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**COMPARATIVE ANALYSIS OF THE EFFECT OF SOCIAL AND  
TRADITIONAL MEDIA ON CUSTOMER DECISION MAKING**



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## Table of Contents

Table of Contents .....	3
Chapter 1 .....	7
Introduction.....	7
1.1 Background.....	7
1.2 Problem Statement .....	8
1.3 Aim of Study.....	10
1.4 Hypotheses.....	10
1.5 Thesis Time Horizon.....	10
1.7 Limitation of This Study .....	11
1.8 Significance of Study .....	11
1.9 Prospects of Further Research .....	11
1.10 Ethical Considerations Involved.....	11
1.11 Organization of the Thesis .....	12
Chapter 2.....	13
literature review .....	13
Advertisement and Promotional Trends of Pakistani Universities. ....	13
Literature review on Social Media and Traditional Media Marketing .....	14
Conceptual Framework.....	28
Chapter 3.....	30
Research Methodology .....	30
3.1 Nature of Research.....	30
3.2 Population under Study.....	30
3.3 Sample Size.....	30
3.4 Sampling Method.....	30
3.5 Data Collection Method.....	31
3.5.1 Data Type.....	31
3.5.2 Structure of Questionnaire .....	31
3.5.3 Scale used in Questionnaire .....	31
3.5.4 Reliability Values of Questionnaire.....	31
Chapter 4.....	33
data analysis and integration.....	33

4.1.1 Hypothesis 1.....	34
4.1.2 Hypothesis 2.....	35
4.1.3 Hypothesis 3.....	35
Chapter 5.....	37
DISCUSSION.....	37
references .....	44

## List of Abbreviations

CDM.....Customer Decision Making

## Abstract

Purpose of this study is to identify the impact of social media and traditional media on customer decision making among Higher education sector. For this purpose two independent variable are identified that are social media and traditional media. Impact of these variables would be identified on dependent variable i.e. customer decision making.

The research approach is deductive approach. The data is collected from the customers about their satisfaction with respect to their admissions in Higher education institutions of Islamabad. For this purpose variables were identified including social media, and traditional media. In this research customer decision making is the dependent variable and social media and traditional media is independent variable.

The research had findings that will help the educational institutions to re-think their advertisement strategies. All the hypothesis in this research were accepted. This shows that all the selected variables have different outcome bases on demographics. The limitation of this research is this research is only valid on the people in Islamabad and those who work in higher education sector.

Practical implication this research shows that customer decision making plays a very important role in for any educational institution. How the students or their parents are influenced by the social or traditional media marketing is of prime importance. It shows that social media advertisement factor had a significant link with customer decision making so these should be taken care of. Second factor is about traditional media factor, this also shows significant positive impact, on customer decision making.

**Keywords:** Social Media, Traditional Media, Customer satisfaction.

# Chapter 1

## INTRODUCTION

### 1.1 Background

Branding is a communal repetition of projecting since primitive periods. Trade-marking of the goods guard the manufacturers & purchasers from little value simulations. In today's world, goods have develop additional influential marketing gears (Hakala, Vincze, and Svensson, 2012). Marketing tactics are the symbol of cost for consumer's as-well-as organizations. A product points a definite level of superiority so as to the consumers who were satisfied by-the goods might select so as to produce once more. As per Equity & Aaker (2001)'s consumer based-brand parity measurements, responsiveness is the highest of the list. If consumer had no knowledge about the product, it would have no worth or parity (Shimp, 2010). Ads are, & at all times, had been the key variable so as to be used to impact the buying-decisions of customers. Nonetheless, by means of times the customers had become considerably smarter in their choice making despite the fact purchasing the goods (Shao, Grace, & Ross, 2015). By means of quick technical progression, the idea of marketing have changed.

Online purchases are drastically changing customer perception about the e-business. According to the research of Vitale (2012) store size and reputation of the firm influence the interest, attitude and willingness to buy. He has also discovered that there is a positive relationship between consumer trust in a store and stores perceive reputation. E-commerce has become one of the essential characteristics in the internet era (RIO, 2000). Online shopping behavior is known as the process of purchasing product or services by using internet. The process consist of five 5 steps similar to traditional shopping behavior (Liang, 2013). In typical online shopping process, consumer recognizes a need for some merchandise and services, for this purpose they go to the internet and search for need related information. However, in this case the consumers are the students and the end product or services are the universities or Higher Education Institutes. Consumers are mostly attracted by the information about the institutes associated with the felt need (Zhag, 2010). They then evaluate alternatives and chose the best fit that meets their criteria of felt need. After this transaction is conducted and post sales services are provided by the organization (Burns, 2019). Similarly the consumers as in this case the students also familiarize themselves

with the existing universities through different digital and traditional ways. Here the part of branding plays a vital role in swaying the decisions of the students.

Branding is not only an important component of marketing rather it has gained the status of a necessity in today's competitive world (Sulkunen, 2012). A brand is created when a consumer develops certain perceptions and ideas about a product in her/his mind. (Brändäys, 2007). Consumers are ready to pay a higher price for well establish brands as compared to unnamed or ordinary products. (Laakso 2003). For example if we talk of Higher Education institutes in Islamabad, NUST as brand is known for its engineering departments and lab, FAST is known for its Computer Science and Bahria University is known for its Business Administration and Media programs. The most commonly used definition of brand is "whenever a marketer creates a new name, logo, or symbol for a new product, he or she has created a brand."(Keller, 2008). Brands help customers gain insight about the product maker, with branding comes recognition and the responsibility of workforce increases (Keller & Lehmann , 2005) .Brand image is a complex concept. Brand image has sub factors which include favorability, strength, uniqueness, and types of brand associations including attributes, benefits and attitudes associated with brand by the consumer (Keller, 2018). These attributes are further classified into price, packaging, user profile and usage imagery (Rizwan, 2008).

According to the research of Cannon (2008) brand name is known as a letter which differentiates one product or service from other product and service and act like a competitive edge for the other brands. In addition to this Hsieh and Lindrid he declared to brand image is the observation that person associate with the product or service. Those customers who tend to use any product or service for longer period of are more addicted to the brand image. Brand image can also be measured through physical appearance of product and service (Roy, 2009). This can also be termed as high low observation in the mind of consumers (Martinez, 2012). This includes the whole favorability of brand association, strength of brand association and uniqueness of a brand (Levy & Grewal, 2010). In brand image customer make a metal link between the product and key product attributes (Levy, 2010).

## **1.2 Problem Statement**



To define the customer viewpoint around product buying objectives, current research works ‘Schema-Theory’. This concept was offered by (Piaget-2002). As per the provided model, information is kept in-the system of trifling components also known-as “Schema”. “Schema’s” were utilized to for/both understanding & responding in circumstances wherever set of connected rational demos are edged. Well along, Kintsch & Bartlett,(1995) as well cast-off this concept to clarify so as to the point that latest information is influenced as of the prevailing knowledge. Research as well specified so as to schemas were rational structures which stocks data in our memory & then let the one utilized it when obligatory. The quantity of last researches had utilized “Schema-Theory” in advertising situation. Let to be assume, “Schema-Theory” is implemented to progress the idea of established 4Ps. Likewise, Bettman & Sujan (1989) connected “Schema-Theory” in their research in-order to regulate so as to how customer’s product & classification observation is influenced by the product positioning. This schema theory shows the importance of advertisement at the right platform. **In terms of choosing** the Higher Educational institutes the same schema theory is used in accordance with the 4Ps that are product, place, price and promotion. Educational institutes, failing to understand the 4Ps in accordance with this schema spend their educational budget in an in efficient way. Through this study I would aim to mitigate this factor so we can achieve maximum output from the **limited resources**. Speaking of the education institutes of Pakistan, with the very limited funding it is of prime importance that these resources are redirected to get maximum yield. With the right combination of traditional and social marketing, universities can use their capital to the maximum benefit. Pakistan has seen a great increase in the number of universities after 2000, the competition of inducting quality students is very fierce and the universities must establish their presence in both traditional media and social media to attract potential students for their programs.

