



Impact of social media activities on emotional attachment: An evidence from the hospitality industry of Pakistan

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Article Information	Abstract
Article history: Submitted: 25 th April, 2023 Accepted: 05 th May, 2023 Published: 30 th June, 2023	<i>The purpose of this study is to determine how social media activities affect emotional attachment by examining the roles of customer loyalty and satisfaction as mediators in the hospitality industry of Pakistan. The researcher used a sample size of 300, however, 289 final responses after screening were chosen for the final analysis. SPSS and AMOS are used to find the results of structural equation modelling and confirmatory factor analysis to find study the final. Findings suggest that social media activities have a positive impact on emotional attachment and social media activities also have a positive association the customer loyalty and satisfaction. However, customer loyalty and satisfaction show no mediation between social media activities and emotional attachment. To hunt down customers' emotional attachment, loyalty, and satisfaction, social media is an active tool to communicate with customers, and managers in the hospitality industry can use this platform to increase market share and capture new opportunities. By examining the value in the context of the hospitality sector in Pakistan, this investigation gives new ideas and literature with proposed suggestions that are supported for future investigations.</i>
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Introduction

In the field of globalization, social media platforms are often regarded as the most significant technological advancement in the past era, significantly changing how people conduct businesses in a growing industry. Due to the great dynamism for decision-making, tourist operations, and brand growth, some studies recommend the operations of social media and associated interests should be continually investigated. Marketers consider travellers as partners when using social media for tourism, and they aim to develop and strengthen long-term

relationships with clients who have an emotional connection to travel brands. Social media in the tourist industry helps hospitality businesses increase brand recognition and customer loyalty. However, these experiences have not been systematically investigated in the context of tourism. Such travel social networking sites attract a big number of people who all have the same goal of participating in similar activities (Li, M. & Chen, 2020). Social media sites are digital spaces where a business's reputation and associations are created, maintained, and promoted. Social media platforms offer professionals in the tourism industry captivating platforms, in-the-moment interactions, and a cost-effective setting to forge emotional connections with customers. Travel-related social media platforms are crucial for fostering brand loyalty, according to experts in tourism and hospitality (Hang et al. 2020). Facebook, TripAdvisor, and other social media sites that let users share information and experiences are often used for travel-related objectives. Due to social media operations like interactivity, benefit, and incentives that passengers receive, social media sites offer a distinctive path for marketing communications and branding growth. Social media networks are increasingly being used. Social media is widely used by tourists before, during, and after their vacations. This dynamic has an impact on how various travel and tourism-related firms, such as hotel chains, travel agencies, and convention and visitors' bureaus, market themselves. Due to the essential influence, these structures have on generating emotional attachment, travel-related social media platforms are becoming on-edge and effective booking and brand-building tools (Li, M. & Chen, 2020). As brands are complex mixtures of practical, symbolic, and emotional values and advantages, travel companies are now attempting to establish emotional connections with travellers by utilizing social channels (Moro and Rita, 2018; Walker S.A, 2022). On the other hand, the influence of social media on consumer perceptions and the development of branding frameworks has received less attention in recent years. Social media usage has gained prominence as a study topic recently. Social media has been successfully employed by researchers in various disciplines. They consist of finance, accounting, and management in terms of marketing. All online marketing campaigns have as their main objective attracting customers and creating a trend that will eventually replace traditional marketing. The study report is based on examining client characteristics that keep them safe (Van Donor, 2010). The researcher offers the prospect of expanding his study in the future by including more elements in client brand engagement behaviour. We introduced "satisfaction" as a mediator to help the brand acquire and retain more customers. The mediator abridges "customer Equity" "customer Attachment", "customer Loyalty" and "customer Trust. Customer satisfaction is significantly correlated with customer engagement behaviour, and satisfaction is obtained when there is brand equity (Haralayya B. 2021). The source of happiness increases consumer equity and experiences, resulting in increased customer brand engagement. When a sense of attachment is stronger as a result of consumer preference, customer brand behaviour is good this indicates that clients who have been hooked to it are satisfied. The level of brand involvement with customers is sufficient to maintain consumer loyalty. This important factor influences behaviour since loyalty is frequently mistreated. (Reinartz, 2002). As a measure of satisfaction, customer loyalty is the most essential among perceived values. Customer satisfaction is the glue that holds the customer-company connection together. The core of brand customer behaviour is trust and commitment between buyer and supplier (Sashi, 2012). As a result, the present research examines how social media activities influence customer loyalty and satisfaction, which in turn influences customers' emotional attachment (Khairawati, 2020). It focuses on how social media activities affect branding characteristics, as well as how brand image and brand commitment influence emotional connection the current study is significant for travel professionals since the empirical findings suggest that

