

## Effect Of Social Media Marketing Dimensions And Self-Congruity On Consumers' Brand Attachment In The Grocery Industry: Social Well-Being As A Mediator

Inkumsah WA<sup>1</sup>, Afeti EY<sup>2</sup>, Angenu BB<sup>3</sup>, Kodjie PK<sup>4</sup>, Abdul-Hamid IK<sup>5</sup>

<sup>1</sup> University of Professional Studies, P.O. Box LG 149, Legon, Accra, Ghana, Email: [winston.inkumsah@upsamail.edu.gh](mailto:winston.inkumsah@upsamail.edu.gh)

<sup>2</sup> University of Professional Studies, P.O. Box LG 149, Legon, Accra, Ghana, Email: [eunice.yafeti@upsamail.edu.gh](mailto:eunice.yafeti@upsamail.edu.gh)

<sup>3</sup> University of Professional Studies, P.O. Box LG 149, Legon, Accra, Ghana, Email: [benjamin.angenu@upsamail.edu.gh](mailto:benjamin.angenu@upsamail.edu.gh)

<sup>4</sup> University of Professional Studies, P.O. Box LG 149, Legon, Accra, Ghana, Email: [kodjie.peter@upsamail.edu.gh](mailto:kodjie.peter@upsamail.edu.gh)

<sup>5</sup> University of Professional Studies, P.O. Box LG 149, Legon, Accra, Ghana, Email: [ikabdul-hamid@upsamail.edu.gh](mailto:ikabdul-hamid@upsamail.edu.gh)

### ABSTRACT

The purpose of this study was to examine the effects of the social media marketing dimension and the three dimensions of self-congruity on brand attachment, while addressing the scarcity of empirical research in Sub-Saharan Africa and contributing new insights from Ghana to the theory and literature on social media marketing, self-congruity, and brand attachment. Data were collected from visitors to one of Ghana's largest grocery shops via a quantitative online survey. After obtaining the desired responses, the data were analysed using Smart PLS 4. The results confirmed the significance of self-congruity in predicting brand attachment. Above all, the findings showed that social media marketing features have a positive effect on brand attachment. The results also confirmed that social well-being mediates the associations between interactivity and informativeness and brand attachment. Theoretically, this paper advances the current literature by exploring the mediating effect of social well-being among four features of social media marketing and brand attachment, offering new empirical insights from Ghana, given that earlier research of this nature in sub-Saharan Africa is scarce

**Keywords-** Self-congruity, social identity, Grocery industry, brand attachment, social media marketing.

### INTRODUCTION:

Brand attachment has been a core construct in the consumer–brand relationship literature over the last two decades (Kessous et al., 2015; Li et al., 2020). Academics and industry experts often consider brand attachment to be more important than brand attitude and loyalty in building long-lasting consumer relationships (Park et al., 2010; Sciarrino, 2021). Theoretically, brand attachment refers to consumers' strong emotional connection with a brand whereby consumers regard the brand as a part of their self-concept (Escalas, 2004; Malär et al., 2011) and are willing to pay a premium price for the brand (Orth et al., 2012; Li et al., 2019). Although customers interact with numerous brands both online and offline, they form emotional attachments with only a select few (Thomson et al., 2005). Consequently, it is essential to identify the mechanisms and antecedents that foster these close bonds, to delineate the mediators of such relationships, and to determine the outcomes associated with strong brand attachments.

Earlier studies that emphasised marketing activities on social media found that developing strong connections with customers via online platforms is a contemporary means of advertising and reaching mass audiences (McClure & Seock, 2020; Pandey et al., 2018; Wang et

al., 2019). Owing to the rapid advancement of communication technologies, several social media platforms have emerged in recent years, prompting marketing practitioners to leverage them to interact, communicate, and collaborate with their customers more effectively (Grover et al., 2019). Such rapid advancements in the internet and information technologies have provided business practitioners with substantial opportunities to reach their audiences and reinforce their brand values (Reveilhac & Blanchard, 2022). Social media platforms are web-based tools that enable internet users to share and broadcast a wide range of information (Gómez et al., 2019). Additionally, social media enables people to interact freely with others and offers multiple ways for marketers to reach and engage consumers. In the earlier literature (Kaplan & Haenlein, 2010, p. 60), various terms have been proposed to express the meaning of social media sites; these include “Web 2.0, social networking communications, social networking tools, social networking sites, and blogs.

The adoption of social media for communicating and promoting new or existing products or services has experienced enormous growth in recent years, driven by its significance in shaping consumer buying behaviour (Park et al., 2021). Moreover, the emergence of online media channels accessible via mobile devices has reduced

interest in traditional media (Chatterjee et al., 2021; Chen & Lin, 2019). According to Kar and Kushwaha (2021), when consumers seek important information about a brand, they tend to search for it on social media. As smartphones and other wireless devices have grown in popularity, social media sites have become the most viable option for finding a brand. Marketers can also rely on them to gain deeper insight into consumers to make better marketing decisions. Such benefits have prompted service providers to leverage their financial resources, dedicate their time, and apply their marketing skills to communicate their offerings online, thereby influencing consumer purchase decisions. Although social media marketing has received considerable attention in the marketing literature, only a few studies have examined its effects on brand attachment. A review of prior empirical studies on social media marketing activities reveals that most examined their impact on repeat purchase and other consumer behaviour, but not on brand attachment. Previous literature shows that most studies on social media marketing have examined its direct effects on buyer behaviour. In contrast, those investigating the mechanisms by which social media marketing features may affect brand attachment are scarce.

Past research has examined different combinations of self-congruity orientations to assess their influence on consumer behaviours (loyalty, compulsive buying, and willingness to pay) (Japutra et al., 2018; Malär et al., 2011; Tan et al., 2019), although most studies have been conducted in offline contexts. In a qualitative online behaviour-related study, Hollenbeck and Kaikati (2012) found that both actual and ideal self-congruity influenced whether brands were incorporated into a person's online profile, but they did not investigate if brands were used to reflect the social self (Malär et al., 2011; Japutra et al., 2019). All three self-congruity orientations are rarely studied together, with social self-congruity particularly receiving limited attention in the marketing literature (Gonzalez-Jimenez et al., 2019). Further, social self-congruity has not been explored on SNS, despite Belk (2013) arguing that SNS can trigger multiple self-concepts. Findings from a meta-analysis show that public self-motives (as opposed to private self-motives) predispose individuals towards brands that are consistent with their actual or social self (Aguirre-Rodriguez et al., 2012). The current research presents a parsimonious model that studies the influence of all three dimensions of self-congruity on consumers' online behaviours, specifically, their actions of liking, sharing, and/or commenting on the brand's Facebook page. Also, the empirical research on this topic in Sub-Saharan Africa is scarce. Accordingly, the present study tends to contribute to the theory and literature on social media marketing, self-congruity, and brand attachment by bringing new insights from Ghana.

Additionally, studies on social media marketing relied on different measures. Kim and Ko (2012) examined this concept by focusing on trendiness, electronic word-of-mouth, customization, entertainment, and interactivity. Sano (2015) also used four key elements for testing social media marketing in the insurance context: perceived risk, trendiness, interactivity, and customization. Similarly, Jo

(2013) examined social media marketing using three aspects: advertisements, information, and events. Furthermore, Kim (2017) employed immediacy, access, responses, and information for measuring social media marketing features. In addition, Seo and Park (2018) measured social media marketing effectiveness in terms of entertainment, interactivity, perceived risk, customization, and trendiness. However, the current paper attempts to make a noteworthy contribution to the empirical literature on social media marketing by incorporating informativeness, interactivity, perceived relevance, and entertainment to measure their effects on brand attachment in Ghana's grocery industry. The results would be useful for improving our understanding of the relevance of these aspects of social media marketing for predicting brand attachment, particularly in the grocery context. The next sections start with a review of literature and research methodology. After that, research findings, discussion of results, and theoretical and practical implications are presented. Lastly, the limitations and recommendations for forthcoming research are highlighted.

### ***Social Media Marketing***

Social media has grown exponentially since 2004, when Mark Zuckerberg founded Facebook at Harvard. Social media is both an opportunity and a challenge and requires a deep understanding to design and implement strategies. A social media presence is often regarded as an additional variable to be incorporated into a commercial brand's communication strategy. Therefore, researchers have sought to define and categorise social media and to analyse its role in marketing. Hennig-Thurau et al. (2010, p. 312) define social media as web-based "communication and information channels in which active consumers engage in behaviours that can be consumed by others in real-time and long afterwards, regardless of their physical location."

In recent years, many social media platforms have emerged. Kaplan and Haenlein (2010) categorised these platforms into six types: blogs (e.g., WordPress, Tumblr, or microblogging service Twitter), collaborative projects (Wikipedia), content communities (YouTube), virtual game worlds (World of Warcraft), virtual social worlds (Second Life), and social networking sites. Ellison et al. (2007, p. 211) define social networking sites, often referred to as social networks, as web-based services that allow individuals to (1) create a public or semi-public profile within a defined system, (2) list other users they are connected to, and (3) see their own connections and those of others within the system. Like traditional brand communities (McAlexander et al., 2002), social media users can discuss personal and brand-related topics. Nevertheless, these interactions in social media are public and accessible to a broad audience (Mangold & Faulds, 2009; Palmer, 2013). Content created on social media can also be viewed by internet users who are not registered on the platform but use search engines to find specific information, for example, about a university. Facebook, as the largest social network globally, is crucial for marketers. The platform allows marketers to create brand

pages – often referred to as fan pages – for registered users to connect and become fans by clicking the “like” button. Once connected, fans can interact with the brand and other users on the page and receive updates from the brand in their personal news feed. This makes Facebook a powerful tool for brand engagement and communication to a broad audience.

