Factors Influencing Youth's Brand Buying and Sharing: A Social Media (Twitter) User's Perspective

Shaima Abdalla Almarzoqi[1], Mian Ajmal[1]*, Muhammad Turki Alshurideh[1,2]

[1]College of Business Administration, University of Sharjah, Sharjah, United Arab Emirates,[2]Department of Marketing, School of Business, The University of Jordan, Amman 11942, Jordan. *Email: majmal@sharjah.ac.ae

ABSTRACT

This study aims to investigate the impact of social media marketing platforms (Twitter) on the youth's brand buying and sharing. The study uses a set of social media and mainly Twitter to study how social network users share their opinions and buy well know brand products. The study uses youth's brand awareness, intention, interest, and brand knowledge. The study employed the survey approach to examine the study variables and test its hypotheses. A questionnaire was designed to collect data from UAE students and the target of this study was 388 responses were seen valid to be used to analyse the data collected. The study findings confirmed the growing significance of social media marketing using Twitter on youth's brand buying and youth's brand sharing. Additional sections are offered about the study implications and future research directions.

Keywords: Social Media Marketing, Twitter, Brand, PLS-SEM, UAE
JEL Classifications: M37, M31

1. INTRODUCTION

The involvement of young people with brands is a fundamental aspect of contemporary marketing strategies, as it potentially leads to high levels of brand recognition, knowledge and loyalty. The immediacy associated with social media platforms such as Twitter allows brands to create direct and impactful messages for younger consumers who are usually more tuned to digital communication channels (Shamaileh et al., 2023). The involvement of young people can effectively catalyze favorable perceptions and develop long -term consumer relationships, essential to sustain the brand's relevance in an increasingly competitive market. As traditional marketing methods become less effective in penetrating the youth market, understanding the dynamics of on -line involvement through platforms such as Twitter emerges as a vital consideration for marketing professionals (Ghouse et al., 2022).

Twitter, since its inception in 2006, has evolved into one of the most influential social media platforms, especially among young people. With its unique structure that allows rapid dissemination of information through tweets and trend topics, Twitter serves not only as a communication tool, but also as a formidable marketing avenue for brands (Rossi and Nairn, 2022). The ephemeral nature of this platform and real -time engagement features make it ideal for capturing the attention of a demography that values immediacy and connectivity. From 2023, the reports indicate that approximately 40% of Twitter's base comprises individuals aged 18–29 years, highlighting the critical role of the platform in the formation of youth interactions with the brands (Wang et al., 2022).

In addition, the importance of brand involvement through Twitter is illuminated by the platform's ability to promote interactive dialogues rather than a unidirectional communication. User-generated content, comments and engagement metrics provide brands the ability to measure consumer reactions in real time, thus allowing agile marketing adjustments (Hanaysha, 2022). Enhanced engagement can result in increased brand recognition and knowledge, as users share and discuss brand related content,

leading to greater modified interest and purchase intentions. The researchers suggest that when brands engage with young audiences on Twitter-through elements such as promotions, research and influencers partnerships they can significantly shape users' intentions to shopping (Anyim, 2021).

Twitter's interactive nature also promotes a culture of sharing among young people, which can inherently expand brand messages beyond their immediate audience. The viral nature of Twitter content means that surrounding campaigns can quickly turn into widespread movements, providing extensive range and visibility marks. This aspect highlights the importance of designing attractive advertising strategies that resonate with younger users and encourage their interest in sharing content with colleagues (Al Kurdi et al., 2024).

The literature analyzes how social media advertising influences the involvement between young people, focusing specifically on its effects on brand recognition, knowledge, interest to buy, buy behaviors and sharing practices (Khrais and Gabbori, 2023). Through a thorough examination of existing research, this review aims to elucidate the mechanisms by which Twitter as a marketing platform can improve brand involvement among young people, offering information to brands that seek to optimize their advertising strategies in a digital environment. Brands require a robust theoretical structure that elucidates brand involvement mechanisms. Several models were developed to analyze consumer involvement, including the AIDA model-attention, interest, desire and action of AIDA as a fundamental plan to understand the effectiveness of youth advertising (Shawky et al., 2019). The current study relies on the impact of social media marketing (Twitter) on the UAE youth's brand reactions with a practical study youth's brand reactions including youth's brand awareness, intention, interests, knowledge, buying and sharing.

