

**EFFECT OF SOCIAL MEDIA MARKETNG ON CUSTOMER'
ONLINE PURCHASE INTNETION: AN EMPERICAL STUD IN
PAKSITAN**

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PURCHASE INTNETION: AN EMPERICAL STUD IN PAKSITAN

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ABSTRACT

Over the last several years, social media has been more popular, and it has emerged as the most important instrument for activities such as social networking, content sharing, and internet access. A wide variety of possibilities for businesses such as internet marketing to thrive are made possible by the reliability, consistency, and instantaneous nature of social media platforms. Social Media Marketing (SMM) is a phrase that describes marketing activities that take place on social media platforms such as Facebook, Twitter and Instagram. Now, businesses can reach out to targeted consumers in a more straightforward, effective, and time-efficient manner.

With the increasing use of social media, companies are changing the way they engage with their consumers and prospects. It was because of this event that the need for this thesis arose, which will examine in more depth the effect of social media marketing actions and efforts on customers' online purchase intentions. Specific to Pakistan's ready-to-wear fashion sector, the goal of this study is to determine the effect of social media marketing activities and efforts on purchase intention in an industry where online trust is greatly required. Various marketing actions and initiatives have been described in the literature as a result of previous research studies that have shown the effectiveness of social media marketing.

To conduct an empirical evaluation of the effects of social media marketing activities and efforts on purchase intention, this study conducted a questionnaire survey on 260 social media users for data analysis. According to the findings of this study, two factors: having an entertaining content as a social media marketing effort and electronic word of mouth have a favorable but small impact on customer purchase intention. Other three factors; being interactive, trendy and customization have a positive effect on customer purchase intention. People often become fans of a specific brand when they are considering purchasing its goods or when they have had a positive personal encounter

with a particular product or brand. Research found that customers become fans or followers of a company when they truly enjoy its goods or the brand as a whole, and they want to be a part of the community in which that brand is headquartered. The followers are mostly individuals who have previously consumed and used the brand's goods or services, making it easier for the business to interact with them. If the company's marketers, customer service representatives, stores, and other employees provide excellent service to these clients, the connection with them may be lengthy and solid, and the consumers can become very loyal to the brand. Also shown is that online trust is proven to be a moderating variable between social media marketing activities and efforts, as well as online purchase intention.

Key Words: Social Media Marketing, Purchase Intention, Online Trust, Pakistan, Ready to Wear Fashion Industry

SOSYAL MEDYA PAZARLAMASININ MÜŞTERİLERİN ÇEVİRİMİÇİ SATIN ALMA NİYETİ ÜZERİNE ETKİSİ: PAKSİTAN'DA AMPİRİK BİR ARAŞTIRMA

ÖZET

Son yıllarda yaygınlaşan sosyal medya, sosyal ağ oluşturma, içerik paylaşımı ve internete erişim faaliyetleri için en önemli araçtır. Sosyal medya platformları, güvenilir, tutarlı ve güncel bilgiye sahip olabilmeleri nedeniyle, internet pazarlamacılığı gibi unsurlarda şirketlerin gelişmesi için çok çeşitli fırsatlar sunar. Sosyal medya pazarlaması, Facebook, Twitter and Instagram gibi sosyal medya platformlarında gerçekleşen pazarlamayı tanımlamak için kullanılan terimdir. Şirketler sosyal medya kanalları ile birlikte, artık hedeflenen müşterilere daha basit, etkili ve çok hızlı bir şekilde ulaşabilir. Sosyal medya kullanımının artışı, işletmelerin müşterileriyle iletişim kurma şeklini değiştirdi. Bu durum, sosyal medya pazarlama faaliyetlerinin ve çabalarının müşterinin çevrimiçi satın alma niyeti üzerindeki etkisini daha derinlemesine araştırarak olan bu tezin gerekliliğini doğurmuştur. Bu araştırmanın amacı, çevrimiçi güveni sağlamanın çok elzem olduğu Pakistan'ın hazır giyim moda endüstrisi özelinde, sosyal medya pazarlama faaliyetlerinin ve çabalarının satın alma niyeti üzerindeki etkisini incelemektir. Literatürde, sosyal medya pazarlamasının müşterilerin satın alma niyetine etkisini ölçen ve çeşitli pazarlama faaliyetleri ve çabalarından bahsedilen araştırmalar bulunmaktadır. Bu araştırma kapsamında, sosyal medya pazarlama faaliyetlerinin ve çabalarının satın alma niyeti üzerindeki etkilerini ampirik olarak değerlendirmek için 260 sosyal medya kullanıcılarına anket uygulanmıştır. Araştırma bulguları iki faktörün, müşterinin bakış açısına göre sosyal medya pazarlamasının eğlenceli içerikli oluşu ve elektronik ağızdan ağıza pazarlamanın tüketici satın alma niyeti üzerinde olumlu ancak az bir etkiye sahip olduğunu göstermektedir. Diğer üç değişken olan, etkileşimli, moda uygun ve kişiselleştirilmiş sosyal medya pazarlamasının, tüketici satın alma niyetine etkisinin olumlu olduğu tespit edilmiştir. İnsanlar genellikle belirli bir markanın ürünlerini satın almayı düşündüklerinde veya bir ürün veya markayla kişisel bir deneyim yaşadıkten sonra hayranı olurlar. Bu çalışmanın bulgusu, insanların bir markanın ürünlerini veya

markasını gerçekten sevmeleri ve çevredeki topluluğun bir parçası olmak istemeleri durumunda bir markanın hayranı veya takipçisi haline geldiğini göstermektedir. Bu nedenle, takipçiler ağırlıklı olarak markanın ürün veya hizmetlerini zaten tüketen ve kullananlardır ve bu nedenle şirket onlarla kolayca etkileşim içinde olur ve iletişim kurabilir. Bu tür müşterilerle olan ilişki uzun ve istikrarlı olabilir ve bu tüketiciler, markanın pazarlamacıları, müşteri hizmetleri, mağazaları vb. tarafından iyi bakılması koşuluyla o markaya çok sadık olabilirler. Ayrıca, çevrimiçi güven faktörü; sosyal medya pazarlama faaliyetleri ve çabaları ile çevrimiçi satın alma niyeti arasında düzenleyici bir değişken olarak bulunmuştur.

Anahtar Kelimeler: Sosyal Medya Pazarlaması, Satın Alma Niyeti, Online Güven, Pakistan, Hazır Giyim Moda Endüstrisi

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DEDICATION

Dedicated to my beloved parents, Sardar Mahmood Akhter and Ishrat Mahmood, who relentlessly encouraged me to strive for excellence.

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CHAPTER 1

INTRODUCTION

This thesis aims to understand the effect of social media marketing on the online purchase intention of the consumers. To reach this aim, the main problem statement, research questions and objectives as well as the research gap will be provided in this chapter.

1.1 Background

Over the past decade, digital advances have fundamentally altered the manner in which consumers communicate their purchasing intentions to one another, the way in which they discover and exchange information about goods, and the way in which they buy and consume products. The internet has become a significant source of information that allows customers to make better informed decisions throughout their buying experience (Valerio, 2014). In addition, new media platforms like as Facebook, YouTube, Google, and Twitter have empowered consumers to take a more active part in the market as actors, allowing them to reach and (be reached by) everyone, from anywhere and at any time (Henning-Thurau et. al, 2010). Social media is often seen as an excellent environment for the development of communities (Habibi, Laroche, and Richard, 2014), which allow users and businesses to interact while also facilitating the accessibility of information to the general public (Colliander and Dahlén, 2011). Social media has slowly but steadily become a part of our everyday life.

Dynamic social media platforms such as Facebook, Twitter, and YouTube allow people to connect online in a variety of ways (Golden, 2011). It is a very inexpensive

type of marketing that enables businesses to communicate with their customers and customers with one another (Kaplan and Haenlein, 2010). Because customers have access to a greater number of options, and social media marketing plays a big part in a company's strategy, consumers and brands have a greater influence on the organization's strategy than they previously had (Lindermann, 2004; Mayfield, 2008). The presence of a brand influences consumer decision. Customers have an effect on other customers. Repurchases have a chain reaction effect on future profits and the long-term viability of the company (Oliveira and Sullivan, 2003).

Most Americans aged 12 and above (51 percent) use Facebook, and they spend an average of 6 hours 35 minutes each month on the site. 80% of the social media population in the U.S. said that Facebook is their favorite network for establishing connections with businesses (Zastrow, 2013). More and more customers are moving to Facebook, whereas official websites see reduced consumer traffic due to numerous factors (Neff, 2010; Zastrow, 2013). When information surfaces on the social network via personal connections and individuals the user has chosen to trust, people will read, share, and generally interact with it (Zastrow, 2013). These social connections help to increase the number of customers that marketers can attract (Delo, 2013).

As interest in building communities was driven by the ability to do so, and as the discussion about marketing strategy and advertising has become, therefore, incomplete without taking into consideration the use of social media, social media marketing has emerged as a marketing tool that needs to be thought about. Marketers in the previous year expected social media to be more significant than they thought it would be. For every 92% of marketers, social networking is a must for their companies in 2014. 89% of marketers want to discover the most effective strategies and then identify the finest methods for communicating with their audience through social media (Stelzner, 2014). (Kozinets, 1999). In order to understand what consumers want, brands began to track their customers' social media activity. Today, businesses have to compete by staying in touch with consumers in real-time. Companies are no longer in control of the brand discussion, and people now use the internet to shape their identity (Rumsey and Saunter, 2013). The businesses are looking to learn more about their consumers' motivations

when it comes to online activity in order to then use their influence on the way that their customers communicate on social media (Wolny and Mueller, 2013).

Advertising, fulfilling particular consumer requirements, connecting a certain kind of image with a product, discovering and closing a gap that rivals have not discovered, and aggressive communication and pricing tactics are all effective ways to build brands (Burger, 2009). Historically, economic recessions have been periods of high concern; thus, it has been critical for businesses to retain honest, open lines of communication and a strong reputation in the most cost-effective manner when they are faced with adversity (Economic Intelligence Unit, 2009). To guarantee that customers feel brand orientation and product orientation, social media marketing offers communication possibilities and necessitates innovative and unorthodox thinking (Kaplan and Haenlein, 2010; Kweskin, 2007). (Xiaofen and Yiling, 2009). It is critical for company strategy to embrace this new era of social participation and digital communication. As companies grow more internationally competitive, it is critical for marketing strategy to seek more creative and appealing options for attracting bigger pools of consumers in order to maintain or increase market share (Rockendorf, 2011).

Social media brand pages were used as part of the marketing of many fashion companies, including fashion clothing and retail firms. They often use a similar strategy when trying to get customers: They set up a “like” page that customers may join if they click the “like” button. Michaelidou et al. (2011) discovered that businesses using social media to advertise utilize promotion announcements, new collections, events, and promos. Fashion companies may benefit from a Facebook brand page in a variety of ways. It helps them boost brand recognition by holding different promotional events and using Facebook to gather comments and reviews about their goods (Indvik, 2010; Pagani et al., 2011). Useful insights such as the quality of goods and services, the content of the brand pages, and the data from consumers' perspectives are provided (Harris & Rae, 2009). Victoria's Secret was rated 18 in the top 50 Facebook pages in all categories, and as a fashion brand, it was the number one on the list (Tobin, 2013). An example of a business that utilizes its Facebook brand page successfully is Victoria's Secret. Through utilizing these methods, they can let consumers connect and debate new product lines,

share relevant pictures, and distribute the promotional campaigns and events to 22 million followers (Facebook.com, 2012; Tobin, 2013).

However, although academics and brand marketers agree that a company's reaction plan is important, there is very little data that recommends suitable response tactics for businesses, particularly on social media platforms. Because of this, the purpose of this research is to examine consumer purchasing intentions toward fashion companies on social media sites, with a particular emphasis on the impact of social media on brand trust and purchasing intentions.

1.2 Research Gap

There is a void in the research on the impact of Social Networking Sites on purchasing intentions. While individual aspects of social media have gotten a great deal of attention, there is currently no complete model that explains the overall impact of social media variables on purchase intentions in general. What is lacking from a complete model that explains the impact of social media in its totality on purchase intentions and user behavior in general? What is the missing piece of the puzzle? In the literature, studies are very limited targeting the Fashion Brands of Pakistan that evaluates the impact of social media marketing. As an observation to the Pakistani market, customers have less trust on online sites, because there is risk of product piracy that impact the customer attitude. So far, only single aspects of social media have been influencing purchase intentions.

