# IMPACT OF FACEBOOK AND INSTAGRAM MARKETING ON CONSUMER BUYING BEHAVIOR AFTER COVID-19: A CASE OF ONLINE APPAREL INDUSTRY IN PAKISTAN



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# ABSTRACT

This study investigates the impact of Facebook marketing and Instagram marketing on consumer buying behavior in online apparel industry of Pakistan. This study has used Facebook marketing and Instagram marketing as independent variables. Consumer buying behavior is used as dependent variable. Online apparel industry of Pakistan is the targeted sector chosen to investigate the relationship between variables mentioned above. Quantitative research method is used, as primary data is collected through adoptive structured questionnaire based on 5-Likert scale. The responses are recorded from 300 respondents (consumers associated with online apparel industry of Pakistan) through convenience sampling technique. Responses recorded are analyzed through statistical tests (such as correlation and regression) by using SPSS Software. The results indicate that Facebook marketing and Instagram marketing positively impact consumer buying behavior in online apparel industry of Pakistan. Based on the findings of this study, it is proved that change in Facebook marketing and Instagram marketing brings a definite change in consumer buying behavior in online apparel industry of Pakistan.

**Key Words:** Social Media, Social Networking Sites, Facebook Marketing, Instagram Marketing, Consumer Buying Behavior, etc.

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# Chapter 1

# INTRODUCTION

## 1.1 Background of the Study

Advent of information technology has propelled the world to become a Global Village. Immense revolution has taken place in modes of communication which has helped in revolutionizing the world (Tzavara, Clarke & Misopoulos, 2019). Advent of social media has resulted in transforming the functioning of the world causing people all over the world to be closer. Social media has been a platform which provides opportunities for people to perform their practices, activities, and behaviors amongst groups and communities (Černikovaitė, 2019). Social media has become a hub for people to share their experiences, information, and perspectives through colloquial media. Colloquial media also known as conversational media is online based medium assist people in creating and transmitting content in form of audios, videos, pictures and words (Gaurav & Ray, 2020). In 21$^{st}$ century, social media marketing is recognized as an effective tool for marketing, as it has brought new dimensions in the field of marketing along with provision of numerous opportunities for marketers in creating trust and developing positive e-WOM (Karadeniz & Kocamaz, 2019). In 21$^{st}$ century, social media or online platforms are used by the business firms throughout the world to assist consumers in sharing their perspicacity, apprehensions, assumptions, information, profiles, and observations for supporting communication and interaction between several groups of people throughout the world (Abuein & Shatnawi, 2019).

Marketers belonging to all industries have adopted this marketing tactic (advertising) successfully and generating effective outcomes through it. Similarly, marketers associated with different industries have also used advertising for attaining their marketing goals in much better manner (Belanche, Cenjor & Pérez-Rueda, 2019). With the changes in consumers' taste and perceptions, there is an immense increase in the competition which enforces the industrialists to compete for the market share. This competition has been made more severe through the advertising campaigns being employed by the brands to shrink others market share by increasing their own (Djafarova & Bowes, 2021). Social media is such a platform which has immense impact in the field of marketing when it comes to understanding the relationship between

consumers and brands. Recent technologies, such as social media, assist people in interacting with the brands and shopping their products through various internet sites (Sankar, 2019). In last couple of decades, shopping behaviors of people has changes drastically. Majority of the consumers prefer shopping online, as this mode of shopping is known as online shopping or online buying. Similar to other countries, percentage of online buying in developing countries is also increasing (Gentina, Chen & Yang, 2021).

Facebook and Instagram are evolving online platforms that have revolutionized the world in last few decades. Over the past four decades, the world has seen a drastic shift in how businesses are performed and how people interact with each other (Hou & Shiau, 2019). The emergence of internet, personal computers, and e-commerce has an incredible effect on how business firms run and market themselves (Lin et al., 2021). In the current era, Facebook and Instagram are considered as broadest, cheapest, most effective, significant and fastest growing e-marketing tools. Facebook and Instagram marketing are considered as the modern tools of electronic advertisement in comparison to other means of traditional marketing (Varma, Dhakane & Pawar, 2020). Facebook and Instagram marketing allow business firms to connect and then build relationships with the members of its target market that is nearly impossible through traditional means of marketing (Arora et al., 2019). Facebook and Instagram have been considered by business firms as the most effective tools for analyzing customers' perceptions and behavior. Facebook and Instagram are used by the business firms for increasing customers' purchases (Balio & Casais, 2021).

Customers are influenced by the Facebook and Instagram marketing in terms of changing customers' perceptions and behaviors through Facebook and Instagram ads. For overcoming the uncertainty, business firms are ensuring provision of necessary information to the customers in order to assist them in purchasing of products and services offered by the firms (Devereux, Grimmer & Grimmer, 2020). Modern customers show high interest in opinions provided by other customers on Facebook and Instagram, as traditional marketing activities performed by business firms are getting less effective (Ziyadin et al., 2019). Facebook and Instagram marketing are actually unbiased and less effective which helps in providing the firm with competitive advantage over marketing communication with customers (Donnellan, McDonald & Edmondson, 2020). Social media platforms and online network sites are the sources used by

business firms for the advertisement purpose. However, the role of these platforms remains same as they are helping business firms in significantly encouraging customers towards posting and sharing of their purchase opinions, comments, and experiences (Hoque et al., 2020).

Facebook and Instagram are such social media platforms which are continuously influencing communication mostly in positive manner. Facebook and Instagram marketing play an important role in solving customers' problems (Augustinus & Agnes, 2020). In addition, Facebook and Instagram marketing can also assist the firms in discovering the perceptions and experiences of customers regarding products and services offered by the firms (Anuar et al., 2020). Facebook and Instagram marketing involves integration amongst numerous marketing activities, as this type of advertising is used as persuasive advertising for provision of a competitive product or service advantage (Lee et al., 2021). Facebook and Instagram marketing involves brand awareness and electronic word of mouth, which have been very significant for the marketers in understanding the online platforms for effective communication and supporting customer relationship. Similarly, brand awareness and e-word of mouth are highly effective in influencing perceptions and buying behaviors of customers (Jacobsen & Barnes, 2020). Facebook and Instagram provide an efficient way communication, where companies and customers can directly communicate to each other (Nyein, 2019).

With the help of Facebook and Instagram marketing, a customer doesn't only get needed information about product, but also get to know about others' opinions about the same product. Facebook and Instagram gave an incredible power to customers, as they can modify others' buying pattern by providing reviews and feedback on a product (Lee & Kim, 2020). The positive review about a product does persuade other people to purchase it, and it has been observed that negative comments and reviews damage the brand image and credibility. The expansion of Facebook and Instagram has offered an extraordinary prospect to the users, which allow customers to distribute information related to a certain product or service (Karadeniz & Kocamaz, 2019). Resultantly, customers become more conscious about shopping, hence always get information about the product or service before purchasing it. This trend specifies the significant role of Facebook and Instagram marketing and shows that customers are very much engaged in disseminating information to others, which ultimately change their' preferences and shape their purchase patterns (Djafarova & Bowes, 2021).

While keeping marketing perspective in mind, modern research studies have explored that how social media marketing shape up the attitudes of customers towards any brand or leads to the development of perceptions and buying attitudes (Hou & Shiau, 2019). Facebook and Instagram marketing has been a major source which assists in shaping attitudes and behaviors of customers towards the product, service and brand (Varma, Dhakane & Pawar, 2020). According to the theory of Fishbein and Ajzen's expectancy-value theory, advertising done through social media and other modes results in shaping of behaviors and attitudes towards buying products/services of a certain brand. Their arguments have been helpful in predicting the intentions of each customer that lays a foundation for the intended behavior of a customer (Gentina, Chen & Yang, 2021). Emotional attachment is made with the brands when there exists a face-to-face interaction or face-to-face relationship between brands and customers (Černikovaitė, 2019). Companies have started building online communities and encouraging customers to write reviews, experiences, comments and suggestions about their product over social media. Ultimately, it creates a positive perception about the brand and increase customers' confidence in buying company's products (Abuein & Shatnawi, 2019).

Facebook and Instagram are the mediums through which individuals adopt new values and behaviors. Customers prefer purchasing of products that are well marketed and that have good reputation within the society (Balio & Casais, 2021). Product reviews and electronic word of mouth are other important factors that impact the active participation of customers. Customers prefer such products or brands that reflect their own self-image. With the growth in internet usage, Facebook and Instagram marketing is increasingly changing behavior of people. It has been observed that people are making purchase decisions on the basis of information that came through Facebook and Instagram (Donnellan, McDonald & Edmondson, 2020). Meanwhile, Facebook and other social media platforms have been recognized as important medium for determination of customers' attitudes, intentions and behaviors (Arora et al., 2019). Belief about any product and brand might not be enough in this modern era of globalization, as customers' intense exposure to advertising is required to influence their attitudes, intentions and behaviors. Engagement of customers might also be affected by the advertising done through social media platforms (Belanche, Cenjor & Pérez-Rueda, 2019).