Further discussing, as per the research of Hunt, (2001), despite the fact clarifying the impact of advertising, utilizing “Schema-theory” & planned so as to ‘A speculative schema is a methodically connected set of declarations, containing more or less law alike generalities, so as to it is empirically testable’. As per the study of Bruhn et-al. (2012) as well utilized “schema-theory” in their research for investigative so as to how product parity give impact on traditional media & social media. Asper the study of Rifon & Choi (2002) utilized “Schema-theory” to define customer reaction on the way to online-buying objective via social website marketing trustworthiness. Their research proposed so as to “Schema-theory” is the utmost pertinent to scrutinize customer approach.

In particular research is to find the cause and effect relationship between social media, traditional media advertising and customer decision making among the people of Islamabad applying for higher education (universities). The research is intended to be a guiding reference for the higher educational institutes to find the most optimum process of reaching out to maximum consumers (students) using their limited resources. Institutes spending money without catering the effect of social and traditional media often fail to capitalize their investments and often fall short of the required targets. In order to find the degree of impact both the traditional and social marketing I am carrying out a research which would be beneficial for the higher education institutes.

### 1.3 Aim of Study

Main the focus of this research paper is to discovery and present the influence of social and traditional media on customer decision making for applying in higher education, further the emphasis of this research could be categorized as:

- To identify the impact of social media on customer decision making.
- To identify the impact of traditional media on customer decision making.

### 1.4 Hypotheses

Following hypotheses were tested in this research:

**H<sub>a1</sub>**: There is a significant impact of social media on customer decision making.

**H<sub>01</sub>**: There is no significant impact of social media on customer decision making.

**H<sub>a2</sub>**: There is a significant impact of traditional media on customer decision making.

**H<sub>02</sub>**: There is no significant impact of traditional media on customer decision making.

**H<sub>a3</sub>**: The impact of social media on customer decision making is greater than the impact of traditional media.

**H<sub>03</sub>**: The impact of social media on customer decision making is not greater than the impact of traditional media.

### 1.5 Thesis Time Horizon

This particular study is basically a cross-sectional research as the data for this was collected at a specific point in time. This research was started from the month of April 2021. This research will be completed by the end of June 2021.

### **1.7 Limitation of This Study**

During the period of this research various limitations were faced. First of all the respondents of this research are from one city only i.e. Islamabad and one domain i.e. people who are willing to apply for universities for higher education, so in a way there is some geographical limitation. Second of all this study needed to be finished by the end of June 2021, so there is a time limitation. Thirdly, only two independent variables social media and traditional media and one dependent variable customer decision making are included in this study. Islamabad is a Urban city with the one of the highest literacy rate in Pakistan and does not represent the general population of Pakistan. Various other factors of advertisement can also influence customer decision making.

### **1.8 Significance of Study**

This research will be helpful to understand the impact of factors of advertisement on customer decision making among the people of Islamabad. As the number of researches conducted in Pakistan is very few therefore the results of this study will prove to be insightful. As businesses and entrepreneurs are increasing day by day in Pakistan so this research will help new businesses to understand the importance of advertisement both social and traditional, how these factors contributes in the customer decision making for the selection of higher education institution.

### **1.9 Prospects of Further Research**

By taking this research as a reference point more in-depth researchers can be conducted on this topic. Research can be conducted for other factors of advertisement. Similar research can be conducted for other cities of Pakistan or for other countries as well.

### **1.10 Ethical Considerations Involved**

Ethics play an important role during research. Ethical considerations during research ensure the transparency of results and makes them valid and useful. Respondents were told about the main

purpose and objectives of study and their participation was their decision no force or coercion was used at any stage of this research. Confidentiality and anonymity of responses are made certain.

### **1.11 Organization of the Thesis**

The thesis consists of six chapters, a list of references / bibliography and appendices.

Chapter 1 constitutes the problem background, aim of the research, research hypotheses and objectives and introduction to the organization/sector over which the research is being conducted etc.

Chapter 2 provides critical review of the existing literature containing the critical academic debate about (the topic) with the views of the academicians' and practitioners' on the matter.

Chapter 3 provides information on research methodology – nature and kind of research, sample size, sampling method, data collection methods employed during the study, kind of data collected, and the way the data is integrated

Chapter 4 includes research data of both kinds – primary as well as secondary – collected and integrated. It will also show findings of the data and their interpretation and analysis.

Chapter 5 provides a critical debate on the study drawing on the literature review and contrasting it with the findings of this study.

Chapter 6 constitutes conclusion and recommendations of the study.

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## Chapter 2

### LITERATURE REVIEW

#### **Advertisement and Promotional Trends of Pakistani Universities.**

As per the statistics of HEC on their website a total of 1295178 students were inducted in professional universities in the year 2014-2015. Higher education institutions in Pakistan compete with one another in order to get the best students and in greater quantity for their programs. Universities spend million on their brand image and advertisements to get the largest share of the student pie. With new higher education institutes emerging every year, the competition of getting the largest share of the student pools has become a fierce battle.

Currently 214 Higher Education Institutes recognized by HEC are working throughout the country. There is a lack of literature regarding how universities attract potential students or what tools and strategies they use to accomplish their targets. Through this research we will check which factors in advertisements effect the customer decision particularly in choosing a higher educational institute to pursuit their education.

Most frequent issues which higher education institutions face are managing brand image, assessing advertising medium effectiveness (Trade Off of Social and Traditional Media) and collecting market intelligence.

Higher education institutions in Pakistan have within the last 5 years embraced social media technology in order to maintain a relationship with prospective students of the newer generation. Here it is important to note that although social media technology has been adopted on large scale by all institutes, it does not replace the significance of the higher education institutions' webpage or printed publication.

With the increases of university tuition fees over the past several years, it is imperative that universities be able to effectively differentiate themselves from competitors. It is important to understand how the marketing effort of a university would gradually be the difference in their success in tapping onto the student pool or missing out on the opportunity.

The importance of marketing, for universities in Pakistan, as platform of interaction and communication is growing. More and more universities in Pakistan are integrating or plan to

integrate social and traditional media marketing applications into their induction procedures. Higher education institutions show increased interest in the potential of marketing as a tool for hiring new students.

Almost all professional universities in Pakistan have recognized that consistency in marketing across all communications with stakeholders is important to attract and retain students, relatively little work has been done to determine specifically what type of content should be included in a school's social media campaign, nor has there been an investigation as to the relative frequency of the content.

### **Literature review on Social Media and Traditional Media Marketing**

Online purchases are drastically changing customer perception about the e-business. According to the research of Vitale (2010) store size and reputation of the firm influence the interest, attitude and willingness to buy. He has also discovered that there is a positive relationship between consumer trust in a store and stores perceive reputation. E-commerce has become one of the essential characteristics in the internet era (RIO, 2012). Online shopping behavior is known as the process of purchasing product or services by using internet. The process consist of five 5 steps similar to traditional shopping behavior (Liang, 2019). In typical online shopping process, consumer recognizes a need for some merchandise and services, for this purpose they go to the internet and search for need related information. However, rather than searching different product or services, consumers are mostly attracted by the information about the product and services associated with the felt need (Zhag, 2010). They then evaluate alternatives and chose the best fit that meets their criteria of felt need. After this transaction is conducted and post sales services are provided by the organization (Burns, 2019).