1.3 Problem Statement

Most research conducted to investigate the effectiveness of social media marketing pertain to the overall influence on consumer satisfaction or behavior (Sano, 2015). More recent studies like Tatar and Burçin (2016) include aspects of social media marketing research linked to trust and loyalty as components of brand equity. Though research in this area are relatively scarce, Yadav and Zillur (2018) examined the usage of social media in customer loyalty strategies. While most studies did not focus on the impact of social media marketing efforts on customer equity and purchase intention within the

context of the hotel sector, a small number of studies investigated this issue. Moreover, Holehonnur Raymond, Hopkins and Fine (2009) have not gone further to discover which drivers have the most influence and which form of equity has the greatest impact on purchase intention. In the prior study, social media marketing researchers have looked at the effect of customer connections on purchase intention (Gautam & Sharma, 2017). Unfortunately, less has been discussed about information richness which is commonly framed with the capability to process information and enables customers make purchase easily based on the usefulness of information. In this thesis, factors of SMM efforts and activities will be clarified and online trust of the Pakistani customers will be examined which is known to be a major factor towards the social media affecting the purchase intention. The aim of this study is to investigate the customer attitude toward the purchase intention on social media through the moderating role of online trust on social media.

1.4 Research Objectives

The study has following objectives:

1. To investigate the effect of social media marketing on purchase intention of customers towards ready-to-wear fashion brands in Pakistan.
2. To explore the moderating role of online trust between social media and purchase intention towards ready-to-wear fashion brands in Pakistan.

1.5 Research Questions

1. What makes the social media marketing more effective that will increase customer's purchase intention towards ready-to-wear fashion brands in Pakistan?
2. Can online trust moderate the relationship between social media marketing and purchase intention towards ready-to-wear fashion brands in Pakistan?

CHAPTER 2

LITERATURE REVIEW

2.1. The Evolution of Digital Marketing

New marketing communications strategies and new communication channels are needed in today's communications landscape. Although there is not even an accepted definition, digital marketing poses a problem for both academics and practitioners, since the idea is constantly developing. Although academics use the phrase digital marketing, others also use the word internet marketing, internet marketing, or e-marketing (Strauss and Frost, 2012; Chaffey and Smith, 2013). Despite common beliefs, scholarly research on the topic of online success is very limited and not yet well organized. While *Industrial Marketing Management* (2013) has a special issue on buyer-supplier interactions in the digital world, all of the papers are about disruptive technologies, new product development, open innovation, and partner relationship management systems. The uncertainty over digital marketing's definition may be a factor in the paucity of study on the subject. Since these definitions are presently found in the literature, the table below provides them.

All literary words, including internet marketing, digital marketing, and E-Marketing, are included in Table 1.

Table 1: Definitions of Digital Marketing (Author)

Author (Year)	Definition
Parsons, Zeisser and Waitman (1998, p.32)	“By digital marketing we mean two activities: first, leveraging the unique capabilities of new interactive media (e.g., World Wide Web, on-line services, proprietary dial-up services) to create new forms of interactions and transactions between consumers and marketers; and second, integrating interactive media with other elements of the marketing mix.”
Smith and Taylor (2004, p.620)	“E-marketing is simply marketing online: identifying, anticipating and satisfying customer needs online. This implies keeping close to customers, forming relationships with them and keeping them happy online.”
DMI as cited by Smith (2007)	“Digital marketing is an evolving concept; the use of digital technologies to create an integrated, targeted and measurable communication which helps to acquire and retain customers while building deeper relationships with them.”
Gilmore, Gallagher and Henry (2007, p.236)	“E-marketing includes using the internet and its related technologies and features such as the world wide web, web presence, e-mails, real-time communication, and delayed and mixed time communication to help achieve marketing objectives in conjunction with other marketing communication tools.”
Smith (2011, p.489)	“Digital marketing is the practice of promoting products and services using digital distribution channels.”
Järvinen et al. (2012, p.104)	“Digital marketing refers to the use of all kinds of digital and social media tools that allow companies to foster interactions with customers.”

Author (Year)	Definition
Strauss and Frost (2012, p.28)	“E-marketing is the use of information technology for the marketing activity, and the processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.”
Chaffey and Smith (2013, p.15)	“E-marketing, internet marketing or digital marketing is at the heart of e-business – getting closer to customers and understanding them better, adding value to products, widening distribution channels and boosting sales through running e-marketing campaigns using digital media channels such as search marketing, online advertising and affiliate marketing.”
Järvinen and Karjaluoto (2015, p.117)	“Digital marketing refers to marketing that uses electronic devices and channels to support marketing objectives. [...] Digital marketing includes marketing via websites, search engines, online advertisements, e-mail and social media channels.”
Chaffey and EllisChadwick (2016, p.11)	Digital marketing “achieving marketing objectives through applying digital technologies and media.”
AMA (2017)	“Direct digital marketing is defined as a digital marketing method that provides relevant marketing communications that are addressable to a specific individual with an email address, a mobile phone number or a Web browser cookie.”
Kannan and Li (2017, p.23)	“Digital marketing may be seen as activities, institutions, and processes facilitated by digital technologies for creating, communicating and delivering value for customers and other stake-holders.”

In spite of the fact that there are a variety of definitions proposed by various studies (Gilmore et al., 2007; Järvinen et al., 2012; and Chaffey & Smith 2013), there are certain commonalities. Parsons, Zeisser, and Waitman (1998) provided one of the earliest definitions of digital marketing, which is still relevant in the 21st century. A digital marketing definition must encompass both new kinds of contact between businesses and their consumers as well as the integration of digital marketing with other types of advertising, such as television and radio.

2.2.1. Digital Marketing Channels

Among the many forms, methods, and structures available for new digital channels include social networking sites; online advertising and marketing; content marketing; mobile marketing; online sponsorships; e-mail communications and sponsorships; and other kinds of digital media marketing. No consensus has been reached, however, as to the number of digital marketing channels now in existence or how they should be classified. As a consequence, different academics have varied perspectives on the quantity and kinds of tools and channels that are now available. Despite the fact that the academic research community has given social media and social media marketing significant attention previously (Kärkkäinen et al., 2010; Hanna, et al., 2011; Michaelidou et al., 2011; Castronovo and Huang, 2012; Järvinen et al., 2012; Clark and Melancon, 2013). According to the academic literature, there are a variety of current digital marketing channel choices, which are summarized in Table 2.

Table 2: Digital Marketing Communications Channels (Author)

Author (Year)	Channels
Rowley (2001)	"Paid advertising," "publicity and word-of-mouth," "portals and search engines," and "site and search design" are all methods used to spread the word about your business.
Jensen (2006)	Affiliate programs; Advertising and marketing campaigns;

Author (Year)	Channels
	Sponsorship marketing; Viral marketing; Public relations; Events; Promotional and educational campaigns; Promotional campaigns; Public relations; Marketing and advertising campaigns; Customer relations; Target marketing.
Jensen (2008)	Search engine optimization, affiliate programs, and display advertising communication via online networking, location-based applications, and e-learning interactive communication that allows people to communicate through the internet (on-line contests, microsites, on-line games) increased reliance on digital PR (media relations and viral marketing) Mobile communication (through SMS and MMS, as well as mobile websites such as WAP/3G).
Keller (2009)	E-commerce; Blogs; Microblog sites; Display and search advertising; Interstitials; E-commerce-focused and Internet-specific adverts and videos Bespoke business promotion.
Winer (2009)	Advertising that is intrusive (such as online advertising (such as buttons, banners, and pop-ups), product placement in video games, and m-commerce (mobile advertising)); The use of non-intrusive marketing techniques (online advertising (such as streaming video/audio and sponsored search), social networking sites, podcasts, and viral marketing) It is created by users (blogs, video sites, ratings and recommendations).
Shimp (2010)	websites; display and banner advertisements; rich media formats; and other forms of media e-mail; search engine advertising; blogs, podcasts, and social networking sites Advertising that is based on user activity.
Truong and	The advertising, marketing, and affiliate networks (display,

Author (Year)	Channels
Simmons (2010)	search engine, affiliate, email, and paid customer lists); The mobile advertising, marketing, and affiliate networks
Eid and El-Gohary (2013)	Electronic data exchange, customer relationship management.
Leeflang et al. (2014)	Customer service phone lines; Internal e-mail communication; Various social media sites; Natural search; Paid search terms; Paid banner advertising; Mobile/SMS communication; Own online shop; Mobile apps; Interactive voice recording

2.2. The Concept of social media and It's Use for Digital Marketing

In “2018 Global Digital Portfolio of We Are Social and Hoot Suite” reports reveals that over 4 billion people globally utilize the internet 7 % annually. The studies further reveal that about 3,000 billion social network users are active and Facebook is the dominant global user site at the beginning of 2018, with around 2.17 billion users (www.wearesocial.com). Social networking is popular amongst students and professionals. People want to know more about the ins and outs of social networking, with the goal of being able to better assist with sales, label printing, customer service, and manufacturing (Siamagka et al 2015; Dahnil et al., 2014). According to Siamagka et al. (2015), social media became extremely popular (60% of U.S. adults use it regularly), while Zahoor and Qureshi (2017) assert that people use social media to collaborate and interact in the public in order to spread information and awareness and utilize it without social, political, geographic, or demographic restrictions.

LinkedIn, Facebook, and Twitter provide tools with valuable information and insight that helps you to generate leads, get insights into your business, and find out about your customers' feelings of pleasure (Mehmet et al., 2016). While B2B corporations' managers interpret how effective social networking can be, they either continue to spend or not even assign anything to foster and grow the company's social

media strategies. Such a lack of foresight may be based on the incommensuration of social networking, what it entails and what it will achieve for the business (Järvinen et al. 2012; Michaelidou et al. 2011; Iankova et al. 2018). Social networking in an enterprise is proposed to be incredibly helpful (Bolat et al., 2016; Kärkkäinen and Immonen, 2014; Brennan et al., 2012). Siamagka et al. (2015). In contrast to conventional digital media, the social media can generate higher purchasing and attitudes to a brand. As Lacka et al. (2016) said, social networking is able to develop capabilities within organizations which could contribute to competitive advantages and better efficiency.

Nevertheless, according to Andzulis et al. (2012), it is important to effectively execute and transform a social networking policy and framework. Paying media, which are purchased media that the organization pays for visits, accesses and conversions by analysis, show ad networks or affiliated marketing. The media operated by the organization, such as business portals, blogs, mailing lists, smartphone applications, or social media networks Earned media – advertising media created through PR investing in the sensitization of influencers and including word-of-mouth that can be enhanced by viral and social media marketing and social network conversions, blogs and other communities.

Marketing communications agencies utilize a broad selection of advertising devices, such as advertisement, product promotion, media relations, direct marketing and support. The brand engagement strategy is typically enforced by paper, television and other broadcast channels such as cinema and radio. However, more recent days have been used to speak with and connect with customers, staff and other partners via increasingly interactive channels, such as social networking, websites, blogs and chat rooms.

The digitization has rendered it easier to connect more openly with businesses and consumers and between customers. Some traders perceive the digital channel as a more method supplementing conventional contact marketing tools (see Brodie.com, Hollebeek, Jurić, & Ilić 2011; Trainor.com). Some scientists, on the other hand, have recognised that the paradigm change of marketing knowledge occurs because of the immersive features of multimedia channels (see Mangold & Faulds, 2009; Liu, Karahanna & Watson, 2011;

Järvinen, Töllinen, Karjaluoto & Jayawardhena, 2013). In preparing their ads and branding the marketer has often requested the customers to. With the introduction of new technology, though, there is a change in the regulation from business to customer marketing contact. The marketing and access to multimedia apps, internet and interactive channels have helped the user to produce and distribute their advertising and brand stories (Hennig-Thurau et al., 2010; Ertimur & Gilly, 2012; Lawrence, Fournier, & Brunel, 2013). In addition, inclusion in a business contact mix with consumer-generated material, such as Facebook, Twitter, Pinterest and Instagram, has spread widely (Hennig-Thurau et al., 2010; Lawrence et al., 2013).

One of the big innovations in the marketing environment at the dawn of the modern era is that advertisers are beginning to use customer ads and consumer brand contacts (Gensler, Völckner, Liu-Thompkins, & Wiertz, 2013; Lawrence et al., 2013; Knolle, 2016). The disparity in efficacy of conventional CGA advertising was measured by academics (Pehlivan, Sarican, & Berthon, 2011; Lawrence et al., 2013). But whether or not CGA is beneficial, it appears to be separated by a combination of observations and insufficient data (Steyn, Wallström et Pitt, 2010; Steyn, Ewing, van Heerden, Pitt & Windisch, 2011; Knoll, 2016). More analytical analysis is also required to investigate the impact of CGA and CGBC on the market's performance (Gensler et al., 2013). In this respect, the role of culture in the efficacy of CGMC, business advertising and brand contact in the fields of digital space is uncertain.

2.2.1. Features of Social Media Marketing

Using social media marketing to reach out to targeted consumers has become a popular new trend that is quickly gaining popularity. A social media marketing strategy may be defined as using social media platforms to promote a company and its products. More limited forms of online marketing that go hand-in-hand with traditional Web-based promotion techniques, such as e-mail newsletters and online advertising campaigns, may be regarded subsets of acts connected with this kind of marketing (Barefoot & Szabo 2010). Due to the fact that social media marketing encourages users to share messages with their personal connections, it has introduced a new concept of exponential diffusion and trust into the world of mass communication and mass

marketing (Hafele, 2011). Business will benefit from the development of new tools and the expansion of existing ones as a result of this new approach to outreach and marketing. Because of the advent of analytic apps by official social network site platforms, social media marketers now have better and more effective insights (Hafele, 2011).

