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# The Effect of Relationship Quality on Behavioral Intention Towards Brand; The Role of Moderating of Involvement in The Social Media Context

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## ABSTRACT

The empirical research study aims to examine how relationship quality (RQ) affects behavioral intentions towards a brand and to investigate the moderating influence of brand involvement on purchase and recommendation intentions in emerging markets. The description of the quantitative research method was utilized, and data was collected from 357 undergraduate and postgraduate students at two universities in Saudi Arabia using survey questionnaires. The analysis of the data was conducted using structural equation modeling in SPSS AMOS. The study findings indicate that RQ has a positive impact on behavioral intentions towards the brand. Furthermore, the indirect effect of RQ on purchase intention and recommendation is moderated by brand involvement on social media. This study explores the influence of perceived relationship quality on purchasing and recommending intentions while considering the moderating role of brand involvement in shaping consumer behavior and willingness to recommend brands in the context of developing countries. Finally, the study's results have significant theoretical and managerial contributions.

**Keywords:** Relationship quality, involvement with brand, Intention to purchase the brand, intention to recommend the brand

## 1. Introduction

In recent years, the use of social media platforms such as WhatsApp, Instagram, Facebook, and others has increased significantly (Chen & Qasim, 2021; Varghese & Agrawal, 2021), and it has changed communication landscapes and has notably influenced marketing communication. Social media has become an integral part of our daily lives because it makes communication and information sharing with others easy. Social media is a widespread platform used for individuals, organizations, businesses, brands, and advertising. These entities may benefit from a social media platform for several purposes such as content creation, communication with others, and marketing. Moreover, in many companies, social media platforms are mostly used to raise awareness about products, promote brands, retain existing customers, and find new prospects (Fathelrahman & Basarir, 2018; Varghese & Agrawal, 2021; Yazid et al., 2022). Social media is an effective tool that can provide a chance for firms to influence purchase decisions (Hutter, Hautz, Dennhardt & Füller, 2013), to interact and share with consumers, which can build continued relationships with consumers (Kapoor et al. 2018). Many searchers have stated that social media interaction may be a form of communicating the brand with the surfers of social networking sites. interaction can contain consumers' comments, likes, responses, problem solutions (Hudson, Huang & Roth, 2016; Song, Lee, Liew, & Subramaniam, 2023), and even follows. Hudson et al. (2016) indicated that social media is a low-cost platform and simple to use, which provides a non-stop linkage for the brand to its customers. It is fundamental to comprehend the variables affecting consumers' behavior to a brand purchasing intention on social media platforms and the influences of consumer's involvement on relationship quality (RQ) in the context of social media, yet the researchers recommend to conduct more research within other social media's involvement (Leckie, Dwivedi & Johnson, 2022; McClure & Seock, 2020) with building relationship quality and brand performance (Song et al., 2023). In today's communication landscape, social media plays a critical role in brand marketing and can significantly impact consumer behavior. According to the theory of relationship marketing, reinforcing relationship quality concentrates on prolonging a relationship with customers (Giovanis, Athanasopoulou, & Tsoukatos, 2015; Ledikwe, Roberts-Lombard, & Klopper, 2019), to create a sustained competitive advantage in a business environment. Therefore, companies may prioritize developing high-quality relationships to bolster brand loyalty, meet customer needs, and boost business profitability (Ledikwe et al., 2019; Xie, Poon, & Zhang, 2017). It can be said that the quality of a relationship can explain consumers' inclusive evaluation of their connection with a brand (Hanaysha & Hilman, 2015; Sublaban & Aranha, 2008). Despite previous studies have widely addressed the effects of involvement on consequence variables, such as advertising attitude and behavioral intention (Huang, Chou & Lin, 2010; Leckie et al., 2022; Vivek, Beatty & Morgan, 2012) in the various contexts of marketing research, However, little researchers have tested the moderated regression analysis of involvement in the contexts of social media (Yang, Li & Ji, 2023), practically the moderating role of social media Involvement with brand on the relationship between RQ and brand purchase intention. For example, Hoang, & Tung (2023) suggested examining the involvement as interaction with other variables to explain the behavioral intentions of social media platform users toward the brand. This study also addresses the researcher's call for the boost of consumer–brand relationship concepts within Social media involvement (e.g Leckie et al., 2022; McClure & Seock, 2020; Samarah, Bayram, Aljuhmani, & Elrehail, 2022), hence this research adds a novel contribution in the marketing literature. This study has theoretical and

