

Bridging social media content and re-purchasing behavior: The mediation role of interactivity and e-WOM

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CHRONICLE

ABSTRACT

Article history:

Received: March 12, 2022
Received in revised format: September 26, 2022
Accepted: October 18, 2022
Available online: October 18 2022

Keywords:

Social Media Content
E-WOM
Interactivity
Repurchase Intention
Digital Marketing Communication

Web 2.0 has changed the way consumers access information. This study aims to investigate the relationship between social media (Watsons' Facebook page) content and consumers repurchase intention. In addition, it determined whether E-WOM and interactivity can act as the mediating variables between the social media content and repurchase decision. The data were collected through online and offline questionnaires. A total of 146 valid questionnaires were obtained and analyzed using Partial Least Square Structural Equation Modeling (PLS-SEM) through the SMART-PLS 3.3.9 software. The findings support the direct effect of social media content on E-WOM, interactivity, and repurchase intention. Moreover, the results confirmed the mediating role of interactivity between social media content and repurchase intention, however, E-WOM does not mediate between social media content and repurchase intention. The present study suggests some managerial implications for beauty brand retailers and provides fundamental strategies related to their social media.

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1. Introduction

In recent years, Malaysia's beauty market has been growing exponentially, with an annual growth rate of 10%, and the market size was valued at US \$804 million in 2019 (Kadam & Deshmukh, 2020). The growing size of the market and the interest of consumers in beauty make this area worthwhile to be studied (Mamun, Nawi, Hayat & Zaiol, 2020), as compared to other fast-moving consumer goods industries, the beauty industry is in trend and still emerging. The addition of digital tools such as social media has shed the light on the beauty industry (Nielsen, 2019). Thus, more buyers are willing to incorporate social media channels into their business operations to ease their access to information and purchase paths (Man & Rahman, 2019).

However, beauty brands and their retailers are one of the industries affected by the pandemic. According to the report by McKinsey, sales in the global beauty industry fell by 20-30% in the first half of 2020 (Gerstell, Marchessou, Schmidt & Spagnulo, 2020). Another report from Mintel shows that nearly 50% of women have cut their spending on makeup as a result of COVID-19. Not only are stores generally closed and sales weak, but it also disrupted the retail landscape for beauty products. For example, under strict protective measures, the demand for colorful cosmetics has declined, but the demand for skincare products, hand sanitizers, and detergents has increased (Decker, 2021).

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ISSN 2561-8156 (Online) - ISSN 2561-8148 (Print)

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doi: 10.5267/j.ijds.2022.10.008

Nowadays, consumers constantly seek information through social media content, which provides them with advice before buying (Hussain, Li & Li, 2021). They are gradually moving away from traditional media such as radio, magazines, and television, this phenomenon reduces the control of marketers on brand management (Poturak & Softic, 2019). Social media has become the key to connecting, communicating, and engaging with consumers through business pages such as Facebook (Mariappan & Md Saad, 2020). According to the Digital 2020 report, there were 26 million out of a 32.5 million Malaysian population using social media before COVID-19. By January 2021, that number had grown to 28 million, an increase of 7.7% over the previous year (Kemp, 2021). Among them, 25 million are Facebook users (Statista, 2021). Many data have shown that the integration of social media into communication activities can improve business performance, whereas Facebook is one of the most effective platforms. It takes traditional communication strategies a step further by turning passive users into interactive users through their reactions to posts, thus, forming brand support on purchase intention (Mariappan & Md Saad, 2020).

Social media provides consumers with opportunities to interact with other consumers, and corporate is no longer the only source of brand communication. Consumers' perception of a brand is no longer influenced solely by the information conveyed by the company, but also by consumers' electronic word-of-mouth (E-WOM) (Poturak & Softic, 2019). E-WOM refers to all informal communications offered to consumers via the Internet relating to goods, services, or characteristics of sellers, which plays a fundamental role in shaping their behavior and changing their attitudes towards products and services (Septiari, 2018).

Although the existing studies have proved that social media content has a positive impact on consumers' purchase intention (Astuti & Putri, 2018; Poturak & Softic 2019). However, the antecedents of purchase intention and repurchase intention are not the same (Ariffin, Yusof, Putit & Shah, 2016). Therefore, it is necessary to investigate the influence of social media on consumers' repurchase intention. In addition, many researchers have found that E-WOM has a positive effect on consumers' purchase intention (Imaduddin, Muhammad, Basri & Salim, 2020; Konar, Balasubramanian & Kumar, 2020; Yusuf, Che & Busalim, 2018), but few studies have tested it as a mediator (Zainal, Harun & Lily, 2017). Therefore, this study intends to test E-WOM as one of the mediating variables to investigate whether it can mediate between social media content and consumer repurchase intention.

Additionally, scholars call for encouraging more social media interaction to help enterprises survive in the modern market (Merili & Sandra, 2019). However, some studies believe that social media interactivity is ineffective in affecting purchase intention (Yong & Li, 2019). Due to the inconsistency of the results in the past studies, this study wishes to further determine the influence of interactivity on consumers' repurchase intention under the stimulation of social media content. Thus, to fill the gaps mentioned, this study aimed to test whether E-WOM and Interactivity can act as a mediator between social media content and consumer repurchase decisions of beauty products.