Normally, marketers spend a huge amount of money on traditional advertisement techniques, but Facebook and Instagram marketing is becoming more effective and less expensive as technology is emerging. Facebook and Instagram marketing both saves time and money, and tends to show more impact than conventional means of marketing (Devereux, Grimmer & Grimmer, 2020). Facebook and Instagram have built an online environment where customers get to know about the brand, interact with it and share their feelings and point of view about. Facebook and Instagram users have tremendously increased during past few years, and that is why companies have accelerated their marketing activities in order to create brand awareness (Augustinus & Agnes, 2020). Facebook and Instagram marketing always played vital role whenever it comes to changing purchasing patterns of customers. Information about a product or service that comes from one customer tends to affect the other person who is receiving it. Importance of Facebook and Instagram marketing has significantly increased with the emergence of internet (Ziyadin et al., 2019). Facebook and Instagram marketing play a vital role in escalating the connection and relation between company and buyer. This communication channel allows the brand to stay in touch with the buyer, which ultimately generate positive perception in the mind of customer about the brand and produce positive purchase behavior (Gaurav & Ray, 2020).

## 1.2 Problem Statement

In 21$^{st}$ century, consumer intentions and marketing strategies have been considered as the vital issues for business managements, as it has been very costly for business firms not to pay attention to their marketing strategies (Lee & Kim, 2020). Business firms have faced a significant decrease within their consumer base because of not paying sufficient attention to the aspect of marketing (Jacobsen & Barnes, 2020). Meanwhile, social media marketing makes a valid contribution towards influencing consumer intentions, as improved use of social media for marketing and advertisement purpose tends to have a significant impact over consumer buying behaviors (Anuar et al., 2020). Despite of significant importance of social media marketing towards influencing consumer intentions, business firms operating within Pakistan are unaware of such influential relationship because of the lack of research work performed in the region considering social media marketing and its relationship with consumer buying behaviors (Hoque et al., 2020). Through this research, the emphasis is towards answering how Facebook and Instagram marketing has influenced consumers' buying behavior after COVID-19 in online

apparel industry of Pakistan. The prime aim of present research is to investigate the impact of Facebook marketing and Instagram marketing on consumer buying behavior in online apparel industry of Pakistan.

## 1.3 Research Gap

In recent past, many studies identify the importance of social media marketing and its role in influencing consumer buying behavior. According to Lee et al. (2021), to handle the major challenges of fluctuating consumer buying behaviors due to COVID-19, developing countries are still lacking effective handling of social media marketing. As Lin et al. (2021) proposed that consumer buying behaviors are influenced by social media marketing. During the time from 2016 to 2019, researchers have performed surveys in developing countries to explore the aspect of social media marketing and its role towards influencing consumer buying behaviors. Prior research such as Djafarova & Bowes (2021) has examined the relationship between social media marketing and consumer buying intention, as a survey is performed between six developing countries to explore the relationship between variables. The outcome of their study has shown social media marketing to be the factor that influence consumer buying intention. Similarly, Gaurav & Ray (2020) have argued that social media marketing is a major element which positively influences buying intentions and purchase behaviors of consumers. Their study concentrated on how social media marketing affects buying intentions and purchase behaviors of consumers. Meanwhile, lack of empirical evidence concerning the impact of Facebook and Instagram marketing on consumer buying behavior has been an important reason based on which this study is conducted (Gentina, Chen & Yang, 2021). Previously limited work has been done on this topic, specifically in Pakistan (Varma, Dhakane & Pawar, 2020). It is very important to understand the relationship; hence, this study aims to assess the relationship between Facebook marketing, Instagram marketing and consumer buying behavior in online apparel industry of Pakistan.

## 1.4 Research Questions

Following are the research questions of this study:

**1.** What is the impact of Facebook marketing on consumer buying behavior after COVID-19 in online apparel industry of Pakistan?

**2.** What is the impact of Instagram marketing on consumer buying behavior after COVID-19 in online apparel industry of Pakistan?

## 1.5 Research Objectives

This study aims:

- To identify the impact of Facebook marketing on consumer buying behavior after COVID-19 in online apparel industry of Pakistan.
- To investigate the impact of Instagram marketing on consumer buying behavior after COVID-19 in online apparel industry of Pakistan.

## 1.6 Research Significance

This study proves very effective for research students, as it assists them towards increasing their knowledge regarding how consumer buying behavior is influenced by Facebook and Instagram marketing. In addition, this study provides necessary assistance to the marketing students and mass communication students in better understanding of the relationship between variables of this study (Facebook marketing, Instagram marketing, and consumer buying behavior). Furthermore, this research can contribute to marketing and mass communication fields both in theory and operations. The significance of this study lies for online apparel brands of Pakistan which are focused on acquiring a sustainable competitive advantage through improved consumer buying behavior, as they will get to know the importance of Facebook and Instagram marketing. In addition, findings of this study clarify the relationship between Facebook marketing, Instagram marketing, and consumer buying behavior, as it provides a logical evidence for the online apparel brands of Pakistan to utilize Facebook and Instagram marketing in an effective manner in order to improve consumer buying behavior.

Furthermore, stakeholders of online apparel industry of Pakistan will be benefitted from it, as their understanding about the relationship between Facebook marketing, Instagram marketing, and consumer buying behavior, will enhance significantly. The study has implications for apparel brands, social networking sites, IT specialists, social media experts, stakeholders of social networking sites, and consumers to understand how consumers' buying behavior is influenced as a result of Facebook and Instagram marketing (Balio & Casais, 2021). In addition, this study also helps in contributing to the ideology of the consumer buying behavior, helping the

consumers to take correct decisions regarding purchase of products and services through using social networking sites (Facebook and Instagram). Furthermore, present research also provides direction to consumers regarding how social media platforms (Facebook and Instagram) are to be used in a correct way in order to ensure better decisions to be taken for purchasing products and services offered by the apparel brands (Donnellan, McDonald & Edmondson, 2020).

## 1.7 Thesis Structure

This research study is conducted with aim of studying the impact of Facebook and Instagram marketing on consumer buying behavior after COVID-19 in apparel industry of Pakistan. This research study is distributed in five different chapters and concluded with references & appendix.

Chapter 1 involves background of the study, problem statement, research gap, research questions, research objectives, research significance, and research contribution.

Chapter 2 presents a review of the literature explaining social media marketing, Facebook marketing, Instagram marketing, and the relationship between them. Literature review is followed by theoretical framework highlighting the dependent and independent variables, relationship amongst these variables, and the research hypotheses.

Chapter 3 discusses the methodology which includes information regarding research design, population and sample selection, research instrument, data collection and analysis techniques, etc.

Chapter 4 includes data findings and analysis to empirically strengthen the theoretical insights of the relationship between Facebook marketing Instagram marketing, and consumer buying behavior.

Chapter 5 contextualizes the discussion, conclusion, and recommendations based on the findings and results of the present study.

## Chapter Summary

This chapter has started with contextual background including social media, social media marketing, Facebook marketing, Instagram marketing, consumer buying behavior, and the relationship between them. In addition, this chapter has also involved the problem based on

which research study has been performed and the objective of conducting this study. Afterwards, it also included research gap, research questions, and research objectives. Finally, this chapter is concluded with significance and contribution of the research study.

# Chapter 2

# LITERATURE REVIEW

## 2.1 Facebook Marketing

Facebook is an online social networking platform that allows you to create your own profile and connect with other people. It's one of the most well-known and rapidly growing internet communities. With over 845 million members, Facebook is a highly successful venue for businesses. New clients may be drawn, online relationships could be formed, and Facebook could be leveraged as a marketing communication tool (Karadeniz & Kocamaz, 2019). According to Djafarova & Bowes (2021), both external and internal variables have a significant influence on customer behavior, impacting their purchasing process and choice. Marketers may better understand and predict not just the demand for their product or service, but also the purchasing reasons and frequency of purchase with a better grasp of these factors. Using these traits while creating new products will help in the production of items with a higher probability of success. A research on the influence of social media on customer purchase decisions was conducted by Abuein & Shatnawi (2019).

People utilize social media to deliberately seek information, as opposed to conventional media. Consumers use social media to evaluate product and service performance in the past by looking at their likes and dislikes. Consumers feel that innovative firms use social media to sell themselves. Social media is also utilized to boost the public image of the firm. Its influence on customer purchase decisions is undeniable (Lin et al., 2021). The study of Arora et al. (2019) pointed out that one cannot afford to be missing from social media channels if a competitor is making waves with its products and services. The exponential growth of the social media phenomenon is equally mystifying, as is the velocity at which it is occurring. International companies have recognized social media promotions as a latent marketing platform and have paired them with innovations to power their social media marketing efforts (Hou & Shiau, 2019).

Because Facebook has both positive and bad information about them, businesses must manage their Facebook accounts to best fit their own interests. The most effective Facebook marketing strategies for businesses have remained a mystery (Gaurav & Ray, 2020). The majority of Facebook users who have an opinion on the subject agree that ads should be allowed on the

network, but only in reasonable amounts. There are two factions on Facebook: those who feel that companies have no place on the platform and others who believe that businesses should participate. The latter group emphasizes the importance of noteworthy postings that are devoid of unwanted sales pitches, and would prefer not to be bombarded with commercial messages (Gentina, Chen & Yang, 2021). Customer buying behavior, according to Balio & Casais (2021), is one of the most essential variables in reaching a company's primary objectives. It is influenced by a variety of external and internal factors, but the company's efforts can have a significant impact on the final buyer decision-making process.

