



**RESEARCH PAPER**

**The Skeptic Response of Consumer on Social Media towards Brands**

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PAPER INFO	ABSTRACT
<b>Received:</b> January 11, 2020	The purpose of this study is to investigate the relationship between Psychological Contract Breach (PCB) and employee's responses through the mediating mechanism of leader-member exchange (LMX). Globally, workplace leadership, employers, and employee's relationship are crucial phenomena to explore. This study explores the impact of the psychological contract breach on employees' active and passive responses through the mediating role of leader-member exchange. Moreover, present study tested these tri-phenomena via a self-administered questionnaire of 250 employees from different organizations. In this regard, present study applied structure equation modeling to evaluate the defined relationship. Furthermore, an employee with high leader-member exchange was less likely to respond to psychological contract breach with exit and voice than the employees with the low leader-member exchange. This study recommends to policy makers, owners and decision makers that leader could play an important role during breach of psychological contract
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**Introduction**

These days the use of internet has been rapidly increasing in Pakistan. People spend most of their time on internet and social media for building relationships and as well as for shopping. Due to the advancement in technology the use of internet is rapidly increases all over the world (Khadim et al. 2014). Social media (like Facebook, What's app, Insta and brand's own Social Sites) is providing a marketing place for brands along with the consumer. It allows brand to build their relationships with customers away from the traditional way of marketing (Jackson, 2011). Brands are using social media as a promotional tool and a

marketplace where the marketers sell can sell their brands. Brand pages and communities act to promote the brand in online community of consumers. Most of the brands now offer different deals to promote their sell through social media. Now consumers are become more comfortable to purchase the brands according to their needs via social media. Now a day in Pakistan the grocery items like vegetables and others are selling through social media (Hum Mart). As the world becomes more technologies the behavior of new generation is also modified according to the advancement in technology. Now, the young generation of this era is not inspired by the traditional medium of advertising and shopping like they inspired in old days.

### **What is Skeptic Behavior?**

Doubting or questioning attitude of consumers is categorized as Skeptic Behavior. Due to the advancement of technology the consumer expects more from the Social media sites. At the present brutal competition, organization demonstrates that their products had more and more high-quality products. Media gives the opportunity to exaggerate their product's characteristics. When the consumer's expectation is not match with the actual value then the behavior become dissatisfied. They are not satisfied with the information that is given by the traditional advertisements, about the brands and products (Spero and Stone, 2004). This dissatisfaction is known as skeptic behavior of consumer. Presently there is fierce competition among brands. The positive responses by the customer on a brand post on social media have a complementary value to the brand company (Bronner and de hoog 2010). On the other side the negative comments on brand post reflect customer's negative behavior towards brand. This leads towards consumer skeptic behavior. Some situational factors were the main cause of consumer skeptic behavior (Ellen, Webb & Mohe, 2000). These situational factors are may be including the negative word of mouth about brand on social media. The disliking and bad experiences cause the negative word of mouth which leads towards the skeptic behavior of consumer.

### **Literature Review**

The literature presented in previous studies regarding Brand Perceived Value, Consumer Attitude towards E-deals, Social Media worthiness, Peer's communication about the brands of social media and Consumer Skeptic behavior with the presence of consumer comments on brand posts on social media as a mediator is discussed in this section.

### **Brand Perceived Value**

The term perceived value is defined as what is pay by the consumer in returns of quality they received (Lichtensten et al. 1993). The consumer decision about the brand is influenced by the perceived value. The perceived value of the brand is the significant factor that influences the consumer's attitude towards brand. Then lead towards purchasing decision (Cheah, Phau and Liang, 2015).

The product's wrongdoing causes the negative publicity of the brand. It damaged the consumer's brand impression and the impression become negative. (M Puzakova, H Kwak, JF Rocereto, 2013). The term anthropomorphism can be defined as mindfulness, behavioural intentions, thinking, emotions and all the human features that involve in nonhuman objects (Aggarwal & McGill 2007: Epley, Waytz and Cacioppo 2007). Perceived value is a crucial factor of consumer attitude which estimates the purchase decisions of consumers (cheah, Phau and Liang 2015). Use of Media and exposure of media use will be influenced by perceived value (Conner & Becker, 1981). Perceived value produced effect on consumer behavior about purchasing of popular brands (Rose. 1985). The consumer skeptic behavior has highly influenced by perceived value. According to the above literature about the brand perceived value the consumer behavior influenced by the consumer perceived value about the brand. The behavior of consumer is positive towards brands if the consumer expectation matched with brand's perceived value. If the consumer expectation is not fulfilled than the behavior becomes skeptic. Consumer positive or negative attitude about the brand is influenced by the consumer perceived value (Agarwal & Teas, 2000).

