



Lakmé's Successful Engagement With Instagram Customers Through Influencers On Instagram

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Citation: Monisha L S, Dr S Kavitha (2024), Lakmé's Successful Engagement With Instagram Customers Through Influencers On Instagram, *Educational Administration: Theory and Practice*, 30(5), 8747-8754, Doi: 10.53555/kuey.v30i5-3583

ARTICLE INFO

ABSTRACT

Social media has been a part of everyone's lives in learning, networking, transferring knowledge and information and for many more reasons. There are many social media platforms like Facebook, YouTube, Instagram, Snapchat etc. In this study, Instagram has been taken to identify the marketing strategies that brands follow in order to result in sales. Lakme has been the most popular Indian brand on Instagram with 2.3 million followers. This aim of the study is to identify how successful Lakme is running their business in Instagram through the influencers whom they rely on. A total of 201 responses were collected empirically and analyzed through structural equation modeling methods. The findings suggest the significant relationship among the marketing funnel stages along with influencers driven engagement of Lakme. This study was limited to a smaller number of respondents and in future it is suggested to collect more respondents and a comparative study can be put forth to understand the successful marketing strategies of different cosmetics brands doing their business on Instagram.

Keywords: Instagram marketing, Influencer marketing, Brand engagement, Marketing strategies, Marketing funnel.

INTRODUCTION

Social media has improved the communication and the sharing of information after its emergence (Alblowi, Aloufi, Fallatah, Allam, & Al-Dhaqm, 2023). Social media marketing activities form the self-brand connection. Generation Y trust the brands when social media influencers are involved. The marketers use these social media influencers as their marketing strategy which is said to be effective. The suggestions given by the influencers are boosting their belief over the brands (Bismo, Prabowo, Heriyati, & Abdinagoro, 2023). In recent years Instagram has been gaining a lot of businesses who have opened their accounts in Instagram aiming to promote and in selling their products (Kumar & Sreekanth, 2024). Businesses are eager towards the social media marketing on Instagram which is used as a marketing tool for communication because of their popularity and the effectiveness (Chen, Silaban, Hutagalung, & Silalahi, 2023). Instagram has a suitable environment where the luxury of the products has been shown by posting different photos, short videos, stories etc which can be visually appealing and acts as a highly stimulating experience (Brambilla, Badrizadeh, Malek Mohammadi, & Javadian Sabet, 2023)

About Lakme

Lakmé is one of the oldest; India's beauty brands which most of the Indian women suggest. It is considered as a safe product. They have a large range of beauty products like sunscreen, Mousse, eyeliners, foundations, and much more. Lakmé has their own online cosmetics store where it can be used as a virtual store having an option called Virtual try on feature (Purple.Com: Buy Cosmetic Products & Beauty Products Online In India, n.d.).

REVIEW OF LITERATURE

The following are few researches that has been identified and studied to understand different authors' findings and the interpretation on Instagram marketing.

Sulaiti & Mimoun, (2023) has done an empirical study to find the parasocial relationship between Instagram and the followers' behavior. The study has found the relationship between the influencers of Instagram and the follower's behavior for the same. This involves the impact that the customers have created. A sample of 1230 respondents were collected from the Instagram users and the results confirm that the social media influencer's perceived expertise along with the involvement of the product has an effect over the SMI endorsement.

Marcella-Hood & Marcella, (2023) has done a study on the purposive and non-purposive behavior of Instagram in getting information. They have explored 274 responses in an online survey. This is basically an exploratory study which examined the interactions with the platform to know the information about behavior. The research results heightened the concepts of opinion and the information among the users of Instagram.

Tarabieh, (2022) has studied the social media marketing activities of the marketers in their channels and the impact of those activities. The variables that are involved in this study are the awareness created by the brand, the engagement between the consumer and the brand, the intention that assures customers' loyalty and finally the image that has been created by the brand. The study conducted an online survey with the users of Facebook, Twitter, and Instagram. The results of the study have listed down three major findings as follows: the awareness created by the brand and the engagement between the customers and the brand is significant, the image created by the brand on the engagement of the customers and the brand and the intention of loyalty are significant. This study provided a reference for the future study in social media marketing.

Daoud, Alqudah, Al-Qeed, & Al-Gasawneh, (2023) has done an empirical study conducting a survey collecting respondents from 500 participants. The investigation of Augmented Reality in brand engagement has been studied which has a significant impact over each other. AR has a particular effect on the brand engagement with the younger audience. The literature review part of the study has listed about AR, digital marketing strategies, and brand engagement and consumer behavior. The result of the study revealed AR having a high engagement on digital marketing strategy which in turn increases the consumer engagement with a brand.

