

## **SOCIAL MEDIA USAGE AND SATISFYING CUSTOMER EXPERIENCE AS DRIVERS OF PURCHASE DECISION AMONG POTENTIAL BUYERS: AN EVIDENCE FROM UNIVERSITY GRADUATES**

**Adil Nawaz**

PhD Scholar, Department of Business Administration, Gomal University, D.I. Khan.

Email: [adilnawaz300@gmail.com](mailto:adilnawaz300@gmail.com)

**Ahmad Ali**

Assistant Professor, Department of Business Administration, Gomal University, D.I. Khan.

Email: [ahmad.iba@gu.edu.pk](mailto:ahmad.iba@gu.edu.pk)

**Syed Najaf Ali Shah**

Lecturer, Department of Business Administration, Gomal University, D.I. Khan.

Email: [syednajaf1981@gmail.com](mailto:syednajaf1981@gmail.com)

**Muhammad Wasim Qureshi**

Assistant Professor, Department of Business Administration, Gomal University, D.I. Khan.

Email: [wasimqureshipp@gmail.com](mailto:wasimqureshipp@gmail.com)

**Muhammad Zulqarnain Safdar**

(Corresponding Author)

Assistant Professor, Department of Business Administration, Gomal University, D.I. Khan.

Email: [zulqarnain.safdar@gmail.com](mailto:zulqarnain.safdar@gmail.com)

**Tufail Nawaz**

Assistant Professor, Department of Business Administration, Gomal University, D.I. Khan.

Email: [tufail.nawaz@gmail.com](mailto:tufail.nawaz@gmail.com)

### **Abstract**

*Present study investigates the impact of social media usage and satisfying customers experience on purchase decision among potential buyers by taking 315 observations from public sector universities of Southern Region, KP, Pakistan. The study has used quantitative research design following by descriptive and causal research approach. Data was collected from primary source by utilizing questionnaire as data collection instrument. Descriptive, reliability, correlation and regression, statistical tools are employed to get empirical evidence in present study. Results revealed a significant positive impact of both, social media usage and satisfying customers' experience on purchase decision among university graduates in the present study context. Based on findings,*

## **SOCIAL MEDIA USAGE AND SATISFYING CUSTOMER EXPERIENCE AS DRIVERS OF PURCHASE DECISION AMONG POTENTIAL BUYERS: AN EVIDENCE FROM UNIVERSITY GRADUATES**

---

*it is suggested to marketers, business people and policymakers to be more creative and innovative in making new strategies so as to create and influence purchasing decisions.*

**Keywords:** *Social Media Usage, Satisfying Customers' Satisfaction, Purchase Decision, University Graduates.*

### **INTRODUCTION**

*With the rapid advancement of internet technology, social media became an important part of modern society. Evolving from early developed platforms like blogs and online forums to today's modern ecosystems such as Facebook, Twitter, WhatsApp and Instagram, social media has undergone significant transformation over the past decade (Yang, 2024). The number of active social media users surpassed 4.7 billion figure, comprising almost 58% of the worlds' total population according to the latest statistics (Statista, 2024). This worldwide adoption has significantly changed various aspects of daily life specially consumer behaviors and purchases decision making processes (Kapoor, Tamilmani, Rana, Patil, Dwivedi & Nerur, 2023).*

*Traditionally, consumers heavily relied on advertisement, family and friends' recommendations and product reviews for information however the rise of social media usage have altered this approach forever. Consumers have now easy access to a wide range of information sources including users-generated content, influencers'' recommendations, real-time product reviews and social endorsements, all of which significantly contribute to shape their buying decisions (Alalwan, 2018). On other hand, social media enabled businesses to directly engage with their customers, allowing them to frame more personalized and targeted marketing strategies (Yang, 2024).*

*Understanding social media usage role in shaping their purchases decision making process is of great interest for both, businesses and consumers. For businesses, it provides insights into optimizing digital marketing strategies, enhancing customer relationship management and hence obtaining a competitive edge in increasingly modern digital marketplace. For consumers, it improves the shopping experience by enabling more informed, personalized and convenient decision-making (Wang & Chen, 2022).*