social media activities improve consumer image and commitment to travel companies, aiding in the formation of long-term emotional bonds with passengers.

Literature Review

Social Media Activities and Emotional Attachment

Emotional attachment is an emotionally secure bond between someone and something (i.e., someone, a pet, a celebrity) (Thomson et al., 2005). Social networking, which includes a web-primarily based entirely on social networking sites and user-generated services, has been widely used in accounts that now, from 2003 onwards (Boyd & Ellison, 2007). Studies emerge, and the ideas associated with it are explored, as well as social interacting sites user-generated content material (Shao, 2009; Hang et al. 2020). What stands out from the essentials of the user-generated fabric is the fact that customers are the ones who produce, design, publish, or expand the content of the media i.e. provider-created user support assistance (Krishnamurthy & Dou, 2008). Social media also allows people to do what they can and engage in all forms and the content of the content becomes great. Social media concepts and user-generated material have been employed sparingly, despite some differences of opinion that describe those new media and should claim that it is a feature of social media. (Kaplan & Haenlein, 2010). As a result, you can utilise Attachment Theory as a foundation for theatre to comprehend the relationship between fans and celebrities. The idea of attachment has long been utilised to judge manufacturers' sponsors' opinions, and it is currently employed to work together with human builders. For example, Thomson (2006) determined that an excessive attachment diploma is associated with unusual results in satisfaction, trust, and commitment. The concept of attachment reflects the enduring relationship of intelligence between people primarily based on the concept of intimacy and bonds due to emotions, which include love, passion, and happiness (Thomson et al., 2005). Therefore, customers certainly extend a different emotional bond or contact with a celebrity. Indeed, sharing private data is almost a big star in the use of social media to create a sense of intimacy with many celebrities and fans (Marwick & Boyd, 2011).

H1: Social Media Activities have a significant impact on emotional attachment.

Social Media Activities and Customer Loyalty

Branding is a crucial aspect of competitiveness in the present market since it makes identical goods and services provided by other businesses stand out in customers' eyes and appeal to them more. The brand serves a variety of purposes, including lowering risks associated with products and services for consumers and forming social bonds without revealing an individual's identity, in addition to reflecting authenticity, value, and commitment to the goods and services that are provided to consumers by businesses. Based on the products and services they provide, firms that were successful in building brands have been categorized differently from other businesses. Social media is the internet platform where people with similar interests may connect and exchange ideas and thoughts (Weber, 2007). There are two key reasons why businesses must embrace these online communication tools based on mobile and Internet technologies. The first is how consumers interact with companies and products and how it influences other consumers (Chen et al., 2011). Due to the positive effects that loyal customers have on business performance in today's competitive markets (Anderson) and when the cost of acquiring new customers is higher than that of keeping existing ones, the value of customer loyalty is gradually increasing. The commitment to utilizing a company's goods and services in the future and frequently despite competition from other companies is known as customer loyalty (Khairawati, 2020). Brand loyalty

is also a pattern of shopping that shows a consumer's choice when they continue to purchase a particular brand.

H2: Social Media Activities have a significant impact on customer loyalty.

