

## **Influence of Social Media Marketing on Consumer Buying Behavior in Pakistan**

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### **Abstract**

*The main idea behind this study is to investigate the impact of social media marketing on consumer buying behavior in the clothing of Pakistan. Social Media has been used one of the most influential tools in marketing activities of most companies around the world and the major platforms used are Facebook, Twitter, Instagram and Snapchat. Moreover, the researcher has however employed quantitative research design in order to conduct the research hence, the online close-ended instrument was adopted in order to collect data from a sample of 218 females through convenience sampling. The results found at the end that, there is a significant relationship between online engagement in terms of social media marketing and consumer buying behavior, there is a significant relationship between entertaining and relevant content in terms of social media marketing and consumer buying behavior, there is a significant relationship between trust on brand in terms of social media marketing and consumer buying behavior. However, no statistically significant relationship was found between electronic word of mouth in terms of social media marketing and consumer buying behavior in Pakistan.*

**Keywords:** *Consumer Buying Behavior, Social Media, Quantitative, Online engagement, Entertaining & relevant content, trust on brand*

## **Introduction**

Social media today, has given a new identity to the marketing landscape and as such has taken center stage because of its origin in technology engaging customers with content in a way they are better able to understand an organization and its products. Today, Instagram and Facebook alone report 1 and 2 billion active users daily, respectively. Moreover, studies have shown that individuals all around the world on average spend at least 45 minutes every day consuming information on their mobile devices. Hence it is understandable why businesses all around the globe are striving to use these social media platforms as their own form of direct marketing communication. Social media facilitates the sharing of communication and information with the current and new customers so that an organization can be facilitated to draft an image and awareness of any brand, which will in turn boost the sales revenue of any organization. In addition to the above, a report has shown that majority of the marketers have recognized the benefit of social media in marketing their businesses (Koay et al., 2020). The element of direct one on one communication with the customer is a unique trait demonstrated in social media marketing. For instance, today an organization is poised to resolve customer complaints as soon as they occur and in turn ensure that when customers do take a decision regarding a purchase, it is positive. Being able to offer better outreach to customers, and being cost effective, 93% of users of any media better comprehend communication and information when it is delivered to them via various social media platforms; if compared to the traditional tools of marketing namely television, radio and newspaper etc.

Social media and social networking have changed every facet of every industry as we know it and this digital storm will not stop for anything coming in its way. These advances in communication and informational technologies have enabled fashion giants like Zara and Mango to garner more than 15.4 million followers on Instagram while getting liked on Facebook by more than 29 million individuals, and 9.1 million followers on Instagram and 16.5 million likes on Facebook, respectively for both clothing giants (Pujadas-Hostench, et al., 2019). PwC stated in one their reports that 52% of social media users search for possible future purchases online first while 40% of these individuals. All aspects of human life are now affected by social media (Alalwan, 2018). Twitter, Snapchat, Facebook, YouTube, Google + are the giants of the social media world and are engaging customers both perceptually and behaviorally. Social media has

given organizations both public and private to communicate and interact with each on a platform never seen before and this changes the dynamics of individuals' interactions. Harnessing the power of social media marketing as efficiently and effectively as possible has become the primary objective of organizations globally. Social media is one of the facets of a digital storm which is and will keep going to impact each and every industry mankind has ever created. Globalization is now going towards its peak, as the world looks at an interdependent world economy and integration of international marketplace into one global market (Ramsunder, 2011).

### ***An overview of Sapphire***

For better comprehension of the impact of social media marketing on the buying behavior of the consumer in the clothing industry, this paper is going to discuss and review the impact of the same on a Pakistani clothing company, Sapphire. The flagship company and the star of Sapphire group, Sapphire textiles has been a household name in the Pakistani industry and is one of the oldest in Pakistan, since 1969. Sapphire textiles launched its Sapphire clothing brand in the late 2014 and early 2015 and has the brand has since then been an eager competitor in the market of clothing specially women lawn.

### **Research questions**

What were the most important factors of social media marketing which affect the buying behavior of the consumers pertaining to the clothing industry of Pakistan? What is impact of online engagement on buying behavior of the consumers? What is the effect of electronic word of mouth on consumer buying behavior? What is the impact of entertaining and relevant content on buying behavior of the consumers? What is the link between trust on brand and buying behavior of the consumers?

### **Objectives of the study**

1. To determine the impact of interactive engagement through e- marketing on buying behavior of the consumer
2. To analyze the effect of electronic word of mouth (EWOM) trust v.s social media ads, on buying behavior of the consumer
3. To interpret the impact of entertaining and relevant content on buying behavior of the consumer
4. To understand the relationship between trust on brand and buying behavior of the consumer

### Hypotheses of the study

H<sub>1</sub>: Online engagement has a positive and significant impact on consumer buying behavior.

H<sub>2</sub>: Electronic word of mouth (EWOM) has a positive and significant impact on consumer buying behavior.

H<sub>3</sub>: Entertaining and relevant content has a positive and significant impact on consumer buying behavior.

H<sub>4</sub>: Trust on brand has a positive and significant impact on consumer buying behavior.

### Conceptualization of Hypothesis Development

Above used variables have been taken from the following authors:

Name of Authors	Name of Variable
(Grimsley, 2018)	Consumer buying behavior
(Correia et al., 2017)	Online engagement
(Contreras, 2015)	Electronic word of mouth
(Valaei & Nikhashemi, 2017)	Entertaining and relevant content
(Bedgood, 2019)	Trust on brand

### Review of literature

#### *Consumer Buying Behavior*

Consumers in the world of today are obsessed with fashion (Valaei & Nikhashemi, 2017). Today the consumers make their impact by spending money across various product types including, fashion industry. Consumers now have a significant role in the marketplace. An individual buyer today spend 70% of their earnings on fashion and apparel goods, and this generation comprises of a vital generation of consumers who cohort for fashion related purchases (Valaei & Nikhashemi, 2017). According to various experts it was the marketing industry which has most efficiently exploited the power of social media to market products in such a way that the world had never seen before (Grant & Stephen, 2006).

Numerous times throughout the day, as individuals, we have to take multiple decisions. Simple daily decisions like what clothes to today? what to have for lunch? or what movie to watch? On daily basis we make so many decisions without even thinking much about it. These simple

decisions might be insignificant for us but on contrary are very important to a marketer. These decisions define our behavior and purchase patterns. It is essential that a marketer is able to decode them to use them to their advantage. Behavior of the consumer is in depth study of consumers and the progressions they use to select, consume, and dispose off products and services, this also includes their emotional, mental and behavioral responses. Consumer behavior integrates ideas from several sciences including psychology, biology, chemistry, and economics to give us insights on the customer and his/her responses to the product/brand (Yeo et al., 2018).