### **Theoretical Underpinning, Social Media Marketing Dimensions, and Hypothesis Development**

Previous studies have examined various aspects of social media marketing to see their impact on consumer buying behaviour (Alalwan, 2018; Wang et al., 2019). This study, however, focuses on four distinct features of social media marketing, such as perceived relevance, interactivity, entertainment, and informativeness, to analyse their direct and indirect effects on brand attachment mediated by social well-being. The main contribution of this paper is the integrated examination of these features and their collective influence on brand attachment within a single framework. While previous studies have provided valuable insights, there is a dearth of empirical research on these variables in Sub-Saharan Africa. To address this gap, the study focuses on generating fresh perspectives from this region within a developing economy such as Ghana. The acceptance and use of information technologies have been a growing area of study, as the success of such applications depends on individual adoption. Therefore, many theories have been developed and validated to measure technology acceptance at individual and organizational levels. Among these, the Technology Acceptance Model (TAM) and the Unified Theory of Acceptance and Use of Technology (UTAUT) have gained prominence. The UTAUT model proposed by Venkatesh et al. (2003) is widely regarded as the most comprehensive and influential framework for understanding technology adoption and use across various contexts. Alawadhi and Morris (2008) identified UTAUT as the most appropriate model in technology acceptance literature, while Arfi et al. (2021) highlighted its effectiveness in synthesising research on technology adoption.

Social media is part of information technology and has also been studied extensively through UTAUT. Previous studies have applied UTAUT to investigate the relationship between social media marketing and brand attachment (Dwivedi et al., 2018; VanMeter et al., 2018). Building on this foundation, this study uses UTAUT to explore the relationship between social media marketing features and brand attachment and examines the mediating role of social well-being in these relationships. By extending UTAUT to Sub-Saharan Africa, this research seeks to bridge the gaps and provide new insights into the impact of social media marketing on brand attachment in developing economies.

#### **Entertainment Dimension**

Entertainment is another critical dimension of social media, often serving as a primary driver of user engagement (Calder et al., 2009). Entertaining content captures users' attention and encourages them to spend more time on a platform (Muntinga et al., 2011). This dimension includes humor, engaging videos, interactive

posts, and other forms of engaging content that provide users with a pleasurable experience (Peters et al., 2013). Studies have shown that entertaining content not only enhances user satisfaction but also fosters a positive brand image and encourages users to share the content with their networks (Tuten & Solomon, 2017). Platforms like TikTok and Instagram have capitalized on this dimension by focusing on visually engaging and entertaining content formats. Entertainment in social media marketing refers to the extent to which brands' content is engaging and enjoyable for consumers. Hollebeck et al. (2014) found that entertainment plays a significant role in fostering consumer engagement, which is a precursor to brand attachment. Consumers who find a brand's social media content entertaining are more likely to form positive emotional connections with the brand, thereby increasing brand attachment.

#### **Interactivity Dimension**

Interactivity is a critical dimension of social media that distinguishes it from traditional media channels. It involves users' ability to participate in real-time conversations, respond to content, and engage with brands dynamically (Liu & Shrum, 2002). High interactivity levels foster user engagement by allowing consumers to influence the content they receive and participate in brand-related discussions (Malthouse et al., 2013). Research indicates that interactivity enhances user satisfaction and encourages repeat engagement, leading to more effective marketing outcomes (Brodie et al., 2013). Platforms like Twitter and Facebook exemplify this dimension by facilitating immediate, interactive dialogue between brands and consumers. More importantly, interactivity is a two-way communication that helps to build trust and rapport between the brand and its audience. In the grocery sector, interactivity might involve responding to consumer inquiries, facilitating discussions about product use, or running interactive campaigns such as polls or contests. Hudson et al. (2016) suggest that interactivity enhances the consumer-brand relationship by making consumers feel heard and valued, thereby strengthening their attachment to the brand.

#### **Informativeness Dimension**

Informativeness is a key factor influencing consumer engagement on social media. It pertains to the degree to which content provides users with valuable, accurate, and helpful information (Abbasi et al., 2024). Social media content can help consumers make informed decisions, increase brand awareness, and establish credibility (Hanaysha, 2022). For example, brands that share insightful articles, product details, and industry news on platforms like LinkedIn and Twitter can position themselves as thought leaders and trusted sources of information. Research has demonstrated that informativeness positively affects user satisfaction and enhances the likelihood of sharing content, thereby amplifying its reach and impact (Shareef et al., 2019). In addition, informativeness refers to the extent to which a brand provides useful, accurate, and relevant information through its social media channels. For grocery brands, this could involve sharing product information, nutritional content, health benefits, and sustainable sourcing

practices. El-Naga et al. (2022) highlighted that informativeness in SMM increases perceived brand value, thereby positively influencing consumer trust and attachment. When consumers perceive that a brand is providing valuable information that enhances their decision-making, they are more likely to feel connected to the brand.

### Perceived Relevance Dimension

In the context of social media marketing, this study adopts the definition provided by Zhu et al. (2016), which describes relevance as “the degree to which consumers perceive a personalized advertisement to be self-related or in some way instrumental in achieving their personal goals and values.”. Social media platforms offer a personalised environment where users can share their interests, experiences, and daily activities, enabling businesses to deliver highly relevant content based on users' demographic, geographic, and psychographic data (El-Naga et al., 2022; Abbasi et al., 2023; Hanaysha, 2022). This personalization is crucial for capturing consumer attention and enhancing communication effectiveness (Langan et al., 2022). However, the increased relevance of content also heightens concerns about privacy, as users may feel their personal information is being exploited without consent (Okazaki et al., 2020). Research suggests that perceived communication relevance positively influences consumer engagement and attitudes toward brands, especially when users trust the platform (Alalwan, 2021). Nevertheless, privacy concerns can mitigate these positive effects, highlighting the need for brands to balance personalisation with respect for user privacy to maximise the effectiveness of social media marketing strategies (Kim et al., 2023). High perceived relevance can significantly enhance user engagement, as individuals are more likely to interact with content that aligns with their interests, needs, or personal circumstances. Studies have shown that when brands deliver relevant content, consumers are more likely to respond positively, leading to increased brand loyalty and advocacy and attachment (El-Naga et al., 2022). From the above literature, it is therefore hypothesized that:

**H1:** The entertainment dimension of social media marketing has a positive effect on consumer behaviour brand attachment in the grocery industry.

**H2:** The interactivity dimension of social media marketing positively influences consumer brand attachment in the grocery industry.

**H3:** The informativeness dimension of social media marketing positively impacts consumer brand attachment in the grocery industry.

**H4:** The perceived relevance dimension of social media marketing has a positive effect on consumer brand attachment in the grocery industry.

### Self-Congruity

Self-congruence refers to the idea that individuals purchase brands to enhance their self-esteem (Aaker, 1999). According to self-congruity theory, consumers are more likely to form strong connections with brands that

align with their self-concept, which encompasses both their actual self (how they perceive themselves) and their ideal self (how they wish to be). As noted by Weismueller et al. (2020), self-congruity suggests that individuals are more likely to engage with brands that resonate with their self-identity, values, and aspirations. This concept is especially relevant in the context of grocery brands, as people often use brands to build their identities and express themselves (Kaur & Anand, 2021). Research indicates that self-congruity significantly influences retail patronage, highlighting the alignment between an individual's self-concept and their perception of a brand. Self-congruity significantly shapes consumer brand attachment, as consumers are attracted to brands that reflect their personal identities and values (El-Naga et al., 2022). This underscores the importance for retail managers to be mindful of their shoppers' self-concepts. By creating store environments that align with customers' self-concepts, retailers can enhance shopping experience and increase customer loyalty. Additionally, self-congruity helps explain why consumers engage with grocery brands on social media platforms.

More importantly, the model suggests that various aspects of the supermarket, including its ambience, are associated with the supermarket's image. Customers may have stereotypical perceptions of supermarkets, with some viewed as catering to upscale shoppers and others to the working class. Store attributes are often evaluated against a shopper's expectations for those attributes. Therefore, supermarkets develop their store images to align with the needs of their target customers. Consumers tend to prefer brands they believe are favored by people like themselves (El-Naga et al., 2022; Abbasi et al., 2024; Hanaysha, 2022), as these preferences contribute to their self-concept from which self-congruity originates. Self-concept refers to the collection of thoughts and feelings an individual holds about themselves (Sirgy, 2018). As a result, people continuously seek to enhance and maintain their self-concept, often through the purchase and use of products. Consumers assess brands based on how those brands align with their self-concept and aspirations, opting for brands that are consistent with their self-views (Hanaysha, 2022; Sirgy, 2018). When there is congruence between self-concept and brand personality, consumers experience positive self-evaluations, which fosters a stronger relationship with the brand (Tomassen, 2017; Tooray & Oodith, 2017).