H 1: The brand perceived value has an influence on the consumer skeptic behavior on social media.

### **Consumer attitude towards E-deals**

These days the online consumers are more active for purchasing brands through group buying E-deals that will offer best value at bargain prices (Birmingham, A. 2014). As the advancement in internet, the consumer way of shopping is changed. They can also do shopping through online social media sites. So, many brands make their online pages or sites to sell their products or services. These pages offer different deals to attract the customers these deals are mostly known as E-deals. Millions of consumers are attracted by the E-deals on social media. Consumer's daily life and their business practices get influenced with the social media (Lueg et al. 2006). Consumer's behavior about the brand on social media is also derived from the deals offered by the brand pages on social media. Brand sales promotional activities contain a large variety of short-term strategic promotional tools which aim is to generate a desired consumer response (Jackaria & Gilbert, 2002). The studies showed that advertising messages on brand posts and presentation of information about the brand influenced the consumer views about the brands (Sinha & Smith 2000).

The tendency to change in Consumer behavior is positively associated with E-deals offered by the brand on social media sites (Shim et al, .2001). If the E-deals offered by the brand page and brand's site fail to satisfy their consumer than the behavior of consumer become skeptic towards the brand. Similarly, the perception of peers about the brand has also effect on the consumer's choices of E-deals (Choi and Geistfied 2004). Consumers are also influence through the communication with their friends and family about the brand's E-deals. The consumer attitude

towards E-deals is negative if their friends and family attitude is negative. The reactions of consumer towards e-deals are varying according to the characteristics of consumer (Cheah, Phau and Liang 2015).

H 2: The Consumer attitude towards E-deals has an influence on consumer skeptic behavior on social media.

### **Social Media Worthiness**

While making a purchase decision about a brand on social media the first thing comes in the mind is the security. The worthiness of social sites is the crucial factor to avoid skepticism. Online social media is not trustworthy because anything goes online and posted online (Kelly et al. 2010).

According to the McGuigan (2008) research 33% of online consumers were not interested to make purchase. They were just misguiding the others. In another research 8% of online reviews are just based on rumours and unhelpful to consumer (Kee, T. 2008). According to Chen and Mort (2007) the risk identified by the customer through the interaction on online social media and the intangible effects that occurs while operating social media is known as perceived risk. This risk is due to the worthiness of social media. The Consumer's fear the opportunistic behavior of online seller, fraud (Hansen, 2008). sharing of consumer's private information with others and advertisement's misguidance. These may create reluctant consumer attitude towards online shopping (Gefen et al, 2008).

Consumers share their ideas and experiences about the brand by using several online forums (e.g. blogs, social networks and podcasts) and contact other consumers to see more objective information sources (Kozinets, 2002). Before purchasing a brand from Social media, many of consumer take suggestions from the information given by other consumers on brand related pages and posts. Consumer behavior is influenced by the information acquire to the dissatisfied behavior about the brand (Mangold and Faulds, 2009).

H 3: The Social media worthiness has an influence on consumer skeptic behavior on social media.

### **Peer's Communication**

Consumers use social media for many purposes. People use social media channels to build relationships with relatives, friends and family for giving care, social support and friendship (Utpal et al. 2004). Social media sites allow users to connect with their peers to share information (Ahuja & Galvin, 2003).

The attitude, behavior and skills of consumers learnt by observing others or by interacting with others on social media (X. Wang et al. 2012). The peer's likings or disliking choices had a great influence on consumer's behavior about the brand.

The peer's communication on social media influences the behavior of consumer. The studies show that the unique influence of peer communication has been observed in an online social media groups on consumer's attitude. (Xia Wang, Chunling Yu &Yujie Wei 2012).

