Search Online and Purchase Offline: The Role of Instagram Marketing, Consumer Behavior and Webrooming in Building Brand Loyalty

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ABSTRACT

In Pakistan, consumers’ brand loyalty is changing due to emergence of advanced and modern marketing strategies. Therefore, the bricks and clicks businesses are facing a lot of challenges because of deviating consumer behaviors in showroming and webrooming modes. This study aims to explore webrooming as an appropriate strategy for developing brand loyalty for bricks and clicks businesses in Pakistan. The target population of this study was the consumers who purchased different online brands in Pakistan. The data was collected on a five-point Likert scale questionnaire and analyzed through Smart PLS 3.0. This research concludes that bricks and clicks businesses can utilize webrooming to develop brand loyalty by modifying consumer behavior through Instagram marketing. This contribution to the body of literature is remarkable as this area of research was not considered by any earlier studies in consumer behavior domains. The academic and marketing implications of this study are appropriate for developing strategies to modify consumer behavior for brand loyalty with Instagram marketing and webrooming.

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1. Introduction

The behavior of searching online and purchasing offline is developed with the spread of information on the internet (Alghizzawi et al., 2018; Hays et al., 2013; Jaya & Prianthara, 2020; Salem & Alanadoly, 2020). In past, people used to purchase products after visiting the showrooms (Taghikhah et al., 2021). The purpose of showrooms was to display the products to the consumers for their better cognitive association with the product for purchasing (Arora & Sahney, 2017; Flavián et al., 2020). However, with the development of digital marketing and bricks and clicks business model, the information related to products is provided to customers on different platforms including websites and social media (Yaqub et al., 2022). In America and Europe, the trend of blogging is increasing because most people are directly linked with blogging as they are getting better and more detailed information about the products on different blogs (Flavián et al., 2016). In addition to it, YouTube has changed the traditional concepts of showrooming as most of the information and review of products are presented on it, and consumers get appropriate information about the products and services (Nguyen, 2020).

Webrooming refers to the details of products and services available on different social media platforms for customers (Flavián et al., 2016). Webrooming is used by different businesses as an alternative to showrooming to provide related information to customers (Flavián et al., 2019, 2020). The trend of webrooming is increasing as the market is now mature, and the customers have the intention to get detailed information about the products and services pre-purchase (Arora & Sahney, 2019; Aw, 2020). Amazon is the largest online business platform and it is providing the opportunity of webrooming to consumers for the purchase of products (Arora & Sahney, 2017; Aw, 2020; Jing, 2018). According to a survey, 97% of customers at Amazon are satisfied with webrooming services, because they believe webrooming provides detailed information about products before purchasing products and services (Arora & Sahney, 2019; Aw, 2019; Jing, 2018; Sahu et al., 2021). The bricks and clicks business in America are shifted to webrooming because this service is appropriate to provide related information to the customers on single clicks (Kang, 2018; Sahu et al., 2021; Shankar & Jain, 2021).

The existing literature has studies related to Instagram marketing as the top-rated branding strategy for new and existing businesses (Hida & Dewi, 2021; Jin & Austin, 2021). The area of research related to consumer behavior and brand loyalty is also discussed in the earlier studies (López-Sanz et al., 2021; Taghikhah et al., 2021; Yaqub et al., 2022). The relationship of webrooming as the best strategy for product selling is also already existing in earlier literature (Aw, 2019; Kang, 2018; Kleinlercher et al., 2020; Shankar, 2021). However, the area of research related to the mediating role of webrooming in the relationship between Instagram marketing and brand loyalty has not been tapped (Aw et al., 2021b; Flavián et al., 2016; Kleinlercher et al., 2020; Orús et al., 2019). In addition to it, the earlier literature neglected the moderating role of consumer behavior for brand loyalty (Minh, 2015; Rawat, 2022). In this regard, the proposed framework of this study is designed to determine the role of consumer behavior as a moderator in the relationship between Instagram marketing, webrooming, and brand loyalty. In addition to it, this study aims to explore the role of webrooming as a mediator in the relationship between Instagram marketing and brand loyalty.

The proposed framework of this study is based on development of critical hypotheses for brand loyalty with webrooming as a mediator and consumer behavior as a moderator. The significance of these relationships would help future research to understand the concepts of brand loyalty with
webrooming and consumer behavior. In addition to it, this study has reliable and worthy implications for literature as it provides a remarkable framework explaining the relationship of variables in the body of knowledge. In addition to it, the academic implications and marketing implications of this study would enhance the brand loyalty of new and existing businesses by working on Instagram marketing and webrooming to persuade consumer behavior.