*Satisfying customer experience plays a crucial role in determining a*

*company's' overall success as it significantly reflect customer loyalty, word-of-mouth promotion and financial performance (Irfan, 2024). When customers got satisfied experience with the products and services, they received from companies, they are more inclined to return for future purchases and share their positive experiences with others, which can lead to increased revenues and higher profitability. Moreover, customers' satisfaction contributes to shaping a company's brand perception and public image (Pantouvakis & Gerou, 2022). High level of customers' satisfaction and consistent positive experiences foster customers' trust and creditability which not only reinforce existing relationships but also attract new customers. Hence, businesses should focus on enhancing customers' satisfaction as a means to boost sales and ensure sustainable growth (Winer & Neslin, 2023). Delivering a positive, smooth and consistent experience across all customer touchpoints can increase their satisfaction and in turn can positively shape buying behavior and purchase decision (Marino & Presti, 2018).*

*This research endeavor is an attempt to examine the predictive role of social media usage and satisfying customer experience towards shaping purchase decision among university graduates enrolled in various public sector universities of southern region, KP, Pakistan.*

## **LITERATURE REVIEW SOCIAL MEDIA USAGE ASSOCIATION WITH PURCHASE DECISION**

*The emergence of increased use of social media has critically influenced the customers purchase decisions by reshaping how they search for information, evaluate various alternatives and engage with brands. Users are continuously exposed to product related contents, reviews, influencer endorsement and targeted advertisements through various social media platforms which in turn significantly contribute towards shaping their perceptions and Purchase Decisions (Hajli, 2014).*

*Moreover, influencers and micro-celebrities play a prominent role in promoting products, especially among younger consumers, by creating visually appealing and emotionally resonant narratives that influence brand attitudes and drive buying behavior (Casaló, Flavián, & Ibáñez-Sánchez, 2018).*

*Additionally, interactive features on social media, such as polls, live product demos, and comment sections, allow users to engage directly with*

## **SOCIAL MEDIA USAGE AND SATISFYING CUSTOMER EXPERIENCE AS DRIVERS OF PURCHASE DECISION AMONG POTENTIAL BUYERS: AN EVIDENCE FROM UNIVERSITY GRADUATES**

---

*both brands and other consumers, making the decision-making process more collaborative and informed (Chen, Fay, & Wang, 2011). The integration of AI algorithms on social media platforms further personalizes user experience by presenting content and advertisements aligned with users' preferences, search history, and online behavior, thus nudging them toward specific purchase decisions (Kapoor et al., 2021). However, while social media's role in enhancing product visibility and customer engagement is undeniable, concerns regarding the credibility of information, fake reviews, and data privacy continue to challenge its effectiveness. Nonetheless, in today's digital economy, the influence of social media on consumer behavior is profound and cannot be overlooked, as it plays an instrumental role in each stage of the buyer's decision-making journey from awareness to post-purchase evaluation.*

*Visual content like product reviews and unboxing videos also helps reduce uncertainty and boost buyer confidence (Smith, Fischer & Yongjian, 2012). While social media supports every stage of the buying process and strengthens customer loyalty, challenges such as information overload and biased algorithms still exist. To stay relevant, businesses must focus on creating engaging, transparent, and personalized content that meets evolving consumer expectations (Dwivedi et al., 2021). Hence, it is hypothesized that*

*H<sub>1a</sub>; There is significant relationship exists between Social Media Usage and the Purchase Decision among university graduates*

*H<sub>1b</sub>; Social Media Usage has significant impact on Purchase Decision among university graduates*

### **SATISFYING CUSTOMER EXPERIENCE RELATIONSHIP WITH PURCHASE DECISION**

*A satisfying customer experience is identified as a key element, driving Purchase Decisions and decisions across various industries and markets particularly in today's digital marketplace. When customers find and perceive their interactions with brands as valuable, positive and emotionally rewarding, a strong intention to repurchase will develop and even more they will recommend the brand to others too (Oliver, 2015).*

*For high-involvement purchases, satisfying experiences have a more*

substantial impact on Purchase Decision due to the greater perceived risk and emotional investment (Mittal, 2016). Additionally, cultural factors influence how satisfaction translates to repurchase intent, with collectivist cultures placing more weight on social aspects of the experience (Zhang et al., 2021).

