

**T.C.  
ISTANBUL AYDIN UNIVERSITY  
INSTITUTE OF GRADUATE STUDIES**



**THE ROLE OF SOCIAL MEDIA MARKETING ON CONSUMER  
BEHAVIOR AND IT'S IMPACT ON SMALL, MEDIUM AND  
LARGE ORGANIZATIONS AND THEIR MANAGEMENT**

**MASTER'S THESIS**

**Zubair ZAFAR**

**Department of Business  
Business Administration Program**

**SEPTEMBER, 2022**



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**Thesis Advisor: Asst. Prof. Dr. Vedat ULUSOY**

**SEPTEMBER, 2022**



# ONAY FORMU



## **DECLARATION**

I hereby declare that this master's thesis project titled as "The Role of Social Media Marketing on Consumer Behavior and Its Impact on Small, Medium and Large Organizations and Their Management" has been written by myself following the academic rules and ethical conduct. I also declare that all materials benefited in this thesis consist of the mentioned resources in the reference list.

Finally, I would like to acknowledge the important contribution of Istanbul Aydin University to my life, not only from an academic perspective but helping to meet great people that inspire, challenge, support and motivate me.

I verify all these with my honor.

September, 2022

Zubair Zafar





## **FOREWORD**

As being the author of this thesis, I would like to express my sincere thanks and gratitude to my special supervisor Asst. Prof. Dr. VEDAT ULUSOY for hIS endless support, help and guidance in order to make this thesis be possible, in which we decided to choose this special subject to come out with a new and unique content wishing to be useful for the next related researches and to the new generations. That would not be possible without all the support and love of my beloved family. I am also grateful to all the faculty members that have taught me valuable lessons during the entire coursework. I would also like to thank each and every friend of mine for helping me or giving me a piece of advice even if it was one word, it made the difference and gave me the key to complete this research paper.

Thank you all.

September, 2022

Zubair Zafar



# **THE ROLE OF SOCIAL MEDIA MARKETING ON CONSUMER BEHAVIOR AND IT'S IMPACT ON SMALL, MEDIUM AND LARGE ORGANIZATIONS AND THEIR MANAGEMENT**

## **ABSTRACT**

The aim of this study is to determine the role of social media marketing on consumer behavior and its impact on small, medium and large organizations and their management. It is to be considered that with the passage of time SM playing an important role in online marketing. Many small size business started marketing their business for their business. Basically in the past online shopping was considered risky, but with the passage of time many youngster has started online shopping with the new era of technology. SMM has accepted the cheapest and feasible way of business. Many online business started and yet many are pending to be open. Consumer Behavior also showing a positive way toward online shopping and in this regard E-WOM and Bloggers also paying attraction for the client. The collection of data is done through the questionnaire survey method to study consumer behavior. Quantitative research technique is used for the testing hypothesis process. The result of this study contribute to the fashion industry of Pakistan for gathering information of their image, market reputation and future marketing. SPSS software is used for the evaluating of results and data is collected from the 160 respondents, who are very fond of shopping and they show a positive response towards the survey. Management of the organization also paying positive impact toward the employee satisfaction, retention and job satisfaction. This research show how SMM paying a positive impact on the consumer and how Small, Medium and Large organization attracting customer with proper and immediate effectiveness.

**Keywords:** Bloggers Reputation, Consumer Behavior, E-WOM, Social Media Marketing. Organization management



# SOSYAL MEDYA PAZARLAMASININ TÜKETİCİ DAVRANIŞINDAKİ ROLÜ VE KÜÇÜK, ORTA VE BÜYÜK KURULUŞLAR VE YÖNETİMLERİ ÜZERİNDEKİ ETKİSİ

## ÖZET

Bu çalışmanın amacı, sosyal medya pazarlamasının tüketici davranışları üzerindeki rolünü ve bunun küçük, orta ve büyük ölçekli kuruluşlar ve bunların yönetimi üzerindeki etkisini belirlemektir. Zaman geçtikçe SM'nin çevrimiçi ticaret açısından önemli bir rol oynadığı dikkate alınmalıdır. Birçok küçük ölçekli işletme, işlerini işleri için pazarlamaya başladı. Temelde geçmişte çevrimiçi alışveriş riskli kabul edildi, ancak zamanın geçişi ile birçok genç yeni teknoloji çağı ile çevrimiçi alışverişe başladı. SMM, en ucuz ve uygulanabilir iş yolunu benimsemiştir. Birçok çevrimiçi işletme açılmasına rağmen gelecekte daha yüksek oranda artacağı düşünülmektedir. Tüketici Davranışı ayrıca çevrimiçi alışverişe yönelik olumlu bir yol gösteriyor ve bu bağlamda E-WOM ve Blogcular da müşteriye cazibe veriyor. Verilerin toplanması, tüketici davranışını incelemek için anket yöntemi kullanılmıştır.

Hipotezin test edilmesi sürecinde nicel araştırma tekniği tercih edilmiştir. Bu çalışmanın sonucu, Pakistan moda endüstrisinin imajı, pazar itibarı ve gelecekteki pazarlaması hakkında bilgi toplamasına katkıda bulunuyor. Sonuçların değerlendirilmesi için SPSS yazılımı kullanılmış ve alışverişini çok seven 160 kişiden veri toplanmıştır. Araştırma sonucunda kuruluşun yönetiminin ayrıca çalışan memnuniyeti, elde tutma ve iş tatmini üzerinde olumlu etkide bulunduğu tespit edilmiştir. Ayrıca, SMM'nin tüketici üzerinde nasıl olumlu bir etki yarattığını ve Küçük, Orta ve Büyük kuruluşların müşteriyi nasıl uygun ve anında etkinlikle çektiğini görülmektedir.

**Anahtar Kelimeler:** Blogcuların İtibarı, Tüketici Davranışı, E-WOM, Sosyal Medya Pazarlaması. Organizasyon Yönetimi



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## **ABBREVIATIONS**

<b>BI</b>	: Buying Intention
<b>BL</b>	: Brand Loyalty
<b>BR</b>	: Bloggers Reputation
<b>CB</b>	: Consumer Behavior
<b>CBB</b>	: Consumer Buying Behavior
<b>CBD</b>	: Consumer Buying Decision
<b>CC</b>	: Consumer Choice
<b>CL</b>	: Customer Loyalty
<b>DM</b>	: Digital Marketing
<b>DV</b>	: Dependent Variable
<b>E-WOM</b>	: Electric Word of Mouth
<b>IB</b>	: Impulse Behavior
<b>IO</b>	: Intermediate Objective
<b>IV</b>	: Independent Variable
<b>JE</b>	: Job Embeddedness
<b>JV</b>	: Joint Venturing
<b>NMM</b>	: Network Marketing Media
<b>OL</b>	: Observational Learning
<b>SM</b>	: Social Media
<b>SMMA</b> s	: Social Media Marketing Activities
<b>SMP</b>	: Social Media Platform
<b>SMR</b>	: Small Entrepreneur Research
<b>SNS</b>	: Social Networking Sites
<b>SPSS</b>	: Statistical Package for the Social Sciences
<b>WOM</b>	: Word of Mouth



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## **I. INTRODUCTION**

### **A. Background of Stud**

Social Media changing the world platform day by day due to easy acces of human being. Many companies spend millions of dollars for the brand image but effective management keep on tract in the main stream of Business Empire . Marketing issues and enactment of marketing policies and their decision are merely not for the large organization but it's also for the small and merging organization for meeting marketing achievement. One of the biggest hurdles which face by Small Entrepreneur Research (SMR) is impact of marketing research on to bases of linkage and builds the nature of marketing. In our digital world, millions of people are connected with other through this digital and modern platform. SM is one of the imperative, influencing and persuading platforms for the small, medium and for large organization management. Social media diverting people from traditional method to online purchasing with informative items knowledge. Social media is becoming additional suitable or appropriate way for marketing brands around the world. Despite the rising importance of SM promotion in numerous fields and therefore the sizable amount of studies on SMMA, most studies have primarily targeted on the consequence of SMMA on clients satisfaction or activity intention (Sano, 2015).Brand equity is one of the most important points in the SMMA. Beside this trust play a vital role in sales and marketing. For high volume or brands loyalty does not matter for the customer because they are already familiar with the brands quality and availability. For merging or rising organization the must need to create positive impact on consumer because consumer behavior is the overall evaluation of social, economic and psychological factors that effect in the markets.

## **B. Problem Statement**

Pakistani youth depend vigorously web based SMM other than traditional marketing that is the reason social media marketing is necessary required in youngster for decision and inclination. In Pakistan the online market has achieved the target sales with the gradual expand of markets and its upcoming or future forecast for digital hub of sales forecasting. Keeping these benefits many brands started already online sales for the convinicnc of the customer. Urban population is the targeted market for this survey which consist of upper class, middle class and socio economic class. Youngster of pakistan are fond of fashion so keepinng this edge many brands industry should focus on network based marketing advertising

## **C. Research Objective**

- To understand and evaluate the relationship between SMM and consumer behavior
- To ascertain and evaluate the relationship between E-WOM and consumer choice
- For better understanding the moderating role of bloggers reputation with social media linkage with consumer choice/decision
- How effective organization management create impact on consumer decision by SM advertising

## **D. Research Question**

1. What will be the impact of Social Media Marketing on Consumer's behavior/Choice
2. What is the significant impact of E-WOM on Consumer Choice
3. How Bloggers Reputation impact on Social Media Marketing
4. What will be the effect of Blogger's Reputation on the E-WOM effect on consumer's choice?
5. How Small, Medium and Large Organization Management fulfilling customers Need and Their Wants

## **E. Significance/Importance of Study**

The deep literature study show the positive and growing factors of marketing and effective managemant and how they are obtaining customer loyalty and how they can add more customer as compared to other. SNS also playing an important role for exploring the new way and gaining the way to customer. E-WOM and bloggers reputation are one of the main stream in



SNS and SMMAAs. For the formulation of consumer mind bloggers pay much more value than others.

#### **F. Scope of study**

The scope of this study is find out the positive effect of SMMAAs on consumer choice in fashionable industry and how bloggers reputation create impact on consumer decision. The targeted population of this survey is Lahore Pakistan where fashionable brands are growing very fastly. Due to massive growth many fashion brands had started their operational work under effective organization.



## **II. LITERATURE REVIEW**

### **A. Theoretical Background**

Before explaining anything first let us discuss what is marketing and how it play role in digital era. In my opinion marketing is the knowledge of foundation of business discipline. However somehow people are cleared with the agreement of marketing business. Marketing is business venture and managerial method of conducting business. According to the New York Time marketing is “The talent of explaining stories so that fascinate people lose track of their wallets”. Marketing become the substantial ground for rising brands for companies during the last three decades. Many scholars, entrepreneur, SME and large organization agree old tenets had loosed the ground of mass marketing and become inappropriate and less effective in digital era (Brady and Davis, 1993; Sheth and Sisodia; 1995; Bakos, 1998; Chaffey et. al., 2000; Coviello and Brodie, 2001; Constantinides, 2006; Court, 2007). In digital era SMMA become more sophisticated and standardization and productive way of approaching to customer needs. Now a day’s companies placing poster through SMMA in video, text, discount through quizzes and through fan pages. Due to this activity customer are satisfying and recommending these brands to other public its called Word of Mouth marketing.

### **B. Defining consumer Behavior**

Consumer may be defined as a person who engaged in consumption process. Consumer are those person who buy for individual or for whole family collective needs. So Consumer behavior means how a single person spend their limited resources e.g time, money, effort on using different goods or services. Its all depend on what they buy, when the buy, from where buy, why they buy and what will be the use, CB is a action of buying and utilizing of products or services that proceeds the mental and social needs at desire time. CB is wide and multiplex topic which can be discuss and share for the better understanding and gaining the loyalty. Mostly understanding the customer values, beaviors, needs and desire is not a simple child

game which can be evaluated. It can be possible and impossible to predict with accuracy, how consumer desire can be met at the time of requirement. The striving of all the seller and researcher are convincing behavior of user in defined manners.

Leon G. Schiffman and Leslie Lazar Kanuk defined consumer behavior “ The behavior that show how consumer search, evaluate and disposing of products in searching of good or services which will satisfy their needs. CB is extensive and gigantic complex subject. Understanding and Knowing Consumer Behavior is not a child game. Its also non measurable and un-predictable. Consumer Behavior take many forms its begin from a child asking for toy or adult women buying make-up for their beauty and sometime its in a business men buying computer operating system for monitoring works.

### **C Importance of Consumer Behavior Decision**

The importance of consumer behavior may be defined as it is crucial for advertiser for understanding the part that acquire the conduct of consumer before stepping in the market. There are numerous factors that enhance the buying behavior of buyers for example social factors, cultural factor, personal factors and psychological factors. Knowing these factors causes advertiser to swarm the perfect opportunity to the correct clients. Let suppose in Many muslim country if exhibiting is HALAL then advertiser initially consider every eatable thing that will be used by consumer will be halal. So main target for selling will be halal goods for the muslim consumer. This pattern can create a particular way that persuade focused clients on their decision to buy certain goods which are halal in their religious perspective. Sometime in the events patron neglect the assimilate part that influence customer. Two or three segments can't be especially watched recommended by Daugherty & Hoffman (2014).

Arafa (2010) found the theory of CC is the branch of microeconomics that relates with consumption expenditure and consumer demand curves. It depicts that how buyer obtain maximum desirability from the consumption of preference goods through their limited resources. In order to understand consumer buying behavior/intention all researcher must have access to data regarding consuming, buying habits and source of media where consumer are buying online in order to generate communication with direct consumer.

How consumer make buying decision?

Who influence consumer buying intention?

What are the things which motivates consumer to buy?

### **D Types of Consumer Behavior**

Customer normally are characterized by their behavior, more and more by occurring online behavior. Following are the types of consumer behavior

- 1) Loyal customer
- 2) Impulse shopper customer
- 3) Bargain customer
- 4) Wandering customer
- 5) Need based customer

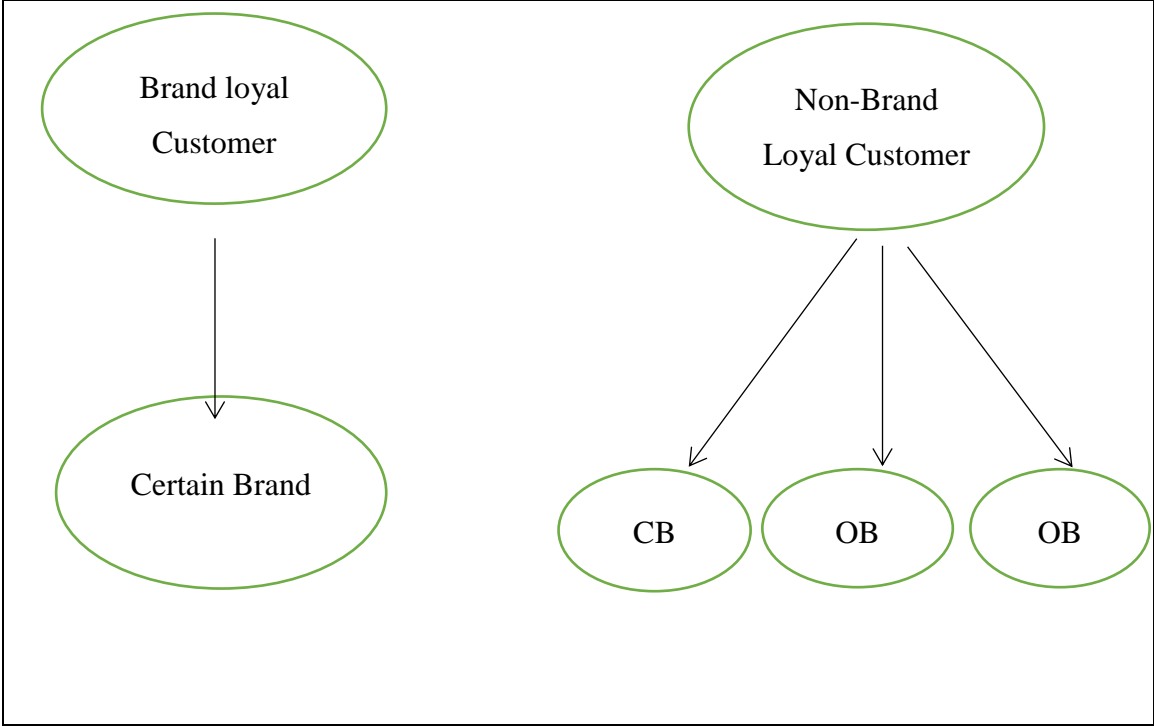
#### **1 Loyal Customer**

At a very basic level, loyalty is something that consumer may exhibit to brands, services store products categories and activities. Brand loyalty concepts origin is Barnnett (1920). The most common known definition of BL is “ The biased/non-random purchase behavior depict over the period of time by doing some decision one or other over other brand is a function of BL (Aaker, 1991; Reichheld, 1996). For the researcher and markets BL considered paramount important key for business. The organization who have a pool of customer and they are earning from their investment with greater market share known as brand loyalties. Such result from the investment up-hold BL.

