

Acknowledgments

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Abstract

The purpose of this research is to examine the impact of Social Media Platforms on Consumers Purchase Intention in the online fashion industry, especially the Asian consumer market has been targeted during this research. The study has used the Uses and Gratification theory (UGT) as making the base of the research model. The target market has mainly from Karachi and both genders have equally participated in the research, in which 384 respondents have participated in the data collection process. The quantitative approach has been used. Furthermore, a detailed literature review has been collected from past studies to find the limitation of the research. With the help of a detailed literature review and Uses and Gratification Theory, the model of the research has been made. This study gives the initial effort to understand consumer purchase intention, especially in the Asian online fashion industry.

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Chapter 1: Introduction

An Empirical Study in the Fashion Industry

Chapter Overview

The main motive of the research is to provide an understanding regarding the research topics, research questions, and research objectives. It is also providing an overview regarding the development of the model based on previous research. Furthermore, the significance of the study and the problem statement have also been discussed. At last, the purpose of the research and the outline of the study are also provided.

1.1. Introduction

Marketing is a vital part of any organization for the success of their business. In the prior period, marketers used traditional marketing in their daily life for promoting their business as compared to digital marketing. The main vehicle of traditional marketing was the telephone, direct mail, broadcast and print that they were using for advertising their brands. In this modern era as our necessities and desires are rising progressively. Digital marketing is also becoming a basic requirement of common people. They are consuming online media just like they have 3 meals in a day. Therefore, Digital Marketing is providing an influential prospect for organizations and firms especially in the fashion industry to market their products. Hence, advertising of goods and services or their trademark by utilizing many distinctive digital platforms such as Facebook, Instagram, YouTube, E-WOM and some others are known as digital marketing.

Social media falls in one of the categories of Digital Marketing, which provides marketers an amazing platform to reach customers directly. By using the tools of social media, marketers can easily handle the needs and requirements of the consumers. That's why this area is very important to investigate further with the perspective that what things can make social media unique and helpful. In today's era, the fashion industry is progressively looking to maintain direct relations with customers on the online media platform. The proportion of 60% of the fashion companies are targeting their audience through social media, the rest of the companies are working on it (Chun, C. S. et al., 2018).

Online marketing can be found in many forms for instance online marketing, online communities, online reviews, and rating and blogs, etc. (Dong et al., 2018). Cuomo et al. (2016) demonstrated

that these online communities provide the platform to consumers for communication, which allows customers to share their experiences regarding particular brand and product. These types of activities help customers to generate the value of the product and engagement with the brand. In this research, we are exploring social media and its marketing channel concerning the pre-purchase intention of consumers.

1.2. Problem Statement

There are many studies that discussed the controversies and other aspects of digital marketing with respect to company and customer both, but not specifically for the fashion industry. Other studies focused on the utilization of Instagram in business by the female for marketing (Wally, E., & Koshy, S., 2014). Kontu, H., & Vecchi, A. (2014) suggested in their study that social media has not been tested concerning the fashion industry. In the era of high-street fashion, social media is a very helpful tool in the fashion industry. It plays a very efficient role in influencing fashion customers.

Therefore, after reviewing the literature, we realized that there is, Need to explore social media marketing channels from the perspective of the fashion industry.

1.3. Research Questions

There are some research questions that are going to be investigated in this whole research. The research questions are mentioned below.

Q1. What are the factors that affecting the pre-purchase intention of consumers in social media marketing in the fashion industry?

Q2. What is the relationship between these factors and the pre-purchase intention of consumers in the fashion industry?

1.4. Significance of the Study

The significance of this study is that in this research we have explored the Uses and Gratification Theory (UGT), which is a less explored area of research. (UGT) has explained the behavior of social media users, this theory is based on traditional media as an attempt to inspect consumer's behavior, (Ngai et al., 2015) but with the advancement of technology and the increasing in electronic communication platform i.e. Twitter, Facebook, E-mail, Messaging, Instagram, Blogs, WhatsApp, etc., this theory can also be applied on the online media to gauge the behavior of consumers. This is quite helpful for marketers to know the customer behavior and also for academic writers to work further on this.

In this research, we have also worked on social media in the context of the fashion industry, which is also less explored in the area of research. Kontu, H., & Vecchi, A. (2014) suggested in their study that social media has not been tested with respect to the fashion industry. This study has substantial importance for academics working on social media and the fashion industry.

1.5. Purpose of the Study

To investigate the factors that affecting the pre-purchase intention of consumers in social media marketing in the fashion industry.

To investigate the relation among these factors and the pre-purchase intention of consumers in the fashion industry.

1.6. Outline of the Study

This report has four more chapters after the introduction. The next chapter after the introduction is based on the literature review of the topic, in which we have explored some findings of previous studies. Furthermore, the next chapter is based on the research methodology, which has covered all the information about the research techniques, statistical techniques, population and sample, and respondents. Moreover, the fourth chapter of this study is data analysis, in which we have analyzed the result of the research based on the data collection from the respondents. The last

chapter of this research is about discussion and conclusion, in which we have discussed the findings based on the result in detail followed by limitations and future research.