Learning consumer behavior is essential as this way marketers can better comprehend what effects their consumers' buying decisions. Through understanding how consumers decide on a particular product, marketers can fill in the gap in the market and categorize the products that are needed and the products that have become obsolete. Studying consumer behavior also help assist marketers decide how to portray their products in a way that generates maximum impact on consumers. Understanding consumer buying behavior is the key to attainment and engagement of an individual clients, and convert them to make a purchase from an individual (Baumgartner, 2017) The consumer behavior analysis should showcase what consumers think and how they feel about various alternatives provided to them at the marketplace from various brands and products, influencers for consumers to choose between various options. For each person or type of audience these influencers may change and vary as triggers for him/her to make a decision, consumers' behavior while shopping and moving from isle to isle. What attracts the eyes of the target audience or what has an emotional attachment with them. It all develops with time and association with the brand over a long period.

The consumer behavior is often influenced with different factors and triggers. Marketers should study consumer purchase patterns and figure out buyer trends. In most cases, brands influence consumer behavior only with the things that they have their control over; like how IKEA seems to compel an individual to spend more than what an individual intended to every time an individual walk into the store. There are three main categories of factors which influence the consumer buying behavior, the first being personal factors which are an individual's interests and opinions that can be influenced by various demographics such as age, gender or the culture they're a part of. After this comes psychological factors that are the individual's response to a

marketing message and will always depend on their perceptions and attitudes. For example, the advertisements by Shan Masala are mostly centered around family orientations in Pakistan. This is the most selling phenomena in Pakistan due to the family importance and can easily trigger people to make a purchase with delicious visual and emotional cues. Lastly, the social factors which consists of family, friends, education level, social media, income, they all influence consumers' behavior. Social ties are quite vital in triggering a person to choose a particular product or brand (Atulkar & Kesari, 2018).

Furthermore, we can further break down the different types of consumer behaviors. The first one is the complex buying behavior, this type of behavior is encountered when consumers are buying an expensive, infrequently bought product. In making this purchase they are highly involved in the process and do lots of prior research before committing to invest in that product or service. Imagine buying a house or a car; these are an example of a complex buying behavior. If we make such purchases as a car, we often go out trying various shortlisted cars, ask opinion leaders, ask around on different social media groups and close family and do lots of research on the internet. The second type of buying behavior is dissonance-reducing buying behavior in which the consumer is highly involved in the purchase process but has difficulties determining the differences between brands. 'Dissonance' occurs when the consumer worries that they will regret their choice. Here the product or the service can be expensive but has a lot of other aspects to it as well to confuse an individual to form dissonance. Moreover, habitual buying behavior or habitual purchases are characterized by the fact that the consumer will show very little involvement in the product or brand category. The best example can be grocery shopping; an individual goes to the store and buys the bread preferred at an individual's household (Murphy, 2016). Here we are exhibiting a habitual pattern, and don't show strong brand loyalty. If an individual may not find a Dawn bread than an individual might just go for Wonder bread. In addition to the above we also have variety seeking behavior where the consumer purchases a different article not because they weren't satisfied with the previous one, but because they seek variety (Valaei & Nikhashemi, 2017). Like when an individual is trying out new deodorants or snacks for the evening. An individual will always want to try new things and flavors everything an individual make such a purchase. A perfect example is when we're buying biscuits, one time we bring home Chocolatto by Bisconni and the next time we just pick up Prince by LU. Not that Chocolatto wasn't great enough but this time an individual preferred choosing something else.

There are many things that can affect consumer behavior, but the most frequent factors influencing consumer behavior are discussed as follows. Marketing campaigns often influence the purchasing decisions a lot. If done rightly on point and regularly, with the right marketing message, they can even induce in consumers to change brands or opt for the more expensive alternative. These campaigns can also help as reminders for products that are purchased regularly but are not on top of the consumer's mind. A good marketing message can influence impulse purchases. A perfect example can be an Insurance campaigns where they show an individual's various possibilities that an individual can create, an individual pain points or things/events an individual is afraid of to trigger a purchase. Economic conditions, for expensive products like cars or house where a complex buying behavior is found the economic conditions play a huge part. An economic environment should be such that makes the consumers want to buy the product regardless of that fact whether they can afford it or not. If such is the case, the consumer will somehow manage to purchase the product. In case of expensive products, consumers usually take longer to decide, however this can be influenced by more personal factors at the same time. Many studies suggest that personal factors affect consumer behavior, these factors include (but not limited to) likes, dislikes, priorities, morals and values. If we think about the fashion or food industry, these factors play a very powerful role. Advertisements do also play a very important role in the decision but in the end the purchase is mainly influenced by consumer's personal preference. If an individual is not into drinking, no matter how many beer/vodka ads that an individual watch or like an individual won't never be indulged in making such a purchase.

Usually very effective with people who have strong moral and priorities. Peer pressure also greatly influences the consumer buying behavior. What our family, classmates, immediate relatives, next door neighbors, and acquaintances think or do can play a substantial role into molding our decisions (Radu, 2019). Social psychology impacts consumer behavior due to various reasons such as trust, knowledge and mainly the question of what they might think. Choosing fast food over home-cooked meals, for example, is just one of such situations.

Education levels and social factors can also have a huge impact. The purchasing power plays a substantial role in manipulating our behavior. Unless the consumer is a billionaire, he/she will take the budget into consideration before making any purchasing decision. The product may just be exceptional, the marketing could be on point, but if an individual doesn't have the money for

it, an individual cannot afford to have it. Segmenting consumers based on their buying capacity helps marketers determine eligible consumers and achieve better results (Team, 2020)

### ***Social Media Marketing***

While navigating through any Instagram feed every day, an individual consistently notices new posts and stories by various brands that he or she follows and personally likes. The posts are about the brand and its vision while being innovative and creative in order to engage more consumers. Every post that is related a brand will contain visual cues that will ensure an impactful delivery of the message of the brand itself. This assists in achieving a social media feed have an individual look professional, imaginative, and structured when visitors, like us browse on various home pages (Henniger et al., 2017).

Some social media accounts also encourage interactions between the consumers and the brands that they love by starting hash tag movements online for instance, on twitter # Just do it would instantly be recognized by Nike's fan base. A question arises in our mind as to why marketing on various social media platform has become so critical? What are the reasons for an individual spend time & efforts creating social media accounts for an individual brand? How does an individual actually build a social media marketing strategy that is tailor made for a brand and its growth. How to connect with an individual target audience, and engage with them in order to retain old customers and attract new ones?

