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## **The Effect of Social Media Marketing on Purchase Intention: The Mediating Role of Brand Image among Domestic Tourists in Myanmar**

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### **Abstract**

This research explores how social media marketing influences Myanmar domestic tourists' buying behavior through the mediating effect of brand image. The study focuses on five dimensions of social media marketing: entertainment, interaction, trendiness, advertisement, and electronic word-of-mouth (eWOM). The research used a quantitative design to gather data from 300 participants through a structured questionnaire. The researchers evaluated both measurement and structural models through Structural Equation Modeling (SEM) with the AMOS software. The results demonstrate that all social media marketing dimensions positively impact brand image development, with eWOM being the strongest predictor and interaction following. Brand image shows a strong positive effect on consumers' intentions to make purchases. The direct effects of entertainment, interaction, trendiness, and advertisement on purchase intention are not significant because their influence functions through other means. eWOM displays a dual effect on purchase intention through its direct and indirect effects.

The analysis shows that brand image serves as a complete mediator between entertainment, interaction, trendiness, and advertisement and their impact on purchase intention, while it serves as a partial mediator between eWOM and purchase intention. The study demonstrates that brand image functions as the vital link connecting social media marketing activities with consumer behavior. The study shows tourism marketers should develop interactive, engaging, and user-driven content strategies to build their brand image which will lead to greater purchase intention in digital environments.

**Keywords:** Social media marketing; Purchase intention; Brand image; eWOM; Domestic tourism; Myanmar

### **1.Introduction**

The advance of digital technologies leads to new methods for businesses to establish contact with their customers and develop customer relationships (Felix et al., 2017). Social media marketing functions as a vital tactical instrument which organizations use to connect with customers while they build relationships and shape consumer behavior (Li et al., 2021), Marketers can use Facebook, Instagram, and YouTube to create custom interactive content that influences customers' purchase decisions and attitudes toward products (Dwivedi et al., 2021). Travelers depend on online information sources, including reviews and user-generated content about travel experiences, for their trip planning (Xiang & Gretzel, 2010; Leung et al., 2013; Hudson & Thal, 2013).



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Marketing research considers purchase intention to be an essential outcome variable because it indicates how likely customers will purchase a specific product or service (Erkan & Evans, 2016). Social Media Marketing activities, which include entertainment, interaction, advertisement, electronic word-of-mouth (eWOM), and trendiness, affect the way consumers develop their attitudes and consumer behavior patterns according to previous research studies (Yadav & Rahman, 2017). The relationship between these two factors shows particular significance in tourism because travelers encounter unpredictable situations which lead them to seek out reliable and compelling and timely information before they choose their travel plans (Filieri, 2016; Ladhari & Michaud, 2015; Leung et al., 2019).

Social media marketing affects customer behavior through its relationship with brand image as a crucial factor which explains this effect (Schivinski & Dabrowski, 2016). Brand image defines customer perceptions combined with their beliefs about a specific brand which results in determining their trust level and purchasing behavior (Bilgin, 2018; Godey et al., 2016). Social media platforms enable brands to build their brand image through ongoing visual storytelling and customer communication which establishes emotional and cognitive ties with their customers (Schivinski & Dabrowski, 2016). Social Media Marketing activities influence purchase intention through their impact on brand image which serves as an essential mechanism (Bruhn et al., 2012).

Social media marketing research has grown but only few studies have examined domestic tourism in developing countries especially Myanmar. Social media platforms and internet access have brought fast development to Myanmar's tourism sector. The relationship between social media marketing elements and domestic tourist purchasing behavior through brand image remains unclear because research on this topic is insufficient.

The research study focuses on how social media marketing affects purchase intention among domestic tourists in Myanmar while brand image serves as a mediating variable. The investigation centers around five Social Media Marketing dimensions which include entertainment and interaction and advertisement and electronic word-of-mouth and trendiness (Bilgin, 2018). The research results will enhance digital tourism marketing knowledge and offer guidance to tourism marketers and policymakers who need to improve brand image and boost tourist purchase intention.