2. Literature review

2.1 Underpinning theory

Stimulus-Response model

The stimulus-response (S-R) model (Kotler, 1997) treats the consumer as a thinker and problem solver, who reacts to a range of external factors when deciding whether to purchase. The stimulating factors that consumers respond to include marketing stimuli and other environmental stimuli. Marketing stimuli generally refer to the product, price, place, and promotion offered by the business owner to the consumer (Oke, Kamolshitiro, Popoola & Ajagbe, 2015). These stimuli can be presented in a variety of communication ways, such as symbols, advertisements, the Internet, word of mouth, and celebrity endorsement (Kanagal, 2016). Environmental stimuli consist of social factors, based on the technological, political, economical, and cultural context of society (Oke et al., 2015). Then, the marketing and environmental stimuli enter the customer's mind and produce certain responses. The consumers' response usually manifests in product choice, brand choice, purchase quantity, and purchase timing (Kanagal, 2016).

The model has been widely applied in the study of consumer response. For instance, drawing on the S-R model, Lu, Poon, and Weng (2018) explained passenger behavior in the context of ferry service. The findings showed that a safety marketing stimulus has a positive impact on passenger behavior, which provided useful information for ferry operators to improve their safety marketing practices. In addition, Murphy (2014) used this model to study the marketing of social media websites. The research concluded that Instagram and Pinterest were powerful social media for user-generated content, which can stimulate users' brand attitudes and purchase intentions. Furthermore, Oke et al., (2015) explored consumer loyalty to green tea drinks in Thailand. Brand awareness, brand association, and perceived quality were all driving factors, which stimulate consumers' loyalty behavior.

Based on the above discussion, the S-R model is adopted as the basis for this study, assuming that social media content, electronic word-of-mouth, and interactivity as representing the stimulus, and repurchase intention is the response from the consumers.

Social media content and repurchase intention

Web 2.0 has changed the way to access and use information. Anyone can quickly exchange experiences and knowledge with others by creating, initiating, and circulating all kinds of digital information through social media (Poturak & Softic, 2019).

Social media content refers to creative and persuasive content related to the brand that is posted or shared on social media accounts or fan pages (Keller, 2009). It has broadened how brand owners can interact with consumers, and it is an important communication tool that can be used to build brands and promote their goods or services (Raji, Rashid & Ishak, 2019). Consumers are exposed to quick information through social media content as if the brand is speaking to them (Sharma, Singh, Kujur & Das, 2020).

The focus of social media content is to engage and obtain a clear target audience by creating and sharing valuable and relevant information, thus, turning these audiences into profitable customers (Confetto & Siano, 2018). The digital age has changed the expectations of consumers to communicate with brands through a variety of social media environments. In this change, it is very momentous for brands to build emotional connections with members of the social community through social media content (Killian & McManus, 2015).

According to Cheung, Pires, Rosenberger, Leung, and Ting (2020), when marketers conduct marketing activities through social media content, effective content leads to the strengthening of smartphone users' repurchase intention and continuous search behavior. Corrada, Flecha, and Lopez (2020) argued that when consumers get satisfaction with social media content, such as when they find the information they need in the content, it can have a positive impact on repurchasing behavior. Moreover, Alnsour, Ghannan, Alnatour, and Alzeidat (2018) also indicated that the use of social media content has become a strategic communication tool for brands, and it is directly related to consumers' purchase stage, purchase intention, and purchase decisions. Lim, Cheah, Waller, Ting, and Ng (2019) found that in the context of social commerce, social media content, as one of the marketing strategies, can positively influence consumers' repurchase intention. Furthermore, Teodor's (2020) research showed that retailers' continued positive social media content can increase the purchase and repurchase intention of their consumers. Based on the above discussion, this study proposed that:

H₁: *Social media content positively affects consumers' repurchase intention.*

Social media content and electronic word-of-mouth

E-WOM is the extension of traditional word-of-mouth on the Internet (Praharjo, Wilopo & Kusumawati, 2016). The essence of E-WOM is a process of communicating a product or service, experiences, and information via online or digital platforms (Seo, Park, & Choi, 2020). E-WOM can be either negative or positive, depending on the experience of the users when they purchase a product or service (Konar et al., 2020). It usually occurs when users are interested in a topic, they will join the conversation. Its impact depends on the power of the influencer and how quickly and widely social media reaches the masses (Wang & Yu, 2017).

According to Chakraborty and Bhat (2018), the more information customers are given when purchasing a product, the more actively they search for E-WOM to support their purchase intention and behavior. Nowadays, consumers' dependence on E-WOM is much higher as it has a higher emotional appeal compared to the information marketers create online (Praharjo et al., 2016). Consumers believe that E-WOM is an independent and reliable information source, especially when the information comes from their friends. They believe information that is not connected with the brand is more reflective of the real situation of the products/ services (Imaduddin et al., 2020).