Chapter 2: Literature Review

2.1. Chapter Overview

In this chapter, a literature review on the topic of The Social Media Marketing effect on Consumers Purchase Intention that is relevant to the study has been collected. Furthermore, the theoretical framework has developed followed by the hypothesis and the literature gap.

2.2. Background of the study

With the advancement in technology, social networking sites are coming up with more innovative communication tools. The advancement in the platform of social media is changing the way of interaction between brands & consumers and also made it effective, fast and easy for customers to shop and make decisions, defined by (Dewing, M., 2012).

Perceived usefulness, attitude and perceived behavior are the main factors that have a great impact on social media usage by its users (Arif and Kanwal, 2016). E-mail marketing is also contributing a great contribution in the fashion industry, brands like Sana Safinaz, Khaadi, Satrangi, Zeen, etc. are promoting themselves or influence their customers by using e-mail marketing. Dawson et al. (2010) suggested that the relationship between e-mail marketing and online shopping is really strong. It also be the reason for impulsive buying.

The process of consumer decision making is influenced by social media. Although, many researchers have worked on this theme, but some researchers have also worked on five-stages of the decision making process and their findings showed that this model has impacted by social media marketing. Nevertheless, other studies also highlighted that psychological factors have also influenced the consumer decision-making process.

Kim et al. (2012) showed that social media is also providing the platform of two ways communication between customers and retailers. Consequently, the internet provided sources have changed the dimension for the consumers of the fashion industry to search for a particular brand. Past studies have also indicated that the impact of social media on the consumer decision-making process varies from generation to generation, which has increased the complexity of these behaviors, which requires a more detailed understanding. Many previous literature has worked on many attitudinal responses towards different SMM types.

Finding has also suggested that electronic WOM is not reliable as traditional word of mouth, but the trend and the usage of social media has changed the dynamics and perception of consumer's decision-making process (Tham, A., Croy, G., & Mair, J., 2013). Other studies have also shown that there is a mixed range of positive, neutral and negative attitudes toward social media marketing between 465 Bangkok University's students. These students have been classified into three clusters (Lukka, V., & James, P. T., 2014). Furthermore, purchase intention is mainly influenced by User-generated-content which was tested in Ireland on 252 respondents from generation Y. Nevertheless, no one has considered generation Z. Further, this research has been done in developed countries only (Ali, A., Murphy, H. C., & Nadkarni, S., 2014).

2.3. Social Media Networking Channels

Social media is a very broad term, with the regards of this research, we used the word Social media as it includes all internet-based activities. These online activities encourage customers to take part in different services such as E-WOM, Online Communities, E-mail marketing, Blogs, Wikipedia, Social Networking Sites and Media Sharing Sites i.e. YouTube, Instagram, Twitter, Facebook, LinkedIn (Husnain, M., & Toor, A., 2017).

Ngai et al. (2015) highlighted in their study that in 2009, 53 percent of social media users are only active users, which means they are not participating in any social media content. However, this percentage may vary from time to time. Another study has been found in this context that criticisms and information regarding the products and services have a great impact on the decision of consumers. Hassan et al. (2015) worked on the impact of social media on the decision-making process, they have collected the data from the respondents who were working in the educational sector.

2.4. Facebook

Computer-based users are now decreasing just because of the adaption of mobile phones. A recent study on Facebook identified that the Click-Through-Rate (CTR) has been increased just because of the adaption of Facebook as well as Cost-Per-Click (CPC) has also increased.

Furthermore, companies are using Facebook as their marketing platform and running the campaigns (Duffett, R. G., 2015).

Facebook is considered an effective tool in creating a path between businesses and their target audience (Song, S., & Yoo, M., 2016).

2.5. Instagram

Boateng, H., & Okoe, A. F. (2015) suggested that from the past few years, social media marketing is started gaining attention because it is the platform that pursues consumers regarding in CDMP. The activities on social platform directly influence consumer buying intention. One of the platforms from them is Instagram; it is now popular among millions of users and became an advertising platform for the past few years (Chun et al., 2018).

2.6. E-WOM

Customers are the one who becomes the initiator of creating a new brand story on different online marketing channels after they experience the brand, they construct this story via the platforms of social media and the result of this activity of consumers can create a positive or negative attitude towards the brand (Gensler et al., 2013). In other words, consumer's behavioral attitude and responses towards a brand is increasing in the result of social media marketing campaigns and creates a strong social connection between people who are looking for reviews and those who spread information about their experiences (Kumar et al., 2016). Online reviews are very important for both company and consumer's perspective (Tsao et al., 2015). Brands offer their products online to save the time of customers, physically going to the outlets to shop is quite frustrating, and through E-WOM consumers can make a decision regarding their purchase by surfing the web.

2.7. YouTube

Nowadays YouTube celebrities and their Vlogs are in trend, which are playing a great role in connecting customers with fashioned brands. Lee, J. E., & Watkins, B. (2016) worked on the relationship among vloggers and viewers and its impact on purchase intention towards fashion brands. Fox et al. (2018) explained that there is a significant relationship of active YouTube users towards consumer-generated content and their purchase intention. YouTube is contributing a great contribution in displaying the item by the brands and also a great network in communication (Shyu et al., 2015).