Social-Media Activities and Customer Satisfaction

A collection of internet tools known as "social media" promotes user-to-user social contact. Hansen et al. (2011) As a few examples of the many online sociotechnical systems that have emerged recently, classify social email, discussion forums, blogs, microblogs, texting, chat, social networking sites, wikis, photo and video sharing sites, review sites, and multiplayer gaming communities as "media". The first step in social media marketing operations is e-marketing and Kierzkowski et al. (1996) provided the structure for it. Five elements—relate, attract, engage, retain, and learn—are proposed as crucial elements that can contribute to the effectiveness of their study. It asserts that many scholars classify satisfaction as emotional. Oliver (1997) defined customer satisfaction as pleasurable fulfilment, and this study applies that definition. However, the satisfaction construct has taken on a significant role in marketing literature and is a vital source of income for market research companies (Haralayya B. 2021). Either an emotive or cognitive state has been used to express customer pleasure. Customers frequently assess the quality of a service based on calculative factors, such as the number of benefits they received and the number of sacrifices they made, according to researchers who view pleasure as a cognitive state (Lin, H., Zhang, 2021).

H3: Social Media Activities have a significant impact on customer satisfaction.

Customer Loyalty and Emotional Attachment

Studies accept as true the fact that consumer loyalty also depends on some of the factors associated with the buyer, i.e., how customers keep the business within the hobby of what the business is doing. Considering the multitude of these advantages, herbal remedies are so effective for beautiful designs that teams must demonstrate solid gadget fashion to improve consumer loyalty. And every business venture seems to have the same kind of system that makes that credibility happen. Such functions include visibility of key consumer experiences, the emergence of sound products, active advertising and marketing and marketing activities, key fraud processes, and consumer dating control. The question "while" is associated with an examination of boundary conditions that control emotional attachment loyalty. Or there may be evidence from Matthews et al. (2018); Thomson et al. (2005) highlighting the high-quality effects of developing emotional intimacy with customers, studies are lacking regarding consumer diversity in developing a link of emotional trust (Hang, 2020). Creating an emotional bond with the bulk of the outsourcing business and customers can be a great practical approach while exploring a client's inanimate object because managers may also choose to use their communication skills to integrate emotional bonds with their customers. Second, the object is unified as it incorporates facts from a linked library to faithfully capture the emotional attachment of a consumer business in settings that include tangible areas (i.e., service capes). The lessons learned from the psychological and behavioural effects of loyalty applications should be broadly integrated into 3 streams. Finally, emotional attachment leaves a lasting impression as producers bind up "stored memories" that evoke or reflect unpleasant experiences, moments, people, places, or memories (Holbrook, 2006). The implementation of loyalty requests takes place often within the international organization. However, within the textbooks, there are differing views on the overall performance and effectiveness of loyalty applications. The most recognized benefit of loyalty applications is their ability to generate sales records to allow status testing. For example, Stone shows that records

produced with the help of a loyalty program can be used to alter a company's delivery and meet the wishes of its customers.

H4: Customer Loyalty has a significant impact on emotional attachment.

Customer Satisfaction and Emotional Attachment

Research confirms that the emotional closeness of an agency to a character is pleasing because of the mind, happiness, or involvement. Park et al. (2006) the question of whether attitudes can exist or not as they should address a fully based trademark relationship. Emotional adherence can provide a purpose for strong behaviour and can be thought of as a strong consumer product image (Walker S.A 2022). However, this may now be less interesting: previous studies of advertising and marketing as well as marketing and marketing show that even the happiest customers are no longer holding the product type. Emotional attachment calls for personal statistics of consumer and product quantity at the same time as happiness can easily appear in other usage reports. In the same Yim et al. (2008) distinguish between agency's emotional attachment and love of spending.

Consumer emotional attachment carries strange emotions, at the same time as the effect of consumption can encompass all the unique and terrifying emotions. Numerous studies suggest that there may be a unique relationship between employee happiness and consumer pride (Wangenheim et al., 2007). As a result of this thought-provoking courtship, the team of pleasure-makers have determined the remarkable drawings of researchers and this has been a problem for decades (Matzler & Renzl, 2007). It is not uncommon for there to be any doubt that the employee's happiness is important within the network company because of the company person. Gursoy and Swanger (2007) argue that within hospitality and Hospitality Companies to provide customer support and entertainment is considered 'provided', which is predictable and is part of the day-to-day operations. Tourism and tourism businesses cannot survive without happy customers; however, having happy customers may not guarantee the success of any hospitality and tourism business. Since the intangibles of any business enterprise are primarily based on employee statistics and skills, and the business outcome of a business is primarily based on employees and the excellent visibility of customer and employee interaction, job pride and retention have become one of key issues affecting the tourism and tourism industry (Matzler & Renzl, 2007).