Chang, Yu, and Lu (2015) argued that the utility of social media content had a positive impact on followers' word-of-mouth intentions. Furthermore, Gumus (2017) also found that social media content would lead to positive or negative word-of-mouth communication among consumers. When brands satisfy consumers with delivery, product features, or after-sale problem solutions in a positive way, they mostly share positive reviews offline and sometimes on social media. Similarly, they also indicated that they would share negative comments on social media when the brand disappointed them. These functions and impacts show that brands publish social media content not only to provide information, but mainly to arouse users' responses (Mersey, Malthouse & Calder, 2010). Seo et al., (2020) found that the usage characteristics of social media have a significant impact on E-WOM. When social media content has higher quality, reliability, and quantity, its impact on E-WOM is more positive. Similarly, Seller and Laurindo (2018) have studied a feminine fashion company Facebook. The research finding showed that fan page content is the main influencing factor of its consumer E-WOM. According to MajlesiRad and Shoushtari (2020), the social media content posted by luxury brands also had a positive impact on consumers' E-WOM. Based on the above discussion, this study hypothesized that:

H₂: *Social media content positively affects E-WOM.*

Social media content and interactivity

Social media networks, such as forums, fan pages, groups, ratings, recommendations, and feedback, create online social support and makes interactivity possible (Poturak & Softic, 2019). Social media and its interactivity provide a place for people to communicate and create a social value through the web. Research on the interactivity of social media is of positive significance to the sustainable development of brands (Yin, Wang, Xia & Gu, 2019), as it offers different values to the brand and the consumer (Astuti & Putri, 2018).

For the brands, interaction connects sellers and buyers by allowing the online search for products or services (Xiao, Huang & Barnes, 2015), it also constitutes the social interaction of consumers on the platform, including the discussion and feedback of products or services (Busalim & Hussin, 2016). These discussions and feedback are valuable sources for the development and improvement of social media content provided by brands (Hussain et al, 2021). Moreover, social media interactivity is a significant element of the communication process and contributes to relationship outcomes as a relationship maintenance strategy for brands (Ariel & Avidar, 2015).

Consumers prefer content generated by other consumers rather than product information generated by suppliers (Hussain et al, 2021). Through interaction with users, consumers will feel more secure, increase levels of trust, reduce perceived risk, and generate the intention to buy more products (Astuti & Putri, 2018). Social media users' acceptance of interactive content depends on the level of intimacy between them. In general, users tend to interact more frequently with friends with stronger relationships and exchange views with them more easily (Yin et al., 2019). On the other hand, consumers prefer interaction on social media to other interactions because it allows them to exchange information easily without spending a lot of time getting to the place.

Interaction between consumers may result in trust rejection or support of the product provider (Astuti & Putri, 2018). According to Zhang and Lin (2015), brands are taking a consumer-centric approach to design and executing social media marketing content to enable interaction. Intimate, friendly, and personalized airline social media content not only can increase interactivity, but also facilitate customer relationship building and development. In addition, using social media content, campaign, games, and other highly engaging content is more likely to increase its interactivity (Killian & McManus, 2015). Based on the above discussion, this study proposes the following hypothesis:

H₃: *Social media content positively affects interactivity.*

E-WOM and Consumers' repurchase intention

Repurchase intention is the consumer's judgment of the repeated purchase of the brand. Customers choose the same product providers and purchase the same product based on their previous experiences, which usually includes the individual's judgment of the same brand that meets their needs and the evaluation of the current product conditions (Ariffin et al., 2016). When consumers have the intention to buy the product again, it indicates that they are satisfied with the past performance of the brand and confident about its future performance (Nilsson & Wall, 2017).

Previous scholars have studied the factors influencing repurchase intention, but in social media, customers do not directly deal with sales staff, the factors that influence their repurchase intention are different from offline shopping (Lim et al., 2019; Torres, 2017). For instance, Torres (2017) pointed out that consumer complaints on social media can spread negative word-of-mouth of dissatisfaction, which can affect the company's reputation and customers' repurchase intention, while a successful experience can generate positive word-of-mouth and thus affect repurchase intention. On the other hand, when the product is relatively expensive, E-WOM has a greater impact on repurchase intention, and people tend to do more research, seek more opinions, and take more time to deliberate than usual (Seller & Laurindo, 2018). Furthermore, the positive perception of products or services will stimulate consumers' desire to buy, and E-WOM is one of the important information sources of this perception (Imaduddin et al., 2020). It can effectively enhance brand knowledge and reduce consumers' perceived risk of products by reducing the incidence of fraud or sugrophobia effects (Praharjo et al., 2016). According to Wu (2014), higher risk leads to lower repurchase intention, while low-risk perception brought by E-WOM can increase online users' repurchase intention. In addition, Balroo and Saleh (2019) found that, in the pre-purchase stage, consumers look for certain types of information or set standards in their minds, where the information they want to find is relevant, useful, clear, and easy to understand. E-WOM can provide consumers with such information they need, which is positively correlated with purchase intention. Based on the above discussion, the study proposed that:

H₄: *E-WOM positively affects consumer repurchase intention.*

On the other hand, the interactivity of social media has led to the expansion of social commerce in emerging markets. In Malaysia, approximately 80% of the population are active social media users and 51% of them use Facebook before making a purchase decision (Lim et al., 2019). Brand followers are not simply content users, but can stimulate dialogue by using appropriate content. They can also work together to reinterpret what the company proposes to them (Mazza & Palermo, 2018).

