Do Social Media Engagement And Usage Differences Really Apprehend The Role Of Social Media Advertising Evaluation In Higher Education?

Muhammad Adnan[1*], Ehtisham Ahmad Khan[2], Ather Ummad Khan[2], Muhammad Yaseen[2]

[1]Department of Business Administration, Universidad Azteca, Mexico.

[2]National College of Business Administration & Economics (NCBA&E) Lahore, Multan Sub-campus, Pakistan.

ABSTRACT

Purpose: The basic purpose of the study is to investigate the impact of social media engagement and usage difference on social media advertising evaluation with brand promotional campaigns through media richness as well as self-disclosure.

Methodology: Survey method with a questionnaire containing series of questions with a 7.0-point Likert Scale including 60 items ranging from '1' meaning "Strongly Disagree" to '7' meaning "Strongly Agree" consisting of five latent variables (Social Media Engagement, Social Media Usage Differences, Social Media Advertising Engagement, Advertising Context Characteristics and Social Media Advertising Evaluation). The target population for the study are the students of higher education institutions of South Punjab, Pakistan. For analyzing measurement and structural models, Smart PLS has been used.

Findings: The most enduring finding of the study is that the institutions must adopt the social media platforms (Facebook, LinkedIn, YouTube, etc.) for providing the education to the higher education students through using these platforms as a medium with high level of engagement within students.

Originality Value/ Implications: The institutions may incorporate this study with the imposition of social media as a strong medium for learning and providing education to the students for upgrading and upbringing of the students. The study is novel and unique in nature as it contains advertising context characteristics (media richness and self-disclosure) which not only enhances the literature but also enables the institutions to adopt social media as a strong platform for learning and knowledge building within students.

Keyword(s): Social Media Engagement, Social Media Usage Differences, Social Media Advertising Evaluation, Social Media Advertising Engagement and Social Media Advertising Context Characteristics.

1.   INTRODUCTION

Currently, there are 2.85 billion monthly active users for Facebook which reveals the fact that Facebook has been reached at the highest level of the usage among other social media platforms with such an impressive number of users who have been found eager for connecting, sharing, interacting as well as building relationships with other users (Bonilla et al., 2020) .Literature on advertising highlights the factors that are affecting the advertising contents and social media advertising has been considered as one of the most important elements for digital engagement (Ashley et al., 2015). On the other side, some researchers argue that the role of the context of social media is highly dominant while building the digital engagement effectiveness.

This study considers advertising context characteristics such as self-disclosure, media richness, and modality as well as the privacy concerns. It had been postulated that building the effectiveness of digital engagement is significantly affected due to the aforementioned considerations. Previous studies argued while determining the digital engagement through the medium advertising effectiveness seems inadequate because the people are engaged with the platform rather than the advertisement itself (Voorveld et al., 2018).

According to a PTA report, social media user base is experiencing exponential growth in Pakistan as active social media users have reached the figure of 188 million (Indicators, 2022). The aforementioned growth trend reflects commonplace adoptability of social media among the general public which offers a potential opportunity for the advertisers to harness the potential of this platform to advance marketing communication objectives. Voorveld et al. (2018) indicated that the effectiveness of social media advertising is chiefly dependent on the extent of engagement achieved through this platform. Moreover, social media advertising engagement also exerts a pertinent influence on social media advertising evaluation and can be considered as a mediator in the relationship between social media engagement and advertising evaluation (Voorveld et al., 2018). Furthermore, social media usage differences within the consumers also play a significant role in building the engagement within them towards a specific brand due to its higher value which has been publicized effectively through social media (Hruska & Maresova, 2020).

The ultimate aim in this research study is to highlight and explore the effect of context characteristics – media richness and self-disclosure – on the social media engagement. According to media richness theory, the media richness is the set of contextual symbols presented in any media platform and this set of symbols significantly affects the media engagement (Gosain et al., 2019). As the context characteristics vary, the person's engagement towards any advertising medium varies (Lievrouw, 2010). With the intention to determine the effects of these characteristics on advertising evaluation through social media engagement, the adopted methodology is single-source approach. Consumers from education industry were asked to share their experiences regarding social media usage and the characteristics like self-disclosure and

media richness. In an attempt to determine the response, the respondents were also asked to share their social media consumption moment which is in line with methodology adopted by (Malthouse et al., 2007).