2. LITERATURE REVIEW AND HYPOTHESES DEVELOPMENT

When applied to Twitter advertising, the Aida model highlights several key stages in consumer brand interactions. Attention is usually received by visually attractive content, concise messages and strategic use of hashtags, which not only increase visibility, but also align messages with tendency topics relevant to youth culture (Siddiqui et al., 2021). The brevity of Twitter characters limit encourages brands to innovate in their messaging strategies, usually using memes, gifs, and interactive research to stand out in users' feeds. Such tactics can cause immediate reactions of young consumers, generating initial brand recognition.

After the acquisition of attention, the subsequent stage involves generating interest. Twitter's exclusive features, such as retweets, likes and answers, create an interactive environment that enhances the likelihood of promoting curiosity about brand offers. The literature indicates that when brands are involved in bidirectional communication and respond to the content generated by the user, they not only maintain interest, but also cultivate a sense of community, which significantly benefits brand perception

between young people demography. The platform's real -time feedback loop allows quick messages in messages, accommodating predominant change interests in youth culture (Srivastava and Sivaramakrishnan, 2021).

The transition from interest to desire is critical because it reflects the emotional connection of young people to the brand. Twitter advertising that incorporates elements of storytelling, endorses related or aligned with social causes resonates more deeply with the younger audience. As the studies have shown, the involvement of young people with the brands is significantly influenced by perceived authenticity and reportability (Sulthana and Vasantha, 2019). Therefore, Twitter campaigns that show user testimonials, influencers partnerships or highlight the user -generated content to improve the brand's convenience, influencing the purchase intention. Thus, the research formulates the following hypotheses:

H_1: Twitter advertising influences positively youth's brand awareness.

H_2: Twitter advertising influences positively youth's brand knowledge.

The final stage of the AIDA model, action, covers the behaviors displayed by young people after their interaction with the brand content. This includes not only direct purchase behaviors, but also the propensity to share brand-related content on your networks. Social media channels serve as purchase intention amplifiers; young people are more likely to buy products they discover through Twitter ads if they realize the brand as socially credible (Tajuddin et al., 2020). In addition, the studies on sharing practices indicate that brands effectively leverage the influences of colleagues; when young consumers see their friends getting involved with a brand, they are more inclined to repay, involving or further sharing this content, exponentially expanding brand recognition (Tarabieh, 2022).

The consumer engagement theories, such as the engagement value model (EVM) and customer involvement theory (CET) provide complementary information to understand the differentiated interactions of young people with twitter brands (Tariq et al., 2017). EVM for example emphasizes the multidimensional nature of engagement that covers cognitive, emotional and behavioral dimensions, while CET explores how sustained interactions can cultivate loyalty over time. Together, these structures emphasize the importance of contextual and emotional factors that drive engagement, offering a comprehensive understanding of how Twitter advertising can improve young people involvement with brands, promoting brand recognition, interest, intention and sharing practices (Trunfio and Rossi, 2021).

The objective of advertising, encapsulating to what extent consumers recognize or recall a specific brand. Explaining its meaning, brand knowledge serves as a precursor of consumer behavior, fundamentally influencing various facets, such as brand knowledge, consumer interest and, finally, purchase decisions (Wiese et al., 2020). Within the context of young people involvement, brand recognition becomes particularly salient, as adolescents and young adults are usually in a formative stage on their journey of consumers, sailing for their identities and

preferences (Winarno and Indrawati, 2022). The prevalence of social media platforms, particularly Twitter, has opened new ways for brands to cultivate awareness and promote involvement between younger demography. Thus, the research formulates the following hypotheses:

H_3: Twitter advertising influences positively youth's brand interest.

H_4: Twitter advertising influences positively Youth's brand intention.

The exclusive features of Twitter-characterized by their characters and real-time interaction features have promised to improve brand memory, especially among young people. The platform design encourages rapid consumption of content and immediacy, facilitating the spread of brand messages in a format that resonates with younger consumers who favor dynamic and succinct information (Zeqiri et al., 2024). The search indicates that Twitter ads leverages visual content, hashtags and mentions to create a rich information tapestry that can improve brand recognition and recall. The immediacy inherent in Twitter also allows brands to participate in trend conversations, effectively aligning with topics that are important to young audiences, thus raising brand visibility (Nusair et al., 2024).

The empirical evidence further substances Twitter's role in increasing brand recognition among young people. A study by Dhir et al (2019) examined the impact of Twitter advertising on the brand reminder among college students. The findings revealed that tweets containing multimedia-how images and videos-significantly enhanced brand recovery compared to tweets only text only. In addition, the interactive nature of Twitter allows users to get involved with brands directly through retweets, likes and comments, promoting a sense of community and shared identity. This interaction not only solidifies the memory retention of brand messages, but also encourages pairs discussions that can expand awareness through social networks (Obilo et al., 2021).

