high uses of products in national, international and local levels. Therefore, this study used the social media capabilities like networking capability, image transferability, and personal extensibility in order to check the consumer brand engagement. Such relationship between the social media capabilities and consumer brand engagement is further investigated under the moderation of trust.

As per concern of geographically and psychologically context social media deal with diverse consumers and emotionally distant markets. This study analyzes the customers of textile firms manufacturing leading garments in order to understand whether customer is engaged with their social media capabilities or vice versa. The textile firms' challenges seem to be overcome (Ali et al, 2020) through appropriate social media capabilities which supported to counter existing impediments and engage the consumer with brand. Pennanen (2007) argued that trust is the basic capability for successful long-term relationships of specific brand with customer. The trust is supposed to be developed by customers through social media capabilities (Vivek et al., 2012) for better engagement levels with the relevant textile brand (Choi et al., 2018). Thus, this study probes the relationship between social media capabilities like (networking capability, image transferability, and personal extensibility) with consumer brand engagement under the moderating role of trust. The investigation provides better decision making to practitioners for developing more context based social media policies.

2. LITERATURE REVIEW

2.1. Networking Capability and Consumer Engagement

The first social media capability is networking capability that maintains social networks. Networking capability empowers the consumers and non-consumers to interact with each other in such ways that are impossible before. This concept has been taken from networking theory, which means that to connect the people everywhere and empowered the people to share their opinions and users also discuss the discrete objects with each other (Lee et al., 2011). Networking capability enables the users to interact and communicate with each other, it also changes the business world into global village. Networking capability gathers the geographically scatter people on a platform which, increases individual power to take part in social networks (Hajer, 2018). Networking capability increases the online social groups' capacity which was not possible before web 2.0 (Bianchi and Andrews, 2015). Networking capability enhances the consumer power to generate comments and suggestions on social media about products and services. This capability of social media also produced electronic word of mouth (e-WOM) as well as converts the world into global village (Bell and Loane, 2010). Firms can use the networking capability to engage and configure the products and services (Mort, 2006).

Networking capability bolstered both consumers and firms to interact with each other and also craft new ways of reconfiguration (Mort, 2006). Online social groups, products discussions as well as the products and services modification according to targeting area base on networking capability (Lee and Youn, 2009). Networking capability builds long term relationships with consumers and also develops routine base interaction with consumers to maintain and sustain the products' quality and durability for long time (Mort, 2006). Social influence, in sense of social media perspective, refers to the consumer behaviour change according to their friends and social communities. Social media enables the consumers to change their opinions and taste accordingly their peers as well as friends. In our days social media small networks get attention from large amount of people (Anger and Kittl, 2011). According to Campbell et al. (2014), social media networks are the typical place where firms increase or decrease product reputation. According to Bearden et al (1989), there are two main capabilities of human behaviour modification, first is normative and second is informational. Normative factors compel the individuals to act like peers act in networks and informational capabilities individuals join groups for the sake of information. Thus, firm can take advantage to network capability as an important factor of social media capability to analyze the following hypothesis for consumer brand engagement:

H₁. Networking capability effects consumer brand engagement.

2.2. Image Transferability and Consumer Engagement

Second capability of social media is image transferability. This concept imitated congruence theory which means that organization activities will be matched with local market concerns (Lee et al., 2007). Brand image is the central tenet of firms, image

transferability deals with branding of the products and services online. This capability of social media can be described as, to build sustainable brand image in the mind of consumers online (Hajer, 2018). According to Gwinner (1997) to evoke favourable and positive consumer behaviour products need strong branding tools. Sustainable brand image is the challenge for the products due to conditional stimuli like brand extension, event sponsorship and product placement. To build uniform brand image in the mind of consumers is the most important objective of advertising strategy (Okazaki, 2006; Taylor, 2005).