For instance, Sung and Huddleston (2018) examined the mediating role of self-congruity in retail patronage decisions among supermarket shoppers in Kenya. Their study revealed that self-congruity mediates the relationship between store image and retail patronage among shoppers in Nairobi (Christodoulides et al., 2015). Additionally, Parwati et al. (2020) found that self-congruity positively influences both brand loyalty and brand attitude in their study of a clothing store in Indonesia. Their research showed that brand attitude mediated the relationship between self-congruity and brand loyalty. Based on their findings, Parwati et al. (2020) recommend that stores offer products that align with their customers' personalities and characteristics to enhance self-congruity. Sirgy (2018) also suggests that

high levels of self-congruity positively affect product preference, brand attitude, product evaluation, purchase intentions, brand attachment, and actual purchase behaviour. In addition, self-congruity often investigates different combinations of actual, ideal and social dimensions, but rarely all three together. A recent study by Gonzalez-Jimenez et al. (2019) examining the effects of all three dimensions of self-congruity on brand attitudes in a cross-cultural context finds support for social self-congruity in an Eastern culture (India) but not in a Western culture (the USA). They acknowledge that the latter finding counters existing theory (Sirgy, 1982; Sirgy et al., 2000) and note the paucity of work on social self-congruity in marketing journals. Other recent works (Hollenbeck and Kaikati, 2012; Japutra et al., 2018; Tan et al., 2019) focus on the actual and/or ideal dimensions of self-congruity and ignore social self-congruity. The context of this study, i.e., Facebook, makes social self-congruity a likely predictor of online behaviour, in addition to the ideal and/or actual dimensions. For example, it is easy to imagine someone boasting about their Harley-Davidson riding experience selecting Facebook friends so that they are perceived as an intrepid motorcyclist, when their motorcycle rarely leaves the garage. To explore how the alignment of grocery brands with current consumer trends through social media impacts consumer brand attachment, the following hypotheses are proposed to guide the study:

**H5:** Ideal self-congruence is positively related to brand attachment.

**H6:** Self-congruity, including both actual and ideal self-congruity, positively affects consumers.

brand attachment in the grocery industry.

**H7:** Self-congruity has a mediating effect on the relationship between social media marketing

dimensions and consumer brand attachment in the grocery industry

### **Social well-being**

Social well-being is increasingly recognised as a critical factor in the relationship between social media marketing (SMM) and consumer behavior, particularly brand attachment. Social well-being encompasses a sense of belonging, perceived social support, and a sense of being part of a community (Hanaysha, 2022). This construct is vital in understanding how consumers interact with brands on social media platforms, as these interactions can foster a sense of community and social connectedness that contributes to overall well-being. Recent research highlights the significant mediating role of social well-being in the relationship between SMM dimensions (such as content relevance, interactivity, and entertainment value) and consumer brand attachment. Social media provides a platform for consumers to connect not only with brands but also with other users, thereby facilitating the creation of a virtual community.

This sense of community is essential for enhancing social well-being, which is associated with positive psychological outcomes, including higher self-esteem and

reduced loneliness (Oh et al., 2014). The engagement consumers experience through meaningful interactions on social media platforms can lead to stronger feelings of social support and belonging, thereby promoting social well-being (Koh et al., 2023).

### **Social Well-being as a Mediator**

Social well-being as a mediator has been increasingly studied in various marketing and psychological contexts. For example, social well-being has been shown to mediate the relationship between social media use and mental health outcomes, suggesting that positive interactions on social media can enhance social well-being, which, in turn, positively affects overall well-being (Primack et al., 2021). Similarly, in the context of brand attachment, enhanced social well-being can increase the emotional bond between consumers and brands. When consumers perceive that engaging with a brand's social media content enhances their social well-being, they are more likely to develop a stronger emotional attachment to the brand (Sands et al., 2023). This attachment stems from the positive feelings associated with being part of a supportive community, facilitated by the brand's social media presence. In the grocery industry, where brands often leverage social media to create communities around shared values such as health, sustainability, and convenience, the role of social well-being is particularly pertinent. For instance, when consumers feel that their engagement with a grocery brand on social media fosters a sense of belonging and social support, this can enhance their overall attachment to the brand (Roy et al., 2023). This emotional attachment is likely to translate into increased brand loyalty, higher purchase intention, and advocacy, as consumers who feel socially connected are more inclined to support brands that contribute to their sense of well-being.

Based on the above literature, this study proposes the following:

**H8:** Social well-being is a mediator in the relationship between social media marketing dimensions and consumer brand attachment.

### **Method**

This study explores the influence of social media marketing dimensions and all three self-congruity orientations on brand attachment. The focal brand studied is Melcom and Facebook is SNS. Melcom Limited is the biggest network of retail department stores in Ghana. It sells a wide range of products, including laptops, smartphones, home appliances, apparel, toys, sports equipment, and children's items. Melcom is a national leader in retail distribution, with over 500 workers. Its broad product range also makes it a major player in semi-wholesale and wholesale markets. Owing to its dedication to providing outstanding customer service with a smile, the firm has become well known. It also offers superior merchandise, the largest selection of products in one place, and unmatched value for clients' money. It ranks 12th on the Ghana Club 100 list and is the most-mentioned retail brand on social media (GIPC, 2023). Brands like Melcom often hold symbolic significance for individuals' self-identity and are frequently discussed within group contexts such as online forums (Kozinets, 2017).

Facebook serves as an appropriate platform for the current study, given its status as the most widely used social networking site (SNS) (Cheung et al., 2011). Statistics reveal that Facebook is the leading SNS, with 5.56 million monthly active users (Kemp, 2023), followed by YouTube, Instagram, and Snapchat. A pre-test involving 55 students found that 51 (93%) maintain active Facebook accounts and engage with the platform daily.

Students at a Ghanaian institution completed a self-administered survey to provide data for the study. Fifty of the seven hundred students approached during their free time on campus chose not to participate (per university ethical requirements requiring voluntary involvement). Twenty of the 650 completed surveys were deemed invalid because of missing information. Thus, the final sample for further analysis comprised 630 replies. Participants answered a series of questions about self-congruity (real, ideal, and social selves), social media marketing features, brand attachment, and social well-being. Brand familiarity and demographic data were then measured. Since self-congruence is a holistic concept, self-congruity was measured using the direct approach, which provides a direct sense of self-congruence and is thought to be a more accurate predictor of consumer behaviour than techniques such as quantitative discrepancy indexes. Per Malaŕ et al. (2011), respondents were first asked to consider and elaborate on Melcom's personality before considering their absolute, ideal, and social selves, and thereafter to indicate the extent of congruence with the Melcom brand. Respondents in the

questionnaire indicated whether the brand's personality aligned with or did not align with how they saw themselves.

### Measurement scales

The items utilized to assess the central constructs in this research are outlined in Table 1. To align with the Ghanaian retail context, slight adjustments were made to the original scale. The measures of actual and ideal self-congruity were adapted from Malär et al. (2011) and Sirgy et al. (1997), while social self-congruity was assessed using items from Sirgy et al. (1997) and Carroll and Ahuvia (2006). The assessment of social media marketing features in this study comprised 15 items drawn from previous studies by Jiang et al. (2013), Alalwan (2018), Zeng et al. (2009), Zhu and Chang (2016), and Cheung et al. (2020). Specifically, interactivity and entertainment were each assessed using 4 and 3 items, respectively, while perceived relevance and informativeness were gauged with 4 and 4 items, respectively. Brand attachment was measured using six items adapted from Mälär et al. (2011), consistent with prior brand attachment measures in consumer research (Thomson et al., 2005). Four items from Keyes (1998) and Keyes and Shapiro (2004) were employed to measure social well-being. While these items were slightly adjusted to better fit the study context, their fundamental meaning remained unchanged.

**Table 1**  
Measurement Scale

Items	Statements
<b>Actual Self-Congruity</b>	ASC1 The personality of Melcom is consistent with how I see myself. ASC2 The personality of Melcom is a mirror image of me ASC3 People who use Melcom are similar to how I see myself ASC4 People who prefer Melcom are identifiable with me at present ASC5 The image of a typical Melcom user is highly consistent with how I see myself
<b>Ideal Self-Congruity</b>	ISC1 The personality of Melcom is consistent with how I would like to be ISC2 The personality of Melcom is a mirror image of the person I would like to be IS3 People who use Melcom are similar to how I would like to see myself
<b>Social Self-Congruity</b>	SSS1 People who use Melcom are similar to how I am seen by others SSS2 People who prefer Malcom are identifiable with me as I am seen by others SSS3 The image of a typical Melcom user is consistent with how I am seen by others SSS4 Malcom contributes to my image as perceived by others
<b>Social Media Marketing Features</b>	
<b>Perceived Relevance</b>	PRR1 Melcom's social media account is relevant to me. PRR2 Melcom's social media account is important to me. PRR3 Melcom's social media account means a lot to me. PRR4 I think Melcom's social media account on Facebook fits to my interests.

