

Effects of Cultural Sensitivity, Cultural Identity, and Social Media Usage on Customer Purchase Intention and Loyalty. How is Confucian Culture Moderate?

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Abstract: The main objective of this research was to examine the influence of Purchase Intention, cultural identity, cultural sensuality, and social media on customer loyalty towards telecom products in Saudi Arabia. This research also explored the influence of Confucian culture on purchase intention as well as its role of moderation. The study was conducted in the telecommunications sector of Saudi Arabia. The data was collected through simple random sampling from customers in the telecommunications sector of Saudi Arabia. A questionnaire was developed using a Likert 5-point scale to gather data. A total of 290 usable responses were received. This study utilised SPSS to analyse the collected data. The research findings indicated a constructive and mutually beneficial connection with purchase intention and loyalty. Cultural identity, cultural sensuality, and social media exerted a significant impact on purchase intention. The domination of Confucian culture on moderating was also confirmed. This study addresses several theoretical gaps that are outlined in the paper. This study offers recommendations for policymakers in the telecommunications sector of Saudi Arabia.

Keywords: Confucian Culture, Social Media Usage, Cultural Sensuality, Cultural Identity, Customer Loyalty, Purchase Intention.

1. INTRODUCTION

Organisations worldwide are encountering fierce competition. Organisations should prioritise customer loyalty by emphasising their organisational culture (Poturak & Mulaahmetovic, 2022). However, organisations face numerous challenges in achieving this goal. One significant factor is the establishment of a bonding with customer loyalty and the influence of culture. To effectively attract and retain customers, it is crucial for businesses to analyse the investment required within the framework of their culture (Zameer et al., 2022). To attain enduring success in a competitive marketplace, the crucial factor lies in cultivating customer

loyalty (Catic & Poturak, 2022). The internet has significantly engaged and involved customers on a large scale. Social media has influenced individual behaviour (Scolere et al., 2018). It has enabled the widespread use of services and products on a larger scale than ever before. Purchase intention refers to the potential for individuals to utilise services or acquire products (Jain et al., 2019). Customers are more likely to purchase products with minimal risk. Marketers must carefully analyse cultural factors that influence customer purchase intention in today's competitive market (Shareef et al., 2019).

Cultural sensitivity is crucial for influencing customer behaviour. Lutz and Newlands (2018) argues that customer sentiment towards a specific object or service is better understood by examining their inclination rather than their attitude. Increased cultural sensitivity can enhance customer acceptance of changes or alterations in cultural differences. These consumers are generally receptive to cultural diversity and do not view other cultures as a threat (Ekong & Ekong, 2022). Individuals with high cultural sensitivity are accepting of international products and do not view them as problematic in terms of their offerings and services. Cultural sensitivity reflects the practices, awareness, and attitudes of individuals. Customers who possess a strong awareness and understanding of different cultures are likely to be accepting of cultural differences. Cultural sensitivity is crucial for accepting both international and domestic products (Thao et al., 2017). Individuals have varying priorities based on factors such as culture, subculture, nationalism, generation, profession, and social class. Cultural identity encompasses various elements such as texts, practices, tastes, inclinations, values, and beliefs that are integral to a particular culture (Reid & Dawes, 2022). Cultural identity has a significant impact on individuals' behavioural intentions. Cultural identity encompasses various aspects of collective groups, encompassing both the pursuit of knowledge and the acquisition of new insights. These factors have an indirect influence on customer behaviour (Sun et al., 2023; Zhou, 2022). Confucianism is an ancient philosophy with a global presence. This concept establishes fundamental and structured guidelines for individual living (Chuang & Wang, 2018). Human behaviour is influenced by a set of rules and the social relationships that exist within a particular society. Many Asian countries predominantly adhere to Confucianism as a cornerstone of their traditional culture (Nawrot, 2020). KSA is one such country that adheres to this cultural practice. The Confucian culture is influenced by factors such as herd behaviour and customer identity-related behavioural patterns. The enduring influence of Confucian cultural factors is expected to have a lasting. Effect on customer behaviour. Modifying customer preferences can be challenging due to their reliance

on collective values (Al Lily et al., 2022). Social media has significantly contributed to fostering individual diversity. Social media affects individuals across all demographic groups. Social media has an important place in the development of individuals' relationships and community networks. Social media usage affects customers across all categories (Tayo et al., 2019). Social media facilitates customer interaction. The platform influences individual behaviour by facilitating the exchange of ideas and information through this network. Social media primarily relies on electronic devices for people to stay connected (Firdos et al., 2022). These devices encompass internet-based technologies such as laptops, iPads, tablets, and other similar devices. Social media is influencing customers' lives using various electronic devices. Eggers et al. (2022) emphasise the significant role it plays in our everyday lives. This research investigated the influence of purchase intention, cultural identity, cultural sensuality, and social media on customers of telecom products in the Kingdom of Saudi Arabia (KSA). This study also investigated the moderating influence of Confucian culture.