Buyers purchase attitude is now not a latest point of view but then again it is major definitely a very significant. Purchaser actions comprises the procedure of choosing, acquiring & by means of a good or service to achieve a definite want by a distinct or group. Afterward a decent knowledge the customer initiate to faith the product more and a re-procurement could arise leading to a extended & robust customer pledge to the goods & services of a specific good. It is a need based process. Buying manners had three classifications or level: specific person (when a person chooses for himself), crowd (when the verdict is effects by associates of a group & structural (when the employer or employee takes judgement about the goods to be used by Firm (Constantinides, 2004). As per the research presented by Guo (2011) and Brosekhan & Velayutham, (2011) a majority of experts has agreed that there are six separate steps in consumer buying decision process namely:

problem recognition, information search, assessment of substitutes, buying verdict, buying, & post-procurement assessment. Thousands of the studies had been led by researchers all around the world to comprehend this complex procedure & to learn and forecast about a customer purchase attitude and pattern.

Branding is not only an important component of marketing rather it has gained the status of a necessity in today's competitive world (Sulkunen, 2012). A brand is created when a consumer develops certain perceptions and ideas about a product in her/his mind. (Brändäys, 2017). Consumers are ready to pay a higher price for well establish brands as compared to unnamed or ordinary products. (Laakso 2013). The most commonly used definition of brand is "whenever a marketer creates a new name, logo, or symbol for a new product, he or she has created a brand."(Keller, 2018). Brands help customers gain insight about the product maker, with branding comes recognition and the responsibility of workforce increases (Keller &Lehmenn , 2005) .Brand image is a complex concept. Brand image has sub factors which include favorability, strength, uniqueness, and types of brand associations including attributes, benefits and attitudes associated with brand by the consumer (Keller, 2008). These attributes are further classified into price, packaging, user profile and usage imagery (Rizwan, 2008).

Various researchers have studied brand image in various different ways (Faircloth et al., 2001).Koo (2003) studied brand image in terms of product attributes , Hsieh et al., 2004 focused on brand benefits and brand values. Whereas Faircloth (2011) studied and described brand image in terms of Malhotra's (2011) brand image scale. Measuring image based on the above definition would help marketers to identify the strengths and weaknesses of their brand as well as consumers' perceptions toward their product or services. This helps marketers in getting better equipped at strengthening the brand image and building positive perception about brand in the minds of customers.

As per the research of Hsieh and Li (2018), strong brand image provides an edge over competing brands. Subsequently, urging the customer to remain loyal to that brand even when there a lot of different brands available in the market. Consumers take in consideration the brand image of a product in developing an overall perception about that particular product or service, consumers consider a product or service with stronger brand image as synonymous to higher and quality and value of that product or service (Richardson et al. 2004).

The research of Sallam (2014) focuses on the role of branding, brand image and brand love in create consumer's purchase decision. According to this research word of mouth is a mediating

factor in the process (Sallam, 2014). Severi & Ling (2013) has found a strong positive relationship between brand image and consumer buying behavior. Furthermore, the finding of research of Burmann et al. (2008) is similar in conclusion that is the purchasing behavior or consumer buying behavior is also affected by the brand image. Jacoby et al. (1971) has concluded that is brand image significantly affects consumers' perception of quality and consumer buying behavior. Another research found that the teenagers buying behavior is directly correlated and influenced by advertisement, brand loyalty and brand image (Durrani et al, 2015). Moreover Dubey concluded that Brand image also have a significant impact on consumer buying behavior, if the brand image is strong so it will have positive impact on consumer buying behavior and if the brand image is weak and negative so it will have negative impact on consumer buying behavior .

Various researches have been conducted to find out the linkage between brand image and consumer satisfactions. Whereas no study has been found between functional, symbolic and experiential benefits and satisfaction. However, researchers studying the impact of various benefits that consumers get because of good interpersonal relationships and good purchase experience on customers' satisfaction has been studied on various occasions. Sondoh et al (2007) found that customers feel more satisfied when a salesperson with good interpersonal relationship skills deals and guide them during the purchasing phase.

Chakrabarty, A., & Tan, K. C. (2017) research summarized that quality lies in the eye of the customer. Brand have different attributes and quality is most important among them in affecting purchase decision making process. Consumers usually judge the value of brand through quality Brady, M. K., & Cronin Jr, J. J. (2010) in their research explained, In the service sector, quality is measured about the service delivery conforms to the customer expectations. Both Service quality and purchase intention have a positive relation. A dependable service quality has a confident relationship with purchase intentions and consumers. When a company offers more dependable quality, satisfaction of consumers increase, and the purchase intention of products also increases.

Rashid Zaman & Muhammad Arslan, (2014) studied the impact of brand image and service quality of retail stores on consumer purchase Intention. 301 questionnaires were analyzed for results and found that brand image and service quality both have a direct effect on consumer purchase intention.

**Advertising** is one of the marketing techniques used by organizations to promote its products or services. "It is basically a paid form of non-personal communication to a target audience about product, service or organization through a mass/broadcast medium". **The target of**



**advertisements is to create awareness about a brand** and to introduce a new product to the target audience or to remind about an existing product and its advantages to the potential customers and buyer (Hawkins, 2001). There are various forms and mediums used for of advertisements which include print medium; including newspapers, magazine & flyers (Kirmani , 2001) , broadcasting: including TV and radio; internet or online advertisement (Busari 2012). Wall of airport walkways, grocery carts, sides of vehicles like cars, buses, airplane and train are all now used for advertisements. In short any place that is easily can be easily viewed or access is a potential place for advertisement (Busari 2012).A lot of planning and input about target audience is required for a good advertisement campaign. Advertisement context has been rigorously researched for a long time now (Chook 2012; Kirmani 2010).

Advertising communicates a noticeable message to a large volume of consumers at a very quick rate. Advertisement creates and strengthens a consumer and brand relationship. It provides information to the consumer as well as an effective advertisement results in immediate action at consumer's end in terms of purchase. Advertisement style and tone vary from product to product and medium to medium, an advertising style that is very successful for one type of product or service in one country or region can prove be totally useless or a big failure or may be extremely harmful for the brand image for another product or service in some other region or country (Sharma, 2012). Advertising is the reason that general public get free TV programs and radio programs, similarly the amount paid by advertisers also bears the major portion of printing newspapers, magazine or for the cost of running a TV network, the amount paid by consumer in terms of monthly subscription fee or newspaper fee is just a fraction or minimum amount and are not enough or close to expenses of running these printing presses or TV channels (Young, 2005).

Different kinds of advertising are used by various organizations to reach different market targets (Philip Kotler, 2005; Young2005).Selecting the right media for advertising and promotion is a really important decision. Each type has its own advantages and disadvantages (Sharma, 2012). Some of the types are retail advertising (i.e. retail stores are the medium used for placing advertisements, trade advertising ( wholesaler are the target of these advertisings ) , industrial advertising mainly known as business to business advertising both the buyer and customers are businesses , institutional advertising ( it is used to create awareness and brand name for an institution ) , then there is product advertising ( the most basic form of advertising ) , other forms include comparison advertising, online advertising and infomercials (Sharma , 2012 ) .The most resent forms of advertising are through different vines and comedy video channels on social media like utube, facebooketc (Sallam , 2014 ).

According to Abiodun (2011) **advertising has a significant relationship with consumer buying behavior**. It has the power to influence consumers' purchasing decision. Similarly Sharma (2012) and Guo (2011) concluded that advertising has a strong positive relationship with consumer buying behavior. When an advertisement creates an emotional connection with the consumers it triggers the buying nature of consumers, creating an urgency to buy the projected product immediately.

According to the research of Cannon (2008) brand name is known as a letter which differentiates one product or service from other product and service and act like a competitive edge for the other brands. In addition to this Hsieh and Lindrid he declared to brand image is the observation that person associate with the product or service. Those customers who tend to use any product or service for longer period of are more addicted to the brand image. Brand image can also be measured through physical appearance of product and service (Roy, 2009). This can also be termed as high low observation in the mind of consumers (Martinez, 2012). This includes the whole favorability of brand association, strength of brand association and uniqueness of a brand (Levy & Grewal, 2010). In brand image customer make a mental link between the product and key product attributes (Levy, 2010).