2.8. Consumer Purchase Intention

Purchase intention is the very first stage of the CDMP in which consumers are looking for what they intended to buy Wells et al. (2012) emphasized in their study that consumers make expectations in their pre-purchase stage for particular products or services, and this becomes a very critical aspect at the end of the purchase of their level of satisfaction. The decision making in the pre-purchase stage includes higher risk because customers intend to search about the product by themselves self, therefore customers take a lot of time in collecting information to reduce the factor of risk (Sujin Song, Myongjee Yoo, 2016). Advertisement, product quality, and brand are the most influential aspects of the purchase intention of any customer. These factors can easily persuade the consumer to buy or not to buy something, Mirabi et al. (2015) also suggested that these factors are also important for marketers. Social media is a very good platform for companies to promote their product. Purchase intention is to be considered as a process of decision making regarding the purchase of a particular product or services while customer or consumer has various options. Purchase intention is a very difficult phenomenon to be explored (Nuseir et al., 2019). Other research showed that the external and internal factors are increased by online interaction, which changed the way of the consumer decision-making process regarding purchase. As consumers are more contributing to online communities about their experience of fashion products, understanding the impact of SM on customer intention has also grown. The purpose of online communities is to direct customers regarding their personal experiences, whether it is positive or negative. With the advancement of technology, these communities are growing as well (Nash, J., 2019).

2.9. Consumer Engagement

Chiao, L. T. B. Y. C., & Bei, L. T. (2006) suggested the definition that consumer engagement is a process when the consumer has a strong relationship with product/service or brand in terms of physical, cognitive and emotional presence.

Consumer engagement is similar as consumer involvement but there is a slight difference between these two, consumer engagement and consumer involvement both require the consumption of the product and relation with the brand but consumer involvement is an active relationship with the company, which fulfills both rational and social need of customer (Mollen, A., & Wilson, H., 2010). Sorenson, S., & Adkins, A. (2014) suggested in their study that consumer engagement plays a vital role to make customers stick to one brand. Just because of day to day advancement in media, it becomes easy for brands to capture the market. Marketers should come up with a strong marketing strategy to engage their customers.