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management contributions among individuals who use social media. As an illustration, this study highlights how the effect of a brand's social media involvement with a brand on the relationship quality toward behavioral intention. Accordingly, to answer this and fill the literature gap, this study has examined the moderating effect of involvement on relationship quality toward brand purchase intention and recommendation intention in the context of social media. Besides, many studies on social media marketing have been conducted in Western countries, but there is limited research specifically focusing on how the type of consumers' involvement with a brand can influence their decision to purchase (Salvation & Sorooshian, 2018) in the context of Arabic countries. Due to the presence of the socio-cultural differences between the West and the East, the current study is designed to investigate how the relationship quality with consumer involvement on social media can affect behavioral intentions toward brand.

## 2. Framework and Hypothesis Development

This current study discusses the impact of relationship quality on consumers' behavioral intentions toward mobile phone brands and the impacts of behavioral intentions. The researcher also addresses the interaction effect of relationship quality with consumer involvement with the brand on intention to purchase and recommend the brand. The proposed conceptual model is shown in Figure 1.

### *2.1. Relationship Quality (RQ) and Behavioural Intentions Toward brand*

The relationship quality concept has appeared as a fundamental principle in the theory and literature of relationship marketing (Amy and Lianxi, 2005). Relationship quality indicates the extent of individuals' sense of their relationships (Morry, Reich, & Keito, 2010). Relationship quality elucidates clients' comprehensive evaluation of the robustness of their connection with a brand industry (Sublaban & Aranha, 2008). Ulaga and Eggert (2006) defined RQ as consumers' trust, commitment, and satisfaction. Many studies have identified commitment, trust, and satisfaction as key measures of RQ (Hon and Grunig, 1999; Song et al., 2023). Previous research unequivocally has demonstrated that trust, commitment, and contentment are the essential and most frequently referenced elements for assessing relationship quality (Hilman, Ghani, & Hanaysha, 2013; Teleghani, Largani, & Mousavian, 2011; Song et al., 2023). Consequently, this study integrates these three characteristics as the major elements of relationship quality. The quality of the relationship with a brand is a crucial measure based on customer responses, indicating how strong and deep the connection is between the consumer and the brand (Kao et al., 2016; Hudson, Roth, Madden, & Hudson, 2015; Smit, Bronner, & Tolboom, 2007). This factor significantly enhances the likelihood of customers making repeat purchases (Hudson et al., 2015) and their willingness to recommend the brand in a social media context. Additionally, relationship quality plays a vital role in reducing marketing costs, providing access to existing customers, positively influencing future sales, enhancing customer retention and loyalty, and shaping intentions to participate in social commerce (Achen, 2019). Researchers have suggested that satisfaction, commitment, and trust are indicators of the strength of consumer-brand relationships (Song et al., 2023; Palmatier, Dant, Grewal, & Evans, 2006; Zhou, Dong, & Zhang, 2023 ). Following this line of reasoning, this implies that RQ has a positive impact on behavioral intentions toward brands on social media platforms. Consequently, the following hypotheses are formulated:

**H1**. Overall relationship quality has a significant positive effect on the intention to purchase the brand in social media.

**H2**. Overall relationship quality has a significant positive effect on the intention to recommend the brand in social media.

### *2.2. Purchase and Recommendation Intention Towards Brand*

According to the Theory of Planned Behavior, intentions are the primary determinant of actual behaviors, as they reflect a person's willingness to behave in a certain way (Ajzen, 1991). Venkatesh and Davis (2000) found a correlation between these two variables, with intentions serving as a strong indicator of future customer behavior (Casaló, Flavián, & Guinalíu, 2011; Casaló, Flavián & Ibáñez-Sánchez, 2017). The success of smartphone companies depends on consumers' purchases, which are influenced by their purchase intentions. Purchase intention is the likelihood of a consumer buying a product after an evaluation of competing brands (Pinto, & Paramita, 2021; Tirtiroglu & Elbeck, 2008). Then a good buying experience can create intention towards brand loyalty. Increasing customer experience and brand trust may lead customers to the next purchase and not hesitate to recommendation about the brand to others. Then, the following hypotheses are formulated:

