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**“IMPACTS OF SOCIAL MEDIA ON CONSUMER BEHAVIOUR
CASE OF DARAZ.PK”**



By:

FAHD AHMED JALIL MINHAS

01-222151-005

Supervisor:

SALMAN ALI KHAN

Department of Management Sciences

Bahria Institute of Management and Computer Sciences

Bahria University Islamabad

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ABSTRACT

The present study focuses primarily on finding the relation of the social media and its effect on consumer trust, perceived value and perceived risk. The study has been conducted on a local company called Daraz.pk. The study has been conducted on a random sample of 250 consumers using daraz.pk services. The methodology is exploratory and descriptive in nature. It used one sample t test to conduct analysis. The reliability was analyzed through runs test in SPSS. The main objectives of the study were to know the importance of the role of social media in the process of selling the products through Daraz, to explore the significance of the social media in the buying and purchase of the online products through Daraz, the impact of the social media with reference to the consumer behavior and finally to explore the methods of the advertisements and related marketing ways in shaping the behaviour of the customers. The results of the study reflected that Social media openness positively influences consumer's trust in social media. The overall results reflected the behavior of general consumers in Pakistan.

KEY WORDS: *Social Media, Consumerism, Consumers' Behavior.*

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