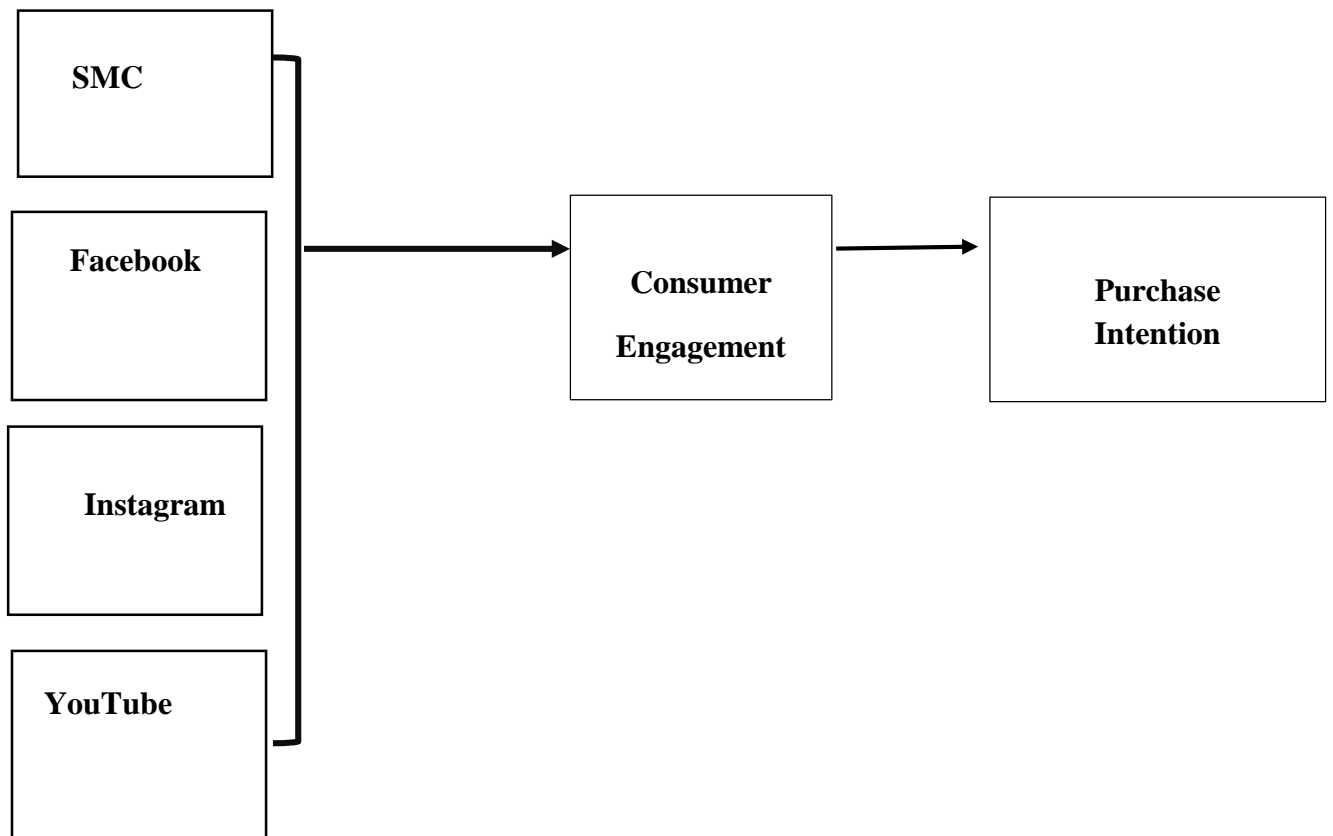
2.10. Theoretical Background

Uses and Gratification Theory (UGT) is used for developing the theoretical background of this study, Katz and Blumler (1974) developed this theory. (UGT) has explained the behavior of social media users, this theory is based on traditional media as an attempt to inspect consumer's behavior, Ngai et al. (2015) but with the advancement of technology and the increase in electronic communication platform i.e. Twitter, Facebook, E-mails, Messaging, Instagram, Blogs, WhatsApp, etc., this theory can also be applied on online media to gauge the behavior of consumers.

For examining the uses and goals behind social media, that in what terms social media can help or how can we utilize it in a better way, researchers Khan, A. A., & Murshed, M. N. (2016). Wang, Yang, & Chen, (2016) used "Uses and Gratification Theory" (UGT) in their studies. Oliveira et al. (2016) highlighted some factors that motivate consumers to involve in social media activities by using this theory, Dolan et al. (2016) explored social networking platform content, and also worked on the mobile media ads (Wu, K., 2016). Vries & Carlson (2014) have made some assumptions and models for investigating the stimuli which trigger positive interaction with other factors such as brand loyalty, intensity, and usage. The application of Uses and Gratification theory

can be implemented on both traditional platforms and on social media platforms as well, forgetting the insights that how different needs have customers are satisfied. UGT also used in particular scenarios to grasp the concept that how social media engage users in their activities successfully, because of its strong and broad implication, Uses and Gratification Theory is perfectly fit to check the influence on purchase intention of consumers of social media marketing.

2.11. Research Framework



(Toor, 2017, Husnain, 2017, Hussain, 2017, Ngai, 2015, Duffett, 2014, Eun Lee, 2016)

2.12. Hypotheses

H₁: Social networking marketing channels have a positive impact on consumer purchase intention.

H₂: Consumer engagement has a positive impact on consumer purchase intention.

H₃: Facebook has a positive impact on consumer purchase intention.

H₄: Instagram has a positive impact on consumer purchase intention.

H₅: E-WOM has a positive impact on consumer purchase intention.

H₆: YouTube has a positive impact on consumer purchase intention.

2.13. Literature Gap

After reviewing the literature, we realized that there is, Need to explore social media from the perspective of the fashion industry. Kontu et al. (2014) suggested in the study that social media has not been tested with respect to the fashion industry. In the era of high-street fashion, social media is a very helpful tool in the fashion industry. It plays a very efficient role in influencing fashion customers.

Chapter 3: Research Methodology

Chapter Summary

In this chapter, the researcher has defined the complete process of collection of data and its analysis. Furthermore, this chapter explains the techniques that have been used for the analysis of data followed by sample size, target population, and research design. Moreover, statistical techniques have also defined in this chapter.

3.1. Research Approach

In this, the researcher has explained the steps and that are based in detailed method of data collection, the analysis of data, and its interpretation. This research is explanatory, which is most effective when a lot of detail has already known and the relationship between variables can easily be calculated. The researcher has worked on the topic of The Social Media Marketing impact on customer Purchase Intention to check the relationship between purchase intention and online media channels, for instance, E-WOM, Facebook, YouTube, Instagram, etc.

3.2. Research Design

In this part of the study, the researcher has defined the complete framework of data collection and the techniques have been chosen for the analysis. The researcher has used correlation research design because the relationship between variables wants to be explored that's why the correlation research method is the perfect fit for this research design.

3.3. Sampling Design

In the sample design, the researcher has developed the design in which the target population, the sample size of the data and sample techniques has been defined. Moreover, the descriptive study has been used for the collection and analyses of data.

3.1.1. Target Population

Our target population is the customers from Karachi. We have targeted both gender and all professions but our target population is mainly based on the students. The respondents fall into the age bracket of 18 to 30.

3.1.2. Sample Size

This research sample size is based on the 384 respondents 5% margin error with 95% CI. Which are the main source of data collection for the researcher.

3.1.3. Sampling techniques

As this research is quantitative the simple non-probability convince sampling has been used in sample technique in which the researcher has selected the sample of his respondents from the population.

3.4. Instrument of Data Collection

There are many tools for data collection such as observations, interviews, and surveys but as it is a quantitative approach the research has used structured (closed-handed) questionnaires as the instrument of the data collection of this research.