Moreover, the satisfied consumers are the brand loyal consumers who are willing to buy the product again and again, and they prefer to pay a high price for the brand (Martínez & Bosque, 2013; Prentice & Loureiro, 2018). Other contemporary research has also aimed at evaluating the role of consumer experience in decreasing price sensitivity. These perceptions decrease the importance of price when consumers seem to derive great satisfaction from the product or services that they have received (Badia-Melis et al., 2018; Overby & Lee, 2006). This reduced price sensitivity makes the consumer willing and ready to opt for a particular product or service based on the previous experience they faced and does not overly worry about the price at which the product/service is being offered (Kuo, Wu, & Deng, 2009; Vogel, Rose, Roberts, & Eckles, 2008). Finally, satisfaction has been seen to lead to a consumer decision to buy the product since the consumers are in a position to trust the brand and quality of the product or service being offered (Homburg et al., 2005). Hence researcher hypothesized that

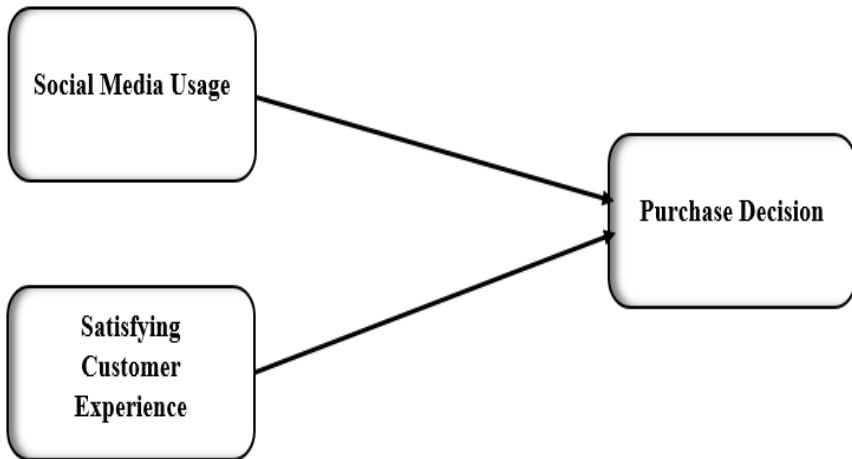
*H<sub>2a</sub>; There is significant relationship exists between Satisfying Customer Experience and the Purchase Decision among university graduates.*

*H<sub>2b</sub>; Satisfying Customer Experience has significant impact on Purchase Decision among university graduates*

Figure 1: Research Framework

# SOCIAL MEDIA USAGE AND SATISFYING CUSTOMER EXPERIENCE AS DRIVERS OF PURCHASE DECISION AMONG POTENTIAL BUYERS: AN EVIDENCE FROM UNIVERSITY GRADUATES

---



## METHODS AND MATERIALS

*Students enrolled in various public sector universities of southern region, KP, Pakistan, comprises the target population of current study. Reason behind choosing this specific target population is due to its active engagement with social media and the increasing influence of digital platforms on consumer behavior within this academic environment. Given the focus on understanding the association of social media usage and satisfying customer experience with the purchase decision, targeting this demographic provides valuable insights into the behavioral patterns of a technologically savvy and academically inclined group. The item-to-response ratio formula presented by Hair et al., (2012) recommending 10 to 20 responses for each survey item, is employed to draw sample size for current study. Stratified sampling technique is employed to choose respondents out of the target population. Initially, the population was divided into strata based on the universities ensuring the representative proportionate of each institute in the final sample. Latterly, within each stratum, students were selected randomly to participate in the survey, ensuring that each student have the equal chance of being selected as a respondent. Questionnaire is used as data collection instrument having Likert type questions. Scales were adopted from existing literature. Social media usage is measured through scale developed by Yeo et al., (2022) having 4 items. Satisfying customer experience is measured through scale*

*International Research Journal of Social Sciences and Humanities, Vol.:04, Issue: 02, April-June,2025*  
 developed by (Capatina (2020) having total 5 items whereas purchase decision is measured through scale developed by Dang and Phan (2018) having total 4 items.