Despite this, we may assert that electronic trading has its own specific features and qualities. Anyone who wants to sell their products and services through the network must be aware of, rely on, and adapt to the unique approach (Donnellan, McDonald & Edmondson, 2020). According to Belanche, Cenjor & Pérez-Rueda (2019) in the efficacy of social media as a marketing tool, the purchase decision is an important factor in motivating people to follow brands on social media platforms. Desire to engage with a brand, whether through conversations with brand personnel or conversations with other consumers, leads to brand advocacy and loyalty, and the consumer become a brand ambassador for the product or service. Firms can benefit from adopting social network marketing to collaborate with other businesses to achieve their aims, social network in marketing (social media marketing) possibilities and hazards.' The capacity to develop interactive connection with stakeholders, allowing businesses to get direct input from their customers, is one of the most significant advantages of an Internet-based application (Devereux, Grimmer & Grimmer, 2020).

## 2.2 Instagram Marketing

The explosive proliferation of Instagram over the last five years has radically altered the traditional purchasing and selling procedure. Consumers may now share their experiences with numerous items on social media sites such as Facebook, Instagram, YouTube, and Twitter, and they can also share reviews with their family and friends. As a result, organizations must focus on providing pleasant client experiences in order to capitalize and lead the market sector while avoiding unfavorable word of mouth (Augustinus & Agnes, 2020). Influencers may generate word of mouth through their messages and reviews, which are faithfully followed by their Instagram followers and can lead to new buyers (Nyein, 2019). Instagram has grown in

popularity and has become a hotspot for trendy ladies who solely read fashion blogs on the platform. Fashion blogs have emerged as one of the most efficient methods for influencers to communicate with their audience by sharing their experiences and suggestions on the platform. This demonstrates that marketing has undergone a paradigm change, with low-cost efforts focused directly at the target client group (Ziyadin et al., 2019).

The social media platform is not only a place for women to buy the things they want, but it also gives them access to a whole new world of products, where they may browse until they discover something they want. This freedom of surfing has resulted in a considerable surge in internet sales (Lee & Kim, 2020). With the introduction of Instagram, the consumer buying behavior model, which formerly related to traditional forms of product purchase, has undergone a significant shift. Nowadays, corporations are spending in the creation of positive personalities in order to influence customer attitudes, which are directed through Instagram influencers, who have in turn produced a marketing impact in which word spread to thousands of users with only a click of a mouse (Varma, Dhakane & Pawar, 2020). Instagram, as the most popular social media platform on the planet, has played a crucial role in bringing about change in the world of online commerce. Brand research and discovery is something that 44% of Instagram's active users do on the site (Jacobsen & Barnes, 2020).

'On Instagram, 53% of Instagram users follow their favorite companies.' It's a novel strategy that firms are employing to connect with the proper customers in order to advertise their products. Consumers may engage with them through stories, posts, and IGTV videos in this new kind of marketing (Anuar et al., 2020). Brands may also raise awareness about their goods on a broader scale, which benefits both the brand and the customer by allowing them to access a greater choice of items. Nearly 60% of 18-30-year-olds use Instagram to follow fashion labels, travel blogs, restaurants, and other businesses. Influencers play an important role on Instagram, where they have a large following and a large following (Sankar, 2019). People are increasingly following the road of becoming influencers on many platforms, the most well-known of which is Instagram. Brand collaborations with influencers are growing increasingly profitable for marketers, as audiences can interact with influencers more readily than they can with celebrities. The reviews of influencers are more honest than those of paid celebrities (Černikovaitė, 2019).

An influence promotion mechanism is a means of locating and engaging people who have an impact on a certain target demographic or channel. It is closely associated with the brand's goal of obtaining more size, 'sales, or interaction. Influencer marketing is a more technical extension of the old meaning of word-of-mouth marketing. It's a method of forming partnerships that will help businesses to expand their markets and convert them into loyal customers via trust and sincerity (Hoque et al., 2020). Marketing with influence is usually divided into two sub-practices: first, marketing with influencers, and second, marketing with influencers. It arises through unpaid or pre-existing linkages.' Influencers or third parties advertise content to boost personal social growth. The second method is to pay for impact promotion, which is known as paid promotion. Influencer programs can be promoted as a supporter, a pre-release advertisement, or a witness notice, and they can be included into the material at any time (Lee et al., 2021). Budgets are rather frequent, and they are primarily based on viewing distribution. It is possible for a huge number of sites to have an influence (Tzavara, Clarke & Misopoulos, 2019).

## 2.3 Consumer Buying Behavior

Consumer behavior is the study of the process by which people or groups select, acquire, utilize, or dispose of goods, resources, concepts, or relationships to meet their wants and preferences (Abuein & Shatnawi, 2019). Based on a different view of consumer behavior, the complex interaction between impact, cognition, actions, and environmental events through which people undertake trade events in their lives (Djafarova & Bowes, 2021). Market segmentation is an essential aspect of consumer behavior since buyers within a segment have comparable commodity desires and preferences. Demographic (age, ethnicity, socioeconomic class), geographic (regional, nation distinctions), psychographic (personality, lifestyle), and behavioral (brand loyalty, benefit demand) market segmentation are only a few examples (Belanche, Cenjor & Pérez-Rueda, 2019). One of the most essential elements of consumer behavior is the social time factor, which displays the connection of time, social structures, rhythms, and schedules in society, such as working hours, operating hours, dining hours, and other institutionalized schedules (Gentina, Chen & Yang, 2021).

Consumers' purchase decisions are influenced by how they obtain information (Varma, Dhakane & Pawar, 2020). Market behavior includes more than simply decision-making or the act of purchasing; it also includes consumer engagement and the spectrum of interactions connected

with consumption (Balio & Casais, 2021). The whole decision-making process of consumers describes how people decide whether or not to buy anything. It entails a number of steps, including selecting what to buy in terms of identifying the problem, doing an information search, and assessing the various possibilities. Finally, customers choose one of the alternatives and engage in a post-purchase interaction in the form of feedback (Hou & Shiau, 2019). Individuals build public accounts on social networking platforms (such as Facebook, Instagram and Twitter) to share their experiences and memories as well as personal information. They talk to others who are interested in the same things they are (Arora et al., 2019). Consumers and businesses have mutual interaction and connections through social media, which has changed the way they think about marketing. As a result of online social networking, the way businesses communicate with their customers has changed, and control has shifted from businesses to consumers (Donnellan, McDonald & Edmondson, 2020).

Advertising spending has been gradually growing over the world. Nobody can match Facebook's advertising platform when it comes to customization. Typically, a Facebook ad is about a company's goods or services (Augustinus & Agnes, 2020). For businesses all around the world, Facebook advertising has become marketing 'must have.' Facebook is not at all like the PPC Search Engine Marketing that you may be used to. Rather than active search interest, Facebook is based on demographics and 'passive' interests. This implies that you can target your consumer based on their demographics and interests even if they aren't searching for a query that you can target with an ad. Because it isn't associated with professionals, Facebook advertisements, like many other social media marketing techniques, have been largely disregarded by the B2B marketing sector (Ziyadin et al., 2019). Despite severe competition from other social media platforms (such as Twitter, YouTube, and others) in the advertising field, Facebook remains the best social media advertising platform by a significant margin. With millions of people logging into Facebook every day and more ones joining all the time – this network provides unparalleled marketing and advertising options (Karadeniz & Kocamaz, 2019).

Devereux, Grimmer & Grimmer (2020) evaluated the influence of Facebook advertisements and Facebook environment on young customers' purchase behavior. The information was gathered by a quantitative method involving a questionnaire-based survey. The data was examined using stepwise regressions. The findings demonstrated that both Facebook

advertisement and Facebook environment had a significant impact on young consumers' purchase decisions, with gender having a moderating effect on Facebook advertisement but not on Facebook environment. Females, on the other hand, have unfavorable opinions of the Facebook environment as compared to males (Devereux, Grimmer & Grimmer, 2020). Anuar et al. (2020) investigated how social media users react to tailored advertisements on their homepage. It looked at how users' behavior changed as a result of these ads, as well as how their attitudes changed. There is an increase in online social network ads, and consumers' perceptions of tailored messaging on major networks like Facebook are not well understood. Marketers should be able to reach out to users with tailored adverts and communications. For both marketers and social network users, such targeting will boost the value of advertising (Anuar et al., 2020).

## 2.4 Facebook Marketing and Consumer Buying Behavior

Companies may benefit from social marketing in two ways: first, they can gain a better understanding of customer expectations, and second, they can build productive connections with customers. Despite the fact that the phrase "social marketing" is well-known in the business world, only a tiny number of people are aware of its significance in marketing (Hoque et al., 2020). Gaurav & Ray (2020) looked at 'free will in consumer behavior: self-control, ego depletion, and choice,' and discovered that consumer behavior provides a useful window into human nature, allowing for the observation of a wide range of human cognitive and behavior patterns. As a result, consumer behavior should temper the interest of a wide range of psychologists. These patterns contain a lot of what we conceive of as free will. The belief in free will is common in human social life, and it contributes to its benefits. Evolution granted humans a new level of action control, which is referred to as free will. It is perfectly suited to the essentially human forms of social existence in culture, with its abstract principles, large temporal range, various interdependent roles, and other sources of possibilities and constraints (Lee et al., 2021).