Rungruangjit, Chankoson, & Charoenpornpanichkul, (2023) has done an empirical study with the cosmetics industry which is growing among the millennial consumers. The questionnaire was designed in such a way that the responses were collected online. They have followed quantitative research methods and have analyzed through structural equation modeling. The study concludes that the active and passive participants are causing different impacts on brand engagement.

Monacho & Slamet, (2023) has done a study to know the influencer engagement rate that in turn effect the followers of Instagram official accounts that is increasing. The study concentrated on Generation Y and Z, who are using Instagram and aimed to find the effectiveness of the engagement rate and followers of Instagram. This research used quantitative approach in the study which concludes that there is a significant increase in the followers when the Instagram influencers' engagement rate increases. The significant increase is about 24.7% of followers with their official accounts that actually had more number of followers when influencer marketing was implemented.

Mirmehdi, (2023) has done a study that investigated the effectiveness of the customer equity basically their drivers namely behavior intention and the loyalty of the customers on the continuous usage of branded apps with a view on Instagram. As said previously the two variables such as behavior intention and the loyalty of the customers are considered as the factors that are influencing the customer equity. A statistical research was made in the Tehran Public University who are Instagram users. The result concludes that all the three variables are positively influencing each other.

Kumar & Sreekanth, (2024) has done a study on the behavior of the buyer who has made purchases on Instagram when it comes to generation Z. The study has identified that Instagram has been used importantly when it comes to social media platforms in the sustaining digital world. The study was made to find the behavior of the customers while purchasing of generation Z also called as Zoomers. The ultimate aim of the study was to know the awareness about the purchase that can be done on Instagram and the satisfaction that it provides to customers while making the purchases. It is identified that there is a significant relationship between the behaviors of generation Z customers while purchasing which is identified by the level of satisfaction all the customers have received.

Casaló, Flavián, & Ibáñez-sánchez, (2020) has done a study on the opinion leaders of Instagram who are known as influencers. The study has identified fashion industry to identify the consumers' intention and their behavior towards the influencers on Instagram. The variables used in this study are opinion leadership, the intentions to recommend advice and interact. The result suggests that the originality of the influencers, the unique contents of influencers are making opinion leaders more visible in Instagram.

Lee, Kim, Lee, & Kim, (2020) has done a study to know about the influencer marketing on Instagram. The study has identified the disclosures of the sponsorship, the credibility of the influencer and the brand that in turn affects the promotional content on Instagram. The effects of the disclosures of the sponsorships involve explicit and implicit and also disclosures that are not available. The credibility of the influencers and the brands

that are high and low are taken on the promotional contents of Instagram which the help of the Instagram influencers. The findings suggests that there is a strong positive effect on the credibility of the messages posted, intention on purchase, the ads that attract, and the intention of the eWOM.

Research gap

From the above analysis of research works, it is found that there is limitation of study of how marketing funnel theory has been used by brands in Instagram while marketing. There are many studies that demonstrate variables like awareness, actual purchase, influencer and brand engagement but haven't involved consideration in their study. Thus this study aims to add the consideration of the customers in buying a product in Instagram. While taking the consideration it is identified that the stages of the marketing funnel involves all the three stages namely awareness, consideration and conversion. Hence, the marketing funnel stages along with influencer driven engagement will be explored in this study.

RESEARCH AIM

From the above identified research gap, the study aims to find the relationship between the stages of the marketing funnel namely, awareness, consideration and conversion and the influencer driven brand engagement of Lakmé. The awareness stage, consideration stage and the conversion that is the sales stage of the marketing funnel of the brand Lakmé has created an impact when an influencer is involved.

RESEARCH QUESTIONS

The below are the research questions framed in order to find the relationship among the stages of marketing funnel, influencers and the brand engagement of Lakmé.

Research question 1: What is the impact of brand awareness on influencer marketing on Instagram?

Research question 2: How considerations on customers have a relationship with Instagram influencer marketing?

Research question 3: What is the effect of conversion towards influencer marketing on Instagram?

Research question 4: How to determine the impact of influencer marketing of Lakme on its brand engagement

RESEARCH OBJECTIVES

From the above research questions the major objective of the study has been framed and listed below.