2. Literature Review and Proposed Framework of Study

2.1 Instagram Marketing, Webrooming, and Brand Loyalty

Instagram marketing trend has increased with the use of the internet by a large number of people (Rawat, 2022; Schiessl et al., 2022; Srivastava et al., 2022). Digital marketing provides insight into Instagram marketing because Instagram influencers are creating content and influencing the customers to purchase the product or services (Arora & Sahney, 2018; Flavián et al., 2016; Hu & Tracogna, 2021; Minh, 2015). In the traditional time, Facebook marketing was at its peak because it was the only accessible social media platform to the people of the community for communication (Flavián et al., 2016, 2020; Hu & Tracogna, 2021; Khoshtaria et al., 2021). Over time, the market trend has changed and the social media websites and applications are used for marketing purposes by different organizations (Aw et al., 2021a; Choi & Yang, 2016; Herrero-Crespo et al., 2021; Khoshtaria et al., 2021; Shankar & Jain, 2022). Alibaba is promoting products and services on Instagram for customers (Salem & Alanadoly, 2020). Similarly, in America, Instagram marketing is used by local bricks and clicks businesses to provide content and information about the products and services to the customers (Gohil, 2015; Liang et al., 2021). The marketing of different products and services on Instagram can provide an alternative option for sustainable marketing to create content and promote it on social media to a selected segment of the audience (Mirbabaie et al., 2021; Munar et al., 2013). In the UK, more than 70% of marketing companies of digital media utilize Instagram because a lot of people are using Instagram for communication (Liang et al., 2021). The frequency of Instagram marketing campaigns facilitates the communications about different products and services to the customers for the longer term (Jaya & Prianthara, 2020; Rawat, 2022; Shamim & Islam, 2022). The profit of Instagram marketing is increasing for Amazon in America because most of the sellers on Amazon are getting the potential consumers through Instagram (Agarwal et al., 2021). The concept of Instagram marketing is developing in the digital marketing arena of not only the advanced countries, but also of the backward countries (Leung et al., 2013). In Pakistan and India, Instagram marketing has potential for the consumers because a lot of youth are using Instagram for communication and they are provided with promotional campaigns on Instagram by different brands (Jaya & Prianthara, 2020). In the current era, the market is mature and branding has become a critical challenge for different business firms (Peralta, 2019). In this regard, Instagram marketing is an appropriate tool for branding to influence the consumers with the help of uniquely created marketing content to persuade the customers to purchase (Shamim & Islam, 2022).

Hypothesis 1: Instagram marketing has an impact on webrooming.
Hypothesis 2: Instagram marketing has an impact on brand loyalty.
Hypothesis 3: Webrooming has an impact on brand loyalty.

