

The impact of social media revolution on brand awareness or cognizance: automobile industry



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2016

Major: Marketing
S.No.18

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Acknowledgements

In the name of ALLAH who is most Beneficent and Most Merciful

The Messenger of ALLAH Muhammad (PBUH) said that if someone did not thank to people he did not thank to ALLAH

In the preparation of this of this research work; my thesis for Master's, I have been in debt to a lot of people who provided me their full support and facilitate me in completing my work in time.

First and foremost I am very pleased to extend my gratitude to my supervisor Mr. Kashif Ali Shigri for his full supervision, guidance, and encouragement in order to achieve the desired results of the research with in the time limit. I feel so pleasure to be the student of such kind of personality who gave full time and support even in the very busy schedule he never let me waiting for his advice and consultation.

I am also very grateful to all of my colleagues, friends and other people who provided me their support, time, as well as guidance in writing up of my research work with in the time limits.

Special thanks to my parents who are always with me, praying for me all the time for my success and heath. I am very happy to be the son of such a great people who supported me in all matters of life and never let me down at any place.

I pray to ALLAH to give all of them best reward that they deserve.

ABSTRACT

The buzz word of social media connectivity has significantly caused a tremendous rise in the ways business activities have been done in past. It played a predominant role in transforming the ways in which the marketing of products has been done previously. Thus the main aim of current research study is to explore the impact of social media revolution on creating brand awareness in case of automobile industry. The study is comprised of primary data that is being gathered through structured questionnaire. The research sample that was taken for undergone research is 100 automobile customers residing in Rawalpindi and Islamabad. Data estimation is being done through SPSS16 and followed by ANOVA analysis. The research findings came in accordance with the earlier research works that social media revolution has significant impact on creating brand awareness for given study population.

Keywords: Social media, Brand awareness, correlation analysis

Acknowledgement

Abstract

Chapter 1. Introduction

1. Introduction.....	4
1.1 Problem Statement.....	7
1.2 Research Question	7
1.3 Purpose of the study.....	8
1.4 Significance of study.....	8
1.5 Research Objectives.....	8
1.6 Hypotheses	9
Chapter 2. Literature review	10
2.1 Significance or contribution of the study	18
Chapter 3. Methodology	19
Chapter 4. Theoretical framework	20
4.1 Theoretical Framework.....	20
4.2 Study Design.....	20
4.3 Study Population.....	21
4.4 Sample.....	21
4.5 Instrument.....	21
4.6 Sampling technique.....	22
4.7 Statistical Tool.....	22
4.8 Time Horizon.....	22
4.9 Data Collection.....	22
4.10 Measures.....	22
Chapter 5. Results and discussions	23
5.1 Reliability Statistics.....	23
5.2 Descriptive Statistics.....	28
5.3 Correlation Analysis	31
5.4 Regression analysis.....	35
Chapter 6. Conclusion and recommendations	40
6.1 Research Implications.....	41
6.2 Limitations.....	41
6.3 Recommendations.....	42
6.4 Managerial Application.....	43
6.5 Future Research.....	43

Annexure

References