



# **“THE IMPACT OF SOCIAL MEDIA ADVERTISING ON THE SALES OF HYPERSTAR, PAKISTAN.”**

A Thesis submitted to Department of Management Sciences in part  
fulfilment of the requirement for the MBA degree

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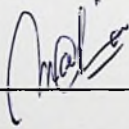
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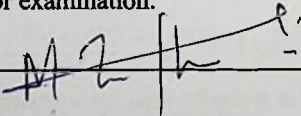
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## ABSTRACT

This study is all about the scope of social media marketing and its impact on the sales. Starting this study with evolution of marketing strategy from an old complex method to the new easiest and simplest form of marketing i.e. Social media marketing, which is affecting the way consumers used to get informed about the company or its product/services as well as influencing the purchase decision process of consumers. Social media marketing is a form of direct marketing which focuses more on the relationship with the consumers rather than endorsing the product & services of the company. This study highlights the benefits of using social media marketing, its risks and techniques. The most preferred social media sites used by Pakistani consumers has also been discussed with their specialties, which will give Pakistani marketers an idea about what channel to use to maximize the efficiency .

Furthermore, to support this report and to examine the impact of social media marketing on sales, Hyperstar Pakistan's Karachi store has been chosen as an example. This study defines the current online communication strategy being followed by the company. And how does it impact their purchase decision process. Does social media marketing really influence them to reach for the product or not? The answers of these questions have been gathered from the people following them on social media page and the results have been analyzed in the graphical form in later chapter (chapter 4). This study has revealed that all types of businesses whether they are small or big, they should invest more on these online content sharing. Because consumers are moving very fast to the cyber world and embracing these technologies as their basic source of information.

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