

**EFFECTS OF SOCIAL MEDIA MARKETING ON CONSUMER BUYING
BEHAVIOR IN FASHION RETAIL INDUSTRY OF PAKISTAN**



Zeeshan Safdar 01-221202-041

Shaheer Ahmad Siddiqui 01-221202-023

MBA 1.5

Supervisor Name: Salman Ali Khan

MKT /22

**Department of Business Studies
Bahria University Islamabad
Fall -2021**

TABLE OF CONTENT

Contents

Abstract	3
1. Introduction.....	4
2. Problem Statement	7
3. Testing and Deployment	18
4. Limitations and recommendations	23
5. Discussion	26
6. Conclusion	27
Questionnaire for the research.....	28
7. REFERENCES	30

Abstract

The primary aim of the study was to identify and explore the influence that social media sites marketing has on purchasing/buying intention of women in Pakistan. The study is based on the retail industry of Pakistan, so it identifies the female consumer's motivation on purchasing brands, engaging and interacting with brands. To discuss the purchasing intention of women regarding fashion brands and how they are influenced by mediating role of brand interaction and engagement. In this study the approach used is the deductive approach, to understand the variables impacting the buying intention of women interested in fashion apparel. The study is taken place by including the whole of Pakistan, basically targeting the women of Pakistan. This research will be valuable for Fashion retail business owners and brand promoters/marketers this study will help marketers get feedback and recommendations regarding Khaadi. How has Khaadi used its social media to affect consumer buying intention? The main idea of proposing this study is to figure out all the details regarding branding and how has it impacted the buying behavior of consumers in Pakistan. Another aim of the study is to find out and understand the benefits and strategies used by Khaadi and how they have managed to stay consistent with their work. Brand satisfaction, experience, competitive pricing, brand attachment, and brand image are some of the common terms that influence the brand and its customers. The questionnaire was formed to evaluate the results and come out with efficient findings. Data are analyzed using the same method of using SPSS software, analyses mean, standard deviation, etc. The research was influenced and completed by exploring previous studies of similar nature and context to provide a better overview and understanding of the topic and its concept. The results reported in the study show that social media marketing had a significant relation with the consumer's actions and buying intentions. It also revealed that engaging and interacting with brands and customers act as a mediating role in influencing the way females make their shopping decisions when it comes to the fashion retail industry.

Effects of social media marketing on consumer buying behavior in fashion retail industry of Pakistan

1. Introduction

Consumer buying behavior in Pakistan's retail industry

One of the most well-known countries for apparel production and export is Pakistan. Pakistan is known for its fabric and quality around the world. With twenty-seven million dozen worth of apparel exported, that is twelve million in US dollars from the year 2009 to 2010 (Memun, 2010). When we talk about the whole of Asia, Pakistan is ranked 8th major exporter in the textile business (Naseer, & Mateen, 2012). The textile industry of Pakistan has stayed in business for a long time now. The production has increased and they also started exporting internationally soon after that. Currently, in Pakistan, there are over a thousand ginning units, more than four hundred small and spinning units, and more than a hundred large units of spinning. These units are combined producing textile products that provide thirty percent of employment in the country (Yasin). Increasing job opportunities for many Pakistani's in different cities of Pakistan. Pakistan has managed to mark its place in this industry (Naseer, & Mateen, 2012). Numerous fashion designers and textile companies are working in the fashion industry of the country. Many have started working internationally and are well known around the world. A lot has changed in the clothing industry. In the past un-stitched clothes were preferred by people especially women. But now stitched/readymade garments are preferred more. This change has been initiated by Pakistani designers like Khaadi, J., Sana Safinaz, Maria B, Gul Ahmed, etc. These brands are marketed on social media, television and sold on their outlets.

Social media marketing

Marketing of these brands is mostly done through social media (Ghani, 2010). These marketing strategies influence the buying behavior of women (Naseer, & Mateen, 2012). For example, when we talk about 'word of mouth, it can have a positive and negative impact on consumer buying behavior. Word of mouth can also turn into an online word of mouth, where instead of giving reviews face to face the reviews or opinions are given through social media pages, stories, or accounts. Across the world, many countries have started using social media as a means for promoting and marketing their products. Also encouraging learning and adapting of advice and new technology. IT

products are used by business professionals and researchers as tools (Gohary, 2012). These tools help them stay at the top of their game. The business now needs to have media networking pages to market its brand (Dou & Huang, 2009). Social media applications help the business improve (Gensler & De Vries, 2012). Customers are likely to search for the brand name on social media to get knowledge about the brand or their product, which is why the company or brand must have their professional profile/account on social media to give awareness of brand products and brand to the customers. The third party in this digital era uses web pages to display products by retailers (Subramanian & Parott, 2017). Researchers have started learning and understanding the influence that social media has on consumer buying behavior (Colicey & Connor, 2018). With the growing importance and influence of this industry, we decide to evaluate the effectiveness of social media on the population of Pakistan (Khan, Fatma, & Matloub, 2019). According to the cultural press research, the impact of social media on consumer purchasing decisions is thirty-two percent (Kim & Johnson, 2016). Furthermore, more than seventy percent of retail industry managers also think that social media influences businesses (Dolan, 2013). Not just online stores but physical stores also use strategies similar to online marketing (Hsiao, 2009). There are different names to refer to social media such as online shopping, internet purchasing, website shopping, etc (Zhang, 2002). In general social media is a crucial part of this time as stated by managers and past researchers. It has an impact on the way people think before purchasing products or services from any brand or business. An essential tool for researchers to research on, therefore understanding social media influence on consumer's purchasing and buying intention will be further discussed (Khan, Fatma, & Matloub, 2019).

SMM & purchasing behavior of costumers

As per Goldsmith (2002), the main aim of marketing products is to get people's attention. Marketing researches are essential to understanding customers' buying behavior (Adnan & Yusaf 2020). Women can have a change in their opinion when they see something different on social media (Rozina Imtiaz, 2019). Attractive items, professionally designed profile catches their eye mostly. The purchasing process has some normal stages (Malik Adnan, 2020). Firstly, comes the consumer's needs and how they react to buying basic things. Secondly, it is essential to get info on products/services that customers are willing to buy. This also means knowing about the qualities and features of the product they are looking to purchase (Malik Adnan, Zahid Yousaf, Mohammed Qamar & Mohammed Malik, 2020). Social media account can be used to get the required information. One more thing that adds to consumers' decision-making is evaluating the features of the products to find out if they will benefit/deliver what is required by the customer (Malik Adnan, Zahid Yousaf, Mohammed Qamar & Mohammed Malik, 2020). The consumer will also look into the pricing, whether they can manage to purchase the product or not. The affordability of products var-

ies from consumer to consumer. Next is the buying decision which can be influenced positively or negatively (Malik Adnan, Zahid Yousaf, Mohammed Qamar & Mohammed Malik, 2020). Depending on the feedback from the consumer market. This refers to a post-purchasing attitude, in which after using the product, the consumer decides whether to purchase from the same company again or not. Affecting future buying greatly. In general, the youth has more experience and awareness compared to parents when it comes to social media purchasing (Jain, 2018). Young people have a better understanding of social media use and spend more time on social media by scrolling through and switching applications. The influence of marketing on the youth is exposed through devices and social media web that is helping them in getting awareness on trends and the latest tech, encouraging them in maintaining a better lifestyle. Another influence that matters while purchasing is peer's experience. If they have had a good experience so far they will not switch and stay loyal to the brand. This is also a great marketing strategy. Two factors that are known to have influencing power on consumer's attitude is the cultural and social factor. Every society has some sort of purchasing format. The higher class maintains their high standard with brands, which the middle class also follows to look better and attractive in society. This is part of the way they define themselves and what they follow culturally (Mutawa, 2013). This also indicates the influence that social media has on middle-class people, they are attracted to the brands and is willing to purchase their products even though they can be out of their budget. This shows the impact that social media can have on any class level. Thoughts regarding the impact of the internet on people have been communicated many times in studies by researchers (Malik Adnan, Zahid Yousaf, Mohammed Qamar & Mohammed Malik, 2020). The worries about the impact have put researchers into work. Researchers are questioned on digital media, gadgets, and their various unhealthy effects on people. The study will add light to social media usage and influence in Pakistani society. The study talks about the link between customers' purchasing and media advertising. Nevertheless, there can be more efficient studies on this subject matter (Rapp, 2013). As mentioned by Ahmed, (2015) the best tool for advertising is social media marketing, it helps marketing agents in forming a relationship with customers (Rozina Imtiaz, 2019). The bilateral relationship between these variables needs to be widely studied. Therefore the aim here is to analyze the impact of social media on the consumer in fashion apparel in Pakistan.