## **2. Literature Review**

Social media marketing has emerged as an essential element of present-day marketing approaches because it enables businesses to establish digital communication channels with their customers (Li et al., 2021). Through social media marketing, organizations can produce and distribute content while interacting with their audience to establish enduring customer ties without spending much money (Dwivedi et al., 2021; Felix et al., 2017). Social media enables customers to communicate with brands through two-way channels, which leads to better customer engagement and stronger brand-customer ties as opposed to traditional marketing methods (Ashley & Tuten, 2015; Tafesse & Wien, 2018).

Social media serves an essential function in tourism because it shapes travel choices through online content, peer evaluations, and personal stories that people use to access travel locations and available services (Harrigan et al., 2017; Leung et al., 2013; Hudson & Thal, 2013). The researchers define SMM as a multi-faceted element that contains entertainment and interaction, advertisement, electronic word-of-mouth (eWOM), and trendiness (Yadav & Rahman, 2017). The dimensions show how consumers interact with digital content and how their content interaction affects their perception and their intention to act (Bilgin, 2018).

### **2.1 Entertainment**

Social media content provides users with fun and interactive experiences, which create entertainment value for social media platforms (Bilgin, 2018). The brand uses this method to attract customers while increasing their interest in the products (Godey et al., 2016). The combination of videos and images together with storytelling creates entertaining content, which helps establish emotional bonds with customers while building positive brand images (Dessart et al., 2015; Schivinski et al., 2016). Entertainment functions as a factor that improves brand image while enhancing consumer attitudes, leading to better results in consumer behavior (Yadav & Rahman, 2017). The visually attractive

and emotionally captivating content of tourism destinations affects how tourists understand those locations (Seo & Park, 2018).

H1: Entertainment positively affects brand image.

## **2.2 Interaction**

Social media platforms provide a dual communication system that allows brands to interact with their customers, according to the research conducted by Ashley and Tuten in 2015. Users can use the platform's comment and like features together with direct messaging to establish connections with brands and other users, according to the findings of Tafesse and Wien in 2018. The research conducted by Erkan and Evans in 2016 shows that companies which achieve higher customer engagement will develop stronger customer trust relationships, which will result in better brand recognition. Tourists use interactive systems to obtain current information, which helps them choose between different options while they travel. (Godey et al. 2016)

H2: Interaction positively affects brand image.

## **2.3 Advertisement**

Social media platforms display advertisement content which businesses pay for as their promotional activities to reach customers. Social media advertising enables companies to reach their desired customer groups through customized advertisements (Dwivedi et al., 2021). Previous studies suggest that effective advertisements can enhance brand awareness and shape consumer perceptions through the delivery of relevant content which attracts customers (Bilgin, 2018). Consumers build brand perceptions through tourism advertisements which show them different destinations and experiences (Yadav & Rahman, 2017).

H3: Advertisement positively affects brand image.

## **2.4 Electronic Word-of-Mouth**

Electronic word-of-mouth (eWOM) refers to the sharing of opinions, experiences, and recommendations by consumers through online platforms (Cheung & Thadani, 2012). It is considered a highly credible source of information that influences consumer decision-making (Hennig-Thurau et al., 2004). Positive eWOM can enhance trust and improve brand perception, while negative eWOM may discourage consumers from purchasing (Erkan & Evans, 2016). In tourism, consumers rely heavily on reviews and recommendations when evaluating destinations and services (Filieri & McLeay, 2014).

H4: eWOM positively affects brand image.

## **2.5 Trendiness**

The trendiness of social media content measures its ability to show current and relevant information to users (Yadav & Rahman, 2017). The ability of a brand to deliver recent innovative content that meets consumer expectations is assessed through this measurement (Godey et al., 2016). Previous studies show that trendy content enhances consumer engagement and strengthens brand image through its ability to show both innovation and current market trends (Seo & Park, 2018). The actual travel experiences and location information that tourists receive from their immediate channeling system will determine how they perceive the tourism destinations (Bilgin, 2018).

H5: Trendiness positively affects brand image.

## **2.6 Brand Image**

Brand image describes the complete set of consumer perceptions and brand associations which people develop about a brand (Bilgin, 2018). The study demonstrates how brand image affects consumer buying behavior through its impact on consumer perception and their decision to buy (Schivinski & Dabrowski, 2016). A positive brand image establishes

trust in customers while decreasing their perception of risk, thus increasing their purchasing probability (Bruhn et al., 2012). Brands use social media marketing activities to develop their brand image by maintaining regular communication and using visual content and customer engagement activities (Godey et al., 2016).