According to Hsieh and Li (2008) brand image will create a supreme message of a brand in the absence of the product or service over the competitors. Customers' behavior will be affected by the perception that customers' have in mind for the brand (Laizer, 2006). Brand image and brand equity these both terms are considered as complementing each other. (Robert, 2001). Brand equity can change customer's attitude towards the product or service (Keller, 2003). Research says that those organizations that hold favorable brand image in the customers' mind will be in the better position than other brand that are considered less favorable in customer's mind (Feroz, 2002). Some of the studies have also supported that when customer find any brand favorable to themselves so they will become more loyal to their brand and to the products and services that they offer ( Koo, 2003; Hsieh, 2009).

According to the research key element of brand potency take account of substantial emergence of product, purposeful amenities of product, product valuing, shore up amenities & emergence of product (Davies, 2003). In addition to this other researchers says that strong brand image will ultimately have an impact on customer satisfaction and it will also make customer loyal to the brand (Miller, 2004). According to the research of Steel (2004), optimistic brand image could initiate reiterate purchases for the reason that sturdy brand image could go ahead to consumer trustworthiness. In addition to this research of Schultz (2005), it says, consumers that are steadfast

to a brand would also suggest it to further natives they know, it will increase company's growth and also add it to the competitive edge of the company (Miller, 2003).

Strength of a brand can be measured by brand equity; brand equity is the image and perception of product or service in the customer's mind (Robert, 1999). Financial strength of a brand is considered to be the part of strong brand image, brands having progressive financial statements are considered powerful by the customers and it will add advantage into the brand strengths and brand equity. (Kirmani, 1993). Perceived quality of a brand is also the part of brand strength, when customers consider brand as good quality so brand strength will increase automatically or on the other hand if customers perceive that the quality is compromised so it brand strength will be decreased automatically (Leo, 2006). When the brand is strong and powerful so it will also increase pace of product repurchases (Messy, 2010)

The research demonstrates that there is considerable impact of brand image over customer satisfaction, satisfied customer will always act like an asset to the organization and brand image is the main factor to retain customers that is why brand image contain so much importance for the organizations. When the customers perceive that the brand is unique and provide most of the benefit to them so it is directly related in enhancement of customer satisfaction on the other hand if they do not consider brand favorable for them so it will have a negative impact on customers' satisfaction (Michael, 1999). When the customers perceive that the brand is favorable for them so it is directly related enhance customer satisfaction on the other hand if they do not consider brand favorable for them so it will have a negative impact on customers' satisfaction (Micheal , 1999). Durability of products also counts when it comes to the strength of the product, those organizations that provide. Brand equity can change customer's attitude towards the product or service (Keller, 2003). Research says that those organizations that hold favorable brand image in the customers' mind will be in the better position than other brand that are considered less favorable in customer's mind (Feroz, 2002).

When an specific product or service emerged and grow substantially it became brand and create positive brand image in consumer's mind (Roy, 2009). Brand image consist of whole favorability of the brand association, strength of the brand association and uniqueness of a brand (Levy & Grewal, 2010). In brand image is the mental link between the product and key product attributes that is generated by customer (Levy, 2010). People buy products that have a good and strong brand image. Customers associate good brand image with high level of quality and it helps organization gain customer's trust. It is imperative that organizations understand the role of brands image in

customer satisfaction and utilize their resources efficiently to build a strong and unique brand image in today's competitive world.

Study presented by Sallam (2014) research about the functions of branding, brand image and brand effectiveness in generating consumer's purchase decision, also word of mouth plays a role of mediating factor in the said process. Research of Severil & Ling. (2013) identified the strong positive relationship between brand image and consumer buying behavior and the study of Burmann et al. (2008) also presented similar results and concluded that the brand image had a greater impact on consumer buying behavior. Saeed, et al. (2013) studied the impact of brand image on brand loyalty. He conducted a quantitative study by taking telecommunication sector with the help of 150 youngsters. He used questionnaire as an instrument. Results show a positive and significant relation exists between Brand Image and Brand loyalty. Jacoby et al. (1971) has concluded that is brand image significantly affects consumers' perception of quality and consumer buying behavior. Another research found that the teenagers buying behavior are directly correlated and influenced by advertisement, brand loyalty and brand image (Durrani et al, 2015). Moreover Dubey concluded that Brand image also has a significant impact on consumer buying behavior, if the brand image is strong, so it will positively impact on consumer buying behavior and if the brand image is weak and negative so it will negatively impact on consumer buying behavior.

Mwendwa Mildred Zipporah & Dr. Hellen K. Mberia, (2014) study aims to identify the effects of celebrity endorsement in advertisements on consumer purchase decisions. According to their finding celebrity endorsement helps in creating of the brand. The brand can very quickly establish the credibility and identification, thus can easily generate the sales for the organization. To further their research also identifies that celebrities in advertisement generate more attention, recall of the consumer toward specific brand. Moreover celebrity credibility, appearance is highly correlated with the advertisement otherwise it has a negative impact on the sale of the product.

G.Radha & Jija.P, (2013) studied the influence of celebrity based advertisements on purchase decisions of the consumers. As per their conclusion, celebrity based advertisements helps in better brand recalling, creates positive image of the product and increase sales of the product. Kauser Hayat, Muhammad Ghayyur & Arshid Zia Siddique to find out the impact of celebrity advertisement on the telecommunication consumers of Peshawar, Pakistan. The research study concluded that; relationship is found positive between the consumer perceptions based advertisement and celebrity advertisement with the brand acceptance. Which clearly means by

increasing the celebrity advertisement; it is surely going to get telecom brand accepted by consumers of Peshawar.

Significant relationship of advertisement and marketing with consumer buying behavior is presented by the study of Abiodun (2011), also it stated that advertisement and marketing has the power to influence consumers' purchasing decision positively. Many more researches also presented and concluded similar results so as to provide the significant impact with strong and positive relation is shown between advertisement and consumer buying behavior, this also includes the researches of Sharma, (2012) and Guo, (2011). When an advertisement creates an emotional connection with the consumers it triggers the buying nature of consumers, creating an urgency to buy the projected product immediately. Nizai et al explained that an advertisement is an effective tool to catch the attention of target audience and to change their attitude confidently toward the product. In his research, he discovered Male and female, both are equally influenced by advertisement and now companies are more focusing on advertisements to increase their market share. Similarly Bishoni and Sharma, (2012) concluded that teenagers in urban areas are more influenced by the advertisement as compare to rural areas; they positively purchase those products that they feel are beneficial for them.

According to the study of Driessen, (2005) Advertisement is a tool, through which companies can create and adapt the image of themselves and their brands. Teenagers and young adults are more influenced by the advertisement, they react on the companies' advertisement more positively and quickly as compared to mature adults. Fazal ur Rehman<sup>1</sup>. (2014) Tariq Nawaz. (2014), Aminullah Khan. (2014), Shabir Hyder. (2014) analyze the effect of advertisement on buying behavior of consumers living in rural areas. They concluded in their study that advertising has positive while the elements of rural areas have a negative effect on buying behavior. Consequently, Jakstien said advertisement plays a critical part in this electronic age because of its mechanism to develop the behavior of society affecting the merchandise.

Akwasi Ampofo, (2014) focused on the effect of advertisement consumer buying behavior in India toward the cosmetic products, questionnaire was filled independently by 100 youths for analysis. He concluded that the advertisements have a positive effect on consumer buying behavior and if organizations want to grow their sales, they need to develop more effective advertisements.