3.4.1. Validity and Reliability Instrument

The reliability and validity of the instrument of data collection which are questionnaires have been tested by Cronbach's Alpha and Pre-Test to check that the instrument is enough to find a particular result.

3.5. Procedure of Data Collection

Firstly, the researcher has collected the secondary data to find out the themes and variables on which the researcher is working. After this, the findings have been confirmed by the primary data which is collected by the researcher himself. Online survey questionnaires have been used to collect the data. Survey questionnaires has been adopted from the past studies.

3.6. Statistical Technique

Multiple Regression, Co-relation, and Anova has been used by the researcher to confirm the hypotheses.

3.7. Ethical Consideration

During the process of data collection and analysis, not a single participant has subjected to be harm by any means. The respect of the respondents of the research was the priority for the researcher. Furthermore, there is no manipulation of the data, the result is based on the actual findings which have been conducted during interviews and an online survey.

Chapter 4: Data Findings and Analysis

4.1.Demographics Frequency

Table 1
Gender

	Frequency	Percent	Valid Percent	Cumulative Percent
Male	276	71.9	71.9	71.9
Female	108	28.1	28.1	100.0
Total	384	100.0	100.0	

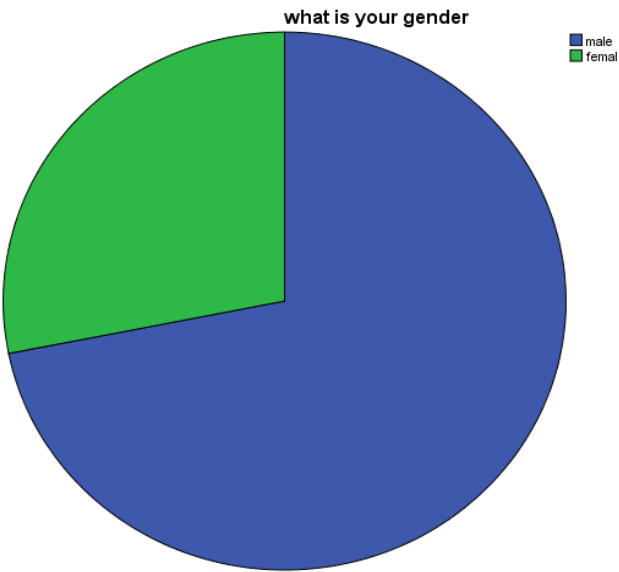


Table 2
Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-25	282	73.4	73.4	73.4
	26-35	78	20.3	20.3	93.8
	36-50	24	6.3	6.3	100.0
Total		384	100.0	100.0	

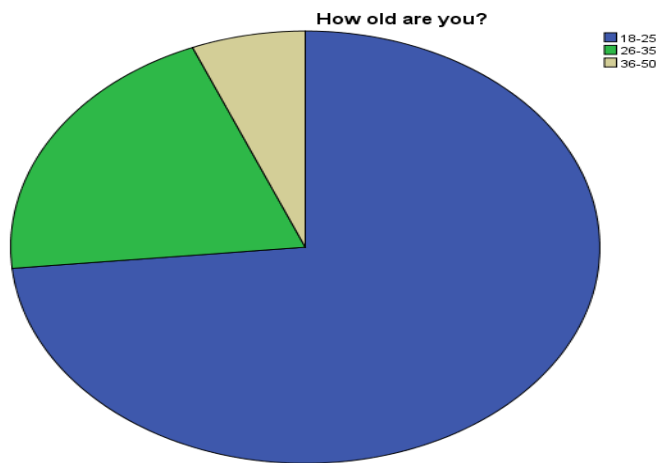


Table 3
Marital Status

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Single	358	93.2	93.2	93.2
	Married	26	6.8	6.8	100
Total		384	100.0	100.0	

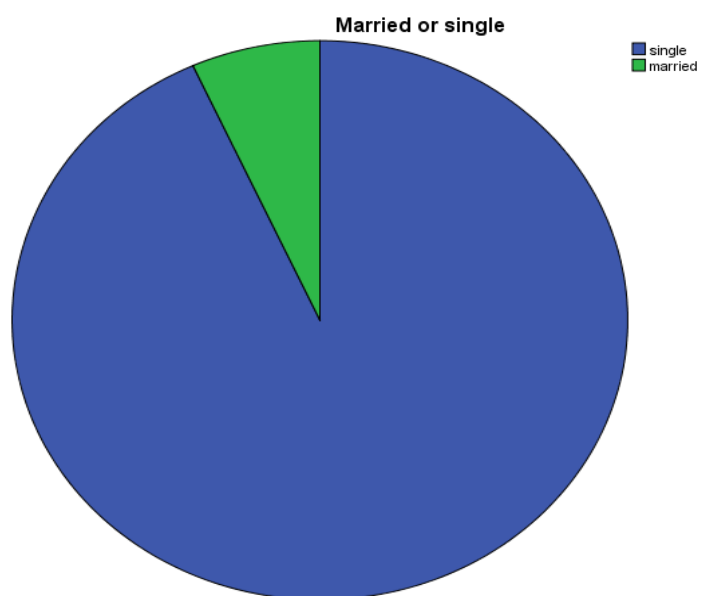


Table 4
Qualification

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Below matric	6	1.6	1.6	1.6
	Intermediate	127	33.1	33.1	34.6
	Bachelor	212	55.2	55.2	89.8
	Masters	39	10.2	10.2	100.0
Total		384	100.0	100.0	