H6: Brand image positively affects purchase intention.

## 2.7 Purchase Intention

Customers who want to buy products from a company will do so based on their positive feelings and their product evaluations (Dodds et al., 1991). This measurement is a standard method to assess how consumers act, according to research conducted by Ajzen (1991). Social media interactions, brand perceptions, and online information all affect how people decide to buy products in digital environment (Bilgin, 2018). Consumers who see a brand positively will create stronger intentions to purchase its products, according to research by Erkan and Evans (2016).

H7: Entertainment positively affects purchase intention.

H8: Interaction positively affects purchase intention.

H9: Advertisement positively affects purchase intention.

H10: Electronic word-of-mouth (eWOM) positively affects purchase intention.

H11: Trendiness positively affects purchase intention.

## 2.8 The Mediating Role of Brand Image

Social media marketing dimensions, according to existing literature, will affect both brand image and purchase intention. The researchers propose brand image functions as a mediating variable which explains the relationships between these variables.

Mediation Hypotheses

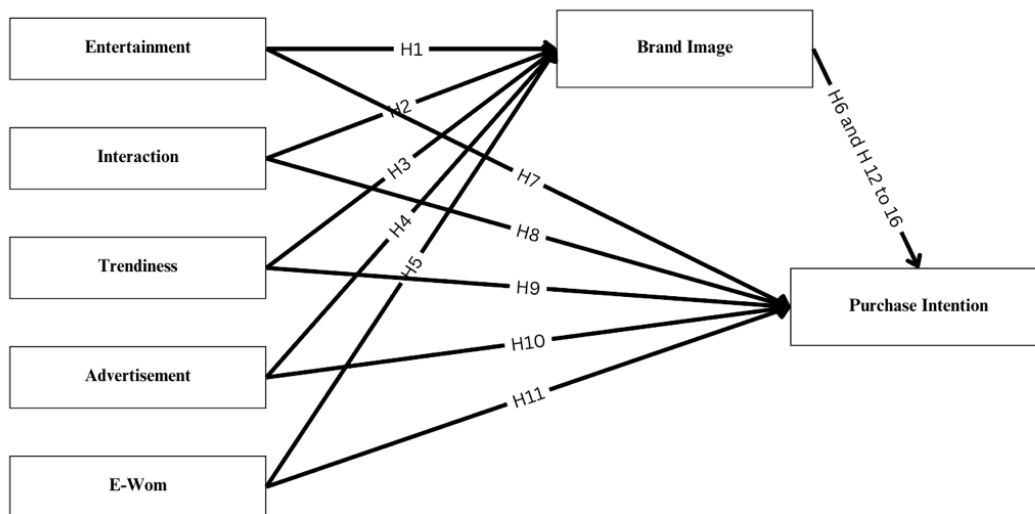
H12: Brand image mediates the relationship between entertainment and purchase intention.

H13: Brand image mediates the relationship between interaction and purchase intention.

H14: Brand image mediates the relationship between advertisement and purchase intention.

H15: Brand image mediates the relationship between eWOM and purchase intention.

H16: Brand image mediates the relationship between trendiness and purchase intention.



**Figure 1. Conceptual Framework of the Study (Source: Author)**

### **3 Research Methodology**

#### **3.1 Research Design**

The research used a quantitative research design to assess how social media marketing impacts brand image and purchase willingness among domestic tourists in Myanmar (Hair et al., 2019). The researchers used a cross-sectional survey method to collect data at one specific time, which allowed them to study how different variables interact through statistical analysis (Creswell, 2014). The research used a structured questionnaire to measure hidden factors which helped them achieve consistent and reliable results during their data collection process (Sekaran & Bougie, 2016). The researchers used Structural Equation Modeling (SEM) to evaluate both measurement and structural models because this method enables researchers to study multiple relationships between hidden variables at once (Kline, 2015). The analysis used AMOS software, which researchers commonly used to conduct confirmatory factor analysis (CFA) and test scientific hypotheses (Byrne, 2016).