## **DATA ANALYSES AND FINDINGS**

*Scale reliability & validity, correlation and regression statistical tools are employed to get empirical evidences for current study.*

### *Scale Reliability and Validity*

*An essential step in data analyses for social research is to assess the reliability and validity of scales employed for data collection (Nawaz et al., 2023). Cronbach's alpha test is employed to check scales reliability whereas exploratory factor analyses was conducted to assess the validity of scales employed in the current research. The results obtained from analyses are presented as under*

**Table 1: Scale Reliability and Validity**

<b>Reliability &amp; Validity Statistics (SMU)</b>			<b>N=315</b>	
Cronbach's Alpha ( $\alpha$ )			.793	
KMO measures of sampling adequacy		.755	Matrix	
Bartlett's test of Sphercity	Approx, Chi-Squa	1352.553	Items	Factor Loading
	df	2.00	SMUq1	.765
	Sig.	.000	SMUq2	.693
			SMUq3	.759
	Required	Computed	SMUq4	.687
KMO test	= 0 ≥ .7	.755		
Bartlett's test	= 0 ≥ .5	.000		
Factor Loading	= ≥ 0.4			

**Table 2: Scale Reliability and Validity of Satisfying Customer Experience**

<b>Reliability &amp; Validity Statistics (SCE)</b>		<b>N=315</b>
Cronbach's Alpha ( $\alpha$ )		.816
KMO measures of sampling	.801	Matrix

**SOCIAL MEDIA USAGE AND SATISFYING CUSTOMER EXPERIENCE AS DRIVERS OF PURCHASE DECISION AMONG POTENTIAL BUYERS: AN EVIDENCE FROM UNIVERSITY GRADUATES**

<i>adequacy</i>				
<i>Bartlett's test of Sphercity</i>	<i>Approx, Chi-Squa</i>	1422.323	<i>Items</i>	<i>Factor Loading</i>
	<i>df</i>	2.00	<i>SCEq1</i>	.856
	<i>Sig.</i>	.000	<i>SCEq2</i>	.786
			<i>SCEq3</i>	.768
	<i>Required</i>	<i>Computed</i>	<i>SCEq4</i>	.811
<i>KMO test</i>	= 0 $\geq$ 0.7	.801	<i>SCEq5</i>	.773
<i>Bartlett's test</i>	= 0 $\geq$ 0.5	.000		
<i>Factor Loading</i>	= $\geq$ 0.4			

**Table 3: Scale Reliability and Validity of Purchase Decision**

<b>Reliability &amp; Validity Statistics (PD)</b>		<b>N=315</b>		
<i>Cronbach's Alpha (<math>\alpha</math>)</i>		.821		
<i>KMO measures of sampling adequacy</i>	.796	<i>Matrix</i>		
<i>Bartlett's test of Sphercity</i>	<i>Approx, Chi-Squa</i>	1555.423	<i>Items</i>	<i>Factor Loading</i>
	<i>df</i>	2.00	<i>PDq1</i>	.797
	<i>Sig.</i>	.000	<i>PDq2</i>	.611
			<i>PDq3</i>	.835
	<i>Required</i>	<i>Computed</i>	<i>PDq4</i>	.803
<i>KMO test</i>	= 0 $\geq$ 0.7	.796		
<i>Bartlett's test</i>	= 0 $\geq$ 0.5	.000		
<i>Factor Loading</i>	= $\geq$ 0.4			

**CORRELATION ANALYSIS**

*Correlation analysis is conducted to test the strength and direction of association among study variables. Results obtained from correlation analysis are provided as under in table 4*

**Table 4: Correlation Analysis Matrix**

<i>Variable</i>		<i>SMU</i>	<i>SCE</i>	<i>PD</i>
-----------------	--	------------	------------	-----------

<i>Social Media Usage (SMU)</i>	<i>Pearson Correlation</i>	<i>1</i>			
	<i>Sig. (2-tailed)</i>	<i>-</i>			
	<i>N</i>	<i>315</i>			
<i>Satisfying Customer Experience (SCE)</i>	<i>Pearson Correlation</i>	<i>.545**</i>	<i>1</i>		
	<i>Sig. (2-tailed)</i>	<i>.000</i>	<i>-</i>		
	<i>N</i>	<i>315</i>	<i>315</i>		
<i>Purchase Decision (PD)</i>	<i>Pearson Correlation</i>	<i>.421**</i>	<i>.532**</i>	<i>1</i>	
	<i>Sig. (2-tailed)</i>	<i>.000</i>	<i>.000</i>		
	<i>N</i>	<i>315</i>	<i>315</i>	<i>315</i>	

*\*\*Correlation is significant at the level 0.01*

*Correlation analysis results showed in above table 4 revealed significant positive association of both, social media usage and satisfying customer experience with purchase decision having ( $\beta=.421, p=.000$ ) and ( $\beta=.532, p=.000$ ) respectively among university graduates in the present study context. Therefore,  $H_{1a}$  and  $H_{2a}$  are accepted.*