<b>Interactivity</b>	INTER1 It is easy to convey my opinion through brand X's social media. INTER2 It is easy to convey my opinions or conversation with other users through brand X's social media. INTER3 It is possible to share information with other users through brand X's social media. INTER4 It is possible to have two-way interaction through brand X's social media.
<b>Informativeness</b>	INF1 Melcom's social media account is a good source of product information and supplies relevant product information. INF2 Melcom's social media account provides timely information. INF3 Melcom's social media account is a good source of up-to-date product information. INF4 Melcom's social media account is a convenient source of product information.
<b>Entertainment</b>	ENT1 The content found in Melcom's social media seems interesting ENT2 It is exciting to use Melcom's social media ENT3 It is fun to collect information on products through Melcom's social media
<b>Social Well-Being</b>	SWB1 The online platform is becoming a better place for everyone. SWB2 The online platform is continually evolving. SWB3 I think it's worthwhile to understand the The online platform SWB4 The online platform is a source of comfort.
<b>Brand Attachment</b>	My feelings towards Melcom brand can be characterised by – BA1 Affection BA2 Love BA3 Connection BA4 Passion

### Data analysis

In this study, both the measurement model and the proposed structural model were tested using structural equation modelling, which was deemed appropriate for validating the proposed model and examining the research hypotheses (Alalwan, 2018). According to Byrne et al. (2010), Hair et al. (2021), and Tabachnick and Fidell (2007), SEM allows researchers to simultaneously evaluate numerous interconnected relationships between observed variables (indicators) and latent constructs, with the first stage focusing on the measurement model (confirmatory factor analysis (CFA)). The second stage focuses on structural model analyses to validate associations between latent constructs. Additionally, SEM enables researchers to thoroughly assess construct validity and reliability for each factor individually, as highlighted by Anderson and Gerbing (1988) and Kline (2005). In this

study, the first stage involved testing model fit, construct reliability, and validity of the measurement model. In contrast, the second stage focused on validating the conceptual model and testing research hypotheses through the structural model. Before estimating the path relationship in a structural model, a measurement model was conducted to evaluate convergent and discriminant validity. Convergent validity of the constructs was evaluated by examining the factor loading of the items (Hair et al., 2010), revealing that all items loaded significantly (with a minimum factor loading of 0.70) on their respective latent constructs as indicated in Table 2 below.

	AS C_	BA _	EN T_	IA_	IF_	ISC _	PR	SS C_	SW B_	Cronba ch's alpha	Compo site reliabili ty (rho_a)	Avera ge varian ce extrac ted (AVE)	Me an	Standa rd Deviati on
ASC _1	0.91 3									0.952	0.955	0.839	2.74 0	1.207
ASC _2	0.91 7												2.73 8	1.214

ASC_3	0.931											2.788	1.230
ASC_4	0.914											2.770	1.199
ASC_5	0.906											2.925	1.170
BA_1		0.942						0.966	0.966	0.880		2.933	1.203
BA_2		0.937										2.970	1.263
BA_3		0.937										2.995	1.231
BA_4		0.936										3.045	1.240
BA_5		0.937										2.958	1.253
ENT_1			0.826					0.870	0.881	0.794		2.790	1.141
ENT_2			0.919									2.995	1.086
ENT_3			0.925									2.995	1.120
IA_1				0.918				0.944	0.944	0.855		2.840	1.177
IA_2				0.918								2.820	1.197
IA_3				0.938								2.825	1.206
IA_4				0.925								2.808	1.175
IF_1					0.900			0.930	0.932	0.827		2.790	1.158
IF_2					0.903							2.823	1.134
IF_3					0.917							2.918	1.147
IF_4					0.917							2.915	1.212
ISC_1						0.866		0.735	0.732	0.655		2.883	1.090
ISC_2						0.832						2.818	1.127
ISC_4						0.723						2.823	1.164
PR1							0.923	0.945	0.947	0.859		2.718	1.154

PR_2							0.930						2.773	1.160
PR_3							0.927						2.825	1.120
PR_4							0.927						2.858	1.161
SSC_1								0.835		0.819	0.824	0.646	2.778	1.189
SSC_2								0.822					2.713	1.175
SSC_3								0.783					2.833	1.136
SSC_4								0.773					2.990	1.265
SWB_1									0.945	0.964	0.964	0.901	2.955	1.262
SWB_2									0.948				2.973	1.272
SWB_3									0.955				2.968	1.323
SWB_4									0.949				2.960	1.297

**Note:** ASC= Actualself-congruity; ISC= Ideal self-congruity; SSS= Social self-congruity; PRR= Perceived relevance; INTER= interactivity; INF= Informativeness; ENT= Entertainment; SWB= Social well-being; BA= Brand Attachment

### Assessing common method bias

Several statistical and procedural techniques were used to reduce potential common-method variance. First, a cover letter was written for the questionnaire as a procedural remedy to protect respondents' privacy and promote open communication. Furthermore, the purpose of including Melcom's logo in the questionnaire was to minimise the likelihood of socially desirable responses and evaluation anxiety by providing respondents with a recognisable point of reference that would enhance their interaction with the brand. Second, pre-validated scales were used to measure the constructs, and these variables were grouped into separate sections to encourage psychological differentiation between the predictor and criterion variables. Finally, to reduce method bias, the study used scales with various response formats, such as Likert and semantic differential scales. This study utilised Harman's one-factor test to evaluate common method bias. All items underwent principal component analysis with varimax rotation to assess whether a single general factor accounted for more than 50% of the covariance. Ultimately, from 42 items, nine (9) dimensions were derived, and the first factor accounted for only 38.056% of the variance, indicating that common method bias was not a concern in this study.

### Results

#### Respondent profile

The final sample included 630 survey responses, with a nearly equal distribution of male (54%) and female (46%) participants, aged between 18 and 55 years (mean age of 31–35), primarily comprising individuals aged 18 to 35 (66.3%), predominantly students (72.4%) with university-level education. All participants were proficient social media users, with 71.5% having a Facebook account for 6 or more years, 43.5% accessing Facebook 6–10 times daily on average, and 17.3% remaining signed in continuously. Instagram was the most popular social media platform (75.2%), followed by LinkedIn (69.6%), Flickr (33.2%), and Twitter (17.3%). Regarding grocery retail outlets, all respondents had previously patronized their primary outlet. In terms of brand familiarity, 94.5% of respondents identified Melcom as their most recognized grocery retail outlet brand, followed by Shoprite (4.3%) and Palace (1.2%). Overall, the sample's characteristics closely mirror those of social media users in Ghana, rendering it suitable for this research's objectives.

#### Normality

Univariate normality in this study was evaluated using the skewness and kurtosis values from the SmartPLS 4 output file, as advised by Hair et al. (2010) and Kline (2005). According to Kline's (2005) recommendations, all items had skewness values less than 3 and kurtosis values no more than 8. The findings supported this. As a result, the

data are appropriate for additional analysis using structural equation modelling (SEM), and univariate normality is not a concern.

### Reliability and Validity

In this research, the initial SEM phase (the measurement model) involved assessing the reliability and validity of the constructs. Subsequently, the second phase focused on validating the conceptual model and testing the research hypotheses through the structural model. In assessing the measurement model, all factor loadings exceeded 0.70 and were statistically significant, confirming that each item strongly represented its respective construct. The internal consistency of the constructs was verified using

Cronbach's alpha and composite reliability, both of which yielded values ranging from 0.77 to 0.9, well above the accepted benchmark of 0.70. This suggests a high degree of reliability and coherence among the measurement items (see Table 2)(Hair et al., 2014). Furthermore, convergent validity was established using the Average Variance Extracted (AVE), with each construct exceeding the recommended threshold of 0.50, thereby reinforcing the robustness of the measurement model (see Table 2). The results also demonstrated satisfactory discriminant validity, as the square roots of the Average Variance Extracted (AVE) for each construct exceeded their corresponding inter-construct correlations (see Table 3), consistent with the criterion proposed by Hair et al. (2014).

**Table 3.** Fornell-Larcker Criterion

	ASC_	BA_	ENT_	IA_	IF_	ISC_	PR	SSC_	SWB_
ASC_	0.916								
BA_	0.471	0.938							
ENT_	0.292	0.372	0.891						
IA_	0.961	0.477	0.288	0.925					
IF_	0.384	0.353	0.386	0.377	0.910				
ISC_	0.289	0.207	0.292	0.279	0.290	0.809			
PR	0.573	0.796	0.387	0.556	0.351	0.315	0.927		
SSC_	0.287	0.218	0.269	0.291	0.282	0.751	0.298	0.804	
SWB_	0.826	0.565	0.265	0.839	0.355	0.185	0.453	0.212	0.949

**Note:** ASC= Actualself-congruity; ISC= Ideal self-congruity; SSS= Social self-congruity; PRR= Perceived relevance; INTER= interactivity; INF= Informativeness; ENT= Entertainment; SWB= Social well-being; BA= Brand Attachment

Furthermore, the Heterotrait–Monotrait (HTMT) ratios for all construct pairs were below the recommended threshold of 0.85 for the sample size of 400 (Table 4), providing additional empirical support for discriminant validity (Henseler et al., 2015). The measurement model output derived from the PLS-SEM analysis is illustrated in Figure 2.