**H3.** Intention to purchase the brand has a positive influence on the intention to recommend the brand.

### *2.3. Moderating Role of Involvement with Brand*

The concept of brand involvement has received significant attention from both practitioners and academics in recent decades. This is partly due to its likelihood impact on consumer engagement with the brand on social media (France, Merrilees, & Miller, 2016; Hollebeek Glynn, & Brodie, 2014; So, King, & Sparks, 2014). According to Franceetal (2016), involvement can be defined as the "person's perceived relevance of the object based on inherent needs, values, and interests" (Zaichkowsky, 1985, p. 342). Yang (2012) stated that involvement is linked with an individual's values, needs, and interests. Involvement in online shopping, as researched by Zaichkowsky (1986), is influenced by personal factors (e.g. past individual's usage of social media platforms), as well as stimulus, and situational factors. Studies have shown that involvement can impact purchase intention and shopping behaviors online (Huang et al., 2010; Yang, 2012). For instance, Bosnjak, Galesic, & Tuten, (2007) discovered that affective involvement significantly affects online purchase intention. In a study by Huang et al. (2010) on travel bloggers' engagement, it was explored that bloggers who were highly engaged had a more positive view of

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advertisements. This was seen as a key factor in their intention to purchase when dealing with brands. The study also found that members of online communities had a stronger commitment to brands compared to non-community members. Previous research has suggested that consumers highly involved with a particular brand show increased levels of engagement (Leckie et al., 2022; Vivek et al., 2012). Moreover, Salvation and Sorooshian (2018) identified involvement as a personal characteristic that can influence behavioral intentions and their antecedents because consumers' emotional attachment and product preferences play a significant role in their decision-making and communication behaviors. Although there is limited research in this area, more studies are needed to understand the impact of consumer brand involvement in the context of social media (Yang et al., 2023). Specifically, it is suggested to explore how consumer brand involvement moderates the relationship between consumer relationship quality (RQ) and brand behavior intentions. Furthermore, researchers recommend investigating how consumer involvement levels affect satisfaction and trust in various brands over time through social media platforms (Leckie et al., 2022) and purchase intentions (Añaña & Barbosa, 2023). Social media users might realize these platforms are extremely linked to their needs and interests, leading to increased involvement. Based on the literature presented, the following hypothesis is formulated:

**H4**. The relationship between RQ and consumer's intention to purchase the brand is positively moderated by involvement with the brand on social media.

**H5**. The relationship between RQ and consumers' intention to recommend the brand is positively moderated by involvement with the brand on social media.

