

IMPACT OF THE SOCIAL MEDIA BRANDING ON THE PURCHASE INTENTION OF THE CONSUMER IN PAKISTAN

BY

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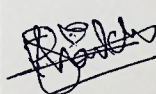
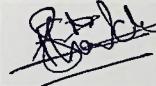


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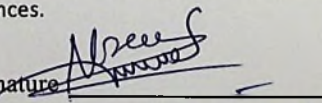
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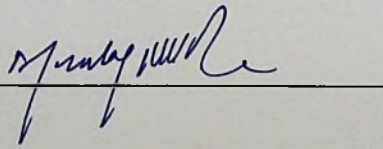
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Abstract

Purpose: The aim of this research thesis study is to understand the impact of the social media branding of the consumer and personal goods industry on the purchase intention of the consumer in Pakistan and highlighted the success factor and areas of improvement in the area of study.

Research Methodology: During the study a sample size of 100 respondents are selected and based on the sample size questionnaire is used to collect the responses and correlation analysis and regression analysis is applied to understand the overall process.

Findings of the Research:It is found that in Pakistan there is no significant impact of consumer and personal good supplying firms' brand attitude on the purchase intention of the consumer. It is clearly that communication flow is the major determinant of the of the purchase intention of the consumer either firm or user generated while the impact of brand equity is secondary component of purchase intention on the social media.

Practical Implications:In this study it is clear that the influence of the user and firm generated content on the social media is more significant on the purchase intention of the consumer in social media platform while brand equity and brand attitude are the secondary determinants of the purchase intention of the consumer in Pakistan. Therefore based on the findings of this research study following recommendations are placed to bring improvement in the overall process.

Keywords: Social Media, Brand, Purchase Intention, Brand equity

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CHAPTER 1
INTRODUCTION
