

Table of Contents

THESIS APPROVAL	IV
Table of Contents	VI
Foreword	XII
Acknowledgement	XIII
Abstract	XIV
Chapter 1	1
Introduction	1
1.1 Background	1
1.2 Phenomena	7
1.3 Research Problem Formulation	13
1.4 Research Objectives	14
1.5 Research Contribution	15
1.5.1 Theoretical Contribution	15
1.5.2 Practical Contributions	16
1.6 Scope of The Study	16
1.7 Research Outline	16
1.7.1 Chapter 1: Introduction	17
1.7.2 Chapter 2: Literature Review	17
1.7.3 Chapter 3: Research Methodology	17

1.7.4 Chapter 4: Results and discussion	17
1.7.5 Chapter 5: Conclusions and recommendations	17
Chapter 2	18
Literature Review	18
2.1 The Theory Surrounding Brand	18
2.2 Variable Definitions	20
2.2.1 Brand Image	20
2.2.2 Brand Trust	23
2.2.3 Social Media Marketing	25
2.2.4 User Intention	27
2.2.5 E-Word of Mouth	28
2.3 Hypotheses Development	33
2.3.1 Social Media Marketing and User Intention	33
2.3.2 Social Media Marketing and Brand Trust	34
2.3.3 Social Media Marketing and Brand Image	34
2.3.4 Brand Image and User Intention	35
2.3.5 Brand Trust and User Intention	35
2.3.6 E-WOM Moderates Social Media Marketing and User Intention	36
2.4 Theoretical framework	37
Chapter 3	38
Research Methodology	38
3.1 Research design	38

3.1.1 Positive Paradigm	40
3.1.2 Deductive Method	40
3.1.3 Quantitative Method	41
3.1.4 Survey Strategy	41
3.1.5 Cross-sectional	41
3.2 Research Object	42
3.3 Unit of Analysis	42
3.4 Conceptual and Operational Definitions	43
3.5 Population and Sample	52
3.5.1 Sample Size	52
3.5.2 Sample Selection	53
3.6 Data Collection	54
3.7 Data Analysis Method	55
3.7.1 Multivariate analysis: Partial Least Square (PLS-SEM)	55
3.7.2 Outer Model	56
3.7.2.1 Indicator Reliability – Outer Loading	58
3.7.2.2 Construct Reliability – Cronbach's Alpha	58
3.7.2.3 Construct Validity – AVE Discriminant Validity	58
3.7.3 Inner Model	60
3.7.3.1 Multicollinearity – Inner VIF	61
3.7.3.2 Coefficient of Determination (R squared)	61
3.7.3.3 Effect Size (F squared)	62

3.7.3.4 Blindfolding (Q Squared).....	62
3.7.3.5 PLS Predict.....	63
3.8 Pretest.....	64
3.8.1 Outer Loadings.....	65
3.8.2 Indicator Reliability.....	65
3.8.3 Construct Reliability.....	68
3.8.4: Convergent Validity (AVE).....	69
3.8.5 Discriminant Validity.....	70
3.9 Proposed Research Model.....	71
Chapter 4.....	72
Results and Discussion.....	72
4.1 Respondent Profile.....	72
4.2 Age Profile.....	73
4.5 Descriptive Statistics.....	75
4.6 Inferential Statistics.....	78
4.7 Convergent Validity Testing – Actual Test.....	78
4.8 Discriminant Validity.....	80
4.9 Outer Model.....	85
4.10 R-Square Value.....	85
4.11 R-Square Adjusted.....	86
4.12 Goodness of Fit.....	87
4.13 Common Method Bias.....	89

4.14 Predictive Relevance	91
4.15 F-Square	92
4.16 PLS-Predict	94
4.17 CVPAT	98
4.18 Inner Model	100
4.19 IPMA	100
4.20 Hypothesis Testing	104
4.22 Discussion	107
4.22.1 Social-Media Marketing positively influences user intention	108
4.22.2 Social Media Marketing has a positive correlation to brand trust	109
4.22.3 Social Media Marketing positively influences brand image	110
4.22.4 Brand image positively influences user intention	111
4.22.5 Brand Trust has a positive correlation to User Intention	112
4.22.6 E-WOM has a positive moderate SMI and user intention	113
4.24 Results Comparison with Salhab et al. 2023	114
Chapter 5	117
Conclusions	117
5.1 Conclusion	117
5.2 Theoretical Implications	119
5.3 Managerial Implications	122
5.4 Limitations	124
5.5 Future Suggestions	124

Bibliography	126
Appendix A: Questionnaire	134
Appendix B – SmartPLS Results	140
Pretest	140
Actual Test Results	143