2. LITERATURE REVIEW & HYPOTHESES DEVELOPMENT

2.1 Purchase Intention: Relationship with Loyalty

According to Oliver (1999), loyalty can be explained as a steadfast dedication to selecting a favoured product or service on a recurring basis for subsequent purchases, leading to ongoing patronage of the same brand or product, irrespective of marketing efforts or external influences. Achieving and maintaining consumer loyalty poses significant and enduring challenges for companies (Larsson & Viitaoja, 2017), yet the pursuit of sustained profitability and overall success is a fundamental and enduring objective that is sought after by the majority of businesses. Loyalty behaviour is a significant factor in the service industry, as it influences customers to prioritise a specific brand in their financial transactions (Omoriegbe et al., 2019). Purchase intention refers to the cognitive process through which consumers determine their motivations for selecting different brands (Foroudi et al., 2018). Customer loyalty denotes to the inclination of the customer to make future purchases or use a service again (Haryanto & Wulandari, 2022). A high purchase intention leads to a completed sale, whereas a low purchase intention discourages the consumer from making a purchase. This idea can be a valuable tool for advertisers to predict future consumer purchasing patterns. Furthermore, it enables advertisers to

determine the most effective promotional strategies for achieving long-term customer retention and engagement (Isip & Lacap, 2021). According to Yu and Zheng (2022), purchase intention pertains to a consumer's subjective inclination to acquire particular products or services (Hasan & Rahman, 2023).

The consistent manifestation of purchase intention over time indicates the inclination of consumers to engage in repeat purchases. The journal also highlights that repurchase behaviour is driven by customers' confidence in their satisfaction with the desired product or service. Thus, one could postulate that a positive correlation exists between brand loyalty and purchase intention (Allen et al., 2022; Sadli & Bartoli, 2018). Consumer purchasing behaviour is influenced by multiple factors like the attributes, features, durability, image, and price of a brand. Gilovich and Gallo (2020) found that a consumer's past purchasing experience has a long-lasting impact on their mind-set. As stated by Laksamana (2018), the intention to make a purchase has an impact on brand loyalty. According to Gogoi (2020) and Duan et al. (2023) conducted a study that empirically supported a strong correlation between purchase intention and customer loyalty. It is therefore hypothesized that.

H1: Purchase intention has significant effect on loyalty of customers.

2.2 Cultural Sensitivity: Relationship with Purchase Intention

Culture comprises an assemblage of notions, standards, customs, legislation, ideas, norms, and behaviours that humans acquire over time (Tektigul et al., 2023). The pervasive influence of globalisation is evident in multiple areas of society, including business practices such as advertising, free trade policies, brand effectiveness, localization and standardisation strategies, international negotiations, business relationships, global business management, consumer behaviour, and international marketing (Guan et al., 2022). According to Griffith et al. (2010) cultural sensitivity involves more than just having knowledge about various cultures. It entails recognising that culture significantly impacts individuals' healthcare-seeking behaviours. Cultural sensitivity is characterised by recognising the presence of cultural differences and similarities among individuals without assigning any preconceived judgements or evaluations, such as positive or negative, superior or inferior, right or wrong. Cultural sensitivity involves understanding cultural nuances and their influence on human interaction, promoting inclusivity, and respecting diverse perspectives (Haq et al., 2021). Community members have different experiences and form different viewpoints on the values and norms of cultures different from their own. Interactions between individuals from different cultures can reduce prejudice towards dissimilarities, as individuals