Creation of the sustainable, differentiate and successful brand has become a challenge for organizations and organizations faced many difficulties to build same emotions in the customer (Pae et al., 2002). Social media enables the marketers to locate their brands into different games and videos that fit well with brand. This capability of social media uses to maintain consistent brand image, just because of self-presentation or self-disclosure (Lee et al., 2008; Kaplan and Haenlein, 2010). In many ways, social media is much better as compare to the traditional media to build brand image and it provides the opportunity to firms to tailoring ads. The traditional media do not provide the chance of manipulation once ads gone viral (Kaplan and Haenlein, 2010). Social media has plethora of features like verbal, visual and textual that help to make advertising attractive. The capacity to modify the verbal, visual, and textual elements is the central approach of this process. Therefore, image transferability helps the brand to capture customers by sponsoring in special events (Gwinner, 1997). Thus, the current study intends to investigate the following hypothesis:

H₂: Image transferability effects consumer brand engagement.

2.3. Personal Extensibility and Consumer Engagement

Personal extensibility is the third capability of social media. This capability can be described as consumers' ability to use communication technologies to communicate any time at any place. This concept has been taken from the mobility theory based on web 2.0 that is quite different from the traditional media because of its mobility feature (Parameswaran and Whinston, 2007). Personal extensibility helps the marketers to capitalize the consumer needs and wants in less time. (Hajer, 2018). Personal extensibility approach helps to beat the friction of distance through transportation as well as communication advancement (Okazaki and Taylor, 2013). Personal extensibility is the reciprocal of time space convergence and sudden advancement in communication and transportation technologies shriveling the world extending the open door for extensibility (Janelle, 1973).

Personal extensibility reduced the time for individuals to interact and communicate with each other who live in distance. On the other hand personal extensibility not only covered the distance issue but also save time for the human being. In this way power transfer into hand of the customers, they can easily share positive and negative experiences about the products and services. In previous studies, personal extensibility has been associated with impact capability of distance (Malhotra et al., 2009). In marketing, perspective distance can be considered as cultural, economic, and geographic distance in the context of targeting market, but with the

personal extensibility all of these distances can be reduce (Hajer, 2018). Therefore, the following hypothesis is analyzed regarding personal extensibility for consumer brand engagement:

H₃: Personal extensibility positively effects consumer brand engagement.

2.4. Trust and Networking Capability

Trust is an important and critical component in online purchase intention. The consumer did not even consider the product under any lack of trust which is mainly dispositional and interpersonal in nature (Kim et al., 2012). Social networking can be considered as a non-geographical society that base on homogeneous people having same interests (Muniz and O'guinn, 2001). Networking capability is social media approach and also used to gather the consumers all over the world, mainly based on trust. It is network of networks, which may be known as the gathering of different people in one platform it based if people have trust in social media. Online retailing means the online retailing activities take place between organization and customers by using net and telecommunication technologies to share values (Jones et al., 2000).

Extensive uses of electronic media became a challenge for the retailing relationship where retailers want to build longtime relationships with consumers (Berman, 2004). Physical separation of buy and seller perceived the insecurity to use internet and it also increases challenges of retailer to build a better internet relationship (Warrington and Caldwell, 2000). Internet lapses the most common news like hacking and business fraudulent. As per consumers concern they are conscious about secrecy, information, fraud through hacking card and identity theft as well (Newholm and Shaw 2007). Rest of the things retailers should develop is a trustworthy relationship with consumer to increase the sale and consumer loyalty. In internet platform, neither organizations offer physical products nor buy and sellers interact physically, so trust matters a lot under such context. Hence following hypothesis is being tested:

H₄: Trust moderators the relationship between networking capability and consumer brand engagement in such a way that it strengthens the relationship than weaken.