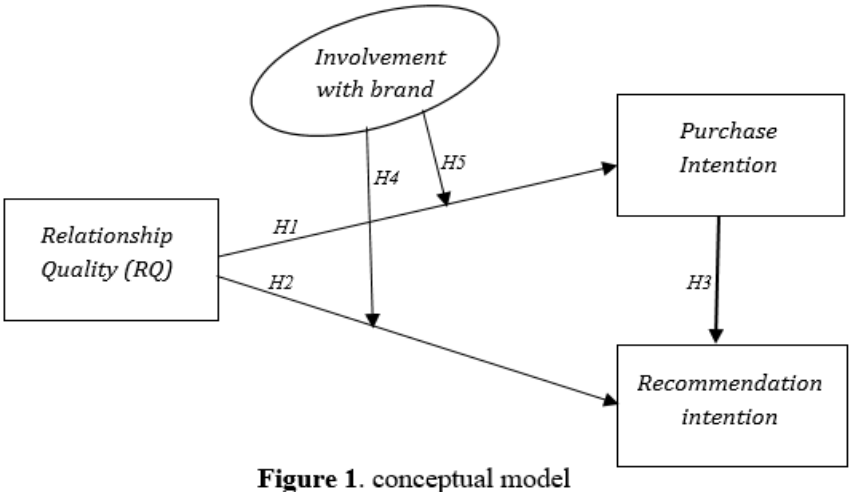



**Figure 1**. conceptual model

## 3. Research Methodology

### *3.1. Sample selection and data collection*

This study followed an across-sectional quantitative method, which aims to explain the causal relationship between the research constructs (Bhattacherjee, 2012) as clear in the model in Figure 1. The population for this study is representative of students over the age of 18, who follow smartphone companies' brands on social media platform pages. Based on Hair Sarstedt, & Ringle (2017), the rule of thumb for determining sample size is five to ten times the total number of measurement items in the survey. The measurement model consists of 24 measuring items divided into 4 constructs. Consequently, a sample size of approximately 290 is suggested. However, the study has set a sample size of 370 university students who are studying at top universities in Jeddah, Saudi Arabia (KAU-UJ) to satisfy the requirement for covariance-based SEM analysis. The convenience sampling technique was used in this study because the sampling technique is widely applied in the research of social media marketing (e.g. Algharabat et al., 2020; Song et al., 2023). To conduct the survey rapidly and conveniently on the participants and complete the questionnaire, the researcher approached students face-to-face (Song et al., 2023). Out of them, 32 participants were accepted due to the survey not being fully complete. The remaining 338 respondents were employed for analysis.

### *3.2. Measures*

The study employed the translation-back-translation technique (Harkness & Schoua-Glusberg, 1998), in which the survey was translated into Arabic by an experienced native translator. To ensure the validity of the translation, the phrasing of the questionnaire in Arabic and English language was judged by specialized faculty staff of two universities. All 24 measurement items were measured on a five-point Likert scale, established via 1 "strongly disagree" to 5 "strongly agree". Before the questionnaires were distributed to the target population, a pilot study involving 30 undergraduate and graduate students was carried out to confirm the validity and reliability of the questionnaires and ensure their clarity. To measure construct items of Relationship (RQ), the RQ Scale is a composite of multi-dimensions; trust, commitment, and satisfaction. RQ was measured utilizing ten items adapted from (Achen, 2019; Ledikwe et al., 2019); 3 items each measured trust and commitment, and 4 items measured satisfaction, which are linked parts of the relationship. Social media brand involvement was measured utilizing seven items derived from (Zaichkowsky, 1985; Samarah et al., 2022). this study measured the intention to purchase the brand using three items from (Hu, Poston & Kettinger, 2011; McClure and Seock,

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2020) and the intention to recommend the brand with three items from (Dini et al., 2022; Wang, 2009).

## 4. Data Analysis and Results

### *4.1. Demographic profiling*

The initial participants of 394 are checked for missing data and multivariate outliers. A final sample of 376 is obtained for data analysis. Data analysis is performed using SPSS 22 to analyze descriptive statistics and assess exploratory factor analysis. Then, Amos 20 software was also used based on the guidelines recommended by Ali et al. (2018) to obtain an accurate, reliable, and valid model to test the hypothesis. Table 1 discusses the demographic profile of the participants.

**Table 1.** The demographic profile

| The demographic profile | Percentage |
|---|---|
| Gender | |
| Male | 45.9 |
| Female | 54.1 |
| Age | |
| 18-22 | 60.5 |
| 23-26 | 16.5 |
| 27-31 | 10.4 |
| 32-36 | 9.5 |
| 37 and above | 3.1 |
| Experience years for using social media | |
| Less than 1 years | 2 |
| 1- 2 years | 5 |
| 2 - 4 years | 38.1 |
| 5 years and above | 54.9 |
| The most usage of mobile phone brand | |
| Iphone | 33.9 |
| Samsung | 19.6 |
| Huawei | 15.4 |
| Lenovo | 8.1 |
| OPPO | 7.3 |
| LG | 6.4 |
| Infinix | 5.9 |
| Other | 3.4 |
| Total | 100% |

### *4.2. Reliability and Validity*

An exploratory factor analysis (EFA)and a confirmatory factor analysis (CFA) were run on the data to identify a final set of items with acceptable discrimination and convergence. Based on the EFA results as shown in Table 1, the KMO value of sampling adequacy, which is greater than 0.7 (Hoelzle & Meyer, 2013), with the chi-square value=4536.489 with 231 (df), with a significant indicator at p= 0.000. Hence, the indicators were appropriate for the EFA procedure (Hoque and Awang, 2016). To eliminate items with a factor loading value of below 0.50, an exploratory factor analysis (EFA) is employed to gauge the validity of the measures (Fornell & Larcker, 1981). The factor loading value of the construct was relatively high in all cases (>0.5), except only one item was excluded (the value below 0.50). Initially, Cronbach's alpha index was employed to assess its reliability, with a level greater than the minimum 0.7 as the reference value (Hair et al., 2017). The results of EVA found six factors of eigenvalues more than 1 that clarify the total variance explained of 73.15%, with explaining the first factor 22.24% (<50% recommended value).

