THE EFFECT OF ELECTRONIC WORD OF MOUTH AND SOCIAL MEDIA USAGE ON CONSUMER PURCHASE INTENTION WITH THE MEDIATION ROLE OF BRAND IMAGE IN THE MOBILE INDUSTRY OF METROPOLITAN CITIES OF PAKISTAN

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I would dedicate this thesis to my beloved mother, father Anis Haider (late) who died during my M.Phil. and my wife for their everlasting support in my educational endeavors.

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ABBREVIATIONS

EWOM	Electronic Word of Mouth
BI	Brand Image
CPI	Consumer Purchase Intention
SMU	Social Media Usage
SMEs	Small Medium Enterprise
Ecommerce	Electronic Commerce
NPOs	Non-Profit Organizations

ABSTRACT

Word-of-mouth (WOM) has been known as one of the main and important sources of information sharing among users. Rapidly changes in IT industry and highly increase in practice of connected users of societal media changed the method of information sharing. This experience has changed the impact on user intentions as this effortlessly available data and information could significantly have emotional impact on consumer buying intention. Purpose of research study is to investigate and analyze the scope in which electronic word of mouth and social media usage amongst customers can impact brand image and consumer purchase intention in the mobile business of metropolitan cities of Pakistan.

Measurement items are modified from prevailing measures set up in the previous literature of marketing management. The sample 406 has been taken from the age group from 15 to 30& above years living in the Islamabad and Rawalpindi, who are involved within their online social communities and stated to Pakistan Mobile phone organizations for the duration of research.

This study will summaries methods to encourage a brand image efficiently through available social media societies, whereas useful guidance and assistance available for website possessors and social media platform act as mediators for assisting and presenting that information in a useful way for their users. This research study will provide valued perception into the dimension of eWOM, trust; social media usage, brand image, and consumer purchase intention in the mobile business, and offer a valuable ground for upcoming product with research of brand.

Keywords Customer behavior, Electronic Word of Mouth, Trust, Social media usage, Brand Image, Consumer Purchase Intention, Internet, Pakistan