**Table 4. Heterotrait-monotrait ratio (HTMT) – Matrix**

	ASC_	BA_	ENT_	IA_	IF_	ISC_	PR	SSC_	SWB_
ASC_									
BA_	0.489								
ENT_	0.325	0.404							
IA_	1.015	0.498	0.321						
IF_	0.408	0.372	0.430	0.403					
ISC_	0.340	0.242	0.370	0.329	0.340				
PR	0.604	0.832	0.427	0.588	0.375	0.373			
SSC_	0.328	0.242	0.320	0.332	0.311	0.940	0.342		
SWB_	0.862	0.585	0.290	0.879	0.374	0.213	0.474	0.235	

**Note:** ASC= Actualself-congruity; ISC= Ideal self-congruity; SSS= Social self-congruity; PRR= Perceived relevance; INTER= interactivity; INF= Informativeness; ENT= Entertainment; SWB= Social well-being; BA= Brand Attachment

Figure 2. PLS-SEM Measurement Model Output. Source: Primary Data (2025)

### Structural Model Findings and Hypothesis Testing

The bootstrapping approach in Smart PLS 4 was employed to assess the structural model and determine whether the proposed relationships among social media dimensions, self-congruity, social well-being, and brand attachment in the grocery business were significant. The assessment focused on path coefficients, the coefficient of determination ( $R^2$ ), effect size ( $f^2$ ), and mediation effects. The structural model was evaluated to determine the extent to which social media marketing dimensions and self-congruity affect customer attachment in the grocery sector, and to examine the mediating effect of social well-being. The model showed that it could explain a lot of variance, with brand attachment explaining 75.5% of the variance ( $R^2 = 0.755$ ) and social well-being explaining 70.7% ( $R^2 = 0.707$ ) (see Table 6). These values suggest that the proposed predictors collectively provide a practical foundation for understanding emotional attachment in grocery-related digital contexts.

Table 5 showed that ideal self-congruity had a positive, statistically significant effect on brand attachment ( $\beta = 0.180$ ,  $t = 3.737$ ,  $p < 0.001$ ). This indicates that customers form more profound emotional connections with grocery brands that embody their aspirational self-image. Additionally, social self-congruity had a substantial positive effect on brand attachment ( $\beta = 0.471$ ,  $t = 11.439$ ,  $p < 0.001$ ), indicating that products congruent with consumers' social identity markedly strengthen

attachment. However, actual self-congruity had a nonsignificant adverse effect on brand attachment ( $\beta = -0.005$ ,  $t = 0.111$ ,  $p = 0.912$ ), indicating that the correspondence between customers' actual self-image and the brand does not significantly affect attachment in the grocery environment.

Further, SMM dimensions such as informativeness ( $\beta = 0.047$ ,  $t = 2.584$ ,  $p = 0.010$ ), perceived relevance ( $\beta = 0.785$ ,  $t = 24.462$ ,  $p < 0.001$ ), and entertainment ( $\beta = 0.047$ ,  $t = 2.471$ ,  $p = 0.014$ ) were all found to have a significant impact on brand attachment. However, interactivity was statistically insignificant ( $\beta = -0.106$ ,  $t = 0.620$ ,  $p = 0.536$ ), suggesting that interactive elements alone do not directly enhance brand attachment in this context. The path from social well-being to brand attachment ( $\beta = 0.602$ ,  $t = 7.445$ ,  $p < 0.001$ ) is supported. The results also indicated that except perceived relevance which did not have a significant effect on social well-being ( $\beta = -0.0035$ ,  $t = 1.595$ ,  $p > 0.005$ ), interactivity ( $\beta = 0.836$ ,  $t = 30.960$ ,  $p < 0.001$ ), entertainment ( $\beta = 0.021$ ,  $t = 1.001$ ,  $p > 0.005$ ) and informativeness ( $\beta = 0.044$ ,  $t = 2.362$ ,  $p = 0.018$ ) positively affected social well-being. The effect size results indicated that interaction exerted a substantial influence on social well-being ( $f^2 = 1.555$ ), underscoring its pivotal role in moulding consumers' online social experiences. Similarly, perceived relevance significantly influenced brand attachment ( $f^2 = 1.511$ ), while social well-being also exerted a considerable impact ( $f^2 = 0.420$ ) (see Table 6). Other constructs exhibited negligible to small effect sizes, indicating more moderate contributions to the endogenous variables.

**Table 5. Test of Hypothesis**

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics ((O/STDEV))	P values
ASC_ -> BA_	-0.005	-0.007	0.050	0.111	0.912
ENT_ -> BA_	0.047	0.046	0.019	2.471	0.014
ENT_ -> SWB_	0.021	0.022	0.021	1.001	0.317
IA_ -> BA_	-0.106	-0.108	0.171	0.620	0.536
IA_ -> SWB_	0.836	0.836	0.027	30.960	0.000
IF_ -> BA_	0.047	0.047	0.018	2.584	0.010
IF_ -> SWB_	0.044	0.045	0.019	2.362	0.018
ISC_ -> BA_	0.180	0.183	0.048	3.737	0.000
PR -> BA_	0.785	0.786	0.032	24.462	0.000
PR -> SWB_	-0.035	-0.035	0.022	1.595	0.111
SSC_ -> BA_	0.471	0.472	0.041	11.439	0.000
SWB_ -> BA_	0.602	0.604	0.081	7.445	0.000

**Note:** ASC= Actualself-congruity; ISC= Ideal self-congruity; SSS= Social self-congruity; PRR= Perceived relevance; INTER= interactivity; INF= Informativeness; ENT= Entertainment; SWB= Social well-being; BA= Brand Attachment

**Table 6. Predictive Diagnostics of Constructs**

	VIF	F2	R2	Adjusted R2	T statistics ((O/STDEV))	P values
ASC_ -> BA_	13.809	0.046				
ENT_ -> BA_	1.317	0.007	0.755(BA)	0.750	22.710	0.000
ENT_ -> SWB_	1.285	0.001	0.707(SWB)	0.704	19.592	0.000
IA_ -> BA_	14.354	0.003				
IA_ -> SWB_	1.531	1.555				
IF_ -> BA_	1.345	0.007				
IF_ -> SWB_	1.306	0.005				

ISC_ -> BA_	2.409	0.002				
PR -> BA_	1.662	1.511				
PR -> SWB_	1.592	0.003				
SSC_ -> BA_	2.356	0.000				
SWB_ -> BA_	3.523	0.420				
ASC_ -> BA_	13.809	0.046				
ENT_ -> BA_	1.317	0.007				
ENT_ -> SWB_	1.285	0.001				
IA_ -> BA_	14.354	0.003				

### Specific Indirect Effect

The mediation assessment utilised bootstrapping with 5,000 resamples, enabling a thorough analysis of indirect effects and confidence intervals. The findings indicate that social well-being serves as a significant psychological mechanism through which specific digital marketing stimuli foster stronger emotional connections with supermarket brands. The mediating role of social well-being was evaluated using specific indirect effects. The indirect effect of interactivity on brand attachment through social well-being was positive and statistically

significant ( $\beta = 0.503$ ,  $t = 6.962$ ,  $p < 0.001$ ) (see Table 7). This signifies complete mediation, implying that interactivity augments brand attachment solely through enhancements in consumers' social well-being. Again, the indirect effect of informativeness on brand attachment via social well-being was significant ( $\beta = 0.027$ ,  $t = 2.143$ ,  $p = 0.032$ ) (see Table 7), indicating a partial mediating influence. Nonetheless, the indirect effects of entertainment) and perceived relevance) were not statistically significant ( $p > 0.05$ ), suggesting that social well-being does not mediate these connections

**Table 7. Mediation Analysis**

		Original sample (O)	T statistics ((O/STDEV)	T statistics ((O/STDEV)	P values	P values
ENT_ -> SWB_ -> BA_	ENT_ -> SWB_ -> BA_	0.013	0.962	0.962	0.336	0.336
IA_ -> SWB_ -> BA_	IA_ -> SWB_ -> BA_	0.503	6.962	6.962	0.000	0.000
IF_ -> SWB_ -> BA_	IF_ -> SWB_ -> BA_	0.027	2.143	2.143	0.032	0.032
PR -> SWB_ -> BA_	PR -> SWB_ -> BA_	-0.021	1.424	1.424	0.155	0.155

**Note:** ASC= Actualself-congruity; ISC= Ideal self-congruity; SSS= Social self-congruity; PRR= Perceived relevance; INTER= interactivity; INF= Informativeness; ENT= Entertainment; SWB= Social well-being; BA= Brand Attachment

### DISCUSSION

The main objective of this paper is to investigate the direct and indirect effects of social media marketing features and

the three aspects of self-congruity on brand attachment in Ghana's grocery industry. Additionally, the study aimed to assess whether social well-being mediates relationships among social media marketing variables in this specific setting. It was shown that social well-being is a significant

predictor of brand attachment. Xue et al. (2021) also found that social well-being positively affects brand attachment. Social well-being is a crucial factor in building and maintaining a strong, long-lasting relationship between clients and service providers. The present study also posits that social well-being communicates customers' attachment in grocery stores. Furthermore, social well-being signifies customers' identification with these stores.

Consistent with Hogg and Rinella (2018), this identification can evoke a positive emotional bias towards grocery stores, leading to brand attachment. The study's findings also indicate that social media marketing dimensions directly influence brand attachment. This finding aligns with prior studies that have concluded that social media activities (Voramontri & Klieb, 2019; Bigne et al., 2018; Godey et al., 2016) affect consumer behaviour. Furthermore, only ISC and SSC directly influence brand attachment. This research used grocery brands in sub-Saharan Africa. The way customers identified supermarket brands was found to be influenced by the product class/brand (Malar et al., 2011), and, as a result, the type of self-congruity orientation was not clear. The lack of support for actual self-congruity is not meant to contradict or downplay important insights from earlier academics (Hollenbeck & Kaikati, 2012; Malar et al., 2011). Notwithstanding this, the above finding aligns with prior studies, which have concluded that ideal and social self-congruity influence brand attachment (Rabbanee et al., 2020; Aguirre-Rodriguez, 2012). These results align with the understanding that individuals' personas are dynamic and multiple self-concepts can be triggered simultaneously (Belk, 2013), subsequently influencing consumer behaviour (Liu et al., 2012; Sirgy et al., 2000; Sirgy, 2018).