Introduction to the brand KHAADI

Khaadi is one of the most well-known clothing brands in Pakistan. It was founded in 1999 by Mr. Shamon Sultan. Khaadi mainly focuses on their hand-woven clothing, clothing in the form of Pret wear unstitched clothing, kids clothing, accessories, etc. They have also started their operations for

men clothing (Tariq, & Khan, 2016). One of the first few boutiques that opened was in ZamZama and was highly acknowledged by the people. After Khaadi went on to open many more stores and also launched their luxury women poet and lawn collection. They have stores not just in Pakistan but also in the UAE and UK. They also provide worldwide delivery. For that, the orders can be placed through their website. Apart from clothing for men women and kids, Khaadi has also introduced their home goods (Rafiq, & Abbasi, 2016). These include home necessities designed in beautiful patterns with lots of colors. Wall clocks, kitchen crockery, bed sheets, and cushion covers are some of their home store items. Khaadi has managed to move forward with their brand and at the same time introduce and increase their brand range. This has made the brand immensely popular all around Pakistan (Ashraf, 2018). Khaadi launches their clothing every season. The clothing is very easy to purchase because there are stores available all around Pakistan (Basit, & Durrani, 2018). And if not from stores people can always buy online through their website. Khaadi has no doubt moved to success faster than many clothing brands. At the same time, it has managed to maintain its popularity (Tariq, & Khan, 2016). Khaadi has moved from the traditional style in women's clothing and added Kurti dresses in different styles such as frocks and western clothing. The collections include long, half, and short sleeves as well as printed embroidery, and plain designs (Rafiq, & Abbasi, 2016). This gives people a choice to purchase clothes according to their liking, style, and budget. People are looking forward to Khaadi's collections every season. For summers the brand keeps their clothes of breathable material which works well for consumers during the hot season. The popularity of the brand comes from their variety and creativity in their designs, it shows that the brand prioritizes uniqueness and creativity (Basit, & Durrani, 2018). The designers are provided with a technologically equipped studio to design dresses. Khaadi is known for the colorful folk art in their dresses. Khaadi considers Pakistani culture to be impressive and stunning (Yousaf, & Siddiqui, 2019).

2. Problem Statement

Problem Statement

The study aims to analyze social media participation in consumers buying behavior of retail fashion industry in Pakistan. To help customers in engaging with online shopping better and also enhancing marketing on social media better and more efficiently. The study revolves around the clothing brand Khaadi. Many companies don't consider branding as a crucial part of business. The statement rises that do brands like Khaadi impact consumers purchasing intention through social media marketing.

Objective of the study

This research will be valuable for designers and brand promoters. This study will help designers get feedback and recommendations regarding Khaadi. How has Khaadi used its social media to affect consumer buying intention? The main idea of proposing this study is to figure out all the details regarding branding and how has it impacted the buying behavior of consumers in Pakistan. Another aim of the study is to find out and understand the benefits and strategies used by Khaadi and how they have managed to stay consistent with their work. Brand satisfaction, experience, competitive pricing, brand attachment, and brand image are some of the common terms that influence the brand and its customers.

Consumer's purchasing intention & social media advertising

Around seventy percent of consumers use social media platforms to get the necessary info they need before purchasing anything from a product of a brand (Karahana, 2011). Researchers like Nasir (2012) have worked on how women of Pakistan are influenced by social media. This helps brands in marketing better and convincing and encouraging customers to purchase products and services offered/advertised (Rozina, Syeda-Kazmi, Maheen, & Atif, 2019). Most customers are into reading comments and concerned about reviews than sharing their experience on social media pages, before making a decent purchase (Johnson, 2012). Social media is a platform where individuals can find almost all the necessary information and awareness they need regarding any product or brand they are willing to purchase. People prefer using applications like Facebook, Google, and Instagram to check ratings and stars; likes and dislikes on products that they want to purchase to get a better idea of what they'll be receiving. Trust can be built and broken easily through social media. When further studied, it resulted in their analysis that word of mouth among Pakistani women is considered as a more real review than any kind of branding and advertisement of retail products (Rozina, Syeda-Kazmi, Maheen, & Atif, 2019). Pakistani women in general believe and trust online WOM. This means that they prefer checking on reviews from people they connect with or bloggers and influencers they trust. Social media helps in building general awareness when purchasing online as resulted by Google research in the United Kingdom, Germany, Canada & Japan (Google, 2012). In this case, women can easily look for the information they need about the product that they want to buy through posting from bloggers or reviews, likes/dislikes, etc. With other benefits, social media has also made delivery faster because of its high purchasing motivation (Heller & Parasnis, 2011). Shopping is made faster because purchasing an item is just a click away, this result in faster delivery and more sales.

H1: Positive influence of consumers purchasing intention through social media advertising of clothing for Pakistani women.

Customer interaction/engagement & Social media Advertising

The most beneficial use of social media is that customers can get an unbiased review/information of the product they want to purchase and also communicate with customers that have had previous experience with products before deciding what to purchase (Lee, 2013). The recent trends of blogging, reviewing, rating, sharing, liking, and disliking communicate what the consumers have to say, what they want to be part of (Lee, 2013; Ahmed, 2015). The main aim here is for marketers to let users speak about their negative/positive experiences and also share their opinion with others (Lee, 2013). Companies and brands can now not only use media platforms to promote products but also use them as an opportunity to interact with customers (Forbes, 2015). This interaction and engagement with customers if managed well and professionally can keep the customers loyal to the brand for the long term (Rozina, Syeda-Kazmi, Maheen, & Atif, 2019). The more customers are looked after, understood, and interacted with, the more they feel welcomed and are willing to stay connected with the brand.

H2: Social media marketing of Pakistani retail industry's positive influence on customers interaction/engagement.

Customer's purchasing intention & engagement

When surveyed in US shopping decisions and social media's role, the majority of the people claimed that they appreciated and liked brand pages. Around seventy-three percent of people agreed to get influenced by social media websites (Dugan, 2012). According to Gallup, (2010) these consumers are well satisfied and attached to the brand. The way brands portray themselves online attracts them. Therefore, the way customers engage plays a significant role in the decision-making process of purchasing products. This helps in building a strong bond between brands and customers, this also gives brands the advantage of convincing customers to purchase from them again and again (Ahmed & Barhemati, 2015). If performed accurately and efficiently through customer interaction, purchasing attitude of customers can be influenced (Areeba, 2017). Just like good customer service, good brand interaction also plays an essential part in keeping customers on your side. Therefore it must be taken into consideration how to efficiently interact with customers to motivate their intention to purchase products and services.