Information about the brand and product is strained out and passed on through Word Of Mouth (WOM). WOM is a prevailing force in today's marketplace. The source of this WOM is our friends or family, who filters the information and act as a source of advice (Cruz and Fill, 2008; Carl, 2008). This WOM is also known as Peer Communication. A market becoming online marketplace and the Peer communication is promptly booming. One of the researchers McGuigan (2008) stats that 77% before making a decision to purchase a product or brand consumers check the online feedbacks and brand's ratings. Another study reveals that 92% consumers gives response that online feedbacks are tremendously helpful (Kee, 2008). Consumers are strongly affiliated with their peers on social media. Before making any decision, consumers take advice from their friends and family members. The negative as well as positive behaviors of peers have a strong influence on consumer behavior. The peer group influential power has been well acknowledged (Rose & Bearden 1990).

H 4: The Peers communication has an influence on consumer skeptic behavior on social media.

### **Consumer Comments on Brand Posts**

Consumers are free to comment on any post or page of any brand. The consumer comments or post on brand page are seen by others and they can freely read the comments and post of others as well on social media. These comments are some time in favor of brand of or some time against the brand. The negative comments or posts lead the consumer skeptic behavior. Research reveals that "consumers' online discussions about positive brand experiences can generate empathy and positive feelings among readers" (Bickart and Schindler 2001). The other side of picture is that the negative comments on brand post reflect customers dislike attitude about the brand. This leads towards consumer skeptic behavior. When rude and offensive comments are made toward an individual via social media communication on brand related posts and groups, the consumer attitude towards respective brand become incivility (Anderson et al. 2014).

Social media is act as a vehicle for nurturing the relationship with customers. By liking the post and commenting on post about brands act as a promotion of brands on social media (Vries, Gensler and LeeFlang, 2012). The liking and commenting is reflects brand popularity. The popularity sometime in a positive way which act as brand promotion and when it became negative it create the sense of consumer skepticism. The negative information on brand pages and posts on social media have a significant impact on consumer's behavior (Schlosser, 2005).

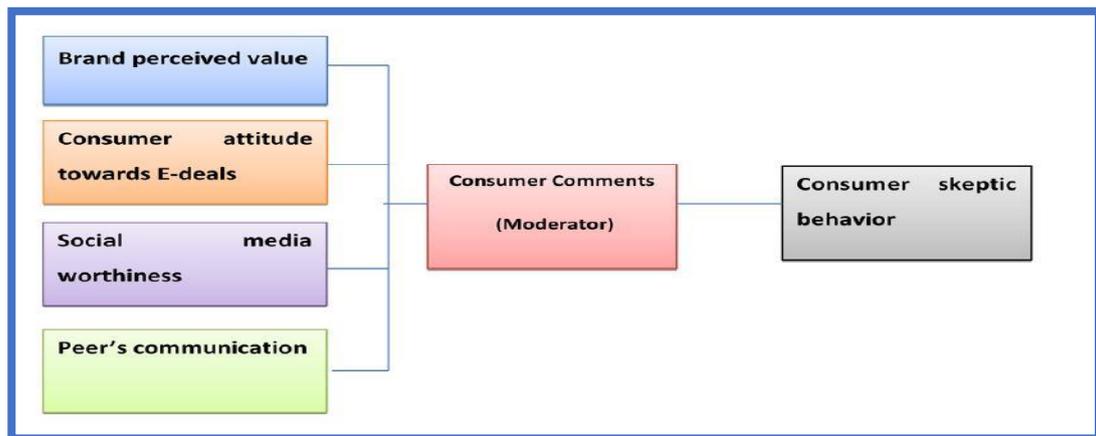
The brand loyalty is boosted in community when people too much talk about the brand on social media. Thus, the brand becomes popular. The consumer comments on social media sites related to brands are the most important and non-negligible factor in online communities (Gruen et al. 2006). The brand is popular on online environment when someone positively talks about brand and its negative comments on brands pages impact negatively on consumer's behavior.

H 5: The Consumer Comments has an influence on consumer skeptic behavior towards brand.

### **Consumer Skeptic Behavior**

When consumer has a questioning or doubting attitude towards anything is generally known as consumer skeptic behavior. At the present brutal competition, organization demonstrates that their products had more and more high-quality products. Media gives the opportunity to exaggerate their product's characteristics. This dissatisfaction between demonstration and reality of quality provide base to consumer skeptic behavior (Albayrak, Caber and Moutinho, 2011). The skeptic behavior of consumer is abstracted as a disbelief and distrust of marketing communications by the consumer (Obermiller & Spangenberg, 1998). Skepticism creates a negative attitude of consumers towards the marketer's drives (Mangleburg & Bristol, 1998). Ellen; Mohe & Webb (2000) argue that the consumer skeptic behavior is produced by some situational variables. There is an increasing trend in complaints made by online consumers on different Social Media channels (Baer, 2016). The increase in complaints of online consumer about the social brand sites shows that the consumers are not satisfied. Their unsatisfied behavior leads towards skeptic behavior.