1. To investigate the relationship of brand awareness on influencer marketing done on Instagram.
2. To find relationship between consideration of the customers and Instagram influencer marketing
3. To analyses the effect of conversion towards influencer marketing on Instagram
4. To determine the impact of influencer marketing of Lakme on its brand engagement

HYPOTHESIS DEVELOPMENT AND CONCEPTUAL MODEL

From the above research objectives the hypotheses for the study has been developed and they are listed below:

H1: Brand awareness and Instagram influencer are significant

H2: Customer consideration has a positive impact on Instagram influencer

H3: Conversion has a positive impact on Instagram influencer

H4: Instagram influencer has a positive impact on brand engagement

Figure 1: Conceptual model



From the above hypotheses, a conceptual model has been framed to determine the relationship between the stages of the marketing funnel, the influencers and the brand engagement. Here the three stages of the marketing funnel that is awareness, consideration and conversion are acting as independent variables. The influencers of Lakmé brand in Instagram are acting as a moderating variable. The brand engagement of Lakmé in Instagram is acting as a dependent variable.

RESEARCH METHODOLOGY

This research is a quantitative study in terms of empirical data collection method which follows simple random sampling techniques in its data collection process.

Questionnaire design

The study followed the established norms to fit the study in the scale of its measures. Apart from the demographic factors the study has used a 5 point likert scale considering all the other variables.

Empirical data collection

The data collection was done empirically and the questionnaire was circulated online where 201 respondents responded to the form and the results were kept confidential for the research purposes only.

ANALYSIS AND DISCUSSION

Reliability and validity test

Table 1. Result of Reliability test

| Construct | Cronbach's Alpha | N of Items |
|------------------|------------------|------------|
| Awareness | .848 | 7 |
| Consideration | .876 | 7 |
| Conversion | .817 | 7 |
| Influencer | .896 | 9 |
| Brand Engagement | .906 | 10 |

Cronbach's Alpha analysis was made to measure the reliability of the study which should be more than 0.7. The reliability test results show a good level of reliability where all the measures are more than 0.7.

CFA test

Table 2. Result of CFA test

| Fit Index | X ² /df | RMSEA | GFI | AGFI | IFI | CFI |
|------------|--------------------|-------|-------|-------|-------|-------|
| Parameters | 1.989 | 0.06 | 0.976 | 0.911 | 0.926 | 0.989 |

The confirmatory factor analysis has been found to find the validity of the measures. The CFA analysis listed down the measures of X²/df (≤ 3 = acceptable fit and ≤ 5 = reasonable fit) is 1.989, RMSEA (≤ 0.05 = reasonable fit) is 0.06, GFI (1 = perfect fit, ≥ 0.95 = excellent fit and ≥ 0.9 = acceptable fit) is 0.976, AGFI (≥ 0.90 = acceptable fit) is 0.911, IFI (1 indicates a very good fit) is 0.926 and finally the CFI (1 = perfect fit, ≥ 0.95 = excellent fit and $\geq .90$ = acceptable fit) is 0.989. This shows that it has a good fit with good validity measures.

Structural Equation Model (SEM) Analysis

In this research, SEM analysis was performed in AMOS to test the measurements of the impact of the hypothesis 1 (H1), brand awareness, the impact of the hypothesis 2 (H2), consideration and the impact of conversion, hypothesis 3 (H3) on influencer marketing (hypothesis 4) H4 and brand engagement. Figure 2 shows the SEM model.