**Table 2.** KMO and Bartlett's Test

| | | |
|---|---|---|
| Kaiser-Meyer-Olkin Measure of Sampling Adequacy. | | .80 |
| Bartlett's Test of Sphericity | Approx. Chi-Square | 4536.489 |
| | df | 231 |
| | Sig. | .000 |

The next step was to test the validity through the CFA using AMOS software, appearing that the value of convergence validity was acceptable. The values of composite reliability (CR) exceeded the threshold level of 0.7 (Hair et al., 2017), and average variance extraction (AVE) values ranged from 0.547 and 0.781 as a reference at levels of 0.5 (Fornell and Larcker,1981). Analysis results of the validity and reliability evaluation are shown in Table 3.

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**Table 3.** Convergent validity and reliability.

| construct | Item | Loading | SA | CR | AVE | MSV |
|---|---|---|---|---|---|---|
| RQ | | | | | | |
| Trust | My relationship with this brand is good, because the it fulfils its obligations towards me | 0.769 | 0.782 | 0.783 | 0.547 | 0.113 |
| | My relationship with this is good , because I can rely on this brand | 0.771 | | | | |
| | My relationship with this is good, because it is trustworthy | 0.675 | | | | |
| Commitment | My relationship with this brand is good because I have Commitment towards this brand | 0.787 | 0.844 | 0.845 | 0.645 | 0.036 |
| | My relationship with this brand is good because it never disappoints me | 0.822 | | | | |
| | My relationship with this brand is good because I can make small sacrifices to continue with this brand. | 0.799 | | | | |
| Satisfaction | My relationship with brand is good because I am satisfied with this brand | 0.897 | 0.848 | 0.855 | 0.665 | 0.114 |
| | My relationship with this brand is good because I am satisfied with the brand selection that is offered by the company | 0.827 | | | | |
| | My relationship with this brand is good because I feel satisfied with the quality of brand offered to customers like me. | 0.712 | | | | |
| Intention to purchase the brand | In the future, I am very probably to buy this brand . | 0.866 | 0.914 | 0.915 | 0.781 | 0.100 |
| | It is expect I shall buy this brand in the near future. | 0.897 | | | | |
| | I intend to buy this brand in the future. | 0.888 | | | | |
| Intention to recommend the brand | I will recommend others to share this brand on social media platforms | 0.920 | 0.829 | 0.836 | 0.720 | 0.114 |
| | I will not hesitate to reference this brand on social media | 0.770 | | | | |
| Involvement | This brand means a lot to me | 0.721 | 0.925 | 0.923 | 0.636 | 0.011 |
| | This brand is important to me | 0.602 | | | | |
| | For me personally, this brand is important | 0.819 | | | | |
| | I am interested in this brand | 0.852 | | | | |
| | This brand is valuable to me. | 0.867 | | | | |
| | this brand is attracting to me. | 0.851 | | | | |
| | I am involved with this brand on social media | 0.835 | | | | |

### *4.3. Tests of model paths and hypotheses*

AMOS Software V 22 was used to do SEM analysis to evaluate the framework and test the current study hypotheses. Based on overall goodness-of-fit, the values of chi-square and x2/df are 370.342, and 2.590, respectively. The fit indices of GF1, TLI, IFI, and CFI are greater than 0.90. The other value of AGFI was 0.897 and RMSEA met the minimum condition value of 0.08 (Hooperetal., 2008). All results of goodness-of-fit exceed the recommended values (Bagozzi & Yi, 1988; Hair et al., 2010), as shown in Figure 2. of the Structural model. Based on the prior findings, the structural model has the explanatory capability to test the study hypotheses. Table 4 interprets the findings of the structural model and Figure 2 portrays the hypothesized path estimates. Concerning the direct impact on the relationship between variables, the study results support empirically three hypotheses (H1, H2, and H3). H1 shows that, based on $p < 0.001$ and $\beta = 0.345$, relationship quality has a significant impact on the intention to buy the brand. H2 is validated by $\beta = 0.415$, $p<0.001$, indicating that relationship quality has a favorable impact on the intention to recommend the brand. Subsequently, H3 yields significant findings confirming that brand purchase intention is positively related to brand recommendation intention with $\beta= -0.179$ $p<0.05$.