have the opportunity to engage with and understand people from other cultures (Lantz-Deaton, 2017). This attribute reflects their cultural sensitivity, indicating their Developing an appreciation for diverse cultural values and fostering a deeper understanding of different cultures (Sreen et al., 2018). Global products need to accommodate cultural variations, while local products are typically considered more in line with the culture of a specific country (TM Nguyen & Dinh Nguyen, 2014). Consumers from various cultural backgrounds, with varying attitudes, perceptions, tastes, preferences, and values, often avoid buying foreign products (Suh & Kwon, 2002). Consumers often prefer domestic products due to the positive perception associated with their purchase (Maison & Maliszewski, 2016). Consumer ethnocentrism has been discovered to have a significant impact in influencing consumers to choose domestic products (Quang et al., 2017). Individuals with high cultural sensitivity typically acknowledge and appreciate the differences between their own cultural background and that of others (Moradi & Ghabanchi, 2019). They possess a willingness to learn from, find pleasure in the presence of, and display decreased anxiety towards individuals from various cultural backgrounds. Consumers with higher cultural sensitivity tend to evaluate foreign products more favourably than those with lower cultural sensitivity. Ramadania et al. (2023) found that cultural sensitivity has a significant impact on consumers' purchasing intentions towards domestic brands. There is a correlation between cultural sensitivity and customers' purchasing intentions, hence this is hypothesized.

H2: Cultural Sensitivity has significant effect on Purchase intention.

H3: Purchase intention is mediator between Cultural Sensitivity and Customer loyalty.

2.3 Cultural Identity: Relationship with Purchase Intention

Cultural identity refers to the feeling of affiliation and inclusion within a specific group, encompassing an individual's self-perception and external perceptions. Religion, nationality, ethnicity, generation, locality, and social class are a few of the factors that affect it. Any social group possesses unique cultural characteristics. Moradi and Ghabanchi (2019) argue that cultural identity is evident when individuals acknowledge and respect local traditions and customs. Identity, in this context, refers to the connection between a subject and an object. The inclusion of cultural elements, such as concepts and customs, in the object of identity formation contributes to the development of cultural identity (Sun & Choi, 2023; G. Zhang et al., 2020). Tian et al. (2023) conducted a study on preserving and celebrating the intangible cultural heritage Shaanxi province. In summary, the study found

that increasing the intangible aspects of cultural and creative products, such as their hedonic value, practical utility, and sales efficacy, has a significant influence on consumers' inclination to make a purchase and their subsequent purchasing patterns. Ling et al. (2018) emphasised the favourable impact of cultural identity on the purchasing choices made for intangible cultural heritage products. Consumers who possess a well-developed cultural consciousness are highly motivated to purchase these products. This motivation further intensifies as their level of knowledge increases. Culture encompasses various aspects, such as clothing, music, literature, and consumer goods, which collectively represent its contents. The cultural elements present in consumer goods can satisfy consumers' desires and enjoyment while also influencing their desire to make a purchase (Tajuddin, 2018). Su et al. (2023) emphasised the significance of socio-demographic and social factors, individual experience in consuming personal cultural products, and influences from others in shaping an individual's decision to purchase one or two high-value items over a prolonged duration. Su et al. (2023) highlights the complex factors that influence individual choices in cultural product consumption. A favourable perception of one's national culture can impact consumer behaviour. It is expected that a strong cultural identity will lead to a preference for domestic brands over imports, which is likely to influence actual purchasing behaviour.

Consumers who strongly identify with a particular culture tend to have a genuine belief in and preference for products or brands that are in line with their cultural heritage. Wang et al. (2023) argue that the Theory of Planned Behaviour incorporates cultural identity, moral norms, emotional values, and other factors. Incorporating traditional cultural symbols into product design not only adds distinct cultural traits to the products but also strengthens consumers' emotional attachment and cultural identification. According to Sulhaini et al. (2022), research suggests that people generally prefer domestic brands over foreign products and display a bias against the latter when making purchasing decisions. This inclination is especially evident when their social group faces external threats. The identity of the consumer has a big impact on their purchasing intentions. When shoppers have a strong cultural identity, they tend to genuinely embrace and prefer items that align with their cultural identity. A favourable representation of one's national culture significantly influences purchasing intentions and buying behaviour. Cultural identity is expected to influence the preference for local brands over imported ones (Khan & Ahmad-ur-Rehman, 2022). This demonstrates that cultural identity influences consumers' inclination to buy specific brands. This can be assumed as:

H4: Purchase intention is significantly impacted by cultural identity.

H5: Purchase intention is mediator between Cultural Identity and

Customer loyalty.