Muhammad Shoaib et al. (2012) in his research discovered the associations between the brand image, advertisement and purchase behavior by selecting 185 family members from different areas of Allama Iqbal town, Lahore. They found that brand image and advertisement has a significant

effect on consumer buying behavior. Another study was conducted by Dr. R. Sivanesan, (2014) to determine the impact of advertisement and brand image on consumer buying behavior. This was a comparative study among rural consumers and urban consumers. Data was collected from 100 rural and 100 urban customers in kanyakumari district of Tamilnadu. Research finding concludes that advertising helps in that it carries the message far and wide to target audience where it is not possible for the organization to reach in the same time frame.

Advertisements are liked more by rural consumers as compare to urban, while purchases are increasing in urban areas. Consumers living in Urban areas also prefer products having good Brand Image. While, Muhammad Irfan Tariq et al. (2013) examined the relationship with brand image and purchase intentions of young adults in Pakistan with respect to FMCGs. They found a positive relationship between the brand image and purchase intentions Muhammad Ehsan Malik, Muhammad Mudasar Ghafoor, Hafiz Kashif Iqbal, Qasim Ali, Hira Hunbal, Muhammad Noman and Bilal Ahmad, (2013) distributed 200 questionnaires to find out the impact of brand image and advertisement on consumer buying behavior. The data acquired from the consumers of Gujranwala, Pakistan. After applying all necessary SPSS tests, they concluded that consumers of Gujranwala are becoming more and more conscious for branded products to show off their status in society.

Customer satisfaction is one of the most researched topic in the field of marketing and business. Businesses are run on and flourish around customers' needs. The better and organization serves its customers the more it progresses. With increase in competition, globalization and use of technology, today's customer are more informed, aware and knowledgeable. They have more variety of products and alternative options available to them. Keeping a customer in today's era is a very competitive and challenging task. As various researchers have explored this topic in past, different definitions have been given for customer satisfaction. According to the work of Pairot (2008) customer satisfaction is defined in terms of the ability of an organization to meet its customers need. Another definition was given by Oliver in 1981, according to him customer satisfaction is a psychological state achieved when a customer's consumption meets the prior expectations.

Customer satisfaction is very important for any organization. No business can be run without customers. Moreover, an organization can retain only satisfied customers, the more the customers are satisfied the more they will spread positive word of mouth (Gronroos, 2004). Furthermore, customer satisfaction is included as one of the key performance indicator (KPI) on Balance

Scorecard, one of the famous technique for measuring an organization's success (Gitman , Lawrence & Carl , 2005) . Hallowell (1996) has concluded in his research that satisfied customers' leads to longer and stronger relationship with customers which leads to repurchases and increase in profits (Rust & Zahorik, 1993). Whereas, Levesque and McDougall (1996) found that an unsatisfied customer and less likely to spread positive word of mouth.

A study by Mittal & Frennea (2010) concludes that customer satisfaction is beneficial not only in terms of company's financial aspects (sales and revenue) but also in longer run in terms of stock market price and business. Moreover, some researchers have studied the relationship between bargaining power of the company/supplier and customer satisfaction. In case of higher bargaining power of supplier in a particular industry the importance of customer satisfaction decreases. According to research of Mittal & Frennea (2010) cell phone plan providers in U.S.A enjoys a comparatively higher bargaining power, as the industry is an oligopoly. Major players of the industry are AT&T and Verizon. If this industry has more competition then the customers' bargaining power will increase but in current situation they have to accept the suppliers' term and demand because of less number of options and choices.

Customers satisfaction has been studied in linked to various factors. According to Malik, Ghafoor and Iqbal (2012) service quality, price and brand image are necessary for surviving in market. Henkel (2006) has drawn similar conclusion that is customer satisfaction is caused by brand image, good prices and good service quality. Peng and Wang (2006) studied the impact of price on customer satisfaction .Whereas Foxaii and Goldsmith (1994) studied the linkage between brand image and customer satisfaction. Chou and Chang (2006) concludes in their case study that the customer satisfaction in Telecom sector has five key factors: supposed expectations, supposed quality, supposed value, supposed usefulness, & supposed ease of use.

Initially the customer satisfaction was studied in relation with manufacturing quality but this trend started to change in early 80's. Since then customer satisfaction in service sector is also studied by various researchers in different countries (Mandhachitara & Poolthong, 2011). Different researchers has come up with various different definitions of service quality. According to Bitner and Hubbert (1994) a consumer's impression about the superiority or inferiority of a service and its providing organization is called the service quality. Whereas Mackay and Crompton presented there definition in 1990, according to which service quality is defined in terms of relationship b/w a consumer's desire & his opinion of what he/ she received . Ganesh et al., (2000) and Caruana, (2002) concludes that when consumer opinion on the subject of service quality is high then it

results in high level of customer satisfaction. Nimako et al., (2010) concludes that services quality is one of the main factors of customer dissatisfaction in telecom sector. According to Herrmann and Huber (2007) assurance, tangibles, reliability, responsiveness & empathy are 5 five key aspects of service quality. Akpoyomare et al. (2014), Arokiasamy & Abdullah (2013) and Ampomah (2012) found a significant relationship between service quality and customer satisfaction in telecom industry. Similar conclusions were of drawn by Chang et al. (2009), Grepott et al. (2001) and Parasuraman & Grewal (2000). Whereas Chavan & Ahmed (2012) does not find any relationship b/w service quality & customer satisfaction significant.

Consumers' purchasing attitude is in no doubt a vital measure of the progress of every business organization. This attitudinal feature could be traced from the theory of planned behavior (TPA) (Ajzen, 1985). With this, consumers' purchase intentions, for that matter attitude of customers are mainly intrinsic factors that shape the behavior of a consumer in the marketing domain. These so-called behaviours could be detected from both traditional and social media marketing which ranges across business-to-business (B2B), business-to-customers (B2C) and even customers-to-customers (C2C) market (Islam, Rahman, & Hollebeek, 2018). Social media space represents a paradigm shift aimed at reaching a larger number of the audience (such as customers) in order to tabulate their views for the marketing decision-making process. Yet again, social media marketing involves a broader space to engage in mass communication that facilitates brand connection with customers on a personal level and also individual groups. The recent research work of Tafesse and Wien (2018) buttress the argument that social media platform has a tendency of influencing consumers mainly due to the brand image and the degree of interaction. Also, this trend of advertising and marketing is rapidly corresponding to the large volume of content been produced by social media platform; hence has a degree to motivate consumer purchase intention (Johnen & Schnittka, 2019). However, brand image has a positive influence on brand promise and brand trust mainly attributed to the consistent and persistent engagement of both customer and brand in the social media space (Zhang & Benyoucef, 2016). This ultimately converts the online based-brand community into consumer brand loyalty which is always considered as an output of a "good brand" (Goh et al., 2013).

Conversely, traditional media-based brand communities have limitations in that, individuals only consume content information passively. This makes it impossible in the traditional media to share and exchange frequent information and ideas for better consumer-brand relationship (Rotman & Preece, 2010). A survey showed that the persistent engagement and exchanging of ideas among individuals in these communities make it necessary for marketers and researchers to tap a pool of



knowledge for decision making (Bagozzi & Dholakia, 2002). Going forward, we explore the moderating role of the social media platform and the effect of connectivity of social media based-brand community in relation to the consumers' purchasing attitude, brand trust and loyalty (Kasemsap, 2018). This further explains the fact that online based-brand community brings together the user and the brand in question for a successful engagement and interaction so far as selling and buying are concerned.

Businesses should understand the factors that influence a buyer's purchase decision. Digital marketing have a great impact and influence on the customer which is increasing day by day. Young generations are more involved in the use of social media and other online offerings. People consider the input of their family members, friends and other users of the same product at the time of shopping and making purchase choices. It is very vital for small and big businesses to understand the impact and extent of social media marketing.

