

-RESEARCH ARTICLE-

INFLUENCE OF DIGITAL AND SOCIAL MEDIA MARKETING TO ELEVATE CONSUMER PURCHASE INTENTION: MODERATING ROLE OF BRAND AWARENESS

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—Abstract—

The intention behind a customer's buying decisions plays an important role in moulding their choices. By analyzing brand image, this study explored the influence of social media interactivity, social media interaction, and digital marketing strategies on purchase intention. The study also explored the role of brand awareness as a moderator. This study is based on quantitative analysis. The data was collected from customers of restaurants located in Riyadh. The data was collected using a questionnaire designed in the Likert scale format. This research used convenience sampling to reach the desired participants. The collected data was analysed using Smart PLS 4. The study findings confirm that brand image is greatly influenced by social media entertainment and digital marketing strategies. Furthermore, the brand image has a significant influence on purchase intention. In addition, there is statistical evidence to support the mediating effect of brand image. The result also highlights the impact of brand awareness on the relationship between brand image and purchase intention. The findings are valuable for policymakers and those in academia.

Keywords: Brand image; brand awareness, social media, Digital marketing, purchase intention

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INTRODUCTION

The decision to participate in the purchase process is determined by the customers' intentions. The foundation of the CPI is rooted in the field of psychology, specifically in understanding customers' future purchasing intentions for a particular product or service ([Chatzoglou et al., 2022](#)). In simple terms, it refers to the customer's preference for a particular service or product. In the realm of marketing, this concept holds significant importance. The restaurants should prioritise the factors that can cultivate customer intentions. By gaining a comprehensive understanding of these drivers or factors, the restaurant management can effectively influence the customers' experience ([Wang et al., 2023](#)). Crucial elements that influence purchase intention (PI) encompass marketing strategies and customer perception.

Perception refers to the overall image of a product, service, brand, or organisation. Research has explored perception as the initial belief a customer holds about a specific product or brand. The significance of brand image (BI) in achieving organisational goals cannot be overstated. BI plays a vital role in shaping a customer's initial perception of an organisation or brand ([Hendry & Kosasih, 2024](#)). Organisations, especially restaurants, can utilise the BI to effectively demonstrate the unique advantages and value of their brand to customers. Customers are initially perceived and formed through BI ([Cankül et al., 2024](#)). Restaurants can increase their profits by leveraging business intelligence. Therefore, it is imperative for restaurants to prioritise the cultivation of favourable business intelligence.

The perception and intentions of customers towards any product and service are influenced by marketing strategies. In today's digital era, the success of a product's lifecycle, purchase decision, and customer engagement heavily relies on a carefully crafted digital campaign ([Sassanelli & Pacheco, 2024](#)). The authors have been discussing the significance of CPI for the past few years. The success of a business is closely tied to its online presence. Developing a favourable perception of a brand requires the use of CPI, a crucial tool. It is a crucial tool for generating awareness among customers. Thus, it is crucial to acknowledge the significance of CPI ([Gabelaia & Tchelidze, 2022](#)).

Another important platform for cultivating perspectives and fostering constructive intentions is social media (SM). Restaurants can leverage the interactive nature of SM to cultivate strong relationships with their customers. This interaction leads to the creation of a strong customer engagement ([Sashi et al., 2019](#)). The restaurants' use of social media to interact with customers demonstrates their recognition of the customers' investment of effort and time in the exchange process. In return, customers show their enthusiasm by actively participating in the purchase process. Thus, it is crucial for practitioners and scholars to have a comprehensive understanding of and effectively

implement the SM activity in order to reap its valuable outcomes ([Bozkurt et al., 2021](#)). Furthermore, SM places significant emphasis on entertainment, encompassing a wide range of aspects. This is the age of Tablets, Smart TVs, and smartphones where customers have a high demand for specialised content. SM adds an intriguing dimension to social sharing, providing competition to TV shows and other traditional mediums of entertainment ([Negara, 2024](#)). Social entertainment marketing is a crucial element that showcases published content with the main goal of providing entertainment to viewers.