Various social media sites exist, and they come in a variety of shapes and sizes, as well as a variety of functions. Facebook is, without a question, the most popular social networking website that springs to mind when we think about social networking sites. Facebook was founded and is managed by Facebook, Inc., and was initially made available to the public in February of 2004. Approximately 900 million people were actively using Facebook as of May 2012. The site requires users to register before they can use it. Once registered, they may build a personal profile, add other users as friends, and send and receive messages, as well as get automated alerts when they update their personal profile (Facebook, 2012). In addition, users may join user groups that have a similar interest, classify their friends into categories such as "People from Work" or "Close Friends," and share their information with others via social networking sites. One of Facebook's primary missions is to empower individuals with the ability to share information and make the world a more open and connected place (Facebook, 2012). However, although other social networking sites like Facebook and Twitter vary in certain respects from one another, they all operate on the same fundamental principles.

The use of Instagram has a variety of motivations from the perspective of a user-generated content (UGC), including medium appeal (as in Alhabash & Ma, 2017), social interaction (as in Alhabash & Ma, 2017), entertainment (as in Alhabash & Ma, 2017), documentation (as in Sheldon and Bryant (2016), creativity (as in Alhabash & Ma, 2017), self-expression (as in Alhabash & Bryant, 2016 (Kircaburun et al., 2018). In addition to posting selfies and photos (Kim & Chock, 2017), Instagram has been shown to bring people closer to their families and friends for a variety of reasons including educational and informational, self-promotion, and passing time motivations/gratifications (Manasijevic et al., 2016; Sendurur et al., 2015). As a result, UGC is a good fit for this study. On Instagram, people may get satisfaction by watching videos and then commenting on them as well as like and sharing them. Khan (2017)

shown that this is true. Social media marketing, such as the ones described here, may take on a variety of forms. The conventional Facebook approach, in example, includes substituting the idea of a human "friend" with a brand or physical goods, or by establishing a page or group on the social networking site, among other things (Facebook, 2011). By selecting to "like" a product or business, a user is publicizing the link between the product or company and their own personal network of connections. This idea may be applied to a variety of different types of social media. As defined by Bernie Borges (2009), Twitter may be defined as a hybrid of microblogging and social networking (Borges, 2009). On Twitter, consumers may get short updates and ads from their favorite manufacturers, in addition to receiving information about new products (Hafele, 2011). Users have the option to participate in real-time sharing via the usage of Twitter. In most cases, a tweet is no more than 140 characters in length, and it is visible to the user's followers (Borges, 2009). These two social media platforms are among the most widely utilized and widely popular choices available today, but they are by no means the only ones available to people. Based on the findings of Kaplan and Haenlein (2010), who were referenced by Nick Hafele (2011), there are numerous channels that come under the umbrella term "social media," each of which offers possibilities and advantages that are distinct from the others for marketing purposes. The use of collaborative initiatives, such as wikis or editable data-sources, may be especially effective channels of communication. They are rapidly becoming the primary source of information for consumer populations, according to recent trends (Kaplan & Haenlein, 2010), as stated by the author (Hafele, 2011).

 Blogging sites, which may be maintained by either people or businesses, are another widely utilized marketing medium.. Businesses may increase brand recognition by giving insider information, informing consumers of new goods, and offering connections to the company's primary sales channels via their blogs. Fans will be kept informed about any special events, competitions, or new promotions that the brand or product may be organizing from time to time via social media channels. As a bonus, blogs make it easy to submit comments and criticism, enabling both fans and critics to voice their views and ask questions of the creators. Thus, it promotes the sharing of ideas between peers and the honest dialogue between people and organizations in order

to improve their defaults (Hafele, 2011). To maximize the chances of success with social media marketing, it is necessary to examine several social media methods. According to Ray et al. (2011), who were quoted by Nick Hafele (2011), diversifying a social media strategy is necessary to guarantee that messages reach the right people; there is no one perfect method to use in this regard.

2.2.2. Social Media Channels

The term "social media" may be defined in various ways, although the term "social media marketing" is less common. The study's primary emphasis is on social media as a marketing communications channel, with the idea that it may be used to communicate with both companies and consumers. There is a wide range of various platforms available for social media interactions, which are often regarded very strictly as social networking sites alone (such as Facebook, Twitter, Google+, and LinkedIn) (blogs, forums, chat rooms, rating and feedback sites, picture and video sharing sites).

Given that “social media means various things to different people,” according to Chaffey and Smith (2017, p.224), Table 3 depicts the most frequent social media forms found in academic research. Varied studies propose a different number of media forms and different definitions; nevertheless, they all propose comparable kinds and broaden the channels choices to include more than only social networking websites.

Table 3: Social Media Channels (Author)

Author (Year)	Social Media Channels
Mangold and Faulds (2009)	Discussion boards sponsored by companies, blogs, chat rooms, e-mail from consumers to other consumers, consumer product rating websites and forums are all examples of online forums. Moblogs.
Michaelidou, Siamagka and Christodoulides	Social networking sites, blogs, chat rooms, rating websites, video and picture sharing websites are all examples of online communities. Podcasts.

Author (Year)	Social Media Channels
(2011)	
Chan and Guillet (2011)	Among the technologies used are blogs and microblogs, social networking sites, virtual worlds, collaborative projects, content community websites, and feedback websites.
Berthon et al. (2012)	Blogs, microblogs, photo-sharing websites, video-sharing websites, etc. Networks.
Castronovo and Huang (2012)	Chat rooms, blogs, and social networking sites are all examples of electronic communication..
Chaffey and Smith (2013)	Social media networks; social publishing and journalism; and social media marketing Social blogging, social niche communities, social customer service, social knowledge, social bookmarking, social streaming, and social search are all examples of social technologies. Social commerce is a term used to describe the exchange of goods and services between people in a social context.
Charlesworth (2014)	Social networks and online communities, blogging, viral marketing, and online public relations and reputation management are all examples of user-generated content and ratings (UGC).
Jussila, Kärkkäinen and Aramo-Immonen (2014)	Wikis, blogs, microblogs, social networking sites, social content communities, and intermediaries are all examples of collaborative tools. Societal virtual worlds are becoming more popular.

The kinds of social media provided by some researchers are more aggregate (Berthon et al., 2012; Castronovo and Huang, 2012), while others offer more comprehensive lists

(Berthon et al., 2012; Castronovo and Huang, 2012). (Mangold and Faulds, 2009; Chaffey and Smith, 2013). In addition to suggesting six broad categories of social media, Charlesworth (2014) recommends approaching social media strategically as a complete topic, since the boundaries between various groups are becoming more blurry. So it should come as no surprise that there are many social networking platforms accessible. Because of this, businesses are faced with the problem of determining which channels are the most appropriate for their needs among the many options.

2.2.3. Social Media Marketing Activities/Efforts

The internet apps referred to as social media include, for example, Facebook, WhatsApp, Twitter, YouTube, and Instagram, which are all based on user-generated content. Consumers' buying and selling habits are strongly influenced by these apps (Kapoor et al., 2018). Social media has a significant effect on a brand's reputation, as reported by Kim and Ko (2010). Marketing directors should note that failing to use social media as part of their overall marketing plan may mean a missed chance to connect with customers. Most contemporary businesses use social media as a platform to undertake promotional activities that enable them to better connect with consumers (Kohli et al., 2015; Gao and Feng, 2016; Popp and Woratschek, 2016; Harrigan et al., 2017). In 2018, Facebook's annual income rose from \$70.7 billion to \$73.4 billion. In 2006, social networking site Facebook had a net income of US\$18.5 billion, which made it the top-earning social media firm that year. The majority of Facebook's income is derived from advertising. This is most apparent in 2016, when the transition to e-commerce and online marketing was more apparent than ever before (Clement, 2020). A testimony to the transition from conventional media advertising to digital interactive media advertising by organizations can be seen in the fact that 98% of Facebook's worldwide income in 2017 was derived by advertising. With this growth in interest, the attraction and interaction that are present in social media platforms may be restored (Wu, 2016).

In her research on insurance services, Sano (2015) used the four Social Media Activities (SMMA) components of engagement, trendiness, customisation, and perceived risk to examine the four components of Social Media Activities (SMMA). E-

marketing is the term used to describe the first stages of SMMA. According to Kierzkowski and colleagues, the foundation for e-marketing was developed (1996). Following the findings of their research, five components were identified as important characteristics that may contribute to success in digital marketing: “Relate, Attract, Engage, Retain, and Learn.” Each of these elements is described as follows: In particular, they recommended that businesses attract consumers and make an effort to pique their interest and encourage them to take part. Users must also be retained so that businesses may learn about their preferences. At the end of the day, businesses should look back at their customers to offer the kind of personalized engagement that constitutes the true "value bubble" of digital marketing (Sano, 2015). In spite of the fact that the framework proposed by Kierzkowski et al. (1996) is not complete, it has continued to be utilized as a theoretical basis in subsequent research, including Teo (2005) and Chan and Guillet (2001a) (2011). When Kim and Ko (2012) studied a luxury fashion company, they divided the characteristics of social media marketing activities (SMMA) into five categories: entertainment, engagement, trendiness, customizability, and e-Women.

Interactivity, Entertainment, Customization, trendiness, and word of mouth were the five perceived SMMA scales established and verified by Yadav and Rahman (2017). It was stated by Iankova (2018) that the usage of social media platforms as marketing channels has increased in recent years, owing to the capacity to reach millions of consumers with brand-related material and engage them in discussions. Five major social media marketing initiatives of businesses have been identified in the literature (Godey, et. al 2016). People spend more time and begin to explore as they get more driven. These channels provide them with more information the more they are driven. The following are some of the reasons that motivate people.

2.2.3.1. Social Media as an Entertaining Motivator

Several previous studies on motives for using social media have explored Chen (2012), Kim, Sohn, and Choi (2011), and Valenzuela, Park, and Kee (2009). Many studies have shown that entertainment motivation is one of the most significant factors that encourages people to take part in social media (e.g., Al-Menayes, 2015; Dogruer, Menevis, & Eyyam, 2011). Intrinsic motivation for utilizing social media according to

Reinecke, Vorderer, and Knop (2014) is said to stem from an interest in entertainment. Entertainment is believed to be a significant incentive for users to utilize social media and create user-generated content, as argued by Muntinga, Moorman, and Smit (2011). (UGC). People will be relaxed and have some escape while using social media (Courtois, Mechant, De Marez, & Verleye, 2009; Manthiou, Chiang & Tang, 2013; Park, Kee & Valenzuela, 2009). Also, Luo (2002) discovered that using entertainment for marketing purposes helps businesses to acquire favorable attitudes that lead to consumer happiness and loyalty, resulting in increased satisfaction and brand loyalty.

2.2.3.2. User Interaction

The debate and dialogue between users and other participants, according to Godey et al. (2016), is what user engagement is like in a social media environment. It makes it easier to share information and to discuss opinions with one another, Customer and brand communication have altered as a result of social media engagement. In addition, it has offered a forum for users to interact with one another and debate goods or brands (Muntinga et al. 2011). Based on the nature of the relationship, Zhu and Chen (2015) divide social media interaction into two categories: profile-based interactions and content-based interactions.

They believe that profile-based activities are more focused on members and relevant information/topics than they are on general members. They want to interact with you because they like the person behind the profile, and that is its goal. Although people may be engaged in content-based activities because of the information, comments and opinions posted on social media, there is a distinction between content-based and content-based activities (Zhu & Chen, 2015). A dynamic communication occurs when people engage on social media. A megaphone, a magnet, and a monitor framework are all included in the package. Furthermore, the megaphone denotes engagement between a company and its customers, the magnet signifies communication between a company and its customers, and the monitor denotes connection between customers (Gallaughar & Ransbotham, 2010). When it comes to encouraging engagement, original material, practical communication, and being active and open in

conversation are all required. Increased credibility and affinity are a result of this connection (Manthiou et al., 2013).

2.2.3.3. Accessing Up-to-date Data via Social Media

Latest news and trending topics are available on social media (Naaman, Becker, & Gravano, 2011). For the reason that they are regarded as more trustworthy than conventional firm-sponsored promotional activities, they are increasingly becoming the main search channels for consumers (Mangold & Faulds, 2009). According to Muntinga et al. (2011), trendiness shows the capacity of social media to disseminate current knowledge that is considered to be fashionable. As well as knowledge and surveillance, pre-purchase information and inspiration are included as key sub-motivations in the model. In order to better comprehend goods and brands, knowledge refers to information about a business that consumers get through other customers' awareness and expertise. Observing and maintaining current knowledge about one's social surroundings is what surveillance is all about. It is all relevant actions that assist consumers in making purchasing choices that are referred to as pre-purchase activities. The final definition of inspiration is that consumers learn knowledge about a business and then get motivated, which acts as a source of inspiration (Muntinga et al., 2011).