**REGRESSION ANALYSIS**

*Linear regression analysis is conducted to test hypotheses  $H_{1b}$  and  $H_{2b}$  developed to calculate the impact of social media usage and satisfying customer experience on purchase decision among university graduates. results obtained from regression analysis are provided as under in table 5*

**Table 5: Regression Analysis**

<b>Model Summary</b>											
<i>odel</i>		<sup>2</sup>	<i>dju st. R<sup>2</sup></i>	<i>EE</i>	<i>Change Statistics</i>					<i>F</i>	<i>ig .</i>
					<sup>2</sup> <i>Cha nge</i>	<i>Chan ge</i>	<i>f 1</i>	<i>f2</i>	<i>ig. F Chan ge</i>		
<i>1</i>	<i>.414</i>	<i>1</i>	<i>16</i>	<i>53</i>	<i>172</i>	<i>34.67</i>	<i>1</i>	<i>14</i>	<i>.000</i>	<i>32.4</i>	<i>00</i>
			<i>7</i>	<i>57</i>		<i>8</i>				<i>89</i>	<i>0</i>
			<i>2</i>								

**SOCIAL MEDIA USAGE AND SATISFYING CUSTOMER EXPERIENCE AS DRIVERS OF PURCHASE DECISION AMONG POTENTIAL BUYERS: AN EVIDENCE FROM UNIVERSITY GRADUATES**

<i>Coefficients</i>						
<i>Model</i>		<i>Unstandardized Coefficients</i>		<i>Standardized Coefficients</i>	<i>t</i>	<i>Sig.</i>
		<i>B</i>	<i>td. Error</i>	<i>Beta</i>		
	<i>Constant</i>	1.764	274		7.420	.000
	<i>Social Media Usage</i>	533	074	.418	6.735	.000
	<i>Satisfying Customer Experience</i>	.143	.059	.162	3.566	.000
<p>a. <i>Predictores: Social Media Usagre &amp; Satisfying Customer Experience</i></p> <p>b. <i>Purchase Decision</i></p>						

The first part of Table 5 presents the results from the regression analysis, including values for R, R<sup>2</sup>, adjusted R<sup>2</sup>, the F-statistic, and the overall model significance. The R value, which indicates the strength of the relationship between the study variables, is reported as .414. This suggests that approximately 41% of the variability in the outcome variable can be explained by a one-unit change in the predictor variable. The R<sup>2</sup> value, reported as .172, reflects the proportion of variance in the dependent variable that can be collectively attributed to the independent variables—in this case, 17%. The adjusted R<sup>2</sup>, which accounts for the number of predictors in the model, is 0.167, a value close to R<sup>2</sup>, indicating a reliable model. The F-statistic confirms the overall fitness of the model, exceeding the required threshold, while the significance level (p = .000) indicates that the regression model is statistically significant in explaining the relationship between the predictor and criterion variables.

The second part of Table 5 outlines the impact of individual independent variables on the dependent variable. Specifically, social media usage has a standardized beta coefficient ( $\beta$ ) of .418, and satisfying customer experience has a  $\beta$  of 0.162, both with a significance level of p = .000. These findings support the acceptance of both hypotheses, H<sub>1b</sub> and H<sub>2b</sub>, confirming that

*both the social media usage and satisfying customer experience significantly influence the purchase decision among university graduates enrolled in various public sector universities of southern region, KP, Pakistan.*

## **DISCUSSION AND CONCLUSION**

*Present study aim was to examine the association of social media usage and satisfying customer experience with purchase decision among university graduates enrolled in various public sector universities located in southern region of KP, Pakistan. Quantitative methodological approach is employed to get primary data, which is subsequently analyzed through applying various statistical tools like reliability & validity, correlation and regression analysis to get empirical results. Results revealed a significant cause and effect association of social media usage with purchase decision among university graduates in the present study context. These findings are in line with the results previously obtained by Rizwan, Komarova, Tanveer*

*and Peleckis (2022) who contended in their study that social media marketing significantly enhances youth purchasing behavior in Pakistan. Furthermore, results also contended a substantial cause & effect association of satisfying customer experience with purchase decision in the current study context. These findings are consistent with the results obtained by Hakro, Shah, Ahmad and Hussain (2023). Their research suggested that engaging and interactive social media platforms contents not only attracts potential buyers but also enhances overall customer experience, leading to increased purchase intentions and decisions.*