Social media platforms have given rise to social media marketing that is the process of generating engaging content to stimulate brand's products' activities on countless social media platforms such as Snapchat, YouTube and twitter. The social media content generated either by individual users or the brands themselves, should be designed as such that it should increase the awareness about the brand and its products while also making sure that the consumer engagement remains at its peak, and according to the audience on each platform. Each platform has its own kinds of audiences and specialties that work best on that specific platform (Hostench, et al., 2019). The core of social media marketing is the capturing an individual consumer attention by interacting with them to create an emotional bond with them on a personal level. But in order to ensure brand engagement amongst all the social media platforms, the strategy should be adoptable to be able to keep varying depending on the platforms the brand prefers to connect their target audience with. For each platform and each target audience a different strategy is



applied that best works (Yuen & Lau, 2019). Today, Facebook garners 1.73 billion active users daily, with majority of the audience belonging to the age group between 16-35. Facebook has been seen as revolutionizing the buyer to customers form of marketing and is considered today to be the best place online to create brand awareness through marketing and advertising. Another social media giant is twitter which receives more than 126 million active users daily with the majority of the audience belonging to the age bracket of 16-30, and is impacting both the buyer to buyer and buyer to customer with in the retail industry. One of the most hotly used app is Instagram with over 1 billion daily active users with the primary audience being millennial and is impacting buyer to customer forms of business.

There are various number of compelling & rational reason for having a brand engage in social media marketing strategies. Last year, the world presence of individuals on social media exceeded 3.4 billion across the globe. Social media encompasses a vast majority of our world`s population, and as such an individual can see why it is so important to ensure an individual business is sharing content related to an individual products along with the description of an individual company via various platforms or two that have the potential to help an individual improve brand awareness (Shin & Dickerson, 1999). Furthermore, boosting social media engagement with the consumers drastically aids in increasing awareness about a brand. Engagement on social media is done via using the options of likes, reposts, sharea and comments. While it also facilitates an individual in directing traffic straight to an individual site via various links. These links should be attached in profile, bio, captions and descriptions. Once the customer is on an individual website there are better chances of conversions if it`s a product of instant purchase.

Endorsing of products on social media platforms is a convenient path which leads to an increase in the sales because of increased online conversations and improved lead generation. This is because consumers now have the luxury to choose the advertisers, they want to engage with by following their favorite brand`s online page. This way an individual chances of conversions are higher due to the filtered audience. By considering the consumer audience, a brand will then be able to strategize the best possible way to penetrate in to the social media platforms` presence by ensuring the delivery of engaging and creative content. This is to be done to ensure that the consumers remain engaged with the brand for a long time to come. But it is also crucial for the

brand to have knowledge about which social media platform will have the most impact and on which platforms does the brand have more followers. In order to have this surety the brand needs to recognize what its target audience demands.

With such a vast number of consumers having social media presence it is inevitable some of these consumers scrolling through an individual profile is also watching an individual competitor's content or other similar businesses. That's why having engaging and aesthetically appealing social media content that stands out. It should also urge viewers to click that "Follow" button and interact with an individual brand. To help an individual get creative, consider content an individual's competitors are sharing and how an individual can uniquely promote an individual's products and also, take advantage of the features offered on the chosen platforms. For example, an individual who is generating content online, a vlogger, now has the options like Facebook live to give product reviews and conduct giveaways in order to have a more engaging consumer or fan base. In addition to the above, user generated content on social media has now become one of the biggest promoters in the history of marketing. User generated content generally consists of a product review followed by the personal experience of the user him or herself in order to promote any product which they might choose. Social media management solutions are all the organizations want in order to ensure that the content linked to their organization strategy. Social media management solutions include the use of tools which further facilitate the preparation of online content (Yeik et al., 2019). These tools also enable the brand to schedule posts in order to ensure enhanced brand activity. Furthermore, these solutions provide a brand time to focus on more important social media strategies to be implemented.

As a rule of thumb, posting on social media should only be done when an individual has quality content to share, not just for the sake of sharing. There's a reason an individual is posting the content and it should always be there. This is how an individual will find the correct number of posts in order to ensure quality content. However, posting too much can lead to annoyance for the consumers watching the posts. These situations are damaging to the fan following and hence it is proven that it is crucial to achieve that right balance. Moreover, individual planning on having a presence online need to have knowledge of various studies and resources which explain the acceptable posting frequency amongst other variables (Addulai et al., 2020). Then, an individual can start to test the waters with his or her followers on various social media platforms

by adjusting the frequency of posts in order to ensure the level of engagement with the consumers remains high.

Social media marketing consists of many aspects but the main aspect to which attention needs to be paid the most is making sure the efforts have success in complementing the goals that are set beforehand. To regulate this, there has to be a track of all the posts shared, on every platform. This can be done by reviewing and managing the social media metrics for each post (Ratchford, 2019). There are metrics in social media which are quantifiable stats which portray the impact and success of an individual's posts by measuring the effects on consumers on social media (Jiang et al., 2019). These social media benchmark metrics consist of data which relates to the number of likes, shares, follows and other interactive quantifiable interactions across all the social media platforms.

Engagement online by individuals as mentioned previously consists of comments, like and replies etc. across the social media platforms. Every social media platform has its own engagement metric which results in quantifiable data for the marketer. On Instagram, the feature of saved posts is a metric while pinned posts is the same metric but is used by Pinterest. While reach, as the name implies, is the ability of a brand's page to engage as many consumers as possible. While all these community pages represent their strength in the number of followers they have. In addition to the above metrics, impressions is another which only relates to how many people have viewed a post irrespective of the fact whether the consumer has liked the post or not. For example, we easily understand how many times each song has been viewed of a particular singer or production on YouTube. Another metric is the profile visit, which is the number of people who interacted with a community page by visiting its profile page. This can be general visit or specific ones, depend if it's an old customer or a new one. Mentions keeps count of the times, the handle of a community page or a brand have been mentioned anywhere by the members of the audience having online presence. While, tags happen when the audience adds the name of a brand or its hashtag to another post. It can be deadly at times as well when the audience is not happy or very cross, they can just use this to spoil the brand image. Reposts is when a consumer from the audience posts brand's content on their personal page. This happens when something inspires them to an extent that it triggers them to share it and make discussions over it. Thus, giving the brand the word of mouth that it requires. That too free of cost. Shares is

just like post sharing and consumer's share some post or an online activity over a certain social media platform.