During the last few years some customer are recongnized as the focal point as marketing perspective known as Loyal customer. The contributor to build maintian equity consider as loyal consumer (Aaker 1991). Most analysist show that loyal customer reduces the cost and effort of marketing. As the name implies loyal customer are the ones who buy products without any hesitation or decision, as statically show that cost is 6 time less than attracting customer.

Kelley et al. (1990) also briefly explained that organization commitment of service quality is indicated for the developing or maintaining customer satisfaction with in the organization management goals or value of achievement.

Morgan and Hunt (1994) stated that trust is key factor for developing marketing connection with customer with one party to another in collaboration for building integrity and reliability. Ballester and Aleman (2001) also stated that trust and level of satisfaction of customer is the key factor of customer loyalty which are conceptually connected with with organization goals and customer needs and demands. Customer satisfaction is correlated with the brand loyalty of the company.



**Figure: 1**

Model of Brand loyal customer and Non brand loyal customer

Eventhough, its really important do not take these customer granted because they can also switch to another brands just because to satisfactory level. Most important tool to engage these customer is to reward and keep in touch through social media. Loyal customer are less engaged in decision making because wheter they buy alternative or not? (Rundle-Theile & Bennet, 2001). Some components driver of BL are perceive risk, inherita, habit, involvement, satisfaction and relationship between the consumer product or services.

Similarly brand loyalty is crucial and important for those who provide service and meet the dynamic environment, so expectation must be remarkable for customer. Anderson et al. (2004) explained that a loyal or content customer not only increase the value of the business, suppliers and channels but also increase the share value in the market. So loyal customer affect shareholder value in business context in positive way buy reducing instability in business associated with cash flow. Like the increasing share value in business loyalty also create positive impact on WOM communication so that competitive strategies value increased by loyal consumer. Such kind of loyalty refer to up-hold customer in stratetigies for marketers.

A series of positive Customer satisfaction will increase trust,relationship commitment and continuity in business perspective (Hellier et al., 2003; Morgan and Hunt, 1994). Aydin and Ozer (2005) explained precedent of CL; Corporate image, perceived service quality, trust and customer switching costs are the influential factors of brand loyalty. Result also declare that trust and confidence of customer is one of the most important precedent/antecedent of BL. Eventhough perceived service quality and switching cost have the same influnce level on consumer. Cody and Hope (1999) explained that examining the customer service quality task is more difficult than product quality because of charateristics.

There is two aim of customer loyalty programs. One aim is to boost the sale valume of the organization by boosting usage or purchase level and 2nd aim is to more definning by building and maintinning strong and long term relationship with current and future customer for increasing sale value and also gaining the certain level of sale from the certain customer with equity services. Profit and the aim of the certain research can be obtain by increasing the sale value. CL have many other peripheral plans and goals such as cross-selling, creating data base, aiding trade relationship with organization, branding PR and building alliance in business with customer and other compettors.

## **2 Impulse Shopper Sustomer**

Impulse customer intend to those who buy products or service without planning in advance. This kind of action taken by the customer at the spur of the moment by their feeling or emotion. Some researcher say that it is the degree of guilt

by some buyers. Impulse buying may be defined as any purchase that made in store without any explicit of need Kollat, (1966). These types of customer has the potential to become loyal customer if products or services meet their requirement. An unplanned purchasing refer to impulse buying ( Clover: 1950, West :1951). (Kacen and Lee:2002)staed that unplanned purchasing arousing and ffetching but less calculated as compared to planned purchasing.

IB (Impulse Behavior) may be defined as any purchase behavior made in-store without any explicit or intentive recognition of need such a purchase prior to entry into store. Kollet & willet, (1967); Kollat, (1966); Ballenger et al, (1978).IB may also be defined as any sudden and convincing purchase behavior wherein the quickness of the impulse buyselection precludes any thoughtful intentional examining of alternatives. According to Youn and Faber, 2000there are some other external factor which effect the impulse behavior of customer which are lure by the company or marketer in trying to lure customer on focus/nominated products into purchase behavior. External stumlai are related to environment of marketing and shopping. Shopping environment related with store/market size, design, place and format etc, while marketing enviroment is related with sales, marketing activities.

According to Engel and Blackwell (1982) impulsive action is taken without reecognizing or any buying intention formed prior to entering the store. Base on these we can conclude that any hedionic decision which is made in the store at the time of purchasing. Store environment also stimulate the customer intention before buying any thing.

Kaur and Singh (2007) also researched that behavior of youngster and the sensory environments such as music, odour and display also play an important role in the shopping exercise of inviduals and can set off impulsive buying activities in customer. Mahmood and Ahmadinejad, (2011)also conduct a survey in the malls of IRAN with 329 respondents and he concluded that shopping environment such as background music, promotion examination and the avialability of products creat impulse behavior.



### **3 Bargain Customer**

Bargain Customer are those who are looking for the best inexpensive deal in term of goods and service for personel or family use. This type of customer could not be loyal customer beacause they always look for better and cheap price goods. Loyalty build the positive attitude toward the goods and service (Delgado-Bullester & Munura-Aleman, 2001). Through advertising is the best tool to attract them, these kind of customer rarely make impulse purchase. One of the important scenarion in the todays business is bargaining power of customer. Bargaining is not only the negotiation of price but it much differentiated and broad cpectrum term. Bargain can be done throught out the encompass of any deal. Such as

1. On any product or any package which consumer buy
2. Any post or pre post services
3. On performance or efficacy
4. Product modification or any technical upgradation Etc

Buyers always negotiate on the given above aspects. Its always depend on the requirement of the customer. Some of the customers who are new in the online buying delivery products always negotiate rights products timely. Its very important aspects for the customer to have intensive bargainging power of sustainability and the strategies effectively remain in the competitive buying environment. Flexibility of bargaining approach depends on the buying power and bargaining of the customer. For example a customer want a certain products on discounted pricer but seller is not ready to sale on discounts but due to some circumstances seller sale it on discount and buyer waits for the moment to buy.

### **4 Wandering customer**

WC are somehow are related to impulse customer because they buy less. This sort of customer is more frequent in physical areas, yet they do coincidentally find online retail scenes once in a while. It's occasionally conceivable to create a deal to those simply twisting through gave you can revitalize their premium, however remember that a significant number of them are basically pulled in to the social collaboration of shopping and have no expectation of making a buy. As show of products is regularly the most pivotal factor in dynamic As show of products is regularly the most focal

factor in dynamic found in Oakly 1990. Four components of store climate for example visual (sight) aural (sound) olfactory (smell) and material (contact) which are critical in clients' selection of items, (Mc Goldrick,2002).

Wandering customer dont have any desire in mind before buying anything in the local markets or online store These type of customer enjoyed the social interation of shopping and make the smallest percentage of revenue. WC also known as window shoppers those ofton browse but do not have any particular brand in mind. They might have not looking for anything.

## **5. Need Based Customer**

As the name implies, need based customer are those who are looking for a specific product or service. Eventhough these buyers buy preplanned, make purchased quickly as they find what they are looking for. These types of customer fruently can be convert into loyal customer. As we can see different market approaches work better for different cunsumer group. According to principle ratio 20-80, Top 20 give the benefit of 80 for the company ( kotler and koller).

Identifying the customer needs and wants is the biggest tool to boost your brand. When you have a great idea of products and you know the basic needs of the customer then you can build customer loyalty. Need base customer also known as loyal customer because they want the best product for their useage. Such kind of customer can be attractive with by making pitch clean.

## **E. Empirical Background**

The CC may be defined as a buyer who prefers to buy one thing over another thing, for instance buyer prefers to pay through visa card rather than cash. CC includes ideas comes from sciences include psychology, economic, biology and chemistry. CC aspects are really important for the marketers as we can see and understand the parameters of the markets. CC study helps the marketers how to present their products in the markets that generate maximum impacts on buyer.

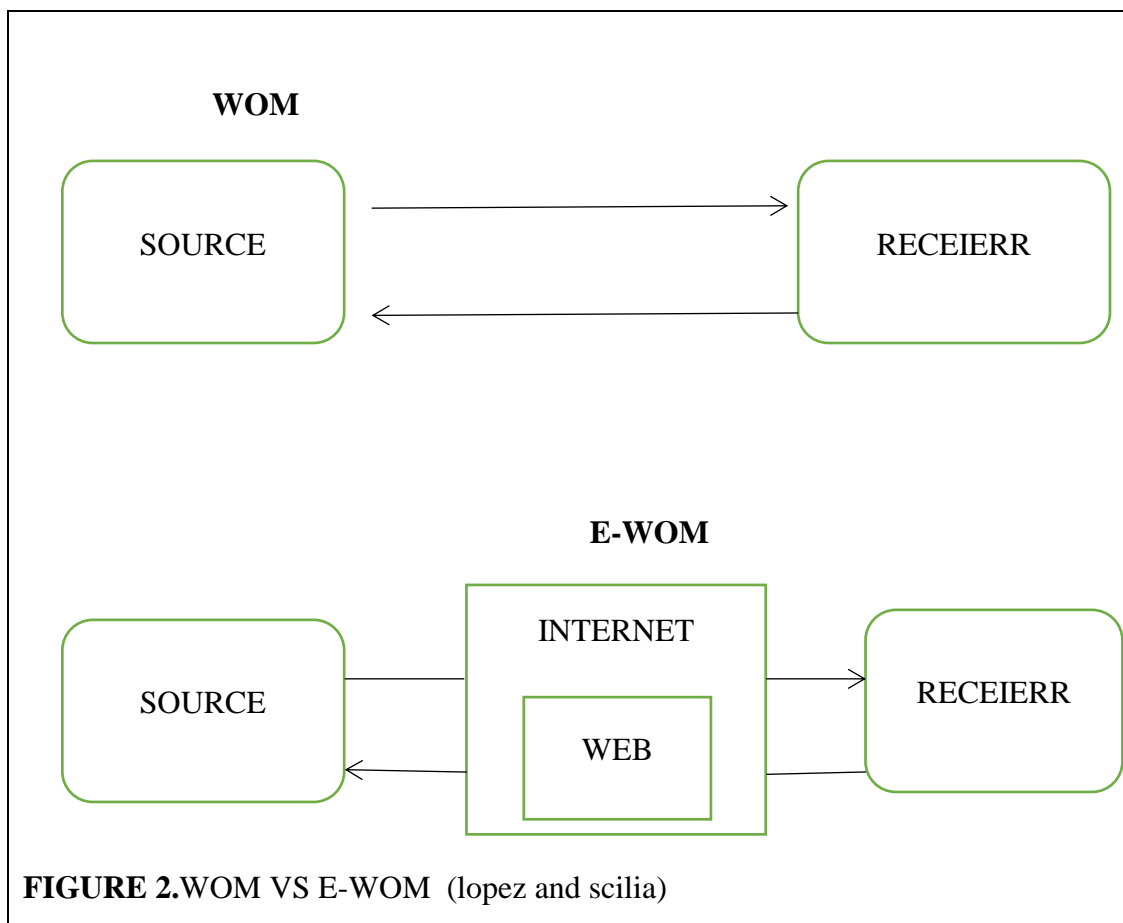
According to Arafa (2010), the theory of CC is the branch of micro economics that related with consumption expenditure and consumer demand curve. It's explained how consumers are maximizing their desirability by consuming their demand products by their limited cost/budget.

SNS are the main hub of building and managing relationship with customer. Marketing is the source of tools which is used by company for attracting customer attention in certain products. SM is not the source for communication but its also the hub of advertising products or offering services to the company. Emergence of latest technology is the new digital way advertising which becoming more traditional and gearing up obsolete.

Haythornthwaite (2005) reports that there are people who are connected with each other with devices through internet, they are also connected with each other individuals previously unknown, later they are known each other on social sites. Creation of these devices wont be possible if they are not connected with internet. Once the connection is build between them they becomes strong ties from weaker ties by nature of connection. The development of latent tie is possible with latest facilities medium which are not previously connected. The internet was at times seen as a medium that diminished social capital (Kraut et al., 1998).

## **1. E-WOM**

WOM is face to face conversation between two parties about the product or services which is considered private conversation or between two parties. The source and receiver are usually considered friends or family person. In other words source is independent variable, which has no interest in social proving WOM, thus the communication between the parties is more credible than other sharing information. The new era technology has enable people to share opinion, view knowledge, or product related information. In short word we can modified that any sort of positive or negative information which is share on SNS is known as E-WOM. Although WOM and E-WOM both share the public opinion regarding the products or services.



**FIGURE 2.** WOM VS E-WOM (lopez and scilia)

In the graph we can bidirectional conversation (face to face) between source and receiver WOM meanwhile in the E-WOM we can see there is no bidirectional conversatin between source and receiver. In E-WOM internet/web playing mediating variable role. Which creating relationship between source and receiver. So in this conversation knowlege or information do not stay as private because these kind of sharing is for the every single person who is using SNS. **S. S. Hansen and J. K. Lee (2013), M.C. Gilly (1998 )** In this regard source can write their opinion or any informative knowledge which can stay for a long period of time. Thus, many user or online buyer can see this informative opinion and they can decide wheter to choose certain desire products or not. Those who choose on this opinion also share with others after having great experience with certain desire products or services. In addition, unlike WOM source and receiver do not know eachother. When the credibility is high the behavioral influence will be high as compare to low. So the

source credibility also create positive impact on consumer buying decision. For example you want to buy a laptop for his personal and office use you will buy the same laptop which is recomend by your friend, which show the credibilty of source. In this regard your friend is credible because his source of information is unbiased and you will definately love to buy the certain brands. On the other hand you go to mall you ask from the shopkeeper for lapop he show you some certain brands and convince for some brands but you do not prefer those brands, so in this regard the credibility of shopkeeper is low and biased. So we can conclude that perceived source credibilty of E-WOM positively related with influence in decision making. We can also analyze that these aspects are related with the positive responce, credibility of source and integration. Whereas integration may be defined as the combination piece of information. When consumer are stands on different opinions and the evaluation related to the positive average responce given by users.

To many platform to which electronic word of mouth (E-WOM) communication is also posted influence on consumer judgmental behavior. E-WOM making an effect via online media client all through their redid crusade. Verbal WOM is a face to face conversation between two parties privately (Gilly and Graham 1998) while e-WOM is electronic conversation between many social media users. Internet is changing the way by providing a common place for opinion or reviews (Goldsmith and horowitz 2006).WOM is the oral communication between one person to another person about the specific product, services or brand. This conversation purpose is not to send and receive message ties business purpose (Anderson, 1998; Harrison-Walker, 2001).This is the reason customer believe on WOM other than business advertisement because personal information is more trustful that commercial. In the past when there was no use of digital platform people are used to buy through other people feedback (Herr, Kardes, & Kim, 1991). Therefore non-commercial WOM are more trustful and reliable than other which is widely accepted and create influence on consumer buying decision (Richins, 1983).WOM is especially crucial in case of complex behavior and high risk behavior (Zeithaml, Berry, & Parasuraman, 1996). With the passage of time the development of internet today, Hennig-Thurau et al. (2004) defined e-WOM as “any strong negative or positive statement by the actual or potential customer about the company

product or services that's made to be had to multitude of folks and institute thru internet"

According to Gilly, Graham and Yale (1998) the less use of products information differentiation will increase the risk of buying. Research has shown that e-WOM has played significant role to educate customer about the quality of products or services (Chevalier and Mayzlin, 2006). Besides, this information is very useful for the consumer to minimize their risk when buying. Significantly it's also change the behavior of the purchaser.

Zhu & Zhang (2010) stated as more and extra advertisers contain internet based lifestyles as a pivotal location of the unique blend, thorough exam of the determinants that have an effect on shoppers' dedication in EWOM with the aid of using casual businesses is reworking into basic. The most common social and mutual interaction locales (SNSs for example Facebook, Twitter, Instagram, MySpace and Friendster it find out how SM relationship elements identify EWOM). In a specific model tie quality. Trust, standardization and enlighten effect are related with the clients EWOM. This find a few concerning solution suggest that things drew in SNS and EWOM is an extraordinary miracle with major social boundaries. The ideas for expertise, examiners or for the analyst makers of web base life law refer to.