2.5. Trust and Image Transferability

Trust based on consumer norms values and beliefs rather it depends on hard facts and figures (Yannopoulou et al., 2011). Consumers' trust in social media brand image relies on consumer's behavior when consumers perceived that products are well matched to the consumer's best interests (Delgado-Ballester et al., 2003). Similarly, banking sectors are very fragile and are built on investors' trust and brand reputation (Shah et al., 2020), whereas the American bank and trust began in 1970 (Hussain et al., 2019). Image transferability is the formation of distinguished, positive, and defensible brand image in target market. Marketing is the tool that helps to reach the product from the place of production to ultimate consumer. As per marketing concerns trust considered the key capability that helps to build long term successful relationships with their customers (Pennanen, 2007). It considered as a difficult task for a consumer to engage in online purchase, as media give them satisfaction, confidence and

brand equity. In this perspective, consumer's engagement in online purchases indicated that consumers share and seek the information because they have the confidence of trust among friends, colleagues and social media networking.

Moreover, when customers perceived lack of security on online purchase they lost trust and it also plays as role of impediment in online transaction and brand engagement (Rios and Riquelme, 2008). Absence of trust is caused by the some serious objects like security, divulge of privacy and electronic fraud (Gorriz, 2003). More likely studies suggested that consumers are very conscious about the data that organization collects at the time of purchasing (Miyazaki, 2001). The pervious study suggested that trust as the conditional variable role that acts as moderating rather than direct affect (See-To and Ho, 2014). Thus consumers who perceive high level of trust are able to develop more association, attention and loyalty towards the brand engagement and as well as purchase. Trust is the relational exchange and initial stages of understanding from marketing perspective (Veloutsou et al., 2013). Therefore, following hypothesis is being tested:

H₅: Trust moderators the relationship between image transferability and consumer brand engagement in such a way that it strengthens the relationship than weaken.

2.6. Trust and Personal Extensibility

Earlier literature recommended that social media feature should consider dynamic aspects of trust for better customer retention (Shan and King, 2015). The trust based on personal extensibility ideas shelters not only distance like (capitalize consumers' needs and wants) but also time barrier (needs and wants immediacy). Personal extensibility theme of social media enriches the consumers to communicate with each other with more trust. Trust consider as basic part of purchase intentions before making a decision online purchase consumers consider the trust than access the product and services. Within organizations' communication, private or government sector and e-commerce contexts trust have been noted as the prime consideration of individuals. Prior studies noted that trust may be exchanged phenomena it exchanges one person to another person, organizations to organizations and community to community. It is projected that e-commerce will not fully in practice if consumers perceived lack of trust (Merrilees and Fry, 2003).

Trust at online social networking sites means individuals' confidence to rely on other whom they trust (Moonman et al., 1993). Literature suggested trust is central driver that changes the interpersonal and group behavior. Trust is very difficult across individuals as everyone possess different attitude and behavior about specific brand and seller (Dwyer et al., 1987) but trust plays an important role when a consumer pursue personal extensibility towards a specific brand (Powers et al., 2012). Consumers' trust can be described as the consumers' dependency or rely on products and services due to its function as well as credibility (Chaudhuri and Holbrook, 2001), which leads to the consideration of its moderating affect. Hence following hypothesis is being tested:

H₆: Trust moderators the relationship between personal extensibility and consumer brand engagement in such a way that it strengthens the relationship than weaken.

2.7. Research Model

The study framework is presented in Figure 1.

3. RESEARCH METHODOLOGY

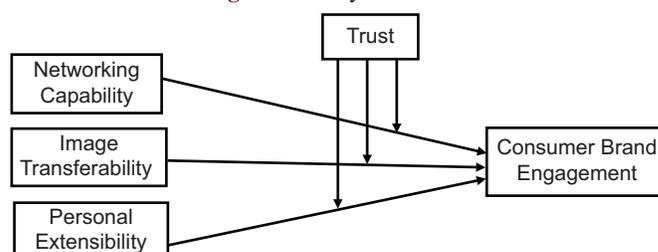
The quantitative research method with deductive approach is applied in this research study under unique context of textile industry consumers at underdeveloped country, Pakistan. Domestic consumers were selected who have knowledge about online shopping and they were engaged in social media for online shopping of textile brands. As per scope of the study, the convenience sampling technique under the non-probability type is applied, wherein sampling entails respondents on the basis of consensus, accessibility and convenience (Battaglia, 2008). In accordance with Singleton and Straits (2005) recommendation sufficient sample size of 307 is obtained for better population representation. Across 410 distributed questionnaires, 307 were correctly responded yielding a sufficient response rate of 75%. Questionnaire is the best tool to determine the research objectives (Saunders et al, 2009), so current study followed the questionnaire as a tool for data collection. The current study adopted and adapted the questionnaires from reliable and valid research studies.

