

# **SOCIAL NETWORK MARKETING EFFECT ON CONSUMER'S PURCHASE INTENTIONS**

**BY**

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## MBA Thesis 2nd Half-Semester Progress Report & Thesis Approval Statement

### Supervisor – Student Meeting Record

S#	Date	Place of Meeting	Topic Discussed	Signature of Student
	15-11	Cubicle	Chap 03 Discussion	
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	10-12	"	Overall thesis discussion	

### APPROVAL FOR EXAMINATION

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I hereby certify that the above candidate's thesis has been completed to my satisfaction and, to my belief, its standard is appropriate for submission for examination. I have also conducted plagiarism test of this thesis using HEC prescribed software and found similarity index at 0% that is within the permissible limit set by the HEC for the MBA thesis. I have also found the thesis in a format recognized by the Department of Management Sciences.

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## Declaration of Authentication

I, hereby, declare that no portion of the work referred to in this thesis has been submitted in support of any application for another degree or qualification of this university or any other institution of learning.

Student's Signature: Moham

## DEDICATION

I dedicate this study to my teachers and parents who supported me to this hard work with much dedication.

## ACKNOWLEDGEMENT

Firstly I would like to thank Allah Almighty who gave me enough energy and persistency to complete this research study. Then I would like to thank my thesis supervisor, **Naveed Siddiqui**, whose support was commendable throughout my study and this was not possible without his immense support.

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## ABSTRACT

**Purpose:** This research study aims to explore the relationship between social network marketing and consumers purchase intention and also to analyze the influence of consumer engagement and brand loyalty on purchase intentions of consumers.

**Methodology and Design:** The data was collected from 367 respondents living in Karachi. “Convenience Sampling Technique” is used in this study because the population for my study is citizens of Karachi and surrounding cities so due to this accessibility, convenience sampling is most appropriate for my thesis.

**Findings:** The results of my research study have shown that social network marketing positively affects consumer purchase intentions. Moreover, the impact of consumer engagement and brand loyalty has also been significant.

**Limitations:** The limitations are that the findings of the study are limited to Karachi only because of my accessibility so this research did not consider the responses of people living outside the Karachi.

**Recommendations:** Marketing managers need to intensify their social network marketing communication so that optimal benefits can be acquired through consumer’s engagement. Marketers should also provide extra leverage or support to consumers through their social media page design such that can allow consumers to write reviews or providing feedback on certain products or services. Continuous improvements in marketing strategies have also been recommended because of the changing pattern of consumers.

**Keywords:** *Social network marketing, consumer engagement, brand loyalty, consumers purchase intention*

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