Ultimately, establishing brand awareness is crucial for restaurants to cultivate customer loyalty and engagement ([Liu et al., 2024](#)). The primary objectives of every business are to enhance its revenue and profit. If potential clients lack awareness of the products or services, they may not develop the intention to make a purchase. When it comes to decision-making, the factor of BAW plays a crucial role. It is widely recognised as an essential initial step in attaining marketing objectives ([Sánchez Garza et al., 2024](#)). The main objective of this paper is to analyse how the interactivity and interaction on social media, along with consumer perception strategies and brand image, impact the purchase intention of restaurants located in Riyadh.

LITERATURE REVIEW

Brand Image (BI) and Consumer Purchase Intention

Scholars have provided a definition of BI as a compilation of thoughts, convictions, and perceptions held by customers about a particular service or product ([Benhardy et al., 2020](#)). Put simply, BI refers to how customers perceive a particular brand. Different customers can perceive BI differently. Hence, it is crucial to develop a specific BI. Researchers have found that BI is the culmination of impressions, views, and ideas that customers develop through their experiences. BI captures and analyses customer sentiments towards various products and services ([Ahmed, 2021](#)).

People consume a variety of products on a daily basis to meet their basic needs. Individuals typically begin their search for information on a particular service or product when they have essential requirements to meet. They explore different options before ultimately settling on a product ([Sun et al., 2022](#)). Customers' purchase intention (PI) reflects their attitude towards a service or product. It indicates that there is a personal preference of the customer when it comes to a specific service or product. Research has indicated that PI plays an important part in influencing and forecasting customer behaviour. PI demonstrates the potential for customers to make future purchases of specific products. In simple terms, PI is demonstrated when the customer willingly purchases the product ([Gupta et al., 2021](#)).

BI has a direct and significant influence on consumer purchasing interest. If a certain brand is seen as having high quality and a good product, then it is also seen as having a

positive brand image. The study conducted by [Maymand and Razmi \(2017\)](#) demonstrates that there is a strong positive connection between BI and consumer preference to make purchases. As a result, the customer's interest in making a purchase increases. Having a strong reputation is crucial for generating customer interest. It's common for customers to seek out products with positive feedback, whether they realise it or not. Consequently, the customers' PI is enhanced. A recent study conducted by [Park and Sihombing \(2020\)](#) found that the purchasing intention of customers for laptops increased due to the implementation of BI.

H1: Brand Image positively affects Consumer Purchase Intention.

Digital Marketing Strategies and Brand Image

According to scholarly research, digital marketing strategy encompasses the various decisions and actions taken by an organisation to effectively attract customers. This includes planning and executing a set of activities that are crucial in achieving marketing goals ([Peter & Dalla Vecchia, 2021](#)). Researchers emphasised the significant role of CPI in the organisation's development of a competitive advantage. Researchers describe the CPI strategy as the organization's method for establishing and maintaining its online presence. Companies employ this approach to effectively reach their intended clientele. CPI is a crucial method for marketing and advertising services and products through search engines, social media, mobile devices, and the internet. The digital marketing strategy integrates multiple elements, including social media marketing, content marketing, email marketing, pay-per-click advertising, and search engine optimization ([Sakas et al., 2022](#)).

The organisation's BI is greatly influenced by the consumer price index. The CPI activities expand the reach to potential customers, enhancing customer engagement and awareness. Currently, CPI has become a significant factor on a global scale. Experts have noted that there are both positive and negative impacts on business intelligence. Furthermore, accurately assessing the impact of this phenomenon on business intelligence proves challenging due to its complex and substantial nature ([Sheth, 2023](#)). One advantage of CPI is its ability to facilitate simple customer engagement ([Bala & Verma, 2018](#)). These brands can help organizations build trust and foster long-term relationships. Through this engagement, customers cultivate loyalty and gain product awareness. Furthermore, it becomes easier for customers to comprehend their preferences and needs. Organisations can now customise marketing strategies to meet customer needs and preferences ([Ilmi et al., 2023](#)). One advantage of CPI compared to BI is that it allows organizations to efficiently disseminate information to a large audience. Content that is easily shareable has the ability to quickly reach customers.

Various CPI platforms also provide shopping options. Customers have the option to share their reviews of a product after using it, suggesting its use based on their

experience (Zulfikar et al., 2022). This helps in establishing the BI system. If negative feedback occurs, it will have a detrimental influence on BI.