2. LITERATURE REVIEW

Social Media Advertising Evaluation

Raudeliunien (2018) had defined social media advertising evaluation as a mean to achieve the end of marketing communication objectives which are characterized by being specific, attainable, measurable, and realistic and time barred. It has been established that social media platforms assist advertisers in adapting their advertising content as per the needs of their target customers in an attempt to develop personalized advertisements that are likely to appropriately inform and reach customers, followed by attracting the interests of customers as well as encouraging them to share their experiences on the digital platform with the intention of generating attractive and neutral word of mouth communications (Anglada-Tort, 2020). By using the aforesaid tools of evaluation, it is recommended to gauge profit investment ratio as well as return on investment associated with each of the mentioned metrics. Raji et al. (2019) conducted a research study and found that the content used to promote their brands by the companies disseminated through social media platforms is a powerful source to enhance the brand image positively as well as to evoke favorable intentions from consumers within their purchase decisions. The study reports that content of social media advertising and contents of social media sales promotion are positively and significantly correlated with each other along with the hedonic and functional brand image (Kim & Kim, 2021). R. Wang and Huang (2020) conducted an experimental study to find out the effects of social media on the advertisement effectiveness. They noted that consumers' attitude toward native advertising depends heavily on the perceived intimacy, professionalism and anonymity. Moreover, they noted that trust and satisfaction are important ingredients about the ad sponsor.

Social Media Engagement

According to Wang (2006), digital engagement is an idea about a brand developed by the context for a new customer delivered on a medium. Saint-Marc (1966) postulates engagement as a disappointment condition for anyone who is an addict of a magazine and that magazine has stopped to publish. Bronner and Neijens (2006) explained the term engagement effectiveness as a usefulness of experience of a user. Aydin (2020) conducted a study to assess the social media engagement behaviors to improve the organic post effectiveness. Furthermore, the study highlights the sharing general news on social media account regarding political environment polarization that eventually increases the consumers' engagement. The previously held discussion safely infers that social media is the contemporary tool that can be effectively used by the marketers and advertisers to create awareness; persuading customers and informing them in an attempt to achieve maximum reach. The essence of effectively using social media platform for engaging customers lies in the

extent to which social media tools are appropriately used. Thus, based on the aforementioned discussion, following hypothesis is postulated:

H1: Social media engagement is positively associated with social media advertising evaluation.

Social Media Usage Differences

Hu et al. (2020) illustrated in their study that differences in the individual traits are evident in the development of the cross-cultural adjustments. As social media is a medium used by the individuals throughout the globe and this is found to be the fundamental parameter to adjust the advertising campaign through social media across multiple cultures. The study illustrates that proactive personality are proximal to adjust the cross-cultural individual differences while finding out the consumer engagement in the advertising campaigns through social media. Hruska and Maresova (2020) elaborated that the evolvement of social media has been become a vital role player to gather, disseminate and transmit information and knowledge among multiple societies within their domains like business, management and administration, politics, entertainment and education. The study illustrates the importance of understanding the social media usage pattern as well as frequency plays like competitive advantage in the market (Geirdal et al., 2021). The study recommends the companies to use the social media networks in the correct format for promoting their brands which consequently, enhances the brand awareness, reach, quality and consumers' satisfaction.   The study claims that the businesses should focus on social media sites in order to enhance their credibility (Ricciardelli et al., 2021). The companies invest in the social media advertising due to its high effectiveness as communication on the social media platform is quite natural which makes the customers much satisfied and consequently, enhances the effectiveness of the advertising campaign (Hruska & Maresova, 2020). This leads the customers to highly involve the customers towards the brand due to its higher value as it has been publicized on the social media which is widely used by the customers (Hruska & Maresova, 2020). Moreover, women find themselves more affected in their decision-making process while making any purchase decision through using any social media platform in comparison to men. On the other hand, men are highly influenced through the advertising campaigns on social media regarding sports, excitement, and entertainment related products (Karatsoli & Nathanail, 2020). Thus, based on the aforementioned discussion, following hypothesis is postulated:

H2: Social media usage difference is positively associated with the social media advertising evaluation.

Social Media Advertising Engagement as a Mediator

Relationship between Social Media Engagement and Social Media Advertising Evaluation

Lee et al. (2018) conducted a field study on Facebook and found that personality-related content like emotional as well as humorous content, is directly linked with the higher consumer engagement. The study suggests that companies may build a strong personality of their brands and this personality must be shared with the social initiatives on social media. This personality sharing

reveals a higher consumer engagement towards the brands (Unnava & Aravindakshan, 2021). On the other hand, the study reveals informative content is linked with the lower engagement on social media. This yields that the companies may build positive engagement with the personality-related content whereas the informative content is found to be the key for building long-term relations with the consumers and consequently, seems a key to the performance of the marketing campaign on social media (Unnava & Aravindakshan, 2021). Winter et al. (2021) illustrated that while building a strong relationship with the consumers despite the distance, social media led a way to the firms for enhancing the engagement of consumers with the brands and companies through an active involvement, monitoring as well as support features provided to them. In comparison to other social media platforms, the study found Facebook as the most versatile, favorite and simple platform in order to communicate and disseminate the information to even a huge target audience due to its high size user base (Winter et al., 2021). In the light of aforementioned discussion conducted on the subject matter of social media advertising engagement and social media advertising effectiveness as well as evaluation, following hypothesis is postulated:

H3: Social media advertising engagement positively mediates the relationship between social media engagement and social media advertising evaluation.