In addition, the results showed that interactivity is positively associated with social well-being and that its effect on brand attachment is significant. Again, the mediating effect of social well-being on the relationship between interactivity and brand attachment is supported. Social well-being occurs when a customer feels they belong to something greater than themselves, which can be nurtured through brand interactions that speak and facilitate meaningful engagement (Baumeister & Leary, 1995) or through community formation by the brand itself (Koh & Kim, 2004). More recent literature has highlighted social well-being as a mediating variable in the association between interactivity and brand attachment. For example, a study by Nadeem et al. (2020) showed that social well-being strengthens the effect of social media interactivity on brand loyalty and attachment. In this socially enhanced space, where consumers derive social benefits and well-being from their interactions with brands by sharing positive emotional experiences, their emotional connection to the brand deepens.

Furthermore, the informativeness of communication has been identified as a factor in customer brand attachment and satisfaction (Ducoffe, 1996). If brands provide informational content that meets or exceeds consumers' needs and expectations, it reinforces the trust consumers seek in the brand. These, in turn, can generate increased trust and loyalty - an important prerequisite to brand

attachment (Lin & Lu, 2011). Within this interactive chain of variables, social well-being, which includes elements of belongingness, integration, and support, serves as a foundational mediating variable in the effect of information displays on brand affinity. Providing consumers with helpful information can enhance social well-being and foster feelings of connectedness within an enhanced brand community (Keyes, 1998). Kang, Shin, and Gong (2016) show that social informativeness in new media content enhances consumers' online interactions and that community building will promote their perceived social well-being. Explaining that consumers interpret a brand's content as informative fosters consumer-brand engagement and sustained social well-being, which, in turn, translates into emotional brand attachment.

### Theoretical Implication

Theoretically, this study highlights the complexities of social media marketing and its influence on consumers' perceptions of brand attachment and linkages to social well-being in the grocery sector. The study contributes to knowledge by demonstrating that attachment to the brand is influenced not only by social media marketing features but also by social well-being issues, thereby fostering emotional and relational aspects in consumer-brand relationships. Our findings support scholars' argument that social well-being is associated with broader psychological constructs, such as trust and identification, in grocery stores (Guo & Chen, 2022; Guo et al., 2024; Xue et al., 2021). This finding offers insight into how social media marketing activities designed to improve consumer welfare may be used to foster emotional ties between consumers and brands, thereby expanding knowledge of how digital market communications can affect loyalty by providing explanations from an attachment perspective.

A small number of studies that concentrate on behavioural outcomes have acknowledged the potential effects of the social media dimension on brand attachment. Prior research has indicated that social media aspects enhance favourable outcomes, including referral behaviour (Tien, Rivas, & Liao et al., 2019) and word-of-mouth (Wang, Yeh, Chen, & Tsydypov, 2016). These variables, however, are distinct from brand attachment, as the former concerns emotive elements, whereas the latter involves cognitive and behavioural factors. Additionally, researchers have assessed perceived brand attachment arising from consumer interactions with brands (Japutra et al., 2017; Park et al., 2006). By examining the direct impact of social media features on supermarket brand attachment, this study contributes to the literature on brand attachment. Results further highlight the varying effects of different dimensions of self-congruity on brand attachment and suggest that ideal and social congruence have a greater effect than actual self-concept. That work aligns closely with prior scientific theory and suggests that people's narrative self-conceptions are important determinants of consumer behaviour. The present research contributes to the literature by positing that communicative informativeness is vital for fostering social well-being and, ultimately, brand attachment. By integrating these theoretical perspectives, this research offers a holistic view of the mechanisms through which

social media influences consumer-brand relationships, highlighting the central role of social well-being as a mediating variable.

### Practical Implication

The study's conclusions have several real-world implications for brand managers and marketers in the supermarket sector, especially in Ghana. The study emphasises the importance of the informativeness of communication in shaping brand attachment. Companies must strive to provide consumers with content that meets or exceeds their expectations. This can be accomplished via disseminating interesting and instructional updates, product details, and content. Brands can increase trust and loyalty in this way, thereby strengthening brand attachment. The results also highlight the importance of considering both social and ideal self-congruity when developing marketing strategies. Brands can customise their messages by recognising that consumers' self-concepts are dynamic and can be activated simultaneously. Brands can customize their messaging to connect with different facets of consumer identity by understanding that consumers' self-concepts are dynamic and can be triggered simultaneously. This enhances brand attachment. All things considered, these findings can help supermarket brands in sub-Saharan Africa and elsewhere create more successful social media marketing plans and

build stronger emotional bonds with their target audiences.

### Limitations and Future Research

The current article has many limitations that may be considered in future research. For example, the necessary information was obtained through a survey to investigate the impact of social media marketing dimensions and self-congruity dimensions on brand attachment; consequently, future research may use a longitudinal design or a qualitative approach. Furthermore, because the data were collected from customers in Ghana's grocery industry, future studies should replicate the model in other settings to deepen understanding. Furthermore, four factors were used to measure social media marketing dimensions; therefore, future studies should examine additional factors, such as trendiness and habits, that may significantly influence brand attachment. The study also determined how social well-being mediated the relationship between brand attachment and social media marketing aspects in Ghana's grocery sector. Future studies should investigate this mediating function in greater detail across various cultural contexts and consumer demographics to provide a more thorough understanding of the relationships among informativeness, social well-being, and brand attachment

### REFERENCES

1. Aaker, J. L. (1999). The malleable self: The role of self-expression in persuasion. *Journal of marketing research*, 36(1), 45-57.
2. Abbasi, A. Z., Qummar, H., Bashir, S., Aziz, S., & Ting, D. H. (2024). Customer engagement in Saudi food delivery apps through social media marketing: Examining the antecedents and consequences using PLS-SEM and NCA. *Journal of Retailing and Consumer Services*, 81, 104001.
3. Aguirre-Rodriguez, A., Bosnjak, M., & Sirgy, M. J. (2012). Moderators of the self-congruity effect on consumer decision-making: A meta-analysis. *Journal of Business Research*, 65(8), 1179-1188.
4. AlAwadhi, S., & Morris, A. (2008, January). The Use of the UTAUT Model in the Adoption of E-government Services in Kuwait. In *Proceedings of the 41st annual Hawaii international conference on system sciences (HICSS 2008)* (pp. 219-219). Ieee.
5. Alalwan, A. A. (2018). Investigating the impact of social media advertising features on customer purchase intention. *International journal of information management*, 42, 65-77.
6. Arfi, W. B., Nasr, I. B., Kondrateva, G., & Hikkerova, L. (2021). The role of trust in intention to use the IoT in eHealth: Application of the modified UTAUT in a consumer context. *Technological Forecasting and Social Change*, 167, 120688.
7. Abbasi, A. Z., Qummar, H., Bashir, S., Aziz, S., & Ting, D. H. (2024). Customer engagement in Saudi food delivery apps through social media marketing: Examining the antecedents and consequences using PLS-SEM and NCA. *Journal of Retailing and Consumer Services*, 81, 104001.
8. Anderson, J. C., & Gerbing, D. W. (1988). Structural equation modeling in practice: A review and recommended two-step approach. *Psychological bulletin*, 103(3), 411.
9. Baumeister, R. F., & Leary, M. R. (2017). The need to belong: Desire for interpersonal attachments as a fundamental human motivation. *Interpersonal development*, 57-89.
10. Belk, R. W. (2013). Extended self in a digital world. *Journal of consumer research*, 40(3), 477-500.
11. Bigne, E., Andreu, L., Hernandez, B., & Ruiz, C. (2018). The impact of social media and offline influences on consumer behaviour. An analysis of the low-cost airline industry. *Current Issues in Tourism*, 21(9), 1014-1032.
12. Brodie, R. J., Ilic, A., Juric, B., & Hollebeek, L. (2013). Consumer engagement in a virtual brand community: An exploratory analysis. *Journal of business research*, 66(1), 105-114.
13. Byrne, B. M., & Van de Vijver, F. J. (2010). Testing for measurement and structural equivalence in large-scale cross-cultural studies: Addressing the issue of nonequivalence. *International journal of testing*, 10(2), 107-132.
14. Calder, B. J., Malthouse, E. C., & Schaedel, U. (2009). An experimental study of the relationship between online engagement and advertising effectiveness. *Journal of interactive marketing*, 23(4), 321-331.