The above mentioned metrics can be influenced in order to ensure increment in the social media followers, and improvement of the engagement of consumers on social media platforms by using the strategies to ensure lead generation and conversation boosts. Interaction can be done with the followers often by engaging them via tags, responding quickly to their queries, giving the consumer's post a like and also by encouraging them to use the brand's hashtags, and share the content that they like (Alves et al., 2016). User generated content can also be reposted to connect with the audience on a personal level where it all has an ice ball effect (Achen, 2019). The social media metrics can be reviewed in a variety of ways, for example, built in tools for each social media platform can be utilized for specific purpose. An individual can also make use of state-of-the-art social media tracker like Google analytics. For tracking a brands website and social media platform metrics, tools like this are a great option for an organization. But, with more and more integration of built-in metrics tools on social media platforms themselves engagement and feedback with the consumer is going to play pivotal role in strategizing the social media action plan of a brand ( Baker, 2019)

### ***Online Engagement***

New channels for consumers to communicate and connect globally within other consumption communities have been made possible due to the internet based social media and communication platforms (Le, 2018). Online engagement is initiated by user reactions to social media posts as a gateway to popularity and activities of consumption communities (Le, 2018). Along with the emergence of big social media platforms most of the communities are currently based on a discussion forum on Facebook, although they can use their own social networking account to in order to engage more individuals online. Furthermore, online consumer engagement is now garnering more attention than ever with this topic being the point of central discussion in many of the international academic journals (Laurence et al., 2015).

Online engagement is key for any successful online campaign and as such organizations like Sapphire are posting new and innovative challenges on its Facebook, Instagram and Youtube pages by hiring social media influencers. Moreover, online engagement is also of a practical relevance as engaging the consumer base is already one of the key objectives of many marketers

(Laurence et al., 2015). Hence it is becoming imperative for marketers to better comprehend the factors which are going to be contributing towards better online consumer engagement (Musarrat et al., 2019). One of the agreed upon determinants which is recognized as facilitating the promotion of consumer engagement in an online environment is online reviews. It has become evident in literature that online reviews posted by consumers as a post purchase behavior tend to create a positive impact on the sales of any organization operating in the online marketplace (Musarrat et al., 2019). Successful online engagement of consumers is a psychological state which appears along with the virtues of interactive, co-creative customer experiences with a focal agent which in this case is the social media (Musarrat et al., 2019). Past and ongoing experience with a brand or an organization behind the brand is usually critical in the process of generating online consumer engagement (Correia et al., 2017).

Even though marketers today have exponentially increased their usage and creation of social media platforms, they are still to catch up in order to fully engage consumer and brand online. In order to create a long-lasting engagement, marketers today need to stop chasing the short-term sales boost by means of sales promotion (Barger, Peltier, & Schultz, 2016).

### ***Electronic Word of Mouth***

Word of mouth in general refers to the “informal communications directed at other consumers about the ownership, usage or characteristics of particular goods and services and/or their sellers” (Christodoulides et al., 2012). With the proliferation of online user generated content electronic word of mouth has seen an exponential growth on online social media platforms (Christodoulides et al., 2012). Some of the heavily visited pages on Facebook and other websites in general are those which upload reviews of products under the banner of user generated content. Electronic word of mouth allows the consumers to share their experiences with certain products and they are the advocates for influencing the purchase decisions of the consumers in general. Because of its ability to reach a larger audience, electronic word of mouth is argued to be more influential than just word of mouth (Christodoulides et al., 2012).

Compared with offline word of mouth, electronic word of mouth is large-scale where negative and positive information can be obtained by individuals generating user generated content simultaneously (Bae & Kim, 2020). Product sales, purchase intention, product attitude and brand attitude are some of the several perspectives from which the influence of electronic word of

mouth has been analyzed (Bae & Kim, 2020). Furthermore, the investigation that this research study is how social media provides a sustainable atmosphere for the electronic word of mouth propaganda. The positive electronic word of mouth focuses on the creative and innovative aspects of marketing and using electronic word of mouth to get a good message out. But today electronic word of mouth can also come with negative connotations because, today social media is littered with hate speech and other derogatory propaganda supported by ill-willed individuals who want to see chaos all the time. The digital storm of the technological advancements is taking the world on a wild ride. Never before has user generated content garnered as much popularity and status so much so, that these individuals generating the content of electronic word of mouth are now seen as celebrities. Three scholars Dellarocas, Gefen and Straub had discovered that the provision of electronic word of mouth increased trust which people had on a brand providing online services even if the user generating the content remains anonymous (Liu et al., 2017). The advent of Web 2.0 changed the worlds' communication style forever and so it was inevitable that the positive and negative reviews of any product would find a way to be marketed on these new social media driven platform.

Today, the number of consumers who use the internet to seek organizations' or products' information has grown exponentially and as a result electronic word of mouth came to be (Jalilvand & Samiei, 2012). Henning Thureau further describes electronic word of mouth as “any negative or positive statement made by former, actual or potential customers about a company or its product and such statement is made available to large number of institutes and individuals over the internet (Jalilvand & Samiei, 2012).” Furthermore, there are numerous studies which have suggested and proved that there is a strong impact made on the consumer buying behavior because of electronic word of mouth. The way consumers adopt information today is one the critical antecedents relating to consumer buying behavior (Rahman & Mannan, 2018). Electronic word of mouth has become a critical marketing tool and social media's ability to cater various interpersonal communications that allow its consumers to share, photos, interpersonal messages, GIFs and videos which further foster interpersonal online relationships (Choi et al., 2017). Because of its effectiveness and the various beneficial outcomes that can be achieved with the use of electronic word of mouth, individuals in both the academic and professional communities have become keenly interested in studying it (Nuseir, 2019).

### ***Entertaining & Relevant Content***

In an effort to enhance the ability of a brand to reach its consumers in a more individualized and interactive manner, social media marketing has become crucial for such branding (Plessis, 2017). Today in order to cultivate such relationships, brands are inclined toward social media-based brand communities (Plessis, 2017). Laroche, Habibi and Richard in 2013 agreed that “community building in social media leads to more brand loyalty and trust, although there are still different perspectives on how to achieve it”. In order to garner more attention to the brand, marketers today are increasingly adopting content marketing in order to push out advertising which interrupts, rather than be unobtrusive. There are several factors and variables which are playing a pivotal role in consumer brand engagement and interactions such as the recent growth of social media content with respect to peer recommendations, product feedback and reviews and user generated content (Rohm et al., 2013). We all are aware of how the Internet is a spectacular and splendid thing. If an individual is looking for an answer to an individual query, or needs to resolve a problem, a click can deliver the relevant content. In fact, most of the search engines will give the users an abundance of options (Martzloff, 2017).

For the general public it is a desirable approach, however, it poses a problem for brands and businesses, mainly for current customers or potential ones. Content marketing allows entrepreneur or enterprise to serve the clientele. They create digital artifacts for providing advice of various sorts, giving information or becomes a source of entertainment (Charmaine, 2017). Also the benefits of individual goods and services can be explained through which sales can be boosted, the main issue is that most organizations have used this publicity method and compete for the same lucrative space. In order to stand out from the majority, a business will differentiate itself through a higher quality content or highlight certain unique attributes and relevancy (Rohm et al., 2013).