Relationship between Social Media Usage Differences and Social Media Advertising Evaluation

Dolan et al. (2019) conducted a study to propose a framework for engaging the customers through using social media content. They found that social media engagement behavior is significantly and distinctively affected by the rational and emotional appeals. The study reveals that the organizations must focus on the effects of informational, remunerative, entertaining and relational content of the advertising campaign through social media on passive and active engagement behavior of the users. Furthermore, the study indicates that rational appeals have a superior effect whereas emotional appeals have a passive effect in facilitating the users' engagement behavior. Schivinski (2020) conducted an investigative study to explore brand-related social media engagement with conditional inference tree-framework. The study highlights a categorization of the consumers based on their digital engagement which might be effectively contributing to marketers in making the decisions about consumers' usage, involvement and development of brad-related social media content. In the light of aforementioned discussion regarding social media usage differences and social media advertising effectiveness, following hypothesis is postulated

H4: Social media advertising engagement positively mediates the relationship between social media usage difference and social media advertising evaluation.

Advertising Context Characteristics as a Moderator

According to De Palsmacker et al. (2002), media context with respect to conducting advertisement is a foremost imperative situational factor that plays are crucial role in augmenting the engagement of customers. Media context is defined as the content characteristics of the medium in which the advertisement is inserted and how the use of specific medium is perceived by the target audience

on which the advertisement is exposed. Another classical study on the subject matter noted that it is critically important to consider the type of advertisement and its compatibility with the adopted context as different types of contexts are conducive with specific kind of advertising (Derks & Arora, 1993). Based on the study of Voorveld et al. (2018) advertising context characteristics is a novel consideration which requires stringent investigation in the scope of digital engagement as online mediums such as social media and effectiveness of advertising conducted through these mediums is significantly dependent on evaluation of the context characteristics associated with social media. Within the scope of this research study, the advertising context characteristic is operationalized to the level of two dimensions: media richness and self-disclosure

Media Richness

Thaneshan et al. (2020) presented a study that illustrates the importance of social media usage as well as internet penetration has been emerged dramatically within a very shorter time span among the societies and individuals. The study suggests that the social media platform designers must focus on the consumers' needs and provide them the information of their own interest with compatibility, convenience as well as media richness as they need a quick, compatible and richer content. The study found a significant impact of media richness on the informativeness, the gratification of entertainment and consumer loyalty towards the media. This enhances the importance of the media richness in order to enhance the engagement of the consumers in the social media platforms(Daft & Lengel, 1986).

Self-Disclosure

Sultan (2021) highlighted that various environment are afforded for offline and online settings that impact the usage patterns as well as self-disclosure outcomes. Moreover, the study illuminates that the people tend to disclose to the offline friends in comparison to the online friends. The study conducted by Kromka and Goodboy (2021) illustrated that people with low self-esteem are benefited through self-disclosure in highly visible settings and personal weaknesses like setbacks and embarrassment are found to be less threatening to them whereas the people with high ability to self-disclose themselves in the offline settings are found to be more secure, protective and strong in their self-esteem orientation.

Based on the previously held discussion, it can be safely postulated that the relationship between social media engagement and social media advertising engagement is moderated by the advertising context characteristic of the adopted media, medium or vehicle. Thus, following hypothesis is developed:

H5: Advertising context characteristic positively moderates the relationship between social media engagement and social media advertising engagement

H6: Advertising context characteristics positively moderates the relationship between social media usage differences and social media advertising engagement.

UNDERPINNING THEORIES

While designing the conceptual framework for the current study, the researcher underpinned four theories: Social exchange theory, media richness theory and unified theory of acceptance. As the model consists of constructs which have behavioral, cognitive and psychological domain for adopting the social media, the theories are underpinned in an attempt to consolidate and design the conceptual model for the current study.

Social Exchange Theory

According to Social exchange theory, everyone demands more within any relationship and if one finds in a situation of more cost than benefit, the relationship tends to die and vice versa. This means social exchange theory illustrates depends upon multiple factors like expectations of the individual as well as return from the relationships with other members of society (Stergiou, 2022).

Media Richness Theory

The other theory underpinned within this study is media richness theory which was presented by (Daft & Lengel, 1986). Media richness theory presents that all the media (print, electronic as well as digital) vary on the grounds of their capability in an attempt to make the consumers capable for effective communication as well as concept building (Dennis & Valacich, 1999). This capability of the consumers is considered as richness of the medium. This theory treats all the media through continuous scale which determines the ability of the medium to communicate any message to the audience effectively (Carlson & Zmud, 1999).