In addition, the concept of Twitter influencer marketing emerged as a powerful method for increasing brand awareness among younger consumers. When the influencers, who have substantial followers and credibility among young people, endorse brands through tweets, this can lead to the greater awareness and perceived authenticity of the brand (Oscarius et al., 2021). Influencers create a waterfall effect; its endorsements often lead followers to perceive brands as related or desirable, facilitating a deeper emotional connection that aligns itself with the values and aspirations of young people (Rahmayani et al., 2022). Thus, the research formulates the following hypotheses:

H_5: Youth's brand awareness influence positively youth's brand buying.

H_6: Youth's brand awareness influence positively youth's brand sharing.

By examining the quantitative impact of Twitter advertising on brand awareness, the studies indicated positive correlations between exposure to ad and increased brand recognition. For example, a comprehensive analysis has shown that Twitter's targeted advertising campaigns effectively improved brand recall metrics by up to 20% among participants in young people

(Ramadan et al., 2018). Such empirical data highlight Twitter's potential as a strategic platform for brands that seek to improve its visibility in an increasingly disordered market space.

In short, Twitter's resources and advertising mechanics effectively align with the preferences and habits of the younger public, promoting a conducive environment to improve brand recognition. The interaction between immediate engagement, multimedia content and influencer partnerships creates a multidimensional approach that not only nourishes brand recall, but also generates deeper consumer connections in this demographic group (Rinaldi et al., 2024). The succinct format of messages from the platform requires the distillation of brand messages to its essence, which usually results in convincing action calls that resonate with a younger demography (Hasan and Sohail, 2021). The research shows that Twitter ads provide critical information that helps in the formation of brand sharing. Thus, the research formulates the following hypotheses:

H_7: Youth's brand intention influences positively youth's brand buying.

H_8: Youth's brand intention influences positively Youth's brand sharing.

For example, Campbell and Lambright (2020) argue that micro-ADS are able to provide specific information on brand resources, promotions and values, meeting nature at a rapid pace of youth consumption habits. These ads usually include multimedia elements such as images, videos and hashtags, which not only transmit information but also increase the engagement rate. The relationship between informative advertising and levels of interest among young consumers is particularly noteworthy. An empirical analysis of young people's involvement levels with different forms of social media advertising, including Twitter was conducted, the findings indicated that ads that provide detailed information about product functionality and consumer benefits significantly increase interest rates compared to generic posts (Franklin et al., 2016). This aligns with the probability model of elaboration (ELM), which postulates that when individuals are motivated to process information, it is more likely to develop a positive attitude towards the brand (Majeed et al., 2021). Thus, informative content in Twitter ads promote deeper involvement with the brand, contributing to greater interest in subsequent interactions.

Increased interest rates generated through Twitter advertising is also positively correlated with higher levels of intention to buy. The literature stressed that young people who were involved with informative advertisements on Twitter had 45% more chances to express a purchase intention compared to those who found advertising methods traditional (Dedeoğlu et al., 2020). This result emphasizes Twitter's effectiveness as a platform that not only captures attention but also translates this attention into consumer's actionable behavior. In addition, case studies exemplifying effective Twitter campaigns illustrate the relationship between information dissemination and interest to young people (Maria et al., 2019), a remarkable example which used Twitter as a platform for customer's personalized involvement. According to the internal metrics reported by Coca-Cola (2019), the campaign generated more than 1 billion social media impressions and brand knowledge about personalized offers increased significantly

among young consumers. An analysis indicated that the campaign increased the brand's interest among young people by 30%, as respondents expressed a greater likelihood of looking for products that resonated with their personal experiences. Thus, the research formulates the following hypotheses:

H_9: Youth's brand interest influence positively youth's brand buying.

H_{10}: Youth's brand interest influence positively youth's brand sharing.

The interaction between Twitter informative advertising and youth involvement plays a key role in generating brand knowledge and interest. Twitter's ability to provide succinct and surrounding content, along with the interactive nature of the platform, significantly enhances the likelihood that young people develop a deeper connection with brands, consequently influencing their purchase decisions and subsequent sharing practices (Hafez, 2021). Purchase intention is a critical consumer construct behavior research, representing the probability of a consumer being involved in a purchase action for a specific product or service. This construct is especially relevant among the demographics of young people, characterized by their differentiated relationship with brands and their distinct standards of media consumption (Beig and Khan, 2018). Emerging from planned behavior theory, purchase intention is influenced by attitudes, subjective norms and perceived behavioral control. For young people, strongly influenced by social interactions and digital communication platforms, the role of social media advertising becomes significant in the formation of these intentions.