2.2.3.4. Customization

As defined by Schmenner (1986), the degree of customization is the extent to which a customized service or information may meet the preferences of the individual. Personalizing social media platforms may help businesses increase brand loyalty and affinity (Martin & Todorov, 2010). Personalized information, according to Zhu and Chen (2015), is uploaded information in the social media sector. Customized communications (for example, a Facebook post) and broadcasts are the two viewpoints from which it is categorized (e.g. Twitter tweets). Customized communications are directed towards a particular group or audience, while broadcast messages are directed at everyone who may be interested in what is being broadcast (Zhu & Chen, 2015). Moreover, according to Tam and Ho (2006), customization avoids the issue of information overload and improves the quality of decision-making.

2.2.3.5. Electronic Word-Of-Mouth

Online customer-to-customer communication regarding brands, according to Muntinga and colleagues (2011), is associated with eWOM. In recent years, it has been recognized that it has a significant effect on customers' emotions, thoughts, and actions (Buttle, 1998). Customers' willingness to share information or material on social media is referred to as eWOM in the social media environment. Using social media, they may suggest products or share their own personal stories (Godey, 2016). The usage of social media, according to Brown (2011), may increase the number of people who evaluate goods or services, thus increasing online word of mouth. EWOM has more trust when compared to conventional marketer-generated material on the web. Because users are freely generating and disseminating brand-related content to their friends, contacts, and peers, there are no restrictions on what they may share (Kim & Ko, 2012; Vollmer & Precourt, 2008; Jansen, Zhang, Sobel & Chowdury, 2009).

eWOM is classified by Chu and Kim (2011) into three types: opinion seeking, opinion providing, and opinion conveying. When making a purchasing choice, those who engage in opinion seeking are more inclined to seek information from others. They are also referred to as opinion leaders since their conduct tends to have an effect on other people's beliefs and buying decisions.. At the end of the day, the behavior of passing opinions has something to do with the process of information distribution (Chu & Kim, 2011).

2.3. Moderating Role of Trust

For marketers, the ability to build trust is a critical component of establishing effective long-term business partnerships (Pennanen et al., 2007). Customers' happiness, brand equity, and patronage will increase as a result of media that provide them with peace of mind when they interact with and buy from a business online. As a result, Ng (2013) and Rohm et al. (2013) have observed that consumers utilize social networking sites to exchange and seek information (about social interests, goods, services, and so on) because of the atmosphere of trust that exists between friends/colleagues. Consumers' inability to trust websites, on the other hand, has shown to be one of the most significant

deterrents to completing online transactions (Rios and Riquelme, 2008), as well as a restriction that limits customers' involvement with the brands connected with those transactions. Various factors contribute to this lack of confidence, including concerns about security and privacy, electronic fraud, and other issues of concern (Gorriz, 2003). As shown by the literature on online media (Miyazaki and Fernandez, 2001), consumers are mainly worried about the use of data that businesses acquire online and as a result, they limit their interaction with and purchases from companies that collect such data (Brown and Muchira, 2004).

In other studies, trust is seen as a contextual and situational variable that works as a moderating factor rather than as a factor that has a direct impact on outcomes (Langfred, 2004; See-To and Ho, 2014). As a result, engagement behavior is most often initiated by a combination of motivational factors, and the environment in which engagement behavior happens should serve as a moderating rather than a motivating factor (Alsaad et al., 2017). As a result, it is expected that when consumers perceive a greater degree of trust in a particular brand, their engagement, commitment, and loyalty toward that brand will likewise be higher, which in turn will encourage their intention to buy (Sanchez-Franco et al., 2015).

2.4. Social Media Marketing and Purchase Intention

Various research has been carried out on social media marketing and its impact on customer behavior, particularly on purchase intention, in the last several years. Darbanand Li (2012) conducted research in which he investigated the effect of online social networks on customers' buying decision processes in food retailer stores in Sweden. The study discovered that, when it comes to food store shops, online social networks have an effect on every stage of the consumer's buying decision process to a varying degree. They also discovered that the primary motivation for this behavior was one of convenience. It is because of this ease that customers are spending more time on it. This allows consumers to engage with supermarkets and other customers while also reaching out to comments on supermarkets' Facebook pages, which is a useful tool. The research by Gros (2012) sought to understand the impact of social media on consumers' buying decision-making processes, as well as if this influence differs at different phases

of the process. Its findings were published in the journal *Consumer Research*. According to the findings of the research, the impact of social media varies in intensity depending on the stage of the buying decision-making process that the customers are in at the time of purchase. Consumers were shown to be affected by social media depending on the stage of the decision-making process at which they were tested.

Travelers' decisions about future holidays were investigated in a study conducted by Sema (2013), which looked at the impact of social media on their decision-making. The study was conducted in the United States, and the data was collected using an online research firm's domestic leisure travel panel. The condition for required respondents was that they must have taken at least one trip in the previous year for vacation, enjoyment, or personal reasons in the United States, and the study was conducted in the United States. The questionnaire received about 1,048 responses. The sample used in this study was well-balanced in terms of race, gender, age, and ethnicity, as shown in the diagram. According to the findings of the study, the usage of social media in trip preparation had a favorable impact on the whole travel experience. It also allowed the use of social media to share information about one's conduct and experiences. The sharing of travel experiences on social media was shown to be favorably linked. As a consequence of these findings, it was shown that enhanced perceived enjoyment was positively associated with the usage of social media as a source of trip planning. Additionally, there is a favorable connection between the degree of familiarity with social media and the frequency with which travelers share their trip experiences on social media platforms. Sano (2014) performed a study in Japan with the goal of explaining how marketing activities in social media operate in the tourist sector, and how travel agencies may utilize social media marketing to improve customer satisfaction and good word-of-mouth, as well as impact purchase intentions. Customer satisfaction was shown to be more strongly affected by social media behavior intention than by good word of mouth, according to the findings.

In a study conducted by Ahmed and Zahid (2014), the researchers sought to understand the connection between social media marketing and brand equity, as well as customer relationship management and purchase intent. This research found that customer relationships management was the primary impact on purchase intention. The

study also found that social media marketing led to greater consumer loyalty and increased brand equity. As well, it was discovered that social media marketing does not affect the customer's intent to purchase, since when brands show concern for customers, it increases the customers' emotional involvement. Additionally, customers' emotional connection to the brand, satisfaction, and word-of-mouth are also associated with an increase in the customers' intent to purchase. In an attempt to uncover the effect of social media marketing on consumer purchase intentions in Pakistani contexts, Chandio et al. (2015) performed a study. The results revealed that customers made every effort to find out as much information about the brand as possible with little effort. To put it another way, the study found that perceived quality has no relationship with purchase intent in the context of social media marketing, but search results do. Word of mouth correlated positively with purchase intention because it has inherent trustworthiness.

The Medabesh (2015) research in Jazan city in Saudi Arabia examined the effect of internet advertising on the marketing of tourist services. Research findings demonstrated that electronic advertisements have a beneficial impact on the tourism industry. Schivinski and Dabrowsk (2016) note that social media engagement increases brand equity and brand attitude. A study conducted on consumers' brand attitudes and purchase intentions discovered that both brand equity and brand attitude had a favorable effect on purchase intention. A research done on the neighborhood known as Khatibi in 2016 discovered how social media impacts customer purchasing decision making. The research showed that customers' buying decision-making process is affected by social media in different ways depending on where in the process they are. The study's findings confirmed that consumers in Saudi Arabia use social media as a tool when they shop for items. In contrast, it is assumed that customers would not willingly share their views and recommendations with others on social networking sites. Additional confirmation was given when it was approved that consumers in Saudi Arabia were impacted by social media while they were purchasing.

Akhtar et al. (2016) found that social media marketing and consumers' purchasing intentions go hand in hand. Marketing expenditure on social media is effective in increasing a company's profitability. Social media marketing helps businesses in gaining an advantage over competitors and increasing profitability. To investigate the effect of

social media marketing on buying secondhand vehicles in Jordan, Alhadid and Alhadeed (2017) targeted Alhadeed and Alhadid (2017). Results revealed that with each passing year, the number of people who use social media grows, therefore every industry in business must engage in social media to acquire new customers and maintain their existing customer relationships. Social media marketing was shown to improve in ways that are sustainable and long-term, rather than focusing on well recognized applications and short-term strategies. Corporations need regulations for different social media to implement effective marketing initiatives. Alkaya and Taskin (2017) research offered cell operators a tool that may better predict future customer equity and presented a broad perspective of the connection between social media and consumer equity. The study's findings offer a model for effective use of social media marketing.

This research examined how social media platforms affect customers' intentions to buy and trust in a social commerce environment and found that they influence all these factors. According to the findings, trust is the most prominent construct, and it has a substantial impact on website use behavior. It is followed by the perception of website usefulness. An investigation done by Zhung (2017) looked at how social media marketing, brand loyalty, and electronic word of mouth had an effect on purchase intention. It was used in Malaysia, using a quantitative methodology, and employing surveys for deductive purposes. According to the study, social media is linked to beneficial changes in behavior. Consumer desire to buy or repurchase the product in the future rose as a result of social media engagement. The FSCF also concluded that brand loyalty has a favorable impact on customers' willingness to spend time and money on financial institutions. As part of the study, consumer perceptions of the information in social media were examined. In this case, findings indicated that when customers regarded the information in social media as valuable and impartial, they would acquire this knowledge in their choices.

A study by Scarth (2017) focused on the role of social media in influencing motor vehicle purchase intentions in South Africa. Based on the results, the brands under review have excellent reputations in the eyes of respondents. Based on the findings, respondents see the tested brands as brands with outstanding reputations, and they can also discern favorable characteristics in customers. Additionally, the results indicated

that South African Millennial customers who buy expensive goods have a strong sense of brand attitude, and a significant positive connection between brand attitude and brand equity has been seen to influence Millennial purchase intention. An study by Eekan and Evas (2017) showed that it's unclear if the influence of electronic word of mouth on purchasing intent persists. According to a study done by Arceo et al. (2017), the data obtained showed how the different kinds of social media users as well as social media platforms affected the purchase intentions of the restaurant sector. A quantitative approach is employed to investigate the extent to which various social media platforms are used to promote food products. The research discovered that being influenced to visit or eat in a restaurant is attributable to many variables, including the popularity of online social networks, platforms for social media, the frequency of usage, and who uses social media. Also, this shows that various social media users may encourage customers to come or eat in restaurants with online convergence. Social media doesn't just affect consumers, but it also has a huge impact on companies that use it for free, with more speed and accessibility.

Toor et al. (2017) conducted research to investigate the effect of social network marketing on consumer purchase intention, as well as how this is impacted by the mediating function played by customer involvement. According to the findings of this research, social network marketing has a substantial impact on customer purchasing decisions. In addition, the study showed that customer involvement plays a role as a partial mediator in the relationship between social network marketing and consumer purchase intention. Researchers Flórez et al. (2017) attempted to uncover the variables that drive young university students to make purchases via the usage of social media platforms by conducting a survey. Following the conclusion of the research, an appropriate strategy to the variables that may influence university students who plan to utilize social media to purchase was developed as a consequence. Businesses seeking to promote their products through social media platforms should look for strategies that combine information transparency with the stimulation of word-of-mouth communication among users in order to have a greater impact on their customers' purchase decisions, according to the report.

2.5. Purchase Intention in the Fashion Industry through Social Media Marketing

The “Textile industry” in Pakistan is the biggest industry in the country, with about 25 million people employed in it. It is the most important industrial sector in the economy because it not only contributes 46 percent of total manufacturing in Pakistani industry and employs 40 percent of the industrial workforce, but it also accounts for approximately 10.20 percent of the country's gross domestic product growth (GDP) (GDP). Pakistan ranks fourth as cotton production globally yet provides a tiny proportion in exports (The Garment Industry of Pakistan, 2015). (The Garment Industry of Pakistan, 2015). Pakistan, on the other hand, has a large clothing market, and the middle class is willing to spend a premium price for durable and high-quality garments (Arifeen, 2017). The apparel business in Pakistan has seen many transformations, moving from tailor-stitched gowns to prefabricated clothes (Ghani, 2010). Although physical stores of fashion companies continue to account for the majority of sales in Pakistan, online sales of fashion brands are gaining momentum as young people increasingly choose e-commerce over physical stores of fashion brands (Arifeen, 2017).