Jalilvand & Samiei (2012) worked in their paper to investigate online SNS promotion and influence on consumer; initially they gather data from 384 clients from Malaysia. Accommodation method was used for collecting data from respondents. Result demonstrate that internet base life advertising have great impact of brand value and their usage. In addition web base life has plus huge effect on the elements of maker decency (Brand picture, Organization inclination, Producer administration and producer unwaveringness). These output Proclaim that web base life building and keeping up solid maker value.

López & Sicilia (2013) verify that social life existence littler scope running a blog broadcasting framework for instance, Twitter manipulating the way electric word of mouth is spread and eaten up in the moved world. Presently Twitter is convincing as an e-WOM in particularly gadget in film publicize. Around the world the differentiation of Twitter was "Sharing" and "Conversation" as two structures for

honeycomb model because 27 films was for 22 urban special zones in 7 countries with the total tweets 9.28 billion.

According to Mendoza et al (2019) the utilization of e-WOM was generally by the shopper on online adverse stages. The numerous researches have been developed for the shopper dynamic way, especially for crowded area. By the clients multiple elements will impact on e-WOM among the variables, credibility is of important significance. Changes are required in purchasing of new pattern and feasible phony data in constant update and variables that impact the e-WOM credibility and e-WOM appropriation on Trip advisor and other social travel industry stages. In the latest researched we examined the 5 factors that effect on e-WOM

- 1) Volume of e-WOM
- 2) Source Validity
- 3) Rate
- 4) Buyer Involvement
- 5) E-WOM validity

The Elaboration Likelihood Model (ELM) was utilized for the examination. The sum of 221 member reacted on survey. That survey shows that four components affect the e-WOM Validity and appropriation. The aftereffect of this research show the beneficial result for the travel agency how can they use the potential method for the online reputation.

Cheung et. al (2012) explained that SM is creating the way of dynamic way for the digital marketing. The method of marketing was changed from traditional to digital way by the SNs. That focuses on 2 kinds of digital interaction e-WOM and OL (observational learning) which show how consumer changes their decision. Analyzed data are from the famous beauty parlor which show that how DM influence and change their decision that action-based OL is more powerful than imagine base e-WOM. Furthermore consumer involvement, decision and expertise play crucial role in the research opposite direction: where consumer expertise show negative result and consumer involvement show positive result effect. This study show the new path for the researcher how DM changing and influencing on the consumer CBD. It's

really important for the organization to understand how e-WOM and OL effecting on CB.

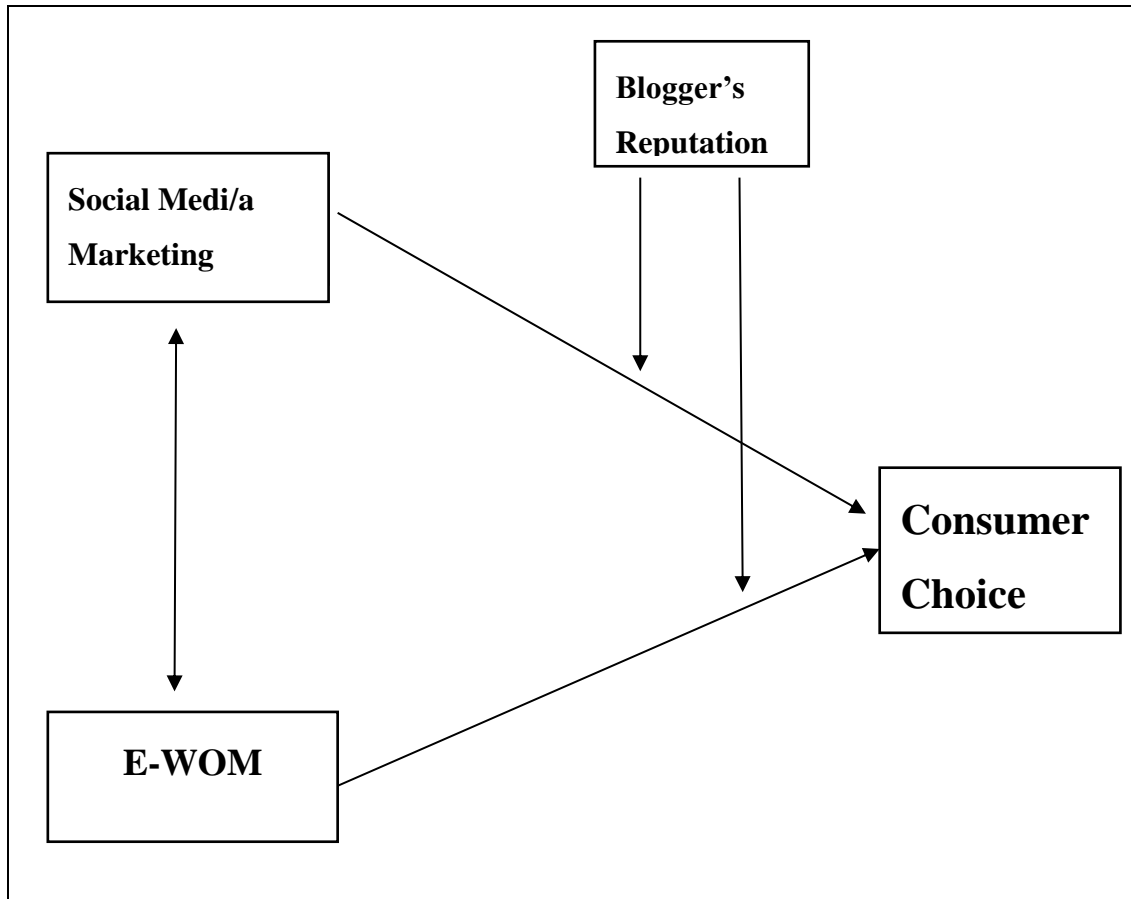
## **2. Social Media Marketing**

In past social behavior and consumer thinking is disseminated by the NEWS paper, Magazine, TV ads and by Radio but in Twenty first century SM has begun replaces the way of communication and interaction to the consumer. This changing behavior depict the both way of opportunity and challenging for the organization (Uitz, 2012; Nhlapo, 2015). As the time is passing different method of communication has been developed, SM has become the platform of expressing ideas, belief and manner in a spiritual way. SM has given a number of opportunities to the consumer to avail plenty of benefits under one roof, while Facebook, Instagram, and Twitter have been providing significant role in expanding consumer online purchase. After the existence of digital platforms people's way of shopping significantly changed. Consumers are used to shop at big shopping mall and many are using the same method while purchasing (Hsiao, 2009). Due to modern technology many consumer had been started purchasing via SM and websites (Toomey and Wysocki). "Social networking sites" are the way of interaction, Communication and developing relationship among the user (Li and Zhang 2002).

Online shopping trend is increasing day by day around the world especially in Japan, India, China and Australia increased percentage is 87% and 85% in (North Asia and Europe) and 83% in (America), 81% in (south and Latin America) and lowest 53% in Africa and Pakistan ( Soloranzo,2011).Despite the fact SMM business spreading very fast but in some region it has very limited volume, such as Arabs countries. A study show that 1 of 3 consumer make purchase online goods or services at least once in a month. During the last 4 decades there has been a radical change in business how to conduct and how will people cooperate. The preference of personal computers, internet for the organization is creating impact on for the organization. Bringing innovation in products or service is really necessary for standing in digital competitive market. As we can see that all major brands are using SM platforms to access the more and more consumer. The size and number of companies are connected with (Facebook, Instagram, YouTube and Twitter) or with other digital platforms to grow. According to the Ward (1974),the way of



communication between the consumers affects their cognitive, affective and behavioral attitude. Communication on these sources are being collected by brands so that they can evaluate consumer needs, desire and wants.



**Figure: 3** Model of Bloggers reputation's and E-WOM on consumer choice on social media marketin

Si (2016) evaluated the impact of digital life on purchase of brands for carbonated soft drinks (CSD). Si figures the discrete and coefficient model and used the Facebook, Twitter and YouTube for conversation for obtaining the CSD opinion. Result show that communication between the user about the brands and healthy CSDs altogether influence the brand evaluation and end on CC. This one to one communication is not only worthy for the firms but also for the brand progression.

Leung et. al (2013) explained that many ideas are incorporated for the communication and structural research. Because of thoughts and bunching strategies we had been in a situation to use only 4 situation idea group:

- 1) Framework specialized
- 2) Online network
- 3) Arrangement investigation
- 4) Skill the board

We must be skillful for understanding what thoughts effect on decision support system related exploration of each group of ideas to help dynamic procedure. Result declare that online organization are being used for help the decision making process and to control in-line management. The notion of execution content would entertain the current young generation to disseminate the information among the young consumer. This kind of significance sharing known as word of mouth, which is future of SMM tools(Yaakop et al., 2013). In Okazaki and Taylor (2013) report there is inadequacy theoretical viewpoint in SM communication and interaction because it takes time in developing foundation tool. Additionally there are few international inquires that consider generation Z. Furthermore the interaction of generation Z is not considered properly in South Africa. South Africa also joined the Brazil, Russia, India and China (BRICS) in industrial growth in 2010 and also has been become the fastest growing industrial zone in the region; it will play the significance role in world economy (Petzer and De Meyer, 2013). Hoffman and Novak (2012).

Recently number of researcher had conduct research on several attitudinal responsive towards SMM communication factors. According to the Gensler et al. (2013) report an international research responded by the numerous SM interaction and communication; which declare that consumer are the originator of unique brands and consumer are setup communication in both positive and negative way. (Kumar et al 2013) declare that e-WOM campaign leads to major cognitive and behavioral brands image. Consumer is the one and loyal who disseminate the information about the brand image to their personal social image. Malthouse et al declare that SM relationship is way that enable consumer create relationship management (CRM)

message and advertising; by disseminating the information about the brand in positive way.

SM is rapidly growing the part of social media users. Especially youngster are the ones who used it and sometime do shop online. Marketers around the world recognizing the importance of SMM and consumers, they know how it can be profitable in this digital era and how they can boost their business. Consumers are now moving ahead to digital media shopping center as compared to local shops. SM is now more demanding, time consuming, more informative and intensively highly individualistic. Due to demanding and changing nature of shopping many preference brands started post communication with customer in order to get their desired products or services. A content generated by user is supporting a kind of new trust in customer and social users also enhancing their credibility by sharing with other users. Many users especially youngsters view SM as a proving platform for entertainment or socializing.

From the deep discussion of the SM earlier, we can notice that social media has brought changes in consumer life and their buying behavior; especially in young consumers since in the more active changes in online stores which empower them. On the other hand there are opportunities for the researcher and business management too; especially for the smaller owner business person. Bhargava (2010) explained that many social users (youth) take SNS as a communication and entertainment as compared to marketing activities. Youth are addicted to these platforms for entertainment and socializing as compared to traditional strategy media marketing. In the markets it also created the opportunity of employment activities. Since it has become the popular topic for the youth of Pakistan taking SM sites as entertainment and in social activities so marketers intend to bring them in online shopping, or even in the employment, so maximum people utilized these SNS. This paper will serve in exploratory research so people can serve to contribute it.

### **3. Blogger's reputation**

Blogging is one of the mediums which directly or indirectly manipulate the buying behavior of the people globally (Schroeder, 2014). Consumers are technologically informed and able to make any kind of purchasing behavior (Cina, 1989). Due to internet; information technology has enabled users to manipulate and inform others, information delivery has significantly changed by the means of

time. Due to IT infrastructure consumer are trusting on bloggers more than sales person. Infact consumer are updating them self through repudiated bloggers opinion, because they are very well acknowledge about the certain products. Blogger's are more reliable than sales spokesperson due to sustained effort in many fields. Hsu et. al (2010).

In the recent year blogging has become one of the prominent part in making video, sharing knowledge, giving feedback about the products and ideas for any kind of specific life events (Hsu et al 2013). In the recent years, life events also become the part of blogging by sharing thoughts, creating ideas and making review. Personal experience such as traveling and food around the world also is the part of blogging, while impact of blogging increasing day by day. In Gulf countries the impact of blogging is under grounded and undocumented (Rouibah, 2014). With the passage of time as technology taking part in social life such as blogger's recommendation creating a strong effect on marketing consumer (Pavlou, 2003; Chau et al., 2007). Consumer had to believe that blog opinion is trustworthy as compared to other media marketing (Johnson and Kaye, 2009).

Blogger's give opinion as associate consumer give their review about the certain product so that consumer to evaluate products or services before they make any purchase (Al-Haidari, 2016). Web 2.0 is one of the tools which is used by consumer for the feedback, review and for the purchase across different platforms, including online purchasing platforms, webpages, personal belong and individual website. Whenever buyer share experienced-based opinion about the products or services, other can access input through the given feedback before making any purchase (Elmorshidy et al., 2015).

Hsu et. al (2013)explained that blogging has become the dynamic part of shopper procedure when shop on web; blog proposal create impact on CC while shopping online. The motivation behind this research is that to find whether blogs per user's trusting confidence and how it differentiate mentality buying behavior. The directed notion per user is also tested by the researcher or blogger's based on data or hypothesis. The result also depict that bloggers opinion also has impact on their clients attitude toward and goal while shopping online. The advertiser should provide unfastened objects furthermore, administration to the excessive notoriety bloggers who as esteemed feeling pioneers will effect on other consumer to buy

online via confidently. In opposite low rated blogger's could create any impact on other consumer. Moreover, selling structure might be numerous as bloggers high or low notoriety; for the client's impact inclination blogger high notoriety is necessary. For low-notoriety blogger handiness is appear to have greater influence on consumer mentality while purchasing online.

Sometime organization gives the huge or specific data or complimentary item to the bloggers for the markets. By the by, when bloggers start putting negative remarks about the specific products or services, organization administration should take pre-cautionary steps about the injustice. The current result build up to analyze clients per user confident is sufficient towards the bloggers reputation which will be helpful for the client's suggestion and it's create impact on low mentalities discrimination and aim for internet shopping.

Mainly blogging consist of comments, brief explain, text images and video and other web links. Zhao and Kumar (2013) belief everyday more than 1.2 million user post blogs through SM communication and exchange ideas worldwide. In comparison of blogging activities, such as micro blogging is consider a quick or easy way of communication through mobile short message. In 2009-2011 the fond of micro-blogging was increasing up to 62 percent; Facebook, Instagram and Twitter are the examples of it.

Perceive usefulness of blogging recommendation may be defined as using technology for enhance of his/her duty performance (Davis et al 1989). In blogging context, defined study perceive of usefulness in which blog reader believe that blogging recommendation would enhance or change buyer decision especially when buyer is buying expensive or luxury products. A regular clarification state that buying luxury, new or luxury products will create unpredictability; Individual are normally uncomfortable with uncertain purchase so that why they tend to refer blogger advocacy for minimize the risk of buying decision (Burkhardt and Brass, 1990; Brown and Reingen, 1987; Kotler and Makens, 2010). It's related with Theory Reasoned Action (TRA) in which single person credence on the feedback of group or peers; this faith will create impact on other buying intention. Many well known youtuber also known as bloggers, mostly generation watch journalist, social activist and women of Pakistan watch some cooking resipy. SNS not only used for the entertainment purpose but also for learning aim, especially children are also watch

some videos for basic learning. As bloggers become popular in society for being advertisement and for knowledgeable source. Bloggers are creating a massive impact on their followers and attributes to its blog reader or listener. In Europe western countries a significant literature had been examined on blogger reputation and bring changes toward the purchasing behavior. Pakistani people used different SNS for opinion or sharing information. Facebook and YouTube is the major source of information. In the present research the role of bloggers' recommendation is also evaluated how they influence other social users on buying certain products or services. Perceived usefulness of blogger recommendation is being a key to evaluate customer opinion. It defines the extent how much a customer believes in others. In context of study redefined usefulness as the expectation which blog reader reads on the opinion on the bloggers and how much they believe in it.

#### **4. Consumer choice**

CC may be defined as when a customer can buy many things but he/she prefers one thing over another. Let suppose a director wants to buy a luxury car he prefers Audi over BMW due to same feature with less expense. Sometime it may be defined as selecting recognizing brand over other. We like what we tend to know. Studies of the mere publicity effect (Bornstein, 1989), and many years of research in of product producers and advertisers, affirm that our alternatives for merchandise and different items have a tendency to be associated with their familiarity, or to emblem awareness (Hoyer & Brown, 1990). There are many zones in which recognition knowledge is limited where liking depends on personal preference rather than interference. One recognized example is Consumer choice.