Unified Theory of Acceptance

Unified theory of acceptance illustrates that individuals intend to use the information technology products or services on the basis of multiple factors like performance expectancy, effort expectancy, social influence as well as facilitating conditions. First three factors are determines categorized to the behavioral domain whereas the fourth one is categorized to usage behavior of the individual for any information technology product or service. These behavioral domains have been based on the socio-demographic factors of individuals like age, gender, income, voluntariness of the usage, etc. in an attempt to build the engagement of the consumers regarding products or services in the domain of information technology (Curtis et al., 2010).
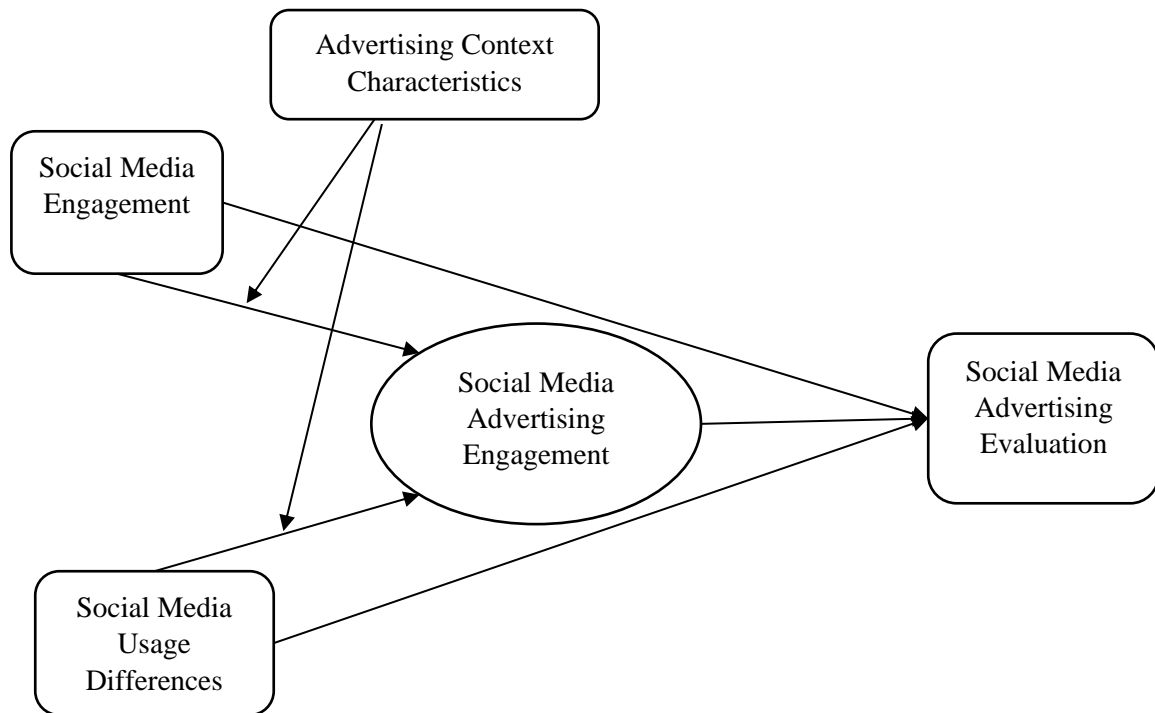
RESEARCH FRAMEWORK

Figure 1: Research Framework

3. METHODOLOGY

In the methodology section, the first decision form any research study is to choose the research design whether it is quantitative, qualitative or mixed method (Saunders et al., 2021). The research design of this study is quantitative, as in this study, the instrument used for eliciting the relevant information from respondents is questionnaire (Saunders et al., 2021). The study apprehends to use the positivist research philosophy as the researcher has chosen universal philosophical position for conducting this study. According to Tashakkori and Teddlie (2010), the studies that views reality (optimal solution of the encountered problem) to be universal and objective choose philosophical position of positivism which calls for quantification of research constructs. According to Saunders et al. (2021), the next section in research methodology is to highlight the strategy of the research design. In this section, the study focuses on the survey research as survey research strategy provides higher control of the researchers over the process of the research along with the generalizing the results of a sample over the whole population Saunders et al. (2021) and in this survey strategy, the study encompasses a questionnaire developed to capture responses and opinions of respondents in the sample. In an attempt to design the time horizon strategy, the study incorporates cross-sectional technique as the study is trying to pinpoint the phenomenon of the mediating role of social media advertising engagement at a particular time.