H5: Customer satisfaction has a significant impact on Emotional attachment.

Customer Loyalty plays a mediating role between Social Media Activities and Emotional Attachment

It can be difficult to determine how well social media works, even though many commercial organizations see the value of incorporating it into their everyday operations. Teo and Tan (2002) used quantitative analysis to verify the theoretical underpinnings of digital marketing and discovered that only the "Attract" dimension had a positive impact on the value of online brand equity. Attitudinal loyalty, according to Park (1996), is a person's desire to keep a relationship going by way of affective attachment and identification causes this psychological attachment. According to Russell-Bennett (2007), brand commitment and the desire to repurchase that brand are the two components of attitudinal loyalty. Affective and conative components can be seen in these ideas on attitudinal loyalty (Khairawati, 2020). As a result, we make a distinction between affective and constructive loyalty in our study. According to certain research conducted in the tourism industry, customer loyalty and social media activity are positively correlated. According to the findings of a study by Leung and Bai (2013), participation in a hotel's social media website had a favourable impact on visitors' willingness to return. A psychological connection to an

organization based on positive emotions is known as "affective loyalty" (Garbarino, 2008). In this study, an attachment to a person or a group is referred to as affective loyalty. Customer emotional attachment, or the degree of a customer's relationship to the brand, is a key idea in marketing literature. This link consequently affects their behaviour, enhancing business profitability and customer lifetime value (Thomson et al., 2005).

H6: Customer loyalty plays a mediating role between social media activities and emotional attachment.

Customer Satisfaction plays a mediating role between Social Media Activities and Emotional Attachment

The majority of consumer behaviour research has been on purchasing behaviour but understanding the entire consumption cycle—from acquisition to use to disposal—is important. As a result, even though this post-purchase behaviour has a significant impact on replacement purchases, less is known about the consumer-product interaction throughout ownership. Thomson et al. (2005) examined several distinctions between brand attachment and brand attitudes. Their line of thought can also be used to differentiate between the concepts of product attachment and product attitudes. First, attachments form through time as a result of interactions between a person and the thing, giving the object new significance to the owner (Baldwin et al., 1996). As opposed to this, attitudes form independently of any interaction with a product. Second, items to which one has a strong emotional connection are typically regarded as being unique and important to the owner due to satisfaction (Zhang, 2021; Chaudhry & Amir, 2020). On the other hand, people can have favourable attitudes about commonplace goods that are of little significance to them because they feel satisfied. Morra et al. (2018) claim that social media influences consumers' brand reviews, levels of satisfaction, and perceptions. A customer considers online evaluations, recommendations from friends and family, and word of mouth before making an electronics purchase. Thanks to social media, customers may quickly obtain insightful opinions, suggestions, and reviews (Li, M. & Chen, 2020). In contrast, social media, in the absence of a concerted effort, is the leading source of false information and can contribute to societal unrest (Lukasik et al., 2019). Customer satisfaction, according to Chitty et al. (2007), is a psychological evaluation and a useful comparison between the advantages customers obtain from the time of purchase to the end of consumption and the costs they incur to use services and products. Customers get satisfied if the genuine experience (interest) exceeds the imagined expectation (cost/sacrifice). They are unhappy otherwise (Oliver, 1980). The trade-off between a product's pre- and post-consumption or use determines satisfaction (Shamsudin et al., 2018). In order to satisfy the diverse needs of customers and businesses, it is crucial to prioritize customer satisfaction because it is necessary for the emotional attachment of a customer. For most businesses that need to survive and remain competitive, the pursuit of customer pleasure has evolved into a strategic imperative (Yi and Natarajan, 2018).

H7: Customer satisfaction plays a mediating role between social media activities and emotional attachment.