2.4 Social Media Usage: Relationship with Purchase Intention

Utilisation of social media platforms constitutes social media usage to effectively engage users on an emotional level. Lim and Goh (2019) identified sociability, usability, dependence, and involvement as defining characteristics. Online communities facilitate the formation of groups based on common perspectives and interests (Permatasari & Kuswadi, 2017). Platforms for social media, including Facebook, Twitter, and YouTube facilitate the development of online connections and empower consumers by giving them a platform to express their opinions. Companies utilise social media platforms to enhance brand recognition, interact with current customers, direct traffic to various marketing channels, and broaden their audience. Social media platforms enable unrestricted information exchange and facilitate interactive communication. This has implications for business interactions with their target market and influences various stages of the the decision-making process involves various stages, such as interpreting messages, exploring alternatives, and observing post-purchase behaviours. The impact of social media on consumer purchasing choices is significant due to its ability to provide information regarding the value and quality of products (Shi & Ismail, 2021). A social media profile can attract individuals, generate interest in a particular product or service, and ultimately influence their decision to make a purchase. Social media platforms are acknowledged for their efficacy in emotionally motivating customers, influencing their purchasing intentions, and shaping their behaviour (Isip & Lacap, 2021). The rise of social media has revolutionised business-customer interactions, leading businesses to adopt one or two platforms for public relations and customer communication. According to Ashley and Tuten (2015), branded social campaigns provide multiple opportunities for ongoing communication between customers and the brand story throughout the day (Alnsour & Tayeh, 2019). This can enhance brand-customer interaction, encourage online users to effectively interact with social media content and assist managers in recognising recurring patterns in customer feedback. Social media networks enable the sharing of feedback, evaluations, and information among individuals. Bong Ko and Jin (2017) argues that fostering trust and addressing fears can lead to an increased willingness to purchase a company's products. Consumers typically assess researching and analysing the desired product or service before making a purchase (Majeed et al., 2021). Businesses employ a customer-centric approach to establish a social network and effectively engage with their entire target market, with the aim of influencing individuals to make purchases of their products. According to McClure and Seock (2020) and Hu and Zhu (2022), the use of social media greatly

influences consumers' purchasing decisions.

H6: Use of social media has a substantial impact on purchase intention.

H7: Purchase intention is mediator between Social Media Usage and Customer loyalty.

2.5 Confucian Cultures Relationship with Purchase Intention

Confucianism significantly influences consumer behaviour in East Asia. The significant drivers behind rapid technological advancements have been identified as key aspects of Confucian culture, including strong leadership, moderation, fostering familial work relationships, cooperation, and diligence (Han & Hovav, 2019). The impact of these values is contingent upon multiple factors like religion, educational level, and type of education. These factors can moderate the degree to which Confucian values influence consumer behaviour, particularly in multicultural environments such as Singapore. Confucianism's influence on Chinese consumers and their purchasing behaviour, particularly in the context of family decision-making, remains significant (Tao & Chao, 2023). While culture can both foster a sense of shared behaviour among individuals and erect barriers between them. Culture is a key factor in promoting innovation as it influences how people think and act. Confucian culture has a notable impact on China's economic landscape through its influence on human cognition and behaviour (Chen et al., 2022).

H8: Confucian cultures moderate the relationship between purchase intention and customer loyalty.

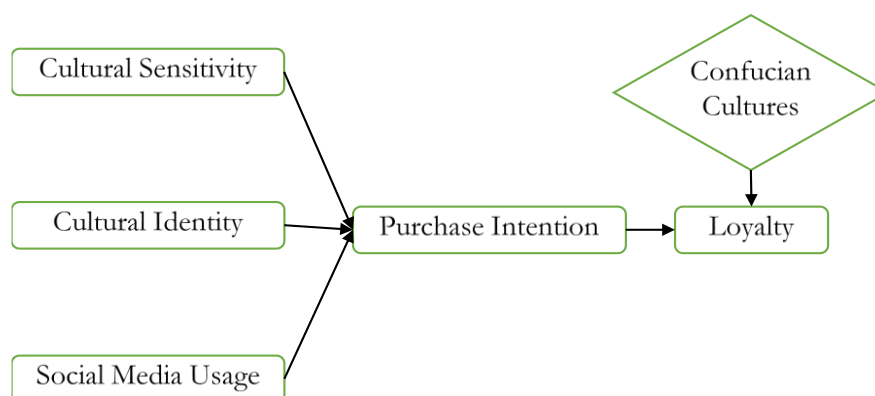


Figure 1: Framework.

