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***IMPACT OF FACEBOOK MARKETING ON CONSUMER ACTIVE  
PARTICIPATION- A STUDY ON FOOD INDUSTRY IN  
PESHAWAR***



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## ABSTRACT

This study investigates the relationship between Facebook marketing, brand awareness, trust and consumer active participation in food industry of Peshawar. This study has considered Facebook marketing as independent variable, brand awareness as mediating variable, trust as moderating variable, and consumer active participation as dependent variable. Whereas, food industry of Peshawar is the sector chosen to investigate the relationship between variables mentioned above. Quantitative research method was used as primary data was collected through adoptive structured questionnaire based on 5 Likert scale. The responses were recorded from 300 respondents (customers associated with restaurants of Peshawar) through convenience sampling technique. Responses recorded were analyzed through statistical tests such as correlation and regression by using SPSS Software. The results indicate that Facebook marketing and brand awareness positively impact consumer active participation. Whereas, Facebook marketing positively impacts brand awareness in food industry of Pakistan. Conclusively, mediation analysis has proved the significant mediating impact of brand awareness between Facebook marketing and consumer active participation in food industry of Peshawar. However, moderation analysis has proved the significant moderating impact of trust between brand awareness and consumer active participation in food industry of Peshawar.

**Key Words:** Social Media, Social Media Advertisement, Facebook Marketing, Brand Awareness, Trust, Consumer Active Participation, etc.

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