If the content is relevant, it has a more definite chance of being read and acknowledged and such a situation has been dealt by everybody using internet. After clicking on a particular search engine link, we get a fair idea right away about the page showing the contents that are being searched. It is because there might be something in particular that grabs the attention of the individual; maybe an opening paragraph or particular placement of the site material. We are on

the lookout for minor pointers to check out if the content is relevant to our search query. It gets quick to close the page or click the back button and find another site giving answers or solution.

Relevant content places an individual as an authoritative figure. Initially, in order to gain acclaim for the business acumen or industry expertise, an individual would need to launch a related PR campaign or control the influence of the press. Although, this sometimes had the desirable turnout, it didn't exactly establish glorified longevity. Content marketing enables companies to publish their own progressive publicity through owned media channels. And if the materials created are relevant enough, an individual will soon become a trusted and reliable influential figure. "Content is an effective and significant online tool, that pushes the marketing activity towards prosperity. The content needs to be relevant, in order to catch the attention of the audience, retain their responsiveness and end-up with meaningful interactions.

We can also choose to go down the enlightening route, which gives target audience useful and prized details about a certain subject or product. Alternatively, an individual could make content more interesting and appealing, which generally includes the use of facts and figures or funny analogies and narratives. More than anything else, the content needs to have a purpose behind it that an individual audience can relate to. If this does not happen, there is no added value of the content that an individual is sharing, and it would be a wasted effort. If it has a purpose, it stands a better chance of being read in a horde of similar content. It will be much more authentic and worthy than the alternatives. Positioning an individual as an authoritative figure, shows an individual brand has got something important & valuable to claim, and gives customers a reason to do business with.

### ***Trust on Brand***

When it comes to choosing a product, the consumer today has an array of options, with hundreds and thousands of brands working in an industry over the world providing the same sort of product / services. In such a viciously competitive environment, brand trust has become a differentiator from all other brands (Edirisinghe et al., 2020). Today the trust of the brand has become more important than ever. In research by Edelman, the top motives included the following. Brand always gives quality products or services. Never will it compromise over it. It receives good ratings and reviews from other users and customers. It's being preached about or discussed too much. Brand is charging a fair price for its products and services. And the



customer never feels like the brand stealing from them and it has always treated me and others well enough (Brown, 2013). It takes ownership of the customer base.

As per a study only 34% consumers said they trust the brands they use which means that the brands these need to work extra hard to allure the customer and gain their trust (Kim & Jones, 2009). These numbers were legitimately steady across both global respondents and demographics such as age, gender and income. “The result of this is that when a brand can gain their customer’s trust, they can benefit from it at a very large scale. When their consumer will make a purchase decision they will consider and turn to the brand they trust more. This also increases brand loyalty. They will advocate and defend the brand’s reputation as it is. Although imperative to many facets of good business outcomes, trust has very clear connections to loyalty. In a study approximately 62% of the population stated that they are loyal to the brand they trust. According to a report by Brand Keys, a loyalty increase of 7% can enhance a lifetime of profits per customer by as much as 85%, and a loyalty increase of 3% can correlate to a 10% cost decline, depending on that specific sector (Matzler, 2008).

Corporate social responsibility, in various studies, turns out to be a determining factor or a deal-breaker as far as brand trust is concerned. Consumers weighed items including the brand’s rational and responsible behavior when buying materials, products or services (Frasquet, Descals, & Molina, 2017). The customers want to think that the brand puts customer interests ahead of their own profits and that it is working to reduce its environmental impact due to the production hazards (Bedgood, 2019). Corporate therefore tend to build roads, plant trees, provide jobs and basic necessities to the lower income groups. A great example can be the Toms shoes, one of the first brand that comes to an individual mind. It was founded under the corporate social responsibility program that is inseparable from its mission. For every pair of shoes bought at Toms a pair of shoes will be purchased for a child in need. During its first year in business TOMS sold 10,000 pairs of shoes. Today, TOMS give shoes in more than 50 countries and works with lots of charitable partners who incorporate a similar approach in their community development programs.

- 54% of consumers believe that all brands have a responsibility to take part in social issues, be it even one, that is not directly impacting the business

- Only 21% of consumers mentioned that in their personal experience the brands they use are socially responsible and think in the best interest of the society

Corporate responsibility is very much important among every generation. A recent Nielsen study reports a rocketing 84% of Millennials say it is of utmost importance that companies instrument programs to improve the environment. While 76% say they probably would change their purchasing habits to reduce the impact they create on the environment (Thorpe, 2013).

## **Research Methodology**

### **Research Design**

The design of this research study entails a systematic strategy to ensure effective conduct of this research. The research design consists of various components of research including the hypotheses, dimensions, data analysis and collection techniques along with conceptual and theoretical frameworks.

This research study is a quantitative research as the concepts of epistemology and positivism. On the basis of scientific evidence, these concepts will facilitate the testing of hypotheses. Moreover, positivism will facilitate in testing the theory by analyzing the effects on dependent variable of the independent variables. Furthermore, epistemology describes the philosophical facet of this research study as it entails the collection of data on a topic in a procedural sequence. A deductive approach has been adopted to this thesis while the research paper explains the concept in detail and thus can be considered as explanatory as well. As mentioned before, the primary source of data from the survey are the close ended questionnaires while the secondary data was gathered scouring over the internet. In addition to the above, convenience sampling dictated the thesis study to account for such a population which would engulf all the consumers of Industry.

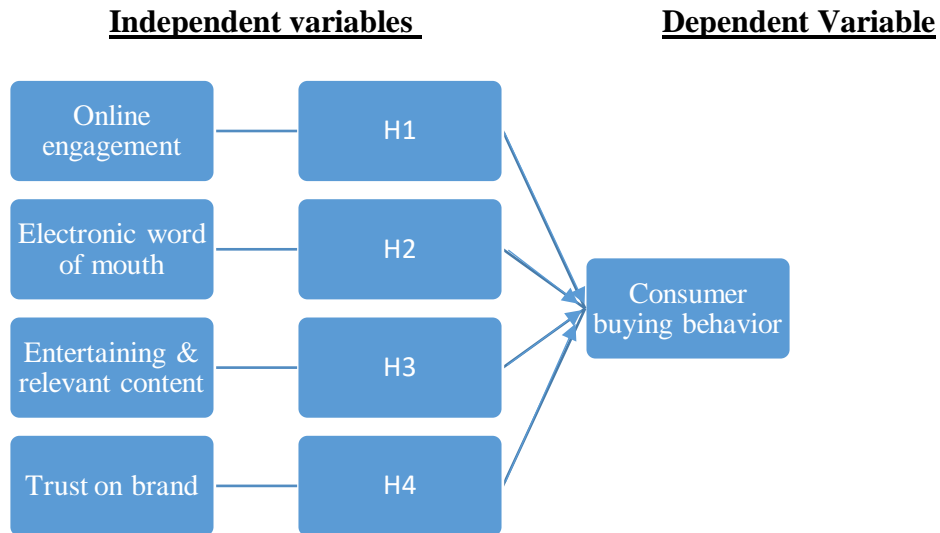
### **Theoretical Framework**

Information adoption model and Elaboration likelihood model are the two theoretical framework underpinning this research study. The Information Adoption Model (IAM) was first theorized by Susan and Siegal in 2003. IAM is used to facilitate the comprehension of how people or consumers adopt information and change their behaviors within the social media communication

platforms (Wang, 2016). The concept that envisions people being impacted by a message in either or both of the two ways, being central and peripheral, is the Elaboration likelihood model.