The population selected for this study is the individuals who are studying at Higher Education in Southern Punjab which are 255, 666 in number constituting approximately 1.07 % of the entire

number of the students who are studying at any level in Pakistan (Statistics, 2019). According to Hair et al. (2010), the sample size for the population of 250, 000 is 200 which is the target sample size of this study.

Research Design

As far as sample designing is concerned, the consumer engagement regarding social media platforms, the members of sample are akin – hidden population as none can easily find that the individual who is responding is using these social media platforms in the true manner to provide the required information for the research (Thaneshan et al., 2020). This may be true in finding out through the number of likes, shares and comments exhibited on a page by the users but this may reveal the active usage of the registered members of the page and using the platforms in an active manner and knowing about the brand advertisement (Anglada-Tort, 2020).

The sampling Technique used here in this study is Non-Probability Purposive Sampling. The rationale for using this technique is, firstly, social media usage in learning and knowledge development of students Al-Qaysi et al. (2019) of Higher Education in Pakistan especially in the South Punjab. Purposive sampling is comparatively straightforward within which the researchers judge only the fitness of the individual's profile matching with the required profile of the members required for the study (Cresswell & Cresswell, 2017).

Research Instrument and Measurement Scale

With the purpose of eliciting the required information from target sample size, a questionnaire was used to conduct survey. There are five sections in the questionnaire. Firstly, in an attempt to reveal the data regarding the socio-demographics of the people in Pakistan, ten (10) items had been framed out. Secondly, another set of ten (10) items was u sed to reveal the response regarding social media engagement (IV) of the conceptual framework that have been adapted from the study conducted by (Przybylski et al., 2013). Subsequently, set of ten items for measuring social media usage difference (IV) are adopted (Bashir & Gupta, 2018). Thirdly, another set of ten (10) items used to get the response regarding engagement of people in social media advertising engagement (MV) that have been adapted from the study conducted by (Reitz, 2012). Fourthly, the other ten (10) items provided response regarding advertising context characteristics (MV) that have been adapted from the study conducted by Lee et al. (2018) and finally, the last ten (10) items of the questionnaire consist of the items in context of eliciting the response regarding social media advertising evaluation (DV) that have been adapted from the study conducted by (Akpan et al., 2015). The questionnaire has been administered with 7.0-point Likert Scale (e.g., indicating 1.0 (One day) to 7.0 (Every day) or 1.0 (Strongly Disagree) to 7.0 (Strongly Agree) to which respondents finds himself/herself agree with the statement (Bryman, 2008; Churchill & Iacobucci, 2006).

4. RESULTS AND DISCUSSIONS

The method of analysis used in this study is Structural Equation Modelling (SEM) which deems to be highly suitable for the research investigations dependent upon the research questions as well as nature of data. SEM is found highly appropriate to test the causal relationships for the data sets which are multivariate in nature. This enables the researchers to use SEM to conduct testing not only at structural level but this is suitable for measurement level also. By doing so, SEM enables the researchers to encompass confirmatory analyses techniques suitable for testing the interdependence within factors (Hair et al., 2010). Moreover, SEM is found to be a very handy option to conduct analysis for positivist studies due to its separate capacity to modelling as well as measuring level with complex interdependencies within factors (Healy & Perry, 2000).

4.1. Summary and Normality of the Data

Descriptive Statistics

With the objective of illustrating the significance of relationships among the latent constructs, Table 1 highlights descriptive statistics

TABLE 1: DESCRIPTIVE STATISTICS

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
ACC -> SMAEE	0.459	0.443	0.091	5.033	0.000
Moderating Effect 1 -> SMAEE	0.185	0.213	0.066	2.822	0.005
Moderating Effect 2 -> SMAEE	0.039	0.052	0.050	0.785	0.003
SMAE -> SMAEE	0.316	0.300	0.081	3.897	0.000
SME -> SMAE	0.218	0.219	0.051	4.257	0.000
SME -> SMAEE	0.245	0.13	0.072	3.403	0.001
SMUD -> SMAE	0.649	0.651	0.051	12.725	0.000
SMUD -> SMAEE	0.199	0.006	0.086	2.314	0.003

Further, Table 2 illustrates the correlation among latent variables exhibiting that the variables have been correlated significantly with each other.

TABLE 2: INTER-COSNTRUCT CORRELATIONS

	ACC	SMAE	SMAEE	SME	SMUD
ACC	1.000				
SAME	0.929	1.000			
SMAEE	0.727	0.750	1.000		
SME	0.418	0.429	0.292	1.000	

| **SMUD** | 0.951 | 0.815 | 0.560 | 0.310 | 1.000 |

Mediation Analysis

Table 1 & 2 illustrate that all the latent constructs (Social Media Engagement, Social Media Advertising Engagement, Social Media Usage Differences, Social Media Advertising Evaluation and Advertising Context Characteristics) have been found statistically and positively significant. The results indicate that all the relationships among all the latent constructs have been found in a strong, positive and significant with T-Statistics > 1.96 and p-Value < 0.05(Hair et al., 2019). These results support hypotheses statements 1, 2, 5 & 6. Moreover, Table 3 highlight the mediation effect of Social Media Advertising Engagement (SAME) exhibiting a strong, significant and positive mediating effect of SAME within SME & SMAEE and SMUD and SMAEE.