Twitter advertising, with its immediate and interactive nature, has shown to improve purchase intention among young consumers. The studies indicate that exposure to Twitter -targeted ads not only increases product awareness but also cultivates a favorable attitude towards the promoted brands (Lee et al., 2023). This effect is aggravated by the unique feature of the platform of allowing instant interaction and a practice that can promote a sense of community and belonging, leading to increasing purchase intentions. When the young people get involved with brands on Twitter, such as liking or retwearing an ad, their intention to buy brand products increases significantly, highlighting the importance of interactivity in creating effective advertising strategies (Ahmed et al., 2019).

Furthermore, the real purchase behavior among young people revealed a positive correlation between the involvement of young people with Twitter ads and their subsequent purchase actions. The situational attributes of Twitter ads, characterized by brevity, immediacy, and creativity, encourage emotional responses that can culminate in impulsive buying behaviors, particularly in time -limited promotional situations (Maurer and Wiegmann, 2011). Young consumers often realize these ads as urgent appeals to action, driven by the fear of losing which can significantly influence their decision -making processes in relation to purchases (Hasanali and Gholamveisy, 2023). In addition, the concept of cognitive processing plays a crucial role in this context, where Twitter ads can effectively improve brand knowledge, shaping consumer expectations and perceptions before making purchase decisions. Thus, the research formulates the following hypotheses:

H_{11}: Youth's brand knowledge influence positively youth's brand buying.

H_{12}: Youth's brand knowledge influence positively youth's brand sharing.

By examining recent discoveries about the effectiveness of Twitter advertising, the literature observed a protruding standard in which adapted advertising campaigns increase their engagement and probability of acting on purchases. Twitter's personalized ads those who consider the previous interactions and preferences of users refer to the highest conversion rates of intention to real purchase. The dynamic nature of Twitter makes it easier not only to transmit promotional content, but also generating personalized experiences that resonate with young people, reinforcing their propensity to act on their intentions (Herawati et al., 2024).

In short, the influence of Twitter advertising on the intention and purchase behavior among young people is significant and multifaceted. By improving brand recognition and knowledge, boosting emotional engagement and creating personalized experiences, Twitter serves as a powerful platform for brands aimed at converting young people's involvement into plain buying behaviors (Husain et al., 2016). The dynamics of social media promotes an ecosystem where sharing is not just a passive activity but serves as an active channel for brand interactions. The literature indicates that young consumers, especially the Millennium Generation is intrinsically motivated to share content that resonates with their identities and social circles (Mujica et al., 2021). This motivation usually translates into a personalized form of engagement, in which young people endorse brands through taste, retweet and comment in Twitter ads. Such behaviors emphasize a change in brand consumer relationships, positioning young people as active participants in brand narratives rather than mere marketing messages. Figure 1 illustrates the conceptual framework of this study with the direct and indirect effects among the main variables.

3. METHOD

The current study relied on the survey methodology to examine the study variables and test its hypotheses. A questionnaire was designed for students in UAE who are the target of the study. The design process relied on measures available in previous relevant studies (e.g Zeqiri et al., 2024; Tarabieh, 2022; Shawky et al., 2019). It was translated into Arabic to ask the respondent about the characteristics of the components of marketing activities that is exposed to when browsing social media. The current study relied on collecting primary data from the final consumer, through the questionnaire that was prepared. The students in UAE are considered the basis for the data collection process, given that the study targets the impact of marketing activities perceived by them while browsing social media. The questionnaires were distributed to the respondents, and the self-administered method used. The study relied on a five-point Likert scale, ranging from "not agree at all" (1) to "completely agree" (5).