#### **3.2 Population and Sampling**

The target population of this study consists of domestic tourists in Myanmar who use social media platforms for travel-related information. The researchers selected this group because their travel decision-making process has become more dependent on digital platforms. A total of 300 valid responses were collected, which is considered adequate for SEM analysis (Hair et al., 2019). The sample size of 300 people includes all needed participants to conduct factor analysis according to Comrey and Lee (1992). The research team used non-probability convenience sampling because they needed to follow practical limitations that involved time and financial resources and research sites. Researchers use convenience sampling in exploratory and behavioral research studies because they cannot access complete sampling frames, which results in reduced generalizability of research outcomes (Etikan et al., 2016). The study method enables researchers to collect data from people who use social media for tourism purposes.

#### **3.3 Data Collection Method**

Data were collected through an internet-based questionnaire that used a structured format and distributed the questionnaire via Facebook and messaging applications. The researchers chose participants based on their social media experience which they used for purposes related to travel. The questionnaire included three sections which were: (1) demographic information (e.g., gender, age, education), (2) social media marketing dimensions, and (3) brand image and purchase intention. The research made sure ethics were a top priority by telling people why we were doing the research, promising them that their responses would remain unknown to others and emphasizing that their participation was completely up to them (Creswell, 2014). A pilot test was analyzed with a handful of people to measure the ease and trustworthiness of the questionnaire. Minor modification was fixed a few little things before doing the main survey.

#### **3.4 Measurement of Variables**

This study examines seven theoretical constructs: entertainment, interaction, advertisement, electronic word-of-mouth (eWOM), trendiness, brand image, and purchase intention. All measurement items were adapted from previously validated scales to ensure content validity (Yadav and Rahman, 2017). The researchers used Social Media Marketing dimensions from Kim and Ko (2012) to create their measurement items. The researchers used Schivinski and Dabrowski (2016) to measure brand image and Dodds et al. (1991) and established scales to measure purchase intention.

The researchers deleted items in weak factor loadings after conducting CFA to enhance the measurement model's reliability and validity. (Chen and Tsai 2007). The final measurement instrument retained only items that met the recommended threshold values for factor loadings (Godey et al., 2016). The researchers used a five-point Likert scale which ranged from 1 (strongly disagree) to 5 (strongly agree) for all constructs to create a consistent method of measuring how respondents perceived things and what they thought.

The research began with 35 measurement items which were derived from existing validated scales to assess seven different constructs that included entertainment, interaction, advertisement, electronic word-of-mouth (eWOM), trendiness, brand image, and purchase intention. The research team removed items with low factor loadings after they performed Confirmatory Factor Analysis (CFA) in order to enhance both reliability and validity of the study. The final measurement model retained only items that met the recommended threshold values (factor loadings > 0.70). The study used a five-point Likert scale which allowed participants to select their agreement level between 1 (strongly disagree) and 5 (strongly agree) for all constructs measured in the research.

### **3.5 Data Analysis Techniques**

The research applied SPSS and AMOS software tools to perform data analysis activities. Descriptive statistics were utilized to create a summary of the demographic information about respondents and their typical response behavior. The analysis required data screening procedures which included checking for missing values and identifying outliers and assessing whether the data met normal distribution requirements. (Hair et al., 2019). The study used two methods to measure measurement reliability through Cronbach's alpha and composite reliability methods while measurement validity assessment used factor loadings and average variance extracted (AVE) values to determine both convergent and discriminant validity (Fornell & Larcker, 1981).

The researchers used Confirmatory Factor Analysis (CFA) to check the validity of their measurement model which they tested through Structural Equation Modeling (SEM) to confirm their proposed relationships. The researchers evaluated model fit through multiple indices which included Chi-square/df and CFI and TLI and RMSEA and GFI according to the threshold limits established by Hu and Bentler in 1999. The study assessed brand image's mediating effect through bootstrapping which involved 5,000 resamples to determine whether indirect effects reached statistical significance (Preacher & Hayes, 2008).