TABLE 3: Specific Indirect Effect

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
SMUD -> SMAE -> SMAEE	0.205	0.195	0.053	3.861	0.000
SME -> SMAE -> SMAEE	0.069	0.067	0.024	2.829	0.005

Within Smart PLS, measurement model assessment is one of the major ingredients among latent constructs of conceptual framework. With the purpose of measurement model assessment, Cronbach's Alpha and Composite Reliability (with an acceptable range between 0.6 - 0.7) are used to determine the internal consistency within exploratory research study (Hair et al., 2019).

TABLE 4: Construct Validity and Reliability

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
ACC	0.899	0.908	0.917	0.525
SAME	0.887	0.897	0.909	0.505
SMAEE	0.866	0.871	0.894	0.514
SME	0.815	0.847	0.859	0.51
SMUD	0.822	0.828	0.871	0.53

Moreover, higher values of Cronbach's Alpha and Composite Reliability (ranging between 0.7 - 0.9) indicate good reliability of a model (Hair et al., 2019). It is evident through Table 4 which is indicating internal consistency (construct validity and reliability) for existing study.

Confirmatory Factor Analysis

Confirmatory Factor Analysis (CFA) is a multivariate statistical technique used to measure the representation of multiple indicators in a specific construct. In this technique, the researchers

enable to specify the number of factors the data is requiring as well as CFA measures the relatedness of measured variables to latent variables (Henseler et al., 2009). Confirmatory Factor Analysis is most often used to measure the item loadings as well as cross loadings. The aim of the study is to test the hypotheses, that is why; latent variable scores from this step were used in the further calculations. The scores for latent variables were used to determine the CFA.

TABLE 5: Confirmatory Factor Analysis

	ACC	SAME	SMAEE	SME	SMUD
ACC1	0.688	0.434	0.498	0.283	0.500
ACC10	0.787	0.434	0.580	0.329	0.574
ACC2	0.635	0.494	0.319	0.208	0.46
ACC3	0.735	0.572	0.471	0.227	0.436
ACC4	0.665	0.406	0.411	0.21	0.379
ACC5	0.749	0.288	0.461	0.257	0.465
ACC6	0.705	0.494	0.377	0.237	0.506
ACC7	0.795	0.569	0.506	0.251	0.383
ACC8	0.728	0.542	0.42	0.209	0.419
ACC9	0.74	0.614	0.634	0.394	0.418
SMAE10	0.561	0.686	0.489	0.421	0.556
SMAE2	0.547	0.741	0.575	0.324	0.561
SMAE3	0.633	0.758	0.528	0.224	0.637
SMAE4	0.622	0.819	0.466	0.250	0.629
SMAE5	0.621	0.763	0.48	0.074	0.631
SMAE6	0.666	0.781	0.584	0.121	0.664
SMAE7	0.457	0.652	0.26	0.214	0.465
SMAE8	0.701	0.763	0.518	0.316	0.502
SMAE9	0.667	0.641	0.378	0.470	0.459
SMAEE1	0.536	0.461	0.699	0.204	0.524
SMAEE10	0.410	0.434	0.69	0.19	0.41
SMAEE2	0.503	0.599	0.778	0.275	0.497
SMAEE3	0.592	0.545	0.65	0.218	0.484
SMAEE4	0.443	0.424	0.677	0.345	0.44
SMAEE5	0.473	0.427	0.786	0.148	0.466
SMAEE6	0.352	0.289	0.701	-0.021	0.345
SMAEE8	0.377	0.442	0.701	0.165	0.376
SMAEE9	0.450	0.458	0.685	0.195	0.436
SME10	0.299	0.361	0.303	0.806	0.291
SME2	0.256	0.246	0.221	0.69	0.248
SME3	0.335	0.208	0.159	0.71	0.328
SME5	0.117	0.091	0.037	0.490	0.118