The social media features scale developed Mikalef et al. (2013) is utilized. This includes networking capability (NC) comprises of five items, wherein the sample item includes "I Like to browse for extracting information about brand." Image transferability (IT) comprises of four items, wherein the sample item is "Quality of brands is extremely high on social media" and personal extensibility (PE) comprises of four items, wherein the sample item is "Convenient medium to discuss and browse brand." Trust is measured with five items, developed by Weisberg et al. (2011), wherein the sample item is "Trust information written by others on social media is experience based." The consumer brand engagement (CBE) is measured with eight items, developed and validated by Hollebeek et al., (2014), wherein the sample item is "I have a special bond with the brands that I like." The response was measured through five points Likert scale and order of responses were 1 = strongly disagree, 2 = disagree, 3= neutral, 4 = agree and last 5 = strongly agree all items measured base on scale. This research study executed advance statistical techniques for data analysis and to check robustness of data as under.

3.1. Confirmatory Factor Analysis (CFA)

Confirmatory factor analysis is applied to analyze items loadings on respective latent variables, discriminant validity, convergent validity, composite reliability, and average variance extraction, in

Figure 1: Study framework



accordance with values explained by Hair et al. (2011) & Fornell and Larker (1981), respectively.

The Figure 2 depicts the appropriate range of factor loadings on latent variables of the study which is >0.60, as recommended by Hair et al. (2011). The only endogenous variable (consumer brand engagement) reflects sufficient value of the R square (Cohen, 1988) which is 0.342, showing that 34% of the variance in consumer brand engagement was explained by exogenous variables of the study.

3.2. Construct Reliability

Following Table 1 shows the reliability of items that are used to explain the variables. This table provides the sufficient values of reliability in terms of Cronbach alpha and Composite reliability ranges above 0.70. The AVE is also >0.50 in alignment with recommendations of Fornell and Larker (1981):

3.3. Discriminant Validity

Discriminant validity measures show the level to which the items are differentiated among the construct, it ensures that the items belong to different variable and are non-overlapping (Fornell and Larker 1981). In this analysis diagonal values must be greater than other values. The following Table 2 reflects that the diagonal values (0.800, 0.845, 0.879, 0.894 and 0.814) are greater than other, which strengthen the discriminate nature of each measured variable:

3.4. Demographics

The Table 3 shows the demographic characteristics of respondents, which upholds the sample spirit as true reflection of the population. The affect of demographics on dependent variable is controlled

in order to analyze impartial response of targeted consumers (Allworth and Hesketh, 1999). The targeted domestic respondents are mostly middle aged, male, average salaried individuals who possess most recent experience at online shopping.

3.5. Correlation

The values in Table 4 depict the sufficient level of association between the variables, which are in alignment with hypothesized relationships as under:

3.6. Moderated Regression Analysis

Following Table 5 shows the sufficient moderated regression analysis values depicting significant unit by independent variable and interaction terms on dependent variable. The sufficient percentage change is also reflected which is caused by all variables on the dependent variable:

4. DISCUSSION

The study investigates the key capabilities of social media with consumers’ brand engagement across consumers of garment textile sector. The moderating role of trust is analyzed under the said relationship. The findings of tested hypothesis are discussed as under:

4.1. Hypothesis 1

First hypothesis which was “Networking capability effects consumer brand engagement” is accepted, providing positive effect. The finding is supported under Hofstede (1984) cultural dimensions which are equally accepted all around the globe. Spontaneously social networks formation clearly linked to