The functioning of interpersonal processes is based on the individual's paying to and acting on the ideas, thoughts, and expectations of others, according to Bearden and Rose's study "attention to social comparison information: an individual difference factor determining consumer conformity" (Lee & Kim, 2020). The degree to which people are responsive to social comparison

cues relevant to their product decisions and usage is revealed to be a mediator of interpersonal influence in this study. That is, other people's influence on individual decisions is typically due to the individual's concern or fear about how others would respond to his or her conduct. The study on 'customers' attitude toward social media marketing' conducted by Lin et al. (2021) with the goal of studying the influence of social media on consumers' attitudes and perceptions of social media marketing practices used by marketers could provide the most relevant information on the topic. Customers not only learn about items on social media, but they also favor the companies promoted on social media when making a purchase. Jacobsen & Barnes (2020) involved 309 Facebook users in Pakistan, with a focus on young consumers' purchase behavior and gender effects muted. While Facebook marketing is a frequently utilized marketing tool, considerable research on consumer demographics, efficacy, and influence on purchase behavior is likely absent.

Facebook is no longer just a social media platform; it has become one of the most popular marketing tools for all businesses in the sector (Černikovaitė, 2019). Social media has transformed the way firms conduct business online over the last several years, and as a result, social media marketing has carved out its own niche in the corporate world (Gaurav & Ray, 2020). Furthermore, Facebook is widely seen as a social media platform dominated by teenagers. As a result, they revealed that young individuals are compelled to connect to these sites in order to maintain strong links with friends, strengthen bonds with new companions, and meet new people online (Karadeniz & Kocamaz, 2019). Because more and more people are connecting to social media, it is becoming a more widely recognized means of communication for the Internet audience. Facebook is the most popular online social network, having been launched in 2004 and having over 600 million users in over 70 countries (Djafarova & Bowes, 2021). While emphasizing the necessity of Facebook marketing, Gentina, Chen & Yang (2021) also mentions the advantages of Facebook marketing for businesses.

Furthermore, in a study done by Abuein & Shatnawi (2019), several Facebook performances for business communication between fashion businesses were examined. Specifically, this study focuses on the fashion business, and it essentially provides a clear concept of the sector as well as Facebook connection with the industry. According to another survey, the use of social media sites such as Twitter and Facebook has now spread to practically every high-end fashion firm

and has been regarded as a commercial take-off instrument (Abuein & Shatnawi, 2019). According to Hou & Shiau (2019), the major factor that may readily advertise the product via Facebook is E-WOM. However, this study was entirely centred on online fashion businesses, and there are many small-scale fashion retailers on Facebook right now, and the influence they have on buyers is equally significant. According to Tzavara, Clarke & Misopoulos (2019), buyers who 'like' a page on Facebook agree to share it with their friends. With a single click, it returned to the client's Facebook profile. By 'liking' a page on Facebook, the user is indicating that they are prepared to engage in continuing dialogue with the page's owner. It enables businesses to create Facebook pages and encourage Facebook users to become 'fans' of these pages through the use of the 'like' button (Tzavara, Clarke & Misopoulos, 2019).

Furthermore, Harris and Dennis observed that web-based purchasing and shopping through informal communities (social e shopping) were on the rise, but purchasers are preoccupied with purchases through interpersonal organizations, relying on their friends' recommendations via Facebook (Varma, Dhakane & Pawar, 2020). Google is the search engine of choice, but information obtained from friends is more trusted, and customers are more likely to acquire items or services that their friends have suggested. As a result, the number of Facebook friends who like a page or product has a favorable influence on the consumer's purchasing choice (Tzavara, Clarke & Misopoulos, 2019). Facebook likes were not limited to current Facebook friends; these 'likes' could have come from anyone, anywhere in the world, but they still had the second-highest influence on consumer purchase intention among Facebook likes, friends' likes, location-based check-in, comment posting, and sharing constructs, and their research backs up the fact that buyers are influenced by the Facebook 'like' function and emphasizes the importance of firms' acclaim (Belanche, Cenjor & Pérez-Rueda, 2019).

Lin et al. (2021) discovered that 'checking in' and 'sharing' successes have a significant impact on buying decisions. Consumers trust their friends and family more than any other source of information on practically any product or service, according to the study. As a result, when friends utilize Facebook's 'like,' 'check-in,' and 'share' interactions, customers become more aware of the product or company, which leads to increased purchase intent. However, Nyein (2019) discovered that location-based check-ins, like buttons, and friends-like characteristics had no impact on customer purchase intent. Facebook users may leave brief remarks using post

commenting. Those postings or data are shown in real time to the user's network of friends via their newsfeed (Černikovaitė, 2019). Adding a 'comment' and writing a review, as well as sharing your thoughts and experiences about a product or service, might influence your decision and provide promotion for the chosen business. The 'comment' tool on Facebook may have a significant influence on consumers' purchasing intentions when they check in to discover information about specific items and services (Sankar, 2019).

According to Balio & Casais (2021), based on their research, publishing comments has no substantial impact on consumer purchase intent. The study of Sankar (2019) looked at the factors that influence how people like and comment on Facebook sites, as well as the links between personality characteristics and liking and commenting behavior. As a result, various forms of engagement appear to operate as bridges between personality attributes and Facebook commenting activity (Sankar, 2019). There are several elements that impact a consumer's decision to purchase a product or service. 'Sharing' simply means that customers can 'share' product and service pages with others if they believe they are important and relevant. One million links are shared on Facebook every 20 minutes. When a page, product, or deal is shared on Facebook several times, it will show in the recommendations list and newsfeeds, emphasizing the number of times it has been shared (Ziyadin et al., 2019). Aside from that, many individuals use their status to publish photographs of items or the business's page, which will display in their newsfeed. As a result, friends are able to remark and share with their peers. Customer perceptions of a product are also influenced by shared reviews on Facebook (Augustinus & Agnes, 2020).

Sharing has an influence on people's buying intentions, according to studies performed with Generation Y. As a result, factors such as Facebook application shares were found to have a beneficial impact on customer purchase intent (Hoque et al., 2020). As a result of the emergence and proliferation of the internet, electronic word of mouth (E-WOM) has evolved as one of the most significant informal media among buyers, companies, and the general public. The transmission of marketing information among consumers in such a way that it has a major influence on choosing their behavior and altering attitudes about products and services is referred to as word of mouth (Lee et al., 2021). Advertisers use Facebook to build word-of-mouth, positioning Facebook advertising as a powerful tool for strengthening the brand image of a

variety of goods and services (Donnellan, McDonald & Edmondson, 2020). Aside from that, researchers discovered that previous studies had constraints that did not correspond with the study's aims. As a result, a new study on the effect of Facebook marketing on consumer purchase intention of clothing is performed by Nyein (2019).

Electronic word of mouth, according to Anuar et al. (2020), is the most crucial determinant in purchase intent. They wanted to know if electronic word of mouth has a beneficial impact on customer purchase intent. As a consequence, they discovered that electronic word of mouth is the most essential component, with sharing coming in second. The writers discovered certain study papers that show good word-of-mouth is three times more common than bad word-of-mouth, and marketers aim to get consumers to spread the word about their products via Facebook (Jacobsen & Barnes, 2020). Facebook marketing is a genuine necessity in today's industry. Researchers have decided to focus their research on the garment business because it is a growing industry (Tzavara, Clarke & Misopoulos, 2019). Social media has risen by leaps and bounds in the previous five years, becoming an indispensable tool for inter-personal communication. Social media platforms have grown as a result of technological breakthroughs. In order to improve communication tactics, social media platforms are always doing research (Karadeniz & Kocamaz, 2019).

Many websites provide tools for advertising and selling products to customers, but social media provides both selling and networking features. A social media network has turned into an essential marketing tool for firms in today's society. Because it is a platform for interaction and communication where millions of people connect every day, social media has grown into a key market place for businesses to advertise and sell their products and services (Abuein & Shatnawi, 2019). On social media, you may spread marketing materials, advertise a product, depict a product, and so on. The importance of social marketing is often overlooked by experts, small companies, major enterprises, and huge organizations. They are unaware that social marketing is growing popularity across a wide range of sectors and services (Černikovaitė, 2019). For example, LinkedIn, which was formed in the year two thousand and three and currently has over one hundred and twenty million users. LinkedIn helps you to keep your professional profile up to date on the internet. Another instrument for changing one's perspective is Facebook (Belanche, Cenjor & Pérez-Rueda, 2019).

Facebook is a term that almost everyone has heard of these days. Many college students, as well as corporate leaders and customers, use Facebook marketing. Facebook is an out-of-the-box marketing strategy that has the potential to acquire a significant number of customers (Djafarova & Bowes, 2021). Facebook has attracted people from many walks of life, including students and even housewives. The most fundamental function of Facebook marketing is to expand your network. Anyone may start a Facebook page and use it to sell themselves. Over that, every marketer should stimulate community involvement. Many individuals make frequent blunders on Facebook, such as broadcasting and posting too many advertisements as though they don't have many social connections (Devereux, Grimmer & Grimmer, 2020). Making advertising on Facebook entails more than simply posting it. You must devote time to your social relationships. Another common blunder is confirming Facebook rates, which may result in your page being blocked instantly. Do the type of work where Facebook does the work for you (Gaurav & Ray, 2020).