3. METHODOLOGY

3.1 Purpose of the Research

This research aims to analyse purchase intention and the relationship between cultural sensitivity, cultural identity, social media usage, and

customer loyalty. This study also investigates how Confucian cultures moderate the Purchase intention relationship and loyalty. A field survey was designed to accomplish this objective.

3.2 Sample and Data Collection

A survey instrument was utilised to gather data for this research. A meticulously designed instrument with strong reliability and validity was utilised. This study focused on telecom customers as the unit of analysis in Saudi Arabia. The researcher conducted visits to various outlets in Saudi Arabia at different times to gain insights into the behaviour and opinions of customers. The researcher conducted interactive sessions with customers to clarify the objectives and purpose of the study. The researcher maintained the data confidentiality and clarified that the data would be exclusively used for academic purposes. After acquiring consent, the researcher administered the questionnaire. The researchers used a straightforward method to choose the participants. This sampling technique is a form of probability sampling that is particularly advantageous in behavioural research. The researchers obtained contact information from the participants and distributed 400 questionnaires to them electronically. The questionnaire was divided into two main sections. In the first section, you will find the respondent's demographic information, while the second section includes the measurement items for the study's variable. The researcher received 290 questionnaires, which accounted for over 50% of the total responses and were deemed satisfactory.

3.3 Measures

Data for the present study was collected using a research questionnaire. A survey-based methodology was employed. Previous studies utilised a comprehensive questionnaire that demonstrated strong reliability and validity. Cultural sensitivity was assessed using a five-item scale with a five-point response format. The Likert scale demonstrates strong reliability and validity. Previous studies have utilised a four-item scale to assess social media usage, which has demonstrated high validity and reliability. The scale employs a five-point rating system. The Likert scale was employed to document the participants' responses. Cultural identity, purchase intention, and Confucian culture were assessed using scales consisting of five, six, and six items, respectively. Loyalty was assessed using a six-item scale. All items within the construct demonstrate high levels of reliability and validity. There are five key points. The Likert scale is used to record respondents' responses. The scale goes from 1 (disagree) to 5 (agree).

3.4 Screening and Cleaning of Data

For effective data analysis, it is important to screen and clean the data before use. The researcher performed missing value analysis and utilised the averaging method to replace missing data. Questionnaires with blank responses exceeding 90% or containing repetitive responses were excluded from the analysis. The researcher conducted an extreme value analysis and eliminated outliers to assess the data's symmetry. After conducting data screening and cleaning procedures, the researcher identified 290 responses that were deemed appropriate for analysis.

4. DATA ANALYSIS

An analysis of the data was conducted using SPSS software, followed by a subsequent examination of the measurement model.

4.1 Demographics

Analysing the demographics of respondents is important to thoroughly grasp their behaviour in order to gain a complete understanding and the underlying mechanisms at play. The researcher started off by conducting the demographic analysis. The survey results showed that 65.5% of the participants identified themselves as male, while 34.5% identified as female. A significant majority of respondents, specifically 51.7%, were between the ages of 21 and 31. Out of the total respondents, 34.5% were between the ages of 31 and 41, while 13.8% were older than 41. Regarding the educational background of the respondents, 55.2% held undergraduate degrees, 31% had graduated, and 13.8% had completed postgraduate studies.

Table 1: Demographics.

Variable	Groups	Frequency	%Age
Gender	Male	190	65.5 %
	Female	100	34.5%
Age	21–31 years	150	51.7%
	31– 41 years	100	34.5%
	> 41 years	40	13.8%
Education	Undergraduate	160	55.2%
	Graduate	90	31.0%
	Postgraduate	40	13.8%

4.2 Correlation

Testing the correlation between variables is significant. It provides guidance on whether to continue or discontinue the analysis. Establishing a substantial correlation between the independent and dependent variables

holds considerable significance.

Table 2: Mean and SD.

	Mean	SD	1	2	3	4	5	6
CS	3.25	1.28	1					
CI	3.61	1.65	0.19**	1				
SM	3.38	1.68	0.28**	0.27**	1			
PI	3.72	1.17	0.17**	0.29**	0.21**	1		
CC	3.09	1.57	0.25**	0.18**	0.38**	0.28**	1	
LY	3.54	1.38	0.36**	0.39**	0.11**	0.22**	0.21**	1

4.3 Factor loadings

The selected variables in our study have factor loadings and reliabilities exceeding 0.70. Therefore, data is fit for further analysis.