Digital marketing has heavy impact on customers purchase decisions and buying behavior. It is beneficial for the companies that their products are being promoted and purchased out. Research suggests that digital marketing has a very strong impact on customers' perception about a product, judgment of the product and it will ultimately lead to product purchase decision (Peterson, 1989). Now a days where technological boom is at its peak, companies are mostly using viral marketing techniques to promote their products and services, viral marketing is known as the intensive source of advertisement , where social networks are used as a medium to increase sales or make people aware others about the products or services (Howard, 2005). On the other hand it can be said that viral marketing technique act as a deliberate transfer of information.

Trend of online shopping has variation on the basis of gender or age of customers, according to difference in demographics satisfaction level of customers do change with respect to online purchases (Joe, 1998). Research says that people who are young and in there teen ages are more prone to purchase products and services through online medium , the reason behind this behavior is , young people are considered risk taker as compare to other adults. Young people find it easy to purchase product or service online because they are the part of new trends and adopt new trend more easily than adults (Bhantagar, 2010).

One research also shows that boys are more into the use of internet than girls when it comes to online shopping (Bellman, 1999). Education level also that part of this, those people who are more educated and have broad knowledge are more into online purchase because they are aware of the usage criteria and pros and cons of product and services (Collegus , 2003). The research of Morgan

(2006) shows that demographic factors are not counted when it comes to customer satisfaction in terms of online purchases. He says that online purchase decision is not based on gender or age or education level but simple on risk taking ability. (Leo, 1998).

In the current ear when there is technological advancement, organizations are promoting their brands, products and services through online medium, because people find it easy to catch any add that is displayed online ( Joe, 2010).

Information sharing means that the meaningful data must be shared among the concerned employees to get the meaningful results (Jhonason, 2006). Information sharing is essential for timely providing and gaining the information and getting the information timely. Information sharing has become very easy with the help of Information technology (Levos, 2008). Information technology has provided us new and efficient ways for information sharing that is beneficial for us and for the organization itself (Rao, 2009). With the help of IT professional support has also increases because now the world is acting as global village and with the help of virtual media professional support can be easily provided anywhere and everywhere (Suleman, 2007). When an employee get professional support and prompt support, so employees will get more satisfied in nature than they are in comparison with the other supports (Vicky, 2006). According the study of Lu(2009) employees have been observed to be more engaged in work activities when they are being provide with free hands on information technology and digital media (Rohan, 2006). With the concept of job engagement, concept of flexible timings also comes because job engagement will increase by accessing information from anywhere within the office or outside the office premises and this provides the concept of flexible working hours (Raoi, 2003). With the help of information sharing employee job satisfaction has also increased (Rohan, 2005).

Job engagement means how engaged an employee is in to his/ her work and activity (Imran, 1999). Job engagement is a very wide concept and it can only be understood when it is being analyzed right (Rao, 2003). Job engagement will be enhanced with the use of information technology as employee can access to the information from anywhere and get themselves engaged to the work activities (Rio 2009).Information sharing means that the meaningful data must be shared among the concerned employees to get the meaningful results (Jhonason, 2006). Information sharing is essential for timely providing and gaining the information and getting the information timely. Information sharing has become very easy with the help of Information technology (Levos, 2008). Information technology has provided us new and efficient ways for information sharing that is beneficial for us and for the organization itself (Rao, 2009).

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With the help of IT professional support has also increased because now the world is acting as a global village and with the help of virtual media professional support can be easily provided anywhere and everywhere (Suleman, 2007). When an employee gets professional support and prompt support, so employees will get more satisfied in nature than they are in comparison with the other supports (Vicky, 2006). According to the study of Lu(2009) employees have been observed to be more engaged in work activities when they are being provided with free hands on information technology and digital media (Rohan, 2006). With the concept of job engagement, the concept of flexible timings also comes because job engagement will increase by accessing information from anywhere within the office or outside the office premises and this provides the concept of flexible working hours (Raoi, 2003). With the help of information sharing employee job satisfaction has also increased (Rohan, 2005).

Window display is a type of visual presentation where the product is displayed in such a way that it catches a customer's eye (Fring, 1999). According to the research of Tylon (2002) window display of the product counts a lot when it comes to impulsive buying behavior. When the products are easy to reach and placed in open shelves when the display is clear so the customer will buy more product, on the other hand if the product is out of reach to the customer so buying behavior would be different. Gupta et.al, (2009) found that product display and product prices were two major factors. Retail merchandising also plays an important role in motivating a customer to make an impulsive purchase. Sale on different items also prompts an immediate response from the customer (Namakumar & Ramaswamy, 2009). Vanyushyn and Hulten (2011) found, the in-store display and combo offers also encourage an immediate purchase decision at the customer's end.

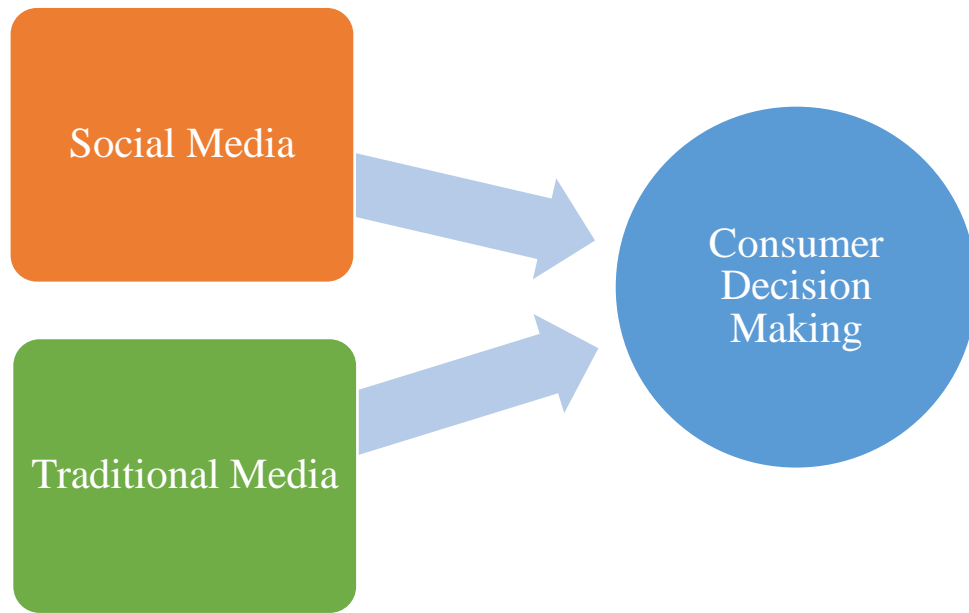
that impulsive buyers are providing additional concentration to the in store displays & combo offerings. Alireza&Hasti has found a significant relationship between window display and consumer buying behavior, moreover they conclude that physical charm of product and display counter of stores influences the choice of customers.

Consumers consider some properties of a product before making a decision. Keller,(1993)defined brand image as the perception of a product which is a reflection of customers' memory. Aaker,(1997)further explained brand as an image that can be memorized by the public, which creates a positive brand, relevant and easy to think of by the people. Keller,(1993) refers to the image of the brand as a concept that is adopted by the customers due to subjective grounds and their own personal emotions. The brand image is likewise referred as the customer's perception of either the reason or intellectual foundation or through more emotions towards a specific brand, proposed by Malhotra,(2010); Cannon, Perreault, & McCarthy,(2009); Assael,(2004).