H3: Pakistani customer interaction has positive influence on customer's purchasing intention

Intervention of customer interaction

Emotional attachment can be made easily these days through social media interaction, provoking customers to buy. This attachment encourages the brands and boosts loyalty, consumer also promotes the brand products on their platforms on social media (Asperen, 2018). Attachment with the brand is one way of showing that customers are influenced by the way the brand is portrayed on social media. The way buying and purchasing are done now has completely changed from before. Customers not only purchase the product but also have the power to review them and engage with the brand. Their review matters and also has a positive/negative influence on the brand and other customers. According to earlier researchers analyzed that interaction with customers plays as a mediating variable while buying/purchasing products and services (Ahmed & Barhemmati, 2015). This means there is a connection between the variables that must be examined further in contrast to the role of a mediator.

H4: Pakistani's Customer interaction mediates relation among customer buying intention and social media advertising. With the help of previous researchers these are the views and conceptual framework that we managed to come up with.

User and Gratification Theory

U&G theory is one way of explaining consumer buying behavior (Uses & Gratification theory) (Rubin, 2009 & Raacke, 2010). Previously this theory was only used for the evaluation of consumer's attitudes, but now U&G theory is also used for studying social media (Ngai, 2015). This theory explains how people go out on social media to socialize, get entertained, and relaxes, thus fulfilling their needs (Learning Theories, 2016). Previously there was no concept of online shopping in Pakistan. People usually went on traditional shopping methods for shopping. This means practically going to the shops, selecting the design, fabric, length, and material, and purchasing. This has now completely changed with shopping that is just a click away. Even though the internet was introduced late in Pakistan, it now is spreading faster than ever. With thirty million users of internet in total, and from these thirty million dollars is amounted for e-commerce (Technology times, 2016). The biggest market share of twenty percent goes to the mobile and electronic field. Around eighteen percent goes to the service sector, computer accessories take ten percent and seven percent goes to

the fashion and clothing industry of both males and females (CISION Newswire, 2016). It is analyzed that majority of the time online shopping is related to women, even though they consider shopping from the outlets or shops, they also find online shopping a convenient and easy solution (Rozina, Syeda-Kazmi, Maheen, & Atif, 2019). With time, more and more women are getting used to the idea of online shopping and are getting aware of the ways to purchase online. Women that are working usually prefer online shopping because it saves their energy and time (Express Tribune, 2018). In the past few years, the shopping trends have changed, more people are choosing online shopping in their daily life because it makes shopping easier. Products and services can be purchased in a matter of a single click.

All of the Pakistani clothing brands have their online stores in form of pages and accounts on social media that help them speed awareness of their products and also to let people know when their new products/clothing is launching (Rozina, Syeda-Kazmi, Maheen, & Atif, 2019). Before purchasing online customers are very careful, they spend time researching about the product by reading the reviews given online, from internet blogs, and from learning about other people's experience with the products (Shakeel, 2016). The ratio of male vs female online shopping according to the e-commerce reporting (2015) is 30:70. This indicates that women are more likely to get attracted to social media and generally prefer shopping more compared to men. This also shows that WOM is playing a significant role, where women consider the opinion of their friends before purchasing a product or service (Times Of Islamabad, 2016). Because the women ratio is so high, brands should know well how to cater to their customers' requirements (Technology Times, 2016). Many studies in the past have shown that people use or have their specific social media site that they prefer for searching the necessary info they need, for getting entertained, and for socializing in general (Lee & Ma, 2012; Khan, 2016; Husnain 2016; Wang, 2016). Social media is so far an interesting place for interacting, communicating, and sharing content (Kietzmann, 2011). This can be used as a strategic tool by businesses, brands, and organizations to market themselves and market what they offer better (Weinberg, 2009). Therefore it is crucial to understand how social media can play a better role in buying and marketing goods and services (Toor & Husnain, 2017). Organizations and businesses around the world are well informed regarding the use of media sites and this is why we see their content on different social media platforms like Twitter, FB, Youtube Instagram, etc (Weinberg, 2009). The top most sectors of Pakistan on FB are e-commerce, retail fashion, telecommunication, and services. Fashion industry is at the top with fans/followers over 19,724,700. Whereas when we talk about brands that receive the most interaction on FB, Sana Safina and Sapphire are the 2 women clothing brands that have the most interaction (Social media marketing report Pakistan, 2018). It

is therefore crucial for researchers to analyze the impact of media sites on overcoming customer purchasing and how to get successful with product/services (Smith, 2011).

Feedback & recommendations on the internet

Detailed researches have been conducted to find out the impact of purchasing through social media sites (Han & Gupta, 2009). There has been a faster increase in the usage of these applications like FB and Myspace, receiving more and more memberships (Naseer & Mateen, 2012). These sites if utilized properly have the potential to help businesses in promoting their products better. Due to the immense use of social media not just in developed countries but also in developing countries like Pakistan, it is crucial to understand how the mindset of consumers works and marketers are supposed to work for their brands accordingly. This will attract the consumer to the brand and will provide the company with more benefits. The studies taken place previously aimed to analyze and understand the interest that adults have in shopping for clothing brands with popular names (Beaudoin and Lachance, 2006). Therefore it was learned that the factors that impact adults can be socio-economical, psychological, or social. Studies concluded revealed that the influence of peers, innovativeness in fashion, self-esteem, age, etc were all related to a brand's sensitivity one way or the other (Naseer & Mateen, 2012). The influence and opinion of people around us have more impact on our buying decision than that of just watching advertisement. According to Rahman, (2011) Quality and the style of the clothing matters significantly more than the brand name and where it's produced from. Nonetheless, the material used has a strong relation with comfort, quality, and style. The results of the study of fashion clothing had two variables that related were comfort and age; age and knowledge of product (Naseer & Mateen, 2012).

Media sites and it's marketing

The way brands use to engage with their customers has completely changed after the arrival of social media sites (Rozina, Syeda-Kazmi, Maheen, & Atif, 2019). The main benefit of having social media is that it makes things more efficient and convenient for all customers around the world, they can learn about the latest things by staying active on social media (Kahle & Florence, 2014). It is not only beneficial for brands and businesses but also for the customers, catering to both sides equally. Also, the brand and designers can showcase their work to four hundred million FB users and twenty-two million Twitter users to help promote their work which they are unable to achieve from just advertising (Ahmed, 2015). Customers are now willingly interacting with brands that have an impact on their life because of the arrival of social media (Diane Hessian). The engagement between customers and brands has changed. There is more interaction and engagement now with the help of social media. Advertisement and promotion can be fully utilized through marketers and how

they use these platforms to their advantage, promotion can be done in whatever way that helps in accomplishing the needs and choices of customers (Shap, 2009). Applications like FB, Instagram, and Twitter are used to be active on social media in Pakistan (Yosafzia, 2016). Even though now Pakistan is working on social media sites just as much as any other country, there are still very few studies conducted on the influence of social media on customer purchasing.

Customer's buying/purchasing intentions

Nowadays people are bombarded with info on social media, and the market has led with the overflowing information while making their decisions. The possibility of any customer buying a product/service in the coming future is said to be purchasing intention (Fishbein, 1980). From previous studies, it has been shown and proven that purchasing intention takes place while making decisions in marketing/advertising. A stage where the customer is willing to purchase, or will proceed to buy the product (Wells, 2011). Now as the trend changes, marketers have less control over the social sites, reviews, or blogs. These are the sources that help customers in deciding on purchasing. But the reviews and blogs are mostly opinionated and depend on the liking and disliking of the product. The content that is generated by users by proving people with their thinking and experience of the product provides info and trust to the customer for making the purchasing decision (Silverman, 2001). As per Banoon, it has been said that more than 1/4 of social media site users do look for reviews and ads from their preferred connections on social media (Lee, 2013). Social media has changed and expanded the ways people now purchase and learn about products. It has its pros and cons but if understood and managed properly and efficiently social media can be used to benefit greatly both businesses and customers.