Twitter may also be used for commercial purposes. Twitter, like other social networking sites, is a must-have tool. The maximum character restriction on Twitter is around 140 characters at a time, with no more than that. You may share your thoughts with a big number of people in your close neighborhood as well as those who are far away via Twitter (Gentina, Chen & Yang, 2021). The message you send on Twitter is referred to as a tweet, whereas SMS stands for Short Message Service. Twitter may be used to grow a business and establish relationships with as many people as you need. Google Plus is another form of online business service that may be employed. The Google corporation expanded its operations to Google plus in the year 2004. This is a new channel that the corporation has opened up to many internet consumers. If someone can utilize Google Plus properly and follow the guidelines, they will be able to transform the way they do business (Sankar, 2019). Without a doubt, Google is the originator of Google Plus, therefore everyone may profit from the services that this sort of company provides to a large number of people (Lin et al., 2021). Based on findings of previous research studies, following hypothesis is proposed to further clarify the relationship between Facebook marketing and consumer buying behavior:

**H1: Facebook marketing has positive impact on consumer buying behavior in online apparel industry of Pakistan.**

## 2.5 Instagram Marketing and Consumer Buying Behavior

An influencer can be anyone, any party, any brand, or any position. Influencer marketing has a variety of applications. Some advertisers utilize marketing methods to establish customer reputation, others to build their brand's social connections, and yet others to increase online and offline product purchases (Arora et al., 2019). The term 'reach' refers to the measurement of an audience's size in absolute terms. 'An individual who has an impact on a certain sector or region has a larger than average number of followers, in addition to the traits with the power to drive change.' Influencers are able to recruit millions of consumers through social media and forums while keeping the user engaged (Hou & Shiau, 2019). Influencers should praise a company's goods and services, regardless of how essential they are. Influencers provide unique marketing material that is always effective. The number of resonances is equal to the number of events caused by the published content. Someone who creates content will make a big splash with a blog post and gain a lot of traction. 'As the material connects with followers and fans,' says one tweet. Influencers maintain tight relationships with their followers, who trust the influencer's opinions (Varma, Dhakane & Pawar, 2020).

To comprehend the function of influencers in any sector, it is critical to understand the various styles of influencers. There are consumers who are targeted by mainstream advertising businesses, as well as performers in a certain location (Devereux, Grimmer & Grimmer, 2020). The rise of influencer marketing has alerted marketers to the need for a shift in focus. Because individuals rather than corporations govern a firm, direct marketing has witnessed a drop in recent years and is no longer as successful as it once was, emphasizing the need for a personalized advertising strategy to be monitored. When you're trying to reach out to a younger market, it's even more difficult because millennials like branded content (Donnellan, McDonald & Edmondson, 2020). Non-celebrities are currently picked for commercial ads by 70% of them, and they are not even swayed by historically famous celebrities. A corporation that begins with influent marketing will evaluate its audience in order to gain the benefits of an efficient plan with an influencer (Augustinus & Agnes, 2020).

Within the garment industry, influencer marketing is mostly a directing force. 'Today's design business is far more prone to use influencers, but it is also lot more inclusive. Fashion is one of the most accessible areas of influencer marketing, with several options for bloggers and

marketers to collaborate. Not only can you maintain your blog and Instagram, but you can also do Instagram takeovers, event organizing, modeling, and even product production (Ziyadin et al., 2019). Bloggers should get involved in the design phase early on since they understand their audience and can offer thoughts and solutions that appeal to them.' The impact of fashion bloggers on the ever-expanding fashion business may be described in a variety of ways, both implicitly and explicitly (Lee et al., 2021). 'A blog is a sort of Instagram that serves as a global venue for the exchange of messages. Bloggers utilize this arena to promote their likes and dislikes, as well as to influence how other companies or things are perceived and enjoyed. Furthermore, blogs will announce new advances within a firm or discuss concerns that corporations do not want to discuss publicly, such as ethical or environmental difficulties (Hoque et al., 2020).

Consumers are impacted by many types of influencers, which may be internal or external influencers, intentionally or unwittingly, and it is critical to consider both influencers in order to thoroughly understand the issue. The client shopping cycle is influenced by a variety of factors. Consumer purchasing behavior is impacted by a variety of contextual influences, including cultural, social, personal, and psychological aspects (Lee & Kim, 2020). Before creating content for Facebook or Instagram, it is vital to identify external influencers in order to determine which factors impact female behavior in purchase situations. As interactive channels are being integrated into marketing activities and interactive apps are increasingly used by individuals rather than conventional businesses, digital media strategies are becoming more frequent (Anuar et al., 2020). Digital marketing is reliant on ever-evolving and rapidly changing technologies. Digital media technologies are one of the most important approaches, and they must have similar properties. The term 'internet marketing' encompasses all aspects of web marketing. Digital platforms such as Google Search, Rectagraph, email, and the sites allow business users to connect with their present and potential clientele. Digital marketing will work for every client in any industry (Arora et al., 2019). Digital marketing, regardless of the product or service offered, necessitates consumers' recognition of audience wants and the creation of meaningful web content (Nyein, 2019).

Marketing and advertising methods on the internet are already followed by most of the businesses (Jacobsen & Barnes, 2020). It is also so powerful that it will aid in the stimulation of

the economy and provide significant incentives for policymakers to work more effectively. Digital marketing is defined as the use of technology in communication initiatives to raise customer awareness by responding to their needs. The study of the mechanisms involved in the selection, purchase, use, or disposal of products, resources, proposals, or relationships for satisfying preferences and demands by people or groups is known as consumer behavior. A client is someone who tells a manufacturer that they are willing to pay for goods or services (Balio & Casais, 2021). According to Lee & Kim (2020), a number of factors impact a customer's purchase decision: (1) the community metre, which has the most influence and is the most detailed of consumer behavior; (2) social metrics, which advertisers should use in order to understand the impact of consumers' political, subcultural, and social groupings.

Marketers must now understand how to "position themselves to benefit from fundamental changes that are occurring in the ways people decide which products and services to consume, and how they actually consume them," according to Gaurav & Ray (2020), who expressed their views through the "Social Impact Theory." According to Abuein & Shatnawi (2019), fashion bloggers are in charge of such interaction in the garment industry, providing a more personal and sensitive approach to the site than mainstream media coverage. According to Djafarova & Bowes (2021), a person can typically estimate a consumer's future intentions if they predict their expected purchasing behavior based on recent purchases. According to Karadeniz & Kocamaz (2019), if someone wants to take advantage of a previous purchase, he would tell others about it and buy it again and again. Belanche, Cenjor & Pérez-Rueda (2019) said expressly that they were talking about buying a company that someone wants to purchase in the future, as well as buying the pharmaceutical in its entirety. According to Gentina, Chen & Yang (2021), a marketer is a citizen who is well-known in the public and who utilizes that recognition to promote a consumer product in a commercial.

Celebrity endorsement boosts shopper's emotions, which influences the consumer's reaction to marketing and the company's role, perhaps increasing purchasing habits and hence income. Lin et al. (2021) found that whether a celebrity promotes one or two things, the number of buyers who believe that it is trustworthy is considerably higher for the celebrity endorser than for a celebrity who endorses multiple goods. Despite multiple help initiatives, a certain incident will often have a negative influence. According to Arora et al. (2019), celebrities are considered as

monuments, entertainment, or industry leaders. According to research, celebrity patronage has an influence on customers' overall attitudes and may even change how they feel about advertisements and products. Perhaps this would help to enhance the investment process and increase exchange rates. Internet social media portals have long been a vital aspect of human contact and involvement, influencing people's opinions and communication in a number of ways (Arora et al., 2019). The value of things and brands is influenced by consumers' online interactions with businesses (Hou & Shiau, 2019).

Doing business on our website is a breeze compared to traditional methods such as advertisements, wall banners, and so on. Many social media platforms run advertisements and profit handsomely from it (Devereux, Grimmer & Grimmer, 2020). Social media makes use of the internet and is extremely scalable as well as available to anybody, including individuals and the general public. It is apparent that social media websites have a large user base, and that television and radio are mostly obsolete in today's environment (Varma, Dhakane & Pawar, 2020). Many advertisements clearly demonstrate how various applications assist in reading the news rather than sitting at home watching television. While watching television and listening to the radio is a time-honored habit, individuals nowadays choose to read such material on YouTube, Times.com, and other social media platforms (Černikovaitė, 2019). Social media is not a monologue like radio or television; it is a one-to-one and one-to-many interaction. Many different merchants can connect and respond to customers on various social media platforms. Traditional advertising methods are failing to form relationships with many consumers; however, social media is assisting in the development of not just relationships but also brand image (Balio & Casais, 2021).

Not only do some companies utilize social media to communicate with consumers and vendors, but they also use it internally. Many enterprises, particularly start-ups and small businesses, like to adopt this way of communication since it is extremely cost effective to interact across multiple workers and peers (Tzavara, Clarke & Misopoulos, 2019). Without a doubt, online firms provide a variety of ways to reach out to various types of clients, and they are supporting a big number of consumers in creating brand awareness for products and services. According to a recent survey, around 77 percent of marketers use social networking sites to attract a huge number of useful clients. There are one and a half billion Facebook members, with about half of them being girls

and the other 46% being men. Users range in age from sixty-five to one hundred years old, with an average age of twenty-three (Sankar, 2019). While YouTube has approximately eight hundred million members worldwide, LinkedIn has two hundred and thirty-eight million, and Twitter has five hundred million. There are additional websites that many marketers and consumers use, such as Instagram, Pinterest, Foursquare, and others (Augustinus & Agnes, 2020).

There are three types of social effects that might impact a customer's purchase decision. The intensity of these three social control techniques may vary depending on the circumstances (Lee et al., 2021). Customers' interaction with each other changes their behavior. The exchange of information and ideas among members is one of the most important aspects of online social networks (Anuar et al., 2020). Online social networks have grown into a powerful platform for sharing product and service information as well as a stimulus for action (Donnellan, McDonald & Edmondson, 2020). As a result of the emergence of social media platforms as one of the most significant networking platforms, users and conventional communications have given way to information producers. On social networking sites, users may also communicate and form virtual communities based on shared interests and opinions (Jacobsen & Barnes, 2020).