Currently, throughout SM brands send message to consumer but it all depends on consumer to whom they choose and share with others people of their circle on SNS. Thus markets is driven by consumer demands and supply with their buying intention behavior, so as a result all brands choose high level of inspection prior to purchase. Hence it's the ability of user to share each individual online which represent the biggest opportunity in the markets with products or service. Kumara (2008) represent that since user started share the products / services with each other on SM, the object of the markets should be positively evaluated.

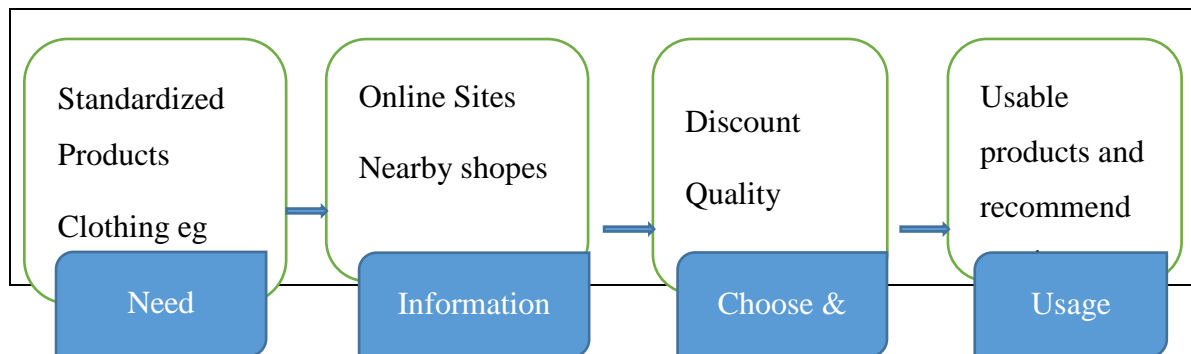
As we know too much organization is spending too much money on SMM and local marketing for attracting customer about their products or services. Even

though some advertisement are informative because their primly purpose is awareness about the brand. For achieving the positive brand image and customer loyalty firms attempt to dominant brand name again and again.

The primly purpose of this investigation is to recognized CC. Significantly it aims to see under certain environment whether customer rely on recognition choice strategy regarding information about the certain brand. For instance, choosing between two brand of cell phone Samsung and Huawei; participants may choose Samsung on Huawei due to well name and recognized brand name. Therefore current research extends to past study of recognized brand into preferential. According to the choiceGoldstein and Gigerenzer (2002)Customer choice and brand awareness is like a recognition heuristic domain. If two of one subject is recognized and other is not recognized than first subject has the higher value choiceGoldstein and Gigerenzer (2002).

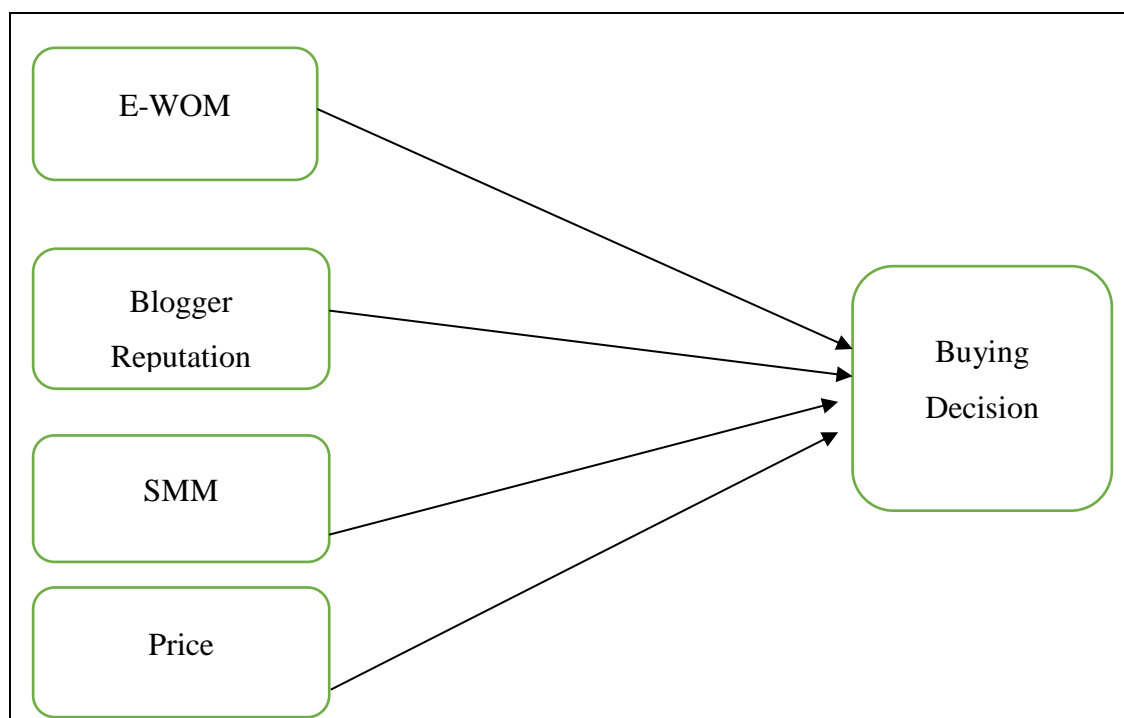
Pachur et al. (2008) have granta few suggestive proof that individual are much more likelyto apply in inferable liking in non-compensatory style with recognition with natural happening of experimental induced e.g. studying employee experimental induced recognition. Beside this positive and negative brand awareness choice also learn from the experimental setting and its possible that feature of this enhanced by usage of this information. Indeed, the fact collected from the test can be used by the organization and may be demand by the customer.

In Hoyer and Brown's (1990) researched; he also declare the demerit relying on over recognition. In his survey he put three peanuts butter in front of his clients; so before making any final decision participants taste freely. Some of them like the new taste (other brands), it's in human nature everyone have their owing taste and liking. From the blind test Hoyer and Brown's had objective data about the CC and quality. From the independent test 59% choose the brand initially but 41 from the familiar selected brand choose it. It's mean that excessive relay on CC may lead to insufficiency of customer trust and quality. Interestingly Hoyer and Brown's also noted the choice of participants, for the participants taste matter more than brand. This reveal that people prefer external attributes such as taste on brand; so taste is the basic CC what they are looking for.



**Figure: 4** The conceptual Model of Need and usage of products

Intension behavior may be defined as “focus probability that he or she will engage in given respondent behavior”. Lin (2009) defined buying intension (BI) as when a consumer comes through a certain purchase give probable reaction. He and Hu (2008) stated that BI is the satisfaction/feedback towards the goods after having overall evaluation, such as attitude. In consumption human recommendation are affiliated with the positive gesture BI which directly affect other user choice. According to Brown (2003) A product user is the one person who show the highest attitude or probaability toward the product as compared to others who do not buy.



**Figure 5:** Conceptual Model of Buying Decision Model

Yu (2014) declared that advances technology have built a few more opportunities for e-WOM resemblance. This marvelous web shops are convenient



records ought to influence the web choice. The focus of this study is to watch the degree of feeling and grabbing customer and finding which components motivate reception. A record reception procedure is used for examining the variable influencing data. Data was collected from the 154 clients Openrice.com. Participants were required to study the whole data and identify the influence of web purchase behavior of customer. This paper was exhaustiveness and valuable for building the role model of web purchase customer behavior. That paper was first prepared for creating observational hypothesis building benefactor network building.

The phenomenal growth of Interactive DT has influencing every single young consumer day by day over the period of time. This digital revolutionary has noteworthy success in information gateway (Arens, 2004), which is called internet. SN is becoming is quicker, reliable and access able due to modern IT and internet; one of them is web 2.0. SN is not an advanced phenomenal it's already in the used, recommend, and alert of human being for socializing (Uitz, 2012). Hence, many youngsters are using internet online many web pages/sites (Barenblatt, 2015). For generation Z (I generation, plural and generation Next) SM has become part of essential and indispensable in modern day era. (McCrinkle and Wolfinger, 2009; Mackenzie et al., 2012; James and Levin, 2015).

#### **F. Management role**

When we talk about the management the first thing comes in our mind is that who manage the whole organization. This research is base on the positive effect on consumer toward the management positive achievement goal, employee satisfaction, relation and retention towards their work in the organization. Consumer and employee have positive grate impact on strategy process adopted by the management. Manager is the only one person who who manage business management and people (employee) management. In the matter of marketing a manager not only focus on the employee but also deeply pay attention on the field. What is going on? And what is going to happen now? Notably it is assumed that involvement of management creat effecte by a change in strategy and create higly commimtmnt among the employee. Also participants (customer) argued lead to better qualitatively strategic decision (Kim and Mauborgne, 1998)

## 1. Goal Achievement

Goal achievement is the biggest demand for rising, merging and developing organization. Every organization management paying full attention and energy for the achievement of goals by using company tools and by following company SOPs. In joint venturing capabilities, limitation and resistance also recommend to avoid hurdles for the success of business venturing. In JV business goal depend on two variables such as

- 1) Number of partner goals
- 2) Overlap in partner goals

The two key problem which are face by JV are unrealistic expectation of the corporation and improper planning (MacMillan et al. 1986). As it is expected in every organization every goal achievement is start with identification of goal and empirical based examination. Management goal for JV and online business are an rising topic for strategic management and research department. Goal achievement is one of the primary prevalence approach for evaluating the effectiveness of the organization (Cameron 1986; Lewin and Minton 1986; Quinn and Rohrbaugh 1983). This literature measure the financial list such as return on investment and profitability as an example of goal achievement (Iewin and Minton 1986).

The theory of constrain (TOC) in management is introduced by Goldratt and Cox (1984) in their book titled The Goal. In TOC arthur declared that there is small premise constrain which prevent any organization from the goal achievement and there is always at least one constrain at a given time (Reid, 2007). A constrain can be anything which can prevent from achieving organization goals from more of it goals, which private sector earn more currently or in future (Goldratt, 1990). According to Motwani, Klein, and Harowitz (1996) and Reid and Cormier (2003), the TOC thinking process (TP) gadget can be used in service sector companies, Online buying and services quality and performance can be improve by adopting TOC orientation. Many organization is investing on orientation of services quality and performance. In digital era like clothing brand providing door to door step service of selling. Management voice is far unrecognized in studies despite the activeness and changes in central responsibility. Organization changes and its success has been grow rapidly

in the periods of time. Even though entrepreneurship hired a skillfull person for the managerial work.

When organization plan about their goal it should be clear how organization will be in future about their specific and non-specific goal. These goals can be achieved through the intermediate objective (IO). The IO use necessity-based logic in order to achive future specific or non-specific organization goal, critical succes factor necessary to reachthe goal (Dettmer, 2007). The IO create a question “why change” and yield a vision of future that organization must be meet if it to be successful. In order to achieve the IO goal, the critical factor must be met in order to achieve critical factor goal. Once the map of IO achieved it will be on the way of future goal chievement.

Beside this manufacturing play a strategic role for the manufaturer and researcher. In global competitive era securing firm specific goal under manufacturing strategy and practices among firms in different region of the world is the biggest goal achievement of the firms. The value of characterization of strategy issues into content issues furthermore, process issues has been reported in the business strategy literature (Fahey and Christensen, Ž 1986; and Huff and Reger, 1987). In research of manufacturing strategy, a very common way of analysis has been recommend by the (Adam and swamidass 1987). In manufacturing strategy there are four goals of manufacturing quality, cost, dependability and flexibility is consistantly emphasized (skinner, 1985; Roth et al., 1989).

The prescriptive elements in this literature are repetitive in their advice: clarity of goals, systematic planning, broad consultation and effective communications. As the survey results suggest, many managers experience struggling in translating simplified `textbook recipes` into practice perhaps not a surprising ending given the need to `translate` such advice into certain, complex contexts. The capability required to address, however how managerial organization manage, formulate and appratus the process of selecting, managing, developing and building into the role. The role of organization management is measured and implement in political environment too for gaining the success goals. Team work and the involvement of organization management in attempt to achieve goals is favourable legacy, which further empower legacy through flatter structure. Recently

many goals of the organization has been organized and favourable due to implementation of social policy according to supply and demands. Several researcher indicate additional goals of manufacture like time, customer service and relationship (Blackburn, 1990; Bower and Hout, 1988; Chase, 1990; and Stalk and Hout, 1990).

Many changes adopted like man power, teamwork with in organization or outside organization, supervision by top management and adopting new technologies has been introduced by firms. Further changes made by the higher management is becoming and leading way to success of goal. Results also state that HRM introduction policy in order to improve efficacy, consistency in goal achievement and building skills in new employees, standardisation and organization image to empower managers to obtain goals by transforming HR sources in field works. Some sources show that HR had more time and knowledge to support organization achievement in business strategies. The efficacy of goals, improvement of services for users and strategies of HR clearly defined goals and its achievement. Some scholars had examined organization goals empirically throughout the achievement of HRM efficiency. Organization also started adopting new era technologies as compared to teaching HR function to employees.

For better understanding the goals of the organization we can ask these questions.

1. What are the goals which are set by organization?
2. What will be the outcomes by experience organization management?
3. What factors will be effect on organization goals?

Every organization goal is to make profit and build its reputation in the public and to attract customer around the globe. Goal of the company can be set permanently by getting customer loyalty. It could be possible if company provide same feature as competitors are providing with additional benefits like discount etc.

Experience organization can be beneficial for the company if they have better knowledge about the market and its trend. Experience management not only bring changes in the organization but they also bring new retailer and supplier who hold major markets. So the main purpose is to increase the sale and also build new area where company can gain its goals.

There are 2 factors which effect the organization goals. First its employee and company policy and 2nd is external environment like government tax policy, export policy, retailer and supplier monophly. Internal environment can be keep safe by proving financial sources with extre benefits but external environment is really challenging because of competitor. So in this regard an effective management can overcomes all of these changes.

## **2. Job Retention**

As we know retainning the most talented and active workers in the organization has become salient to the Small, Medium and large organization, leader with positive attitude and foresight are expending their efforts for creating differentiate among other people in the organization. The main purpose is to creat a difference among the employee for human capital, while no personel benefit will be entertain by every employee, future thinking prospect employee always create approaches which provide great value at limited cost.

Theory of employee retention has proven usefull for practising manager is known as job embeddedness (JE). A recent meta-analysit of job rentention demonstrate that a sing retention is valuable on traditional construct like job satisfaction, organization commitment and job alternatives. JE is also known as totality of forcess which promote the probability of employee staying in organization. Organ Dyn (2019)

A research off 10 year show that JE has three key factors

- 1) Link
- 2) Fits
- 3) Sacrifice's

**Links** may be defined as formal or informal connection between the organization.

**Fits** shows the capability of the employee within or outside organization

**Sacrifies** are the forfeiture of the employee while leaving the organization.

As we know job engagement is the most crucial indicator for the workplace because retainning the most talented and skillfull worker in organization is so much hard. Simply an organization who have high level of employee engagement experience is

better than those organization who do not (Martin, 2020). Mostly working place engagement seen opposite burnout (Devi, 2009; Harwell, 2013; Maslach et al., 2001). Job resources such as knowledge, observations, skills, social support, recognition, reward and personel objective resources indicator have been seen key drivers of working management (Bakker, 2011; Maslach et al., 2001 as cited in Saks, 2006). Despite the huge implementation workable workspace engagement, job engagement is a unique concept for hiring the right person on right position and not substituteable with other job indicator such as job satisfaction, performance and motivation (Bakker, 2011).

Job retention is one of the top taregts of the firms either to retained his or her job for at least 2 years. Management target is to measure combined cooperation, and noisy job retention under top management who curently measures presently values and also like to influnce combined value of top managers. This apply generaly for every managers retention job/task but in some cases managers of targets corporation retired before time and they do not participate in any hiring and they do not take any interest furthur in any business or other activities. Measurement of JR is very noisy. Only in some cases sales revenue is successive in directive and exective, on the other hand top management do not changed easily for a long period of time. Another possibility is that sales revenue meat to targets on time or boost up during the period of time which is demand by the corporation management. Sometime top exectives managers drop the acquisition because they did not got the result what they are looking for. It may be depend the distribution of knowledge according to post missing observational values is not same as the for the acquired values.

This study also explain that required result may not be up to mark but it can be by the managers hiring. Top exectives managers brings changed not only in the sales but also towards the company reputation. Research also show that why top management acquisition is top priority of the of company exectives for acquiring or meating their goals. Its also show that why managers values create impact on JR. Finding declare that JR by managers and hiring for upper or low level managers are the key factors for retaining employees in the organization. Its also declare that managerial firm ownership also important for the organization retaining and hiring. Looking at the work loading some organization hired contract base worker which is

cheap and less expensive. Many of them are hired hourly ( short time work) base or contract base so that organization take maximum take benefits from the employee. On contract base contractor got higher salary on their work and organization got work before time with less expense, both are getting their source of income in short period of time.