### Conceptual Framework

Figure 1



### Description of Instruments

It has been established that this research study is a quantitative study that is based on the data primarily collected by conducting a self-administered online survey consisting of a close-ended questionnaire. The data was downloaded and compiled using the Google conversion tools and MS Excel was used to ensure that the tabulation and conversion of qualitative into quantitative data took place effectively. The excel coding sheet was then used to run various tests, which are mentioned below, on SPSS software. The statistical tests include Cronbach's alpha, regression analysis and Pearson's correlation. The first test, Cronbach's alpha is ran to ensure that the data is reliable. The value of alpha needs to be in between 0.7s and 1 in order for the data to be deemed reliable. Regression analysis is undertaken to test the strength of the relationships of various independent and dependent variables. The aim of Pearson's correlation test is to test the relationship between any two variables. All of the aforementioned 3 tests are going to be the key which are going to facilitate the acceptance or rejection of the proposed hypotheses of this study. These instruments will in the end facilitate in finding out what factors of the social media impacting the consumer behavior in the Pakistani clothing industry within the city of Karachi.

## **Procedure of the Study and Data Collection**

Primary and Secondary sources were used for collection of data. The data collected by way of first-hand research is known as primary data. First hand research is the research conducted in order to gain a deeper understanding about a subject matter. The quantitative source of the close ended questionnaire is the basis of this research study. The questionnaires were shared with the respondents online over various social media platforms and the responses were recorded online on Google forms based on a 5 point Likert scale. As mentioned before, the consumers of Lawn clothing based in the Karachi are the main focus of this thesis study.

Secondary data or in other words second hand data, is the data or information which is already available and gathered by other researchers. This data can be used in other researches as well. For this particular study, secondary data was collected from multiple internet sources.

## **Data Analysis and Results of the Study**

### **Reliability Analysis**

This section of chapter IV describes the instrument used and the results it produced from the data collected in the survey for this study. The reliability is measured before the main data is collected by measuring the internal consistency of collected data in the pilot study. The pilot study for this thesis consisted of 25 respondents and the reliability was calculated using Cronbach's alpha with the help of SPSS, the result of pilot study helped us conclude that we can move further with this. Later on, we gathered the data of 218 respondents and calculated reliability on that, the results of which are shown in table 4 below.

### **Cronbach's Alpha Value**

Table 4: Cronbach's Alpha

<b>Variables</b>	<b>No. of Items</b>	<b>Cronbach's Alpha</b>
Consumer Buying Behavior	3	0.657
Online Engagement	3	0.816
Electronic Word of Mouth	4	0.789
Entertaining & Relevant Content	3	0.591
Trust on Brand	3	0.725

All variables	16	0.858
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As mentioned before, the above table illustrates the reliability of independent factors of this study and also shows the cumulative effect of all these independent factors. The results show that the Cronbach's alpha value for consumer buying behavior was 0.657 across 3 questions. The alpha value for online engagement is 0.816 across 3 questions, while electronic word of mouth scored 0.789 across 4 questions. Then entertaining and relevant content engagement managed an alpha value of 0.591 across 3 questions. The alpha value for trust on brand was 0.725 across 3 questions. The total number of questions were 16 when all the variables are taken into consideration together, and the cumulative Cronbach's alpha sits at 0.858. As we can see, almost all of the factors under consideration are reliable as they cross the 0.6 threshold, even if just barely.

### **Correlation Analysis**

In order to determine and measure the strength of a relationship Correlation analysis is being used in this research paper. The researcher of this thesis study has decided to use Pearson's Correlation model, even though there are other ways to calculate this value as well. Karl Pearson is the responsible for deriving this model which measures the association between two variables. The range of the value can be anywhere in between -1 and +1, and the correlation value is signified by the term 'r'. The p-value determines the significance of association between the variables. Since the researcher is using a C.I. of 95%, in order to reject the null hypothesis associated with a variable the p value should be less than 5%. The below presented Pearson's correlation matrix is representing all the variables and their relationship which were selected for this research study.

Table 5: Correlation Analysis

**Correlations**

		CB	OE	EWOM	ERC	TB
CB	Pearson Correlation	1	0.480**	0.395**	0.410**	0.275**
	Sig. (2-tailed)		0.000	0.000	0.000	0.000
	N	218	218	218	218	218
OE	Pearson Correlation	0.480**	1	0.478**	0.534**	0.187**
	Sig. (2-tailed)	0.000		0.000	0.000	0.006
	N	218	218	218	218	218
EWOM	Pearson Correlation	0.395**	0.478**	1	0.516**	0.243**
	Sig. (2-tailed)	0.000	0.000		0.000	0.000
	N	218	218	218	218	218
ERC	Pearson Correlation	0.410**	0.534**	0.516**	1	0.153**
	Sig. (2-tailed)	0.000	0.000	0.000		0.24
	N	218	218	218	218	218
TB	Pearson Correlation	0.275**	0.187**	0.243**	0.153**	1
	Sig. (2-tailed)	0.000	0.006	0.000	0.024	
	N	218	218	218	218	218

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

\* . Correlation is significant at the 0.05 level (2-tailed).

The above table illustrates the results of the Pearson’s correlation analysis performed using SPSS software. The correlation coefficient of online engagement on consumer buying behavior in the clothing industry, is 0.480 with a P value of 0.000, indicating that there is a significant positive relationship between these two variables and the percentage of significance between the two variables is 48%. Moving on, the results indicate that the correlation coefficient of electronic word of mouth on consumer buying behavior is 0.395 with a p-value of 0.000, which is an indicator that there is positive association between the two variables and it is significant at 39.5%. Furthermore, the correlation coefficient of entertaining and relevant content on consumer buying behavior on the clothing industry, is 0.410 with a p-value of 0.000 signifying a positive relationship with 41% ratability. Lastly, the correlation coefficient of the of

trust in brand on consumer buying behavior within the clothing industry is 0.275 with a p-value of 0.000 signifying a 27.5% of variable dependency.