## **4 Discussion and Finding**

### **4.1 Data Preparation and analysis for survey**

The prior analysis assessed the dataset before starting their analysis to check for correct data entry and complete data presence and appropriate data for statistical evaluation. The team studied the missing data situation by deleting cases which had major missing information while they used proper imputation techniques to resolve cases with minor missing information. The analysis of outliers used standardized z-scores to evaluate univariate outliers and Mahalanobis distance to assess multivariate outliers. The team examined all cases which exceeded the recommended limits of  $\pm 3.29$  before they decided to discard particular cases according to the guidelines established by Hair et al. in 2019. The study confirmed normality by checking skewness and kurtosis values which showed acceptable results. The team used Variance Inflation Factor (VIF) to assess multicollinearity and all measurement results stayed below the 5 threshold which showed that multicollinearity problems did not exist.

### **4.2 Demographic Profile of Respondent**

The demographic analysis provides essential background information which helps researchers understand the sample characteristics and their study connections. The gender distribution shows a relatively balanced representation of both genders although female respondents slightly surpass male respondents in the sample. The study secured enough data from its partner organizations to avoid any gender bias which would have distorted the research results. The research has revealed that the majority of the respondents fell within the age brackets 20 to 29 and 30 to 39 years. In fact, the age cohorts considered in this research are very relevant since these are the segments that usually engage with social media more often and base their travel decisions on digital content. The sample group matches the social media user target group that study in the tourism sector. The majority of respondents in our study identify as married while only a small percentage choose different marital statuses. Family obligations serve as a second factor that affects travel decision-making together with personal travel preferences. Tourists who are married tend to assess tourism destinations based on different criteria which makes them value reliability, safety, and cost-effectiveness more. The

education level results show that most respondents possess a graduate degree which means the sample consists of people with high educational attainment. Educated consumers demonstrate more critical thinking skills which enable them to assess online content while creating social media posts with active participation. The demographic profile of the sample group establishes a suitable basis for researching how social media marketing affects tourist purchase decisions.

Table 4.1 Gender Distribution

<b>Gender</b>	<b>Frequency</b>	<b>Percentage</b>
Male	120	40.00%
Female	180	60.00%

Source: Survey Data 2026

Table 4.2 Age Distribution

<b>Age Group</b>	<b>Frequency</b>	<b>Percentage</b>
Under 20	28	9.33%
20–29	126	42.00%
30–39	88	29.33%
40–49	35	11.67%
Above 49	23	7.67%

Source: Survey Data 2026

Table 4.3 Marital Status

<b>Marital Status</b>	<b>Frequency</b>	<b>Percentage</b>
Single	122	40.67%
Married	178	59.33%

Source: Survey Data 2026

### 4.3 Measurement Model Assessment

The measurement model assessment results demonstrate that the study constructs achieve both reliability and validity. The measurement items display factor loadings which surpass the 0.70 threshold, thus demonstrating that each item serves as an effective measurement tool for its associated construct. The measurement items successfully capture the theoretical concepts which they intend to measure. The Cronbach's alpha values for all constructs exceed 0.90 which demonstrates exceptional internal consistency. The items within each construct demonstrate high correlation which allows for measurement of the same underlying concept.

The composite reliability (CR) values exceed the 0.70 threshold which establishes the constructs as reliable. The AVE values demonstrate convergent validity because all values exceed 0.50. The construct demonstrates an ability to account for more than half of its indicator variance. The research establishes discriminant validity because the square root of AVE shows that each construct exceeds its correlations with other constructs. Each construct functions as a separate measurement tool which establishes its measurement of a distinct concept. The results of this study demonstrate that the measurement model operates as a solid framework which enables subsequent structural analysis to proceed.

Table 4.4 Measurement Model Result

Construct	Cronbach's Alpha	CR	AVE
Entertainment	0.950	0.94	0.68
Interaction	0.951	0.71	0.52
Trendiness	0.946	0.93	0.66
Advertisement	0.949	0.94	0.69
eWOM	0.943	0.92	0.65
Brand Image	0.945	0.93	0.67
Purchase Intention	0.935	0.91	0.63

Source: Survey Data 2026

The interaction construct shows lower composite reliability than other constructs, but its value exceeds the 0.70 threshold which proves it achieves sufficient reliability.