The word "e-commerce" refers to a kind of company in which transactions are carried out electronically, such as the exchange of products, services, and information. In fact, Kuker-Kinney simplifies the word and proposes that the purchase of any product or service via the internet is considered e-commerce (Adnan, 2014). Consumers may now not only seek information, but they can also share it with other consumers via social media platforms. Social media, on the other hand, may be equally advantageous for marketers, since it has given them with an alternative medium via which they can engage directly with people (Lee, 2013). This innovative two-way communication has established connections between marketers and customers, which in turn has generated possibilities in the realm of trade and business, among other things (Husnain & Toor, 2017). This cutting-edge strategy enabled businesses and consumers to communicate with one another regardless of time or geographical location. It allows for two-way contact, with involvement from both the buyer and the seller, as opposed to the traditional one-way communication, which was limited to sellers alone (Kim & Ko,

2012). The consumer of today is more active, involved, and manipulating than the consumer of the past, before the advent of social media (Kozinets et al., 2008). According to a study performed by the Marketing Science Institute (MSI), customer involvement was shown to be the most important element in the purchasing decision-making process for customers (MSI, 2016). In further studies, it was shown that consumer involvement is the primary driver of trust and loyalty, with customer pleasure being the end result. When it comes to Social Media Marketing (SMM), customers and stakeholders are both involved, and every customer who participates ultimately becomes a component of the marketing department. Social media marketing (SMM), which is a subset of social media marketing (SMM), is the most effective advertising technique available today. It allows marketers to establish bilateral relationships with consumers at any time and from any location (Ahmed, 2015).

Al-Najjar (2017) conducted research that focused on a single social network, Instagram, in which he examined the production of luxury performance via marketing work done on the social media site Instagram, as well as the respondents' involvement in the construction of luxury performance. This was accomplished via the use of three example companies — Burberry, Louis Vuitton, and Gucci — that are representative of the luxury fashion industry. This favorable attitude toward the brands was shown by positive sensual expressions in comments regarding the brand and its usefulness, as well as by the positive sensual emotions in remarks about other brands. This showed and corroborated results that consumers considered the brand to be helpful, and as a result, consumers developed an emotional connection to the brands, which was shown. As a result, the function of Instagram followers is seen as having a positive impact on the premium performance of these companies. Furthermore, the findings revealed that good remarks may be regarded as positive electronic word of mouth, which is beneficial to the brand's economic worth as a consequence. The favorable reactions and attitudes exhibited by followers in comments contributed to the overall feeling of luxury on Instagram as a result of their participation. Having coherence between a brand's identity and its perceived image creates a comfortable environment for both the brand and the consumer, which benefits both parties. In general, the research revealed a favorable connection between social media marketing and consumers' purchase intentions across a

wide range of sectors and markets. According to previous research, social media marketing activities may be divided into five categories: entertainment, engagement, trendiness, customisation, and electronic word of mouth (eWOM), among others (Kim & Ko, 2012). Cheung and Thadani (2012) discovered that online word-of-mouth (E-WOM) had a greater impact on purchase intention than advertising. Businesses should not just concentrate on displaying advertisements but should also take use of users' knowledge and experience, which may affect others' attitudes and preferences, according to the group. Furthermore, the availability of information, which is often in the form of ratings and comments or marketing efforts, has an impact on internet customers' purchase intentions (Mangold & Faulds, 2009)

CHAPTER 3

RESEARCH METHODOLOGY

This chapter provides a comprehensive research design and methods for the achievement of research aims. The first research design, then the population and sample size are discussed, and demographic data are further mentioned. This explains the method for collecting and measuring variables. The discussion of the statistics instruments used for data analyses ends in this chapter.

3.1. Research Design

This study is intended to determine the degree to which fashion ready-to-wear companies use social media. The focus of this study is what has occurred, as opposed to why and how (Gall, Gall & Borg, 2007). It is common for researchers to mix qualitative and descriptive research as complementary approaches. So, as a result, a distinction between these two may be formed. Both research areas are best demonstrated in their ability to study real-world situations using data gathered from the natural world. Through this methodology, the objectives of the thesis will be clear: Consumer data collection, as well as people's perceptions of it, are impacted by it.

In addition, an exploratory study focuses on the unknown and unverified nature of the issue, since there is no accessible knowledge or past research that helps to solve or better understand a situation (Sekaran, U., & Bougie, R., 2016).

3.2. Research Methodology

Because this thesis is being performed using the quantitative research method, it will be necessary to get a better understanding of the quantitative research technique in order to explain the selected research method in connection to the topic. Experiments to explain occurrences and investigations to find implications or causes comprised the remainder of the empirical research, which was divided into two categories. It is the goal of descriptive research to find out "what is," which is why both experimental and quantitative methods may be used for data gathering in descriptive research (Borg & Gall, 1989). These participation diagrams were used to create diagram aids when quantitative method information was gathered via participatory methods. To put it simply, the quantitative approach is useful in dealing with quantification and the gathering of data that is relevant to the study. The data collected may be used to calculate the frequency of occurrences of phenomenal events in more complicated data by, for example (Bell, E., Bryman, A., & Harley, B., 2018).

Additionally, these variables help companies in solving more complicated project management challenges that may need numerical data and to remove ambiguity in the project assessment by using some basic methods to easily identify the variables' connection (Saunders, 2011). According to McNabb, the kind of study being conducted may be described as descriptive or experimental, but McNabb claims that, after analyzing the results, there is a clear connection between the two. After the findings, it shows the variance of the experimental subject before and after the experiment or test performed by the researcher, which may be one or the other, depending on whether the results of the experiment/test initially before or followed the observations" (McNabb, D.E., 2008).

The quantitative method was chosen for this thesis because it allows the researcher to simplify the variables by asking questions of the audience in order to determine the exact variance between the variables of "social media marketing," "consumer purchase intention," and "ready-to-wear fashion brands." This involves converting the variables and scales into a data analysis software that is specifically designed for social sciences, such as SPSS. Following the collection of the necessary data for study, it will become much easier to determine which variables have an impact on the other variables and on

which scale. This is the main advantage of utilizing these data analysis tools. All of this information will be useful in determining the nature of the hypothesis.

3.3. Research Approach

For this thesis, research will begin with a preliminary examination of the use of an inductive and abductive method, referred to as a kidnapping approach. New data is inductively collected by following up with sample questionnaires after hypothesis answers have been provided. Starting with a particular example, it tries to create preliminary ideas and hypotheses, and gathers preliminary thoughts and ideas in order to study the issue more extensively. The primary goal of this research is to find generalizations that have application while being open and sensitive to other possibilities (Hyde, 2000). Moving to the abduction-based strategy, this study encourages researchers to utilize the inductive and deductive techniques in tandem, which helps with data discovery. By using an abductive method, we can get to the root cause of our research of social variables.

3.4. Research Philosophy

In this research, the goal is to give customers with information on influencers and whether or if this has an impact on their purchasing decision-making. In this case, subjectivism has been chosen because the customer is interested in understanding ready-to-wear fashion companies and in identifying the reasons that lie behind their behavior in a meaningful manner by looking at their products (Saunders, 2011). It is the goal of the analytic approach to phenomena to look into the specifics of an occurrence in order to determine what is really true, or what is beyond the event. Identifying the variables that influence customer behavior while utilizing social media sites is the only thing that is required.

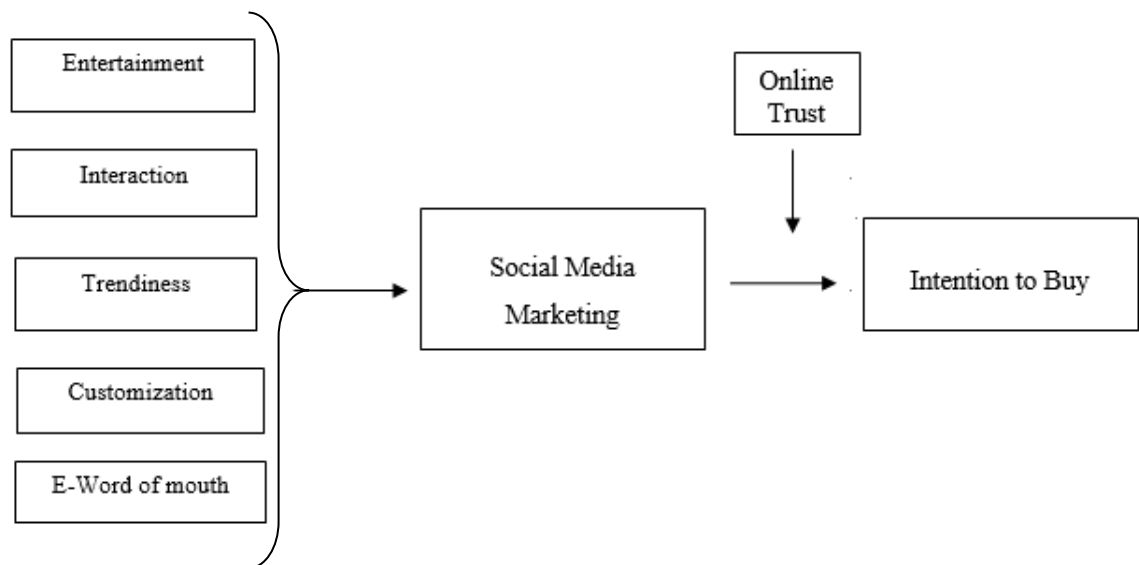
3.5. Research Model and Hypotheses

3.5.1 Research Model

A testable research model is created based on the findings of the literature study, as shown in Figure 1. Six hypotheses are proposed by the research model. Following a study of the literature, five dimensions of social media marketing activities/efforts have been identified: entertainment, interaction, trendiness, customisation, and e-word of mouth. These dimensions have been classified as follows: Based on the literature studies, the research discusses the connections between the multidimensional construct of social media marketing activities and the separate constructs of online trust and buy intention. The statistical tools SPSS 23 and SEM-PLS were used to examine the impacts of SMMA on purchase intention, with the moderating influence of online trust acting as a moderator. The suggested research paradigm, which is based on prior investigations, is shown in Figure 1.

Figure 1: Conceptual Model of Effect of Social Media Marketing on the Customer's Online Purchase Intention

Social Media Marketing Activities/Efforts:



3.5.2 Research Hypotheses

The fact that social media is a user-driven platform distinguishes it from other marketing platforms. People may start their own blogs and share their opinions on social media platforms such as Facebook, Instagram, and Twitter. This allows consumers to participate more actively in the communication process. Customers are more involved with the brand since they can provide feedback to the businesses and build trust with the companies. As a result of their research, Seo and Park (2018) discovered that social media marketing activities (SMMA) for the airline sector had a substantial impact on brand trust. As stated by Kim and Ko (2012), the online trust in social media is used as part of a social media marketing strategy to strengthen client connections and improve company profitability. It was created and verified by Yadav and Rahman (2017) in the e-commerce sector. According to their findings, perceived SMMA has a favorable effect on purchasing intention. It is anticipated that the fashion brand's social media engagement would have a favorable impact on purchase intention. Another frequent goal is to increase online trust; according to research conducted in 2012, 78 percent of marketers report utilizing social media to increase consumer trust (Ashley and Tuten, 2015). Because trust in social media is used as a marketing tool to develop relationships with consumers and improve corporate profitability, it is anticipated that companies' social media engagement will have a beneficial impact on customer online trust (Kim and Ko, 2012). So here are some hypotheses to think about:

H₁: Entertainment in social media marketing activity, have a positive effect on online purchase intention.

H₂: Interaction in social media marketing activity, have a positive effect on online purchase intention.

H₃: Trendiness in social media marketing activity, have a positive effect on online purchase intention.

H₄: Customization in social media marketing activity, have a positive effect on online purchase intention

H₅: E-Word of mouth in social media marketing activity, have a positive effect on online purchase intention

Purchase intention is defined as the possibility of purchasers who intend to make a purchase of a certain item (Dehghani and Tumer, 2015). It has been proposed by Binwani and Ho (2019) that social media signals are the source of buying intention. If a company is effective in establishing trust with its customers, they are more inclined to repurchase a product or embrace new offerings. When it comes to buy intention, customers tend to choose a more familiar brand over a less known brand when the option is between the two (Hoyer and Brown, 1990). The significance of trust in customers' buying choices has been researched for a long time, and the findings are consistent. Several studies came to the conclusion that customers buy goods not just for their practical qualities or for their overall quality, but also because they seek to get brand value and symbolic significance from the products they purchase (Aji et al., 2020). The following hypothesis is proposed by this research in light of the above reasons.

H₆: Online trust moderate the relationship of social media marketing activities and online purchase intention.

3.6. Data Generation Method

The investigation included in this thesis was carried out using quantitative data. According to Bryman and Bell (2011), researchers may utilize a variety of data collection techniques based on the amount and qualitative analysis of the data they are collecting. Primary data was used in this quantitative research, which is based on secondary data.

3.7. Procedure

This research considered the impact of social media marketing activities on purchase intention through the moderating role of trust. Data were collected from customers who make purchase decision through social media. Respondents from social media sites were notified via electronic mail, and personally. The surveys were given to respondents in person or sent through email by the researcher. An envelope with a cover

letter that guarantees the survey's confidentiality, as well as a return package, were sent to them.

The questionnaire comprises of identification code of respondent because data gathered from the customer collected for investigation. The questionnaires having the measures of impact of social media marketing activities on purchase intention through the moderating role of trust.