Social media sites/ Social media networks

This network helps and encourages users to have their profile, have a list of people they want to follow and whom they want to be followed by to engage and connect and lastly, view and search from their list to find what they are looking for. All these applications/websites vary in their way (Ellison & Boyd, 1998). FB, Instagram, Twitter, Google, etc are some examples of such social media sites. Social media sites are mainly used to enhance the existing social networks strong. Therefore, social network sites need to attract individuals that are part of social media. Research and studies recommend that FB should be utilized to make offline connections stronger. Though these relations can be at times weak, there are things to keep individual friends. Because these social media sites help friends interact and engage with each other these sites have become an even more important part of an individual's life (Ellison & Boyd, 1998). The immense use of Facebook for instance can be utilized by marketers for the brand's benefit. Brand, organizations, and companies are working on

practicing for many things from the use of tech. This involves providing services to current consumers and attracting new ones, making revenue, promoting the image of the brand, etc. Studies show that 6 out of 10 users want the companies to engage with them via social media sites. Social network sites give the firm and people various ways to communicate with one another, for instance through DM/chat, blogs, emails, group discussions, etc. There are 4 p's of social network sites (Cata & Bolotaeva, 2010) are Personal, Participatory, Physical, and plausible. Social media sites are managed according to the interests of a particular user. Social media networking allows/enables individuals to participate. Many sites also help individuals to meet and interact outside the online world. In the world of social media there are also some rules and regulations that need to be followed to function (Cata & Bolotaeva, 2010).

Engagement of customers

Customer engagement, concerning engagement and participation of customers, is an emotional connection between the two customers and the company. The main idea of this concept of customer engagement is to share and exchange knowledge and info. Technologies of communication give marketers the room to engage and interact with their customers (Vivik, 2012). Consumers are reported to like online pages with more than seventy-three percent agreeing that social media influences them (Dugan, 2012). According to Zok and Smith, (2011), Social media has changed the way marketing is done and the way people shop now. The traditional way of shopping is switched to online shopping. Now people have the access to information on the product they want to purchase and at the same time also leave their feedback whether positive or negative (Smith, 2011). This increases online engagement between customers and is essentially better for women because as mentioned earlier they shop more than men. Females require more interaction with the brands.

How does social media marketing of Khaadi affect the consumer?

Khaadi consumers have been impacted by the brand in the following ways.

Satisfaction with brand

Study shows that Khaadi's prints and designs give pleasure to the consumers. The quality adds brand value. Khaadi's reasonable prices please their customers. Respondents from studies state that the best point of Khaadi is that their clothes can be worn on any occasion because of their design variety (Tariq, & Khan, 2016). They also added that unstitched and stitched allows many people to purchase according to their liking. Apart from these Khaadi's fabric is also considered to be pleasing. Different prices help customers purchase according to their budget. People from different clas-

ses can manage to wear their clothes and they have mentioned being approached by their co-workers, friends, and family members on their clothing choices (Rafiq, & Abbasi, 2016).

Feeling with brand

Khaadi connects with their customers emotionally by providing them satisfaction if wearing a brand. Respondents from studies have agreed that they feel satisfied and more confident with the after wearing the brand (Ashraf, 2018). Consumers say that colors, styles, patterns, and prints show that they have a good choice, they are updated with the latest trends and benefit their status. Working women find Khaadi to be very convenient and stylish at the workplace. They feel confident and proud when wearing the brand at work (Yousaf, & Siddiqui, 2019).

Beauty with Khaadi

Research on Khaadi has shown that people who wore Khaadi found it to be graceful. The clothing adds beauty to the overall personality of a person. Even though there are replicas and duplicate copies avail be as well (Rafiq, & Abbasi, 2016). People still prefer to buy from the brand because of its stitching style and reasonable price. And the fact that the clothing makes people look and feel beautiful.

How is Khaadi succeeding with its social media marketing?

Khaadi has always focused on technology and customer experience. It is a fashion brand that has managed to adapt to the changes in the world quickly and efficiently. Just like the pandemic, that had bought a hard time on the brands. But from these many adapted new strategies and progressed successfully (Basit, & Durrani, 2018). Khaadi has also been one of the brands that managed their way there to the pandemic successfully. With stores in three countries and delivery over five hundred cities in the world. Khaadi has a global presence (Tariq, & Khan, 2016). The brand makes sure to listen to its people (employees, partners, etc). This makes it easier for the brand to fight back in hard times (Yousaf, & Siddiqui, 2019).

Strategies that Khaadi used to grow their business

Prioritizing customer experience

For the past few years, Khaadi has made sure to focus on its customer's experience. Khaadi manages to enhance customer experience by taking customer feedback, analyzing their responses, etc. These strategies help Khaadi get insights into the customer experience. They made changes to their brand and its products, website accordingly (Ashraf, 2018). By paying attention to its customer's

needs Khaadi was able to bring changes such as innovation, tech and improve the brand story. This in return influenced their brand and boosted their profits and growth (Basit, & Durrani, 2018).

As per the head of e-commerce at Khaadi; relationships between customers and brands are essential. E-commerce leaders need to work hard in mailing good relations with customers and improving customer experience. The most important customer service factors for fashion customers are Service, speed, shipping, and price.

Responding to changes

E-commerce is rapidly changing and it is impotent to keep up with it. It is essential to respond quickly and keep moving forward. Therefore, during the cover crisis Khaadi managed to react quickly. They did so by introducing products essential for customers. Hand sanitizers and face-masks are some of these products (Tariq, & Khan, 2016). The company also worked on their delivery on time from warehouses.

Identifying changes in trends and use of technology for growth

Online shoppers follow some steps before purchasing online. Researching online, reading reviews are some of such steps. Today's shoppers do their research and have their opinions and ideas when it comes to products of brands (Basit, & Durrani, 2018). Another aspect that Khaadi analyzed was that millennials and Gen Z prefer online shopping. When it comes to marketing for such shoppers, Khaadi utilizes tech to understand new customers and personalize marketing that will benefit them.

Khaadi believes that the brand that has survived so far are the ones that focus on tech. Khaki is one of these brands. Here are some aspects that Khaadi has used to improve themselves by using tech: Khaadi delivers from their nearest store instead of warehouse to save the delivery time. This also decreases delivery costs (Tariq, & Khan, 2016). Inventory management optimization at the retail outlets. Improving team members' productivity. Deep analysis of data. Khaadi has also managed to improve its marketing with the help of tech. Technology has enabled them to market their brand to new audiences on social media via Facebook. It has helped them understand who to retarget to receive marketing returns (Rafiq, & Abbasi, 2016).

More strategies

Khaadi provides updates and easy access to their brand info on their Facebook page for their customers. The page provides company information, videos, photos, post, overviews, etc. It also provides a website link for viewers to directly click on and visit their website to order. There are op-

tions to like, comment, share and give feedback to the brand. To find photos easily there are albums with names showing different categories (Ashraf, 2018). This helps viewers to find the collection they are looking for more easily. Khaadi hires celebrities to promote their brand, which provides brand awareness and adds value to the brand image (Tariq, & Khan, 2016). For videos, Khaadi has short clips. These are the most views clips as well because of the short time duration they are viewed more. The content that is published on the page helps the viewers to connect with the brand. The views can also interact and react to the videos. It means that the viewers can comment, like, share, and provide feedback on Khaadi's content (Rafiq, & Abbasi, 2016). This way Khaadi converses with their customers directly or indirectly, With the number of likes and the type of comments Khaadi analyses what the viewers thought of the content published. People can join the page from across the world (Basit, & Durrani, 2018). The content can be easily viewed. Similarly, short videos and images are shared on Instagram. Khaadi's Instagram page has more than a million followers. The account shows models dressed in their clothing line (Tariq, & Khan, 2016). They share their new clothing line on their social media pages to give more awareness of the upcoming collection. In the photos posted, Khaadi shows their colors, designs, and motifs. The way Khaadi photographs their products and posts them also counts as a way of attracting their customers. Their photos are well captured and they show details of their products (Yousaf, & Siddiqui, 2019). This strategy also catches the viewer's eye. To provide information to its views, Khaadi uses different languages to respond to their customer queries. For example, Urdu in Pakistan and English in general. Viewers are seen interacting in the comment section of the post. The comment section shows how much people are interested in their products (Rafiq, & Abbasi, 2016).