Such schemes are known as win-win for individuals, risk of overabundance mitigate workers. In this regard company got skilled workers without paying any extra training, later on company offer permanent job to skills worker on their base of performance, meanwhile government can limit sharp spikes of unemployment (Pacvalopolous & Chkalova 2019). Such kind of job offering schemes are really famous in in western countries, if corporates of such organization offer these kinds of schemes for their public their government will help them and limitize their taxes. Germany offer such schemes when unemployment rise despite large falls of outcomes. Brey and Hertweck (2020) stated that short time work scheme is really beneficial for JR in many under developed countries for meeting unemployment rate, because it may indicate positive impact indicator on long term job retention in such organization where are just hired for short period work. Even in the during pandemic session COVID-19 many companies made job retention for short period of time according to their needs. In pandemic online delivery workers even got short for the company, so they started hiring for such time. Many people got jobs temporary and meanwhile company expand it delivery services.

These examples show that how jobs problems were settle during the pandemic period of time, and existence of short period work, such retention for the being period was the foundation for wide-ranging JR in pandemic period. HRM has paid the limited attention to the retention worker. High performance work system is the mean of getting highly qualified worker for the certain periods or long term which individually create impact on organization behavior. We focus on HRM as the focal point by giving central focus to retention as a HR practitioner that can be implemented or organized with active management. Ancient researched on manpower give hint to potential firms on hiring the skills worker and use of retention strategies to motivate their workers for enhancing organizational performance. In 90's many firms used these strategies and gained marvelous result on it. Sometimes hierarchical organization

management used how to steps on succes by giving training to their employees, scanning the environment and recruiting skills workers for the certain position. With the rise of technology and the strategies of HRM, its expected that management of retention would be the nominent part with concern of progress, enen though materialistic golden era is not monitorized yet. Any positive step from HR can be the positive case of economic ground of company and country. Its also had been suggested that positive step of HR on rentention can be reshape of HR management.

### **3. Employee Relation**

The employee relationship is going through the primary changes which are suggested for the fascination, inspiration, and maintenance of capable representatives (Horwitz et al., 2003; Roehling et al., 2000; Turnley and Feldman, 2000). For increasing productivity in growing international competitive, deregulative and globalizaing markets company required flexibility in their productivity, in employee and production. Productivity of employee reduce job security at entire level in the organization and their management (King, 2000). In the meantime HR managers press to attain most talented, competent and skillfull person who have mostly competencies too meet the organization need and responsible for the organization survival. (Horwitz et al., 2003; Mitchell et al., 2001; Roehling et al., 2000; Steel et al., 2002). Sometime some employee are difficult to retain because they are attach with their career by making more money than to organization loyalty; a tendency result increase rate of turnover (Cappelli, 2001).

Market oriented firms pay attention on communication with employees, identified employee roles and improve working environment, which lead to employee satisfaction. The most satisfied employee build the image of organization whether its small, medium or large organization by having their prductive work. Small, medium and large market oriented organization build superior employee relationship as well as for the customer, which is the part of future oriented market organization and its lead to better business performance (Schneider, 1993).

While talking about job engagement and employee relationship two things comes in mind; positive emotional relationship with organization( job engagement) and employee commitment to the employer ( employee relationship). Eisenberger et al.



(2019) explain employee relationship as an association and effective relationship within the organization and employee. The dynamics of employee relationship can be positively evaluated by the positive indicator such as satisfaction, trust, commitment and controlling (Grunig & Huang, 2000). In the part of employee relationship HR should be strong and wide range of uses and may support specific HR activities such as selection of employees, compensation and benefits, health and safety benefits, employee relationship with upper management and in the last retention and policies of working environment. Thite and Kavanagh (2009) divided HRM activities into: transactional activities, that involve day-to-day transactions and recording; traditional HRM activities, such as recruitment, selection, planning, training, compensation and performance management; and transformational activities, that add value to the organisation, such as organisational development, talent management and learning.

HR main goal is to keep up to date employee in knowledge and to maintain relationship with all workers. Beside this organization goal is cost effective, improvement in services both employee and customer and address strategic objective goal of organization. Many scholar suggested that main goal of HR organization management is to drive transactional and transformational goal of the company. Transactional goal focus on cost effectiveness with improving services and productivity while transformational goals focus on to address new era strategies with employees. IT also has operational and relational effect on HR. Bondarouk and Ruel (2009) explained that organization is mostly silent about the HR activities about the strategies. Relational impact show that HR provide direct relationship access for instance remote connection of employee and managers, which increase the ability to connect the part company within and outside company, so HR keep an eye on employees regarding their performance. Having a direct connection of employees with management in order to improve services, and indirect effectiveness of HR function by empowering employees and middle management. Payne et al. (2009) proposed that any reaction to online management performance is more positive than paper performance. Transformational goals also allow employee to communicate with middle and upper management in regard of facing any difficulty. Any information which is shared by employees play an important role in the networking and supporting

virtual teams works of the organization relationship. There is also a academic literature debate about the transformational impact of HR with employee. Some analysit explained that HRM may assist in building strategies with employee relationship by showing or becoming business partner, while other declare that HR playing a strategic role in funtional. Manu researcher had listed the goals of HR relationship with employee- efficiency, service, orientation, empowerment and standardisation. Reasercher also accept that HR playing as middle line management between workers and top management.

### **III. RESEARCH METHODOLOGY**

#### **A. Introduction**

The aim for this study is to evaluate and understand how social media creating impact on consumer and their behavior regarding e-WOM consumer acceptance in presence of bloggers reputation as a moderating variable in fashion industry of Pakistan. Women of Pakistan are very keen regarding upcoming nominal fashion brand model. In this section; methodology followed, analyzed and research are including for this motive. This section of research will described methodology by pointing out variables, samples data, operational definition, design and population. The followed method analyzes and finding for this structure data collection, kind of study, evaluation and priorities held by researchers will be supplied in examine of this section. Design sample, study approach sample, procedure of data collection, size of the variable and moreover the evaluation will be outline among the SMM, e-WOM customer desire via bloggers popularity as intervening variable. The research study is totally based on quantitative approach. The method of data collection will be done through questionnaire survey for study CC concern and for knowing the background reason why it's so important for fashion industry of Pakistan. The methodology is old and important for industry for knowing the consumer thinking about the different and specific fashion brand.

#### **B. Research Design**

Normally there are three major type of research qualitative, quantitative and mixed but it totally depends on the issue to be resolved by in research. The methodology/approach which will be used in this research is quantitative method which is based on further study in the paragraph. The object of this quantitative survey method is to understand the fashion trend and its objective on fashionable industry of Pakistan which will be quantitative descriptive study. This unit of study is collected individual both from male and female from adolescence to senescence. The youngster and senescence of Lahore will be sample data for this research study.

### **C. Population and Sample Design**

The targeted population of this research is the youngster city of Lahore which are actively using SM platforms for online shopping. This research will examine/evaluate the role of social media marketing on consumer behavior and its impact on small, medium and large organization management. The mainly focus of this research is youth of Lahore because they are well aware about the fashion trend and youth are the targeted user of social platforms. Meanwhile i will try to collect data from senescence from those who are buying/shopping online through SM platforms or direct company sites.

### **D. Sample Size**

Google form questionnaire is beign used for the survey and data collection and the sample size of the survey was 160 respondents. Throught the data collection activity participants show positive attitude towrds this and many of them show they are loyal and impulsive customer. Many of them show that they want less price produtcs. They also show that loyalty and impulsivity can take place when it about the price comparison, usefullness, product or brand call and the advertisement by the company. Quality of products matter a lot for them but they also do comparison and other features too. The introductory letter was also used for the better understanding and to educate about the online shopping was also added.

### **E. Sample Technique**

A technique of random sampling in which population is divided in same characteristics than randomly data is collected from the certain population for examining. In likelihood method everyone is the objective from the respondent which is measure up by to equal chance to choice. Respondents are group of people by fashion brand what they like what they were sampled by response.

### **F. Design of Questionnaire**

For quantify the factor scale method is used to incorporated into the review; they have been adjust with past specialist with proper adjustment and specimen. The study survey consists of two parts. To start with this segment liker-sort scale things and second part start with the statics data of youngster of Lahore, Pakistan. The five (5) point liker-scale method is used for respondents where they can select the best

reasonable choice. We will measured all the object by using 1 to 5 point scale, whereas

1= strongly disagree

2= disagree

3= neither agree or nor disagree

4= agree

5= strongly agree

This data is calculated by the youngster of Pakistan (ages 18 to 35 and above 40) for better analytical review decision and conclusion. The main purpose of this review is to understand how SNS e-WOM and blogger reputation effect on consumer decision.

## **G. Variables and Measures**

### **1. Measurement of SMM**

In the measurement of SMM its include all those promotional material, publicizing, advertising, sharing and events or discount scheme for attracting customer on social networking pages and sites by fashion brands. That research is measured by 16 item scale which is adopted by Tappeiner & Lyons (2013).

### **2. Measurement of E-WOM**

In measurement of E-WOM only person to person information is share through digital media platforms any other type of. Mostly people share/review through comments on social media it's also considered necessary and post experience for consumer decision making process. This research is measured by adopting 3 item scale which is elaborated by Hennig et al. (2004).

### **3. Measurement of Blogger's Reputation**

It is referred as any events or promotion by blogger's on any specific fashion brand by tagging, liking and following on SMP. This study is measured by adapting 5 item scale which is elaborated by Koufaris & Sosa (2004). From perspective of clients either they will strong agreed or strongly disagreed from the selection in view of online shopping. Many peoples are the followers of the bloggers regarding the online shopping. Mostly bloggers make their log about the fashion industry models life style.

### **4. Measurement of consumer's choice**

Measurement of CC is totally dependent and can be target variable of research which have the ability to choose or reject any kind of products or services. Sometime CC is effected by the others recommendation or review. This study is measured by adapting 8 scale methods from **Ethel (2013) and Martenson (1985)**. Mostly clients choose according to their friends or some of them choose online, many online buyer make reads about the related products and check other customers comments and opinion.

## **H. Data Collection**

As it is presented, we collected information/data by disseminating/asking question from the adolescence to senescence (18 years to 40 and above) of Lahore, Pakistan. While collection of data introductory letter is added for the youth for understanding why this data is collected? And how it can be used for scholastic reason just and regarded as secret. In the initial review; we also collect personal contact number and email too. At the following week or two, after the respondents review; we arrange the result one by one as the report is finish and accessible for return. In data collection 160 respondents from the online buyer give their opinion about the online shopping brands in Pakistan. The aim of data collection is to know about the public opinion in perspective of online shopping and how to gain public interes regarding online shopping.

## **I. Techniques for Data Analysis**

Data collection is also an important part of the survey because all the conclusion is depend on the data collection. For the data analysis SPSS (Statistical Package for Social Sciences) version 16.0 software is used for the analyzing factor and also google form questionnaire are beign used for the data collection and for the analysing factors. The techniques which are used in analyzing of data are Descriptive, Statics, Data Screening, Exploratory factor analysing and Demographics analysing. Beside this, the convergent and discrimination validity along with path coefficients are also used to check validity and effect of one variable on another respectively.

## **J. Research hypothesis**

Following hypothesis are beign tested by the research model and throught the obtained by the research.

**H1:** There is a positive and significant impact of Social Media Marketing on Consumer's behavior/Choice

**H2:** There is a positive and significant impact of E-WOM on Consumer Choice

**H3:** There is a postive and significant impact of Bloggers Reputation on Social Media Marketing

**H4:** There is positive moderating effect of Blogger's Reputation on the E-WOM and on consumer's choice?

**H5:** There is significant role of Small, Medium and Large Organization Management on the fulfilling customers Need and Their Wants.

## **IV. DATA ANALYSIS**

### **A.Result and finding**

In the process of data screening nothing data was found missing. However, five uni-variate outliers were deleted as items having standardized value. So the final useable data for the analysis is 160 responses. Among the respondents the majority was male (n=102) 63.8% while female (n=58) whose percentage is 36.2% of the sample. In regards age groups 31 respondents from the age 18-23, comparison of 19.4 % of the sample size whereas 82 respondents from the age group 24 years to 29 years 51.2% from the size and 28 respondents were from the age of 30 years to 34 years with 17.5% whereas 13 respondents from the age of 35-39 with 8.15 and in the last 6 respondents from the age of 40 and above with the 3.8% from the total size of 160 respondents. Further more the respondents whose qualification is intermediate response is 11 with 6.% and then Bachelors response rate is the highest 70 with the 43.8% from the total population, whereas the 2nd highest is Master degree holders with the respondent of 68 with 42.5% and in the last Matric/ O level student response is 3 and the PHD response is 8 with 1.9% and 5% of the total sample size.

### **B. Respondent profile and Characteristics**

The total sample size of demograph is described by the table and Pie charts for showing the diversification and the opinion respondents.



**Table 1: Respondent Gender/Sex**

	Frequency	Percent	Valid Percent	Cumulative Percent
Female	58	36.2	36.2	36.2
Male	102	63.8	63.8	100.0
Total	160	100.0	100.0	

**Table 2: Respondent Qualification**

	Frequency	Percent	Valid Percent	Cumulative Percent
Bachelor's degree holder	70	43.8	43.8	43.8
Intermediate/ A Level	11	6.9	6.9	50.6
Master Degree Holder	68	42.5	42.5	93.1
Matric/ O Level	3	1.9	1.9	95.0
PHD	8	5.0	5.0	100.0
Total	160	100.0	100.0	

**Table 3:** Respondents age

**Age**

	Frequency	Percent	Valid Percent	Cumulative Percent
18-23	31	19.4	19.4	19.4
24-29	82	51.2	51.2	70.6
30-34	28	17.5	17.5	88.1
35 and above	19	11.9	11.9	100.0
Total	160	100.0	100.0	

**Table 4:** Respondents work status

**Work**

	Frequency	Percent	Valid Percent	Cumulative Percent
Employed	121	75.6	75.6	75.6
Unemployed	39	24.4	24.4	100.0
Total	160	100.0	100.0	

**Table 5:** Respondents Experience

	Frequency	Percent	Valid Percent	Cumulative Percent
12 years above	13	8.1	8.1	8.1
3 to 6 years	38	23.8	23.8	31.9
6 to 9 years	25	15.6	15.6	47.5
9-12 years	15	9.4	9.4	56.9
Less than 3 years	69	43.1	43.1	100.0
Total	160	100.0	100.0	

**Table 6: Variables**

<b>Independent Variable</b>	<b>Dependent variable</b>
SMM	Consumer
E-WOM	Consumer
Bloggers	Consumer
Price	Consumer

### 4.3 Measurement model

Different method is used for analyzing the data. Following are some of the model which is used for measuring the data.