The independent variables of this study are the characteristics of marketing activities via social media, which are: youth's

Figure 1: Study conceptual framework
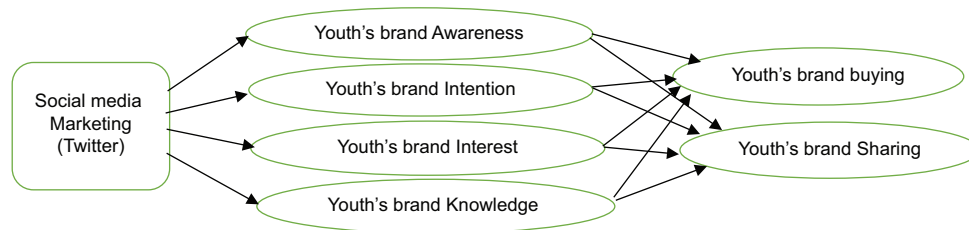
brand awareness, brand intention, brand interest, and brand knowledge. The information is tailored to the respondents' needs and importance. As for the dependent variables, which are youth's brand buying and brand sharing are measured based on the proposed conceptual framework. Study sample is represented by the students in UEA who are exposed to marketing activities via social media sites by Twitter. The study relied on a sample of 388 participants. The study relied on a facilitated sample of students in UAE, and to create a degree of diversity in the characteristics of the sample, and not to focus it on a specific category, the sample included different university and school levels. For data analysis methods, the study relied on the Path analysis method through SmartPLS program, to monitor the relationships between the study variables and test its hypotheses. It also relied on the Cronbach Alpha method to measure the stability of the study scales, while it relied on the Extract Variance Average method to test the validity of the scales, in addition to descriptive statistics methods to determine the value of the study variables.

4. RESULTS

A total of 24 measuring items that derived from relevant literature is forming the study instrument includes constructs and. For data collection, the random sampling technique was used to gather data from a larger population. Out of 411, 388 valid responses were used for further analysis. The ratio of male students (44%) to female students (56%) was slightly different. For analysis purposes, the current study used the approach of partial least squares (PLSs) by using SmartPLS4 because the advanced statistical analyses such as bootstrapping technique for hypotheses testing applying 5000 samples. This technique can create a large number of samples by drawing cases from the research sample. PLS analysis is appropriate for different sample sizes and has an ability to handle highly predictive models. As generally known, PLS is also suitable method to analyze both measurement and structural model.

4.1. Measurement Model
The present study conducted a confirmatory factor analysis that mainly conducted for measurement model assessment. The measurement model was evaluated with the extraction values of convergent validity, reliability, and discriminant validity. The convergent validity was examined by using factor loadings, composite reliability CR, and average variance extracted (AVE). The results that are given in Table 1 show the items' factor loadings that lies within the acceptable range of 0.70, and the composite reliability values for all study constructs ranged from 0.788 to 0.956, which meets the analysis requirements (Hair et al., 2019a). The values of AVE of all study constructs exceed the recommended

Table 1: Analysis of reliability and convergent validity

Factor	Item	Loadings	Alpha	CR	AVE
Social media marketing	Q1	0.869	0.821	0.844	0.720
	Q2	0.887			
	Q3	0.811			
	Q4	0.811			
Youth brand awareness	Q5	0.804	0.800	0.822	0.599
	Q6	0.905			
	Q7	0.823			
Youth brand intention	Q8	0.956	0.813	0.865	0.733
	Q9	0.862			
	Q10	0.941			
Youth brand interest	Q11	0.920	0.777	0.832	0.601
	Q12	0.921			
	Q13	0.948			
Youth brand knowledge	Q14	0.921	0.743	0.835	0.649
	Q15	0.794			
	Q16	0.927			
Youth brand buying	Q17	0.811	0.789	0.833	0.698
	Q18	0.930			
	Q19	0.835			
	Q20	0.788			
Youth brand sharing	Q21	0.928	0.760	0.869	0.643
	Q22	0.932			
	Q23	0.951			
	Q24	0.909			

value of 0.50 (Hair, 2019b). Furthermore, the results show the scaled values of means, standard deviations, and Cronbach alpha (i.e. internal consistency) to validate reliability. The scores of the alpha were greater than 0.70, ranging from 0.743 to 0.821, which is appropriate to satisfy the standard criteria of 0.70. Thus, the convergent validity and reliability of constructs and items were confirmed. Figure 2 reflects the measurement study model.

The results of the discriminant validity analysis include the recommended that the square root scores of all the constructs' AVEs were higher the correlated constructs. In this study, the square root scores were the larger correlations between each construct, which indicates adequate discriminant validity. To assess validity, multicollinearity was checked for the high correlation between some variables. The diagonal values that presented in bold are the square roots of the average variance extracted (AVE) at significance level P < 0.01. The results of this validity are given in Table 2.

