

Abstract

Over the past decade a new form of media has arisen which due to its social features seem to have a great power of influence on consumers' purchasing decision-making process. Today, more and more consumers use Social Media to communicate together but also to communicate with brands. This new interaction is of interests for marketing professionals. The study aims to explain how the influence of Social Media is reflected on consumers' purchasing decision-making process and if this influence differs at the various stages of this process. Six variables are used in this study Social Media (Independent variable), Need Recognition (dependent variable), Information Seeking (dependent variable), Alternative Evaluation (dependent variable), Purchase Decision (dependent variable) and Post Purchase Behavior (dependent variable). I have conducted quantitative research in this study and use questionnaire based survey and distributed among 100 students of the different universities of Islamabad. The data collected then analyzed through spss.

Keywords: Social Media, Need Recognition, Information Seeking, Alternative Evaluation, Purchase Decision and Post Purchase Behavior.

DEDICATION

This thesis is dedicated to my dear parents for their support, my grandparents, and my loving siblings Naveed Nawaz, RubeenaNaveed, FaizanAslam, Sidra Faizan and Adeel Nawaz, who supported me thorough my life and prayed for me.

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