2.2 Consumer Behavior and Webrooming

The behavior of any individual consumer is significant because it helps marketers to create a unique marketing campaign to persuade the customers for purchasing (Jang & Hsieh, 2021; López-Sanz et al., 2021; Nassani et al., 2013; Yalley, 2021). In modern times, different studies have been conducted on consumer behavior related to its relationship with customer satisfaction (Trimurti & Utama, 2021; Widayat et al., 2021; Xiao et al., 2011). Indeed, positive consumer behavior provides an
opportunity for customer satisfaction for the branding (Yaqub et al., 2022). In this regard, marketers are always concerned about the behavior of the consumer because it has the potential for the development of sustainability in marketing and influencing the consumers (Kutaula et al., 2022; Taghikhah et al., 2021; Xiao et al., 2011; Yaqub et al., 2022). Different marketing campaigns are designed to influence consumer behavior for purchasing, and the behavior of every individual consumer is different from other consumers (Arora & Sahney, 2018; Huh & Kim, 2022; Schiessl et al., 2022). In addition to it, different studies have explained the relationship between consumer behavior and customer satisfaction for a better and long-term relationship with the customers (Goraya et al., 2020; Nassani et al., 2013; Schiessl et al., 2022; Sun et al., 2022). The satisfaction of every individual customer is important for marketers because they want to develop long-term customer-based brand equity in the target market (Hoe & Mansori, 2018; Imran et al., 2019; Islam et al., 2021; Rita et al., 2019). The customers that receive a positive response from brands, develop a positive attitude and positive behavior towards that brand (Hao, 2011; Hoe & Mansori, 2018; Salamat et al., 2013). In the case of Walmart, the consumer behavior is satisfied and it is the opportunity for Walmart to develop a competitive advantage in the target market by influencing the consumer behavior to a greater extent by providing better products (Hoe & Mansori, 2018, 2018; Imran et al., 2019; Islam et al., 2021; Rita et al., 2019). Similarly, the responsibility of each consumer is to develop brand loyalty with the brand that is providing better products and services in the market as compared to the other competitors (A. D. Lakmali & Kajendra, 2021; Yaqub et al., 2022; Yu et al., 2021). It is difficult to influence educated and mature consumers with little tricks because they have all the marketing information (Hameed et al., 2018). The responsibility of business management is to provide quality products and services to these consumers, and the after-sales services should be provided to develop long-term relationships with consumers (Jaya & Prianthara, 2020; Rawat, 2022; Shamim & Islam, 2022). The businesses that are providing the facility of webrooming, it is a better opportunity for the consumers to get all the related information on the internet (Arora & Sahney, 2017, 2019; Flavián et al., 2016, 2019, 2020; Mukherjee & Chatterjee, 2021; Rawat, 2022). These webrooms are designed to provide all the detail of the product on the internet to enclose the behavior of a consumer before purchase (Arora & Sahney, 2019; Minh, 2015; Orús et al., 2019; Rawat, 2022; Schiessl et al., 2022). In the case of Walmart, 79% of consumers are satisfied with webrooming services provided by Walmart including all the related information about the products (Flavián et al., 2016; Manss et al., 2020; Sun et al., 2022). Consumers believe that webrooming is an effective way to provide related information about products and services in the target market to the customers (Arora & Sahney, 2019; Goraya et al., 2020; Mukherjee & Chatterjee, 2021; Rawat, 2022). In Australia, bricks and clicks businesses are designed to provide product-related information in webrooming for providing better opportunities to the consumers (Arora & Sahney, 2017, 2019; Aw, 2019, 2020; Choi & Yang, 2016; Flavián et al., 2016; Manss et al., 2020). In this way, Australian customers are always concerned about getting information from webrooming before purchasing the products for their satisfaction (Arora & Sahney, 2018, 2019; Chung et al., 2022; Shankar et al., 2021).

Hypothesis 4: Webrooming mediates the relationship between Instagram marketing and brand loyalty.

Hypothesis 5: Consumer behavior moderates the relationship between Instagram marketing and webrooming.

Hypothesis 6: Consumer behavior moderates the relationship between webrooming and brand loyalty.
3. Methodology

3.1 Instrument of the Study

The study has adapted and modified the scale items with Cronbach’s alpha greater than 0.90 from the earlier studies. The scale items were widely used in different studies related to marketing and consumer behavior. The purpose of these scale items was to collect data and analyze it for testing the relationships between the variables in the proposed framework. The questionnaire of the study is based on two sections. The second section of the questionnaire had the questionnaire. The sources of items for instrument of the study are provided in Table 1.

| Variables          | Source                        |
|--------------------|-------------------------------|
| Brand Loyalty      | Khraim (2011)                 |
| Consumer Behavior  | Yılmaz et al. (2007)         |
| Instagram Marketing| Yadav & Rahman (2017)        |
| Webrooming         | Viejo-Fernández et al. (2019)|

3.2 Data Collection and Sample of Study

The data for this study were collected by survey-based method. The research on marketing and consumer behavior is conducted with a survey-based method of data collection because it is appropriate for taking data from the desired population. Simple random sampling technique was adopted for data collection. Customers of different online brands were targeted and provided with a questionnaire to collect the data. After introducing the study, the data was collected on a five-point Likert scale questionnaire in this study. 700 questionnaires were distributed, and 399 questionnaires were considered for data analysis of this study.

4. Findings

4.1 Convergent Validity of Study

A convergent validity test is appropriate for the determination of the reliability and validity of the study (Mohamad et al., 2019). The convergent validity is determined in this study through the value of rho_A, and Cronbach’s alpha was used to check the reliability and validity of the study.
Further, the values of average variance extracted (AVE) and composite reliability (CR) were tested in this study. Following these values, Cronbach’s alpha is 0.80, CR is greater than 0.80, and AVE is greater than 0.50 as recommended by Hair et al. (2007). As a result of it, the research has reliability and validity.