Content posted

Posts related to Khaadi are monitored professionally by the team. Bloggers share their views and post with Khaadi products on social media. These posts can be seen by using hashtags relating to Khaadi. Viewers also interact with bloggers' posts relating to Khaadi. This is an indirect way of promoting Khaadi products (Tariq, & Khan, 2016). Bloggers wearing and showing Khaadi clothes influences buying decision as well. Usually, Khaadi is promoted by using Khaadi hashtags on social media channels. This is without Khaadi's consent but it benefits the brand either way. But reposting these posts on their official page promotes the brand more. This adds to the content on social media. And encourages bloggers to post more about the brand (Ashraf, 2018).

3. Testing and Deployment

The testing has been conducted considering the whole of Pakistan. Keeping the research topic in mind, the influence of social media on female consumer buying behavior. For the testing, two types of data are used. Primary and secondary data requirements were fulfilled. For the collection of data, the questionnaire was prepared and designed (Rozina, Syeda-Kazmi, Maheen, & Atif, 2019). For an efficient collection of data of the study: secondary data from websites, research papers, and books are used. For effective result analysis quantitative research method is used as mentioned earlier (Matloob, 2019). The questionnaire was created online on google forms to properly test the hypothesis and frame- work. The easiest form of making questionnaires is through google forms (Matloob, 2019). It can also be shared and submitted online conveniently (Rozina, Syeda-Kazmi, Maheen, & Atif, 2019). As the development of theory progresses deductive approach is adopted (Saunders, 2011). The key motive of this was to understand online shoppers and the functionality of tech, and knowledge of social media (Basiouni & Hackely, 2014; Stylos, & Fotiadis, 2017).

In this particular research's data analysis 200 questionnaires were conducted between the users of social media. The individuals were chosen above the age of 18. The which there were 128 responses that were successfully collected. The data collected was from the people living in Pakistan. With around thirty-five million social media active users from these million users 92% are Fb users. Facebook usage keeps increasing annually by 17% since 2017. When further studied by researchers it was found that men comparatively use Facebook more than females in Pakistan (Social-media Stats, 2018)

Choosing the right platforms

Every social media platform has potential customers in it. But some are more conducive to sales than others. According to Statista, some of the best places to learn about, discover or buy fashion apparel are Facebook and Instagram.

Since Facebook (now Meta) owns Instagram, it doesn't take much extra work to execute an effective ad campaign for both platforms from the Facebook Ads Manager.

Facebook

There are over 36 million Pakistani users on Facebook. About 5 in ten Facebook users claim to discover fashion inspiration on the platform. It's also important to note that, according to Facebook, its platform is a key place to target 18–39-year-old fashion buyers. Specifically, women claim to draw fashion inspiration from influencers and celebrities on the platform.

Instagram

Facebook's survey found that Instagram is the number one place to discover fashion products. By preparing a fashion social media strategy that focuses on this platform, Khaadi can in with the shot at reaching 28 million Instagram users in the Pakistan.

So, question is, what type of content should you share on Instagram? Research shows that mobile-created story ads tend to outperform highly produced ads on Instagram.

YouTube

While larger or even smaller Fashion retail brands are generally better off executing Facebook ads (especially if you're working with a smaller budget), it's worth noting that larger fashion industry brands like Gul Ahmed, with over 50k subscribers, and, Sana Safinaz with 35k subscribers, are huge players on YouTube.

Mostly fashion brand dominates the space by creating organic content through their own YouTube channels, instead of only using paid ads.

Even if we opt for the YouTube advertising route, a report by Google trends found the average cost per view on YouTube is \$0.096, while the average view rate is 29.9%.

Snapchat

Snapchat lends itself to story selling through Snap Ads and Story Ads. And while just 14% of Snapchat users use the social media platform to discover new products, more than a quarter purchase when they see something they like.

As for content formats, Snap Inc. reports that Discover content commercials increase ad awareness by as much as 65%, alluding to the effectiveness of video ads on the platform. So, Khaadi must incorporate this platform in their social media strategy.

TikTok

While TikTok is the new kid on the block in more ways than one, it shouldn't be ignored as a possible avenue for revenue generation, especially in Pakistan when more than 35% of total internet users consume Tik Tok content. Brands like Khaadi might have to take a more native approach to ad creation with video content. But the time investment is worth it: more than a billion people use the platform worldwide and in Pakistan more 30 million people use Tik tok

Pinterest

Pinterest is a visual social media platform where users “Pin” items to virtual boards. Native shopping pins—those saved to Pinterest from a website—unlock a new way for savvy brands on Pinterest to get their products in front of fresh eyes.

According to data released by Pinterest, 70% of users discover new products on its platform, a whopping 90% say Pinterest helps them decide what to purchase, and as much as 66% of its users buy something after seeing a brand’s pins. Brands like Khaadi must incorporate Pinterest in their social media strategy.

Investment in influencer marketing

One of the fact global fashion influencer markets is that it has been valued at \$1.5 billion, with an expected 35.7% growth rate by 2027. This information signifies one thing that to spend time identifying influencers that your target audience follows.

Draw up a list of pros, cons, and average prices for the different types of influencers:

Nano: Influencers with fewer than 5,000 followers. They tend to be the cheapest to partner but have the most engaged audiences.

Micro: Influencers with 5,000-20,000 followers.

Mid-tier: Influencers with 20,000-100,000 followers.

Macro: Influencers with 100,000-1 million followers.

Celebrity: Influencers with more than a million followers.

Regardless of the popularity each influencer has, brands like Khaadi needs to remember that follower count isn’t the most important metric. Ideally, marketers are looking for influencers with high engagement rates on their content (it means they’re likely to trust the fashion brand the influencer recommends), and an audience whose interests overlap with your target customer.

Tracking customer sentiment

Even if as a business/brand if we don't have customers in your social media inbox demanding an update on their order, tracking customer sentiment is a way to keep a finger on the perception of fashion brand like Khaadi. Research by McKinsey found top fashion brands use this type of data analytics to gauge sentiment. They're also quick to react once they pick up on a trend.

Tools like Mention and Google Alerts show instances of people talking about your fashion brand on social media—even if your account wasn't tagged in the original post. That way, you can get a solid understanding of how people view your brand, the impression existing customers give to others, and respond to them before they get out of hand.

Some of the ways that Khaadi can incorporate permanently in their social media strategy are:

- Search for hashtags that include your brand name
- Diligently track direct feedback through messages, posts, and videos
- Pay close attention to the types of posts customers share the most from your social media pages
- Use surveys to collect customer insight
- Track the tone and sentiments in your social channels that get the highest number of likes

Most negative social media mention for fashion brands are around issues of sustainability or price. A fashion sentiment analysis run during fashion weeks in London, Paris, Milan, and New York, gave marketers insight into growing consumer concerns about sustainability. This was all done through consumer-driven social media data--which goes on to show how powerful tracking consumer sentiment is for fine-tuning for Khaadi's social media strategy.

Budgeting:

Display ads with interactive elements and attention-grabbing visuals will be used to engage audience. The audience will hover their mouse on the ad with the one liner that will have a drop-down box to reveal full message. It will further have the CTA to derive traffic to the website. So, the budget for the Displays ads should be 2.5 million Rs. Per month to increase to leads/sales by 70% (approx.)