SME8	0.238	0.263	0.16	0.764	0.245
SME9	0.292	0.297	0.216	0.786	0.288
SMUD1	0.488	0.534	0.498	0.283	0.700
SMUD10	0.387	0.534	0.580	0.329	0.774
SMUD2	0.435	0.494	0.319	0.208	0.66
SMUD3	0.335	0.622	0.471	0.227	0.736
SMUD4	0.265	0.506	0.411	0.210	0.679
SMUD5	0.449	0.608	0.461	0.257	0.765
SMUD6	0.405	0.494	0.377	0.237	0.706
SMUD7	0.495	0.569	0.506	0.251	0.783
SMUD8	0.328	0.542	0.42	0.209	0.719
SMUD9	0.140	0.414	0.634	0.394	0.718

With the purpose of measuring discriminant validity, indicators' loading for each construct is a good measure with the larger values of each construct in comparison to other variables reflects the acceptable values (Hair et al., 2019). Moreover, Fornell-Larcker criterion is another measure for measuring discriminant validity which must contain the higher values than loading values of other constructs(Hair et al., 2019). For the existing study, Table 5 exhibits indicators' loadings with higher values and Table 6 exhibits Fornell-Larcker criterion indicating AVE square root with satisfactory discriminant validity (Hair et al., 2019).

TABLE 6: Fornell-Larcker Criterion (Discriminant Validity)

	ACC	**SAME**	**SMAEE**	**SME**	**SMUD**
ACC	0.724				
SAME	0.626	0.71			
SMAEE	0.659	0.666	0.717		
SME	0.37	0.386	0.26	0.714	
SMUD	0.592	0.704	0.477	0.251	0.728

The results in Table 4, 5 & 6 illustrate that all the latent constructs within current study have been found satisfactory for both convergent validity as well as reliability with AVE > 0.50, good indicators' reliability > 0.50, outer loading with significant value i.e., >0.70 depicting internal consistency larger values for each latent construct in this study with Cronbach's Alpha and composite reliability values in between 0.815 and 0.917 (Hair et al., 2019). Moreover, the results indicate transparent discrimination among the latent constructs through acceptable and satisfactory evaluating criteria for discriminant for both Fornell-Larcker and Outer loading values (Hair et al., 2019).

4.2. Structural Model

In Smart PLS, structural model exhibits the hypotheses testing and conjectured relationships measurement designed as conceptual framework in the current study. Hypotheses testing has been illustrated in Table 7 illustrating the values of R square and f square (acceptable range of both R^2 and f^2 is between 0 – 1 Hair et al. (2019) as well as the diagram of the structural model established in Smart PLS analysis.
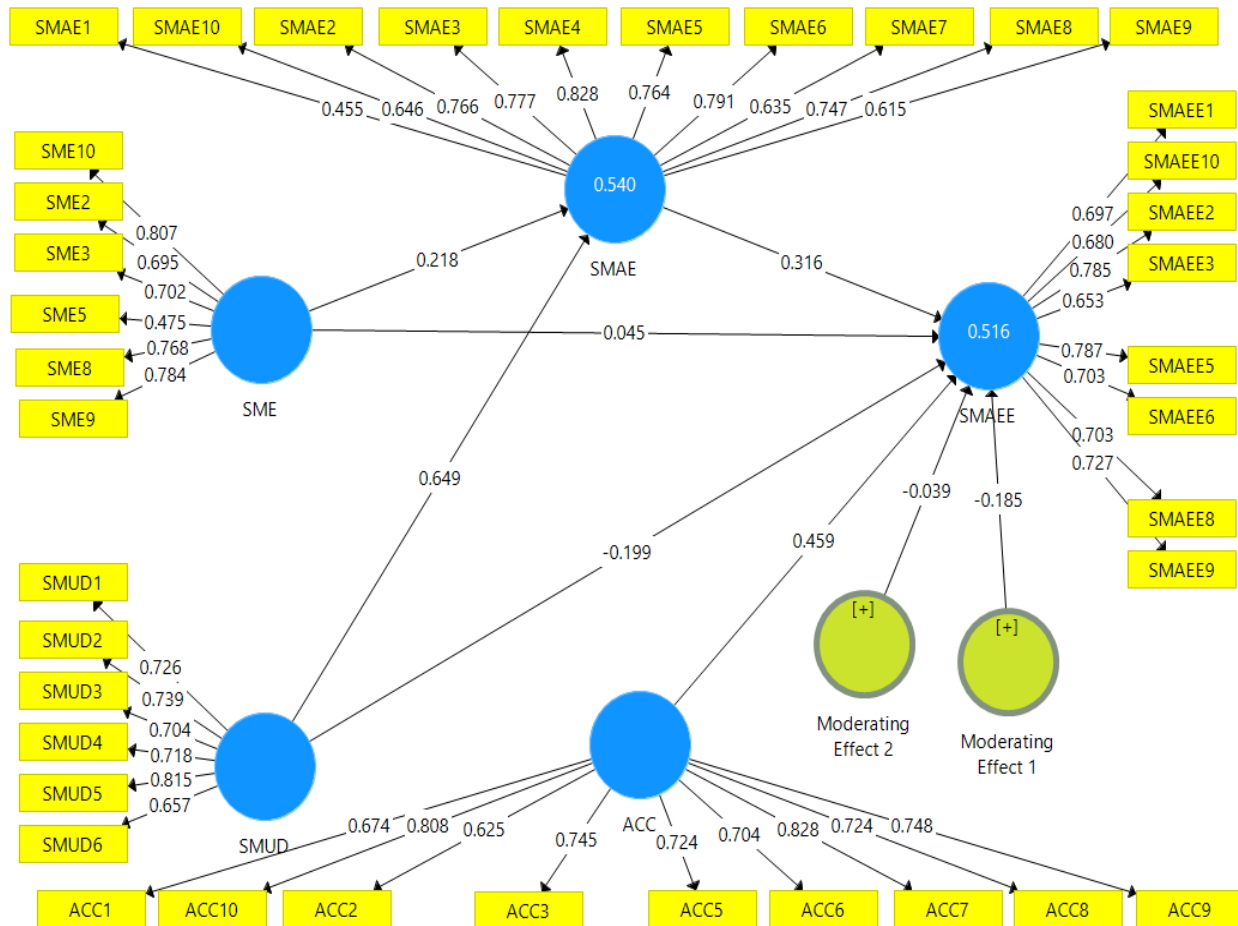