Table 3: Factor Loading.

Measure	CS	CI	SM	PI	CC	LY
Cultural sensitivity						
CS1	0.84					
CS2	0.72					
CS3	0.73					
CS4	0.86					
CS5	0.74					
Cultural Identity						
CI1		0.71				
CI2		0.82				
CI3		0.72				
CI4		0.78				
CI5		0.71				
Social Media Usage						
SM1			0.72			
SM2			0.77			
SM3			0.74			
SM4			0.79			
Purchase Intention						
PI1				0.87		
PI2				0.72		
PI3				0.81		
PI4				0.73		
PI5				0.78		
Confucian Culture						
CC1					0.71	
CC2					0.85	
CC3					0.87	
CC4					0.79	
CC5					0.71	
CC6					0.88	
Customer Loyalty						
Ly1						0.71
Ly2						0.76
Ly3						0.72
Ly4						0.79
Ly5						0.89

4.4 Model testing

In SPSS stepwise regression was done for the testing of hypothesized

mediational model.

Table 4: Direct Results.

	Independent Variable	Dependent Variable	Standardized β	Sig	Adjust R2	T value
1	Cultural Sensitivity	Purchase Intention	0.56	0.000	0.23	6.73
	Cultural Identity		0.38	0.000	0.21	7.21
	Social Media Usage		0.43	0.000	0.29	5.32
2	Purchase Intention	Loyalty	0.29	0.000	0.34	8.70

Table 5: Mediation Results.

	Independent Variable	Mediator	Dependent Variable	Standardized β	Sig	T value
3	Cultural Sensitivity	Purchase Intention	Loyalty	0.16	0.000	3.26
	Cultural Identity			0.11	0.000	5.45
	Social Media Usage			0.12	0.000	7.51

Based on the data presented in the table, it is evident that there is a strong correlation between cultural sensitivity and purchase intention ($\beta = 0.56$; $P = 0.00$). The influence of cultural identity on purchase intention is quite substantial ($\beta = 0.38$; $P = 0.000$). Social media has a notable influence on purchase intention, with a positive impact ($\beta = 0.43$; $P = 0.000$). Purchase intention has a strong positive influence on customer loyalty ($\beta = 0.29$; $P = 0.000$). Loyalty serves as an important factor that influences the connection between cultural sensitivity and loyalty ($\beta = 0.16$; $P = 0.000$). Loyalty serves as a key variable that influences the connection between cultural identity and loyalty ($\beta = 0.11$; $P = 0.000$). Loyalty plays a crucial role in the connection between social media usage and loyalty ($\beta = 0.12$; $P = 0.000$).

Table 6: Moderation.

Relationship	Coefficient	St.Error	T-statistics
CC*PI-----LY	0.19	2.84	3.64

Confucian culture positively significantly moderates the effect of purchase intention and loyalty.

4.5 Mod Graph

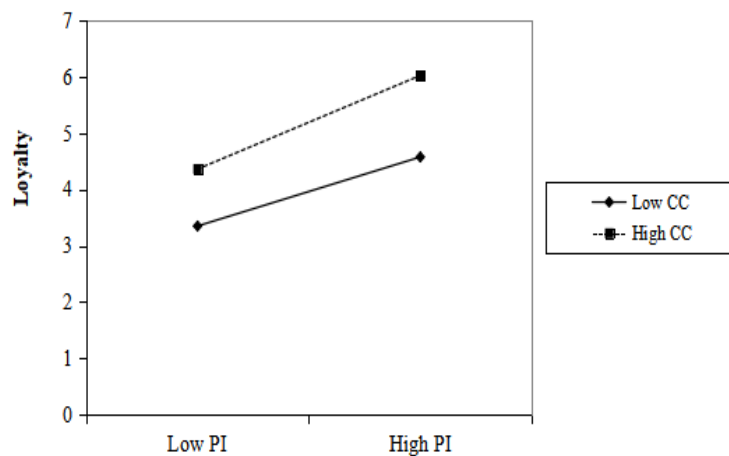


Figure 2

5. DISCUSSION

Loyalty behaviour encompasses various factors such as customer culture, price sensitivity, purchase intentions, word-of-mouth, and complaining behaviour. Customer loyalty is fostered through customer interactions with service providers at various touchpoints. A strong correlation exists between customer loyalty and the quality of their experience. This relationship has prompted numerous businesses to invest in digital technology to surpass customer expectations at all points of interaction. This study aims to examine the influence of purchase intention, cultural identity, cultural sensitivity, and social media on customer loyalty towards telecom products in the Kingdom of Saudi Arabia (KSA). This study also investigated the moderating role of Confucian culture as well as its mediation of purchase intention.