In this study S-O-R Model is adopted by considering Perceived Value of brand, Social Media worthiness, Consumer attitude towards e-deals and peer's communication as a stimulus, Consumer comments as an Organism and Skeptic response as a Response.



## **Material and Method**

### **Research Approach and Design**

The approach of this research study is Deductive Approach in natural sciences. In deductive approach the foundation is displayed on the bases of Laws, license the expected phenomena, forces their presence and accordingly this allow them to reserve (Collis, 2003). The descriptive design is implemented for this study because it explains the various attributes of problem.

### **Research Choices**

For the current study the quantitative approach is use. Quantitative method is hypothetically used to measure the responses of respondents like mood, actions or views. It drives the responses from a huge sample of respondents and creates evidences that design for research.

### **Research Strategies**

In this study survey strategy is used. Questionnaire is used for survey strategy. A questionnaire is an organized way of gathering the data from respondents by asking questions relevant to the subject which is going to suspect (MeColl, 1993). The questionnaire research strategy is selected for this study. Questionnaire strategy provides a vision that in what manner the respondents can inspire and pleased. This technique covers large population.

### **Kinds of Time Horizons**

The cross-sectional research is used in this study because this research is a concern to investigate the phenomena at a specific time from the respondents. It expresses that no experiential method is being involve in study and no variable is managed by the researcher himself.

### **Sample Size and Sampling Techniques**

In this research we are using convenience sampling technique. In this technique, sample is chosen because they are approachable to the researcher. This technique is simple, cheap (as compare to others) and slightly less time consuming. Many tactics can be used in selection of appropriate sample size. One of them is Rule OF Thumb, according to this rule the size of sample should not be less than (Kline, 2011). "There must be at least five observations and maximum ten observations against each parameter of questionnaire". Therefore, adopting these approaches at least 195 (39\*5) respondents are required but 250 questionnaires were distributed to manage the missing values.

### Data Sources

Data Sources describes the mode from which the statistics are collected. The current study uses the primary data source, as skeptic behavior of consumer on social media is an evolving problem and the huge number of secondary data may be unavailable.

### Sources of Questionnaire

The questionnaire which is used in this study is made through already usage scales. These items are already verified. 5 pointlikert scale is used in questionnaire to get the responses from the respondents in which “strongly disagree” is on 1 and “strongly agree” is on 5. The source of each scale is as in below table:

**Table**  
**Scale used in the study**

Variable of Questionnaire	Items	References
Brand Perceived Value	5	(Isaac Cheah, Ian Phau and Johan Liang, 2015)
Consumer Attitude towards E-deals	4	(S Haryani&B Motwani, 2015)
Social Media Worthiness	5	(Xia Wang, Chunling Yu &Yujie Wei,2012)
Peer’s Communication	5	(Isaac Cheah, Ian Phau and Johan Liang, 2015)
Consumer’s Comments	4	(Xia Wang, Chunling Yu &Yujie Wei,2012)
Consumer Skeptic Behavior	2	

### Results and Discussion

In the Results section, summarize the collected data and the analysis performed on those data relevant to the

### Descriptive Analysis

The results showed that all the mean values are greater than 3 except the mean value of social media worthiness. This greater value of mean indicates that the all the variables are positively professed by the respondents.

**Table**  
**Descriptive Analysis**

Descriptive Analysis	N	Min	Max	Mean	Standard Deviation
Perceived Value	195	1	5	3.059	0.957
Consumer Attitude towards E-deals	195	1	5	3.288	0.869
Social Media Worthiness	195	1	5	2.65	0.947

Peer Communication	195	1	5	3.310	0.943
Consumer Comments	195	1	5	3.504	0.971
Consumer Skeptic Behavior	195	1	5	3.823	1.080
Valid N (listwise)	195				

### Reliability Analysis

The reliability analysis of each scale is checked. Below table shows the Cronbach's Alpha value.