Jiang, Chan, Tan, and Chua (2010) believe that the interactivity of social media is an important environmental stimulus to consumers' purchasing process, and it can stimulate the systematic elaboration of information related to the repurchase. According to Lim et al., (2019), interactive engagement of Malaysian Generation Y has a positive impact on their repurchase intention. Furthermore, Ho and Chung (2020) studied the social media of the mobile application of the largest electric scooter company in Taiwan, and the results showed that customer interaction enhanced their repurchase intention. Based on the above discussion, this study proposes the following hypothesis:

H₅: *Interactivity positively affects consumers' repurchase intention.*

Mediating effect of E-WOM

With the progress of information technology, the E-WOM conversation of sharing information about products has become the most common and popular communication between customers (Nuseir, 2019). Internet users can exchange information frequently and easily on social media and set up and promote personal profiles related to brands and products (Belanche, Flavian, & Rueda, 2020). A study by Ramzan and Syed (2018) pointed out that content-based social media marketing was important in encouraging consumers to share information through E-WOM. Nowadays, businesses have tried to generate communication and build relationships with consumers through social media to promote good E-WOM (Sagynbekova, Ince, Ogunmokun, Olaoke & Ukeje, 2020). When the social media content of a brand has the features of vividness, accuracy, neutrality, and reliability, it will have a positive impact on consumers' E-WOM (Seo et al., 2020).

On the other hand, previous studies have shown that E-WOM is considered one of the most trusted sources of information for consumers, which has a huge influence on consumers' purchasing decisions (Imaduddin et al., 2020; Torres, 2017). In today's digital era, E-WOM is an important variable affecting purchase intention (Dehghani, Niaki, Ramezani, & Sali, 2016).

Moreover, scholars have confirmed the mediating role of E-WOM in social commerce. For example, Septiari (2018) investigated Indonesian consumers' attitudes towards online shopping, the results showed that E-WOM mediates the impact of website quality on consumer trust. Especially female consumers, when they shop online on Shopee, they rely more on the interpersonal network to build trust. In addition, Sagynbekova et al., (2020) found that E-WOM mediated the impact of social media communication on brand equity in the higher education context. The social media content of tertiary institutes can encourage students to generate high levels of E-WOM, which can help attract potential students and retain existing ones. Moreover, Gasawneh and Adamat (2020) stated that clear and effective social media content, including appropriate attractive content, can stimulate online users or satisfied customers to share their positive experiences through word-of-mouth. Such word-of-mouth can increase the interest of other customers in green products purchase intention. Based on the above discussion, this study proposed that:

H₆: *E-WOM mediates the relationship between social media content and consumers' repurchase intention.*

Mediating effect of interactivity

Social media provides a popular social activity environment for its members, in which people can interact by exchanging information, ideas, or suggestions about their common interests. It enables users to interact with content, brands, and other users (Ferreira & Zambaldi, 2019). Social media content has the characteristics of informativeness, credibility, entertainment, personalization, and incentives, which can stimulate the attitude and behavior of consumers, including interaction (Hussain, Murtaza, Ajmal & Ahmed, 2020). For marketers and brands, the effective use of the characteristic of social media content can fully leverage its potential to drive interactivity (Ferreira & Zambaldi, 2019).

Previous studies have shown that user interaction will affect the subsequent purchase intention of users (Wang, Yu & Wei, 2012). Yin et al., (2019) argued that consumers feel trust and intimacy through frequent interaction with other users on social media, which will weaken their suspicion of purchase risk and generate purchase intention. In addition, Xia, Yu, Zhang, and Zhang (2018) found that, in the green products industry, the two interaction modes of social media (interaction between enterprises and customers, and interaction between new and old customers) have a significant positive correlation with consumers' purchase intention.

The previous study also reveals the mediating role of interactivity. For instance, Lim et al., (2019) indicated that the interactivity of social media allows customers to engage, which mediates the relationship between s-commerce cues and repurchase intention. Next, Ferreira and Zambaldi (2019) found that consumer interaction is highly correlated with corporate reputation, and it also mediates the relationship between brand involvement and enterprises. Moreover, Fahmy and Ghoneim's (2016) study showed that interaction mediates the relationship between the effectiveness of social media advertising and consumers' purchase intention in the automobile industry. Based on the above discussion, this study hypothesized that:

H₇: *Interactivity mediates the relationship between social media content and consumers' repurchase intention.*

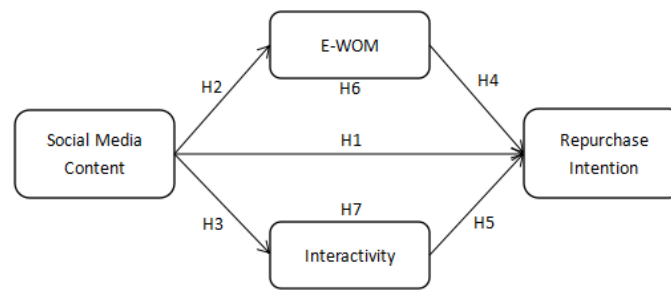


Fig. 1. Conceptual framework

3. Methodology

3.1 Research Design

This study applied a quantitative research approach to test the relationship between variables. The quantitative research method examines the numerical relationship between two or more variables. It includes the utilization and analysis of numerical data by using specific statistical techniques, to answer research questions or test hypotheses (Apuke, 2017).

3.2 Sampling Procedure

To identify the appropriate sample size, G*Power V3.1.9.2 was used for calculation. Based on Memon et al., (2020), this study assumes the effect size: 0.15, α : 0.05, with power: 80%, and predictors: 5. By conducting an A-priori t-test, the minimum sample size required for this study is 92 participants. Hence, the current study yielded 146 valid responses, thus, it deems the samples are sufficient to perform the statistical analysis. After determining the sample size, the purposive sampling method was used to select the research sample. Purposive sampling is a non-probability sampling method, which is the deliberate selection of respondents due to the qualities the respondents possess. It aims to focus on people with specific characteristics to better assist relevant research by identifying and selecting information-rich cases (Etikan, Musa & Alkassim, 2016). In this study, the sample was the consumers who have a Facebook account and have experience viewing Watson's Facebook page, to generate more accurate and complete beauty industry information.