Based on the above results, the researcher can safely accept all the alternate hypotheses from H1 to H4.

**Regression Analysis**

In order to determine and measure the casual relationships fostering amongst the dependent variable and all the other independent variables. The concept of ceteris paribus, holding all other independent variables constant, applies when regression analysis is used in order to isolate the results of one independent variable onto the dependent variable.

The regression analysis has been broken down into three parts for easier comprehension of the results and they are as follows.

**Model Summary**

Table 6: Regression analysis, Model summary

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.553 <sup>a</sup>	.306	.293	1.85810

a. Predictors: (Constant), OE, EWOM, ERC, TB

The above model summary illustrates the fitness of the regression model. This summary represents the representation of actual results of a scatter diagram and how accurately the regression line is measured. The total variation in the dependent variable is accounted for by the R-square value in the regression model. The results of the model summary tell us that R-square value of 0.306, or 30.6% variance in consumer buying behavior can be judged accurately by way of predicting the variables having an effect on it. The R value of 0.553 further illustrates that there is a high correlation between the predicted and observed values of consumer buying behavior.

**ANOVA**

Table 7: Regression Analysis, Anova

**ANOVA<sup>a</sup>**

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	322.828	4	80.707	23.376	.000 <sup>b</sup>
	Residual	731.937	212	3.453		
	Total	1054.765	217			

a. Dependent Variable: CB

b. Predictors: (Constant), OE, EWOM, ERC, TB

Analysis of variance is further analysis of correlation and regression in order to better comprehend the results of the study. The sum of square which is basically the total variance of the dependent variable and is then further broken down into elements of the residual sum of squares which is the representation of variance not caused by the independent variables and regression sum of squares is the representation of variance which is caused by the independent variables. The table above clearly illustrates the variance caused by the independent variables is a major chunk of the total variance. This further solidifies the position of the independent variables. The degree of freedom associated with the source of the variance is represented by df. N-1, is the degree of freedom enjoyed by the total variance which in this case is 217 (N=218). There are 5 coefficients in the regression equation which includes the y-intercept. Hence, the df associated with the regression is 5-1=4. The mean square value of regression is represented by the value 80.707 which is basically found out by dividing the sum of squares by the df. The residual mean square is also calculated in the same manner. When the researcher divides the regression mean square with the residual mean square, the value of F-statistic is derived. The model summary shows that the F-value for the particular data set is 23.376 which is much higher than the p-value associated with the variables, which further illustrates that the data set selected is significant statistically.

**Coefficients**

Table 8: Regression analysis, Coefficients

**Coefficients**



Model		Unstandardized Coefficients		Standardized	t	Sig.
		B	Std. Error	Coefficients Beta		
1	(Constant)	2.213	.568		3.894	.000
	OE	.224	.052	.304	4.300	.000
	EWOM	.094	.051	.130	1.847	.066
	ERC	.161	.075	.155	2.148	.033
	TB	.201	.073	.163	2.755	.006

a. Dependent Variable: CB

The above illustrated coefficient table represents the impact taken by the dependent variable because of the presence of each of the independent variables. The coefficient of regression is represented by the beta value on the table which is an indicator of the impact intensity on the dependent variable of each independent variable.

The results above give the researcher an insight of online engagement on Consumer buying behavior. The regression coefficient is 0.224 which indicates that with a single unit increase in online engagement there is going to be an increase of 0.224 units of consumer buying behavior. The t-value of the test is 4.300 which should be greater than 2 and the p value is 0.000 which is less than 0.05, indicating that online engagement has a significant impact on consumer buying behavior.

Moving on, electronic word of mouth is the second variable which needs to be tested for its impact on consumer buying behavior. The value of 0.94 represents the regression coefficient and suggests that when a single unit of electronic word of mouth is increased then there will be an increase of 0.94 units in the consumer buying behavior in the clothing industry. The t-value is 1.847 which is not greater than 2 and the p value is 0.066 which is not less than 0.05 and this result is an indication that electronic word of mouth does not have a significant impact on consumer buying behavior within the clothing industry.

Entertaining and relevant content is also put under the scrutiny of this test. The regression coefficient is 0.161 which means that for every single unit increase in entertaining and relevant content there is going to be an increase of 0.161 units in consumer buying behavior. The t value

is 2.148 while the p value is 0.033 both of which are an indicator that entertaining and relevant content has a significant impact on consumer buying behavior within the clothing industry

Lastly, trust on brand is the fourth variable to be tested for being an influential factor on consumer buying behavior. The regression coefficient of trust on brand is 0.201 which means that an increase of 1 unit in the trust on brand will bring about an increase of 0.201 units of consumer buying behavior in the clothing industry. The associated t value is 2.755 which is greater than 2 while the p-value is 0.006 which is less than 0.05. These outcomes ensure that trust on brand has a significant impact on consumer buying behavior within the clothing industry.

### **Hypothesis Testing**

In this section researcher has drawn inferences from personal data analysis, hypothesis, opinions about hypothesis and then all above data was taken from closed ended questions. The following are the discussions and findings with regards to the results.

#### **Hypothesis -1**

Result was drawn from closed ended three questions with 5-point Likert scale and finally all means were combined for the hypothesis. The statement online engagement has a positive and significant impact in consumer buying behavior is accepted.

This is because as discussed before, we will accept our hypothesis if the t-value is greater than 2 and the p-value remains less than 0.05 and our analysis gave us the answer within these parameters.

#### **Hypothesis -2**

Result was drawn from closed ended four questions with 5 point Likert scale and finally all means were combined for the hypothesis. The hypothesis is rejected hence, the electronic word of mouth is not significantly related with the consumer buying behavior.

This is because as discussed before, we will accept our hypothesis if the t-value is greater than 2 and the p-value remains less than 0.05 and our analysis gave us the answer outside these parameters.

### Hypothesis -3

Result was drawn from closed ended three questions with 5 point Likert scale and finally all means were combined for the hypothesis. The statement entertaining and relevant content has a positive and significant impact in consumer buying behavior is accepted.

This is because as discussed before, we will accept our hypothesis if the t-value is greater than 2 and the p-value remains less than 0.05 and our analysis gave us the answer within these parameters.

### Hypothesis -4

Result was drawn from closed ended three questions with 5 point Likert scale and finally all means were combined for the hypothesis. The statement trust on brand has a positive and significant impact in consumer buying behavior is accepted.

This is because as discussed before, we will accept our hypothesis if the t-value is greater than 2 and the p-value remains less than 0.05 and our analysis gave us the answer within these parameters.