**Table  
Reliability**

Reliability Analysis	N	Cronbach's Alpha
Perceived Value	5	0.714
Consumer Attitude towards E-deals	4	0.874
Social Media Worthiness	4	0.769
Peer Communication	5	0.839
Consumer Comments	4	0.792
Consumer Skeptic Behavior	2	0.726

The Alpha values of all variables of this research study are more than 0.7 which shows a good reliability of scale. The Cronbach's Alpha value of Consumer Attitude towards E-deals, Consumer Comment and Peer Communication are 0.874, 0.792 and 0.839 respectively, which shows excellent reliability level of scales.

### Construct Validity

After checking the reliability the next is to check the construct validity. Construct validity explain the procedure to estimate the construct and how to measure its claims (Goodwin, 2009). Researchers (Hair, Anderson & Tatham, 2006) proposed that the confirmatory factor Analysis is the finest way to validity analysis. In this study the Confirmatory Factor Analysis is done to check the construct validity.

### CFA (Confirmatory Factor Analysis)

CFA is used to examine the factors of model. It is used to define the validity of measurement model (Gerbing& Anderson, 1992). Fit indices are used to check the validity of measurement model (Fur & Bacharach, 2013).

### Measurement Model

It is used to check the model fitness. For this purpose AMOS 20.0 is used. Measurement model fit indices are used to assess the model goodness. According to the situation and researchers the Measure of fit indices may be changed. Model fitness can be measure through the values of TLI, RMSEA and CFI. (Steen-Cham,

2003 & Kenny & MaCoach, 2003). This is the most appropriate way to measure the model fitness. Another way is to check the fitness of model is Chi Square value. The higher Chi Square value shows the poor model fitness. If the value of Chi Square <3 then it shows that the model is good fitted (Bagozzi & Yi, 1988).

**Table**  
**Model Fit Statistics for Model Measurement Model**

<b>Model Fit Statistics for Model Measurement Model</b>							
<b>X<sup>2</sup></b>	<b>Df</b>	<b>X<sup>2</sup>/Df</b>	<b>CFI</b>	<b>NNFI</b>	<b>RMSEA</b>	<b>GFI</b>	<b>AGFI</b>
		< 3	>0.95	>0.95	<0.08		
469.844	241	1.95	0.90	0.80	0.07	0.841	0.801

The table shows that the value of Chi-square < 3 (x<sup>2</sup> =241, DF= 469.844, x<sup>2</sup>/DF= 1.95) this indicates that the model is good fitted. The next is to measure the value of CFI (Comparative Fit Index). The value of CFI should be lies in 0-1. CFI value of measurement model is equals to 0.90. Larger value of CFI indicates that the model is good fit and lower value indicates the model is not suitable or bad fit. Cheung and Rensvold (2002) proposed that if the value of CFI and NNFI equal to 0.90 than measurement model further considered. Non-Normed Fit Index (NNFI) is 0.80 which is near to 0.90 so it can also accept. Root Mean Square Error of Approximation (RMSEA) value is 0.07 < 0.08 which is accepted. According to the results given in above table the measurement model Statistics shows that the model is good fit. Further GFI = 0.841 and AGFI= 0.801 which is also within the recommended fit Level (Bentler & Hu, 1999).

The step next is to measure convergent validity. According to the Fornell & Larcker, 1981 the Composite Reliability should be greater than 0.7 and P-Value is significance as P<0.05.

