

**Majors:** Marketing

**No.** MKT/1

**Topic:** Impact of Social Media (Facebook) on Brand Love: A case of  
apparel Industry



**By:**

**Salman Shahid (01-221191-023)**

**(MBA)**

**Supervisor:**

**Sir. Adil Hashmi**

Department of Business Studies

**Bahria University Islamabad**

**Spring 2020**

## **Acknowledgement:**

I would like to express my sincere gratitude to my supervisor Sir Adil Hashmi for his continuous support of my MBA study and research, for his patience, motivation, enthusiasm, and immense knowledge. His guidance helped me in research and writing of this thesis. I could not have imagined having a better supervisor and mentor for my MBA thesis.

Also, I am grateful to the university management for giving us the tools to carry out this research for enlightening me the first glance of research.

Last but not the least, I would like to thank my family and my late parents for their great role in my life and their belief in me that has made this journey possible.

## **Abstract**

Many apparel brands in Pakistan have a presence on Facebook, social media brand communities, and consumers have social interactive engagement on social networking sites. Therefore, this study analyzes whether Facebook marketing, online brand communities, and social interactive engagement influence the apparel brand love in Pakistan. Data for this purpose was collected from 250 respondents from Rawalpindi and Islamabad. This study has employed a judgmental sampling technique to collect data from respondents. Data is analyzed with inferential statistical techniques including frequency distribution, reliability analysis, correlation analysis, and regression analysis. It has been found from results that all three independent variables including Facebook marketing, social-interactive engagement and sense of brand community have the significant positive impact on brand love for apparel customers.

Keywords: *Facebook Marketing, Social-interactive Engagement, Sense of Brand Community, Brand Love, Apparel Industry*

## Table of Contents

Abstract.....	ii
Chapter 1.....	1
Introduction.....	1
1.1 Background of Study .....	1
1.2 Problem Statement.....	3
1.3 Research Questions.....	3
1.4 Research Objectives.....	4
1.5 Significance of Study.....	4
1.6 Definition of Terms.....	4
1.7 Scope of Study .....	5
1.8 Limitations of Study .....	6
Chapter 2.....	7
Literature Review.....	7
2.1 Role of Social Media in Brand Marketing .....	7
2.2 Concept of Brand Love .....	9
2.3 Relationship of Social Media Marketing and Brand Love.....	10
2.4 Facebook Marketing.....	12
2.5 Relationship of Facebook Marketing and Brand Love .....	14
2.6 Social Interactive Engagement on Social Media.....	15
2.7 Relationship of Social Interactive Engagement and Brand Love .....	16
2.8 Sense of Brand Community on Social Media Sites .....	18
2.9 Relationship of Sense of Brand Community and Brand Love.....	20
2.10 Theoretical Framework.....	21

2.11 Hypotheses Development .....	23
Chapter 3 .....	24
Methodology .....	24
3.1 Design of Study .....	24
3.2 Research Approach .....	24
3.3 Population and Sample.....	24
3.4 Data Collection .....	25
3.5 Sampling Technique .....	25
3.6 Data Collection Sources .....	26
3.7 Research Instruments .....	26
3.8 Analysis Procedures.....	26
Chapter 4.....	28
Results and Discussion .....	28
Table 1 Gender of Respondents .....	28
Table 2 Age of Respondents .....	28
Table 3 Qualification of Respondents.....	29
Table 4 Income of Respondents.....	29
Table 5 Descriptive Statistics.....	30
Table 6 Reliability of Instrument.....	30
Table 7 Correlation Analysis .....	32
Table 8 Regression Analysis.....	33
4.1 Discussion on Results .....	34
Chapter 5.....	38
Conclusion .....	38
5.1 Conclusion .....	38

5.2 Recommendations.....	39
5.3 Reflection.....	40
References.....	42
Survey Questionnaire.....	54