15. Carroll, B. A., & Ahuvia, A. C. (2006). Some antecedents and outcomes of brand love. *Marketing letters*, 17, 79-89.
16. Chatterjee, S., Chaudhuri, R., & Vrontis, D. (2021). Examining the global retail apocalypse during the COVID-19 pandemic using strategic omnichannel management: A consumers' data privacy and data security perspective. *Journal of Strategic Marketing*, 29(7), 617-632.
17. Cheung, M. L., Pires, G., & Rosenberger, P. J. (2020). The influence of perceived social media marketing elements on consumer–brand engagement and brand knowledge. *Asia Pacific Journal of Marketing and Logistics*, 32(3), 695-720.
18. Christodoulides, G., Cadogan, J. W., & Veloutsou, C. (2015). Consumer-based brand equity measurement: lessons learned from an international study. *International Marketing Review*, 32(3/4), 307-328.
19. Ducoffe, R. H. (1996). Advertising value and advertising on the web. *Journal of advertising research*, 36(5), 21-21.
20. Dwivedi, A., Johnson, L. W., Wilkie, D. C., & De Araujo-Gil, L. (2018). Consumer emotional brand attachment with social media brands and social media brand equity. *European journal of marketing*, 53(6), 1176-1204.
21. Ellison, N. B., Steinfield, C., & Lampe, C. (2007). The benefits of Facebook “friends:” Social capital and college students' use of online social network sites. *Journal of computer-mediated communication*, 12(4), 1143-1168.
22. El-Naga, M. A. A., Abd El Azeem, M. T., & Abdelmoneam, R. W. (2022). Investigating the Impact of Ad Characteristics on Social Media Ad Effectiveness in Egypt: Online Customer Engagement as a Mediator. *International Journal of Social Science and Human Research*, 5(05), 1844-1870.
23. Escalas, J. E. (2004). Narrative processing: Building consumer connections to brands. *Journal of Consumer Psychology*, 14(1-2), 168-180.
24. Fornell, C., & Larcker, D. F. (1981). Evaluating structural equation models with unobservable variables and measurement error. *Journal of marketing research*, 18(1), 39-50.
25. Godey, B., Manthiou, A., Pederzoli, D., Rokka, J., Aiello, G., Donvito, R., & Singh, R. (2016). Social media marketing efforts of luxury brands: Influence on brand equity and consumer behavior. *Journal of business research*, 69(12), 5833-5841.
26. Gómez, M., Lopez, C., & Molina, A. (2019). An integrated model of social media brand engagement. *Computers in Human Behavior*, 96, 196-206.
27. Gonzalez-Jimenez, H., Fastoso, F., & Fukukawa, K. (2019). How independence and interdependence moderate the self-congruity effect on brand attitude: a study of east and west. *Journal of Business Research*, 103, 293-300.
28. Guo, J., & Chen, H. T. (2022). How does political engagement on social media impact psychological well-being? Examining the mediating role of social capital and perceived social support. *Computers in Human Behavior*, 133, 107248.
29. Guo, X., He, Y., Wang, Y., & Zhou, Z. (2024). Influence of brand community social responsibility on consumer citizenship behaviors: mediating role of collective self esteem. *Journal of Product & Brand Management*.
30. Grover, P., Kar, A. K., & Janssen, M. (2019). Diffusion of blockchain technology: Insights from academic literature and social media analytics. *Journal of Enterprise Information Management*, 32(5), 735-757.
31. Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2010). *Multivariate data analysis: Global edition*.
32. Hair Jr, J. F., Matthews, L. M., Matthews, R. L., & Sarstedt, M. (2017). PLS-SEM or CB-SEM: updated guidelines on which method to use. *International Journal of Multivariate Data Analysis*, 1(2), 107-123.
33. Hair Jr, J. F., Hult, G. T. M., Ringle, C. M., Sarstedt, M., Danks, N. P., Ray, S., ... & Ray, S. (2021). *An introduction to structural equation modeling, Partial least squares structural equation modeling (PLS-SEM) using R: a workbook*, 1-29.
34. Hanaysha, J. R. (2022). Impact of social media marketing features on consumer's purchase decision in the fast-food industry: Brand trust as a mediator. *International Journal of Information Management Data Insights*, 2(2), 100102.
35. Hennig-Thurau, T., Malthouse, E. C., Friege, C., Gensler, S., Lobschat, L., Rangaswamy, A., & Skiera, B. (2010). The impact of new media on customer relationships. *Journal of service research*, 13(3), 311-330.
36. Hogg, M. A., & Rinella, M. J. (2018). Social identities and shared realities. *Current opinion in psychology*, 23, 6-10.
37. Hollebeek, L. D., Glynn, M. S., & Brodie, R. J. (2014). Consumer brand engagement in social media: Conceptualization, scale development and validation. *Journal of interactive marketing*, 28(2), 149-165.
38. Hollenbeck, C. R., & Kaikati, A. M. (2012). Consumers' use of brands to reflect their actual and ideal selves on Facebook. *International Journal of Research in Marketing*, 29(4), 395-405.
39. Hudson, S., Huang, L., Roth, M. S., & Madden, T. J. (2016). The influence of social media interactions on consumer–brand relationships: A three-country study of brand perceptions and marketing behaviors. *International journal of research in marketing*, 33(1), 27-41.
40. Jiang, J., Wilson, C., Wang, X., Sha, W., Huang, P., Dai, Y., & Zhao, B. Y. (2013). Understanding latent interactions in online social networks. *ACM Transactions on the Web (TWEB)*, 7(4), 1-39.

41. Japutra, A., Ekinci, Y., & Simkin, L. (2018). Tie the knot: building stronger consumers' attachment toward a brand. *Journal of Strategic Marketing*, 26(3), 223-240.
42. Jo, S. A. (2013). Impact of Company's SNS Marketing Activities on Perceived Value and Customer's Loyalty: Focusing on Facebook. Seoul: Hong-IK University.
43. Kang, M., Shin, D. H., & Gong, T. (2016). The role of personalization, engagement, and trust in online communities. *Information Technology & People*, 29(3), 580-596.
44. Kaplan, A. M., & Haenlein, M. (2010). Users of the world, unite! The challenges and opportunities of Social Media. *Business horizons*, 53(1), 59-68.
45. Kaur, H., & Anand, S. (2021). Actual versus ideal self: An examination of the impact of fashion self congruence on consumer's fashion consciousness and status consumption tendencies. *Journal of Global Fashion Marketing*, 12(2), 146-160.
46. Kemp, S. (2023) DIGITAL 2023: GHANA. <https://datareportal.com/reports/digital-2023-ghana>
47. Kessous, A., Roux, E., & Chandon, J. L. (2015). Consumer-brand relationships: A contrast of nostalgic and non-nostalgic brands. *Psychology & Marketing*, 32(2), 187-202.
48. Keyes, C. L. M. (1998). Social well-being. *Social psychology quarterly*, 121-140.
49. Keyes, C. L. M., & Shapiro, A. D. (2004). Social well-being in the United States: A descriptive epidemiology. In O. G. Brim, C. D. Ryff, & R. C. Kessler (Eds.), *How healthy are we: A national study of well-being at midlife* (pp. 350-373). Chicago: University of Chicago Press.
50. Kim, A. J., & Ko, E. (2012). Do social media marketing activities enhance customer equity? An empirical study of luxury fashion brand. *Journal of Business research*, 65(10), 1480-1486.
51. Kim, J. H. (2017). An influence of mobile marketing features upon consumer attitudes. Master's dissertation). Hoseo University, South Korea.
52. Kim, Y., Kim, S. H., Peterson, R. A., & Choi, J. (2023). Privacy concern and its consequences: A meta-analysis. *Technological Forecasting and Social Change*, 196, 122789.
53. Kline, T. J. (2005). *Psychological testing: A practical approach to design and evaluation*. Sage publications.
54. Koh, J., & Kim, Y. G. (2004). Knowledge sharing in virtual communities: an e-business perspective. *Expert systems with applications*, 26(2), 155-166.
55. Koh, G. K., Ow Yong, J. Q. Y., Lee, A. R. Y. B., Ong, B. S. Y., Yau, C. E., Ho, C. S. H., & Goh, Y. S. (2024). Social media use and its impact on adult's mental health and well-being: A scoping review. *Worldviews on Evidence-Based Nursing*.
56. Kozinets, R. (2017). Netnography: Radical participative understanding for a networked communications society. *The SAGE handbook of qualitative research in psychology*, 374.
57. Li, Y., Lu, C., Bogicevic, V., & Bujisic, M. (2019). The effect of nostalgia on hotel brand attachment. *International Journal of Contemporary Hospitality Management*, 31(2), 691-717.
58. Li, M. W., Teng, H. Y., & Chen, C. Y. (2020). Unlocking the customer engagement-brand loyalty relationship in tourism social media: The roles of brand attachment and customer trust. *Journal of Hospitality and Tourism Management*, 44, 184-192.
59. Liu, Y., & Shrum, L. J. (2002). What is interactivity and is it always such a good thing? Implications of definition, person, and situation for the influence of interactivity on advertising effectiveness. *Journal of advertising*, 31(4), 53-64.
60. Liu, F., Li, J., Mizerski, D., & Soh, H. (2012). Self-congruity, brand attitude, and brand loyalty: a study on luxury brands. *European Journal of Marketing*, 46(7/8), 922-937.
61. Lin, C. Y., & Chen, H. S. (2019). Personalized channel recommendation on live streaming platforms. *Multimedia Tools and Applications*, 78, 1999-2015.
62. Lin, K. Y., & Lu, H. P. (2011). Intention to continue using Facebook fan pages from the perspective of social capital theory. *Cyberpsychology, Behavior, and Social Networking*, 14(10), 565-570.
63. Mangold, W. G., & Faulds, D. J. (2009). Social media: The new hybrid element of the promotion mix. *Business horizons*, 52(4), 357-365.
64. Malär, L., Krohmer, H., Hoyer, W. D., & Nyffenegger, B. (2011). Emotional brand attachment and brand personality: The relative importance of the actual and the ideal self. *Journal of marketing*, 75(4), 35-52.
65. Malthouse, E. C., Haenlein, M., Skiera, B., Wege, E., & Zhang, M. (2013). Managing customer relationships in the social media era: Introducing the social CRM house. *Journal of interactive marketing*, 27(4), 270-280.
66. McAlexander, J. H., Schouten, J. W., & Koenig, H. F. (2002). Building brand community. *Journal of marketing*, 66(1), 38-54.
67. McClure, C., & Seock, Y. K. (2020). The role of involvement: Investigating the effect of brand's social media pages on consumer purchase intention. *Journal of retailing and consumer services*, 53, 101975.
68. Muntinga, D. G., Moorman, M., & Smit, E. G. (2011). Introducing COBRAs: Exploring motivations for brand-related social media use. *International Journal of Advertising*, 30(1), 13-46.
69. Nadeem, W., Khani, A. H., Schultz, C. D., Adam, N. A., Attar, R. W., & Hajli, N. (2020). How social presence drives commitment and loyalty with online brand communities? the role of social commerce