#### Table Significance

		Estimate	S.E.	C.R.	P	Label
C.Comment	<--- P.Value	.024	.123	.196	.845	
C.Comment	<--- C.Attitude	.186	.101	1.840	.066	
C.Comment	<--- Social.M.W	.038	.071	.542	.588	
C.Comment	<--- Peer.C	.316	.086	3.692	***	
C.Skeptic.Beh	<--- C.Comment	.383	.157	2.434	.015	
Q1aPerceivedValue	<--- P.Value	1.000				
Q1bPerceivedValue	<--- P.Value	1.100	.201	5.469	***	
Q1cPerceivedValue	<--- P.Value	.880	.181	4.873	***	
Q1dPerceivedValue	<--- P.Value	1.417	.229	6.180	***	
Q1ePerceivedValue	<--- P.Value	1.041	.184	5.656	***	
Q2aConsumerAttitudeTowardsEdeals	<--- C.Attitude	1.000				
Q2bConsumerAttitudeTowardsEdeals	<--- C.Attitude	1.120	.094	11.963	***	
Q2cConsumerAttitudeTowardsEdeals	<--- C.Attitude	1.194	.096	12.376	***	
Q2dConsumerAttitudeTowardsEdeals	<--- C.Attitude	1.022	.101	10.164	***	
Q3bSocialMediaWorthiness	<--- Social.M.W	1.000				
Q3cSocialMediaWorthiness	<--- Social.M.W	.836	.122	6.863	***	
Q3dSocialMediaWorthiness	<--- Social.M.W	.901	.126	7.149	***	
Q3eSocialMediaWorthiness	<--- Social.M.W	1.167	.139	8.378	***	
Q6aConsumerSkepticBehavior	<--- C.Skeptic.Beh	1.000				
Q6bConsumerSkepticBehavior	<--- C.Skeptic.Beh	.691	.329	2.099	.036	
Q4aPeerCommunication	<--- Peer.C	1.000				
Q4bPeerCommunication	<--- Peer.C	1.041	.106	9.786	***	
Q4cPeerCommunication	<--- Peer.C	1.019	.109	9.329	***	
Q4dPeerCommunication	<--- Peer.C	1.021	.114	8.944	***	
Q5aConsumerComments	<--- C.Comment	1.000				
Q5bConsumerComments	<--- C.Comment	1.187	.165	7.176	***	
Q5cConsumerComments	<--- C.Comment	1.355	.180	7.546	***	
Q5dConsumerComments	<--- C.Comment	1.337	.186	7.176	***	
Q4ePeerCommunication	<--- Peer.C	1.001	.117	8.592	***	

The P value should be less than 0.005 for significance relationship. All the variables have P- value less than 0.005 except consumer comments. So, there is a significant relationship among all variables except consumer comments.

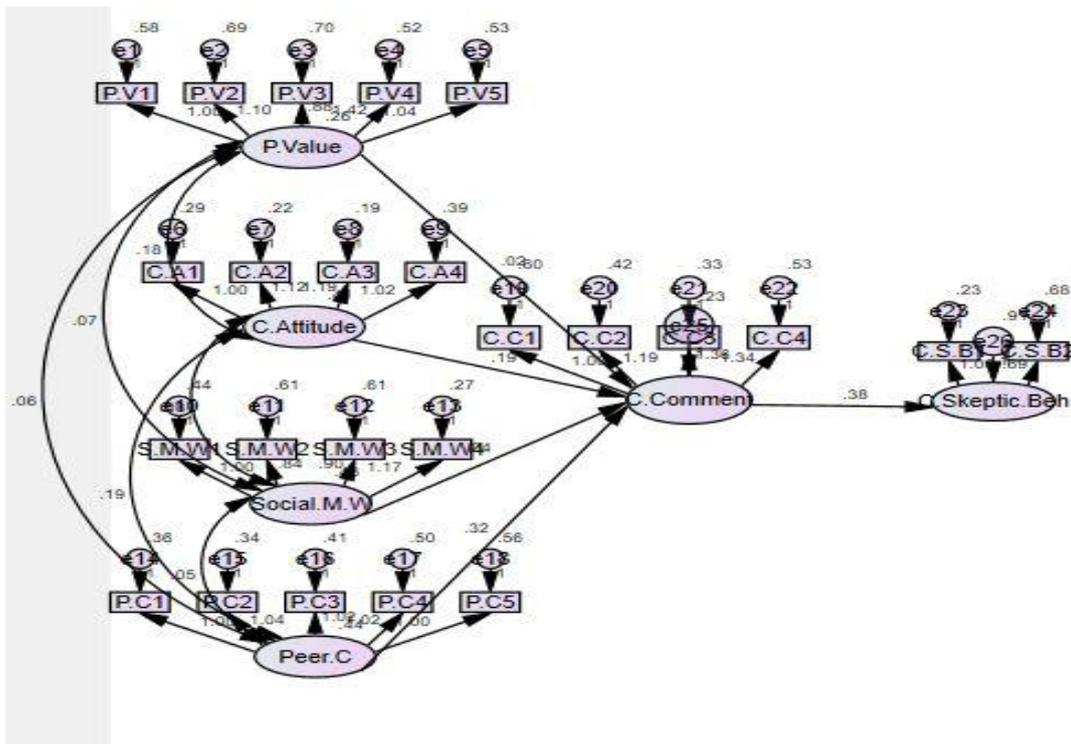


Figure: Graphical Presentation of Variables

Table  
Covariances

Covariances: (Group number 1 - Default model)