H2: *Digital Marketing strategies have a positive effect on Brand Image.*

Scholars have found that customers develop an emotional connection with organisations when the marketing team implements various CPI strategies, including the use of SM influencers, personalised content, and more. In addition, customers develop a positive perception of the brand through SM campaigns. As stated by Purwanto et al. (2020), perception refers to the mental image that customers form of an organisation. Moreover, Recognition is a direct result of strong business intelligence, which in turn increases the likelihood of purchasing a specific product. Customers' willingness to make purchases drives the brand's popularity. Therefore, BI links CPI strategy with customer purchase intention (CPI). Previous research also examined the mediating role of BI. The researchers Achmad et al. (2021) and Almasi et al. (2020) have found evidence supporting the role of BI as a mediator in their respective studies. All these factors meet the mediating conditions proposed by (Preacher et al., 2007). Thus, we hypothesise that

H3: *Brand Image mediates among digital marketing strategies and CPI.*

Social Media Interactivity and Brand Image

Interactivity in literature refers to the act of engaging in interactive communication, either through a channel or without the use of a channel (Liu & Shrum, 2002). One of the key features of SM is its ability to facilitate interactivity. It is characterised by a strong level of communication and engagement between the organisation and its customers. A potential drawback of SM interactivity is the possibility of sparking debates about specific brands. This discussion may lead to adverse outcomes (Liu et al., 2021).

There are multiple avenues or mediums available to foster interactivity. There are two types of interactivity: low level and high level. A minimal level of interactivity is required through emails, while a significant level of interactivity entails multi-user domains, SM networks, and virtual chat platforms (Li et al., 2021). It is necessary to update the perceived interactivity on SM networks. Researchers have observed that the level of interaction can influence customer commitment. Their interactions have a significant impact on potential customers who are active on SM platforms. Afterwards, the product user assesses the product positively and provides online feedback (Liu et al., 2021).

SM interactivity significantly impacts customers in a variety of ways. It has a significant impact on influencing opinions and convincing customers. This refers to the digital interaction between two individuals regarding a specific product (Li et al., 2021;

Stamenković & Živadinović, 2022). SM enables users to share their opinions and issues online, facilitating decision-making (Szabla & Blommaert, 2020). Researchers have proposed that the level of interactivity on SM can shape customers' perceptions of a service or product, either positively or negatively. In simple terms, the cognitive image of a brand is formed when a customer engages with it. SM interactivity primarily shapes the customer's mental image through experiential means (Barreda et al., 2020).

Effective SM interaction is crucial for fostering robust business intelligence through constructive social media communication (Febrian et al., 2022). In contrast, negative feedback can harm the brand's reputation (Barreda et al., 2020). Further, the interactivity of SM demonstrates a markedly positive effect on business intelligence by increasing customers' intention to purchase a product and fostering loyalty (Kushwaha et al., 2020).

H4: *Social media interactivity has a positive effect on Brand Image.*

Research has highlighted the significant benefit of using , specifically the interactive feature that facilitates customer engagement. Several studies refer to it as electronic word of mouth. Customers can easily share their opinions and experiences about any product or service with their family and friends. This can be accomplished through the use of direct messages, comments, reviews, polls, and likes on various SM platforms. By utilising this interactive feature on SM, the brand effectively engages both potential and current customers (Bozkurt et al., 2021). In addition, customers also develop personal connections with each other. These factors contribute to customers' favorable perceptions of the product. Due to positive online feedback, customers using the SM application are increasingly trusting the brand and expressing a desire to purchase the product in the near future. Therefore, BI connects SM interaction and CPI. In a previous study conducted in 2024, Jayanti investigated the connection between credibility, online purchase decisions, and the mediating role of BI. In a recent study by Hadi et al. (2023), it was found that BI serves as an intermediary between SM interactivity and purchase decision intention. So, it is hypothesised that

H5: *Brand Image mediates among social media interactivity and CPI.*

Social Media Entertainment and Brand Image

According to literature, SM is described as an online tool that facilitates content sharing, collaboration, and interactions (Grajales III et al., 2014). SM is crucial in facilitating the establishment of individual relationships between organisations and customers during marketing activities. Marketing through social media involves streaming or publishing online content with the aim of entertaining viewers (Tuten, 2023).