3.3 Instruments and measurements

The questionnaire was divided into two parts. Section A is the demographic section, which includes gender, age, race, education, and income level. Section B comprises items about social media content adapted from Raji et al., (2019), E-WOM adapted from (Hossain, Jahan, Fang, & Hoque, 2019; Goyette, Ricard, Bergeron, & Marticotte, 2010), social media interactivity from Holt (1997), and consumers' repurchase intention items were adapted from (Yoo, Donthu, & Lee, 2000). A total of 22 items were asked. In Section B, Likert-type scales were used to measure all the items for each construct. The five-point Likert-type scale ranging from 1 Strongly Disagree to 5 Strongly Agree allows respondents to choose one option to express their attitudes, views, intentions, or feelings on a particular statement.

3.4 Common method variance (CMV)

Since the variables of this study and data collection were measured from the same respondents, therefore it is necessary to check the presence of common method variance (CMV), which is a single source bias. Harman's single factor suggested by Podsakoff, MacKenzie, Lee, and Podsakoff (2003) was used. The results show that the first factor explained 43.259% of the total variance which is less than 50%, Hence, the data of this study were free from CMV.

3.5 Data analyses and statistical significance

Statistical Package for Social Sciences (SPSS) version 26 and *SMART-PLS 3.3.9* were used for data analysis. Firstly, Section A of the instrument was measured via SPSS, it helps to understand the characteristics of the data. Then, Structural Equation Modelling - Partial Least Square (PLS-SEM) using SMART-PLS was applied to further test the analysis. The conceptual framework's evaluation using PLS analysis involves a two-stage approach (Anderson & Gerbing, 1988). First, it is an evaluation of the measurement model representing the relationship between the construct and its related items. The second is the evaluation of the structural model, which examines the relationship between constructs (Hair, Hult, Tomas, Ringle & Sarstedt, 2017). According to Hair, Risher, Sarstedt, and Ringle (2018), using the PLS-SEM technique is in line with the objective of the present study. Firstly, PLS-SEM enables testing the theoretical framework from a predictive perspective; Secondly, the current study seeks to better understand the increasing complexity by exploring the S-R model, which aligned with the notion of PLS's exploratory research for theory development; In addition, PLS-SEM works well with both limited sample size as well as large sample sizes and it manages to provide latent variable scores for subsequent analysis.

4. Findings

As shown in Table 1, the majority of the respondents were female (73.3%). Regarding participants' age, 39.7% of the respondents were between 26 and 30 years old, then between 21 and 25 years old (34.9%), and only 1.4% of respondents were over 40 years old. This means that most of the respondents are young adults who know social media. For the race, more than half were Chinese (52.7%), followed by Malay (26.0%) and Indian (11.0%). Regarding the educational background, more than half of the respondents held a Bachelor's degree (62.3%), followed by a Master's degree (24.0%) and STPM/HSC/Diploma (10.3%). This shows that most of the respondents are educated and have an understanding of media literacy. In terms of income level, nearly half of the respondents had RM 2,001-4,000 (44.5%), then RM 4,001-6,000 (24.0%), which indicated that they are financially stable, and have buying power to purchase or repurchase the products.

Table 1
Demographic profile of the respondents (n=146)

<i>Variables</i>	<i>frequency</i>	<i>%</i>
Gender		
Female	107	73.3
Male	39	26.7
Age		
<21	5	3.4
21-25	51	34.9
26-30	58	39.7
31-35	25	17.1
36-40	5	3.4
41-45	1	0.7
>45	1	0.7
Race		
Malay	38	26.0
Chinese	77	52.7
Indian	16	11.0
Others	15	10.3
Education		
STPM/HSC/Diploma	15	10.3
Bachelor Degree	91	62.3
Master Degree	35	24.0
Ph.D	5	3.4
Income		
< RM 2,000	32	21.9
RM 2,001-4,000	65	44.5
RM 4,001-6,000	35	24.0
RM 6,001 and above	14	9.6

3.1 Measurement model

The measurement model of this study consists of four constructs (SMC, EWOM, SMI, and RI), which use the correlation model for reflective measurement. Therefore, it is imperative to assess their reliability and validity. Factor loadings and composite reliability can assess the reliability of a construct (Henseler, Ringle & Sinkovics, 2009; Quoquab, Sodom & Mohammad, 2019). Table 2 indicates that the loading of all items on each construction exceeds the threshold value of 0.70, and Cronbach's α value of each construction surpassed 0.70. The results confirm the model's reliability at the item and construction level (Hair, Hollingsworth, Randolph & Chong, 2017). Then, the convergence validity was evaluated according to the average variance extracted (AVE) (Fornell & Larcker, 1981). As shown in Table 2, the AVE values of all constructs were higher than the cut-off value of 0.50, thus, establishing convergence validity.