Sulkunen,(2012)in his research described branding as an important component of marketing rather it has reached the position of a requisite in today's competitive world where consumers are ready to pay a higher value for well establish brands as compared to unnamed or ordinary products. Keller, (2008) beautifully presented the definition of brand "*whenever a marketer creates a new name, logo, or symbol for a new product, he or she has created a brand.*". Keller & Lehmann, (2005) further highlighted the fact that brands help customers gain insight about the product maker, with branding comes recognition and the responsibility of workforce increases. Keller, (2008) classifies the sub factors of brand image which include favorability, strength, uniqueness, and types of brand associations, including attributes, benefits and attitudes associated with brand by the consumer, further Rizawan, (2008)classified these attributes into price, packaging, user profile and usage imagery. According to the research of Khasawneh and Hasouneh, customers are conscious of brand image while making purchase decisions and their basic demographic characteristic have no significant effect on brand awareness., further more people generally favor the branded products because they consider that branded items are more valuable, great in quality and the symbol of status as compared to non-branded items.

## **Conceptual Framework**

The conceptual framework for this research is as follows:



## **Chapter 3**

### **RESEARCH METHODOLOGY**

#### **3.1 Nature of Research**

For this research, deductive approach is used i.e. cause and effect relationship is studied. A total of three hypotheses were made and tested in this research.

In this research social media and traditional media are the two independent variables whereas customer decision making is the selected dependent variable. The impact of two factors of advertisement namely social media and traditional media on customer decision making is studied in this study.

It is also a cross sectional study since all the responses were collected at a specific point in time.

#### **3.2 Population under Study**

The target population for this research are the students from Islamabad who are applying in different universities for higher education or who are currently studying in universities and want to apply further. Including people belonging to different demographic group age groups, gender and education levels.

#### **3.3 Sample Size**

For this research the sample size was 300 respondents. Since the sampling frame is not specified and the total population is very big therefore 300 responses is the selected sample size.

#### **3.4 Sampling Method**

For this study, non- probability sampling is the right choice therefore convenience sampling method of non-probability sampling used.

### **3.5 Data Collection Method**

For this study, questionnaire was used to collect data. At the time of data collection respondents were ensured full confidentiality and anonymity. The reliability of questionnaire was also tested.

A total of 300 questionnaires were disseminated among the population. Out of which 250 questionnaires were returned, so the data from the 250 fully filled questionnaires was considered for analysis.

#### **3.5.1 Data Type**

Primary data was collected through questionnaires. Data of 3 three variables social media and traditional media and customer decision making was collected on five point Likert scale.

#### **3.5.2 Structure of Questionnaire**

As mentioned before, a new questionnaire was designed specifically to collect data on the variables of this research. Statements on five point Likert Scale and multiple choice questions were used in the questionnaire. The scale represented strong disagreement at 1 and strong agreement at 5. As the research has 3 three variable so the questionnaire has three sections. First section of the questionnaire consist of MCQ based questions about different demographic characteristics like gender, age education and income level. Remaining three parts were made on statement that were to be judged on five point likert scale. Social media, traditional media and customer decision making each of these variables had four statement in questionnaire. So there were a total of 12 twelve statements on likert scale.

#### **3.5.3 Scale used in Questionnaire**

For this research, questionnaire was designed on a five point Likert Scale. Where: 5 is used to represent Strongly Agree (SA), 4 is used for Agree (A), 3 denoted Neither Agree Nor Disagree (NAND), 2 is used to represent Disagree (D) and 1 is used for Strongly Disagree (SD).

#### **3.5.4 Reliability Values of Questionnaire**

Cronbach's Alpha test was used to check the reliability of construct of each variable. There were total three variables i.e. two independent and one dependent variable. Each variable was represented by a separate construct consisting of 6 six – 5 five statements. Cronbach's Alpha test was run on all of the four constructs separately. Results are as follows:

**Table 1: Results of reliability test of questionnaire**

Variable	Cronbach's Alpha Value	Number of statements	Result
Social Media	.761	6	Good
Traditional Media	.783	5	Good
Customer Decision Making	.796	6	Good

Above results proved that all the 3 three values of Cronbach's Alpha test are acceptable and thus the questionnaire has passed the reliability test therefore the data collected through this questionnaire can be used for data analysis and drawing conclusion of this research.



## Chapter 4

### DATA ANALYSIS AND INTEGRATION

#### 4.1 Hypotheses Testing

In order to find the impact of social media and traditional media on customer decision making 3 hypotheses were formed. These are all independent variables whereas customer decision making is the selected dependent variable of this research. For purpose of analysis IBM SPSS Statistics was used to run Pearson Correlation and linear regression tests on the data.

Table 2: Pearson Correlations

		Social Media	Traditional Media	Customer Decision Making
Social Media	Pearson Correlation	1	.472**	.236**
	Sig. (2-tailed)		.000	.000
	N	250	250	250
Traditional Media	Pearson Correlation	.472**	1	.299**
	Sig. (2-tailed)	.000		.000
	N	250	250	250
Customer Decision Making	Pearson Correlation	.236**	.299**	1
	Sig. (2-tailed)	.000	.000	
	N	250	250	250

\*\* . Correlation is significant at the 0.01 level (2-tailed).

### 4.1.1 Hypothesis 1

**H<sub>a1</sub>**: There is a significant impact of social media on customer decision making.

**H<sub>01</sub>**: There is no significant impact of social media on customer decision making.

Table 3: Correlations

		Social Media	Customer Decision Making
Social Media	Pearson Correlation	1	.236**
	Sig. (2-tailed)		.000
	N	250	250
Customer Decision Making	Pearson Correlation	.236**	1
	Sig. (2-tailed)	.000	
	N	250	250

\*\* . Correlation is significant at the 0.01 level (2-tailed).

According to the table shown above, the result of Pearson correlation between social media and customer decision making is:

$$(r = .236, n = 250, p=.000)$$

So the value of Pearson correlation coefficient between social media and customer decision making is found to be 0.236 and the p value is calculated to be 0.000 that is less than .05 (the significance level) Therefore the alternate hypothesis 1 is accepted. The r value of 0.236 depicts a weak positive relationship between social media and customer decision making.

In light of the Pearson Correlation value we can deduce that social media marketing has a positive effect on the customer decision making and higher education institutes should work more effectively on integrating the social media marketing with their Print media marketing.

### 4.1.2 Hypothesis 2

**H<sub>a2</sub>:** There is a significant impact of traditional media on customer decision making.

**H<sub>02</sub>:** There is no significant impact of traditional media on customer decision making.

Table 3: Correlations

		Traditional Media	Customer Decision Making
Traditional Media	Pearson Correlation	1	.299**
	Sig. (2-tailed)		.000
	N	250	250
Customer Decision Making	Pearson Correlation	.299**	1
	Sig. (2-tailed)	.000	
	N	250	250

\*\* . Correlation is significant at the 0.01 level (2-tailed).

As per the interpretation of table six, the result of Pearson correlation results between traditional media and customer decision making is found to be:

$$(r = .299, n = 250 p=.000)$$

So the value of Pearson correlation coefficient between traditional media and customer decision making is found to be 0.299 and the p value is calculated to be 0.000 that is less than significance level of .05. Therefore the hypothesis 2 is also accepted. The r value of 0.236 depicts a weak positive relationship strength of brand image and customer satisfaction.

In light of the Pearson Correlation value we can deduce that traditional media marketing has a positive effect on the customer decision making and in comparison the effect of traditional media is greater than that of the social media from the results. The traditional media although is the older form of marketing strategy but from the results it is evident that it still has a greater weightage when it comes to convincing the masses or enhancing the brand image of an institute.

### 4.1.3 Hypothesis 3

**H<sub>a3</sub>:** The impact of traditional media on customer decision making is greater than the impact of social media.

**H<sub>03</sub>:** The impact of traditional media on customer decision making is not greater than the impact of social media.