The importance of technology in general, and the internet in particular, is growing by the day in modern times. People, communities, and societies communicate through the internet in a variety of ways, allowing them to share their thoughts, sentiments, ideas, and emotions (Hoque et al., 2020). Social media websites are the most well-known means for people to communicate with one another. There is a user-friendly platform there that will transform many customers' minds and behaviors (Ziyadin et al., 2019). According to Nyein (2019), the major objective of marketing in the year two thousand and one is to sustain and develop an image in the minds of customers. Every day, not just brand image, but also brand equity, grows as a result of this. We all know that customer behavior is always changing, and that he may change his mind about buying products and services at any time. Electronic marketing is becoming more popular in today's environment. This type of marketing places an excessive amount of emphasis on the consumer. Marketers' responsibilities are becoming overburdened as the importance of the digital era rises.

All of the aspects that influence client behavior, including as demographic, social, cultural, psychological, and environmental considerations, apply to social media as well. Gender, age,

income, geography, education, and marital status are all factors that may be used to categorize social media users (Karadeniz & Kocamaz, 2019). Companies employ family cluster, socioeconomic class, and cultural characteristics to categorize social media users in order to offer items to distinct client segments. During the previous 10 years, changes in customer behavior have influenced marketing methods. Television, newspapers, magazines, and coworkers are the most common sources of product information for consumers (Djafarova & Bowes, 2021). However, as the internet has grown in popularity and usage, consumers' lives have been increasingly dominated by social media. With the aid of social media, the notion of branding has grown in prominence and popularity (Abuein & Shatnawi, 2019). Today, the majority of businesses use social media to increase their band's visibility. There are millions of users on social media, and thousands of social media sites contribute to everyday business. Because of the quick publishing of comments, regardless of time or place, availability, and accessibility to all online users, social media has an impact on consumer choices (Gaurav & Ray, 2020). Based on findings of previous research studies, following hypothesis is proposed to further clarify the relationship between Instagram marketing and consumer buying behavior:

**H2: Instagram marketing has positive impact on consumer buying behavior in online apparel industry of Pakistan.**

**2.6 Research Framework**
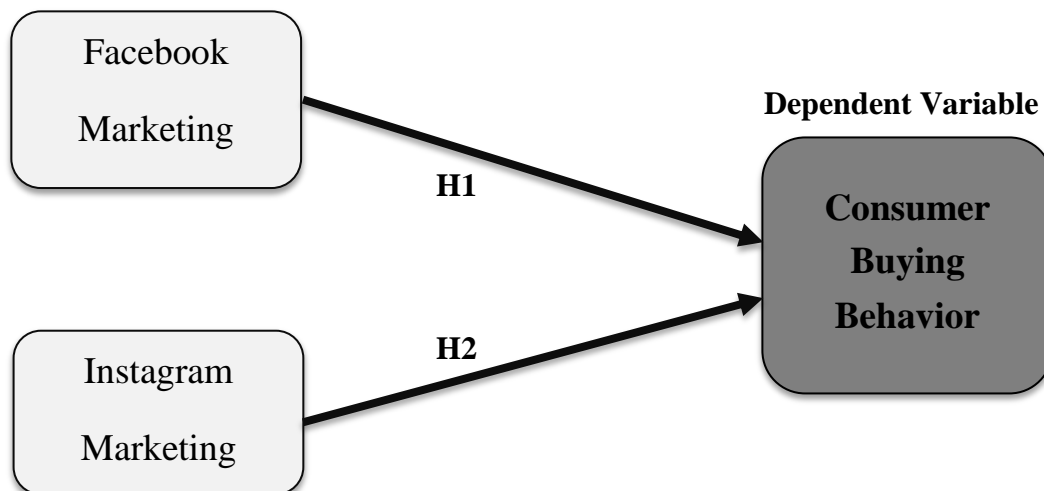
**Independent Variables**



Fig 1: Research Framework

# Chapter 3

# RESEARCH METHDOLOGY

## Introduction

Research is defined as the logical and systematic process of finding and searching out new and useful information related to a particular topic. Research is classified into two types one is fundamental research and the other is applied research which is further divided into two kinds of normal and revolutionary research (Mackey & Gass, 2015). Research methodology is defined as the systematic way of solving a research problem. It defines the way regarding how research can be conducted scientifically. Its aim and purpose are to provide a work plan of the research including its design, methodology, philosophy, strategy, population, limitation, etc. that would have been used in solving that research problem (Kumar, 2019).

## 3.1 Research Design

Flick (2015) highlighted that quantitative and qualitative research method are two of the most prominent research designs, where the qualitative research design is based on collecting, analyzing, and evaluating non-numerical data which include text, audio, videos, and experiences and utilizing information extracted from these in completing research (Flick, 2015). Nonetheless, quantitative research is heavily based on using factual and numeric data and generating findings from this kind of data. Present study is based on quantitative approach because it is using primary data.

## 3.2 Research Philosophy

Positivism is employed as a research philosophy because positivism is based on the belief that only "factual" information gathered via observation is reliable (Kumar, 2019). To ensure impartiality, the positive paradigm is employed in conjunction with quantitative research techniques in this study. The current research is cross-sectional in nature and focuses on positivism philosophy.

### 3.3 Research Strategy

As this study is a quantitative method, so the strategies that are mostly used by researchers for this method include the case-study, experiment, survey, etc. However, research strategy used in present study is survey strategy. The survey is conducted through the questionnaire. The questionnaire consists of close-ended questions. On the basis of responses by the participants, the research highlights whether to accept or reject the research hypotheses.

### 3.4 Research Approach

The research approach outlines the strategy for gathering, analyzing, and interpreting data based on assumptions. It is dependent on the type of research topic being addressed. In quantitative studies, the deductive way of reasoning allows the researcher to examine or validate the theory by investigating hypotheses produced from it. Variables that must be defined by the researcher are included in these hypotheses. The deductive approach is used in this study. The deductive approach is chosen because it allows the researcher to reach conclusions based on hypotheses that are presumed to be true or take particular assumptions into consideration and evaluate the theory's validity.

### 3.5 Research Type

Correlational is the type of investigation for present study, as this study focuses on assessing the correlation between Facebook marketing, Instagram marketing, and consumer buying behavior.

### 3.6 Research Setting

Present research is using non-contrived setting because it involves natural environment for data collection from consumers associated with online apparel industry of Pakistan through distributed questionnaires.

### 3.7 Time Horizon

Present study is a cross-sectional study because it involves observation of data from a population at one specific point in time.

## 3.8 Unit of Analysis

Unit of analysis for this study is individuals comprised of consumers associated with online apparel industry of Pakistan.

## 3.9 Population

Population refers to an audience which a researcher targets to explore (Kumar, 2019). The population selected for distributing questionnaire and collecting data from are consumers associated with online apparel industry of Pakistan. For this study, researcher considers consumers associated with online apparel industry of Pakistan as targeted population area. Meanwhile, population is unknown because it is almost impossible to calculate total consumers associated with online apparel industry of Pakistan. Hence, it is not possible for a researcher to gather data from each individual within the population. Hence, a sample is finalized for representation of entire population.

## 3.10 Sample Size

The sample size refers to the number of people or observations that may be included in the research. The precision of the estimations and the study's capacity to draw conclusions are influenced by the sample size. A research study cannot be completed without using an optimal sample, as sample size has significant importance for effective representation of the population (targeted audience). Present study has used Morgan's Table to finalize the sample of 300 respondents (consumers associated with online apparel industry of Pakistan). Meanwhile, a sample of 300 respondents is finalized for data collection and assessing relationship between variables of the study, as Flick (2015) claims that sample size of 200 – 500 is sufficient to represent the unknown population.

## 3.11 Sampling Technique

It is vital to specify to the consumers associated with online apparel industry of Pakistan and it is not possible to contact everyone and obtain information from them, the convenience non-probability sample is used in this study. It is also low-cost, simple, and straightforward to apply. Samples are readily available, and data collection may begin immediately (McCusker & Gunaydin, 2015). This sampling technique is used to approach such individuals (within the

population) who have shown willingness towards filling the questionnaire and participate within the survey. During this survey, researcher has only requested individuals, who have shown availability and volunteered themselves, for filling questionnaire and participate in the survey. The convenience sampling has undoubtedly aided in the collection of important data, since the survey has gone off without any issues.

## 3.12 Research Instrument

A questionnaire adopted from (Karadeniz & Kocamaz, 2019; Augustinus & Agnes, 2020; Černikovaitė, 2019) is used for data collection. Adopted questionnaire is made simple and clear to convey purpose of distributing it and gathering authentic data. Adopted questionnaire include questions related to demographics and all variables of this study (Facebook marketing, Instagram marketing, and consumer buying behavior). All the items are measured on the basis of five-point Likert Scale (mentioning 1 as "Strongly Disagree", 2 as "Disagree", 3 as "Neutral", 4 as "Agree" and 5 as "Strongly Agree"). In present research, scales used for Facebook marketing, Instagram marketing, and consumer buying behavior are developed by (Karadeniz & Kocamaz, 2019; Augustinus & Agnes, 2020; Černikovaitė, 2019).