3.8. Population and Sample

It is possible to have more than one population in a research study. When a sample of a population is taken, information about that group may be gleaned (Evans, 2007). Pakistan's general public or customers who purchase ready-to-wear fashion labels served as the study's unit of analysis (the main entity under research).

Participants from Pakistan were asked to complete a questionnaire for this research project, and a total of 300 people responded. 260 questionnaires were returned out of a total of 300 questionnaires.

3.9. Sampling Technique

Sampling is defined in survey technique as selecting a group of people from a population to estimate or identify the characteristics of the whole population when gathering information from the entire population is not feasible owing to a lack of time or other resources. Uma and Roger (2003) suggest that in order to guarantee the reliability of the sample selected for data collection, it is important to pay attention to the sampling design and the sampling method. Techniques for selecting samples that are reliable and accurate representations of the population are covered in this section of the manual. A suitable sample method was used to gather data from members of the population who were readily accessible at the time of the survey.

When it comes to time and money constraints, this sample method is the most advantageous (Cooper & Schindler, 2007). The samples used in this method are selected because they are readily accessible. It is well-known for being the simplest, fastest, and least time-consuming method available. Despite the fact that data was gathered and

evaluated, it is unlikely that the data will be representative of the whole population. In order to gather information, questionnaires were distributed to consumers in Pakistan's ready-to-wear fashion industry.

3.10. Measuring Instrument

Likert scale (1-5) was used in questionnaire for closed questions for all investigated variables.

3.11. Development of Questionnaire

An already developed questionnaire of relevant research has been used instead of developing new questionnaire. A questionnaire has been developed by collective questions from different authentic published work with the relevance of model. Questionnaires have validity which shows that a measure has provided measurement of a concept. As the questionnaire has constructed on the base of theoretical models from prior studies, indicators are well implemented to express truly the concept indicators for measurement of the thesis's topic.

Table 4: Measurement Items Development

Concept	Variable	Item	References
Social Media Marketing Activities /Efforts	Entertainment (ET)	<ul style="list-style-type: none"> The social media content of this ready-to-wear fashion brand is enjoyable. The content shared by the social media of this fashion brand seems interesting. 	Seo and Park (2017)
	Interaction (IN)	<ul style="list-style-type: none"> Information sharing is possible in the social media of this fashion brand. The discussion and exchange of opinions are possible in the social media of this ready-to-wear fashion brand. The expression of opinions is easy in the social media of this fashion brand. 	Seo and Park (2017)
	Trendiness (TR)	<ul style="list-style-type: none"> The information shared in the social media of this ready-to-wear fashion brand is up to date. 	Kim and Ko, (2012); Seo and Park

		<ul style="list-style-type: none"> • The use of social media by this ready-to-wear fashion brand is fashionable. 	(2017)
	Customization (CT)	<ul style="list-style-type: none"> • The social media of this ready-to-wear fashion brand offers customized information searches. • The social media of this ready-to-wear fashion brand provides customized service. 	Kim and Ko (2012); Seo and Park (2017)
	e-Wom (WM)	<ul style="list-style-type: none"> • I would like to pass along information on the brand, product, or services from the ready-to wear fashion brand's social media to my friends. • I want to upload content from the ready-to-wear fashion brand's social media on my blog or microblog. 	Kim and Ko (2012); Seo and Park (2017)
Online Purchase Intention (PI)		<ul style="list-style-type: none"> • Interacting with this ready-to-wear brand's social media help me make decisions better before purchasing their product. • Interacting with this ready-to-wear brand's social media increase my interest in buying their products and services. • I will purchase products as marketed on this brand's social media. • I have a high intention to become this brand's customer. 	Aji et al. (2020)
Online Trust		<ul style="list-style-type: none"> • The information provided by the web-retailer on the website is plentiful and of sufficient quality. • The web site of this web-retailer offers secure personal privacy. • The performance of the web site of this Web-retailer fulfills my expectation. 	Chen, Yu-Hui and Barnes, S. (2007)

3.12. Data Screening

General information on the respondents and their responses to survey instruments are included in the preliminary analysis. The present study's aim is being investigated using the IBM SPSS statistics 23 version. There are many steps in this process that are examined: coding the data; editing; checking for missing numbers; looking for outliers; and also looking for unengaged answers. After labeling each variable and assigning a

particular number for each potential answer, the first phase was completed. Also noticed was that folders that were missing were excluded if their value had dropped by more than 10%. Hair et al. substituted the missing values in those with less than 10% missing values with the median of the points in the vicinity of the missing values (2014). Unengaged answers are handled by using the usual derivation of each instance. In order to avoid appearing as unengaged responses, folders with standard deviation values less than 0.7 were removed from the system.

Table 5: Data Screening

Required Analysis	Purpose	Tool
Coding and editing of data	Each variable should be labeled, and each response should be assigned a particular number.	Excel sheet
Missing data examination	Examine the information that is lacking and the potential remedy.	SPSS
Uni-variate outliers	To discover a situation in which a single variable has an extreme value.	SPSS
Non-response bias	To verify that the sample is representative of the whole data set and that there is no discrimination between early and late responders.	Excel sheet

3.13. Data preparation and examination

Data is engaged in various stages including data coding, data input, missing values, and data transit, according to Bhattacharjee (2012). We described our research as including surveys that were generated using Google Forms, LinkedIn, and email to targeted consumers. The spreadsheet takes all respondents' answers and converts them into a standard spreadsheet format. Anyone who filled out this survey may be found and evaluated.

3.13.1. Data Coding

The majority of social science research is conducted via the use of questionnaires (Sekaran & Bougie, 2016). Except for the fact that dealing with data in the string format is tough. We utilized Google forms to collect answers from the participants in each research. When generating a questionnaire with Google Forms, there are certain restrictions on the fields that may be selected as answers. All responses are limited to number values, and all data was gathered in a numeric format as a result of this restriction.

3.13.2. Data Entry

Fill in the blanks with the numerical values generated from the excel sheet, as previously stated.

3.13.3. Missing data

A missing data process is any efficient occasion or activity that occurs outside of the respondent (such as data entry errors or data collection problems) or that occurs with respect to the respondent (such as a refusal to reply) that results in the collection of missing characteristics from the respondent (Hair, Bowman, & Sauer, 1986). Dataset has a total of ten missing values. If the missing data is dispersed randomly, this test is used to compare the actual pattern of missing data with the anticipated pattern of missing data. As a result, Roderick and Farquhar (2002) conducted an MCAR test, which showed that these are absent at random. It also suggests that they are not based on an invisible systematic framework, which is a positive indication (Hair, Ringle, & Sarstedt, 2011; Klarner, Sarstedt, Hoeck, & Ringle, 2013). Because the data was collected online in this research, a tiny quantity of information was missing from the analysis. By preventing respondents from going on to the next question if they do not answer a particular question, data collecting minimizes the amount of missing data collected (Hair, Hult, Ringle, & Sarstedt, 2016).

3.10.1.2. Suspicious Response Patterns

Before evaluating the data, it is necessary to analyze the response pattern. According to Hair et al., (1986) and Hair et al., (2016), the straight-line method has been used to determine if respondents have marked the same response for a large proportion of questions and, if so, whether the respondent should be removed from the data set.

3.10.1.3. Outliers

An outlier is an answer that is either too excessive for a specific question or too extreme for all of the questions. As a result, it is necessary to examine the data for the existence of outliers in order to identify the kind of impact they have owing to their involvement in statistical tests (Hair, Hult, Ringle, & Sarstedt, 2016). When using IBM SPSS, the techniques of boxplots and stem-and-leaf plots were utilized to identify respondents (Mooi & Sarstedt, 2011). There was no answer that was identified as an outlier.

3.10.1.4. Data distribution

When analyzing data, it is critical to ensure that the data is not too normal. Non-normal data may create difficulties when determining the significance of the parameters since the parameters can be overemphasized (Henseler, Ringle, & Sinkovics, 2009a). When both the skewness and the kurtosis of the response pattern are nearly zero, the response pattern is said to be normal (Hair et al., 1986). Skewness and kurtosis were not affected by the lack of normalcy in the data since the indicators were within the allowed ranges of -3 and +3. As a result, this departure from normalcy was not deemed to be a significant issue since the degree of asymmetry was not severe and because these indicators were not the sole indicators used to assess their respective constructions, the indicators were retained. In order to analyze the data collected from the sample, descriptive statistics were calculated using the SPSS software statistical package, according to the research.

CHAPTER 4

ANALYSIS

In this part, it was specified a comprehensive investigation on the information gathered from the respondents utilizing the structured questionnaire. This part likewise exhibits the examination of survey's response including response rate & nonresponse bias test. The following area talks about the estimation model, reliability and validity by assessment of the model. The last area of this part displays hypothesis testing dependent on the outcomes from all the directed tests.

4.1. Respond rate of Participants

A random sample of 300 respondents has been selected for the research, which amounts to 30% of the total population of those participating. With 260 surveys, the study sample received 87 percent of the total 300 questionnaires sent to the participants.

Table 4. 1: Respond Rate of Participants

Description	No.	Percentage
Total Questionnaire	300	100 %
Not Returned Questionnaire	40	14 %
Total Realized Questionnaire	260	87 %
Total Response Rate	260 out of 300	87 %

4.2. Descriptive Analysis

This part of the data analysis section discusses the statistical tools which are used to examine the data. Additionally, it included activities like data preparation, measuring items' reliability and validity, descriptive and inferential statistics, and hypothesis testing.

4.2.1. Demographic Profiles

This section highlights the survey results. The below Table 4. 2.1 depicts the demographics information of respondents from Pakistan.

Table 4.2 1: Participation rate by Gender

		Gender			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	72	27.7	27.7	27.7
	Male	188	72.3	72.3	100.0
	Total	260	100.0	100.0	

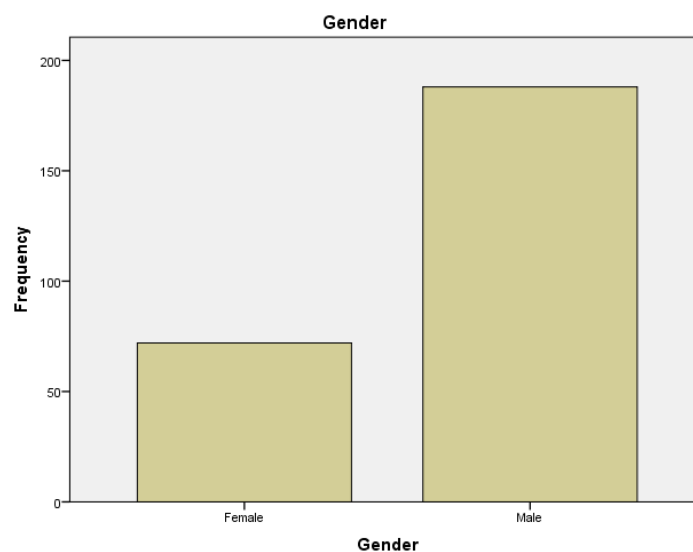


Figure 4.2 1: Participation rate by Gender

The above Table and Figure shows the descriptive statistics about gender of participants. In gender variable, out of the 260 participants 27.7% (n=72) respondents are female and 72.3% (n=188) are male. In this research, the majority participants in this study are male.

Table 4.2 2: Participation rate by Age

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 18–25	79	30.4	30.4	30.4
26-35	114	43.8	43.8	74.2
36-45	36	13.8	13.8	88.1
46-55	31	11.9	11.9	100.0
Total	260	100.0	100.0	

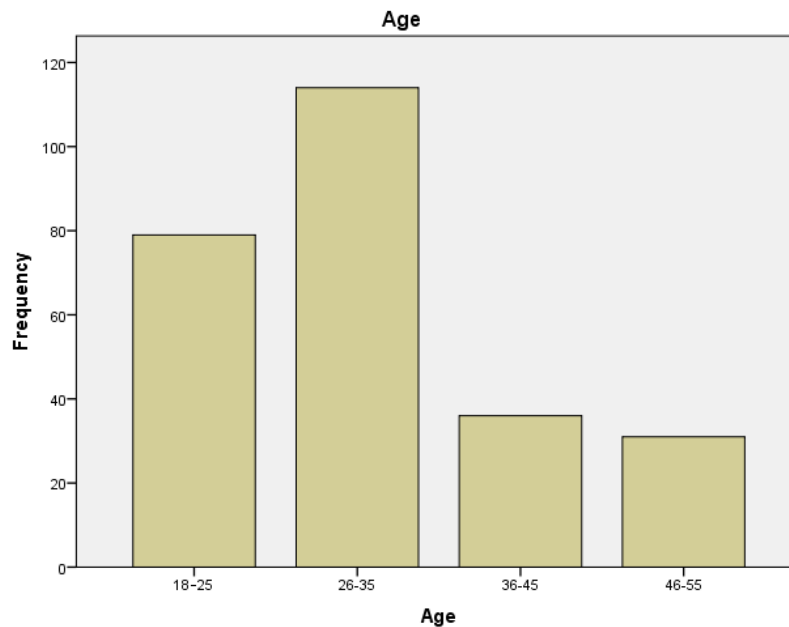


Figure 4.2 2: Participation rate by age

Similarly for the age variable, the respondent from study are 30.4% (n=79) at the age of 18-25 years, 43.8 % (n=114) at the age of 26-35 years, 13.8 % (n=36) at the age 36-45 years and 11.9% (n=31) respondents are from above 46 years.