4.2. Structural Model
The proposed hypotheses were analyzed with SEM, adapting the bootstrapping technique with a sample size of 5000. As a result, the exogenous constructs explained the variance percentage of 74.8 and 74.4 for youth brand buying and youth brand sharing. Figure 3
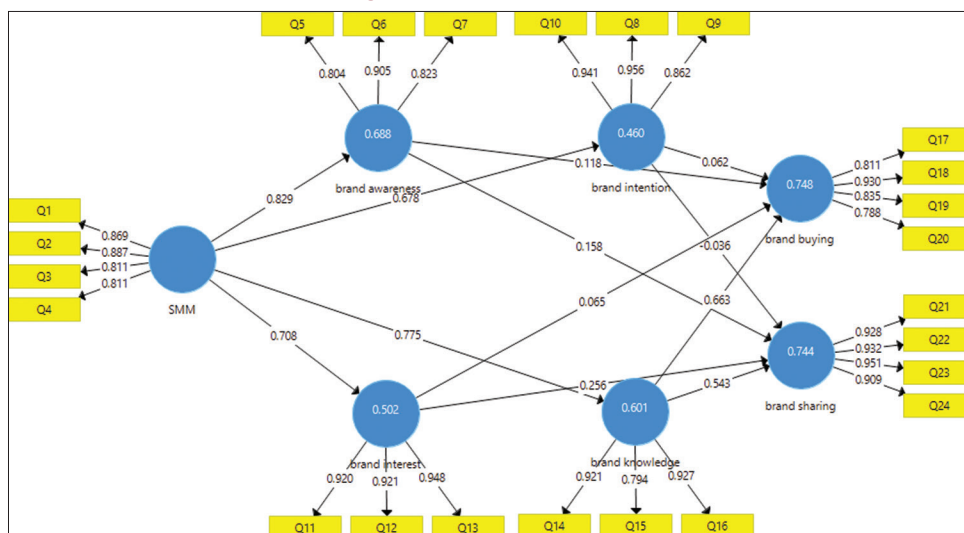
Figure 2: Measurement model

Table 2: Analysis of discriminant validity

| The study constructs	Social media marketing	Youth brand awareness	Youth brand intention	Youth brand interest	Youth brand knowledge	Youth brand buying	Youth brand sharing
Social media marketing	**0.848**						
Youth brand awareness	0.656	**0.773**					
Youth brand intention	0.4637	0.609	**0.856**				
Youth brand interest	0.678	0.587	0.653	**0.775**			
Youth brand knowledge	0.500	0.721	0.588	0.563	**0.805**		
Youth brand buying	0.263	0.564	0.509	0.324	0.673	**0.835**	
Youth brand sharing	0.436	0.633	0.621	0.454	0.792	0.630	**0.901**

shows the path coefficients of the structural model of the present study which indicates Twitter advertising influences positively youth's brand awareness, youth's brand knowledge, youth's brand interest, and youth's brand intention which supports accepting H1, H2, H3, and H4 ($\beta = 0.760$, $t = 19.355$, $P < 0.001$), ($\beta = 0.546$, $t = 16.489$, $P < 0.001$), ($\beta = 0.452$, $t = 13.562$, $P < 0.001$), and ($\beta = 0.560$, $t = 10.092$, $P < 0.001$) respectively. Furthermore, the youth brand knowledge influences positively youth's brand buying and youth's brand sharing, accepting H11 and H12 ($\beta = 0.332$, $t = 6.281$, $P < 0.001$), and ($\beta = 0.277$, $t = 4.552$, $P < 0.001$) respectively. On other hand, the results revealed the youth's brand awareness doesn't influence youth's brand buying and youth's brand sharing, rejecting H5 and H6 ($\beta = 0.210$, $t = 0.870$, $P > 0.05$) and ($\beta = 0.240$, $t = 1.278$, $P > 0.05$) respectively. The results revealed the youth's brand intention doesn't influence youth's brand buying and youth's brand sharing, rejecting H7 and H8 ($\beta = 0.102$, $t = 0.396$, $P > 0.05$) and ($\beta = 0.307$, $t = 0.210$, $P > 0.05$) respectively. And the results revealed the youth's brand interest doesn't influence youth's brand buying and youth's brand sharing, rejecting H9 and H10 ($\beta = 0.277$, $t = 0.516$, $P > 0.05$) and ($\beta = 0.307$, $t = 1.787$, $P > 0.05$) respectively.