*On the bases of above findings, it is imperative for marketers, business professional and policymakers to devise innovative and creative strategies that leverage social media platforms effectively to enhance purchases. By focusing on enhancing customer experiences and developing authentic communications, businesses can significantly influence the purchasing decisions of youth demographic.*

## **STUDY IMPLICATIONS**

*Present study findings have some important implications. First, this study highlighted the significant of social media usage into marketing strategies. Businesses should focus targeted social media campaigns to foster purchase decisions among young customers. Second, satisfying customer experience significantly influence buying behavior among young graduates. organizations must invest in improving service quality,*

# SOCIAL MEDIA USAGE AND SATISFYING CUSTOMER EXPERIENCE AS DRIVERS OF PURCHASE DECISION AMONG POTENTIAL BUYERS: AN EVIDENCE FROM UNIVERSITY GRADUATES

*personalization and post-purchase services and support to enhance loyalty and conversion. Third, as university graduates are highly responsive to social media influence, marketers should tailor content that align with the preferences, language and platforms popular among youngsters. Fourth, policymakers, government and educational institutions can use these insights to develop curriculum or should arrange training sessions on digital consumer behavior, helping graduates to understand both, marketing and purchasing dynamics in the digital age.*



This work is licensed under a [Creative Commons Attribution 4.0 International License](https://creativecommons.org/licenses/by/4.0/).

## References

1. Alalwan, A. A. (2018). Social media marketing: A systematic review. *Journal of Business Research*, 84, 1-10.
2. Badia-Melis, R., Mishra, P., & Ruiz-García, L. (2018). Consumer attitude towards technology and willingness to pay for a computer-vision-based system for labeling fruits and vegetables. *Computers in Industry*, 95, 57-67. <https://doi.org/10.1016/j.comPDnd.2017.12.005>
3. Capatina, A., Kachour, M., Lichy, J., Micu, A., Micu, A. E., & Codignola, F. (2020). Matching the future capabilities of an artificial intelligence-based software for social media marketing with potential users' expectations. *Technological Forecasting and Social Change*, 151, 119794.
4. Casalo, L. V., Flavián, C., & Ibáñez-Sánchez, S. (2018). Influencers on Instagram: Antecedents and consequences of oPDnion leadership. *Journal of Business Research*, 117, 510–519.
5. Chen, Y., Fay, S., & Wang, Q. (2011). The role of marketing in social media: How online consumer reviews evolve. *Journal of Interactive Marketing*, 25(2), 85–94.
6. Dwivedi, Y. K., Ismagilova, E., Hughes, D. L., Carlson, J., Filieri, R., Jacobson, J., ... & Wang, Y. (2021). Setting the future of digital and social media marketing research: Perspectives and research propositions. *International Journal of Information Management*, 59, 102168.
7. Hair, J. F., Sarstedt, M., Pieper, T. M., & Ringle, C. M. (2012). The use of partial least squares structural equation modeling in strategic management research: a review of past practices and recommendations for future applications. *Long range planning*, 45(5-6), 320-340.
8. Hajli, M. (2014). A study of the impact of social media on consumers. *International Journal of Market Research*, 56(3), 387–404.
9. Hakro, J. A. K., Shah, S. H., Ahmed, G., & Hussain, R. S. (2023). Impact of Social