Geo-filters have been getting a lot of traction since their launch a couple of years ago by SnapChat. Khaadi would have its own geo-filter, that'll allow users to post their gaming sessions with the Khaadi filter, which in return would create an undeniable brand recall and awareness. Budget allocation for this will be Rs. 5 million.

Twitter spaces is a great way of engaging a massive audience. Khaadi can take fashion and start up enthusiasts on board to talk about this industry-first initiative by Khaadi. A Q&A session will be held with the audience to answer any questions regarding the Khaadi products and customer queries. Cost of this activity will be under 100K PKR but it will be beneficial for building customer trust.

A fun and colorful vibe will be incorporated in a text-based video with elements of animation and cool transitions used to establish Khaadi's brand image. Clips of influencers promoting Khaadi clothes seamlessly added with upbeat music in the background. This will be a great brand building activity. Budget for this will be 1.5 million Rs.

The Snapchat spectacles were launched a couple of months ago. This device allows for a unique POV of the person experiencing VR through their mobile. Influencers will be asked to wear these spectacles during their online shopping and upload the highlights of their session as stories on snapchat with the #Khaadi. This initiative will be the first ever virtual reality initiative in the fashion retail industry of Pakistan and also will be highly beneficial for Khaadi brand and its future goals. Budget for this initiative should be 25 million PKR.

As mentioned, and explained above customer buying intention is influenced by social media marketing. Second, there is significant relation among engagement with customer and social media marketing. Also buying intention has a relation with engagement with customer. However, Khaadi is doing great with social media marketing and spending significant amount on social media marketing but still there is gap to optimize its social media marketing, Khaadi have to incorporate above plans /ideas to its social media strategy with allocated budgets.

4. Limitations and recommendations

Limitations

Just like other researches this study also has its limitations. For starters, the women of Pakistan are considered to be evaluated on their purchasing intention of fashion apparel through social media. It indicates that the study is limited to only women of Pakistan. For getting more knowledge and better understanding the overall population can be considered to be studied including both male and female of the population. Another common limitation that many researchers have in common is the sample size of the respondents (Naseer & Mateen, 2012). The study is limited to just one clothing brand of Pakistan. Future researchers can choose to work on multiple brands and how their social media marketing affects consumer buying intention (Rafiq, & Abbasi, 2016). This research is also done with a limited number of sample size respondents, but there can be future researchers conducted for/on the larger scale of the population. The bigger the size of the population the better research can be formed and analyzed (Naseer & Mateen, 2012).

Recommendations

As we proceed to the recommendations point, the project highlights the importance of media marketing in fashion retail industry of Pakistan. As we see that social media continues to grow (Escobar & Bonson, 2017). Therefore, marketers of businesses and brands should work hard to maintain an attractive online profile of clothing apparel. As the study shows that more concentration is required by the marketing team of the fashion industry to attract and maintain loyal customers, therefore influencing and proper use of social media can influence consumers the right way (Matloob, 2019). Encouraging better relations between the brand and customers through engagement is also an efficient and effective way of managing social media influence on consumers' buying attitudes. Due to the constant changes taking place in e-commerce, brands need to up their game to stay competitive in the market (Yousaf, & Siddiqui, 2019).

Khaadi has so far done a good job in maintaining its popularity despite the hardships that came its way. But some recommendations that can be followed in the future to improve the brand image and social media marketing of Khaadi are as follows:

Listening to customers: brands may think that they are listening to customers but at times there are minor things that can be neglected (Tariq, & Khan, 2016). Listening to customers should be a constant act. As time changes so do the needs of customers which is why there should be consistent analyses of customer experience.

Online store improvement: Khaadi does not add all their store clothing products to their online store. People have personally noticed that when visiting a store they tend to see more items than online. Some pieces are not available in online stores (Ashraf, 2018). This doesn't give the customers shopping online the full experience. The brand needs to understand why viewers tend to see fewer products online and more products in-store. Do they add slightly fewer clothes to the website than their outlets? Or is it just because physical experience helps the customers see more of the products than in online shopping.

Find more and right bloggers and influencers: Do not underestimate the power of social media bloggers and influencers. It's their time. By engaging bloggers and influencers to promote your products works far more than asking celebrities to promote (Yousaf, & Siddiqui, 2019). In this cur-

rent period, even celebrities are using influencers to promote their brand. This is because influencers and bloggers sound more genuine than celebrities. Therefore customers believe in their reviews on products. Asking bloggers to promote and review your brand with their followers can boost sales faster than any other strategy. Bloggers have millions of followers and they are found more interesting and entertaining these days (Tariq, & Khan, 2016). Another important aspect is to know which bloggers and influencers to ask for the promotion. There are a lot of points to look at starting from the follower count, are the followers real or fake, do the followers interact with the blogger in the comments section, what kind of demographic follows the blogger, etc. Knowing the right blogger and influencer to get your brand promoted on social media is crucial. They can have a huge impact on your brand image.

Giveaways: A very old and known strategy is giveaways. Thus strategy has not been used a lot by many brands like Khaadi. Giveaways have always been appreciated. Posting a giveaway not only excites the customers but also increases the interaction between the brand and its customers. Not only that people who are not familiar with your brand also come and interact. This is the impact that giveaways have. Giveaways can increase follower count, post likes, comments, and shares as well as engagement on the page/account. Therefore posting giveaways from time to time can increase brand awareness, customer interaction, and brand followers.

More products during the sale: There are many pieces from the collection that don't go on sale. Adding more products to the sale is also recommended. These products should also be available in online stores. Online stores have a certain amount of sale products. Therefore, people who prefer online shopping need to have sales products available so they don't have to visit outlets. This will make things easier for online shoppers.

Collaboration: Something that has been trending a lot recently is collaboration with other brands. Though this might seem hard for some brands to collaborate with others. It can be profitable for the business. Collaboration can be with both other brands and celebrities. So for example if two famous brands like Khaadi and Sapphire collaborate they can come up with a temporary clothing collection. Customers from both brands will have something interesting and exciting to look forward to. Another strategy can be collaborating with a famous Tiktok star or celebrity. Tiktok stars have huge following and their content can add value to the brand. Their influence can play a vital role in brand promotion.

Makeup Line: Since Khaadi has done so well with its clothing, home, and perfume range. People would love to see them come with their makeup range. Though people will have high expectations with their makeup line. But it shouldn't be hard for the brand to come out with an amazing makeup line.

New prints and patterns: Sometimes Khaadi designs might seem similar. Such as the colors and floral prints. If the brand can bring some more innovative patterns and designs it will add more value to their clothing designs.

5. Discussion

U&G theory was used to examine and analyze the relationship between social media sites and women's engagement and purchasing intention. Results from the study analyzed that customer interaction of women on social media sites is an essential element in motivating buying intention of women on media sites (Rozina, Syeda-Kazmi, Maheen, & Atif, 2019). Consumer interaction plays a mediating role in benefitting the Pakistani women brands as the use of social media marketing tools keeps the customer engaged and boosts their buying intention eventually (Rozina, Syeda-Kazmi, Maheen, & Atif, 2019). The findings also showed that there is a huge influence of online word of mouth in female fashion on social media platforms. This means the review and blogs shared online by trusted followers have an impact on the female shoppers. It was also indicated that Pakistani users use social media not just for learning purposes or knowledge but also to share their point of view (Rozina, Syeda-Kazmi, Maheen, & Atif, 2019). These shared comments and opinions help them interact with one another, while also guiding each other on what to purchase and what not to purchase online. The results were also concluded with the help of previous studies and their findings (Baird & Parasnis, 2011; Dehghani & Tomer, 2015; Bilal, 2014; Rozina Imtiaz 2019). Explaining confirmation of social media marketing of female retail's relation with customer interaction and influence (Barhemati & Ahmed, 2015; Van Meter, 2013). Furthermore, findings revealed that customer interaction has mediating impact strategically on the female fashion brands that helps them grow and boost their revenues (Areeba Tor, 2017). The study proves that social media marketing influences the buying intention of customers.