Entertainment is often described as the enjoyment and amusement gained through SM. The presence of entertainment on SM plays a vital role in directing customer emotions

and fostering regular product purchases. SM serves as a platform for customers to engage, share ideas, and discuss various topics. Users can connect and interact with one another online to discuss particular brands or products (Bazi et al., 2023).

Entertainment plays a significant role in influencing customer attitudes and intentions. It influences customer behavior by encouraging active participation in the purchasing process. Marketers utilise SM platforms to engage customers by delivering information in a captivating and entertaining manner. Sharing information through videos and pictures on platforms like Instagram and Facebook can help satisfy customers needs for delight and capture their attention (Macarthy, 2018). Past studies have categorised the activities of organisations into different types, including social response, selling and promotion, support for daily life, and providing information and communication. This classification emphasizes the importance of these activities in SM (Jamil et al., 2022).

According to scholars, customers are more inclined to be engaged by appealing content on social media (Shang et al., 2017). Moreover, prior research has shown that participant involvement is often influenced by entertainment. Therefore, by posting engaging and captivating activities on SM platforms, it is feasible to generate a positive experience for consumers. These activities involve engaging competitions and games to encourage customer participation. Studies have shown that when customers find the content on SM platforms enjoyable, it can create a positive experience that enhances brand recall and recognition (Dwivedi et al., 2019).

Through the use of the entertainment element of SM, information is delivered through engaging and enjoyable activities. When customers appreciate the knowledge they receive from brand pages on SM, it leaves a lasting impression on their minds. It is probable that the brand will be familiar to them based on the research conducted by (Voorveld, Van Noort, Muntinga, and Bronner 2018). The branding of the product is crafted by SM Entertainment through the creation and distribution of content that enhances the product's relatability and visibility. Popular trends and favourable interactions enhance the brand's image or reputation (Wirga et al., 2022).

According to experts in the field, BI is a significant result of SM entertainment (Cheung et al., 2019). Organisations develop a variety of entertaining content, including interactive games, challenges, memes, and engaging videos. This content captures the attention of customers and cultivates their curiosity. This form of entertainment fosters a favourable recollection in the customer's mind, ultimately contributing to BI. Customers typically recall their product experience when they need to use it. As a result, a robust BI is developed that also influences the desire to use the product of the company, creating SM advertisements. Therefore, BI plays a vital role in narrowing the gap between SM entertainment and CPI. Previous academic literature has extensively discussed the role of BI as a mediator. The research conducted by (Supradita

et al., 2020) uncovered the vital role of BI in mediating the connection between e-WOM and PI. In a similar vein, the research conducted by (Hien et al., 2020) also provided evidence supporting the role of BI as a mediator between country origin and PI. So, it is hypothesised that

H6: *Brand Image mediates among Social Media entertainment and CPI.*

Brand Awareness (BAW) as moderator

In literature, BAW alludes to the concept of a brand's creative vision resonating with customers and their capacity to remember and identify it in various scenarios (Tsabitah & Anggraeni, 2021). BAW refers to customers' recognition of brands prior to their involvement in the purchasing decision-making process. Experts engaged in a scholarly discussion on BAW, highlighting its significance in shaping a brand's presence within a consumer's consciousness. Experts widely recognise it as a crucial element in preserving and establishing brand equity. Many marketing authors believe that BAW is crucial for building brand value (İzci & Sertdemir, 2022; Rizwan et al., 2021).