Figure 2: Factor loadings on latent variables

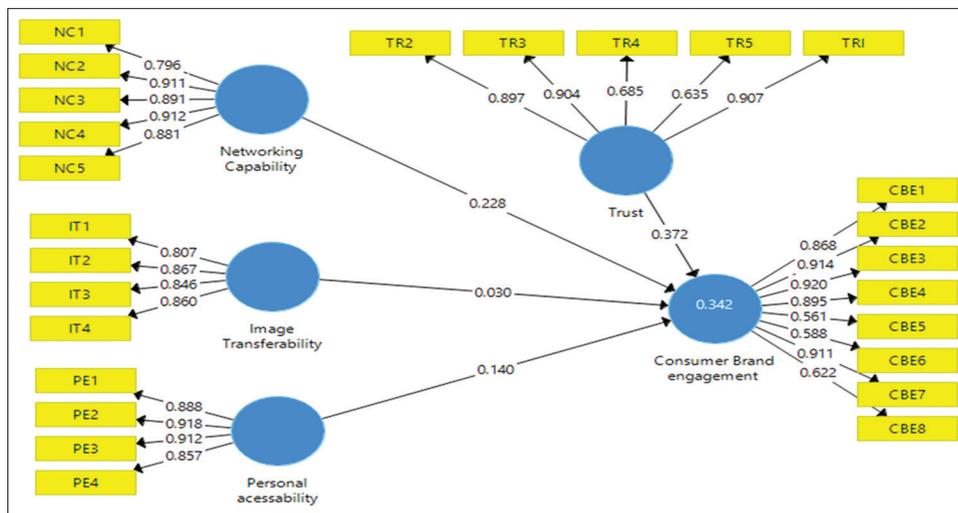


Table 1: Construct reliability

| Constructs | Items | Cronbach’s α | Composite reliability | Average variance extracted |
|---------------------------|-------|--------------|-----------------------|----------------------------|
| Consumer brand engagement | 8 | 0.915 | 0.932 | 0.639 |
| Image transferability | 4 | 0.867 | 0.909 | 0.714 |
| Networking capability | 5 | 0.926 | 0.944 | 0.773 |
| Personal extensibility | 4 | 0.916 | 0.941 | 0.799 |
| Trust | 5 | 0.873 | 0.906 | 0.663 |

Table 2: Discriminant validity

| Items | 1 | 2 | 3 | 4 | 5 |
|-------|--------------|--------------|--------------|--------------|--------------|
| 1.CBE | 0.800 | | | | |
| 2. IT | 0.373 | 0.845 | | | |
| 3. NC | 0.403 | 0.408 | 0.879 | | |
| 4. PE | 0.413 | 0.571 | 0.566 | 0.894 | |
| 5. TR | 0.485 | 0.458 | 0.225 | 0.342 | 0.814 |

CBE: Consumer brand engagement, TR: Trust, NC: Networking capability, IT: Image transferability, PE: Personal extensibility

Table 3: Demographic analysis

| Characteristic | Frequency | Percentage | Cumulative percentage |
|-----------------------|-----------|------------|-----------------------|
| Gender | | | |
| Male | 188 | 61.2 | 61.2 |
| Female | 119 | 38.2 | 100.0 |
| Total | 307 | 100 | |
| Age | | | |
| 20-25 | 153 | 49.8 | 49.8 |
| 26-30 | 87 | 28.3 | 78.2 |
| 31-35 | 33 | 10.7 | 88.9 |
| More than 35 | 34 | 11.1 | 100.0 |
| Total | 307 | 100 | |
| Income | | | |
| 30000 | 81 | 26.4 | 26.4 |
| 30000-60000 | 63 | 20.5 | 46.9 |
| 60000-120000 | 41 | 13.4 | 60.3 |
| More than 12000 | 25 | 8.1 | 68.4 |
| Cannot tell | 97 | 31.6 | 100.0 |
| Total | 307 | 100.0 | |
| Average buying | | | |
| At least once a month | 124 | 40.4 | 40.0 |
| Once in 6 month | 92 | 30.0 | 70.4 |
| Once a year | 91 | 29.6 | 100.0 |
| Total | 307 | 100.0 | |