The study's findings indicate that customers' cultural sensitivity has a significant positive impact on their inclination to make a purchase. The study's findings indicate that the respondents demonstrate cultural sensitivity and adherence to cultural values. This also highlights the significance of cultural considerations in relation to telecommunications products. One possible explanation for this outcome is that customers exhibit a greater willingness to adapt to their surroundings. They possess a cultural inclination to embrace international brands within their country. These customers also engage in events outside of their local culture. The study demonstrates adaptability among the respondents. They also hold the belief that products from foreign cultures do not pose a threat to their local culture. Their local cultural values and beliefs are highly influential. The international products will be received with a welcoming attitude, and decisions regarding their acceptance will be based on their merits. The study participants expressed a positive reception towards the products and information originating from new or foreign cultures. The research respondents perceive the culture of people worldwide to be uniform. Ramadania *et al.* (2023) also reported similar findings in their study.

Similarly, the study findings indicate a strong correlation between cultural identity and purchase intention. The cultural identity of customers in the telecom sector in KSA is highly robust. These customers have invested significant time and effort in acquiring knowledge and appreciating the local culture. Hence, they possess a profound comprehension of their own cultural heritage. Likewise, when seeking information about a new product, these respondents allocate time to comprehend its historical background and associated services. The new firm considers the cultural background of the company operating it.

Additionally, they obtain personal information associated with the products and services connected to the product. The findings suggest that the cultural identity of customers significantly influences their choices and lifestyles. The telecom products used by customers in KSA are likely to align with their cultural values. Customers have expressed a desire to purchase these products due to their alignment with cultural values.

Alternatively, the telecom brand may have demonstrated cultural sensitivity in their marketing endeavours. The marketing campaign's success in cultivating customer trust is attributed to its sensitivity to cultural factors. Consequently, the purchase intention of the specific customer segment experiences a positive impact. The communication style of telecom brand marketers is a significant factor influencing customer decision-making. Telecom brands align their communication mode and style with the cultural identity of their customers. Telecommunication companies may have integrated cultural values into their decision-making processes regarding product and service strategies. These findings align with the results reported by Khan and Ahmad-ur-Rehman (2022).

cultures play a role in moderating the relationship between customer purchase intention and customer loyalty. Confucian cultures significantly contribute to fostering positive customer relationships. This culture places significant importance on loyalty. Therefore, the primary objective of organisations is to cultivate enduring relationships with customers. As a result, customers are more inclined to purchase from brands with which they have established a strong relationship. However, the principles of Confucian cultures greatly influence the development of relationships and foster positive customer perception. The primary focus of Confucian cultures is to cultivate emotional connections with customers. The presence of strong feelings between customers and organisations can potentially influence the correlation between purchase intention and loyalty.

In a recent study conducted by Majeed et al. (2021), it was discovered that social media plays a crucial role in influencing customer purchase intention. Social media plays a vital role as an influencer in contemporary society. Social media enables the convenient sharing of information among individuals and their acquaintances. Spreading positive electronic word-of-mouth (E-WOM) through social media is highly accessible. Social media tools facilitate the accessibility and transmission of information. Individuals worldwide utilise several social media platforms including Facebook, Instagram, and others, to conveniently obtain information pertaining to telecommunications companies. Consequently, the intention to purchase

telecommunications products is formed. Purchase intention positively and significantly affects customer loyalty. When a customer intends to use a product, it is highly probable that they will proceed with purchasing it. Customers who have a positive experience when purchasing a product are more likely to make future purchases. Additionally, customers of this nature are likely to promote and advocate for the products through positive word-of-mouth Laksamana (2018) reported similar findings in their study.