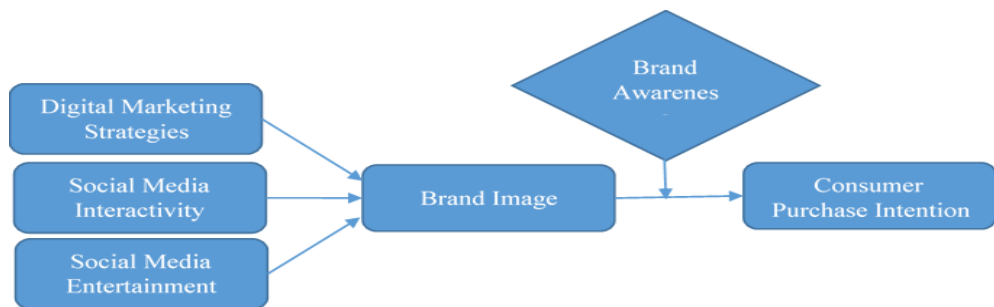


Figure 1: Framework

BAW is vital for customers to make decisions related to customers. It increases the likelihood that customers will get involved in the purchase process of the brand. It is more expected that customers will recognize a brand when they are exposed to a certain brand. The chance to recall a brand will increase following interaction with the brand. Thus, awareness of the brand is an important phenomenon as has a significant effect on PI. Achmad et al. (2021) and Azzari and Pelissari (2021) have reported that BAW has a close link with PI. The customer values it highly. Customers tend to select brands that they are priorly familiar with. They purchase the brand, that they consider to be of high quality. Experts have highlighted the beneficial impact of BAW on PI. Contrarily, a study conducted by (Azzari & Pelissari, 2021) found that having knowledge about a brand can have an impact on purchase intention. Studies have also explored the moderating role of BAW in their research (Hien & Nhu, 2022; Wang & Yang, 2010).

H7: *Brand awareness is a significant moderator between Brand Image and CPI.*

METHODOLOGY

This section provides an in-depth analysis of the data collection approach and methodology. This research has a cross-sectional research design. In addition, a quantitative research methodology was utilised to align with the study's objectives. The survey questionnaire was created to gather data from customers of restaurants located in Riyadh (KSA). The study had a sample size of 350. This study utilised convenience sampling to gather data from participants. The study received a total of 243 usable responses from the participants. The questionnaire was created using a 5-point Likert scale. The items of the questionnaire were derived from previous literature reviews. The questionnaire was split into two sections. The initial section based on gathering demographic information from the participants. The second section was specifically created to collect participants' opinions on the study's variables. The CPI items were derived from [Arli \(2017\)](#), while the BI items were adapted from ([Cuesta-Valiño et al., 2022](#)). The BAW scale was adapted from [Frank and Watchravesringkan \(2016\)](#), and the measurement items for marketing strategies were derived from ([Rehman et al., 2024](#)). The SM interactivity items were adapted from [Jan and Sultan \(2020\)](#), and the measurement items for SM entertainment were derived from ([Arli, 2017](#); [Duyan et al., 2024](#)).

The collected questionnaire was analysed using Smart PLS 4 to assess the proposed hypothesis. This tool was selected because it is highly suitable for analysing complex models ([Chin et al., 2003](#); [Hussain et al., 2024](#)). The model chosen for this study is quite intricate, leading the researcher to opt for Smart PLS for the analysis. The analysis using Smart PLS involves two steps: the measurement model and the structural model.

RESULTS

The results section starts by presenting the demographic information of the participants. 61.28% of the participants were male, while the rest were female. Approximately 47.17% of restaurant customers indicated that they were married, while the rest mentioned that they were not married. In addition, 42.08% of the respondents reported being in the age range of 20-30 years. While a significant portion of the participants reported being between the ages of 30 and 40, the majority of the remaining respondents were over the age of 40.

The Smart PLS analysis starts with the measurement model analysis. During this stage, the model's predictive capability was assessed. It is crucial to assess the validity and reliability of data before proceeding with hypothesis testing ([Bhatti et al., 2022](#); [Cheah et al., 2020](#)). The analysis of the measurement model starts by assessing convergent validity. In order to demonstrate the connectivity of the variables, two tests are analysed: average variance extracted (AVE) and composite reliability (CR). According to Hair, Gabriel, and Patel's (2014) research, an acceptable composite reliability value is 0.70. As per [Fornell and Larcker \(1981\)](#), an AVE value above 0.50 is considered acceptable. The analysis in [Table 1](#) indicates that CR values exceeding 0.70 and AVE values exceeding 0.50 meet the criterion. Therefore, the research meets the criteria for convergence validity.

Table 1: Reliability and Validity

	CR	AVE
BAW	0.891	0.674
BI	0.939	0.754
CPI	0.921	0.746
DMS	0.824	0.545
SME	0.896	0.742
SMI	0.945	0.775

Note: BAW= brand awareness; BI= brand image; CPI= customer purchase intention; DMS= digital marketing strategies; SME= social media entertainment; SMI= social media interaction.