- How to cite : Inkumah WA, Afeti EY, Angenu BB, Kodjie PK, Abdul-Hamid IK, Effect Of Social Media Marketing Dimensions And Self-Congruity On Consumers' Brand Attachment In The Grocery Industry: Social Well-Being As A Mediator. *Advances in Consumer Research*. 2026;3(4): 570-588
- trust.Journal of Retailing and Consumer Services,55, 102136.
70. Nunnally, J. C., & Bernstein, I. H. (1994). *Psychometric theory* (3rd ed.). New York, NY: McGraw-Hill.
  71. Oh, H. J., Ozkaya, E., & LaRose, R. (2014). How does online social networking enhance life satisfaction? The relationships among online supportive interaction, affect, perceived social support, sense of community, and life satisfaction. *Computers in Human Behavior*,30, 69-78.
  72. Orth, U. R., Stöckl, A., Veale, R., Brouard, J., Cavicchi, A., Faraoni, M., ... & Wilson, D. (2012). Using attribution theory to explain tourists' attachments to place-based brands. *Journal of business research*,65(9), 1321-1327.
  73. Palmer, S. (2013). Characterisation of the use of Twitter by Australian Universities. *Journal of Higher Education Policy and Management*,35(4), 333-344.
  74. Pandey, A., Sahu, R., & Dash, M. K. (2018). Social media marketing impact on the purchase intention of millennials. *International Journal of Business Information Systems*,28(2), 147-162.
  75. Park, C. W., MacInnis, D. J., Priester, J., Eisingerich, A. B., & Iacobucci, D. (2010). Brand attachment and brand attitude strength: Conceptual and empirical differentiation of two critical brand equity drivers. *Journal of marketing*,74(6), 1-17.
  76. Park, J., Hyun, H., & Thavisay, T. (2021). A study of antecedents and outcomes of social media WOM towards luxury brand purchase intention. *Journal of Retailing and Consumer Services*,58, 102272.
  77. Parwati, K. Y., Rohman, F., & Puspaningrum, A. (2021). The effect of self-congruity and celebrity endorsement on brand loyalty with brand attitude as a mediation variables. *Jurnal Aplikasi Manajemen*,19(1), 156-165.
  78. Peters, K., Chen, Y., Kaplan, A. M., Ognibeni, B., & Pauwels, K. (2013). Social media metrics—A framework and guidelines for managing social media. *Journal of interactive marketing*,27(4), 281-298.
  79. Preacher, K. J., & Hayes, A. F. (2008). Asymptotic and resampling strategies for assessing and comparing indirect effects in multiple mediator models. *Behavior research methods*,40(3), 879-891.
  80. Primack, B. A., Shensa, A., Sidani, J. E., Escobar-Viera, C. G., & Fine, M. J. (2021). Temporal associations between social media use and depression. *American journal of preventive medicine*,60(2), 179-188.
  81. Rabbane, F. K., Roy, R., & Spence, M. T. (2020). Factors affecting consumer engagement on online social networks: self-congruity, brand attachment, and self-extension tendency. *European Journal of Marketing*,54(6), 1407-1431.
  82. Reveilhac, M., & Blanchard, A. (2022). The framing of health technologies on social media by major actors: Prominent health issues and COVID-related public concerns. *International Journal of Information Management Data Insights*,2(1), 100068.
  83. Roy, S. K., Singh, G., Sadeque, S., Harrigan, P., & Coussement, K. (2023). Customer engagement with digitalized interactive platforms in retailing. *Journal of Business Research*,164, 114001.
  84. Sands, G., Blake, H., Carter, T., & Spiby, H. (2023). Nature-based interventions to support mental health and well-being of young women in pregnancy: exploratory work for future feasibility RCT. *Public Health Research*, 1-23.
  85. Sano, K. (2015, January). An empirical study the effect of social media marketing activities upon customer satisfaction, positive word-of-mouth and commitment in indemnity insurance service. In *Proceedings International Marketing Trends Conference* (Vol. 27, No. 3, pp. 21-32).
  86. Seo, E. J., & Park, J. W. (2018). A study on the effects of social media marketing activities on brand equity and customer response in the airline industry. *Journal of Air Transport Management*,66, 36-41.
  87. Sciarrino, J. (2021). Why brand attachment is more important than brand loyalty or preference: Opinion. *AdAge*. Retrieved from <https://adage.com/article/opinion/why-brand-attachment-more-important-brand-loyalty/2353951>. Accessed 20 Oct 2024.
  88. Shareef, M. A., Mukerji, B., Dwivedi, Y. K., Rana, N. P., & Islam, R. (2019). Social media marketing: Comparative effect of advertisement sources. *Journal of Retailing and Consumer Services*,46, 58-69.
  89. Sirgy, M. J., Grewal, D., Mangleburg, T. F., Park, J. O., Chon, K. S., Claiborne, C. B., ... & Berkman, H. (1997). Assessing the predictive validity of two methods of measuring self-image congruence. *Journal of the academy of marketing science*,25, 229-241.
  90. Sirgy, M. J., Grewal, D., & Mangleburg, T. (2000). Retail environment, self-congruity, and retail patronage: An integrative model and a research agenda. *Journal of Business research*,49(2), 127-138.
  91. Sirgy, M. J. (2018). Self-congruity theory in consumer behavior: A little history. *Journal of Global Scholars of Marketing Science*,28(2), 197-207.
  92. Sung, E., & Huddleston, P. (2018). Department vs discount retail store patronage: effects of self-image congruence. *Journal of Consumer Marketing*,35(1), 64-78.
  93. Tabachnick, B. G. (2007). *Experimental designs using ANOVA*. Thomson/Brooks/Cole.
  94. Tan, T. M., Salo, J., Juntunen, J., & Kumar, A. (2019). The role of temporal focus and self-congruence on consumer preference and willingness to pay: A new scrutiny in branding strategy. *European Journal of Marketing*,53(1), 37-62.
  95. Tien, D. H., Rivas, A. A. A., & Liao, Y. K. (2019). Examining the influence of customer-to-customer electronic word-of-mouth on purchase intention in social networking sites. *Asia Pacific Management Review*,24(3), 238-249.

96. Thomson, M., MacInnis, D. J., & Whan Park, C. (2005). The ties that bind: Measuring the strength of consumers' emotional attachments to brands. *Journal of consumer psychology*, 15(1), 77-91.
97. Tomassen, S. (2017). Liabilities of Distance: Governance Cost Dynamics in MNE Headquarters–Subsidiary Relationships. In *Distance in International Business: Concept, Cost and Value* (Vol. 12, pp. 445-470). Emerald Publishing Limited.
98. Tooray, J., & Oodith, D. (2017). The influence of actual and ideal self-congruity on consumers' purchase intentions. *Journal of Economics and Behavioral Studies*, 9(4 (J)), 107-121.
99. VanMeter, R., Syrdal, H. A., Powell-Mantel, S., Grisaffe, D. B., & Nesson, E. T. (2018). Don't just “Like” me, promote me: How attachment and attitude influence brand related behaviors on social media. *Journal of Interactive Marketing*, 43(1), 83-97.
100. Venkatesh, V., Morris, M. G., Davis, G. B., & Davis, F. D. (2003). User acceptance of information technology: Toward a unified view. *MIS quarterly*, 425-478.
101. Voramontri, D., & Klieb, L. (2019). Impact of social media on consumer behaviour. *International Journal of Information and Decisi*
102. Wang, Y., McKee, M., Torbica, A., & Stuckler, D. (2019). Systematic literature review on the spread of health-related misinformation on social media. *Social science & medicine*, 240, 112552.
103. Xue, K., Wang, L., Gursoy, D., & Song, Z. (2021). Effects of customer-to-customer social interactions in virtual travel communities on brand attachment: The mediating role of social well-being. *Tourism Management Perspectives*, 38, 100790.
104. Zeng, F., Huang, L., & Dou, W. (2009). Social factors in user perceptions and responses to advertising in online social networking communities. *Journal of interactive advertising*, 10(1), 1-13.
105. Zhu, D. H., Chang, Y. P., & Luo, J. J. (2016). Understanding the influence of C2C communication on purchase decision in online communities from a perspective of information adoption model. *Telematics and Informatics*, 33(1), 8-16..