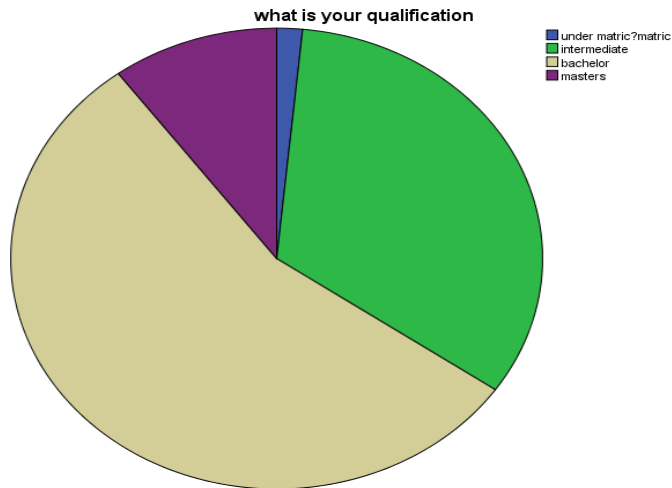
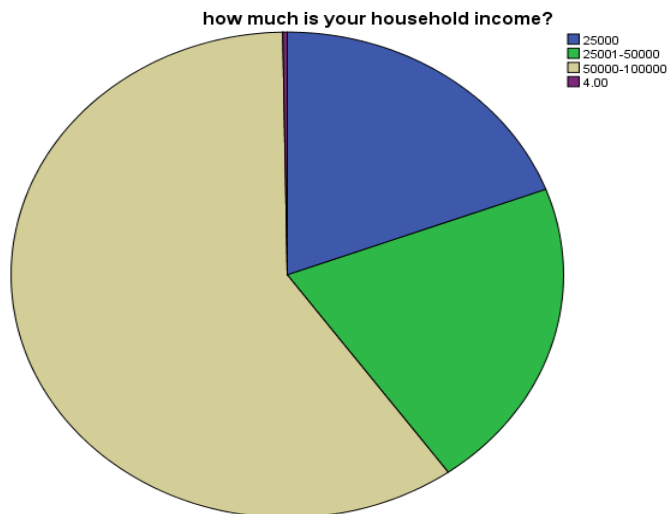


Table 5
Household Income

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	25000	74	19.3	19.3	19.3
	25001-50000	80	20.8	20.8	40.1
	50000-100000	229	59.6	59.6	99.7
	More than 100000	1	.3	.3	100.0
Total		384	100.0	100.0	



Analysis

The above demographics show the ratio between gender, qualification, income level and age groups. From the above table, it can be identified that in the data collections process male and females both have been targeted. Furthermore, all respondents belong to different income levels, ages, and qualifications. From Table 1 it can be concluded that the ratio of male respondents is higher in the comparison to female respondents. The percentage of male respondents is 71.9% and the percentage of female respondents is 28.1%. Table-2 explained the ratio between different age groups the higher percentage rate of respondents belongs to the age bracket of 18-25. The ratio between single and married respondents is 93.2% are single and 6.8% are married. Table 4 shows that 55.2% of the respondents are having the degree of bachelors program. Furthermore, remaining respondents are associated with the different levels of degree programs. Moreover, Table 5 indicates that the data set contains respondents from all the social classes and have different level of household income.

4.2. Reliability and Validity Analysis

Table-6
Reliability Analysis

Constructs	Cronbach Alpha
Social Media Networking Channels	0.759
Facebook	0.768
Instagram	0.792
YouTube	0.765
Consumer Purchase Intention	0.807
Consumer Engagement	0.843
Overall Reliability	0.90

Table-7
Explanatory Factor Analysis

Constructs items Description	Factor Loading
Social Media Networking Sites	
1. People have trust on Social networking site.	.634
2. I have trust on the reviews which are shared on social networking site by my contacts.	.741
3. I have trust on social media networking sites for data protection.	.579
Instagram	
4. I have a trust on people who influence customers on instagram.	.679
5. The advertisements on instagram have ability to influence customer regarding certain product.	.656
6. I believed people who influence users on instagram have experience about the item which is advertised.	.625
Facebook	
7. I am satisfied with the content generated on Facebook by other users about Fashion brands.	.683
8. Facebook is helping me to be updated regarding new advertisements.	.806
9. I have trust on advertisements on Facebook that they are reliable.	.613
YouTube	
10. The information about the product given in the video on YouTube it is shared by from an expert.	.694
11. I have trust on YouTube videos regarding product information.	.715
12. I believed that YouTube videos about product information are biased sometimes.	.726
Consumer Engagement	
13. The page that I follow on social media provides useful information.	.737
14. The page of the company that I liked on social media, gives the feeling of attachment with the company.	.730
15. I have a much greater understanding regarding the products featured on the Page that I followed.	.688
Purchase Intention	
16. The product information given in the video help me to make decision regarding purchase.	.732
17. I believed Instagram plays vital role in decision making process.	.774
18. I think Facebook is a great influencer in decision making process.	.659