5. DISCUSSION

The findings confirmed the growing influence of social media marketing, particularly on a platform such as Twitter on various youth's brand reactions like brand awareness, intention, and buying behaviors that can be profound. For brand awareness, the findings asserted the social media marketing can increase the exposure, since Twitter can offers brands with opportunities to increase the visibility among youth demographics, which is largely active on this platform. Moreover, the frequent tweets, retweet, or trending hashtag can significantly boost the brand's exposure, with the actual time engagement the brands may engage with the users instantly, respond to the inquiries, feedback, or join into a trending topic. This significant interaction establish a great brand recognition in a real-time, thus the influencer partnerships of many young people follow influencers on Twitter who usually promote different brands. A such partnership creates also a direct link between the brand and the youth audience, which increase the awareness through a viral content.

On other hand, the findings supported the notion that Twitter's hashtag culture could assist the brands with increasing the awareness. Trending hashtags hence can help the brands to reach a broader audience and with more recognizable. For brand interest, literature supported the role of personalized content as the youth users on Twitter expect content that resonates with their preferences. Therefore, the brands that post contents align with youth interests like memes, culture reference, or even topical content generates higher intention and interest. Generally, youth tend to feel more connected with the brands when they see their peers post about them. Twitter encourages sharing personal experiences, creating community-driven dynamics which also foster greater brand interest. In real-time feedback or interaction, Twitter allows the brands to have a direct conversation with the target audience. Often, youth value quick, relatable response,

Figure 3: Results of the structural model
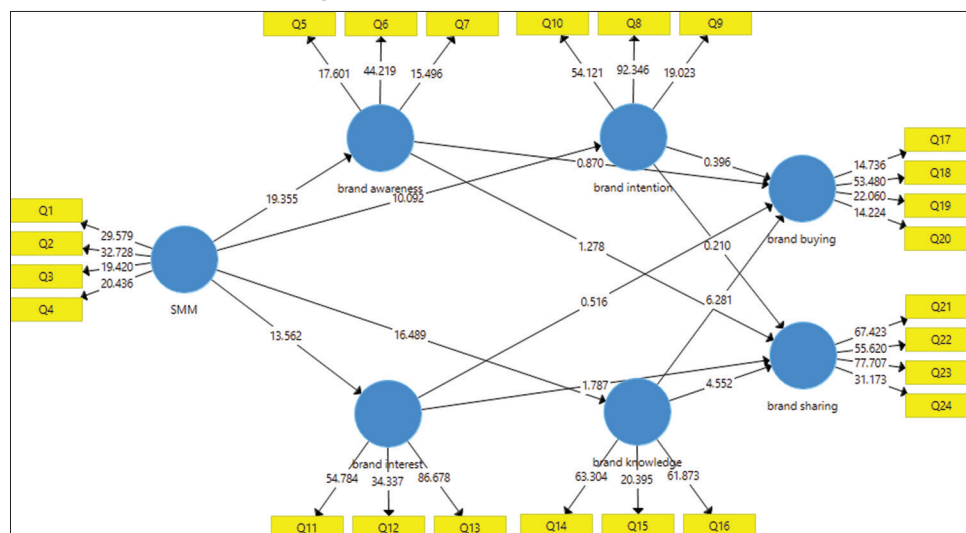
and brand that engages in ways that can spark further interest (Salsabila & Hati, 2024).

The issue of brand intention in social media marketing also addressed in this study which the findings support the influencers endorsement when the influencers admire endorse a brand, youth initially are more likely to develop a positive attitude toward this brand. Thus, this might directly influence their purchase intention. Youth are price-sensitive, so the promotion through Twitter indicates its ability to share the promotional discounts instantly can lead to increase the purchase intention. Products recommendations and positive reviews from others on Twitter can increase the level of brand trust, nudging the youth toward consider a brand or product for purchase. Twitter's algorithms allow for precise target, enable the brands to show the personalized ads to youth, which this lead to a strong intention to purchase if the ads align with their interests.

Buying behaviors and Twitter influence that has fast-paced nature and mobile-first interface make it easy for youth to act on impulse. They might realize a brand tweet, click a link, and make a purchase directly. The presence of peers of the youth is discussing about a brand can also create a sense of the social proof. When the peers talk about a particular brand positively, the youth will be more likely to make a purchase. Further, the brands engagement campaigns through Twitter actively involve different users like contests which in turn can lead to conversion. Youth enjoy community involvement and excitement which can drive into make a deal. However, Twitter's culture of the trends contribute to fear of missing out, where youth may make simple purchases due to brand is widely talked about.