#### 4.4 Model Fit Evaluation

The existing data confirms that the model fit indices show the structural model successfully matches the actual data. The model demonstrates strong data alignment because its CMIN/DF value of 1.012 falls well under the 3.0 threshold which serves as the minimum requirement for acceptable model performance. The CFI and TLI values which both reach 0.999 surpass the established threshold of 0.90 to show that the model effectively describes the data's covariance structure. The RMSEA value of 0.006 further supports this conclusion because it shows how closely the model matches the population covariance matrix. The GFI value currently stands at 0.89 which falls short of the ideal threshold yet remains acceptable for usage. The overall model fit achieves satisfactory status because all other fit indices show strong performance. The results demonstrate that the structural model functions properly as a specific hypothesis testing tool.

Table 4.5 Model Fit Indices

Index	Value	Recommended
CMIN/DF	1.012	< 3
CFI	0.999	> 0.90
TLI	0.999	> 0.90
RMSEA	0.006	< 0.08
GFI	0.865	> 0.80

Source: Survey Data 2026

#### 4.5 Structural Model and Hypothesis Testing

The structural model outcomes reveal how different social media marketing elements create brand image and purchase intention effects. The research study proved that all five social media marketing dimensions of entertainment and interaction and trendiness and advertisement and electronic word-of-mouth (eWOM) development create positive brand image effects. eWOM shows the highest impact on consumer behavior while interaction shows the second highest impact because both types of content creation and interactive communication shape how consumers see products. The research demonstrates that brand image functions as a strong positive predictor of purchase intention which maintains its critical role in predicting consumer behavior. This suggests that a favorable brand image increases consumers' confidence and willingness to make purchase decisions. The direct effects of entertainment, interaction, trendiness, and advertisement on purchase intention show no statistical significance. The evidence shows that these dimensions do not create direct effects which impact how consumers make purchasing choices. The research shows that brand image functions as the main route through which these elements create their effects. eWOM establishes direct consumer effects on purchase intention through its important role in the decision-making process of customers.

The research shows that social media marketing activities operate through brand image to boost purchase intention while eWOM directly and indirectly impacts purchase intention.

Table 4.6 Hypothesis Results

Hypothesis	Path	$\beta$	p-value	Result
H1	Entertainment → Brand Image	0.371	0.000	Supported
H2	Interaction → Brand Image	0.412	0.000	Supported
H3	Trendiness → Brand Image	0.282	0.000	Supported
H4	Advertisement → Brand Image	0.295	0.000	Supported
H5	eWOM → Brand Image	0.515	0.000	Supported
H6	Brand Image → Purchase Intention	0.569	0.000	Supported
H7	Entertainment → Purchase Intention	-0.049	0.306	Not Supported
H8	Interaction → Purchase Intention	-0.022	0.669	Not Supported
H9	Trendiness → Purchase Intention	0.046	0.296	Not Supported
H10	Advertisement → Purchase Intention	0.005	0.916	Not Supported
H11	eWOM → Purchase Intention	0.403	0.000	Supported

Source: Survey Data 2026

#### 4.6 Coefficient of Determination ( $R^2$ )

The  $R^2$  values show that the model provides strong capacity to explain its results. Social media marketing dimensions explain 58% of the variance in brand image, suggesting that these factors play a significant role in shaping consumer perceptions. The model explains 67% of the variance in purchase intention because social media marketing and brand image work together to predict consumer behavior. The results show that the model identifies the main factors which influence purchase intention in the tourism industry.

Table 4.7  $R^2$  Values

Variable	$R^2$
Brand Image	0.58
Purchase Intention	0.67

Source: Survey Data 2026

#### 4.7 Mediation Analysis

The mediation analysis establishes how social media marketing affects purchase intention through brand image by showing its mechanisms of operation. The research results demonstrate that brand image functions as a crucial mediating factor which connects social media marketing elements with purchase intention. The dimensions of entertainment interaction advertisement and trendiness do not create any direct impact on purchase intention according to the research findings. The variables create indirect impacts through brand image which results in complete mediation according to the evidence. The evidence shows that the dimensions create consumer behavior impacts which become effective when they work to build brand image. eWOM creates two types of impacts on purchase intention because of its actual direct impact and its subsequent indirect impact through other channels. The results show that eWOM creates two types of impacts which include direct effects and indirect effects that link to brand image. The research results demonstrate that brand image functions as a central mechanism which links social media marketing activities with consumer purchase intent. This effect becomes especially strong when social media marketing activities use dimensions that depend on customer engagement and brand development activities.