Analysis

To check the reliability and validity of the instrument pilot study has been conducted in which Cronbach alpha, Exploratory Factor Analysis and pre-testing of the questionnaire have been done. With the help of these testing, the researcher has been able to confirm that the questionnaires are valid and reliable to check the result. Table-6 shows the reliability of each component as well it shows the overall reliability of the model which is 0.90. Furthermore, the reliability of each

variable is more than 0.7 which indicates that the reliability of each construct is considered to be very good to perform a different statistical test. Moreover, Exploratory Factor Analysis has been conducted to check the validity of each component Table-7 shows that, questionnaires that have a value of more than 0.6 has been extracted from each construct. The factor loading of each question shows that the instrument is strong enough to analyze the findings.

4.3. Correlations Analysis

Table-8
Correlation Analysis

		SNS	INS	FB	YT	CE	PI
SNS	Pearson Correlation	1.000	.545	.547	.433	.487	.547
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	384	384	384	384	384	384
INS	Pearson Correlation	.545	1.000	.578	.506	.528	.518
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	384	384	384	384	384	384
FB	Pearson Correlation	.547	.578	1.000	.524	.594	.572
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	384	384	384	384	384	384
YT	Pearson Correlation	.433	.506	.524	1.000	.587	.467
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	384	384	384	384	384	384
CE	Pearson Correlation	.487	.528	.594	.587	1.000	.507
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	384	384	384	384	384	384
PI	Pearson Correlation	.547	.518	.572	.467	.507	1.000
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	384	384	384	384	384	384

Analysis

To elaborate the relation among between independent variables (Instagram, Facebook, YouTube, and Consumer Engagement) and dependent variable (Purchase Intention) correlation analysis has been performed. The correlation analysis used to tell the co-relation between variables. The result of the relationship between variables has been checked with the significance level of 0.01 (2-tailed). Furthermore, during the analysis, it is found out that YouTube has a weaker relationship as compared to Instagram, Facebook, YouTube, and Consumer Engagement. Therefore, it is identified that the associating hypotheses with the variables have been accepted on the significance level of 0.01. Moreover, Instagram, Facebook, YouTube, and Consumer Engagement have a significant relationship with Purchase Intention.

4.4. Multiple Regression Analysis

Table-9

Multiple Regression Analysis

Model Summary

Change Statistics

				Std. Error of the	R Square Change	F			Sig. F	Durbin- Watson
Model	R	R Square	Adjusted R Square	Estimate		Change	df1	df2	Change	
1	.598 ^a	.458	.451	.66697	.358	50.475	6	543	.000	1.953

- a. Predictors: (Constant), Instagram, Facebook, YouTube, and Consumer Engagement.

Anova

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	134.724	6	22.454	50.475	.000 ^b
	Residual	241.555	543	.445		
	Total	376.279	549			

a. Dependent Variable: Purchase Intention

b. Predictors: (Constant), Instagram, Facebook, YouTube, and Consumer Engagement.

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	.245	.110		2.234	.016	.030	.461
	INS	.145	.056	.119	2.596	.012	.035	.255
	FB	.113	.053	.101	2.140	.033	.009	.217
	YT	.190	.054	.174	3.485	.011	.083	.297
	CE	.098	.049	.090	1.983	.038	.001	.194

Analysis

The above Table explains the adjusted R^2 which measures the change between Dependent variables due to Independent Variables. The adjusted R^2 is 0.451 that means 45% of the change in the Purchase Intention is because of the Social Media Platforms. Furthermore, from the above value it can be said that the model is a good fit. On the other hand, the value Durbin Watson is also suggested that model is correct as the above analysis value is less to adjusted R^2 , which is 1.95. The P I which is acting as a DV has sig value is 0.016, which means the variable is significant and the associated hypothesis with purchase intention is accepted on the basis of sig value. Moreover, the other variable is Instagram which is acting as the IV has a significant relationship with the DV. The sig value is 0.012 that means the variable is significant and associated hypotheses “Instagram has a positive impact on consumer purchase intention” has been accepted. Another independent variable is Facebook, which is also found that it is significant on the basis of sig value. The sig value is 0.033 which means the variable is significant and the associated hypothesis “Facebook has a positive impact on consumer purchase intention” has been accepted. Furthermore, the third independent variable is YouTube which also found significant with the dependent variable. The sig value is 0.011 which, means the associated hypothesis has also been accepted. The associated hypothesis is “YouTube has a positive impact on consumer purchase intention”. The last variable is consumer engagement has also found significant during the analysis on the basis of sig value which is 0.038. The hypothesis of this variable which is “Consumer engagement has a positive impact on consumer purchase intention” has also been accepted. The overall analysis shows that all variables have a significant relationship with the dependent variable.