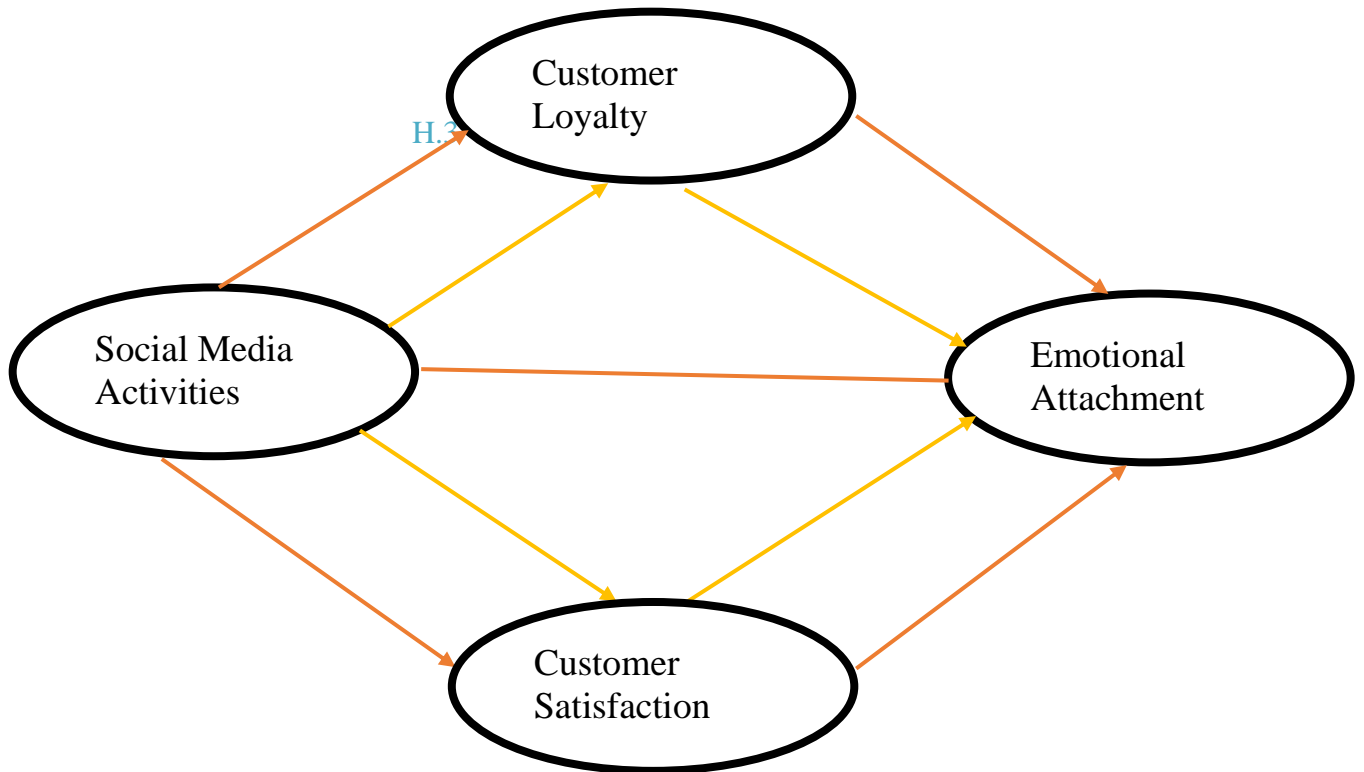


Figure 1: Framework of the study

Methodology

In this study, 300 people were chosen as participants on the base of the judgement sampling strategy from the hospitality industry of Pakistan. Numerous arguments on sample size have been presented in the literature. When dealing with primary data (Hair, Gabriel, & Patel, 2014; Hair, Ortinau, & Harrison, 2010). However, it is suggested that a response rate of 289 after data screening is used by the investigator.

A 5-point Likert Scale was used to answer the questions. On this scale, 1 stands for "strongly disagree," while 5 stands for "strongly agree." participants register their reaction by picking the one that best suits their point of view from the available options best matches their point of view. A scale of 6 items has been used to operationalize the variable "Social Media Activities" (Usha Ramanathan, 2015). Same as six items have been used for "Customer loyalty" and "Customer Satisfaction" (Arash Vahdat et al., 2020; Usha Ramanathan, 2015). Moreover, "Emotional attachment" has also been operationalized by a six-item scale developed by (Albert A. Barreda et al. in 2019).