Table 2
Assessment of measurement model

<i>Construct</i>	<i>Items</i>	<i>Loadings</i>	<i>CA</i>	<i>Rho A</i>	<i>CR</i>	<i>AVE</i>
Social media content (SMC)	SMC1	0.713	0.756	0.762	0.845	0.577
	SMC2	0.816				
	SMC3	0.771				
	SMC4	0.735				
E-WOM (EWOM)	EWOM1	0.836	0.856	0.856	0.902	0.699
	EWOM2	0.854				
	EWOM3	0.874				
	EWOM4	0.776				
Social media interactivity (SMI)	SMI1	0.822	0.774	0.788	0.855	0.596
	SMI2	0.757				
	SMI3	0.709				
	SMI4	0.796				
Repurchase intention (RI)	RI1	0.834	0.738	0.744	0.852	0.658
	RI2	0.849				
	RI3	0.747				

Note: CA=Cronbach's alpha; CR=Composite Reliability; AVE= Average Variance Extracted

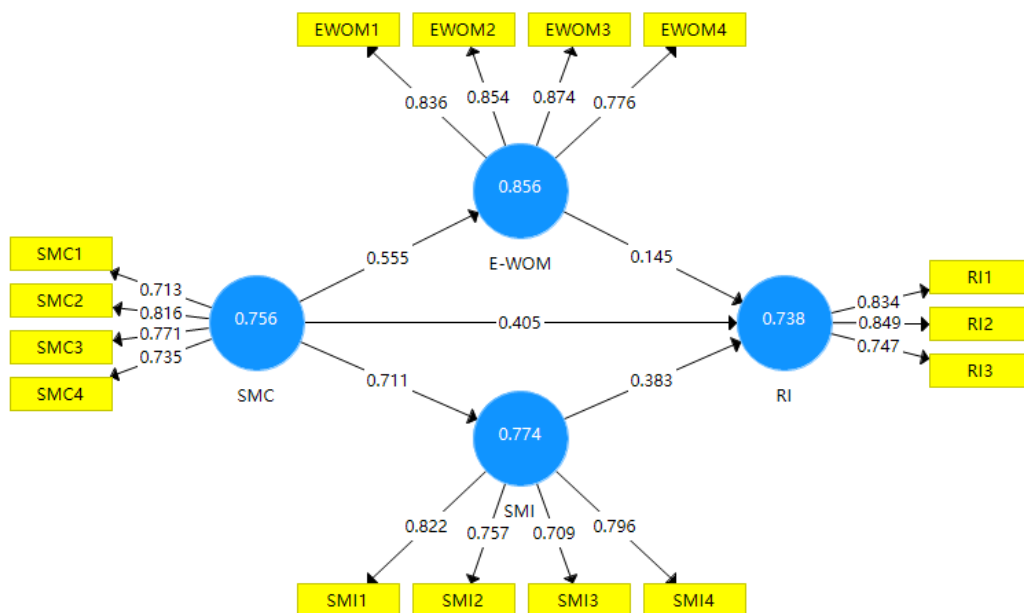
Moreover, since the Heterotrait-Monotrait Ratio can serve as the basis of a statistical discriminant validity test (HTMT_{inference}) (Henseler, Ringle, & Sarstedt, 2015), this study used it to examine the discriminant validity of each construction. In the complete bootstrapping procedure with 5,000 resamples constructed of confidence intervals (Table 3), the results show that all upper bounds of HTMT confidence intervals do not exceed the value of one. Hence, discriminant validity was established for all research constructs.

Table 3

HTMT

Construct	EWOM	RI	SMC	SMI
EWOM				
RI	0.763 CI ₉₅ (0.042-0.273)			
SMC	0.687 CI ₉₅ (0.448-0.648)	1.005 CI ₉₅ (0.289-0.527)		
SMI	0.773 CI ₉₅ (0.206-0.471)	0.992 CI ₉₅ (0.222-0.524)	0.913 CI ₉₅ (0.402-0.635)	

3.2 Structural model

**Fig. 2.** Structural model

In this study, by running the PLS algorithm and bootstrapping procedures with 5000 resamples, the path coefficient, t-value, and coefficient of determination (R^2) were generated. The significance level of the path coefficient and R^2 can be used to determine the goodness of the structural model (Hair et al., 2017).

As demonstrated in Table 4 and Fig. 2, social media content ($\beta=0.405$, $t=5.409$, $p<0.001$) exerted a positive significant effect on repurchase intention, which means H1 was supported. Social media content ($\beta=0.555$, $t=9.416$, $p<0.001$) was also positively correlated with E-WOM, confirming H2. Furthermore, social media content ($\beta=0.711$, $t=13.661$, $p<0.001$) exerted a positive effect on interactivity, thereby, H3 was supported. In addition, E-WOM ($\beta=0.145$, $t=2.114$, $p<0.05$) had a positive significant effect on repurchase intention, which provided support for H4. Moreover, interactivity ($\beta=0.383$, $t=4.178$, $p<0.001$) was positively related to repurchase intention, which provided support for H5.

According to Henseler et al., (2009), R^2 represents the explanatory power of the model. R^2 values of 0.02, 0.13, and 0.26, respectively, are regarded as weak, moderate, and substantial (Cohen, 1988). The results of this study showed that all R^2 values were greater than 0.26. E-WOM was 0.308, interactivity was 0.506, and repurchase intention was 0.687, which shows that the model has sufficient explanatory power.

In addition, f^2 represents the significance of the exogenous construct in explaining the variance of endogenous structure (Hair et al., 2018). f^2 values of 0.35, 0.15, and 0.02, respectively, represent large, medium, and small effect sizes (Cohen, 1988). Table 4 indicated that E-WOM (0.039) exerted a small effect on repurchase intention, and social media content (0.249) and

interactivity (0.197) exerted a medium effect on repurchase intention. Furthermore, social media content (1.025) exerted a large effect on interactivity, and social media content (0.446) also exerted a large effect on E-WOM.