**Table 9: Summary**

Hypothesis	Path	Co-efficient	T-value	p-value	Accept/Reject
H1	Online engagement – consumer buying behavior	0.224	4.300	.000	Accept
H2	Electronic word of mouth – consumer buying behavior	0.094	1.847	.066	Reject
H3	Entertaining & relevant content – consumer buying behavior	0.161	2.148	.033	Accept
H4	Trust on brand – consumer buying behavior	0.201	2.755	0.006	Accept

## **Discussion and Conclusion**

This study discusses the impact of social media marketing on consumer buying behavior in the clothing industry. The main focus of the study was to find the impact of social media on consumer buying behavior, which is our dependent variable. The main objective is then further divided to study what are the factors that influence any consumer when they are shopping online. These factors are our independent variables, which includes: online engagement, electronic word of mouth, entertaining and relevant content and trust on brand.

Quantitative research was carried out to study the impact of social media marketing on consumer buying behavior. Numerical data was gathered for statistical analysis. This research project took a deductive approach which is theory- testing approach. It contains both primary and secondary data.

The population of the study is females residing in Karachi Pakistan and a sample of 218 was taken. Data was gathered by uploading questionnaire on Google Forms. Later it was compiled and analyzed using SPSS software.

The results showed that three out of the four independent variables (online engagement, entertaining and relevant content and trust on brand) have a significant impact on consumer buying behavior. Whereas one independent variable (electronic word of mouth) does not have much of a significance of consumer purchase intention.

## **Discussion**

People from all age groups spend numerous hours on social media platforms on a daily basis. Even the smallest of decisions we make are impacted by social media. For example, if we want to decide where to dine out tonight, our decision is heavily impacted by what restaurant is trending these days and where all the crowd is going.

It is quite evident that social media has totally changed the marketing game. Every company now has their social media page and a designated person to work on it. Companies are striving and working hard to stay on top of the social media marketing game, and those who take it lightly are left behind.

If we take a look at our social media pages, we can see brands are constantly putting out new posts and content for their audiences. If we look at the clothing industry, we can see how local brands keep giving information about the new fashion trends and upcoming annual lawn prints.

They make it seem like it is very important for us to follow these new trends, and that is how they influence our purchase decision, and through this study we wanted to find out exactly how these brands do that, what factors influence the consumers most.

### **Conclusion**

The relationship between the social media marketing and consumer buying behavior in the clothing industry of Pakistan was researched as thoroughly as possible by the researcher. All of the four factors which are independent and can influence the consumer buying behavior were tested and analyzed for better comprehension of the results. Each of the independent variables' relationship with the dependent variable was also tested.

Statistical analysis of chapter four has provided great insight into the impact of social media marketing on consumer buying behavior in the clothing industry of Pakistan. According to this particular research electronic word of mouth does not have an impact on consumer buying behavior, but in actuality it is a very important factor that influences consumer buying behavior because whether the word of mouth is positive or negative it does affect our purchase decision. However, as per the sample taken for this study, there is an insignificant relationship between the two variables.

### **Findings**

All of the hypotheses except one (electronic word of mouth), has been accepted as their t value were greater than 2 and their p values being less than 0.05. Various tests were run to come to this conclusion. The first one was reliability test, which told us how reliable our variables are and it is measured their strength. The total number of questions were 16 when all the variables are taken into consideration together, and the cumulative Cronbach's alpha sits at 0.858. All of the factors under consideration were reliable as they cross the 0.6 threshold.

The second test was correlation which showed us how strongly pairs of variables are related. The correlation for online engagement & consumer buying behavior is 0.480 meaning that the percentage of significance between the two variables is 48%. Correlation of electronic word of mouth on consumer buying behavior is 0.395, which means that there is positive association between the two variables at 39.5%. For entertaining and relevant content correlation

is 0.410 which is signifying a positive relationship of 41%. Lastly, the correlation between trust on brand & consumer buying behavior is 0.275 signifying a 27.5% of variable dependency.

The third test was regression which showed us that a single unit increase in online engagement can increase 0.224 units of consumer buying behavior. The t-value is 4.3 & p value is 0.000 indicating a significant impact. An increase of a 1 unit of electronic word of mouth will increase 0.94 units in the consumer buying behavior. The t-value is 1.847 which is not greater than 2 and the p value is 0.066 which is not less than 0.05 therefore online word of mouth does not have a significant impact on consumer buying behavior. For every single unit increase in entertaining and relevant content there is going to be an increase of 0.161 units in consumer buying behavior. The t value is 2.148 while the p value is 0.033 which also shows a significant impact. An increase of 1 unit in trust on brand will bring about an increase of 0.201 units of consumer buying behavior. t value is 2.755 which is greater than 2 while the p-value is 0.006 which is less than 0.05. This means that trust on brand has a significant impact on consumer buying behavior.

Based on these results H2 was rejected, whereas, H1, H3 & H4 were accepted.

## **Recommendations**

### **More online engagement activities**

Create competitions for an individual visitors and followers to take part in on an individual's social media profiles. Links to an individual website and special offers in the bio sections of an individual profiles are to be attached at all times.

### **More live videos to engage one on one with the consumers**

Host live videos where important announcements about products can be made, to give the audience something to hold on to at all times. Provide updates or details about exciting news at an individual company. This keeps the platforms interesting and running. The social media marketing campaigns are to be implemented on one of the channels.

### **Strategy implementation on social media platforms**

Products are to be sold through an individual's social media profiles. For example, a Facebook shop can be created to display all products with descriptions or an Instagram Shopping feature on the profiles. Putting up such features can allow visitors and followers to click on

products that have been shared in posts or to view necessary information like price, material or size. This can help the visitor to easily move to checkout through the platform and buy the product through a direct purchase off the platform. This is an easy and convenient way for all parties in terms of purchasing and selling. When we engage and connect with our audience (social media followers) we can build long term relationships with them. This can be done by networking with followers on the posts, replying to their questions and comments, and assisting them with any help that they may require. The followers can also be asked questions about products, what they're looking for, or giveaways can be distributed to help build trust and show them how valuable their feedback and suggestions are to the brand. It all makes them feel like a friend, that's what they look for in a brand. Social media is a boundless way to keep an eye on competitors, whether it's in reference with their social media strategies, the products they're promoting, the tactics they're adopting, or their level of communication with followers.

### **Use social media metrics tool**

Social media allows us to experiment. It can help us analyze what is and is not working for the competition. It therefore helps the company decide what should or should not be changed in terms of company's approach. The first step to creating a social media marketing strategy is to define the buyer personas and audience so their needs and interest can be targeted precisely. For this, the people we're trying to reach and hit out are well defined and why, and how they're classified as one group.

### **Build more trust on brand**

This can be easily achieved by ensuring that the online engagement tools or the social media presence of the product is entertaining and relevant to consumers. This will ensure that the consumers are interested in what their favorite brand has to offer.

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