![Image of measurement model]

**Figure 2. Measurement Model of Study**

| Variable in Framework | Cronbach’s Alpha | Items | Factor Loadings | rho_A | CR   | AVE  |
|-----------------------|------------------|-------|-----------------|-------|------|------|
| Brand Loyalty         | 0.890            | BL1   | 0.847           | 0.903 | 0.920| 0.697 |
|                       |                  | BL2   | 0.788           |       |      |      |
|                       |                  | BL3   | 0.843           |       |      |      |
|                       |                  | BL4   | 0.917           |       |      |      |
|                       |                  | BL5   | 0.771           |       |      |      |
| Consumer Behavior     | 0.889            | CB1   | 0.953           | 0.914 | 0.920| 0.700 |
|                       |                  | CB2   | 0.762           |       |      |      |

**Table 2. Reliability and Validity of Study**
### 4.2 Discriminant Validity of Study

Heterotrait-Monotrait is recommended by modern studies to check the discriminant validity of any study (Ab Hamid et al., 2017). The discriminant validity test of this study is conducted using the HTMT method. According to Hair Jr et al. (2017), 0.90 is the maximum value for the discriminant validity of scale items of any study. The results of this study (available in Table 3), disclose that the discriminant validity of the scale items is established.

### Table 3. Discriminant Validity of Study

|                      | Brand Loyalty | Consumer Behavior | Instagram Marketing | Webrooming |
|----------------------|---------------|-------------------|----------------------|------------|
| Brand Loyalty        |               |                   |                      |            |
| Consumer Behavior    | 0.873         |                   |                      |            |
| Instagram Marketing  | 0.725         | 0.711             |                      |            |
| Webrooming           | 0.565         | 0.693             | 0.689                |            |

### 4.3 The Partial Least Square – Direct Effects Results

This section of the research has direct effects results. According to the values in Table 4, the relationship between Instagram marketing and webrooming is supported ($\beta = 0.538$, $T = 2.668$, and $P = 0.008$). Similarly, the relationship between Instagram marketing and brand loyalty is supported ($\beta = 0.599$, $T = 11.841$, and $P = 0.000$). Lastly, the relationship between webrooming and brand loyalty is supported ($\beta = 0.155$, $T = 8.515$, and $P = 0.000$). In this regard, all the direct relationships of this study are significant and supported (see Figure 3).
Figure 3. Structural Model of Study

Table 4. Direct Effects Results

| Direct Effect Results                  | Beta Value | Standard Deviation | T Statistics | P Values | Results |
|---------------------------------------|------------|--------------------|--------------|----------|---------|
| 1. Instagram Marketing -> Webrooming  | 0.538      | 0.202              | 2.668        | 0.008    | Supported |
| 2. Instagram Marketing -> Brand Loyalty | 0.599      | 0.051              | 11.841       | 0.000    | Supported |
| 3. Webrooming -> Brand Loyalty        | 0.155      | 0.018              | 8.515        | 0.000    | Supported |

4.4 Mediation Effects

This section of the study has results of hypotheses of mediation effect. According to values in Table 5, the mediating relationship of webrooming between Instagram marketing and brand loyalty is supported ($\beta = 0.084$, $T = 2.683$, and $P = 0.008$). As a result, the proposed mediating effect in the framework is significant and supported.
Table 5. Mediation Results

| Mediation Results                                      | Beta Value | Standard Deviation | T Statistics | P Values | Results  |
|--------------------------------------------------------|------------|--------------------|--------------|----------|----------|
| 4. Instagram Marketing -> Webrooming -> Brand Loyalty  | 0.084      | 0.031              | 2.683        | 0.008    | Supported|

4.5 Moderating Effect

The moderating hypothesis results are presented in this section of the study. According to the value in Table 6, the moderating role of consumer behavior between Instagram marketing and webrooming is supported and significant ($\beta = 0.197$, $T = 5.324$, and $P = 0.000$). Therefore, consumer behavior positively strengthens the relationship between Instagram marketing and webrooming (see Figure 4). In addition to it, the moderating role of consumer behavior between webrooming and brand loyalty is also supported and significant ($\beta = 0.213$, $T = 5.195$, and $P = 0.000$). As result, consumer behavior positively strengthens the relationship between webrooming and brand loyalty (see Figure 5).