Respondent Profile

There are five sections to the questionnaire that was created for the study. The responder profile appears first in the first section. Most respondents were men, according to the findings. The overall number of respondents was 289, with 156 men contributing 54.0 per cent of the total. The replies of the women respondents, on the other hand, were thought to be quite less. The total no of women questioned in this study is 133 respondents, most of whom were between 20 and 40 years

old. The active participation of young people in the hospitality industry of Pakistan shows that most respondents were under 20 years old with only 21% of the total. Moreover, according to the qualification most of the respondents are undergraduates with 47.4% and then postgraduates who are having 38.1% of the total. Other than this information marital status of the respondents is 47.4% un-married and 52.6% married status of respondents. For salary, the highest group is 20000-40000 with 43.3%.

Table1: Respondent's Profile

		Frequency	Per cent
age	20-29	88	30.4
	30-39	122	42.2
	40-49	66	22.8
	50-59	13	4.5
	Total	289	100.0
Gender	Male	156	54.0
	Female	133	46.0
	Total	289	100.0
Qualification	Undergraduate	9	3.1
	Graduation	137	47.4
	Post-Graduate	110	38.1
	Higher Studies	33	11.4
	Total	289	100.0
Marital Status	Single	137	47.4
	Married	152	52.6
	Total	289	100
Salary ray	Below 20000	44	15.2
	20000-40000	125	43.3
	40000-60000	92	31.8
	Above 60000	28	9.7
	Total	289	100.0

Descriptive Statistics

The distortion and balance of the data are explained by skewness. Furthermore, the researcher performed mean, maximum values, minimum values, and standard deviation of the data constructions of this research to detect any outliers in the data. The following is a table of the results. The results indicate that the constructions' Skewness values are substantial, implying that the data is typical. The construct's typical values vary from 1 to 5. In addition, the highest and lowest values are 5 and 1, respectively. This indicates that the data does not contain any outliers.

Table 2: Descriptive Statistics

N	Minimum	Maximum	Mean	Std. Deviation	Skewness	
Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error
EA	2	1	5	3	1.1	-
	89			.12	37	.048
						143

SMA	2 89	1	5	3 .58	1.0 59	- .582	. 143
CL	2 89	1	5	3 .74	1.1 21	- .739	. 143
CS	2 89	1	5	3 .58	1.0 33	- .470	. 143

Correlation

Pearson's correlation model has been used to check the relationship of the variables. The results of the correlation evidence are as follows:

Table 3: Correlation (N=289)

		EA	SA	CL	CS
EA	Pearson Correlation	1			
	Sig. (2-tailed)				
SMA	Pearson Correlation	.622**	1		
	Sig. (2-tailed)	.000			
CL	Pearson Correlation	.492**	.894**	1	
	Sig. (2-tailed)	.000	.000		
CS	Pearson Correlation	.420**	.776**	.819**	1
	Sig. (2-tailed)	.000	.000	.000	

**. Correlation is significant at the 0.01 level (2-tailed).

Reliability Analysis

Cronbach's alpha is considered the best scale measure for the purpose of measuring internal consistency, or how strongly a group of objects is interrelated. It is also regarded as a scale for reliability measurement.

Table 4: Reliability Analysis

Name of construct	Cronbach's Alpha	No of Items
Emotional Attachment	0.899	6
Social Media Activities	0.924	6
Customer Loyalty	0.982	6
Customer satisfaction	0.982	6

According to the reliability data in Table 3, all constructions and their scales are reliable and consistent, with Cronbach alpha values exceeding the significance level of .07. Emotional attachment and Social Media Activities have been shown to be extremely reliable, with a Cronbach's alpha value of 0.899 and 0.924 respectively. However, variables such as Customer Loyalty, with a Cronbach's alpha value of 0.982, and Customer Satisfaction, with a Cronbach's alpha value of 0.982, are also highly reliable.