In addition, this study assessed the factor loading of the items to determine if all items within the same variables convey consistent meaning. As per the research conducted by [Sarstedt et al. \(2014\)](#), it is essential for the factor loading of items to exceed 0.60. According to [Table 2](#) of the study, all items of the variables have a loading greater than 0.60. Items with a loading below 0.60 were removed. Only items with a loading greater than 0.60 were kept for further analysis.

Table 2: Factor Loading

	BAW	BI	CPI	DMS	SME	SMI
BAW1	0.873					
BAW2	0.859					
BAW3	0.868					
BAW4	0.667					
BI1		0.830				
BI2		0.924				
BI3		0.859				
BI4		0.874				
BI5		0.853				
CPI1			0.869			
CPI2			0.842			
CPI3			0.885			
CPI4			0.858			
DMS 1				0.834		
DMS 2				0.763		
DMS 3				0.785		
DMS 8				0.535		
SME4						0.745
SME1					0.884	
SME2					0.858	
SME3					0.841	
SMI 5						0.934
SMI1						0.894
SMI2						0.895
SMI4						0.920

Note: BAW= brand awareness; BI= brand image; CPI= customer purchase intention; DMS= digital marketing strategies; SME= social media entertainment; SMI= social media interaction.

In addition, this study assessed the discriminant validity using the Fornell and Larcker approach as proposed by (Fornell & Larcker, 1981). As per the researcher's findings, correlation coefficients should be lower than the square roots of AVE. According to Table 3, the square roots of AVE are consistently higher than the other values. Therefore, discriminant validity is suitable.

Table 3: Fornell and Larcker

	BAW	BI	CPI	DMS	SME	SMI
BAW	0.821					
BI	0.617	0.868				
CPI	0.623	0.794	0.863			
DMS	0.427	0.529	0.571	0.738		
SME	0.572	0.593	0.671	0.524	0.861	
SMI	0.197	0.255	0.268	0.263	0.307	0.880

Note: BAW= brand awareness; BI= brand image; CPI= customer purchase intention; DMS= digital marketing strategies; SME= social media entertainment; SMI= social media interaction.

At The end of the measurement model analysis, this study examined the determination scale also known as R square. According to Chin et al. (2003), a value of R square of more than 0.33 is considered as sufficient. Table 4 shows that the value of R square is 41.9% and 68%. Thus, they are sufficient.

Table 4: R square

	R-square
BI	0.419
CPI	0.680

Note: BI= brand Image; CPI= customer purchase intention

The next step involves the structural model of the hypothesis being proposed. Table 5 in the study presents the direct and moderation findings. As per the results of Table 5, BI has significant effect on CPI with Beta= 0.712, t=13.519, thus hypothesis is supported. Additionally, digital marketing strategies have positive significant effect on BI with Beta= 0.294, t=4.149, supporting the hypothesis. Likewise, results support the relationship among SM entertainment and BI having Beta= 0.424 and t=5.532, accepting hypothesis. On the other hand, results do not support the relationship among SM interaction and BI, with Beta= 0.047, t= 0.800, rejecting hypothesis. Whereas, the results indicate that BAW plays a significant moderating role in the relationship between BI and PI, thus supporting the hypothesis.

Table 5: Direct and Moderating Results

	Beta	SD	T value	P values	Decision
BI -> CPI	0.712	0.053	13.519	0.000	Accepted
DMS -> BI	0.294	0.071	4.149	0.000	Accepted
SME -> BI	0.424	0.077	5.532	0.000	Accepted
SMI -> BI	0.047	0.059	0.800	0.212	Rejected
BAW x BI -> CPI	0.135	0.038	3.538	0.000	Accepted

Note: BAW= brand awareness; BI= brand image; CPI= customer purchase intention; DMS= digital marketing strategies; SME= social media entertainment; SMI= social media interaction.

Table 6 of the study presents the mediating results of the hypotheses. Table 6 clearly demonstrates the acceptance of two mediating hypotheses. There is no support for the relationship between SM interaction and CPI.

Table 6: Mediating Results.