![Figure 4. Consumer Behavior Moderation of Instagram Marketing -> Webrooming](image_url)
WR = Webrooming, BL = Brand Loyalty, and CB = Consumer Behavior

**Figure 5. Consumer Behavior Moderation of Webrooming -> Brand Loyalty**

**Table 6. Moderation Results**

| Moderation Results                                           | Beta    | Standard Deviation | T Statistics | P Values | Results  |
|--------------------------------------------------------------|---------|--------------------|--------------|----------|----------|
| 5. Consumer Behavior Moderation of Instagram Marketing -> Webrooming | 0.197   | 0.037              | 5.324        | 0.000    | Supported |
| 6. Consumer Behavior Moderation of Webrooming -> Brand Loyalty | 0.213   | 0.041              | 5.195        | 0.000    | Supported |

4.6  Assessment of Effect Size

To check the effect size in this study, F square values were determined. In the light of the study of Hair et al. (2007), the value for $f^2$ is 0.02 is small, 0.15 is medium and 0.35 is large. The values of $f^2$ explain the impact of webrooming is medium on brand loyalty. Furthermore, the results in Table 7 highlight the impact of Instagram marketing is large on brand loyalty.

**Table 7. F Square**

| Constructs         | F Square |
|--------------------|----------|
| Instagram Marketing| 0.612    |
| Webrooming         | 0.166    |

4.7  Coefficient of Determination

To check the coefficient of determination, the R square value was identified in this research. Henseler & Fassott (2010) explains that the R-Square value of 0.67 is substantial, 0.33 is moderate,
and 0.19 is weak. On the other hand, according to Table 8, the R square value of this study is 0.922, and the results disclose the variation between the variables of the study is more than 90%.

### Table 8. R Square

| Constructs     | R Square |
|----------------|----------|
| Brand Loyalty  | 0.922    |

### 4.8 Assessment of Predictive Relevance

To check predictive relevance, the Blindfolding calculator of PLS was used in this research (see Figure 7). According to Henseler & Fassott (2010), the value of $Q^2$ should not be lower than 0. The findings of the study explain that there is strong predictive relevance to the study’s proposed framework (see Table 9).

![Figure 7. Q Square](image)

### Table 9. Q Square

| Constructs     | SSO  | SSE   | $Q^2$ (=1-SSE/SSO) |
|----------------|------|-------|--------------------|
| Brand Loyalty  | 1555 | 567.334 | 0.635              |
5. Discussion and Conclusion