Table 4: Correlation analysis

| Variables | 1 | 2 | 3 | 4 | 5 |
|-----------|----------|----------|----------|----------|----------|
| 1. CBE | 1 | | | | |
| 2. TR | 0.426** | 1 | | | |
| 3. NC | 0.345** | 0.213 ** | 1 | | |
| 4. IT | 0.339 ** | 0.493 ** | 0.413** | 1 | |
| 5. PE | 0.372 ** | 0.357** | 0.508** | 0.574 ** | 1 |

n=307, *P<0.05, **P<0.01, ***P<0.001. CBE: Consumer brand engagement, TR: Trust, NC: Networking capability, IT: Image transferability, PE: Personal extensibility

Table 5: Moderated regression analysis

| Predictors | Consumer brand engagement | | |
|----------------------------|---------------------------|----------------|--------------|
| | β | R ² | ΔR^2 |
| Step 1 | | | |
| Control variables | | 0.117 | |
| Step 2 | | | |
| NC | 0.210*** | | |
| IT | 0.184* | | |
| PE | 0.245*** | | |
| TR | 0.173** | 0.287 | 0.170* |
| Step 3 | | | |
| Interaction term 1 (NC*TR) | 0.296*** | | |
| Interaction term 2 (IT*TR) | 0.188** | | |
| Interaction term 3 (PE*TR) | 0.271** | 0.342 | 0.055* |

*P<0.05 **P<0.01, ***P<0.001. NC: Networking capability, IT: Image transferability, PE: Personal extensibility, TR: Trust

individualism verses collectivism. Highly individualist cultures tend to rely on independent social patterns as collectivism philosophy people like to interconnect and share experiences, ideas, norms and values. Individualism and collectivism aspects can be synonymous with independent – dependent known as self- schema theory (Wang and Chang, 2001), which used to international and national advertising (Okazaki and Mueller, 2007). From this viewpoint collectivist, extremely associated cultures could use social media to form closely connected networks more efficiently as compared to individualists lose connected cultures. As a finding social media adhere to connect large population and large amount of information exchange.

The finding is also supported under previous studies conducted in distinct contexts representing online social networking communities that have a strong impact on consumer product selection and buying behavior (Herrmann et al., 2005; Wang, 2012). Fischer and Reuber (2011) suggested that consumers' behavior and thinking could be change with other comments and opinions as well. There are many studies that show the online community impact products and services adaptability (De Valck et al., 2009; Rajagopalan, 2003). Laroche et al. (2013) suggested online networking also helps in brand loyalty and trust for long time. Social networking plethora facilities like consumers can participate, collaborate share values and make relationships everywhere and also get information (Kaplan and Haenlein, 2010). Therefore, the consumers play an active as well as passive role under the usage of online networking sites.

4.2. Hypothesis 2

The second hypothesis which based on the second feature of social media “Image Transferability effects consumer brand engagement” is accepted, providing positive effect. Social media more and less builds the online primary and secondary ties with the consumer based on trust. As a result, online word of mouth generated because consumers are unbiased and know each other better (Bayraktaroğlu and Aykol, 2008). Online branding has a huge impact on consumer behavior comparatively other branding tools like traditional media, like printed media and word of mouth as well as creating relationship with consumers (Roberts, 2004). According to Xia et al., (2012), social media is different as compared to conventional media, which can change consumer behavior and brand image. According to congruence theory if firms meet the needs and want of the target area can build brand image in mind of consumers.

Finding discloses that image transferability deals with an essential part of firm's attention, which is branding. Brand image considers fascinating similar consumer division and brand image is the prime concern of firms. Hence brand image is the more powerful tool for international and national marketing (Okazaki et al., 2006; Taylor, 2005). This technique needs identical strategic aspects not the exceptional elements for ads. Social media may take attention to where traditional media have no or less importance. In this respect social media propositions of noteworthy brand image. So by using social media firms could use different tools like videos and games that quite fit with nature of brand.