<b>DESCRIPTIVE ANALYSIS</b>
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**Table 7: Descriptive Statistics**

	N	Minimum	Maximum	Mean	Std. Deviation	Variance	Skewness	Kurtosis		
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
SMM	160	1.00	5.00	3.1125	1.11020	1.233	-.337	.192	-.686	.381
SMM1	160	1.00	5.00	3.2187	1.00734	1.015	-.676	.192	-.157	.381
SMM2	160	1.00	5.00	2.6125	1.48784	2.214	.005	.192	-1.747	.381
SMM3	160	1.00	5.00	3.0687	1.11661	1.247	-.247	.192	-.771	.381
SMM4	160	1.00	5.00	3.0688	1.02866	1.058	-.385	.192	-.384	.381
PRICE	160	1.00	5.00	2.8813	1.18360	1.401	-.274	.192	-1.047	.381
PRICE2	160	1.00	5.00	2.9500	1.26789	1.608	-.486	.192	-1.255	.381
CONSUMER	160	1.00	5.00	3.0562	1.40192	1.965	-.323	.192	-1.268	.381
PRICE3	160	1.00	5.00	3.2500	1.02178	1.044	-.555	.192	-.456	.381
SMM5	160	1.00	5.00	2.9625	1.28311	1.646	-.599	.192	-1.318	.381
SMM6	160	1.00	5.00	2.9750	1.07546	1.157	.081	.192	-.690	.381
SMM7	160	1.00	5.00	2.9125	1.28066	1.640	-.471	.192	-1.271	.381

CONSUMER2	160	1.00	5.00	3.2250	1.08129	1.169	-.883	.192	-.158	.381
CONSUMER3	160	1.00	5.00	3.2687	.96948	.940	-.731	.192	.076	.381
CONSUMER4	160	1.00	5.00	3.2688	.94982	.902	-.831	.192	.378	.381
CONSUMER5	160	1.00	5.00	2.8375	1.33123	1.772	-.459	.192	-1.513	.381
EWOM	160	2.00	10.00	6.5812	2.04192	4.169	-.343	.192	-.158	.381
SMM8	160	1.00	4.00	2.8125	1.32792	1.763	-.466	.192	-1.591	.381
EWOM2	160	1.00	5.00	3.2438	1.21182	1.469	-.458	.192	-.634	.381
BLOG1	160	1.00	5.00	3.1312	1.11096	1.234	.099	.192	-.847	.381
BLOG2	160	1.00	5.00	3.0500	.98925	.979	.175	.192	-.491	.381
BLOG3	160	1.00	5.00	3.3313	1.18546	1.405	-.210	.192	-.925	.381
CONSUMER6	160	1.00	5.00	3.1625	1.04543	1.093	-.465	.192	-.233	.381
CONSUMER7	160	1.00	5.00	2.8688	1.26452	1.599	-.506	.192	-1.335	.381
CONSUMER8	160	1.00	5.00	3.1375	1.01862	1.038	-.678	.192	-.394	.381
SMM9	160	1.00	5.00	3.5938	.93363	.872	-.418	.192	-.507	.381
SMM10	160	1.00	5.00	3.0688	1.08808	1.184	-.197	.192	-.920	.381
CONSUMER11	160	1.00	5.00	3.1312	1.13892	1.297	-.804	.192	-.691	.381
SMM11	160	1.00	5.00	3.0062	1.26141	1.591	-.507	.192	-1.094	.381
Valid	160									

In descriptive analysis we can see that the minimum value of the respondents is 1.00 and the maximum value is 5.00 by looking at the mean value from the table 4.3.1 we can see that mean of social media marketing response from the respondent maximum is 3.5938 and minimum is 2.6125 as well as price (maximum is 3.2500 and minimum is 2.8813), Consumer satisfaction ( max 3.2688 and mini 2.8375) which show that online buyer are satisfied with the SMM. So we can conclude that, to very extent there is a role of social media marketing on consumer behavior and it's also creating impact on small, medium and large organization management.

**Table 8**

**Tests of Normality**

	GENDE R of responde nt	Kolmogorov-Smirnov <sup>a</sup>			Shapiro-Wilk		
		Statistic	Df	Sig.	Statistic	Df	Sig.
CONSUMER CHOICE	Male	.109	102	.004	.934	102	.000
	female	.095	58	.200*	.973	58	.218

a. Lilliefors Significance Correction

\*. This is a lower bound of the true significance.

The null hypothesis for the test of normality is that data is normally distributed. The null hypothesis will be rejecting if the p value is below 0.05. In our analysis Shapiro-Wilk (Razali, N. M., & Wah, Y. B. (2011)). P value is label as sig. with 0.000 and 0.218 which show that the P-value of men is rejected and women is not rejected.

**Table 9 Test of Normality**

**Descriptives**

GENDER of respondent		Statistic	Std. Error		
CONSUMERCHOICE	Male	Mean	27.7353	.53183	
		95% Confidence Interval for Mean	26.6803		
		Upper Bound	28.7903		
		5% Trimmed Mean	28.0882		
		Median	28.0000		
		Variance	28.850		
		Std. Deviation	5.37122		
		Minimum	9.00		
		Maximum	36.00		
		Range	27.00		
		Interquartile Range	6.25		
		Skewness	-1.040		.239
		Kurtosis	2.024		.474
		Female	Mean		28.3448
		95% Confidence Interval for Mean	27.2233		
		Upper Bound	29.4664		
		5% Trimmed Mean	28.4425		
		Median	28.0000		

Variance	18.195	
Std. Deviation	4.26554	
Minimum	18.00	
Maximum	36.00	
Range	18.00	
Interquartile Range	6.00	
Skewness	-.388	.314
Kurtosis	-.128	.618

Calculation of Skewness of Z-value (male)

$$= -1.040/0.239$$

$$= -4.351$$

Calculation of Kurtosis of Z-value (male)

$$= 2.024/0.474$$

$$= 4.270$$

Calculation of Skewness of Z-value (female)

$$= 0.388/0.314 = 1.235$$

Calculation of Kurtosis of Z-value (female)

$$= 0.128/0.618$$

$$= 0.207$$

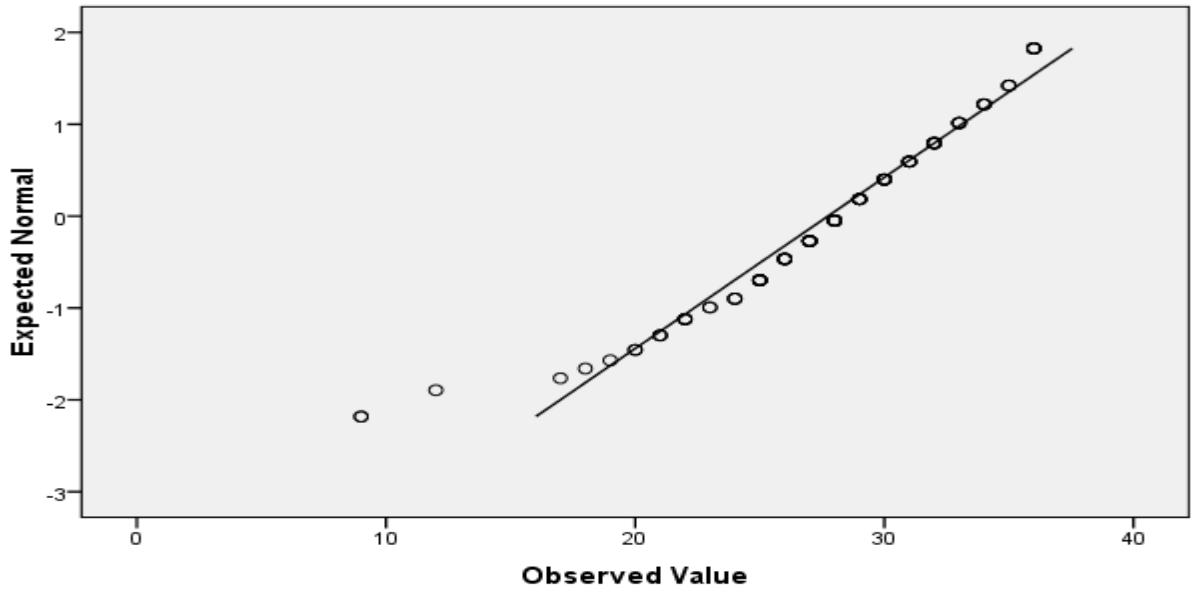
A Shapiro-Wilk test and visual impact of normal Q-Q plot and box plots show that exam was approximately normally distributed for the female but not for the male. Test Result declares that value of male is not between the -1.96 & +1.96 so the test of normality is rejected skewness and kurtosis (Cramer, D. 1998, Cramer, D. Howitt, D 2004, Doane, D.P. & Seward, L.E (2011) Is between the -1.96 & +1.96 is accepted



**figure 6**

**Normal Q-Q Plot of CONSUMER CHOICE**

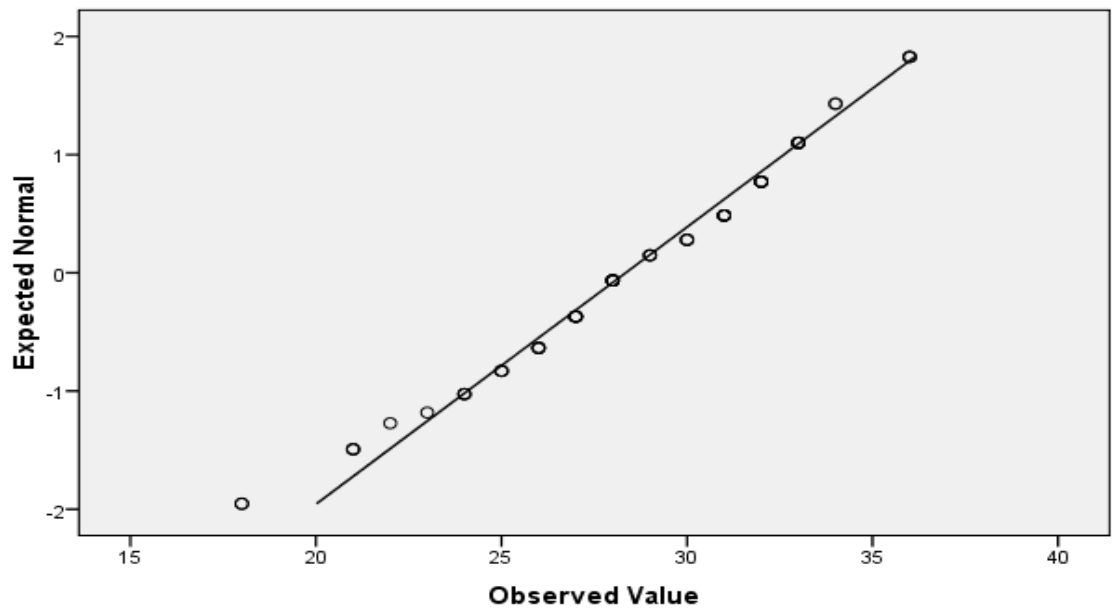
**for Gender= male**



**Figure 7**

**Normal Q-Q Plot of CONSUMER CHOICE**

**for Gender= female**



In the graph 6,7 we can see that observe value is shown on X-axis and expected value shown on Y-axis. Result declare that test of normality of male is rejected because the P-value is 0.000. Result declare that test of normality of female is accepted because the P-value is 0.218 which is greater than 0.05

**Table 10: Mann-Whitney Test**

**Ranks**

	GENDER of respondent	N	Mean Rank	Sum of Ranks
AGE of respondent	Male	102	81.28	8290.50
	Female	58	79.13	4589.50
	Total	160		

**Table 11**

**Test Statistics<sup>a</sup>**

	AGE of respondent
Mann-Whitney U	2878.500
Wilcoxon W	4589.500
Z	-.305
Asymp. Sig. (2-tailed)	.760

a. Grouping Variable: GENDER of respondent

In Mann-Whitney Test P-value of 0.760 indicates that there is no significance difference in age of respondent and gender of respondent between male and female.

**FACTOR ANALYSIS**

**Table 12: KMO and Bartlett's Test**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.649
Bartlett's test of Sphericity	Approx. Chi-Square	1.011E3
	Df	406
	Sig.	.000

In the Bartlett's test of Sphericity, first of all we notice significance (sig.) that is less than 0.5 and it approximate of chi-square distribution. So we can consider chi-square distributed. These ten variables taken as a group are significantly different from the zero. These variables are not correlated with each other but they are correlated with 1.0 with itself.

**Table 13: Total Variance Explained**

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	4.378	15.095	15.095	4.378	15.095	15.095	2.167	7.473	7.473
2	1.867	6.440	21.535	1.867	6.440	21.535	2.127	7.335	14.808
3	1.758	6.062	27.597	1.758	6.062	27.597	1.843	6.354	21.162
4	1.695	5.844	33.441	1.695	5.844	33.441	1.683	5.803	26.965
5	1.510	5.208	38.648	1.510	5.208	38.648	1.674	5.772	32.737
6	1.438	4.959	43.607	1.438	4.959	43.607	1.669	5.754	38.491
7	1.279	4.412	48.019	1.279	4.412	48.019	1.598	5.509	44.000

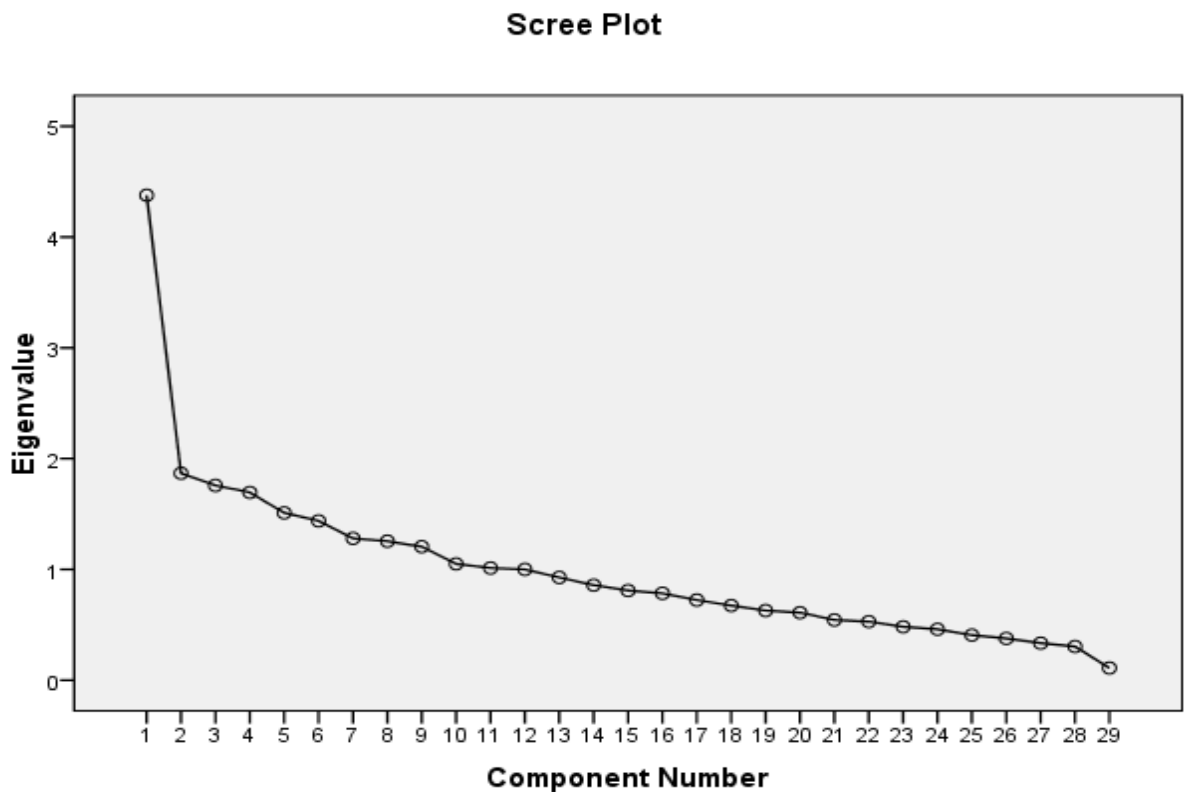
8	1.254	4.325	52.344	1.254	4.325	52.344	1.554	5.358	49.358
9	1.205	4.154	56.498	1.205	4.154	56.498	1.509	5.205	54.563
10	1.049	3.619	60.117	1.049	3.619	60.117	1.476	5.089	59.651
11	1.012	3.490	63.607	1.012	3.490	63.607	1.147	3.956	63.607
12	1.000	3.447	67.055						
13	.927	3.196	70.251						
14	.858	2.958	73.210						
15	.809	2.789	75.998						
16	.784	2.702	78.701						
17	.723	2.493	81.193						
18	.673	2.322	83.515						
19	.628	2.167	85.682						
20	.609	2.101	87.783						
21	.543	1.874	89.656						
22	.529	1.823	91.480						
23	.482	1.662	93.142						
24	.459	1.584	94.726						
25	.406	1.401	96.127						
26	.376	1.298	97.425						
27	.334	1.151	98.576						
28	.303	1.046	99.621						
29	.110	.379	100.000						

In the table we can see we have components in our row as it shown also in above table. The purpose of factor of analysis is to reduce number of variables into a small number of components. In this result we can see that the number of variables is equal to the number of components. In the table we have 29 variables of analysis. In total column we can see we have 29 Eigenvalues and the first value is 4.378 and other values are 1.867, 1.758, 1.695, 1.510, 1.438, 1.279, 1.254, 1.205, 1.049 1.012, 1.000 and other are less than 1 so we don't keep it

Now if we look at the extraction sums of squared loadings in the tables, we can notice there are 11 values above than 1.000. By this we can value that components of SPSS are kept based on the rule. From our finding since we had only eleven eigenvalue component greater than one, so we can reduce 11 to 29. So the value of Eigenvalue is 63.607%

Calculation of eigenvalue =  $4.378/29 = 0.1509 = 15.09\%$

**Figure 8:** Screen plot



In the graph screen plot we can see that on X-axis component number (1, 2, 3.... and 5) is plotted and on the Y-axis Eigenvalue is plotted. On left side plotted we can see eigenvalue plotted similarly. First value 4.378 and son on plotted from left to right as their value. Scree plot first introduced by Raymond Cattell in 1966. These two primaries commonly method used for analysis is known as method of extraction.