6. CONCLUSION, LIMITATIONS, AND IMPLICATIONS

The objective of this study was to examine the influence of cultural factors and social media on purchase intention and customer loyalty. The study was conducted in the telecommunications sector of Saudi Arabia. The viability of telecommunications companies' worldwide hinges on customer retention. Customer retention is crucial for enhancing organisational revenue and reducing the expenses associated with acquiring new customers. To cultivate customer retention and foster loyalty, organisations should prioritise understanding and addressing the cultural factors that influence their customers. Due to the collective nature of Saudi Arabian culture, potential customers residing in the country are highly attuned to cultural sensitivities. They also demonstrate respect for foreign products and services. However, it is important for these products to be in accordance with the cultural values of Saudi Arabia. Cultural identity significantly influences customer purchasing behaviour. Confucian cultures have the potential to enhance the connection between purchase intention and loyalty. Cultural attention increases the likelihood of customer intention being converted into customer loyalty. Customer loyalty is crucial for enhancing an organization's revenue and profitability. The effective utilisation of social media is crucial when considering the development of intentions. Effectively utilising social media is crucial due to its widespread usage among individuals worldwide.

This research, like other studies, has certain limitations. The current study employs a cross-sectional approach to research and employs quantitative research methods. Future studies may employ a longitudinal research design to conduct a comprehensive analysis and collection of data. Future studies may utilise a qualitative methodology to collect comprehensive insights from customers. The R-squared value of the study indicates the possibility of incorporating additional variables to further enhance the impact of the

independent variables. Further research has the potential to strengthen the explanatory capacity of their study by incorporating independent variables (IVs) that pertain to sensory marketing and technology. The study was conducted in the telecommunications sector of Saudi Arabia. Future studies can also explore similar research in the field of education. This study employed SPSS for data analysis. It would be intriguing to conduct a similar analysis using the Proves macro approach, an advanced form of SPSS.

The latest research has made substantial contributions in both theoretical and practical domains. This study is among the limited number of research endeavours that has incorporated both cultural factors and technological variables as independent variables within a single framework. This study is one of the few that has incorporated culture as a moderator in the second phase of the framework. This study offers managerial guidelines for the telecommunications sector in Saudi Arabia, aiming to enhance revenue and profitability.

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VARIABLES & ITEMS

Variable	Items	References
Confucian Culture	An individual's behavior should match his/her status.	(J. Zhang et al., 2020)
	An individual's clothing should match his/her status.	
	I will not tell my family when I lose reputation.	
	I do not like to be blamed at work.	
	I believe the teacher's instruction is very important.	
Customer Loyalty	I will mainly consider the advice of the people around me when I am making purchasing decisions.	(Almansour et al., 2019)
	I consider the product is my first choice to meet my needs.	
	I have firm desire to continue my purchase from current organization.	
	I defend the policies of current organization.	
	I enjoy the comfort and reception from my current organization employees.	
Purchase intention	I will not think to move toward another organization of whatever the competitor offer.	(Pan et al., 2013)
	The likelihood of purchasing this product is: (very low to very high)	
	If I were going to buy this product, I would consider buying this model at the price shown (strongly disagree to strongly agree)	
	At the price shown, I would consider buying the product (strongly disagree to strongly agree)	
	The probability that I would consider buying the product is: (very low to very high)	
Cultural Sensitivity	My willingness to buy the product is: (very low to very high)	(Ramadania et al., 2023)
	I enjoy participating in cultural events that are different from Indonesian culture.	
	I believe that the influence of foreign cultures does not threaten any Indonesian culture.	
	In my opinion, people coming from different cultures do not have to be separated from each other.	
	In my opinion, people in this world naturally have the same culture.	
	I enjoy learning about different cultures.	

Cultural Identity	I spend a lot of time learning to understand traditional culture (history, philosophy, language, art, folklore, etc.).	(Zong et al., 2023)
	I did not spend much time to understand my cultural background (physical culture such as food, architecture, etc., and spiritual culture such as language, customs, etc., which influence physical and mental development and personality formation).	
	I am well aware of the influence of traditional culture on my life (clothing, food, housing, transportation, etc.).	
	I spend a lot of time sharing and discussing traditional culture with others.	
	I like to spend time learning about other cultures (such as Japanese and Korean, European and American cultures, etc.).	
Social Media Usage	Social media is part of my everyday activity.	(Ostic et al., 2021)
	Social media has become part of my daily routine.	
	I feel out of touch when I have not logged onto social media for a while.	
	I would be sorry if social media shut down.	