4.3. Hypothesis 3

The third hypothesis which was “*Personal extensibility effects consumer brand engagement*” is accepted, providing positive effect. This finding is supported by mobility theory, which clarifies that human mobilization and activities increase due to extensibility like easy to use, usefulness and lastly interface convenience (Parameswaran and Whinston, 2007). Research studies indicated when consumer feel easy to use, it changes the consumer buying attention online (Davis, 1989; Hong and Tam, 2006; Hong and Tam, 2006). According to Davis et al. (1992) have associated the consumer engagement with brands just because of when consumers perceived usefulness. As personal extensibility means that individual believes that this capability helps to build easy and effective communication with others. In the study of Chae et al. (2002), he examined that quality of social media interface influence the consumers’ satisfaction and loyalty. Mobile commerce report by Durlacher Research Ltd (2000) also indicated that personal extensibility also reduces the expenses up to 50% as well. Considering inconvenient tools of traditional media need many mental and physical efforts (Kamba et al., 1996). Due to mobilization power go into hand of consumers and it also makes consumers voice strong (Parameswaran and Whinston, 2007). In this way, consumers can overcome many difficulties like time and space troubles by single click. Personal extensibility shrinking the world into global village and consumers can connect anytime anywhere without any chaos.

4.4. Hypothesis 4

Hypothesis 4 indicating “*Trust moderators the relationship between networking capability and consumer brand engagement in such a way that it strengthens the relationship than weaken*” is accepted. Trust can be considered as a strong driver, which can change interpersonal as well as community behavior (Golembiewski and McConkie, 1975). Consumer brand engagement by using social media can be split into two dimensions, one is personal interest and second one is information interest. Online consumer brand engagement occurred due to personal information and the information about the brand which is necessary for brand selection (Miyazaki, 2001). Intrinsic and extrinsic needs stimulate to engage brands online. Online marketing and shopping based on trust and can be considered as the central part of online purchase and connectivity (Pennanen et. al, 2007). Consumers are inquisitive and claim for mental satisfaction for online engagement with brands.

The finding is supported under Rohm et al (2013) study that consumers need information and people give preference to socialize on the base of trust. Online trust behavior of consumers for brand image and brand loyalty very difficult, it can be measure at shopping (Powers et al., 2012). Brand trust online shopping means that willingness to pay for brands base on brands listed features as well as trust in online branding (Chaudhuri and Holbrook, 2001. p. 82). Asymmetrical information can cause of trust in online purchasing while on other hand symmetry information increase online purchase and trust online communities as well as networks (Chiu et al., 2010). Trust considers as the central factor that may positively affect the online networking (Gefen et al., 2003).

4.5. Hypothesis: 5

Hypothesis five “*Trust moderators the relationship between image transferability and consumer brand engagement in such a way that it strengthens the relationship than weaken*” is accepted. The finding is supported under research work by Hajer (2018) who explained that in social media advertising three main tools (verbal, visual and textual) were executed under the trust factor of customers. The previous study conjectured that culture may be individual’s self-concept dominated in consumptions and using objects like (type of fashion worn, the model of car driven) and image transfer through videos or games for brands make the brand more effective (See-To and Ho, 2014). In this type of culture people just focus on the things which have to change or reinforce the self-concept and energetic for “*meaning*” in services and products which change the self. As previous literature showed that when consumers trust online products are trustworthy, this increases the consumption of products and services online (Cronin et al., 2000; Dodds et al., 1991; Zeithaml, 1988). By using social media firms can brand their products and services globally. There are many factors like perceptions, expectations, attitudes and behavior could change consumer trust online brand image. Social media also enables the firms to make online communities and some extant to produce E-WOM (electronic word of mouth). According to previous studies, electronic word of mouth and trust affect the brand image (Fournier and Avery, 2011; Laroche et al., 2012; Zhou et al., 2012).