**Table 4.** The direct effect test of hypotheses

| Hypotheses | Path | Estimate | P V | Result |
|---|---|---|---|---|
| H1 | RQ → PUIN | 1.262 | *** | Supported |

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| | | | | |
|---|---|---|---|---|
| H2 | RQ → REIN | 1.170 | *** | Supported |
| H3 | PUIN →RUIN | -.138 | .018 | Supported |

To test the moderating effect of involvement on the relationship between RQ and behavioral intention toward the brand, the utilization of moderated regression analysis is used for the present study as a common method among continuous constructs (Edwards & Lambert 2007). The findings in Table 5 revealed the interaction effect of relationship quality * involvement with the brand is significant (β=-0.3169; t-value >1.96, P < 0.05), on intention to purchase the brand in the model, with (t-value= -2.3561, P = 0.019). Therefore, H4 is supported. As shown in Table 5, the interaction between relationship quality and involvement with the brand significantly predicts intention to recommend the brand (β= 0.3671; t-value= 2.9169, P < 0.01), thereby supporting H5. Contrary, the result in Table 6 revealed that involvement with the brand has an insignificant moderating effect on the relationship between purchase intention and recommendation intention towards the brand (β=-0.0343; t-value = -0.4842, P > 0.05), thereby supporting H6.

**Table 5.** The moderating effect test

| Hypotheses | Path | Estimate | P V | Result |
|---|---|---|---|---|
| H4 | RQ*INV → PUIN | 1.262 | *** | Supported |
| H5 | RQ → REIN | 1.170 | *** | Supported |

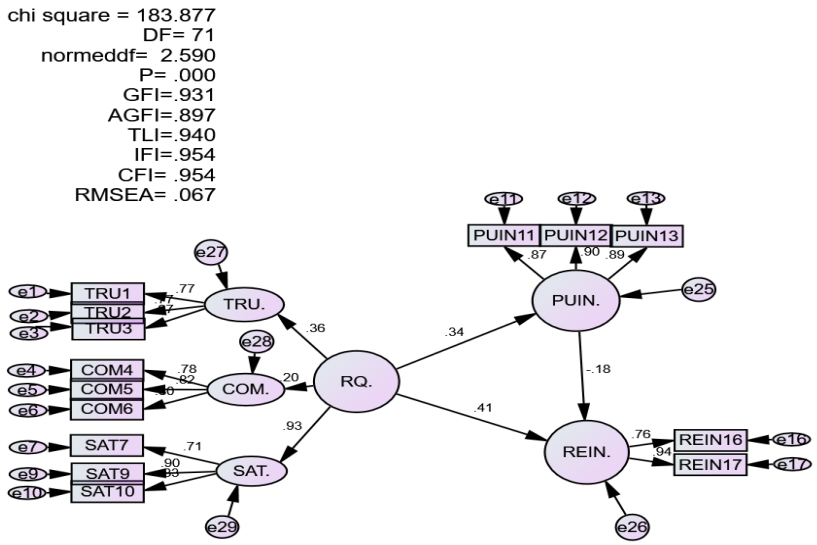



**Figure 2**. Result of the Research Model

## 5. Discussion and Conclusion

Most international and local companies invest substantial amounts towards brands in social media communities to develop customer–brand relationships. Considering the repeatedly utilized social media platforms pages, it is evident that these platforms perform as beneficial marketing tools that facilitate brands to interact with users, which, is considered as an added value for consumers. This study provides a comprehensive perception of building consumer-brand relationships within social media-established brand communities. This study focused on the influence of relationship quality and behavioral intention towards brands in social media platforms as well as the moderation role analyses of involvement with brands on social media. The empirical findings indicate that relationship quality is positively correlated with brand behavioral intention. Furthermore, consumer involvement on social media plays a significant moderating role in the indirect effects of relationship quality with brand purchase intention and recommendation intention. The results of this study demonstrate that trust, commitment, and satisfaction as demotions for measuring relationship quality can affect the intention to purchase and recommend the brand. This is consistent with the inferences of Lou, Jiao & Koh, (2021) and Hudson et al. (2015). which further validates the hypothesis of Ledikwe et al. (2019) that trust, commitment, and satisfaction can build an effective relationship, which leads to repurchase and recommend the brand. Furthermore, Sreejesh and Roy, (2015) stated that customer repurchase intention and positive recommendations are considered a consequence of relationship quality dimensions. In addition, one of the main results of this study confirms that the relation between relationship quality with purchase and recommendation intention towards a brand is statistically significant by a moderating influence of involvement with the brand on social media platforms, which is with prior research of Sanchez-Franco (2009) and Wang S. W (2014) that involvement can play a significant positive role as moderator in the relationship between behavioral Intentions and its determinants

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such as satisfaction, trust, and commitment. It means that the positive connection between relationship quality with behavioral intention to brand is dependent on consumer involvement in social media. Based on the results of the current study, theoretical and managerial contributions are debated in the next aspect.