### 3.12.1 Independent Variables

Facebook marketing is measured using six items adopted from Karadeniz & Kocamaz (2019). Instagram marketing is measured using six items adopted from Augustinus & Agnes (2020).

### 3.12.2 Dependent Variable

Consumer buying behavior is measured using six items adopted from Černikovaitė (2019).

## 3.13 Data Collection Method

In present research, data is collected through primary source. Primary data is data that is acquired directly from individuals and is fresh and first-hand. Surveys, observations, experiments, personal interviews, and other forms of original data are examples (Flick, 2015). Because the survey is provided on a personal basis, a structured questionnaire adopted from past research studies is utilized to collect data from respondents (consumers associated with online apparel industry of Pakistan). The collected questionnaires are properly examined to help in the study's reasonable results and conclusions.

## 3.14 Data Analysis Technique

Data analysis is the process of using statistical or logical tools to explain, display, compress, recap, and assess data in order to assure data integrity and correct and acceptable research results. Data is analyzed using statistical methods (such as correlation and regression) after it is collected. Data analysis and investigation of the degree and direction of association between variables is done with the aid of SPSS software.

# Chapter 4

# DATA ANALYSIS AND FINDINGS

## Introduction

Adopted structured questionnaire is distributed and data is collected from 300 respondents (consumers associated with online apparel industry of Pakistan) in a survey. On the basis of data collected through a survey, data analysis is done with the help of SPSS Software (SPSS 21) by using statistical tests (correlation and regression analysis).

## 4.1 Data Analysis

### 4.1.1 Reliability Analysis

The purpose of a reliability analysis is to determine how trustworthy the questionnaire used to gather data is. In other words, reliability analysis (also known as the Cronbach's Alpha test) is used to determine a questionnaire's level of reliability. Lower deviations in repeated interval measures indicate a high level of questionnaire reliability. The dependability, consistency, and relevancy of a questionnaire may all be used to determine its reliability. The following is the outcome of the reliability analysis:

**Reliability Statistics**

| Variable | Cronbach's Alpha | N of Items |
|---|---|---|
| Facebook Marketing | .826 | 6 |
| Instagram Marketing | .801 | 6 |
| Consumer Buying Behavior | .748 | 6 |
| **Total** | **.785** | **18** |

Table 1

High reliability of the questionnaire or the questions used inside the questionnaire is indicated by a coefficient of reliability near to 1. Facebook marketing, Instagram marketing, and consumer

buying behavior have respective reliabilities of 0.826, 0.801, and 0.748. Cronbach's Alpha values (0.826, 0.801, and 0.748) are near to 1 based on reliability statistics, indicating that the questionnaire and data acquired by the questionnaire are highly reliable. However, reliability analysis reveals that the overall Cronbach's Alpha is 0.785, which is quite good. Cronbach's Alpha (0.785) shows that the questionnaire and the data it collects are very consistent and reliable.

### 4.1.2 Descriptive Frequencies

The data acquired by the researcher has been divided into multiple classifications to make it easier to comprehend. The sample size is made up of several categories, including the gender of the responder, their age, their education, their employment, and their frequency of using social media. If the respondents answered the questions correctly, they are included in the research.

**Descriptive Frequencies**

| Demographics | | Frequencies | Percentages | Cumulative Percentage |
|---|---|---|---|---|
| **Gender** | Male | 167 | 56 | 56 |
| | Female | 133 | 44 | 100 |
| **Age** | Less than 30 years | 127 | 42 | 42 |
| | 30 – 45 years | 96 | 32 | 74 |
| | More than 45 years | 77 | 26 | 100 |
| **Education** | Intermediate | 66 | 22 | 22 |
| | Undergraduate | 112 | 37 | 59 |
| | Graduate | 83 | 28 | 87 |
| | Postgraduate | 39 | 13 | 100 |
| **Employment** | Employed | 123 | 41 | 41 |
| | Unemployed | 38 | 13 | 54 |
| | Self-Employed | 48 | 16 | 70 |

| | | | | |
|---|---|---|---|---|
| | Student | 91 | 30 | 100 |
| **Frequency** | Rare | 18 | 6 | 6 |
| | Occasional | 52 | 17 | 23 |
| | Frequent | 230 | 77 | 100 |

Table 2

On the basis of gender, 167 out of 300 respondents (56 percent) are males. 133 out of 300 respondents (44 percent) are females. On the basis of age, 127 out of 300 respondents (42 percent) are below 30 years. 96 out of 300 respondents (32 percent) are between 30 – 45 years. 77 out of 300 respondents (26 percent) are above 45 years. On the basis of education, 66 out of 300 respondents (22 percent) are intermediate. 112 out of 300 respondents (37 percent) are undergraduates. 83 out of 300 respondents (28 percent) are graduates. 39 out of 300 respondents (13 percent) are postgraduates. Based on employment, 123 out of 300 respondents (41 percent) are employed. 38 out of 300 respondents (13 percent) are unemployed. 48 out of 300 respondents (16 percent) are self-employed. 91 out of 300 respondents (30 percent) are students. On the basis of frequency of using social networking sites, 18 out of 300 respondents (6 percent) visits social networking sites rarely. 52 out of 300 respondents (17 percent) visit social networking sites occasionally. 230 out of 300 respondents (77 percent) visit social networking sites frequently.

### 4.1.3 Correlation Analysis

The term "correlation" refers to determining the link between two or more variables. When there is a significant association between two or more variables, correlation is considered high. When there is a weak association between two or more variables, however, correlation is considered low. Meanwhile, moderate correlation is defined as a moderate strength of association between two or more variables. The range of correlation coefficients is -1 to +1. Pearson r is used to examine the connection between the study's variables.

**Correlation**

|  |  | Facebook_ Marketing | Instagram Marketing | Consumer Buying Behavior |
|---|---|---|---|---|
| Facebook Marketing | Pearson Correlation | 1 | | |
| | Sig. (2-tailed) | | | |
| | N | 300 | | |
| Instagram Marketing | Pearson Correlation | .441 | 1 | |
| | Sig. (2-tailed) | .000 | | |
| | N | 300 | 300 | |
| Consumer Buying Behavior | Pearson Correlation | .493 | .479 | 1 |
| | Sig. (2-tailed) | .000 | .000 | |
| | N | 300 | 300 | 300 |

Table 3

The results show that there is a moderately significant association between Facebook marketing and consumer buying behavior with a magnitude of .493 and in a positive direction. Instagram marketing and consumer buying behavior have a moderately significant association with a magnitude of .479 and in a positive direction.

### 4.1.4 Regression Analysis

Regression analysis refers to the relationship between dependent and independent variables. It explains the magnitude of relationship between variables. Following are the results of regression analysis:

**Model Summary**

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson |
|-------|-----|----------|-------------------|----------------------------|---------------|
| 1 | .649[a] | .421 | .416 | .51025 | 1.787 |

a. Predictors: (Constant), Facebook Marketing, Instagram Marketing

Table 4

R-square reflects the variation that predicting variables (Facebook marketing and Instagram marketing) cause in the dependent variable (consumer buying behavior). According to the R Square value in the model, Facebook marketing and Instagram marketing accounted for 42.1 percent of the variation in consumer buying behavior. The Durbin Watson value should be in the range of 0 to 4. Durbin Watson has a value of 1.787, which is good. Adjusted $R^2$ demonstrates the theoretical model's fitness. The adjusted $R^2$ value is 41.6 percent, indicating that the theoretical model employed in this study is 41.6 percent fit.

**ANOVA**

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|---|-----------|----------------|-----|-------------|--------|-------|
| | Regression | 8.132 | 1 | 3.859 | 22.661 | .000[b] |
| 1 | Residual | 67.025 | 298 | .371 | | |
| | Total | 75.157 | 299 | | | |

a. Dependent Variable: Consumer Buying Behavior

b. Predictors: (Constant), Facebook Marketing, Instagram Marketing

Table 5

The ANOVA results show that the value of F is greater than 4 and the significance value is less than 0.05. As a result, the statistical significance of the theoretical model is established. According to ANOVA, Facebook marketing and Instagram marketing have a significant impact on consumer buying behavior.

**Coefficient**

| | Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | | |
| | (Constant) | 1.036 | .227 | | 3.519 | .010 |
| 1 | Facebook Marketing | .631 | .094 | .627 | 2.942 | .012 |
| | Instagram Marketing | .315 | .084 | .311 | 2.638 | .009 |

a. Dependent Variable: Consumer Buying Behavior

Table 6

In model, significance value of Facebook marketing and Instagram marketing for consumer buying behavior is less than 0.05 which shows that there is a positive and significant relationship between them. Facebook marketing (b=0.631) is significant and the coefficient is positive which would indicate that high consumer buying behavior is related to high Facebook marketing. Instagram marketing (b=0.315) is significant and the coefficient is positive which would indicate that high consumer buying behavior is related to high Instagram marketing.