Figure 2: Smart PLS Analysis

TABLE 7: Hypotheses Testing

Hyp.	Relationship	Beta	R Square	Q Square	f Square	t Statistics	p-Value	Results
H1	SME → SMAEE	0.218			0.003	2.86	0.004	Accepted
H2	SMUD → SMAEE	0.199			0.031	3.833	0.000	Accepted
H3	SME → SMAE → SMAEE	0.069	0.54	0.266	0.097	2.86	0.004	Accepted
H4	SMUD → SMAE → SMAEE	0.205	0.516	0.247	0.857	3.833	0.000	Accepted

H5	Moderating Effect 1 → SMAEE	0.185	0.039	2.822	0.005	Accepted
H6	Moderating Effect 2 → SMAEE	0.039	0.003	2.785	0.003	Accepted

Moreover, Figure 2 illustrates that social media engagement and social media usage difference exhibit 54.0 % variance in social media advertising engagement (mediator) whereas the combined effect of mediation as well as moderated effect of advertising context characteristics exhibit 51.6 % variance in social media advertising evaluation (Bhattacherjee, 2012).

5. DISCUSSION & CONCLUSION

The study has been conducted with an objective to enhance the conceptualization of consumer engagement especially engagement experience framework presented by Voorveld et al. (2018) and to put forward the phenomenal perspective of social media engagement as one of major element in the field of marketing and promotion of the multinational brands to measure the impact of social media engagement in the students of higher education in South Punjab, Pakistan. The current study begins with the demonstration of this endeavor with underpinning theories i.e., media richness theory, social exchange theory and theory of unified acceptance for setting out the paradigm for the research investigation in the domain of existing literature of social media consumer engagement. On the basis of a strong foundation of critical review of existing literature, the study then enhances the concept of consumer engagement into an operationalized domain and provides a new perspective to design a novel and an innovative set of constructs. Moreover, this review enabled to extant the existing literature on consumer engagement not only in the domain of marketing but also to enhance the perspectives of multiple other theories of social sciences (social exchange theory, media richness theory as well as theory of unified acceptance). This helped the researcher to propose a conceptual framework – social media engagement framework. The model considers two partners: a subject (consumer) and partner (advertised brands). The model has extended the engagement experience framework proposed by Voorveld et al. (2018) by integrating not only a new independent variable – social media usage difference and a moderator – advertising context characteristics.

Limitations and Directions for Future Research

Despite multiple valuable contribution this study emerges out regarding social media engagement literature, there are some limitations within study which develop the research gap for the future research to fascinate the realm of social media consumer engagement. The researcher propounds some suggestions to future researchers to advance the research in this emerging perspective. First of all, the hypotheses in the study have been tested in cross-sectional time horizon domain. Such data is gathered at one point in time horizon which restricts the investigation to have indication regarding series of events. Secondly, the current investigation bases upon survey which self-reported by the consumers. Finally, this study contributes advertising context characteristics as a moderator highlighting that social media engagement through multiple social media platforms may

vary across multiple contexts and it has been proved in the above sections. The study focused only two characteristics of advertising context i.e., media richness and self-disclosure. The future research may extend this study by investigating some other context characteristics like modality within social media as well as privacy measures. Moreover, future research may undergo to investigate the understandings of theses conceptual differences by the consumers as well as brands to enhance the social media engagement and ultimately, the effectiveness of advertisements.

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