4.6. Hypothesis: 6

Hypothesis 6 “*Trust moderators the relationship between personal extensibility and consumer brand engagement in such a way that it strengthens the relationship than weaken*” is accepted. Social media has enormous applications and vast area coverage, it also enables the individual to produce and distribute information by their own will they are not bound (Hajer, 2018). According to Taylor (2009), social media or other online tools empower both consumers and firms’ employees for more better performance and marketing. The brand oriented product utility increased the sales and employees of branded organization were also motivated and stay retained for much better contribution (Sarmad et al., 2016). Hence social media capacity of market reach and personalization may lead to impressive role in advertising strategies as it infiltrate personal and also in business strategies. Here a special interest for study that personal extensibility depends on mental state of individuals either they have trust in social media or not. Consumer engagement element activated through motivational variables instead of the motivational role (Alsaad et al., 2017). Thus here assumed that when consumers perceived a high level of trust about digital tools they will definitely discuss the products and services, these intentions lead to product promotion and provoke other individuals to purchase products online (Sanchez-Franco, 2009).

5. CONCLUSION

This paper examines the three capabilities of social media, namely networking capability, image transferability, and personal extensibility which enable the practitioners to reach markets and interact with consumers under moderating role of trust. The said relationship is tested and established under the commitment-trust

theory of relationship marketing. Findings also show that these capabilities provide opportunities for firms to engage in effective marketing. Furthermore, trust as moderator strengthens the relationship between said social media capabilities with consumer brand engagement. These facts highlight the importance of social media capabilities and consumer brand engagement in domestic level advertising for textile industry mainly engaged in garment product in Pakistan. Networking capability, image transferability and personal extensibility capabilities of social media help to engage the consumer and also change the consumer behavior about products, brands and services as well. Theoretically, this study contributes to consider the moderating role of trust for consumers brand engagement through social media. Practically, this study provides gateway to targeted sector in general and other sector in general to make the impressive and fruitful strategies for online advertising across social media to attract and retain the customers leading to attain competitive edge.

5.1. Implications

This segment discusses the study implications which may help the firms for better operations, strategies, efficient and effective productivity and learn about consumer brand engagement online.

5.1.1. Practical implication

- First of all, when organizations go for online marketing they must clear the rules and regulations to engage the consumers online
- Secondly, each firm should have their own social media capabilities to match the firms endeavors with consumers needs and wants
- Thirdly, the textile garment sector need to engage customer with more rigorous social media capabilities to safe firms during harmful and robust circumstances
- Lastly, this study exhibited social media importance and consumer brand engagement by taking trust as an important moderating factor.

5.2. Theoretical Implications

This study decomposes the social media capabilities (networking capability, personal extensibility, and image transferability) and checks the impact of these capabilities on consumer brand engagement. Current study is unique in execution, as it takes trust as a moderator and applies this model in unique context of Pakistan, garment sector. Earlier studies considered social media capabilities on qualitative aspects examination (Bianchi and Andrews, 2015; Hajer, 2018; Okazaki and Taylor, 2013) but this study examine the relationship across variables under quantitative research method with empirically tested data under moderating role of trust.

5.3. Limitations

Respectively every study has flaws which, can be considered as limitations and also contain recommendations for future research attention. This study has been selected limited respondents due to time limitation. Targeting sample was selected from Pakistan and the sample size was also limited. Consequently, other research should be conducted in other developed countries, with large sample with no time limitation. All the variables which have been

selected limited other variables in this perspective can be selected like buying behavior, brand equity and perception as well. Current study has given limitations.

- Current study has been conducted in Pakistan and considers limited population not represented whole population of Pakistan
- Cross sectional data was used in this study as per respondents' accessibility dynamics
- This study just focused on social media advertising and consumer brand engagement this was also limitation and considered all those people who have to buy even one time whole life
- This study did not consider the culture element, government policies, and mobile base advertising.

5.4. Directions for Future Research

- Current study used the population from Pakistan and further investigation can be conducted across other origins of Asia
- Current study collected the data from garment textile sector, while further analysis can be conducted across other service sectors as well
- The moderator of trust can be replaced with cultural aspects and mediating role of variables can be added for more efficient outcomes.

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