Structural Equation Modelling (SEM)

SEM is defined as "a multidisciplinary analytical tool used to study structural relationships between variables". Also, these statistics; Factor analysis and a combination of many repetitions. Used to study the structural relationships of variables. For the proposed hypothesis testing of this

study, the SEM was performed through AMOS. For testing the hypotheses and mediations SEM technique is used by the researcher which was recommended by [Waterman \(2011\)](#). However, there is a lack of agreement among the researchers about the method which determines the best model fit. Different measures are adopted for evaluation of the model including χ^2 =Chi-square; DF= Degree of Freedom; CMIN= Minimum Chi-square; GFI= Goodness of fit index; RMSEA= Root Mean Square Error of Approximation; NFI= Normed Fit Index; TLI= Tucker Lewis Index; CFI= Comparative Fit Index.

Table 5: Regression Weights (N=289)

Path			Estimate	S.E.	C.R.	P
CL	<---	SMA	.946	.028	33.904	***
CS	<---	SMA	.757	.036	20.868	***
EA	<---	SMA	.990	.124	7.979	***
EA	<---	CS	-.079	.079	-.997	.319
EA	<---	CL	-.278	.103	-2.707	.007

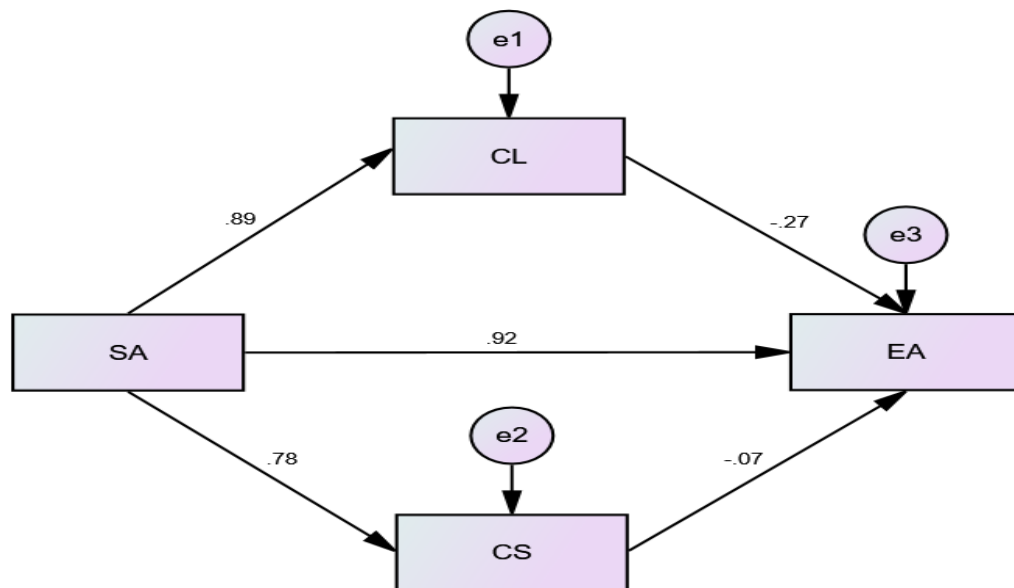


Figure 2: Indirect Effects Model

Table 6: Model Fit Indices

Threshold value	≤2.492	≥ .979	≥ .994	≥ .464	≥ .464	≤ .072
Calculated value	1.927	0.867	0.954	0.949	0.954	0.053

Discussions and Conclusions

Increasing social media usage offers distinctive chances for firms to create long-lasting relationships with consumers. Social media platforms are helping businesses engage with their