### *5.1. Theoretical implications*

This study offers a wide range of theoretical and empirical insights that contribute to bridging some research gaps in the novel marketing knowledge, which are focused on consumer-brand relationships and consumers' involvement with brands in the social media surroundings. The concept of RQ has manifested as an essential norm in the theory and the literature of relationship marketing (Amy and Lianxi, 2005). Most consumers see the brand as an intrinsic relationship, where its images are in sync with their personalities, and its meanings resonate with their lives (Fournier, 1998; Sirgy et al., 1997). An extension of the theories and prior studies, this research contributes to shedding light on the positive influence of multiple dimensions of RQ (i.e. trust, commitment, and satisfaction) as considerable indicators of the determinants of behavioral intentions towards brands on social media. In addition, the results of this paper confirm that the intention to purchase and recommend the brand could be obtained by developing the consumer-brand relationship. About the moderating effect of involvement with a brand, this study may also present theoretical insights that allow researchers to understand a phenomenon differently. This can include developing a new model or identifying new relations between constructs by examining the influence of consumer involvement with the brand on the relationship between relationship quality and with intention to purchase and recommend the mobile brands in the social media environment. The results of this study confirmed the predictive effects of involvement with the brand on behavioral intention towards the brand, and the importance of involvement as an indirect moderating factor in the context of social media platforms.

### *5.2 Managerial implications*

Based on the study results, this finding presented a substantial advantage for practitioners in the marketing field, to effectively understand how to stimulate and create continued relationships between consumers and brands by social media marketing. The primary goal of social media marketing is to build and strengthen relationships with customers. The practical studies in the field of relationship marketing show that greater relationships can perform to improve financial performance with lower costs (Buhler and Nufer, 2010), higher retention value (Achen,.2019; Kim and Trail, 2011), as well as decreased price sensitivity and promote loyal to the brand (Williams and Chinn, 2010). A more general theoretical implication underlay is that relationship marketing, as a reference model for social media marketing, via the establishment of relationships with customers through social media interactions may result in enhanced RQ. High RQ plays a critical role in determining key relational outcomes, such as the intention to purchase and recommend a brand. This is particularly achieved through active consumer involvement with the brand on social media. Understanding the impact of RQ on social media consumers' behavior is crucial for marketing and e-commerce researchers and practitioners.

### *5.3. Limitations and directions for future research*

Despite the current study has provided several theoretical and practical implications for future research literature on consumers' involvement and relationship quality on social media, this research has certain limitations for future research. Firstly, the study only focused on smartphone brands, which means that the results may not apply to other brands within the smart device products industry. Future research should include a wider range of various brands (e.g. smart TVs, smartwatches, smart cars, smart computers, etc) to expand the database and should also consider different brand personas within each product category. Secondly, the research was carried out in the smartphone industry at KAU and JU in Jeddah City to explore how the quality of relationships influences behavioral intention and its antecedents. The study's results only apply to the participants involved and may not reflect the views of the whole goal population. It is suggested that future research should encompass a broader range of social media brand customers from different geographical regions. Furthermore, while the study examined three measures of relationship quality, more information is required on additional factors, (e.g., sympathy and communication), which could influence the intention to purchase and recommend the brand, particularly unique to the social media context, to advance relationship marketing theory (Ledikwe et al, 2019), finally, there is a need to expand this model with the addition of other important constructs that may indirectly influence purchase and recommendation intention towards social media brands such as brand image (Song et al., 2023), and the future research also needs to be with interest with the idea that relationship norms as a moderating construct in the study model of RQ with behavioral intentions towards brand (Lou et al., 2021). Further, this work should include a larger sample size, incorporating more diverse cultures and ages, to demonstrate the generalizability of the relationship within antecedents of behavioral intention.

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