Khaadi is a leading brand of retail in Pakistan. Khaadi knows how to keep its customers satisfied and happy no matter how hard times get. Even during the pandemic, Khaadi added new products to their product range that would cater to its customers well during this time. While Khaadi has managed to do so well in the past few years. There are still some issues that arose (Tariq, & Khan,

2016). Khaadi is known for its light and airy clothing that works well during the hot summers in Pakistan. But when it comes to design times Khaadi can be seen using the same floral or similar prints (Yousaf, & Siddiqui, 2019). On the other hand, when it comes to being budget-friendly Khaadi has managed to stay affordable even after the taxes hit. Because Khaadi is so popular and high in volume there are chances that it can collide with another person in the same clothing the same day (Ashraf, 2018). This comes from my personal experience as well. I've personally seen university students are women at malls someday wearing the same outfit from the outlet. Especially the clothing from the sale. Because particular items go on the same and are available to everyone at a decent price. There is a probability of women ending up matching their outfits at times (Rafiq, & Abbasi, 2016). This discussion helps explore the minor actions and reactions of being part of the clothing brand.

6. Conclusion

The study examined and resulted in concluding that fashion is a growing phenomenon, and growing and dedicating to improving the promotion/marketing is essential. In this state of the economy, there is a large consumption of technology. This study reveals that there is a significant relationship between marketing on social media and brand/fashion consciousness in Pakistan (Matloob, 2019). As we discussed earlier Pakistan is one of the fastest-growing countries when it comes to social media usage. And thus there is a big impact of social media on marketing and not just promoting but also in helping consumers to learn and review, share their experience at the same time encouraging interaction and engagement between brands and buyers. Social media can be used as an efficient tool by brands to influence consumers (Rozina, Syeda-Kazmi, Maheen, & Atif, 2019). This current research promotes the thought that social media sites are the ones that drive fashion and its followers and eventually influence them for not just purchasing but also sharing their views and engaging with people across the world with a click of a button (Bagozi & Dholakia, 2006). According to Naseer & Mateen (2012) online WOM has a bigger influence on media networking sites. The cause of this is that WOM is more real and believable in comparison to any other sort of review. People easily trust the opinion they receive from their connections about brands on social media. Therefore marketers need to work hard on managing and engaging with their consumers to keep them loyal to them. The researchers also concluded that when it comes to brand wear or designer clothing people even with low incomes prefer to still buy from a well-known brand (Naseer & Mateen, 2012). Therefore what counts is the way marketers market and utilize the use of social media

to influence consumers in their buying intentions, and also provide them with proper interaction and engagement to keep the customers loyal to them.

Khaadi satisfies its customers more than many retail brands (Rafiq, & Abbasi, 2016). Khaadi prioritizes its customers and experience with the brand. Khaadi is seen as an affordable, stylish, colorful brand that provides a range of products that satisfy customer needs for different occasions. Khaadi's social media marketing has a positive influence on customer buying intention (Basit, & Durrani, 2018). Customers get the latest updates on the new collection, they can interact with the brand and give their feedback. Khaadi works hard on keeping their social media updated and running according to the ends of the customers (Tariq, & Khan, 2016). The brand makes sure customers old or new are all satisfied with the brand. For example, bringing changes in the brand that suit Gen Z and millennial. Khaadi also improved their use of technology to understand the customers and cater to their needs accordingly. To conclude this research will be valuable for designers and brand promoters. This study will help designers get feedback and recommendations regarding Khaadi. How has Khaadi used its social media to affect consumer buying intention? The main idea of proposing this study is to figure out all the details regarding branding and how has it impacted the buying behavior of consumers in Pakistan. Another aim of the study is to find out and understand the benefits and strategies used by Khaadi and how they have managed to stay consistent with their work. Brand satisfaction, experience, competitive pricing, brand attachment, and brand image are some of the common terms that influence the brand and its customers. Overall Khaadi has managed to stay at the top of the game with their strategies. Khaadi has proved itself again and again even during the hard times like pandemic. They managed to adapt to new strategies and keep the customers connected. The research shows that Khaadi's social media marketing has a positive effect on consumer purchasing intention. Consumers interact, comment and appreciate Khaadi's work. Khaadi's marketing on social media has enabled them to provide awareness of their products, and latest collections to their customers.

Questionnaire for the research

Strongly agree to strongly disagree

Do social media have importance in making a shopping decision?

Do products shown on social media sites marketed truly?

Does social-media-marketing effect how you think about the products?

Does the use of celebrities have an effect on your buying decision?

Do you get influenced by social-media-marketing?

Do social media influence you to purchase expensive clothing brands?

Do you prefer engaging with brands online?

Do you like to interact with brands in retail stores?

Do you like when clothing brands engage with you online/in-store?

Does interaction influence you buying decision with the clothing brand?

Do you prefer buying clots from brands that interact more often?

Do social media inspire your purchases?

Do you like the product you purchased after seeing it on social media?

Do you think you buy more after watching products on social media?

Do negative comments and reviews effect your buying decision?

Do you check reviews before making you buying decision?

Do you prefer sharing your review on social media of clotting brands?

Do you think social media provides more information about the clothing brands?

Do you think women prefer online shopping more than physical shopping?

Do you find shopping online convenient?

Do you do online shopping often?

Do you think women prefer online shopping more than physical shopping?

Do reviews on social media make online shopping decisions easy?

Most of the respondents that took the survey chose SA (strongly agree) and agree in their choice.

7. REFERENCES

- Adnan, Yousaf, Babar, Mohammad Qamar, Malik (2020): SMM & women-consumers' buying-behavior in Pak, Pak-Journal-of-Commerce&SocialSciences, 2309-8619, Johar-Edu-Society, Pakistan (JESPK), Vol.14, Iss.1,pp.409-423 <https://www.econstor.eu/bitstream/10419/216877/1/4393.pdf>
- Abdul-Ghani,(2010). Maria-B.-Designs (Pvt.) Lt. Asian-Journal- of -Management-Cases, 7(1), 89-102.
- Adnan, H. (2014). Analysis of-Factors-Affecting-Online-Purchasing-behaviour-of-Pakistani-Con-sumer. International-Journal-of-Marketing, 6(5), 133-148.
- Ahmed, &Salman,(2015). Influence of social-media on fashion-industry: Empirical-investigation from-Karachiites. Journal of Resources-Development&Management
- Asperen, de Roiij, P., (2018). Engagement-based-loyalty: The effects of social-media-engagement on custom-er-loyalty in the travel-industry. Journal of Hospitality-and-Tourism-administration, 19(1), 78-94.
- Beaudoin, P.; La-chance, M. J., (2006) Determinants-of-adolescents' brand-sensitivity to clothing, Family-and-Consumer Sciences-Research-Journal, 34(4) 312–331.
- Bilal, Ahmad,(2014). Role of social-media& social-networks in consumer-decision-making: A-case of-garment-sector. International-Journal of Multidisciplinary-Sci &Engineering, 5(3), 1-9.
- Chen, and Lin,(2019). Understanding the effect of social-media-marketing-activities: The mediation of so-cial-identification, perceived value, and satisfaction.Technological-ForecastingSocial-Change, 140: 22-3
- Colicev,and O'Connor,(2018). Improving-consumer-mindset and shareholder-value through social-media: The different-roles of owned and earned-media. Journal-of-Marketing, 82(1): 37-56.
- Customer-Journey-to-Online-Purchase. (2012). <http://www.google.com/think/tools/customer-journey-to-online-purchase.html>
- De Vries, Gensler,and Leflang, (2017). Effects of traditional-advertising and social-messages on brand-building-metrics and customer-acquisition. Journal of Marketing, 81(5): 1-15.