4.1.Descriptive Statistics

Table-10
Descriptive Statistics

	Mean	Std. Deviation	N
Purchase Intention	2.0224	.82788	384
Instagram	1.8788	.67530	384
Facebook	1.9836	.73698	384
YouTube	2.1624	.75700	384

Consumer Engaegement	2.3048	.76333	384
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Analysis

The descriptive statistics show the mean of each variable and std. Deviation of each variable. It indicates the closeness of each variable with the response to the dependent variable.

Chapter 5: Conclusion, Discussion, Implications, Limitations, and Recommendations

5.1 Discussion

The above study discussed the impact of Social Media Platforms on Consumers Purchase Intention. A detailed literature review has been reviewed to make the theoretical framework. With the help of a literature review, the theoretical framework has been developed and the variables have been extracted. The quantitative research approach has been used for the data collection

process and questionnaires have been used as the instrument of data collection. The pilot study has been used to confirm the validity and reliability of the instrument. The first variable which has been studied during the analysis is the Social Media Networking Site. The above analysis shows that Social Media Networking Site has a significant relationship with the purchase intention of consumers'. The analysis reveals that the Social Media Networking Site has a great impact on the CDMP. This result is also confirmed by the past study that is online activities encourage customers to take part in different services such as E-WOM, Online Communities, E-mail marketing, Blogs, Wikipedia, Social Networking Sites, and Media Sharing Sites i.e. YouTube, Instagram, Twitter, Facebook, LinkedIn (Husnain et al., 2017). From the above analysis and past study, it can be concluded that the Social Media Networking Site is playing a vital role in consumer's purchase intention.

The second variable is Instagram which has been tested, the above analysis confirmed that Instagram is contributing a great contribution in consumer's purchase intention. Due to the increasing trend of Instagram people are spending more time on Instagram activities and these activities directly impact on the CDMC. During this analysis, Instagram is also found significant with the DV. These findings also confirmed by the previous studies. Cui shan et al. (2018) suggested in the study that the activities on social media directly impact consumer buying intention. One of the platforms from them is Instagram; it is now popular among millions of users and became an advertising platform from the past few years.

Nowadays YouTube celebrities and their Vlogs are in trend, which are playing a great role in connecting customers with fashioned brands. Lee et al. (2016) worked on the relationship among vloggers and viewers and its impact on purchase intention towards fashion brands. The findings of the past studies also confirmed by the above analysis which shows that YouTube has relationship and influence consumer's purchase intention and it is contributing a great part in CDMP. Furthermore, People are following the trend which is followed by their favorite celebrities and YouTube is one the platform which is making the platform where people and their celebrities can meet.

A past study also confirmed the above analysis that Computer-based users are now decreasing just because of the adaption of mobile phones. A recent study on Facebook identified that the Click-Through-Rate (CTR) has been increased just because of the adaption of Facebook as well as Cost-

Per-Click (CPC) has also increased. Furthermore, companies are using Facebook as their marketing platform and running the campaigns (Duffett et al., 2015). Facebook is considered an effective tool in creating a path between businesses and their target audience (Song et al., 2016).

The above analysis also confirmed that Facebook is very important in consumer's purchase intention and it does have impact on the consumer's decision-making process.

The other variable which has been tested is consumer engagement which has been acted as a moderator between social media platforms and consumer's purchase intention. The above analysis confirmed that consumer engagement is playing as a bridge between social media platforms and consumer's purchase intention. The past studies have also confirmed these findings such as Sorenson et al. (2014) suggested in their study that consumer engagement plays a vital role to make customers stick to one brand. Just because of day to day advancement in media, it becomes easy for brands to capture the market. Marketers should come up with a strong marketing strategy to engage their customers.

At last, it can be suggested that the variable is significant with social media platforms and consumer's purchase intention. Social media platforms such as Instagram, Facebook, Youtube have a great impact on consumers' decision making and their intention to purchase. These findings have been confirmed by past studies and with the help of analysis.

5.2 Conclusion

From the literature review and statistical analysis, it can be concluded that all the variables which have been studied in this analysis are playing a great role in customers' decision-making process. On the other hand, engagement of the brand is quite essential for customers. This variable is treating as a moderator between the Purchase Intention and Social Media Marketing Channels, Facebook, YouTube, and Instagram. These platforms are helping customers to make the right decision for their purchase. In the end, it also can be concluded that Social Media platforms are playing a great role in the Purchase Intention of customers and they do have a strong relationship with customers' decision-making process.

5.3 Limitations/Future Findings

The conclusion of the research explained that there are many limitations in the study, which are worth noting. The limitation of this study gives insight into the future findings for researchers. The

first limitation of this study is that in a study the target respondents were only based in Karachi. Hence, the researcher can research with different target populations and compare the results because there is a cultural difference, which may vary the results. The other limitation is that in this research the only one industry has been targeted which is the fashion industry is only targeted. The research has been conducted only for the perspective of the online fashion industry due to this the model is also developed based on the online retail market. This limitation gives the insight for the future research. Future research can also be conducted in which researchers can broaden the market of research and can check the model by applying in their research that whether it would be fit on the other industry or not.

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