Table 4.2 3: Participation rate by Education Level

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Bachelor	153	58.8	58.8	58.8
	Higher Diploma	5	1.9	1.9	60.8
	Master	63	24.2	24.2	85.0
	PHD	39	15.0	15.0	100.0
	Total	260	100.0	100.0	

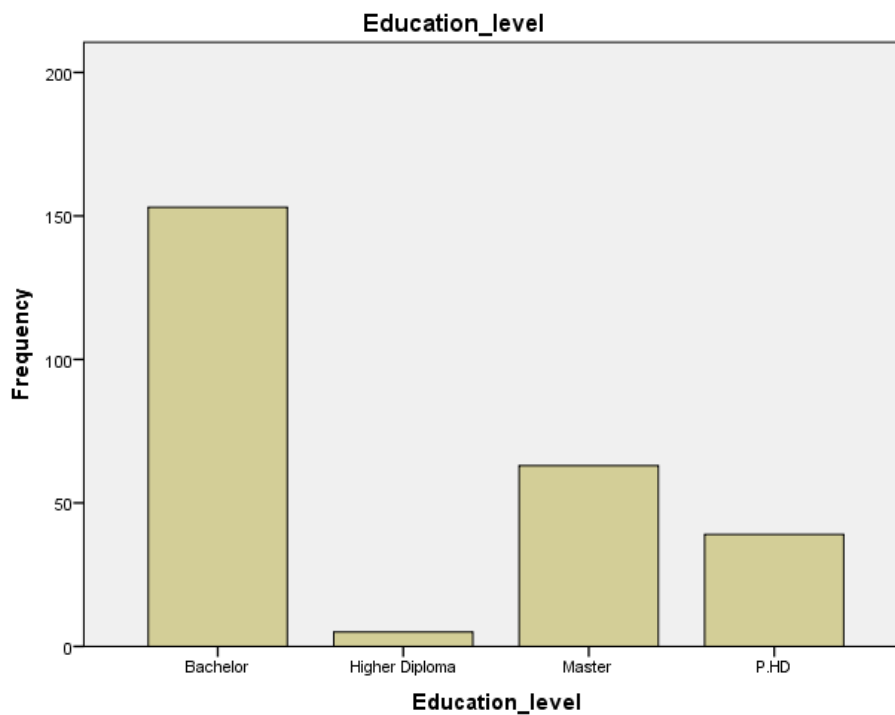


Figure 4.2 3: Participation rate by education level

The education level of respondents also shown in table 2. 58.8% (n=152) respondents are lies under the category of bachelor’s degree and its majority of respondents and 1.9% (n=5) are lies under the category of higher diploma. 24.2% (n=63) are lies under the category of master’s degree. Similarly, the response of PhD consumer of participants as shown in table 15%.

Table 4.2 4: Participation rate by Marital Status

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Single	168	64.6	64.6	64.6
	Married	71	27.3	27.3	91.9
	Divorced	21	8.1	8.1	100.0
	Total	260	100.0	100.0	

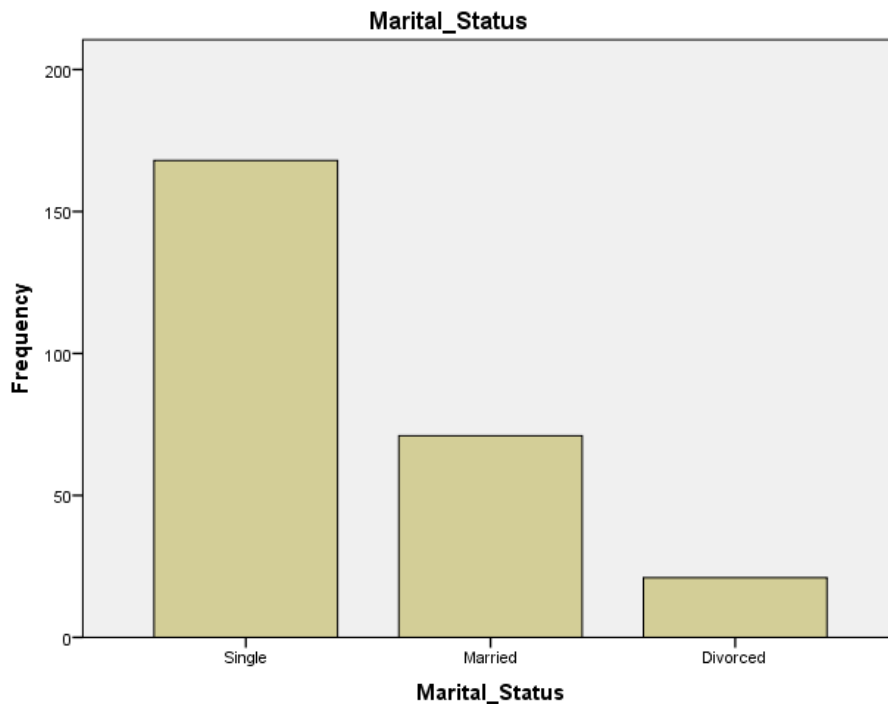


Figure 4.2 4: Participation rate by marital status

Above table shows the marital status of respondent. From total participants 64.6% (n=168) are single, 27.3 % (n=71) are married and 8.1% (n=21) are divorced.

4.3. Validity and Reliability Analysis

Measurement model has been evaluated using Anderson & Gerbing's (1988) two-stage method prior to structural equation modeling application. Social media marketing,

Interactivity, Attitude toward the advertising, Trendiness, online trust, and consumer purchase intention are all latent variables in the measurement model. These acceptable fit statistics were given by the measurement model: $\chi^2/df = 4.2$; GFI= .92; AGFI= .87; TLI= .94; CFI= .95; RMSEA= .08. Table 4.3 demonstrates validity and reliability analysis linked to the measurement model.

Table 4. 2: Validity and Reliability analysis

Variable Name	Items	(CR)	Loadings	(AVE)	Cronbach Alpha
Entertainment	E-1	0.928	0.649	0.563	0.720
	E-2		0.654		
Interactivity	INT-1	0.965	0.621	0.576	0.959
	INT-2		0.752		
	INT-3		0.723		
Trendiness	TRE-1	0.896	0.652	0.582	0.737
	TRE-1		0.763		
Customization	C-1	0.932	0.832	0.621	0.874
	C-2		0.875		
E-word of mouth	Ewom-1	0.963	0.735	0.682	0.815
	Ewom-2		0.785		
Online Trust	OT_1	0.924	0.826	0.765	0.938
	OT_2		0.835		

Variable Name	Items	(CR)	Loadings	(AVE)	Cronbach Alpha
	OT_3		0.856		
Online Purchase Intention	PI-1	0.863	0.768	0.678	0.862
	PI-2		0.834		
	PI-3		0.863		
	PI-4		0.893		

According to the results of confirmatory factor analysis, the variable representing social media marketing activities has a load ranging from 0.64 to 0.87. The composite reliability (CR) value has varied from 0.896 to 0.965, and the average variance extracted (AVE) value has ranged from 0.563 to 0.682, according to the findings. According to the results of confirmatory factor analysis, the loads associated with the online trust variable varied from 0.8226 to 0.8556. When it comes to the factor, the correlation coefficient is 0.924, and the average correlation coefficient (AVE) is 0.765. A range of 0.768 to 0.893 has been seen in the confirmatory factor analysis loads associated with the consumer purchase intention variable. The factor has a CR value of 0.863 and an AVE value of 0.678, which is the correlation coefficient.

It is possible to conclude that convergent validity is guaranteed for the dimensions employed in the measurement model since both the fit indices and item loads of each component are high at acceptable levels (>.69). Using the AVE values that are between 0.56 and 0.76, discriminant validity has been computed. The AVE values for the constructs were more than the square of phi estimates, indicating that they were discriminant. Because all of the variables in the model have distinct structural characteristics from one another, discriminant validity has been established (Anderson & Gerbing, 1988; Fornell & Larcker, 1981). The measurement model may be considered valid and trustworthy because of this.

4.4. Descriptive Statistics

Descriptive statistics make it possible for us to handle huge amounts of data while being practical (Mc- Dowall & Saunders, 2010). The mean value is responsible for both the overall pattern of answers as well as for their variability. This means that the mean value indicates where the average response sits, while the standard deviation enables us to understand where responses deviate from this average position. The bulk of responses are also on the agree side, as can be deduced from the fact that all the variables have mean values higher than 3. Measuring how much an average answer deviates from the norm yields the standard deviation. In high outlier detection, outliers are often found in the data. Variables all have standard deviation values lower than 1 and lie between 0.67 and 0.86.

Table 4. 3: Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
SMMA Entertainment	260	1.00	5.00	3.4538	.87201
SMMA Interaction	260	1.00	5.00	3.6654	.74305
SMMA Trendiness	260	1.00	5.00	3.5135	.79137
SMMA Customization	260	1.00	5.00	3.0750	.80368
SMMA EWOM	259	1.00	5.00	3.4015	.79054
Purchase Intention	260	1.50	5.00	3.3510	.55067
Online Trust	260	1.00	5.00	3.4949	.76466
Valid N (listwise)	259				

Variables that were included in the study, as well as the statistics associated with them, are shown in a table. The first column of the table has an explanation of the various variables. The second one provides information about the sample population. The minimal values are shown in the third column. In the fourth column, the maximum values are displayed. The values of the standard deviation are shown in the last column of the table. Measurement of each variable was done on a 5-Likert scale.

It is worth noting that for the independent variable SMMA Entertainment, the mean value is 3.45 and the standard deviation is 0.87. The interactivity has a mean of 3.66 and a standard deviation of 0.74, and this is true for all of the other SMM activities as well as the others. Similarly, the moderator, online trust reflects the mean of 3.49 and the standard deviation of 0.76. After everything is said and done, the dependent variable Purchase intention has a mean of 3.35 and a standard deviation of 0.55 as follows:

4.5. Correlation Statistics

As demonstrated in Table 4.7, there are strong relationships between the components in the study model. According to Table 4.5, correlation values between the structures in the model have varied between 0.198** and 0.576**, with the highest correlation value being 0.198**. The correlation between two variables shows how one is reliant on the other. Correlation, according to Orodho (2009), is a statistical relationship that shows the link or connection between two continuous statistical variables. The relationship between variables, as well as the degree of significance, is explained in more detail in the following table 4.3. The presence of a positive sign indicates that both variables are moving in the same direction. While a negative sign indicates a negative connection, a positive sign indicates that variables are going in the opposite direction of each other. The range of correlation values from +1 to -1 is considered acceptable. The existence of zero indicates the presence of zero.

Weak correlation is represented by correlation values ranging from 0.10 to 0.29, moderate correlation is represented by correlation values from 0.30 to 0.49, and high correlation is represented by correlation values ranging from 0.5 to 0.8, respectively (Cohen, West & Aiken, 2014).

The correlation coefficient for SMMA Customization is 0.198, which indicates that there is a positive and weak relationship between the two variables. The correlation coefficient between social media and purchase intention is 0.351**, indicating that the relationship is both positive and weak. This implies that when there is social media marketing, the intention to buy is increased as well.

Table 4. 4: Correlation analysis

		1	2	3	4	5	6	7
SMMA Entertainment	Pearson Correlation	1	.576**	.205**	.198**	.247**	.237**	.332**
	Sig. (2- tailed)		.000	.001	.001	.000	.000	.000
	N	260	260	260	260	259	260	260
SMMA Interaction	Pearson Correlation	.576**	1	.271**	.211**	.297**	.300**	.265**
	Sig. (2- tailed)	.000		.000	.001	.000	.000	.000
	N	260	260	260	260	259	260	260
SMMA Trendiness	Pearson Correlation	.205**	.271**	1	.331**	.205**	.314**	.178**
	Sig. (2- tailed)	.001	.000		.000	.001	.000	.004
	N	260	260	260	260	259	260	260
SMMA Customization	Pearson Correlation	.198**	.211**	.331**	1	.420**	.291**	.166**
	Sig. (2- tailed)	.001	.001	.000		.000	.000	.007
	N	260	260	260	260	259	260	260
SMMA_EWOM	Pearson Correlation	.247**	.297**	.205**	.420**	1	.351**	.305**
	Sig. (2- tailed)	.000	.000	.001	.000		.000	.000
	N	259	259	259	259	259	259	259
Purchase Intention	Pearson Correlation	.237**	.300**	.314**	.291**	.351**	1	.417**
	Sig. (2- tailed)	.000	.000	.000	.000	.000		.000
	N	260	260	260	260	259	260	260
Online Trust	Pearson Correlation	.332**	.265**	.178**	.166**	.305**	.417**	1
	Sig. (2- tailed)	.000	.000	.004	.007	.000	.000	
	N	260	260	260	260	259	260	260

** . Correlation is significant at the 0.01 level (2-tailed).

4.6. Structural Model and Hypotheses Test

For the purpose of testing the study hypotheses, structural equation modeling has been used. The structural model is shown in the following table.