Youth are drawn to the brands on Twitter which appears genuine within their language. The authenticity in the contents creation as well as engagement is significant for the brands to be connected effectively with the demographic. As it is critical, brands involvement that can engage in a two-way communication, respond to the comments, inquires, or even criticisms, create a positive brand image and can deepen the youth brand loyalty. Peer

influencing through their recommendations and the influencer endorsements are incredibly powerful on the Twitter that directly influence the brand awareness, interest, and intention. Social media marketing on Twitter significantly can shape youth's brand reactions and perceptions, from enhancing brand awareness and knowledge into driving their interest and intention and actual buying and sharing behaviors. The brands need to be active, relatable, and engage on Twitter to effectively influence the youth segment.

6. CONCLUSION, LIMITATIONS, IMPLICATIONS AND FUTURE RESEARCH DIRECTIONS

The effects of social media marketing on branding knowledge, interest, and intention among youth is profound and multifaceted. Through the gained findings, the study concludes that the social media platforms act as powerful tools for all brands to connect with young market and consumers, and shaping their perceptions, behaviors, and preferences. The key conclusion drawn from the discussions in this area highlights brand knowledge as social media marketing improves the brands visibility and awareness for youth and can facilitate the brands acquisition through interactive contents. Moreover, brand exposure and interest through relevant and compelling contents increases youth interest in the brands, that is often driven by their peer influence and endorsement of the influencers.

As the results confirmed, the impact of social media marketing significantly influences the intention of youth, this require form companies tailor ads, discount, promotions are playing a crucial role in driving potential buying decision. Contents sharing through social media can also encourage brand reactions and contents sharing, with acting as a form of self-expression, validation, and a mean of influence the peers. In conclusion, social media marketing plays a pivotal role in shaping youth brand reactions and behaviors, and by understanding the dynamics of brand knowledge, interest,

intention, and sharing, the marketers can better connect with the youth while maintaining the ethical standards and fostering a positive relation with them.

When discussing the limitations of the study, a few factors can come into play such as cultural context, the social media marketing is influenced by regional cultural norms, however, the behaviors and reactions of UAE youth may differ from those in other countries due to unique social, economic, and political factors. A study focus only on the UAE might not be generalizable to youth in other regions. In addition, the demographic constraint is another limitation of this study as the UAE has a diverse population, with a mix of local Emiratis and expatriates. The reactions to brand marketing might vary significantly based on cultural background, making it challenging to generalize findings for the entire youth population. In the UAE, the influence of social media influencers on brand reactions could be stronger than the platform itself. This aspect is not adequately accounted for, the study might miss a crucial factor influencing youth brand perception. These limitations need to be addressed in the research methodology to ensure the findings are robust and reflective of the real impact of social media marketing.

The study theoretical implications in the topic of branding and social media marketing shed light the increasing in the interactions between youth and brands on social media tools that have potential to foster the long-term brand loyalty, as the frequent engagement can lead to deep connection with the brand. The effectiveness of influencers marketing on social media is clearly evident in its effect in shaping attitudes, beliefs, and behaviors, as the youth trust the influencers more than the traditional advs. In the social peer influence and networks, the study implicates the social media that enables peer-driven behaviors, where the young are likely to make a brand related decision based on their social connections and contents that are shared by their influencers they follow or peers. In the aspect of ethical concerns and customers protection, the influence of social media marketing contributes in raising the ethical concerns, generally around the aspect of privacy, authenticity, and youth exploitation through target and manipulate the marketing strategies.

For practical implications, the company for transparent brand marketing should prioritize the authenticity in the marketing campaigns. The youth are drawn to genuine and transparent contents that align with the values and interests belonging to them. Avoid over commercialization and deceptive tactic will build a trust and long-term relations and utilize the interactive contents of the brands should continue in order to innovate with interactive content, like polls or live streaming, to deep the engagement and foster a sense of their community around their brands. The companies through leverage user-generated content will encourage youth into share their favorable experience with a product through this content not only establish further credibility but also turns the customers into brand advocate.

Further, companies need to focus on the ethical practices of the brands should be mindful of the ethical implications of considering the youth customers in the social media. It is essential to ensure that the different marketing practices do not exploit the vulnerable young customers. This lead to more respecting data privacy, avoiding over-commercialization, and maintaining the transparency. In the cross-platform consistency, brands should maintain consistent presence within numerous social media platforms to reach youth where they are active, ensuring the messaging remains align in these different channels for a strong impact.

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