Firstly, the data analysis of this study reveals the relationship between Instagram marketing and webrooming is supported. Secondly, the relationship between Instagram marketing and brand loyalty is supported. Thirdly, the relationship between webrooming and brand loyalty is supported. Fourthly, the mediating relationship of webrooming between Instagram marketing and brand loyalty is supported. The results of this study are aligned with previous studies that are conducted on the relationship between Instagram marketing for developing consumer-based brand equity (Ahmad et al., 2022; Jing, 2018; Shankar, 2021). This study highlights that the role of visible behavior is critical for developing a positive image of the brand in the mind of consumers. The focus of Instagram marketing should be on creative content to influence the consumers for developing effective strategies for increasing sales (Jaya & Prianthara, 2020; Rawat, 2022; Shamim & Islam, 2022). At the same time, the bricks and clicks businesses that are introducing the facility of webrooming for consumers, the producers comparatively have a strong competitive advantage over other businesses (Murad et al., 2022; Yaqub et al., 2022). The current trend in marketing demands webrooming for online businesses for providing realistic and related information to the consumers about the products (S. Lakmali & Kajendra, 2021; Marzouk & Mahrour, 2020; Pham et al., 2018; Salem & Alanadoly, 2020; Shimul et al., 2022; Wong, 2013). In Malaysia and Indonesia, the concept of webrooming for business entities is increased, and better opportunities are provided to the consumers for the selection of products and services (Arora & Sahney, 2017, 2019; Aw, 2020; Flavián et al., 2016, 2019, 2020). The webrooming that is attached to the Instagram marketing campaigns is increasing the sales of products in Indonesia due to the strong information sharing with the customers (Flavián et al., 2016; Goraya et al., 2020; Minh, 2015; Nesar & Sabir, 2016). In the target market, customer-based brand equity is based on the comparative advantage and resources that are utilized by elements to provide services in the market (Arora & Sahney, 2019; Flavián et al., 2019, 2020; Guo et al., 2021; Kang, 2018; Manss et al., 2020; Shankar et al., 2021). Fifthly, the moderating role of consumer behavior between Instagram marketing and webrooming is supported and significant. Lastly, the moderating role of consumer behavior between webrooming and brand loyalty is supported and significant. The results of these hypotheses relate to the previous studies that are conducted on consumer behavior and brand equity and loyalty. There are different steps the brand loyalty and the first one is the satisfaction of the consumers (Aw et al., 2021b; Goraya et al., 2020; Wolny & Charoensuksai, 2016). If the consumers are provided the right information about the product and services in webrooming, a positive attitude would be developed and they would ultimately go for the final purchase (Arora & Sahney, 2017, 2018; Flavián et al., 2019; Minh, 2015; Orús et al., 2019). In addition to it, consumers with positive behavior are motivated to purchase products that are available on webrooming as discussed in the study of Arora & Sahney (2017). The top brand Apple in the mobile industry is providing the services of webrooming to the consumers for developing the attitude and it helps in decision making to purchase products and services (Aw et al., 2021b; Shankar et al., 2021). On the other hand, Microsoft is also providing the services of webrooming for the information of consumers related to the product and services (Arora et al., 2021). The information attached on the websites for the consumer is always interested and the feedback of different consumers helps the other world to make decisions for purchasing (Goraya et al., 2020; Shankar & Jain, 2022). Significantly, the businesses that are not providing the services of webrooming, these businesses are badly failed to provide appropriate services to the consumers for developing consumer-based brand equity and brand loyalty (Erciş et al., 2012; Khraim, 2011; Knox & Walker, 2001; Thompson et al., 2014). The information shared with the consumer is interesting in the modern marketing strategies, and it helps to influence the customer for developing positive behavior for purchasing the product and services.
6. Research Implications

6.1 Academic Implications

The earlier literature has neglected this area of research because the researchers didn’t put their attention on it. In this regard, the proposed framework of this study is well developed to contribute to the body of knowledge. The relationship between Instagram and webrooming will help future researchers to understand this significance to develop further frameworks for studies. In the same way, the relationship between Instagram marketing and brand loyalty is critical as it is helpful to develop brand loyalty when appropriate information is shared to develop brand loyalty. On the other hand, this study explores that brand management needs to consider the important role of brand loyalty as a moderator in the relationship between Instagram marketing and webrooming. In addition to it, webrooming can provide more realistic information to the consumers and their positive behavior could influence the consumers to go for webrooming before purchasing. The information in webrooming should be provided with the help of Instagram marketing. This significant contribution to the literature emphasizes the relationship between integrated variables in the proposed framework of the study. Future studies can develop a more effective framework to develop more dimensions of brand loyalty for improving it for consumers.

6.2 Marketing Implications

The research is conducted to highlight the significant marketing implications for modern marketers to develop brand loyalty in mature markets. In this regard, the relationship between Instagram marketing, webrooming, and brand loyalty is significant. The study explores that marketer should adopt sustainability in marketing and design webrooming for the display of products to provide information to the customers. In addition to it, this study demonstrates that the responsibility of brand management is to develop brand loyalty with consumer behavior. Indeed, the more effective and influenced consumer behavior can provide a sense of satisfaction to the consumers for purchasing products and services. Firstly, the marketers should use Instagram marketing for sustainable marketing adopting to target a large number of consumers. Secondly, the behavior of consumers should be developed with webrooming because more influenced consumers would have more influence and tendency in behavior to purchase products and services. Thirdly, webrooming should be designed appropriately with the help of the best web designers to provide the best experience of webrooming to the consumers. As a result of it, the consumers would be influenced to purchase products and services and consumer-based brand loyalty would be developed for brands of bricks and clicks business model.

7. Future Directions

This study explores that the online brands in Pakistan can utilize the opportunity of webrooming to develop brand loyalty by modifying consumer behavior with Instagram marketing. The contribution in the body of literature by this research is remarkable as this area of research was not considered by any earlier study. In addition to it, the role of YouTube marketing needs to be identified for brand loyalty in future studies. The role of customers’ cultural association should be studied in future research. Also, future research is needed to explore the significance of consumer-based brand equity for consumer behavior.

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