Table 4. 5: Results of the hypotheses in the research model

Hyp othe sis	Path Coefficient	Coe ffici ent	Sta nd. Dev	T- va lu e	P- val ues	De cisi on
H1	Entertainment Social Media Marketing -> customer purchase intention toward fashion brand	.029	.047	.679	.498	No t Ag ree
H2	Interactive Social Media Marketing > customer purchase intention toward fashion brand	.101	.136	1.928	.055	Ag ree
H3	Trendiness Social Media Marketing > customer purchase intention toward fashion brand	.132	.190	3.139	.002	Ag ree
H4	Customization Social Media Marketing > customer purchase intention toward fashion brand	.153	.219	3.456	.001	Ag ree
H5	E-Wom Social Media Marketing > customer purchase intention toward fashion brand	.068	.098	1.540	.125	No t Ag ree

According to the findings of (Pjero & Krcini, 2015), the H1 and H5 hypotheses, which suggest that entertainment social media marketing and EWOM has a positive but insignificant effect on consumer purchase intention, are rejected (= 0.470; t = 0.679; p .498) and (= 0.098; t = 1.540; p .125), respectively. A similar conclusion can be drawn from the H2, H3, and H4 hypotheses (Tümer et al., 2019), which suggest that Interactive social media marketing, Trendy social media marketing, and Customization social media marketing all have positive effects on consumer purchase intention (H2=.18; T = 2.589; p 0.05).

4.7. Testing the Moderating Variable and Results

The connection between social media marketing and the purchasing intentions of consumers was covered in the previous section. This section explores the online trust relationship between social media marketing and customer purchase intention. This is one kind of measurement used to evaluate the moderation impact of the moderating variable on the interaction between the independent and dependent variables (Holmbeck, 1997) Since we have learned that moderation only matters when there are standardized scores that can be used in moderation models, we have created a separate model that allows us to conduct a moderated experiment in which the moderating variable is used to test the impact of the standardized moderation score. The customer intention to purchase was stated in social media marketing and brand trust was utilized as a moderating variable in this research where Smart PLS 3.0 was used to evaluate the moderation hypotheses. To complete the assessment, the assessment engine compounded scores that were determined by using online media marketing and brand trust information. Multicollinearity, which was avoided by using the standardized values of these constructs as proposed by Aiken, West, and Reno (1991), is a difficulty when trying to standardize complex constructs. You did not encounter any issues with the concept and interaction term correlation when doing a moderating variable test (Ozdogan & Altintas, 2010).

4.7.1. Testing Online Trust as a Moderating Variable

It was investigated in this research if online trust had a moderating effect on consumer purchase intentions when the connection between social media marketing and consumer buy intention was considered. Table 4.7 summarizes the results on the impact of brand trust on the link between social media marketing and customer purchase intention, which were presented in the previous section.

Table 4. 6: Testing the Moderating Variable Related Hypothesis and Results

Hypothesis	Path Coefficient	Coeff.	Stand. Dev	T-value	P-value	Decision
	Social Media Marketing > customer purchase intention toward fashion brand	0.70	0.127	13.368	0.005	Agree
H6	OT*SMM -> CPI	0.220	0.144	2.447	0.035	Agree

CHAPTER 5.

DISCUSSION AND CONCLUSION

Specifically, the aim of this study was to investigate the impact of social media marketing on customer purchase intention toward a ready-to-wear fashion brand, with the moderating effect of online trust as a control variable. It is addressed in this chapter how the empirical results and implications of this thesis have been used, as well as the limitations of this thesis and suggestions for further study.

5.1. Empirical Findings

As a consequence of this research, many intriguing insights regarding customer purchase intention for a fashion brand have been gained. Because fashion is an industry that is always evolving, individuals who want to stay on top of the latest trends are more likely to interact with companies' social media accounts. It is critical for those who are interested in ready-to-wear fashion to have access to the most up-to-date information about collections, products, and materials. Instead, then seeing their interaction with companies' social media sites as a leisure activity, the respondents said they want to get valuable information. According to the findings, several marketing elements have a major impact on the attitude of customers toward a fashion brand. According to the findings of this research, there was a favorable relationship between social media marketing with appealing content and the user's attitude toward a fashion brand on social media.

People typically become fans of a specific brand when they are considering purchasing its goods or when they have had a positive personal encounter with a particular product or brand. According to this result, the author asserts that individuals become fans or followers of a business if they really like the goods or the brand as a whole, and they want to be a part of the surrounding community. The followers are mostly individuals who have previously consumed and used the brand's goods or services, making it easier for the business to interact with them. The connection with such customers may be lengthy and solid, and these consumers can become very loyal to a brand if they are well taken care of by the company's marketers, customer service representatives, and retail outlets, among other things. Nonetheless, some individuals become fans of a brand because they were invited by friends to do so, or because they intend to purchase the company's goods in the future. The fans are thus unfamiliar with the brand, and their initial encounter with the brand is important. In most cases, their initial impression of and connection with a company is formed by the first post that they see on their social media page. If the initial encounter fails to capture their interest, it is likely that they may not return to the brand's page for a lengthy period of time, resulting in the business missing a chance to acquire new paying clients.

Based on the findings of this research, which examined the relationship between social media marketing and online customer purchase intention for Pakistan ready-to-wear fashion companies, we can conclude that the study discovered the presence of "consumers" on social networks has a significant role in triggering buy intentions among Pakistani social network users. As a result of the moderating function of "online trust," fashion companies in Pakistan may benefit from it, as they can utilize social networking sites as a marketing tool to build customer confidence, which in turn can increase their buy intention. According to the findings, fashion brand consumers in Pakistan may be affected in small amounts by online word of mouth when utilizing a social network marketing platform to promote their products. It has also been discovered that Pakistani social networking users utilized this platform not only to acquire information about their brand, but also to share that knowledge with other people. Results of this master's thesis study were backed by earlier investigations, which led to the conclusion that (Heller Baird & Parasnis, 2011; Dehghani & Tumer, 2015; Bilal et al., 2014).

It was verified by the study's findings that fashion brands' social media marketing was associated with their consumers' intentions, which was also validated by prior research (Barhemmati & Ahmad, 2015; VanMeter et al., 2013). According to the findings of this research, Pakistani consumers utilize social media platforms and are more likely to identify with ready-to-wear fashion brands than with other brands in the same category.

In conclusion, social network marketing for ready-to-wear fashion brands has the potential to engage their customers while also providing them with valuable input on the company. Despite a few negative encounters, the study found that the Pakistani consumer was associated with consumer purchase intention, which is confirmed by prior research as well (Rosetta, 2014). Furthermore, the results indicate that the moderating impact of trust on customer purchase intention may be deliberately used by the fashion brand to increase their overall sales (Areeba Toor, 2017).

5.2. Limitation and Future Direction

The research, although it has shown the effect of social media marketing on purchase intention and brand trust, it still has significant limitations, as discussed below. First and foremost, the present research has many limitations, one of which is that it is solely based on cross-sectional data. As a result, longitudinal research would be sufficient for gaining a new knowledge. Second, additional factors affecting purchase intention or brand loyalty may be added in the model to improve it and get a better understanding of the impact of social media marketing on the variables, respectively. As a result, it is suggested that empirical study in a variety of sectors be conducted in order to better understand social media marketing in different settings.

This examination has been completed within the framework of the three-restriction system. There is one significant limitation to the investigation in that it is also focused on buyers of ready to wear fashion brand products alone. In addition, the data for this research was gathered via the use of an online survey method. For the same reason as previous online surveys do, the sample used in this research includes only those who are eager to answer to the study's questions, which results in the study's participation being restricted. Because it would be difficult to reach all of the people who were subjected to

the investigation, a convenience sample approach has been used. In any event, it is not feasible to use the example to represent all of the people in the world. As a result, broad generalizations are not permitted.

There may be a few recommendations for further investigations based on the results of this inquiry. The scope of this investigation is limited to customers who utilize brands in Pakistan. In light of this fact, it is possible that products from different categories and customers from various countries may be selected for future exams, and that local investigations will be carried out. Furthermore, there may be factors to examine that are relevant to both the product and the service. It may also be possible to investigate the moderating effects of variables such as age and income level on the connection between social media marketing and customer purchase intention in the future.

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APPENDIX: QUESTIONNAIRE

Effect of Social Media Marketing on the Customer's Online Purchase Intention: An Empirical Study in Pakistan

Concept	Variable	Item	References
Social Media Marketing Activities /Efforts	Entertainment (ET)	<ul style="list-style-type: none"> • The social media content of this ready-to-wear fashion brand is enjoyable. • The content shared by the social media of this fashion brand seems interesting. 	Seo and Park (2017)
	Interaction (IN)	<ul style="list-style-type: none"> • Information sharing is possible in the social media of this fashion brand. • The discussion and exchange of opinions are possible in the social media of this ready-to-wear fashion brand. • The expression of opinions is easy in the social media of this fashion brand. 	Seo and Park (2017)
	Trendiness (TR)	<ul style="list-style-type: none"> • The information shared in the social media of this ready-to-wear fashion brand is up to date. • The use of social media by this ready-to-wear fashion brand is fashionable. 	Kim and Ko, (2012); Seo and Park (2017)
	Customization (CT)	<ul style="list-style-type: none"> • The social media of this ready-to-wear fashion brand offers customized information searches. • The social media of this ready-to-wear fashion brand provides customized service. 	Kim and Ko (2012); Seo and Park (2017)
	e-Wom (WM)	<ul style="list-style-type: none"> • I would like to pass along information on the brand, product, or services from the ready-to wear fashion brand's social media to my friends. • I want to upload content from the 	Kim and Ko (2012); Seo and Park (2017)

		ready-to-wear fashion brand's social media on my blog or microblog.	
Online Purchase Intention (PI)		<ul style="list-style-type: none"> • Interacting with this ready-to-wear brand's social media help me make decisions better before purchasing their product. • Interacting with this ready-to-wear brand's social media increase my interest in buying their products and services. • I will purchase products as marketed on this brand's social media. • I have a high intention to become this brand's customer. 	Aji et al. (2020)
Online Trust		<ul style="list-style-type: none"> • The information provided by the web-retailer on the website is plentiful and of sufficient quality. • The web site of this web-retailer offers secure personal privacy. • The performance of the web site of this Web-retailer fulfills my expectation. 	Chen, Yu-Hui and Barnes, S. (2007)

RESUME

Sardar Hassan Mahmood

Email:

Skype:

CURRENT CONTACT:

SKILLS

- Product management and branding
- Planning events
- Social media marketing
- Administrative support
- Promotions planning skills
- Customer demographics understanding
- Market research expertise
- Sales strategy familiarity

EXPERIENCES

- Marketing and Sales Assistant Manager, Land hub Real Estate Istanbul. 1.5 - years' experience.
- Sales Representative, Realty Group Istanbul. 6-months experience.
- Marketing Officer at BILIR BASIM Company in Istanbul Turkey 1-year experience.
- Roshan Raasta 1.5 -year experience.
- Management Trainee Officer at Nishat Textile Mills LTD Faisalabad 1-year experience.

INTERNSHIP

- Six-week Internship in Production unit at Nishat Textile Mills Faisalabad.

ACADEMIC QUALIFICATIONS

Degree/Certificate	Institution	Year of Completion	Description
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M.A Marketing	Bahçeşehir University, İstanbul	2019	Marketing
BBA (IM)	GCUF	2017	Management Sciences
F.S.c	BISE Faisalabad	2012	Science
Matriculation	BISE Faisalabad	2010	Science

ACADEMIC QUALIFICATIONS DESCRIPTIONS

MAJOR IN: MASTER

- Marketing research
- Strategic marketing
- Marketing communications
- Customer management
- Marketing analysis

RESEARCH PROJECT:

THE EFFICIENCY OF ENERGY IMPROVING IN MANUFACTURING INDUSTRY IN PAKISTAN.

MAJOR IN: BACHELORS

- Quality Management Modeling & Simulation Risk Management
- Logistics and Supply Chain Management
- Decision Making
- Sciences Lean Management & Six Sigma
- Operations Management Maintenance/Reliability Management

RESEARCH PROJECT:

- IMPACT OF ORGANIZATIONAL CULTURE& SUPERVISOR SUPPORT ON EMPLOYEE PERFORMANCE.

LANGUAGES

English (Good), Urdu (Fluent), Hindi (Fluent), Punjabi (Fluent), Turkish (Beginner)