Figure 2: SEM model

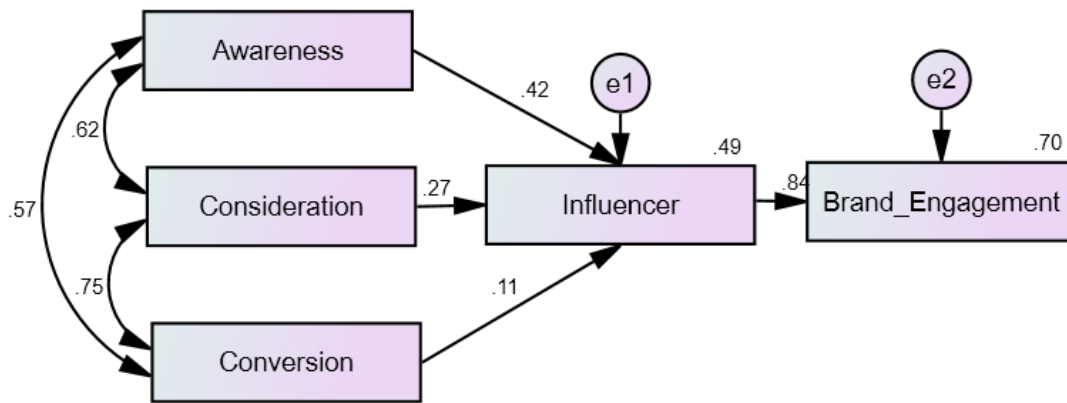


Table 3: SEM Result

| Result - Default model | |
|--------------------------|--|
| Minimum was achieved | |
| Chi-square = 14.958 | |
| Degrees of freedom = 3 | |
| Probability level = .000 | |

Structural equation modeling has been developed using AMOS to test the significance of the variables. Here the independent variables are awareness, consideration and conversion. The moderating variables are the influencers of Lakmé in Instagram. The dependent variable is the brand engagement of Lakmé in Instagram. From the above diagram having the entire values positive it is noted that the minimum was achieved. The Chi-square is valued as 14.958, and the degree of freedom is valued as 3 which gives the CMIN/df as 4.986. When the CMIN/df is ≤ 3 = acceptable fit and ≤ 5 = reasonable fit. Hence, it is a perfect model fit.

Table 4: Results from the Estimate of Parameters

| Variables | | | Estimate of Parameters | Result |
|------------------|------|---------------|------------------------|-----------|
| Influencer | <--- | Awareness | .42 | Supported |
| Influencer | <--- | Consideration | .27 | Supported |
| Influencer | <--- | Conversion | .11 | Supported |
| Brand_Engagement | <--- | Influencer | .84 | Supported |

The standardized estimates were only taken to conclude upon the results. From that it is noted that all the estimates of parameters are positive values and hence all the variables support each other. The estimate of the brand awareness with the influencers is 0.42. The estimate of consideration of the customers with the influencers is 0.27. The estimate of conversion with the influencers is 0.11. And finally the estimate of influencers of Lakmé over the brand engagement in Instagram is 0.84. Therefore all the parameters are positive and are significant.

Table 5: Regression Weights (Group number 1 - Default model)

| Variables | | | Estimate | S.E. | C.R. | P |
|------------------|------|---------------|----------|------|--------|-----|
| Influencer | <--- | Awareness | .523 | .082 | 6.388 | *** |
| Influencer | <--- | Consideration | .304 | .091 | 3.321 | *** |
| Influencer | <--- | Conversion | .197 | .099 | 1.989 | *** |
| Brand_Engagement | <--- | Influencer | 1.070 | .050 | 21.468 | *** |

From the above table it is noted that the P-value of all the variables is 0.00 thus it is positively influencing which is unique compared to zero at the level of 0.001 that is two tailed. The estimate divided by the standard error gives the critical value. Here the regression weight estimate of awareness is 6.388 (0.525/0.082) standard error is above zero. The regression estimate of consideration is 3.321 (0.304/0.091) standard error is above zero. The regression estimate of conversion is 1.989 (0.197/0.099)

standard error is above zero. The regression weight of brand engagement is 21.468 (1.070/.050) standard error is above zero. Hence all the variables are significantly influencing each other.

Table 6: Standardized Regression Weights (Group number 1 - Default model)

| Variables | | | Estimate |
|------------------|------|---------------|----------|
| Influencer | <--- | Awareness | .419 |
| Influencer | <--- | Consideration | .269 |
| Influencer | <--- | Conversion | .106 |
| Brand_Engagement | <--- | Influencer | .835 |

From the above table the standard deviation has been estimated for the variables. Here when the standard deviation of awareness goes by 1 then the influencers goes up by 0.419. When the standard deviation of consideration goes up by 1 then the influencers goes up by 0.269. When the standard deviation of conversion goes up by 1 then the influencers goes up by 0.106. Finally when the standard deviation of influencers goes up by 1 then the brand engagement will go up by 0.835.

These standard regression estimates show the strength and the direction of the variables and their relationships. The positive estimate shows a positive impact, whereas a negative estimate shows a negative impact. These estimates are important to understand the relationships among different variables when it comes to regression analysis.

In the above case, all the estimates are positive, creating a positive relationship. Firstly, influencer marketing when did more effectively will create a positive impact on awareness, consideration and conversion. Secondly, the brand engagement can be enhanced in Instagram by effectively utilizing the influencers. Here awareness seems to be strongly affected which is followed by consideration and conversion. The findings highlight that the impact of influencer marketing on Instagram brands' performance is certainly strong.