Table 4.8 Mediation Results

Hypothesis	Path	Direct Effect (β)	Indirect Effect (β)	Total Effect (β)	Result
H12	Entertainment → Brand Image → Purchase Intention	-0.049	0.211	0.162	Supported (Full Mediation)
H13	Interaction → Brand Image → Purchase Intention	-0.022	0.234	0.212	Supported (Full Mediation)
H14	Advertisement → Brand Image → Purchase Intention	0.005	0.168	0.173	Supported (Full Mediation)
H15	eWOM → Brand Image → Purchase Intention	0.403	0.293	0.696	Supported (Partial Mediation)
H16	Trendiness → Brand Image → Purchase Intention	0.046	0.16	0.206	Supported (Full Mediation)

Source: Survey Data 2026

The research results demonstrate that social media marketing activities the study analyzed create brand image effects which guide consumer purchasing decisions. eWOM functions as the most powerful brand image element because all social media marketing elements create brand image effects through their interactions with eWOM. The evidence shows that tourism brands need user-generated content and peer opinions to build brand perceptions among users. The second most important factor for brand establishment starts with interaction which shows how brands need to maintain active communication links with their customers to build stronger brand connections. The research shows that when customers interact with a brand and receive replies from the brand, they will develop a better understanding of the brand.

Brand image improvement for a business depends on companies delivering entertainment content which customers find both current and exciting. Advertisement shows importance yet it operates with less power than other elements because users prefer content which allows them to interact with the material instead of traditional marketing methods. The research demonstrates that brand image drives purchase intention because it functions as a fundamental factor which determines how consumers make buying choices. A positive brand image brings more trust to customers while decreasing their perceived risk which leads to more customers making purchases.

The research shows that brand image functions as a major factor which takes control of consumer purchasing choices because all social media marketing elements work to create revenue through their branding activities. The marketing activities businesses perform need strong brand image development because companies need brand recognition to transform their marketing activities into business results. E-WOM creates two effects because it affects purchase intention through both direct and indirect pathways which demonstrates its dual role in purchasing decisions.

## **5. Conclusion**

The study confirms that social media marketing significantly influences purchase intention through the mediating role of brand image in the context of tourism in Myanmar. All social media marketing dimensions contribute to shaping brand image, with eWOM having the strongest impact. Brand image functions as a primary element that affects how consumers decide to buy products. The findings show that most social media marketing dimensions do not directly affect purchase intention but exert their influence through brand image, indicating the importance of perception-building in consumer decision-making. eWOM acts as a consumer behavior determinant because it produces both direct and indirect effects on consumers. The study results demonstrate that brand image improvement and purchase intention enhancement require organizations to develop content strategies which prioritize interactive content and user-driven content and engaging content.

### **5.1 Managerial Implications**

The research results demonstrate that tourism marketers need to concentrate their efforts on social media strategies which improve brand image through their online activities. The strongest power which eWOM exerts on brand image and purchase intention requires businesses to direct their efforts toward increasing user-generated content together with online reviews. The consumer relationship development process requires marketers to use interactive content together with engaging materials which will enhance brand image among their customers.

The effectiveness of advertisement depends on its essential role which needs to be combined with interactive elements and personalized methods to achieve better results. The digital landscape demands businesses to maintain current and pertinent content because it serves as a tool to attract consumer interest.

### **5.2 Limitations**

The research study contains multiple limitations. Cross-sectional research design restricts researchers from proving causal connections between studied variables. The choice of convenience sampling method limits the researchers' field to observe the results. The study focuses only on domestic tourists in Myanmar which may limit its applicability to other markets.

### **5.3 Future Research**

Future studies should consider using longitudinal research designs to examine changes in consumer behavior over time. Researchers should expand their study sample to include international tourists to achieve better study results. The future research study should include additional variables which include trust and satisfaction and perceived value because they will create a complete picture of consumer behavior.

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