Furthermore, Stone-Geisser's Q^2 blindfold method (Geisser, 1974; Stone, 1974) was used to calculate the prediction power of the structural model in the present study. Table 4 indicated blindfolding procedure results, E-WOM ($Q^2=0.204$), interactivity ($Q^2=0.290$), and repurchase intention ($Q^2=0.439$). All the values of Q^2 were greater than 0, which suggests that the model has the sufficient predictive ability.

Table 4

Structural model result for direct relationships

Hypotheses	Path coefficient	Std. error	t-values	p-values	R ²	Q ²	f ²	Decision
H1)SMC-RI	0.405	0.060	5.409**	<0.001	0.687	0.439	0.249	S
H2)SMC-EWOM	0.555	0.074	9.416**	<0.001	0.308	0.204	0.446	S
H3)SMC-SMI	0.711	0.052	13.661**	<0.001	0.506	0.290	1.025	S
H4)EWOM-RI	0.145	0.069	2.114*	<0.05			0.039	S
H5)SMI-RI	0.383	0.091	4.178**	<0.001			0.197	S

*p<0.05; **p<0.001

S=Supported

1-tailed test

This study employed the bootstrapping method suggested by Preacher and Hayes (2008) to test the mediating effects. Based on Table 5, the indirect effect of E-WOM between social media content and repurchase intention was tested. The results of bootstrapping revealed that interactivity significantly mediates the relationship between social media content and repurchase intention ($\beta=0.273$, $t=4.010$, $p<0.001$), and the results of indirect effects show that H7 was supported. Contrary to the expectation, E-WOM was not able to mediate the relationship between social media content and repurchase intention ($\beta=0.080$, $t=1.893$, $p>0.05$), thus, H6 was not supported.

Table 5

Structural model result for the indirect effect

Hypotheses	Relationship	Indirect effect	t-values	CI: [LL-UL]	p-values	Decision
H6	SMC-EWOM-RI	0.080	1.893	-0.013-0.179	0.058	NS
H7	SMC-SMI-RI	0.273	4.010**	0.145-0.409	0.000	S

*p<0.05; **p<0.001

S= supported; NS = Not supported

2-tailed test

Additionally, the present study also applied PLSpredict (Shmueli et al., 2019) to analyze the predictive relevance of the model to the out-of-sample prediction. As shown in Table 6, there is low predictive power for repurchase intention, medium predictive power for interactivity, and high predictive power for E-WOM.

Table 6

PLS predict

Construct	Item(s)	PLS		LM		PLS-LM		Predictive power
		RMSE	Q ² predict	RMSE	Q ² predict	RMSE	Q ² predict	
E-WOM	EWOM1	0.974	0.239	0.996	0.203	-0.022	0.036	High
	EWOM2	0.979	0.228	0.995	0.203	-0.016	0.025	
	EWOM3	0.959	0.145	0.962	0.139	-0.003	0.006	
	EWOM4	0.762	0.200	0.778	0.166	-0.016	0.034	
Interactivity	SMI1	0.654	0.393	0.669	0.364	-0.015	0.029	Medium
	SMI2	0.793	0.206	0.804	0.184	-0.011	0.022	
	SMI3	0.679	0.230	0.694	0.196	-0.015	0.034	
	SMI4	0.747	0.328	0.737	0.344	0.010	-0.016	
Repurchase intention	RI1	0.605	0.377	0.618	0.349	-0.013	0.028	Low
	RI2	0.630	0.382	0.621	0.401	0.009	-0.019	
	RI3	0.713	0.352	0.700	0.377	0.013	-0.025	

High: PLS<LM for all the items; Medium: PLS<LM for the majority of the items; Low: PLS<LM for the minority of the items.

4. Discussion

The main objective of the present study was to investigate the influences of social media content on E-WOM, interactivity, and consumers' repurchase intention in the beauty industry. In addition, this study also intends to test the mediating role of

E-WOM and interactivity between social media content and repurchase intention. The findings of this study confirmed that social media content has a positive direct impact on E-WOM, interactivity, and consumers' repurchase intention. The findings were consistent with previous studies, where social media content is a good predictor of consumer behavior in different research contexts (Alnsour et al., 2018; Lim et al., 2019; Cheung et al., 2020; Corrada et al., 2020). This result presents that social media content can enhance consumers' E-WOM of Watson's products, increase consumers' interaction on its Facebook page, and it also can make their intention to purchase the products again.

In addition, the results also confirmed the positive correlation between E-WOM and consumers' repurchase intention, which is consistent with previous studies (Balroo & Saleh, 2019; Imaduddin et al., 2020; Seller & Laurindo, 2018; Torres, 2017). That is to say that consumers' E-WOM of Watsons can increase their repurchase intention. Next, the present study demonstrates that interactivity had a positive effect on repurchase intention, which supported the previous studies, where consumers with interactive behavior are more likely to show repeat purchase behavior (Ho & Chung, 2020; Lim et al., 2019).

The bootstrapping results show that interactivity plays a mediating role between social media content and consumers' repurchase intention. This result parallels numerous previous studies, which reported the mediating role of interaction in s-commerce content (Fahmy et al., 2016; Ferreira & Zambaldi, 2019; Lim et al., 2019).