Table 7: SEM Analysis

| Acronym | Explication | Accepted fit | Model fit | Result |
|------------------|---|---|-----------|-----------|
| Likelihood Ratio | P-value | ≥ 0.05 | .000 | Supported |
| CMIN/DF | Chi-square divided by Degree of Freedom | $\leq 5 =$ reasonable fit $\leq 3 =$ acceptable fit | 4.986 | Supported |
| GFI | Goodness of Fit Index | $\geq 0.9 =$ acceptable fit $\geq 0.95 =$ excellent fit 1 = perfect fit | 0.957 | Supported |
| AGFI | Adjusted Goodness of Fit Index | $\geq 0.90 =$ acceptable fit | 0.784 | Supported |
| CFI | Comparative Fit Index | $\geq .90 =$ acceptable fit $\geq 0.95 =$ excellent fit 1 = perfect fit | 0.968 | Supported |
| RMSEA | Root Mean Square Error of Approximation | $\leq 0.05 =$ reasonable fit | .007 | Supported |

From the above table, the likelihood ratio that is the P-value which should be ≥ 0.05 is 0.000, concluding that it is significant. The CMIN/df (Chi-square divided by the Degree of Freedom) should be $\leq 3 =$ acceptable fit and $\leq 5 =$ reasonable fit is 4.986, concluding that it is significant. The GFI (Goodness of Freedom) should be 1 = perfect fit, $\geq 0.95 =$ excellent fit and $\geq 0.9 =$ acceptable fit is 0.957, concluding that it is significant. The AGFI (Adjusted Goodness of Fit Index) $\geq 0.90 =$ acceptable fit is 0.784, that is significant. The CFI (Comparative Fit Index) 1 = perfect fit, $\geq 0.95 =$ excellent fit and $\geq .90 =$ acceptable fit is 0.968, which is significant. Finally the RMSEA (Root Mean Square Error of Approximation) $\leq 0.05 =$ reasonable fit is 0.007, which is significant.

FINDINGS AND INTERPRETATION

The ultimate aim of this research was to know the relationship between the three stages of the marketing funnel with the influencer driven engagement of Lakmé in Instagram. The study found that there is a strong positive relationship among the independent variables, awareness, consideration and conversion with the mediating variable influencer marketing which in turn drives it to the brand engagement that acts as a dependent variable. All the variables have a strong positive relationship between each other. The influencers are playing a key role between the brand and the customers using Instagram. The customers are being fed with the brand information by the influencers and are tempted to buy the product through Instagram.

The results depicts that the awareness has become the most powerful variable that has a strong impact on the influencers. Followed by the consideration and then comes the purchase. Apart from these independent variables, the mediating and the dependent variables have also got a strong impact with each other.

CONCLUSION

Social media platforms are being used in most of the peoples' daily lives. These platforms are under a heavy competition among themselves to withstand in the marketplace. Instagram being one among well-known social media platforms is expected to grow in future. There are lots of updates in Instagram with their features and these features are attracting the users. Since the usage of Instagram has been growing, brands are making use of this opportunity to reach customers through this platform. This can't be achieved easily but only by following certain steps to attain a successful marketing as the competition is heavy. Those steps involve the steps in the marketing funnel such as Awareness, consideration and conversion. Every step has to be attained carefully in order to be successful. These steps can be crossed successfully with the help of the influencers. Influencers are acting as a bridge between the brand and the customers on Instagram. They are loyal to the brands in marketing the product and become their own customers. Since the influencers are one among the customers it's more valid to customers in believing the brand that they recommend. Thus, it's a brilliant idea to involve influencers as a mediator or a brand ambassador to undergo successful marketing in Instagram.

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ACKNOWLEDGEMENT

My research on “Lakme’s successful engagement with Instagram customers through influencers” was compiled in order to publish and help the marketers in the research field make use of the results. This is also a part of my PhD work.

The completion of the study could not have been possible without the sincere expertise of Dr S Kavitha, thesis advisor. She also supported me in many ways from developing the questionnaire and giving me basic understanding of conducting Instagram marketing research.

My gratitude also goes to the department of management, PSGR Krishnammal College for women, Coimbatore who helped me in the process of the research development.

Finally, I express my sincere gratitude to all those who helped me in numerous ways towards the successful completion of the project and those names, which I may have mistakenly omitted.

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