Escobar-Rodríguez, and Bonsón-Fernández, (2017). Analysing-online purchase-intention. Information-Systems and E-Business-Management, 15(3): 599-622.

Fischer; Reuber, (2011) Social-interaction via new social-media: (How) can interactions on Twitter-affect-effectual thinking-and-behavior?, Journal of Business Venturing, 26 1–18.

Goldenberg, J.; Libaai, B; Muler, E., (2001) Talk of the-networks: A complex-systems look at the underlying-process of word-of-mouth, Marketing-Letters, 12(3) 211-223.

Goldsmith,(1993). The social-values of fashion-innovators. Journal of Applied-Business-Research (JABR), 9(1): 10-16.

Hsiao, (2009). Shopping-mode-choice: Physical-store-shopping vs eshopping. Transportation-Research-Part E: Logistics and Transportation Review, 45(1): 86-95.

Husnain, & Tor,(2017). Impact-of-social-marketing on consumer-purchase-intention-in-Pak: Consumer-engagement-as-mediator. Asian-Journal of Business&Accounting, 10(1), 167-199.

Islam, and Rehman, (2017). The impact of online-brand-community characteristics on customer engagement: An-application of Stimulus-Organism-Response paradigm.Telematics-and-Informatics,34(4): 96-109.

Ismail, (2017). The influence of perceived-social-media marketing-activities onbrand loyalty: The mediation-effect-of brand-and-value-consciousness. Asia-PacificJournal-of-Marketing-and-Logistics, 29(1): 129-144.

Iyengar, R.; Han, S.; Gupta, S., (2009) Do-Friends-Influence-Purchases in a Social-Network?, Retrieved from Harvard-Business-School-Website:<http://www.hbs.edu/research/pdf/09-123.pdf>.

Kaplan, & Haenlein,(2010). Users of the world, unite! The challenges-and-opportunities of SocialMedia. Business-horizons, 53(1): 59-68.

Kim, &Johnson, (2016). Power-of-consumers using social-media: Examining the influences of brand-related user-generated content on Facebook. Computers-in-Human-Behavior, 58: 98-108.

Li,and Zhang, (2002). Consumer-online-shopping attitudesandbehavior: An-assessmentof research. AMCIS 2002 Proceedings, 74.

Rapp, Beitelspacher, Grewal, and Hughs, (2013). Understanding social-media-effects-across-seller,retailer, and consumer-interactions. Journal of the Academy-of-Marketing-Science, 41(5): 547-566.

Raacke, J., Bonds-Raacke J., (2008) MySpace-and-Facebook: Applying the Uses-and Gratifications-Theory to Exploring-FriendNetworkingSites, Cyber-Psychology-&-Behavior, 11(2) 169-74.

RahmanO, (2011) Understanding-Consumers' Perceptions&Buying-Behaviors: Implications for Denim-Jeans-Design, Journal of Textile&Apparel, Technology-and-Management, 7(1) 1 – 16.

Rozina Imtiaz, Syeda Kazmi, Maheen Amjad, & Atif Aziz, (2019) The impact of SNM on consumer purchasing intention in Pakistan, ManagementSci-Letters 9(7):1093-1104

DOI:10.5267/j.msl.2019.3.015

Khan, Fatma,& Matlob, A. (2019). The effect of social-media-marketing-online fashion-apparel with-mediating-role of fashion-consciousness, brand-consciousness and value-consciousness. International-Journal-of-Recent-Innovations in Academic-Research, 3(9), 65-83.

Strategies-to-Drive-Customer-

Engagement,(2015).<https://www.forbes.com/sites/forbesinsights/2015/01/29/6-strategies-to-drive-customer-engagement-in-2015>

Routledge,Kietzman,& Silvestre,(2011). Social media? Get-serious! Understanding-functional-building-of-social-media. Business-horizons, 54(3), 241-251.

Khan,(2017). Social media engagement: What-motivates-user-participation&consumption on-YouTube?. Computers-in-Human-Behavior, 66, 236-247.

Lee,(2013). Impacts-of-social-media on consumer-behavior. Decision-Making-Process.

Lin,and Lu,(2011). Intention to continue using FB-fan-pages from the perspective of social-capital-theory. Cyber-psychology, Behavior,&Social-Networking, 14(10), 565-570.<https://www.social-bakers.com/resources/reports/pakistan/2018/march/>

Naseer, & Mateen,(2012). Social-media and buying-behaviour-of-women ofPakistan to-wards purchase-of-textile-garments.

Ngai, Tao, & Moon,(2015). Social-media-research: Theories, constructs,concept-tual frame-works. International-Journal of Info-Management, 35(1), 33-44. Price, J., .

Qureshi, (2016). Pak FB-Users-crosses land-mark of 25-Million-users. <http://umairqureshi.com/wp-content/uploads/2013/09/Top-cities.png>

Smith, & Zok(2012). [Marketing-communications: integrating offline&online with social-media/PR](#)

The-Express-Tribune. (2018). <https://trib-une.com.pk/story/1620444/1-working-women-shopping-online-e-commerce-booms-pakistan/>

The-Garment-Industry-of-Pak. (2015). Retrieved from UK-ESSAYS: <https://www.ukessays.com/essays/economics/analysing-the-garment-industry-of-pakistan-business-essay.php>

Times-of-Islamabad. (2016,).from <https://timesofislamabad.com/12-Jul-2016/online-purchasing-trends-rising-in-pakistan-study-report>

Vivek, Beaty, & Morgan,(2012). [Customer-engagement: Exploring-customer-relationships beyondpurchase. Journal-of-marketing-theory-and-practice, 20\(2\), 122-146.](#)

Wang, Yang, & Chen,(2016). [How-workers-engage in social-networking-sites: A-uses-and-gratification-expectancy-perspective. The International Journal of Org-Innovation, 8\(4\), 161-176.](#)

Weekly-Technology-Times. (2016,). <https://www.technolo-gytimes.pk/female-online-buying-trends-in-pakistan/>

Wells, (2011). [What-signal-are-you-sending? How-website-quality-influences-perceptions of product-quality&purchase intentions. MIS-quarterly, 35\(2\), 373-396.](#)

Yusafzai, A. (2016). [State-of-Social-Media in Pak in 2016. https://propakistani.pk/2016/01/26/state-of-social-media-in-pakistan-in-2016](https://propakistani.pk/2016/01/26/state-of-social-media-in-pakistan-in-2016)

Memun, NA., (2010) [Readymade-garment-manufacturers face-high cost-of-production, Pak-textile-journal.](#)

Zhang, Lu, Gupta,and Zhao, (2014). [What-motivates-customers to participate in social-commerce? The impact-of-technological-environments and virtual-customer-experiences. Information-and-Management, 51\(8\): 1017-1030.](#)

Tariq, U., & Khan, H. (2016). [Impact of branded goods on consumer's purchase intentions. KASBIT Business Journal, 9, 176-195](#)

Rafiq, N., & Abbasi, A. S. (2016). The aesthetic inspiration in reading brand. Department of management sciences. COMBATS institute of information technology Lahore, Pakistan.

Ashraf, S (2018). CSR in Pakistan: The case of the Khaadi controversy. Incorporate responsibility and digital communities (pp.247-269). Palsgrave Macmillan, Cham.

Basit, H. A., & Durrani, U.A. (2018). Rational and emotional factors of customer satisfaction and brand loyalty on J. and Khaadi. Journal of Marketing, 23.

Yousaf, O., & Siddiqui, D. A. (2019). The influence of brand equity on consumer responses: evidence from a clothing brand of Pakistan. Available at SSRN 3397489