Nonetheless, compared with previous studies (Gasawneh & Adamat, 2020; Sagynbekova et al., 2020; Septiari, 2018), which reported E-WOM was a mediator between social media and consumers' purchase behavior, however, this study yielded contradicted results, where E-WOM did not mediate the relationship between social media content and repurchase intention. The finding of this contradiction may be due to the cultural difference and openness of social media. This can be further explained, where Yin et al., (2019) pointed out that word-of-mouth recommendation among friends was one of the core drivers of consumer behavior in the social commerce model, but cultural differences have a significant impact on consumers' participation in word-of-mouth, including 'uncertainty avoidance' and 'individualism/collectivism. For example, compared with Chinese (collectivism) users, the purchase intention of French (individualism) users is more affected by the intimacy of their friends. Therefore, E-WOM behavior differences arise when users have different cultural backgrounds.

On the other hand, due to the openness and widely used of social media, anyone is free to express and share their opinions. As a result, there will be low-quality responses, maliciously distorted comments, or biased views, where this kind of E-WOM will not have an impact on consumers' intentions and behavior (Balroo & Saleh, 2019).

Based on the above discussion, this study contends that the reasons why E-WOM was not able to mediate the relationship between social media content and repurchase intention are as follows: First, the demographic profile of participants is mainly Chinese (52.7%). Influenced by cultural factors, Chinese consumers need long-term trust in the community to generate E-WOM for others or promote their purchase intention (Yin et al., 2019). The word-of-mouth on Facebook is not enough to drive their trust and generate an intention to repurchase. Second, Facebook users receive messages from their family and friends, as well as from strangers. Uncertain sources may provide false or biased content, which may make it difficult for users to make accurate judgments. Therefore, it explained the reasons for the insignificant result of E-WOM on mediating the relationship between social media content and repurchase intention.

5. Conclusion

Driven by the S-R model, the present study examined the influencing factors of Watson's consumers' repurchase intention through social media (Facebook). The results show that Watson's Facebook page content, E-WOM, and interactivity are the driving factors of consumers' repurchase intention. Interactivity also plays a mediating role between Watson's Facebook page content and repurchase intention. Contrary to expectations, E-WOM does not mediate the relationship between social media content and repurchase intention.

5.1 Theoretical Contributions

In the transaction process, purchase intention is the precondition of consumers' buying behavior, and also an important basis for brands to formulate market and communication strategies. At present, the research on purchase intention in traditional business is comparatively mature, but the influencing factors of repurchase intention due to the characteristics of social media are a topic worthy of exploring and studying (Yin et al., 2019). Hence, this study provides some useful contributions to the study of repurchase intention. In particular, it is a relatively new study that examines the influencing factors of consumers' repurchase intention (post-behavior) in the Malaysian setting after the COVID-19 outbreak. This study takes social media content, E-WOM, and interactivity as the driving antecedents to explain the consumers' repurchase intention.

In addition, this study provides a new framework that integrates social media (content), emotion (interaction), and consumer response (repurchase intention). The results demonstrate that interactivity is an important mediator for consumers to receive social media content and transform it into repurchase intention. The integration is guided by the S-R model. The results have confirmed the applicability of the S-R model in the Malaysian beauty industry context.

5.2 Practical Implications

The present study suggests some managerial implications for beauty brands and retailers. Especially in Malaysia, after the outbreak of the COVID-19 pandemic, it demonstrates the importance of social media content in promoting E-WOM, interaction, and consumers' repurchase intention.

The emergence of social media has changed the role of consumers in information sharing, which makes consumers from passive listeners to active participants. This kind of development is momentous for brands and retailers, indicating that they need to design effective social media content to enhance the consumers' repurchase intention. For example, brands and retailers can integrate emotion and information into their communication context. This can be achieved by encouraging experts and key opinion leaders to participate in content creation. Their real emotional experiences can directly affect consumers' repurchase intention.

The findings also showed that interaction mediates social media content and consumers' repurchase intention. To promote user interaction, brands and retailers can offer tangible (such as rebates and coupons) and intangible (such as recognition in the form of praise) incentives to motivate consumers. This strategy can increase the engagement of consumers and stimulates their interest and emotional attachment to the brand.

5.3 Limitations and Suggestions for future study

Although this study puts forward new insights into the influence of social media content on consumers' repurchase intention, there are still some limitations. Firstly, to comply with Conditional Movement Control Order (CMCO), this study only managed to collect the data in the Kuala Lumpur region. Future research can expand the scope of research through online questionnaires and other forms.

Second, the majority of respondents were young adults (95.2% were under 35 years old), which means that there is a lack of sample studies for other age groups. Future studies may consider the moderating role of demographic variables such as age and gender, education, and income level to be incorporated into the model and perform multi-group analysis (MGA). It is also suggested that other variables such as brand awareness, brand image, perceived risk, and hydrophobic effects can be included in the model to make the model more robust and contribute to the social media and marketing communication scholarship.

Third, this study only used a positivist approach to explain the social media context, but future research can consider a pragmatics (mixed-method) approach to gain a deeper understanding of the phenomenon. Last but not least, this study only considered the beauty market, further research may consider other industries, such as luxury clothing, food & beverages, and hotels to name a few, and test it in different countries and cultural perspectives, to get better insights.

Acknowledgment

The authors would also like to thank Multimedia University for providing financial support to publish this article.

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