	Beta	SD	T value	P values	Decision
DMS -> BI -> CPI	0.209	0.053	3.913	0.000	Accepted
SME -> BI -> CPI	0.302	0.060	5.063	0.000	Accepted
SMI -> BI -> CPI	0.034	0.042	0.796	0.213	Rejected

DISCUSSION

Customers are vital for generating revenue for organisations. The organisation must attract more customers in order to boost their revenue. Improving a firm's competitive position in the market can be achieved through this approach. The customer's purchasing decision is contingent upon their intention to acquire a product. The customer's intention refers to their willingness to engage in the purchase process. Customers who intend to purchase a product are highly likely to follow through with their purchase. Customers frequently hold favourable opinions about the product. This also applies to PI when considering restaurants based in Saudi Arabia. This study examined the impact of BI, CPI strategies, SM entertainment, and SM interaction on customer PI through BI. This study also examined the moderating role of BAW. The study's findings indicate that BI is a reliable indicator of customer PI (García, 2023; Park & Sihombing, 2020) also found similar results in their study. Customers often form perceptions about restaurants based on their media activities and promotional campaigns. Positive word of mouth yields the same result. This BI tool assists the customer in distinguishing a particular restaurant from other competing establishments. The study participants expressed that the brand's performance is highly regarded, based on recommendations from their friends and family members. In addition, every time they dine at this particular restaurant, they experience a sense of satisfaction. Similarly, whenever patrons dine at this establishment, they experience a sense of belonging in the community. They can create a positive image of themselves among friends and family.

In addition, dining at this restaurant gives the impression that aligns with the preferred way of living of the respondents. This restaurant perfectly aligns with their individuality.

In addition, the study's findings indicate that the restaurant's CPI strategies have a noteworthy impact on BI. In today's technologically driven era, customers rely heavily on digital applications to gather information about various brands, including restaurants. There are various tools that play a crucial role in the success of a business, such as email marketing, website design, website interface, mobile marketing, and more. The study's findings suggest that restaurants are successfully utilising digital tools to persuade customers and cultivate a positive perception of their establishment. Customers of restaurants believe that the establishments' marketing strategies are successful. Moreover, they also feel that the marketing strategy is in line with their personal preferences. The marketing team's digital advertising frequency is also impressive. Additionally, it is highly probable that they will interact with the brand through various SM pages and accounts. They also have a strong belief in the effectiveness, value, and relevance of the information they receive from CPI. In addition, these marketing channels effectively cater to the customers' requirements. Due to this marketing activity, customers will form a favourable impression and be more likely to buy food items from restaurants in the future. Overall, they are pleased with the restaurant's CPI campaign. The findings of [Zulfikar et al. \(2022\)](#) align with the results of this study.

The research findings also indicated a positive correlation between SM entertainment and BI. Many customers utilise social media for entertainment purposes. They can find information about restaurants as well as entertainment options of their preference. They offer a wide range of entertainment options, including music, videos, movies, and more, as well as the ability to search for information. Thus, entertainment plays a crucial role in shaping the perception of restaurants. The restaurant's clientele has provided feedback expressing their appreciation for the establishment's SM activities and advertisements. In addition, they find the SM advertisements of restaurants to be enjoyable. They also find these ads to be highly valuable. They possess a comprehensive understanding of the product. When using SM, customers have the opportunity to connect with other customers and obtain the information they need. The respondents find the overall process of using SM applications to be enjoyable. Customers have multiple SM applications available, allowing them to choose the one that best suits their preferences. These applications encompass popular social media platforms like Facebook, Instagram, and various others that cater to the diverse entertainment preferences of users. Overall, customers find that using SM to obtain information is highly engaging. The study conducted by [Wirga et al. \(2022\)](#) yielded similar results in their research.

The study's findings revealed that BAW plays a moderating role in the relationship

between BI and PI. Having knowledge about the restaurant's services and offers can enhance the connection between the image and the desire to dine there. The decision makers of restaurants have successfully utilised various marketing tools to raise awareness about their establishments. The participants in the study noted that they are able to easily distinguish this establishment from others due to its favourable reputation. In addition, the customers have a strong understanding of the restaurant's services. In addition, individuals have no difficulty remembering the restaurant's logo and symbol. Customers can easily recall the distinguishing features of the restaurant. Consequently, there is a strong correlation between the image and PI of the restaurant customers. They are interested in purchasing the services of restaurants in the future. In addition, the results indicate that the role of BI as a mediator is significant in the context of CPI strategies, SM entertainment, and customer PI. Put simply, CPI strategies have a major impact on how the hotel is perceived and ultimately influence the decision to purchase the product. SM entertainment also cultivates a favourable perception of the restaurant, enhancing customers' inclination to patronise its services. This study also provides support for the research conducted by (Hien et al., 2020), which highlighted the role of BI as a mediator in their study.