**Table 14: Total Variance Explained (cumulative)**

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.333	46.658	46.658	2.333	46.658	46.658
2	.808	16.153	62.811			
3	.777	15.533	78.344			
4	.624	12.473	90.817			
5	.459	9.183	100.000			

Extraction Method: Principal Component Analysis.

In the table we can see we have 5 components in our row as it shown also in above table. The purpose of factor of analysis is to reduce number of variables into a small number of components. In this result we can see that the number of variables is equal to the number of components. In the table we have 5 variables of analysis. In total column we can see we have 5 Eigenvalues and the first value is 2.333 and others are less than 1 so we don't keep it

Now if we look at the extraction sums of squared loadings in the tables, we can notice there is only 1 value above than 1.000. By this we can value that components of SPSS are kept based on the rule. From our finding since we had only 1 eigenvalue component greater than one, so we can reduce 1. So our result evaluates that only one component did a pretty amazing job at explaining the relationship

between these SMM, CB, Blogger, Price and E-WOM. Eigenvalue first published by Kaiser in 1960

**Table 15**  
**Component Matrix<sup>a</sup>**

	Component
	1
SOCIAL MEDIA MARKETING	.750
BLOGGERS	.581
CONSUMER CHOICE	.779
PRICE	.698
E-WOM	.582

Extraction Method: Principal Component Analysis.

- a. 1 component extracted.

Calculation of eigenvalue =  $2.333/5 = 0.46658 = 46.658\%$

**Rotated Component Matrix (a)**

- a. Only one component was extracted. The solution cannot be rotated.

When you have only one one component solution in principle components analysis, then there is no rotation. Rotation only comes when two or more component are there. As we can see total variance components are explained by one components which is the overall variance that the components accounts for. Components Matrix show that how strong relationship is between the variables. They can be interpreted with principle component analysis with one and other.

**RELIABILITY ANALYSIS**

**Table 16: Case Processing Summary**

		N	%
Cases	Valid	160	100.0
	Excluded <sup>a</sup>	0	.0
	Total	160	100.0

List wise deletion based on all variables in the procedure.

In the table we can see there isn't any missing value of the item of the participants.

**Table 17**

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
SOCIAL MEDIA	56.3750	83.544	.553	.333	.598
BLOGGERS	83.2750	148.251	.370	.164	.671
CONSUMER CHOICE	64.8312	93.198	.583	.355	.561
PRICE	83.7062	140.108	.492	.243	.639
E-WOM	82.9625	136.690	.375	.145	.661

**Table 18**

**Reliability Statistics**

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.788	.783	29



### 1. Cronbach's alpha equation

$$\alpha = (N \cdot \bar{C}) / (\bar{v} + (N - 1) \cdot \bar{C})$$

In the equation  $\bar{v}$  shows the average variance N is number of items and  $\bar{C}$  stand for the average covariance of items.

As shown in table 4.3.11 the cronbach's alpha result for this research shows a value of 0.783 which point out a high reliability of questionnaire items. The value should be  $\geq 0.70$  if the item are 10 but if the value are less than 10 items it should be  $\geq 0.5$ , So with the result we can conclude that result are reliabe.

**Table 19 Factor Analysis Table**

Items		Factor loading		
	SMM	PRICE	E-WOM	Bloggers
I prefer those brands which are being followed by my family on SM.	0.523			
I follow those web pages which are being recommended by my friends.	0.528			
I read reviews of products before I make a purchase online.	0.467			
I express my feelings and opinions about a product after using it on SM.	0.497			
I rate and comment on products pages that I have used.	0.503			
information related to any product searching is easier via social media	0.51			
You share your favorite brands accounts or links on social media	0.55			
Search for a product related information on social media before to buy it	0.482			

I share my opinions easily on SM by smart phone etc.	0.52			
Social media communication effects to my decision making	0.543			
SM makes your decision making more complex?	0.55			
Change first choice after searching relevant information via SM	0.509			
Less prices of a product on social media attract my eyes.		0.326		
First I select the products I need, and then I do price comparison		0.347		
I will switch brands based on prices on social media		0.428		
E-WOM on social media is necessary for decision making			.a	
E-WOM is a highly influential post-experience review shared by people.			.a	
Bloggers have a reputation for being honest				0.351
Bloggers have a good reputation on the internet.				0.36
I believe many blog users know a blogger.				0.428
Cronbach's Alpha	0.538	0.47	0.867	0.478
Explained Variance	33.40 %	5.83%	6.58%	6.18%
<b>Total Variance Explained</b>			51.99%	
<b>KMO .649 and Bartlett's test of Sphericity P&lt; 0.000</b>				

## CORRELATION ANALYSIS

**Table 20: Pearson Correlation**

**Correlations ( Compute short summary)**

		SM	BLOGGERS	CONSUMER	PRICE	E-WOM
SOCIAL MEDIA	Pearson Correlation	1				
	Sig. (2-tailed)					
BLOGGERS	Pearson Correlation	.226**	1			
	Sig. (2-tailed)	.004				
CONSUMER	Pearson Correlation	.509**	.365**	1		
	Sig. (2-tailed)	.000	.000			
PPRICE	Pearson Correlation	.419**	.265**	.398**	1	
	Sig. (2-tailed)	.000	.001	.000		
E-WOM	Pearson Correlation	.310**	.236**	.285**	.263**	1
	Sig. (2-tailed)	.000	.003	.000	.001	
N		160	160	160	160	160

\*\* . Correlation is significant at the 0.01 level (2-tailed).

Pearson's Correlation Coefficient is a strategy for exploring the connection between two consistent factors. In the diagram we can see value of 1 which show that these all variables are correlated with itself and then the off-diagonal here represent the correlation of the items with one another, for example in the box value 0.509 its says in SPSS that corelation is significant at the level 0.1 with two tailed.

Result of analysis show that consumer choice (0.509) has the highest correlation with SMM and lowest is (0.226) with Bloggers whereas middle correlation with price (0.419) & E-wom (0.310)price. Bloggers have highest correlation (0.365) with consumer choice and lowest is (0.226) with SMM whereas middle correlation with price (0.265) & E-wom (0.236) . Consumer choice has highest correlation (0.509) with SMM and lowest (0.285) with bloggers whereas middle correlation with Bloggers (0.365) & price (0.398). Price has highest correlation with (0.419) SMM and lowest is (0.263) with E-wom whereas middle correlation of price with consumer choice (0.398) & Bloggers (0.265). In the end E-WOM has highest correlation with SMM (0.310)and lowest with Bloggers 2ith (0.263) whereas middle correlation with consumer choice (0.285) & price (0.263). So from the result we can analyze that SMM can create positive impact on consumer behavior by Bloggers, E-WOM and price.

<b>LINEAR REGRESSION ANALYSIS</b>
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**Table 21**

**Regression Results**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.596 <sup>a</sup>	.355	.338	4.06274

a. Predictors: (Constant), E-WOM, BLOGGERS, PPRICE, SMM, Blogger & E-WOM

**R square** mean total variation in the dependent because of independent variables.

As indicated in the table No. 4.3.14 we can see that R-squre value is 0.355, which means that our independent variables i.e SMM, Blogger, E-WOM and Price causes 35.5% change in dependent variable i.e Consumer

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	1406.284	4	351.571	21.300	.000 <sup>a</sup>
	Residual	2558.410	155	16.506		
	Total	3964.694	159			

a. Predictors: (Constant), E-WOM, BLOGGERS, PPRICE, SMM, Blogger & E-WOM

b. Dependent Variable: CONSUMER BUYING DECISION

In the table 4.3.9 ANOVA result show that P-value is 0.000 which is less than 0.05, hence we can say that there is a significant relationship between our IV (E-WOM, BLOGGERS, PPRICE, SMM) and DV (CONSUMER CHOICE)

**Table 23: Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	7.498	2.276		3.294	.001
	SMM	.319	.064	.366	4.999	.000
	BLOGGERS	.478	.148	.221	3.229	.002
	PRICE	.341	.150	.166	2.270	.025
	E-WOM	.121	.110	.076	1.097	.274

a Dependent Variable: CONSUMER CHOICE

The table 4.3.11 show the result of coefficient, as indicated that the beta value are 0.366, 0.221, 0.166 and 0.76 which means the change in independent variable i.e (SMM, Bloggers, Price and E-WOM) by these unit will bring the change in dependent variable like consumer. Furthermore, the beta value is positive , which

indicates the positive relationship between DV and IV. Result also declares that if IV increase by one unit then DV also increase by one unit.

**Table 24**  
**Excluded Variables<sup>b</sup>**

Model	Beta In	T	Sig.	Partial Correlation	Collinearity Statistics
					Tolerance
1 E-WOM & Blogger	. <sup>a</sup>	.	.	.	.000

a. Predictors in the Model: (Constant), PPRICE, ELECTRIC, BLOGGERS, SMEDIA, Blogger & E-WOM

a. Dependent Variable: CONSUMER CHOICE

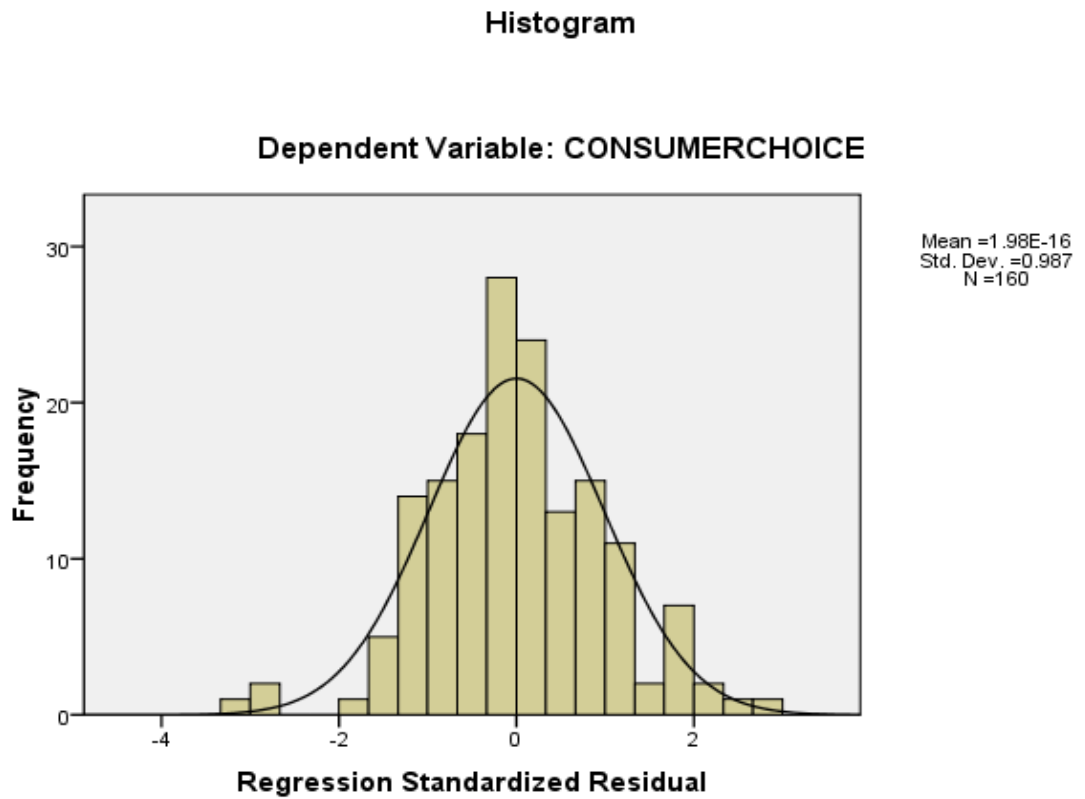
b.

**Table 25**  
**Residuals Statistics<sup>a</sup>**

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	15.4274	34.8461	27.9563	2.97398	160
Residual	-1.32629E1	11.94365	.00000	4.01131	160
Std. Predicted Value	-4.213	2.317	.000	1.000	160
Std. Residual	-3.265	2.940	.000	.987	160

a. Dependent Variable: CONSUMER

**Figure 9: Histogram**



**MULTIPLE REGRESSION ANALYSIS**

**Table 26:  
Regression Result**

Model	R	R Square	Adjusted Square	R Std. Error of the Estimate	Durbin-Watson
1	.509 <sup>a</sup>	.259	.255	4.31116	
2	.570 <sup>b</sup>	.325	.317	4.12795	
3	.591 <sup>c</sup>	.350	.337	4.06538	2.050

a. Predictors: (Constant), SOCIAL MEDIA

b. Predictors: (Constant), SOCIAL MEDIA, BLOGGERS

c. Predictors: (Constant), SOCIAL MEDIA, BLOGGERS, PPRICE

d. Dependent Variable: CONSUMER CHOICE

**R square** mean total variation in the dependent because of independent variables.

As indicated in the table No. 4.3.19 we can see that R-square value are 0.259, 0.325 and 0.350 which means that our Std. Error of the Estimate i.e SMM, Blogger, E-WOM and Price are associated with R-square.

**Table 27**  
**Regression ANOVA<sup>d</sup>**

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	1028.094	1	1028.094	55.315	.000 <sup>a</sup>
	Residual	2936.600	158	18.586		
	Total	3964.694	159			
2	Regression	1289.416	2	644.708	37.835	.000 <sup>b</sup>
	Residual	2675.277	157	17.040		
	Total	3964.694	159			
3	Regression	1386.427	3	462.142	27.962	.000 <sup>c</sup>
	Residual	2578.267	156	16.527		
	Total	3964.694	159			

a. Predictors: (Constant), SOCIAL MEDIA

b. Predictors: (Constant), SM, BLOGGERS



**Table 27**  
**Regression ANOVA<sup>d</sup>**

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	1028.094	1	1028.094	55.315	.000 <sup>a</sup>
	Residual	2936.600	158	18.586		
	Total	3964.694	159			
2	Regression	1289.416	2	644.708	37.835	.000 <sup>b</sup>
	Residual	2675.277	157	17.040		
	Total	3964.694	159			
3	Regression	1386.427	3	462.142	27.962	.000 <sup>c</sup>
	Residual	2578.267	156	16.527		
	Total	3964.694	159			

a. Predictors: (Constant), SOCIAL MEDIA

b. Predictors: (Constant), SM, BLOGGERS

c. Predictors: (Constant), SM, BLOGGERS, PRICE

d. Dependent Variable: CONSUMER CHOICE

In the table ANOVA result show that P-value is 0.000 which is less than 0.05, hence we can say that there is a significant relationship betweenour IV (E-WOM, BLOGGERS, PPRICE, SMM) and DV (CONSUMER CHOICE)