customers in the hospitality sector, making them important tools for marketing. Therefore, current research looks at how emotional connection and commitment increase when utilizing social-media sites, also how social media usage affects customers' emotional attachment in a hospitality context. Results are provided in hypotheses along with regression coefficients and justify variances. Significant study results were found with respect to H1, which contends that social media use is favourably correlated with emotional connection. This result was in line with earlier research (De Vries et al., 2012), suggesting that customers are more likely to acquire a favourable impression of the brand when they see social media as engaging. Therefore, it is important to engage with customers on social media to help them develop an emotional connection to the brand, especially in Pakistan's hospitality sector, where this will help to increase brand loyalty and customer satisfaction. Relationships between brands and customers can involve interactive online communication and emotional connections. It's crucial to develop communications that are consistent and focused on the emotional requirements of the consumer. Social media communications should reflect the message that the travel brand is responding to its consumers. Furthermore, the research result related to H2 and H3, suggest that SMA is positively related to customer loyalty and customer satisfaction be significant which is also consistent with previous research (Ma and Chan, 2014) which means companies can have social media platforms to create a link with their customers and the more connection or communication by SMA with cause more loyalty and satisfaction. However, if users perceive social media sites as interactive, then the users will be more likely to have a stronger association with loyalty and satisfaction on preference. With respect to H4 and H5, proposing that customer loyalty and customer satisfaction are not related to emotional attachment, the finding was not significant. There is no evidence or association between customer loyalty and customer satisfaction with emotional attachment particularly in the hospitality industry of Pakistan. Although social media interactivity contains elements of satisfaction and loyalty, people will not be emotionally attached and may have to get new experiences by using other brands as well. Finally, the findings do provide not any support to H7 and H8 which state that if consumers of the hospitality industry have communication with the business and they have satisfaction and loyalty but due to not having emotional attachment there will be no mediation among the variables. More importantly, this theoretical model/path can help managers and practitioners by informing their strategies. Brand emotional attachment meaning is the primary antecedent of brand attachment strength, which influences brand equity as well as satisfaction, trust, and commitment with loyalty. As a result, managers should strive to stand out by establishing and fostering new relationships with their customers. For example, networking events, social media campaigns, branded apparel, and other strategies can be used to strengthen the bonds between the institution and customers.

Implications

Because the brand represents who the social media users are (e.g., emotional commitment, identification, and positive image), emotional brand attachment created by using social media and its associated activities can both strengthen the bond tying the brand to social media users and connect social media users with the brand. It can also undermine competing brands. Even while many companies are aware of how important authenticity is in helping customers form emotional attachment ties with brands, they have not yet placed enough attention on creating a strong social media link with their clients (Peterson, 2005; Li, M. & Chen, 2020). Emotional attachment has significant benefits for brands that offer hospitality services online. Therefore, an important

research issue is to examine how emotional attachment is created via social media in the context of hospitality (Walker S.A 2022). However, brand attachment to satisfaction and loyalty has been overlooked in prior studies on social media activities and online communities. Customers look for more genuine brands as a result of emotional attachment and the knowledge they get through social media. Most customers when not get satisfaction with authentic brand offerings, switch to another option to meet their need for an authentic brand. As a result, brand emotional attachment is receiving greater attention and social media search activity since customers are more likely to appreciate and care about their preferred brands when they are emotionally attached to them.

Limitations and Future Research

Same to previous studies in the same field, this study has significant limitations. First, it is important to focus on how generalizable the study's findings are while also considering the research constraints that the authors overcame. Only the hospitality industry is discussed in the current study, and only one nation's consumers were included in the sample of consumers. Research could also be done in other business categories like manufacturing, health and service sectors of Pakistan where people make recommendations based on the provider's real-world actions and consider factors like authenticity-based online purchases or purchases made through social networking sites because the methods of purchasing and role of social media activities are very high after COVID-19. By considering the digitally split geographical location as a key component to examine in the future, future research can explore additional characteristics such as brand image and brand credibility as dependent variables, while taking brand experience and moderation as control variables. Additionally, given that consumers' sentiments are prone to alter over time, we looked at how brand loyalty and satisfaction relate to customers' sentiments or emotions and encourage their loyalty to a certain brand when they communicate by using social media channels. Future researchers can therefore examine the same link by doing a cross-sectional and comparative study of the two brands to see how social media marketing evolves as a result of advancements in the technologies used for branding and marketing and its effects on emotions or brand attachment of the customers. Focusing on how strongly customer emotions are attached to a brand might help obtain more scope regarding consumer loyalty, and satisfaction. For instance, based on the research's findings, we can hypothesize that social media activities have a direct significant relationship with emotional attachment but there is no mediation of customer loyalty and customer satisfaction between social media activities and emotional attachment (Li, M. & Chen, 2020).

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