## 4.2 Data Findings

**Data Findings**

| Hypothesis | Statement | Accepted/Rejected |
|:---:|:---:|:---:|
| **H1** | Facebook marketing has positive impact on consumer buying behavior in online apparel industry of Pakistan. | Accepted |
| **H2** | Instagram marketing has positive impact on consumer buying behavior in online apparel industry of Pakistan. | Accepted |

Table 7

# Chapter 5

# CONCLUSION AND RECOMMENDATIONS

## 5.1 Discussion

This research study has focused on investigating the impact of Facebook marketing and Instagram marketing on consumer buying behavior in online apparel industry of Pakistan. In this study, Facebook marketing and Instagram marketing are considered as the independent variables. Consumer buying behavior is used as the dependent variable. Meanwhile, online apparel industry of Pakistan is the audience chosen for investigating the relationship between variables mentioned above. An adopted structured questionnaire is used to collect data from respondents (Pakistani consumers associated with online apparel industry). To test the acceptance and rejection of hypotheses of this study, a scale of significance level having the range allowed till 5% is set. Hypotheses of the study ($H_1$ and $H_2$) are accepted or rejected on the basis of scale of significance level set. As significance level of Facebook marketing and Instagram marketing for consumer buying behavior is less than 0.05. So, $H_1$ and $H_2$ are accepted and proved significant. Regression analysis has proved that there exists a significant relationship between Facebook marketing and Instagram marketing (independent variables) and consumer buying behavior (dependent variable) in online apparel industry of Pakistan. Meanwhile, findings of this study are supported by results of previous research studies. Findings of this study have shown a positive relationship between Facebook marketing, Instagram marketing, and consumer buying behavior, which is supported by the results of Karadeniz & Kocamaz (2019) and Augustinus & Agnes (2020) claiming the significant relationship between Facebook marketing, Instagram marketing, and consumer buying behavior. Findings of present study are supported by the findings of Abuein & Shatnawi (2019) which proves the correlation between Facebook marketing and consumer buying behavior. In addition, findings of Augustinus & Agnes (2020) also provide theoretical support to this study's results, as Augustinus & Agnes (2020) has shown that Instagram marketing positively impacts consumer buying behavior. Furthermore, findings of Gaurav & Ray (2020) shows that social media marketing has positive influence on consumer buying behavior and purchase decisions, which also supports the findings of present research.

## 5.2 Conclusion

Present study aims to investigate the impact of Facebook marketing and Instagram marketing on consumer buying behavior in online apparel industry of Pakistan. To investigate the relationship between Facebook marketing, Instagram marketing, and consumer buying behavior, an adoptive structured questionnaire is distributed amongst the 300 respondents (consumers associated with online apparel industry of Pakistan), for data collection and to explore the effect of each variable in this study. To testify the relationship, Facebook marketing and Instagram marketing are empirically tested with consumer buying behavior and found positive correlation between them. Correlation analysis has shown that Facebook marketing and Instagram marketing are positively correlated with consumer buying behavior with the magnitude of 0.493 and 0.479. Furthermore, regression analysis has revealed a significant relationship between Facebook marketing and Instagram marketing (independent variables) and consumer buying behavior (dependent variable). Based on the findings of the study, it is proved that increase in Facebook marketing and Instagram marketing brings a definite increase within consumer buying behavior in online apparel industry of Pakistan.

## 5.3 Research Limitations

The term "limitation" refers to a restriction that a researcher encounters when conducting research. The researcher encounters just a few restrictions in this study, such as a limited time period, limited sample size, etc., while exploring the correlation among Facebook marketing, Instagram marketing, and consumer buying behavior. The time range available for doing this study is extremely limited, since more time is required to accomplish this research than is accessible. If additional time is available, a more extensive study with involving respondents from various backgrounds might be conducted. However, the researcher should be given more time to collect data from individuals with various backgrounds. As a result, the researcher will benefit from a longer time frame in terms of collecting data by incorporating people of the population who were not considered respondents due to the restricted time available for data collection. Furthermore, a sample size of 300 respondents for data gathering from consumers associated with online apparel industry of Pakistan is insufficient. For performing a complete research with greater representation of consumers associated with online apparel industry of Pakistan, the sample size can be considered as 500 respondents or more in future studies. In

addition, most of scholars and researchers have performed cross-sectional studies and neglected to perform longitudinal research on this literature topic, which is another limitation.

## 5.4 Recommendations & Future Research

Most of the aspects have already been covered in this research study. In the meanwhile, modest improvements might be done to make it a more useful study. Time period, industry, sample size, and other factors may all be improved. The time range for doing this research might be extended, since providing the researcher with an adequate time frame would greatly aid in the collecting of data from respondents from various backgrounds. Increased enthusiasm for responding to the questionnaire distributed for data collection could result in improved authenticity and reliability of data collected and analyzed, so an extended time frame could provide researchers with an opportunity to encourage population to show more enthusiasm for responding to the questionnaire distributed for data collection. Furthermore, the current study investigated online apparel industry of Pakistan, although the researcher in future may collect data from any sector of Pakistan (other than online apparel industry of Pakistan). Furthermore, the sample size might be increased in order to do more in-depth study. However, increasing the sample size is only achievable if the time window for conducting the study is extended.

## 5.5 Research Implications

### 5.2.1 Theoretical Implications

This study will prove highly effective for research students, as it will increase their knowledge regarding how Facebook marketing and Instagram marketing impacts consumer buying behavior in Pakistan. Similarly, present research will provide necessary assistance to the marketing students in better understanding of the relationship between Facebook marketing, Instagram marketing, and consumer buying behavior. Furthermore, present study will contribute to marketing field both in theory and operations.

### 5.2.2 Practical Implications

This study is significant for online apparel firms of Pakistan that are keenly focused on improving consumer buying behavior by better handling of Facebook marketing and Instagram marketing. Findings of this study will clarify the relationship between Facebook marketing,

Instagram marketing, and consumer buying behavior, as it provides a logical evidence for the online apparel firms regarding literature topic. Finally, stakeholders of Pakistani online apparel firms operating in Pakistan will be benefitted from it, as their understanding about the role of Facebook marketing and Instagram marketing in impacting consumer buying behavior will increase.

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# APPENDIX

## Research Questionnaire

Dear Respondent!

I am a student of Bahria University Islamabad and I am performing this survey for the completion of my thesis entitled "impact of Facebook and Instagram marketing on consumer buying behavior after COVID-19: A case of online apparel industry in Pakistan". These questions require answers based on your experiences in your current profession. Your answers will be kept strictly confidential and will be used only for research purpose. Your identity will be not disclosed on this document so kindly give an honest opinion to make this research unbiased.

You are requested to fill this questionnaire with your honest responses. Although you are not bound to answer these questions and at any point in time, you can quit answering but still I will be privileged by your opinion in this research work.

Once again thanks for your precious time and cooperation.

**Regards,**

**Shafqat**

**Research Scholar**

## Section A: General Information

**Gender:**

- Male
- Female

**Age:**

- Less than 30 years
- 30 – 45 years
- More than 45 years

**Education:**

- Intermediate
- Undergraduate
- Graduate
- Postgraduate

**Employment:**

- Employed
- Unemployed
- Self-Employed
- Student

**Frequency of Visiting Social Networking Sites:**

- Rare
- Occasional
- Frequent

### Section B: Facebook Marketing & Instagram Marketing

| Facebook Marketing | Strongly Disagree | Disagree | Neutral | Agree | Strongly Agree |
|---|---|---|---|---|---|
| I read blogs on Facebook regularly | 1 | 2 | 3 | 4 | 5 |
| I employ Facebook to read blogs very frequently | 1 | 2 | 3 | 4 | 5 |

| | | | | | |
|---|---|---|---|---|---|
| I get the information about product or service by reading reviews or blogs on Facebook | 1 | 2 | 3 | 4 | 5 |
| I use Facebook to view online advertisement | 1 | 2 | 3 | 4 | 5 |
| I use Facebook to seek opinions about product/services | 1 | 2 | 3 | 4 | 5 |
| I bring up to number of likes/dislikes at Facebook while considering any goods or service | 1 | 2 | 3 | 4 | 5 |

| Instagram Marketing | Strongly Disagree | Disagree | Neutral | Agree | Strongly Agree |
|---|---|---|---|---|---|
| I read the opinions shared by friends through Instagram before buying the product | 1 | 2 | 3 | 4 | 5 |
| I read online reviews or blog on Instagram about that particular product which I want to buy | 1 | 2 | 3 | 4 | 5 |
| I look for the advertisement of the different products of the category before buying the products on Instagram | 1 | 2 | 3 | 4 | 5 |

| | Strongly Disagree | Disagree | Neutral | Agree | Strongly Agree |
|---|---|---|---|---|---|
| I respond to queries and promotional offers received through Instagram | 1 | 2 | 3 | 4 | 5 |
| I visit Instagram and provide score for a particular goods or service used by me | 1 | 2 | 3 | 4 | 5 |
| I share the links of my favorite brands with friends and relatives using Instagram | 1 | 2 | 3 | 4 | 5 |

## Section C: Consumer Buying Behavior

| Consumer Buying Behavior | Strongly Disagree | Disagree | Neutral | Agree | Strongly Agree |
|---|---|---|---|---|---|
| It is likely that I will buy a product based on positive reviews shared at social networking sites | 1 | 2 | 3 | 4 | 5 |
| It is likely that I will not buy a product based on negative reviews shared at social networking sites | 1 | 2 | 3 | 4 | 5 |
| I tend to buy the product after reading the reviews on social networking sites | 1 | 2 | 3 | 4 | 5 |
| My intention to buy a product changes after reading the positive reviews on social networking sites | 1 | 2 | 3 | 4 | 5 |

| | | | | | |
|---|---|---|---|---|---|
| The reviews that I read on social media are credible in influencing my buying behavior | 1 | 2 | 3 | 4 | 5 |
| Most of the electronic word of mouth reviews are credible in influencing my buying behavior | 1 | 2 | 3 | 4 | 5 |