LIMITATIONS

Like any academic study, there are certain limitations to consider. This study follows a quantitative approach. In the future, it would be beneficial for similar studies to incorporate mixed methodology to enhance the depth of analysis. In addition, data was collected through questionnaires from previous studies. For future studies, it is recommended to collect data through carefully conducted interviews. In this study, the focus was on the technology-related variables. In future studies, researchers may consider incorporating variables such as collective culture into their proposed model to evaluate how culture influences the perception of restaurants. This study conducted an analysis using smart PLS. Future studies should consider comparing the analysis of Smart PLS with AMOS.

Data was collected from restaurants located in Riyadh. For future studies, it is important to include customers from other cities in Saudi Arabia in the study sample. The study solely examined digital and SM applications and strategies. Further research should examine how social media influencers impact customer perceptions and emotions, which in turn influence customer PI.

Practical and Managerial Implications

This study has expanded awareness of the role of business intelligence in developing customer performance indicators, based on empirical findings. The findings further contribute to the understanding of how BAW influences the relationship between BI and PI. The findings are significant for understanding the role of social media

entertainment and CPI strategies. There is a limited amount of research on the various factors contributing to the development of PI among Saudi customers. This study has also made efforts to reduce this gap.

The findings highlight the significance of CPI strategies in shaping a positive image for restaurants, which has important implications for managers. The findings suggest that for the social media campaign to be effective, it is crucial to make it engaging in order to capture the customers' attention. In addition, managers should prioritise utilising effective tools to raise awareness of their restaurant and cultivate a positive image. These findings are crucial for Saudi policymakers in the hotel and restaurant industry.

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Appendix: Measurement Scales

S.N	Variables	Item	Reference Number
	Purchase Intention	<ol style="list-style-type: none"> 1. I will definitely buy products from this company in the near future. 2. I intend to purchase products from this company in the near future. 3. It is likely that I will purchase products from this company in the near future. 4. I expect to purchase products from this company in the near future. 	(Arli, 2017)
	Brand image	<ol style="list-style-type: none"> 1. This brand performs as it promises 2. This brand makes me feel good 3. This brand helps me feel accepted 4. This means that I make a good impression on other people 5. This brand enhances the perception that I have a desirable lifestyle 	(Cuesta-Valiño et al., 2022)
	brand awareness	<ol style="list-style-type: none"> 1. I can recognize this apparel brand among other competing brands 2. I am aware of this apparel brand 3. I can quickly recall the symbol or logo of this brand 4. Some characteristics of this brand come to mind quickly. 	(Frank & Watchravesringkan, 2016)
	Digital Marketing strategies	<ol style="list-style-type: none"> 1. Digital marketing strategies used by our company are effective 2. Digital marketing efforts align with your preferences as a consumer 3. You are satisfied with the frequency of communication from our digital marketing channels 4. You are likely to be engaged with our brand through social media based on our current digital marketing content 5. You feel that your digital marketing efforts provide valuable and relevant information 6. You think our digital marketing channels address your specific needs and interests? 7. It is highly likely that you to make a purchase or take a desired action as a result of our digital marketing campaigns? 8. You are satisfied with the overall experience of interacting with our brand through digital marketing channels. 	(Rehman et al., 2024)

	Social media interactivity	<ol style="list-style-type: none"> 1. I have posted an enquiry/comment on a fashion brand's social media page. 2. I feel satisfied when the fashion brands reply to my enquiry/comment. 3. It is important to me for the fashion brands to respond as soon as possible. 4. The responses from fashion brands are usually useful. 5. Interactions between consumers and fashion brands create a relationship. 	(Jan & Sultan, 2020)
	Social media entertainment	<ol style="list-style-type: none"> 1. Their social media are enjoyable 2. Their social media are pleasing 3. Their social media are entertaining 	(Arli, 2017)