- Media Marketing on Consumer Purchasing Intention: Mediating Role of Consumer Engagement. Insights from the University Students. Journal of Business and Social Review in Emerging Economies*, 9(3), 203-216.
10. Homburg, C., Koschate, N., & Hoyer, W. D. (2005). Do satisfied customers really pay more? A study of the relationship between customer satisfaction and willingness to pay. *Journal of Marketing*, 69(2), 84-96. <https://doi.org/10.1509/jmkg.69.2.84.60760>
  11. Irfan, M. R. (2024). *Augmenting Customer Satisfaction and Purchase Behaviour in the Indian Market Through Omni-Channel Crm Strategies*.
  12. Kapoor, K. K., Tamilmani, K., Rana, N. P., Patil, P., Dwivedi, Y. K., & Nerur, S. (2018). *Advances in social media research: Past, present and future. Information systems frontiers*, 20, 531-558.
  13. Kuo, Y. F., Wu, C. M., & Deng, W. J. (2009). *The relationships among service quality, perceived value, customer satisfaction, and post-Purchase Decision in mobile value-added services. Computers in Human Behavior*, 25(4), 887-896. <https://doi.org/10.1016/j.chb.2009.03.003>
  14. Marino, V., & Lo Presti, L. (2018). *Engagement, satisfaction and customer behavior-based CRM performance: An empirical study of mobile instant messaging. Journal of Service Theory and Practice*, 28(5), 682-707.
  15. Martínez, P., & Bosque, I. R. (2013). *CSR and customer loyalty: The roles of trust, customer identification with the company and satisfaction. International Journal of Hospitality Management*, 35, 89-99. <https://doi.org/10.1016/j.ijhm.2013.05.009>
  16. Mittal, V. (2016). *Self-brand connect. Journal of Consumer Psychology*, 26(2), 298-301.
  17. Nawaz, T., Goh, G. G. G., Ong, J. W., Yasri, Y., Ali, A., & Waluyo, D. E. (2024). *The catalytic role of self-regulation in the association of proactive personality with entrepreneurial intention among potential entrepreneurs. Cogent Business & Management*, 11(1), 2366436.
  18. Oliver, R. L. (2015). *Satisfaction: A behavioral perspective on the consumer*. Routledge.
  19. Overby, J. W., & Lee, E. J. (2006). *The effects of utilitarian and hedonic online shopPDng value on consumer preference and intentions. Journal of Business Research*, 59(10-11), 1160-1166. <https://doi.org/10.1016/j.jbusres.2006.03.008>
  20. Pantouvakis, A., & Gerou, A. (2022). *The theoretical and practical evolution of customer journey and its significance in services sustainability. Sustainability*, 14(15), 9610.
  21. Prentice, C., & Loureiro, S. M. (2018). *consumer-based approach to customer engagement—the case of luxury brands. Journal of Retailing and Consumer Services*, 43, 325-332. <https://doi.org/10.1016/j.jretconser.2018.05.003>
  22. Rizvan, A., Komarova, V., Tanveer, A., & Peleckis, K. (2022). *The impact of social media marketing on youth buying behaviour in an emerging country*.
  23. Smith, A. N., Fischer, E., & Yongjian, C. (2012). *How does brand-related user-generated content differ across YouTube, Facebook, and Twitter? Journal of Interactive Marketing*, 26(2), 102–113.

**SOCIAL MEDIA USAGE AND SATISFYING CUSTOMER EXPERIENCE AS DRIVERS OF PURCHASE DECISION AMONG POTENTIAL BUYERS: AN EVIDENCE FROM UNIVERSITY GRADUATES**

---

24. Vogel, V., Evanschitzky, H., & Ramaseshan, B. (2008). *Customer equity drivers and future sales*. *Journal of Marketing*, 72(6), 98-108.  
<https://doi.org/10.1509/jmkg.72.6.98>
25. Wang, Z., Jie, H., Fu, H., Wang, L., Jiang, H., Ding, L., & Chen, Y. (2022). *A social-media-based improvement index for urban renewal*. *Ecological Indicators*, 137, 108775.
26. Jaffar, Dr Saad, Dr Muhammad Waseem Mukhtar, Dr Shazia Sajid, Dr Nasir Ali Khan, Dr Faiza Butt, and Waqar Ahmed. "The Islamic And Western Concepts Of Human Rights: Strategic Implications, Differences And Implementations." *Migration Letters* 21 (2024): 1658-70.
27. Winer, R. S., & Neslin, S. A. (Eds.). (2023). *History Of Marketing Science, The* (Vol. 18). World Scientific.
28. Abbasi, Abid Hussain, and Saad Jaffar. "Islamization of Zia Regime: an appraisal from gender perspective." *Al-Duhaa* 2, no. 02 (2021): 17-28.
29. Yang, Y. (2024). *The Impact of Social Media on Consumer Purchasing Decisions*. *Transactions on Economics, Business and Management Research*. vol8.
30. Yeo, S. F., Tan, C. L., Kumar, A., Tan, K. H., & Wong, J. K. (2022). *Investigating the impact of AI-powered technologies on Instagrammers' purchase decisions in digitalization era—A study of the fashion and apparel industry*. *Technological Forecasting and Social Change*, 177, 121551.
31. Zhang, J. W., Chen, C. Y., & Liu, L. A. (2021). *The cultural shaPDng of customer satisfaction judgments*. *Journal of International Business Studies*, 52(3), 369-397..