**Table 28: Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	95% Confidence Interval for B		Correlations			Collinearity Statistics	
	B	Std. Error	Beta			Lower Bound	Upper Bound	Zero order	Partial	Part	Tolerance	VIF
1 (Constant)	11.792	2.200		5.360	.000	7.446	16.137					
SM	.444	.060	.509	7.437	.000	.326	.562	.509	.509	.509	1.000	1.000
2 (Constant)	8.245	2.293		3.596	.000	3.716	12.774					
SM	.392	.059	.450	6.684	.000	.276	.508	.509	.471	.438	.949	1.054
BLOGGERS	.571	.146	.264	3.916	.000	.283	.859	.365	.298	.257	.949	1.054
3 (Constant)	7.725	2.268		3.406	.001	3.244	12.206					
SM	.334	.063	.383	5.345	.000	.211	.458	.509	.393	.345	.810	1.234
BLOGGERS	.503	.146	.232	3.437	.001	.214	.792	.365	.265	.222	.914	1.094
PRICE	.361	.149	.176	2.423	.017	.067	.655	.398	.190	.156	.794	1.259

a. DV: CONSUMER

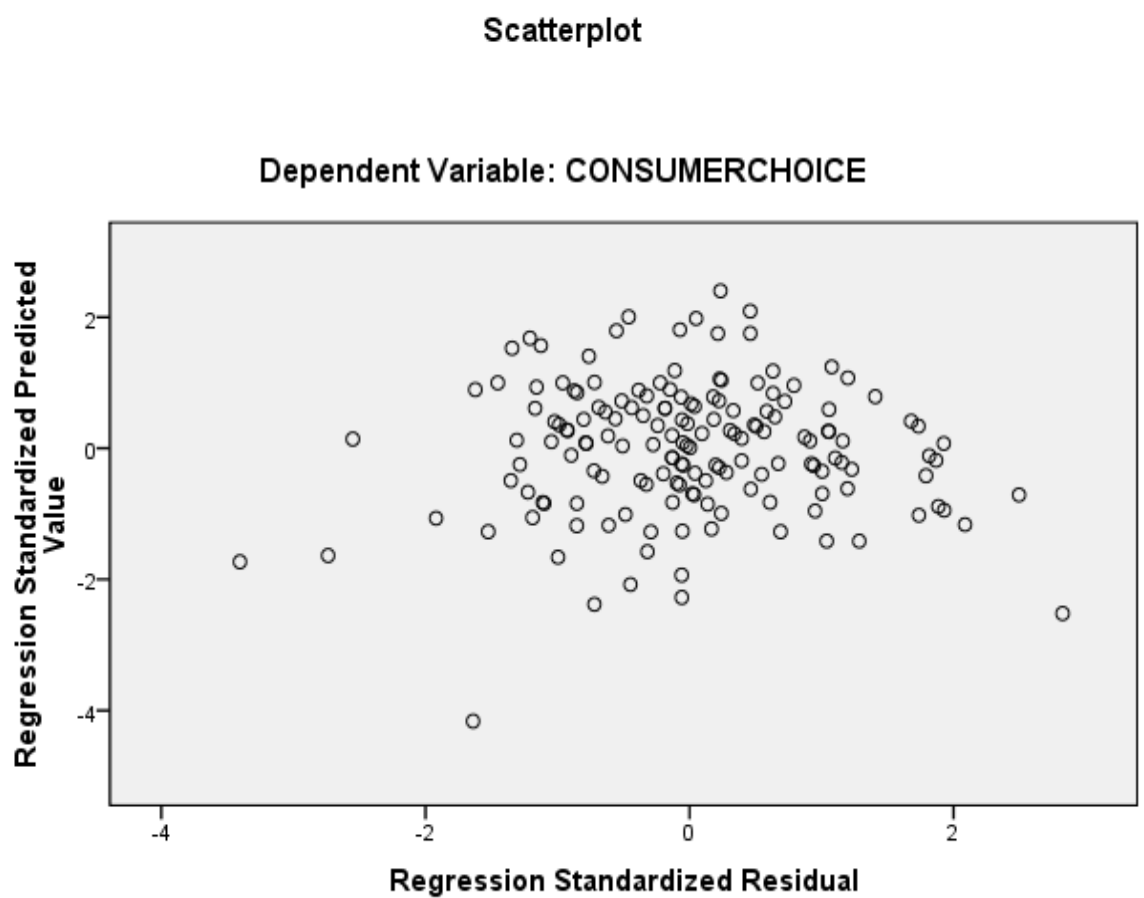
The table 27 show the result of coefficient, as indicated that the beta value of social media, Bloggers reputation and Price are 0.383, 0.232 and 0.176 which means the change in independent variable i.e (SMM, Bloggers, Price ) by these unit will bring the change in dependent variable like consumer. Result also declare that if IV increase by one unit then DV also increase by one unit. Beside this the significance value are also less than 0.05 which show there is significance impact of social media

marketing and Bloggers reputation on consumer. We can also analyze that SM and Bloggers are the major contributor which create impact on consumer choice.

### Calculation of Tolerance

- 1)  $1/1.234 = 0.810$
- 2)  $1/1.09 = 0.914$
- 3)  $1/1.259 = 0.794$

**Figure 10**



## **D. Hypothesis testing**

The results of data analysis based of table 4.3.11 and 4.3.12 is used for testing the hypothesis

Main Hypothesis:

H<sub>1</sub>: There is a positive impact of Social Media Marketing on Consumer's behavior/Choice

H<sub>0</sub>: There is not a positive impact of Social Media Marketing on Consumer's behavior/Choice

In table 4.3.11 ( $P = 0.000 < 0.05$ ) for SMM, this indicates that SMM has a direct relationship with consumer. H<sub>0</sub> not rejected

H<sub>1</sub>: There is a significant impact of E-WOM on Consumer Choice

H<sub>0</sub>: There is not a significant impact of E-WOM on Consumer Choice

In table 4.3.11 ( $P=0.274 < 0.05$ ) for E-WOM, indicates that there is not a significant impact of E-WOM on performance. H<sub>0</sub> rejected

H<sub>1</sub>: There's a significant impact of Bloggers Reputation impact on Consumer Behavior

H<sub>0</sub>: There's not a significant impact of Bloggers Reputation impact on Consumer Behavior

In table 4.3.11 ( $P=0.002 < 0.05$ ) for Blogger, this indicates that Blogger has a direct relationship with consumer. H<sub>0</sub> not rejected

H<sub>1</sub>: There is positive effect of Blogger's Reputation on the E-WOM and effect on consumer's choice

H<sub>0</sub>: There is not positive effect of Blogger's Reputation on the E-WOM and effect on consumer's choice

In table 4.3.12 ( $P=0.000 < 0.05$ ) for E-WOM & Blogger, this indicates that E-WOM & Blogger has a direct relationship with consumer. H<sub>0</sub> not rejected

: Hypothesis Testing Summary

Hypothesis	P-value Summary
<p>1</p> <p>H<sub>1</sub>: There is a positive impact of Social Media Marketing on Consumer's behavior/Choice</p> <p>Ho: There is not a positive impact of Social Media Marketing on Consumer's behavior/Choice</p>	0.000 Supported
<p>2</p> <p>H<sub>1</sub>: There is a significant impact of E-WOM on Consumer Choice</p> <p>Ho: There is not a significant impact of E-WOM on Consumer Choice</p>	0.274 Not Supported
<p>3</p> <p>H<sub>1</sub>: There's a significant impact of Bloggers Reputation impact on Consumer Behavior</p> <p>Ho: There's not a significant impact of Bloggers Reputation impact on Consumer Behavior</p>	0.002 Supported
<p>4</p> <p>H<sub>1</sub>: There is positive effect of Blogger's Not Rejected Reputation on the E-WOM and effect on consumer's choice</p> <p>Ho: There is not positive effect of Blogger's Reputation on the E-WOM and effect on consumer's choice</p>	0.000 Supported

### **E. Recommend model**

Consumer's choice = 0.366 (SMM) + 0.076 (EWOM) + 0.221 (Blogger's Reputation) + 0.166 (Price)

The above equation implies that:

1 unit increase in social media marketing will increase the consumer choice by 0.366 units.

1 unit increase in EWOM will increase the consumer choice by 0.076 units.

1 unit increase in blogger's reputation will increase the consumer's choice by 0.221 units.

1 unit increase in price will increase the consumer's choice by 0.166 units.

While Small, Medium and large organization has no significant mediating effect on consumer's choice through social media marketing

## **V. CONCLUSION & RECOMMENDATIONS**

In the research/survey the role of social media marketing on consumer behavior and its impact on small, medium and large organization management were investigated. Since the Hypothesis 1, 3 and 4 are accepted and hypothesis 2 is rejected, so we can conclude that there is a significant and positive impact of social media marketing on consumer behavior with positive impact of Bloggers and price of the products. But due to rejection of hypothesis 2 we also can conclude that there is insignificant role of E-WOM on social media marketing and consumer.

This research survey was concluded in the 2nd largest city of Lahore Pakistan. Its 2nd highly densed populated area of Pakistan likewise other city. People of this city are well educated and due to modern technology the tendency of online shopping is getting increase day by day. In the past people were afraid of buying anything online due to scam but now many online business started new facility of pay at home. So alot of people now are not afraid of any scam so they do shop online without any fear. Total respondent who participate in this survey were 160, data was collected from the google questionnaire towards the fashion industry. Likewise women youngster man show positive attitude in this regard. The role of social media marketing on consumer behavior was examined with the mediating role of organization managment. In order to investigate role of social media marketing on consumer behavior, SMM, E-WOM, Price and Bloggers reputation were taken as a independent variable and consumer choice and its behavior taken as a dependent variable. The beneficial purpose of the survey is to make awareness about the online shopping of fashion industry to its customer and address the problems of consumer regarding consumer decision or any facig problem regarding shopping.

SMM, bloggers has shown positive significant impact on consumer behavior while E-WOM does not found any significant any moderating role in the collaboration with customer choice. The outcomes of the survey are very much

beneficial not only for the business but also for the managerial. All those fashionable brands especially rising brand which are in the initial phase can utilize this data regarding gaining customer trust or loyalty. Fashion brands by looking at this report they can decide which path is better for their organization. Small organization management can choose which method is less costly and effective for their company. On this occasion management show how effective they are and how they can they take benefit from this report.

Indicated factors in this research can show a positive impact on consumer choice the way it will be utilized by fashionable brands and how they can take maximum benefits and how they can satisfy their customer demand and how they can build image of their organization. In order to obtain customer retention and loyalty, fashionable brands should focus on SM pages with their incoming and discounted brands. As we analyzed in our research that SMM is attracting customer attraction. Our analyzed data show the positivity of SMM campaign by building consumer decision/choice on brands so fashion industry can better understand this situation by utilizing this research for marketing strategies.

Social Media not only changing the world platform but its also attracting people around the globe for different activities like shopping. Many people dont have such time to do shop in physical market due to load of work. So SMM attracting such kinds of people with the trust. All those companies who are spending million of dollar every year on their branding they can utilized this data and they interept the consumer decision with the effective management by creative attractive advertisement. Marketing advertisement and enactment of decision is merely not mean for everyone, but in the fashion industry with the additional benefit like discount you can attract customer attention.

#### **A. Recomendation for Bloggers**

Million of people are connected with each other on digital platform (Facebook, Instagram and Twitter) so fashion industry should choose these platforms for attracting customer attention. As compared to westorn countries Pakistani peoples used Facebook so BLOGGERS can used Facebook as an advertisement tools. Women of Pakistan watch morning show so in this regard Youtube will the best part



for bloggers for gaining attention of womens should focus on these platform for getting customer attention. In this regard fashin industry can change their traditional way of shopping. With this research fashion industry can also target their customer satisfaction those who are already leading in the market. So mainstream with Bloggers can be an impactive tools for the industry. So maintaining their worth or retainning their customer loyalty fashion brands can utilized this report for getting and understanding customer opinion, because equity of such brands is the only tool is the customer satisfaction.

### **B. Recomendation for Organization Management**

As compared to large organization, for small organization quality and availability is really matter, in this regard trust is the number one element for the customer before making any decision. Company worth, size and reputation matter for the customer. In this matter small organization first need to study this research for clients satisfaction. For merging or rising organization the must need to create positive impact on consumer because consumer behavior is the overall evaluation of social, economic and psychological factors that effect in the markets

The scope of this research show that positivety of social media can bring new era of online business specially for those clients who don't have time or for those who are afraid of loss money. Building customer trust should be the company priority for gaining customer loyalty. Due to massive growth many fashion brands had started their operational work under effective organization for gaining customer trust. Impulsive customer in this regard are the best option for the small organization, because they can be loyal customer. In this regard proper utilization of this research will be the foundation of marketing business.

### **C. Recomendation for the Fashion Industry**

Demograph of this research can be assist by the fashion industry for targeting the right customer through these data. Brands can associates their plan according to this data and they can maximized their effort according to results. The outcomes of this study confined on Lahore city but in future i can

considered other region of Pakistan for getting unified results. For emerging or starting new brands, they should deliver customer items on time and they should be vigilance in their service too. SWOT guide page on SM should be used by company for the comments, review and suggestion for the customer. Now a day's companies should place poster through SMMAs in video, text, discount through quizzes for attracting customer attraction. Due to this activity customer are satisfying and recommending these brands to other public its called Word of Mouth marketing. Consumer can take this benefits from this activities in form of discount or a permanent member.

#### **D. Recommendation for Researcher**

The study have taken social media marketing as one whole variable, researchers can break down the variables for example social media marketing strategy, social media marketing hierarchy, social media marketing mindset, social media marketing feasible time, social media marketing techniques etc. to conduct study on each variable separately. Future studies can also be conducted on specific social media like face book or twitter etc, separately. In order to obtain essence view about CC regarding fashion brands, research can be further proceed like quality, service, price comparison etc, that can creat impact on consumer. In digital era SMMAs become more sophisticated and standardization and productive way of approaching to customer needs.

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## QUESTIONNAIRE

This questionnaire is designed for the Master of Business Administration Thesis at Istanbul Aydin University to investigate **"The Role of Social Media Marketing on Consumer Behavior and Its Impact on Small, Medium and Large Organizations and Their Management"**. Therefore, your opinion will be highly valuable for our study and the information provided will be kept confidential and for academic use only. It will take your 10 minutes. I greatly appreciate your cooperation. Thankyou Zubair Zafar

Please circle your desired response: For example, if your response is 4 (Agree) than make circle around 4 like this (4)		Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	
S1	I often prefer those brands which are being followed by my friends and family on social media.	1	2	3	4	5
S2	I usually follow those web pages which are being recommended by my friends.	1	2	3	4	5
S3	I read reviews of products before I make a purchase online.	1	2	3	4	5
S4	I express my feelings and opinions about a product after using it on social media.	1	2	3	4	5
S5	I rate and comment on products pages that I have used.	1	2	3	4	5
S6	Less prices of a product on social media attract my eyes.	1	2	3	4	5
S7	First I select the products I need, and then I do price comparison	1	2	3	4	5
S8	I think professional photo-shoot of a product can change consumer's decision-making.	1	2	3	4	5
S9	I will switch brands based on prices on social media	1	2	3	4	5
S10	Do you agree that information related to any product searching is easier via social media	1	2	3	4	5

S11	You share your favorite brands accounts or links on social media	1	2	3	4	5
S12	You search for a product related information on social media before to buy it	1	2	3	4	5
S13	Do demographic variables (gender, age and population group) have an effect on young consumers' attitudes regarding social media marketing communications?	1	2	3	4	5
S14	What influence do social media marketing communications have on young consumers' cognitive, affective and behavioral attitude components?	1	2	3	4	5
S15	Do usage variables (access, length of usage, log-on frequency, log-on duration ) have an impact on young consumers' attitudes in terms of social media marketing communications?.	1	2	3	4	5
S16	Do you agree that social media has provided more effective platforms to different brands to draw consumers attention	1	2	3	4	5
E17	E-WOM on social media is necessary for decision making.	1	2	3	4	5
E18	I can review comments and share my opinions easily on social media by smart phone, tablet pc, PDA, etc.	1	2	3	4	5
E19	E-WOM is a highly influential post-experience review shared by people.	1	2	3	4	5
B20	Bloggers have a reputation for being honest	1	2	3	4	5
B21	Bloggers have a good reputation on the internet.	1	2	3	4	5
B22	I believe many blog users know a blogger.	1	2	3	4	5
C23	Do you feel overwhelmed with all the choices available?	1	2	3	4	5
C24	Do you like having so many choices at once?	1	2	3	4	5
C25	I choose certain brands because of recommendations from others.	1	2	3	4	5
C26	Social media communication effects to my decision making	1	2	3	4	5
C27	Do you think that social media makes your decision making more complex?	1	2	3	4	5
C29	Your friend advice or feedback on social media affects your decision before choosing any restaurant.	1	2	3	4	5
C30	You change your first choice of a product after searching relevant information via social media	1	2	3	4	5

Please tick (  ) on appropriate choice

**Gender:** Male  Female

**Education:** Intermediate  Undergraduate  Post Graduate

**Age:** 18 to 23 years  24 to 29 years  30 to 35 years   
35 and above

**Work:** Employed  Unemployed

If employed, the organization is: public  private

**Experience in current organization:** Less than 3 years  3 to 6 years   
6 to 9 years  9 to 12 years   
12 to 15 years  More than 15 years

**Comments:** \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Thank you!**



## **RESUME**

Name Surname: Zubair Zafar

### **Education:**

2019-2022 Istanbul Aydin University, Istanbul,Turkey- Master in  
Business Administration

2010-2011 Govt College of Science Lahore Pakistan  
Bachlor in Business Administration

2008-2010 Al-Syed college of commerce Lahore Pakistan  
Intermediate in Commerce

2006-2008 Qazi Pilot high school Lahore Pakistan

### **Work Experience:**

2015-2019 4 year experience in Sami Pharmaceuticals

2014-2015 1 year experience in CCL Pharmaceuticals

2021-2022 10 Month experience in Call center

### **Language:**

Urdu and Hindi (Native)

English (Bilingual)

Punjabi (Bilingual)

Turkish (Intermediate)

### **Skills:**

Communication, Teamwork, Problem Solving, Flexibility, Creativity

Computer skills ( Microsoft Office ) and CRM user

Cooking