			Estimate	S.E.	C.R.	P	Label
P.Value	<-->	Peer.C	.065	.032	2.016	.044	
C.Attitude	<-->	Social.M.W	.079	.037	2.160	.031	
P.Value	<-->	C.Attitude	.182	.040	4.555	***	
Social.M.W	<-->	Peer.C	.047	.038	1.224	.221	
C.Attitude	<-->	Peer.C	.187	.041	4.567	***	
P.Value	<-->	Social.M.W	.074	.033	2.234	.025	

H1 proposed that the brand perceived value has positive influence on the consumer skeptic behavior on social media. As the result shows that the P-value is less than 0.005 so the Hypothesis supported.

H2 proposed that the Consumer attitude towards E-deals has positively influence on consumer skeptic behavior on social media. As the result shows that the hypothesis supported.

H3 proposed that the Social media worthiness has positively influence on consumer skeptic behavior on social media. As the results shows that H3 supported the study

H4 proposed that the Peers communication has positively influence on consumer skeptic behavior on social media. H4 supported as the result shows that P-value is less than 0.005

H5 proposed that the Consumer Comments has an influence on consumer skeptic behavior towards brand. H5 is not supported the study. As the results shows that p-value is greater than 0.005.

### **Conclusion and Recommendations**

The purpose of this research study is to examine the influence of brand perceived value, consumer attitude towards e-deals, social media worthiness, peer communications, consumer's comments on brand related posts on consumer skeptic behavior. In this research study the consumer's comments are taken as moderator. The Stimulus-Organism- Response theory is used to explain the relationship among independent variables, moderator and dependent variables. Firstly, the relationship is explained through SOR Theory. Secondly all the hypotheses were tested by using SPSS 21.0. Thirdly the model fitness is tested through AMOS 20.0.

Results revealed that brand perceived value, consumer attitude towards e-deals; social media worthiness and peer communications have influence on consumer skeptic behavior. The consumer comments on brand related posts have no influence on consumer skeptic behavior. The model of the research study is good fitted as the results of AMOS described.

Demographics reveals that most of the respondents are young, so the young generation is more likely involve in shopping through social media for reaching the correct brand. They have more concerning behavior about the reliability of social media brand pages and posts. Confirmatory Factor analysis CFA shows that the measurement model is good fit.

### **Academic Contribution**

This study has many contributions in academic context. Firstly, this is the first study in Pakistan which measures skeptic response on consumer in presence of five factors brand perceived value, Consumer attitude towards E-deals, Social Media Worthiness, Peer's Communication with mediation effect of Consumers Comments on brand related posts/pages on Social Media. Secondly, the Stimulus-Organism- Response (SOR) theory is used in this concept and finds its applicability. The SOR theory is added to research literature and has a significant contribution. Thirdly, the Skeptic Behavior of consumer on social media has been a well-known issue in online social market, but a very few researches are available that take into account this important issue. So, this study is trying to fill the gap of literature.

## **Managerial Contributions**

The conclusions of this study concluded beneficial implications for both marketers and manufactures who sell their products or brands through social media. The marketers should acknowledge the factors and facts that affect the consumer behavior. Though, marketers and manufactures are very conscious about the information that is given on brand post and pages is genuine and clearly evaluate their brands. But there are some factors which misguide the consumers like wrong brand posts which may be posted by the competitors or may be the rumors. In Pakistan, many platforms are working for markets and consumers for buying & selling of brands. It has been found that Peer Communication and consumer comments are the factors which promote Consumer Skeptic Behavior. So, the marketers should share the true information related to brands.

The study has some limitations too. Firstly, the study was conducted in social media and in a specific culture. If the study is conduct with different cultures that will yield different results. So, for future researcher it is recommended that the study should be conducted with the consumers from different cultural background. Secondly, all the data was collected from the consumers only but for future researcher the data could be taken from marketers and manufactures of the brands. Thirdly, the sample size for this study is 195 the future research increases the sample size. Fourthly the variables have not significant relationship with consumer skeptic behavior. So, in future research more variables can be involved in future study. Fifthly this is quantitative research study basically which is previously tested for future research this can be tested with in depth analysis with the mixture of both methods. So, the results can be more extensive.

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