The result of Pearson correlation between social media and customer decision making is:

( $r = .236$ ,  $n = 250$ ,  $p=.000$ )

Whereas the result of Pearson correlation results between traditional media and customer decision making is:

( $r = .299$ ,  $n = 250$   $p=.000$ )

Since the Pearson Correlation of Social Media is 0.236 and that of Traditional Media is 0.299 so we can conclude that the Traditional Media is slightly more effect on customer decision making rather than Social Media Marketing. Hence the Hypothesis 3 is accepted.

In a head to head comparison although the social media seems to be a viable option for any education institute, the importance of traditional media cannot be overlooked. This shows the general perception of the masses which is more inclined towards traditional media.

## Chapter 5

### DISCUSSION

Aim of this study is to identify the impact of social media and traditional media on customer decision making among Higher education sector. For this purpose two independent variable are identified that are social media and traditional media. Impact of these variables would be identified on dependent variable i.e. customer decision making.

The research approach is deductive approach. The data is collected from the customers about their satisfaction with respect to online purchases. For this purpose variables were identified including social media, and traditional media. In this research customer decision making is the dependent variable and social media and traditional media is independent variable.

The research had findings that will help the institutes to reform their marketing strategy. All the hypothesis in this research were accepted. This shows that all the selected variables have different outcome bases on demographics. The limitation of this research is this research is only valid on the people in Islamabad and those who work in higher education sector.

Practical implication this research shows that customer decision making plays a very important role for the higher education institutes. It shows that social media advertisement factor had a significant link with customer decision making so these should be taken care of. Second factor is about traditional media factor, this also shows significant positive impact, on customer decision making so all in all we can deduce that we cannot just adopt one form of marketing strategy while neglecting the other. Higher education institutes need to strike a balance while advertising for their programs.

According to the research of Cannon (2018) brand name is known as a letter which differentiates one product or service from other product and service and act like a competitive edge for the other brands, and this brand image can only be established if the brand or in this case the institute devices a balance between social media and traditional media marketing strategy. In addition to this Hsieh and Lindrid declared that brand image is the observation that person associates with the product or service showing why the brand image of an institute would ultimately reflect upon the students decision when selecting the universities. Those customers who are exposed to any product or service for longer period would be more inclined towards that specific brand. Similarly if a student keeps hearing about a specific university program through multiple traditional and digital channels,

he would automatically be inclined to choose it over other universities. Brand image can also be measured through physical appearance of product and service (Roy, 2019). This can also be termed as high low observation in the mind of consumers (Martinez, 2012). This includes the whole favorability of brand association, strength of brand association and uniqueness of a brand (Levy & Grewal, 2010).

Branding is not only an important component of marketing rather it has gained the status of a necessity in today's competitive world (Sulkunen, 2012). A brand is created when a consumer develops certain perceptions and ideas about a product in her/his mind. (Brändäys, 2007). Consumers are ready to pay a higher price for well establish brands as compared to unnamed or ordinary products. (Laakso 2003). The most commonly used definition of brand is "whenever a marketer creates a new name, logo, or symbol for a new product, he or she has created a brand."(Keller, 2008). Brands help customers gain insight about the product maker, with branding comes recognition and the responsibility of workforce increases (Keller & Lehmann, 2005). Brand image is a complex concept. Brand image has sub factors which include favorability, strength, uniqueness, and types of brand associations including attributes, benefits and attitudes associated with brand by the consumer (Keller, 2008). These attributes are further classified into price, packaging, user profile and usage imagery (Rizwan, 2008).

Various researchers have studied brand image in various different ways (Faircloth et al., 2001). Koo (2003) studied brand image in terms of product attributes, Hsieh et al., 2004 focused on brand benefits and brand values. Whereas Faircloth (2001) studied and described brand image in terms of Malhotra's (1981) brand image scale. Measuring image based on the above definition would help institutes to identify the strengths and weaknesses of their programs as well as consumers' perceptions toward their services, hence it of prime importance that universities take sufficient steps in marketing to ensure their brand name as an institution remains a popular choice for the students. This helps marketers in getting better equipped at strengthening the brand image and building positive perception about the institute in the minds of students.

As per the research of Hsieh and Li (2008), strong brand image provides an edge over competing brands. Subsequently, urging the customer to remain loyal to that brand even when there a lot of different brands available in the market. Consumers take in consideration the brand image of a product in developing an overall perception about that particular product or service, consumers consider a product or service with stronger brand image as synonymous to higher and quality and

value of that product or service (Richardson et al. 1994). Similarly the presence of an institute on both traditional and social platforms ensures that the brand image of an institute remains strong.

The research of Sallam (2014) focuses on the role of branding, brand image and brand love in create consumer's purchase decision. According to this research word of mouth is a mediating factor in the process (Sallam, 2014).Severi1 & Ling (2013) has found a strong positive relationship between brand image and consumer buying behavior, linking it with the this research, the same brand image of an institute needs to be present both on social and traditional media forms. Strong brand image is directly proportional to the consumer/student selection preference. Furthermore, the finding of research of Burmann et al. (2008) is similar in conclusion that is the purchasing behavior or consumer buying behavior is also affected by the brand image so strong brand image would mean greater preference to the institute in comparison to other higher education institutes. Jacoby et al. (1971) has concluded that is brand image significantly affects consumers' perception of quality and consumer buying behavior. Another research found that the teenagers buying behavior is directly correlated and influenced by advertisement, brand loyalty and brand image (Durrani et al, 2015) so it is vital that institutes remain active in their advertisement approach and keep themselves in line with the marketing trends. Moreover Dubey concluded that Brand image also have a significant impact on consumer buying behavior, if the brand image is strong so it will have positive impact on consumer buying behavior and if the brand image is weak and negative so it will have negative impact on consumer buying behavior. Same we have discussed in the results section of our study. Both the traditional and social media advertisements have positive impact on the customer decision making so it is important that both these strategies are applied by institutes to effectively market their name in the market specially for potential students choosing their universities.

Satisfaction of customers means how much the need and wants of customers is being fulfilled by the organization through products and services which they offer (Rashid, 2006). Satisfaction also means that how happy is the customer with the product and service offering that they tend to repurchase the product (Zuhaib, 2010). Satisfied customer will always act like an asset to the organization and brand image is the main factor to retain customers that is why brand image contain so much importance for the organizations.

This research is related to cause and effect relationship and is explanatory study in which the independent variables are social media and traditional media over dependent variable i.e. customer decision making in higher education sector.

According to the study there is significant impact of social media advertisement on customer decision making and this is also supported in this research. Analysis of data also shows that there is a significant impact of social media advertisement on customer decision making but the results are weak and positive.

According to the study, there is significant impact of traditional media advertisement on customer decision making and this is also supported in this research. Analysis of data also shows that there is a significant impact of traditional media on customer decision making but the results are weak and positive.

In our research the hypothesis number 1 was of significance of social media on customer decision making. Alternate hypothesis (There is a significant impact of social media on customer decision making) is accepted and null hypothesis (There is no significant impact of social media on customer decision making) is rejected. The achieved r value of 0.236 depicts a weak positive relationship between independent variable social media advertisement and dependent variable customer decision making.

In our research the hypothesis number 2 was about significance of traditional media on customer decision making. Alternate hypothesis (There is a significant impact of traditional media on customer decision making) is accepted and null hypothesis (There is no significant impact of traditional media on customer decision making) is rejected. The achieved r value of 0.299 depicts a weak positive relationship between independent variable traditional media and dependent variable customer decision making.

In our research the hypothesis number 3 was to show which type of marketing had more impact on the customer decision making. The research showed that while the social media marketing is a growing trend among the youth, from our research we see that the traditional media has a greater impact on the customer decision making while choosing the higher education institute.

The research had findings that will help the higher education institutes to revamp their marketing strategies in order to appeal to maximum students. All the hypothesis in this research were accepted. This shows that all the selected variables have different outcome bases on demographics. The limitation of this research is this research is only valid on the people working in higher education sector in Islamabad, only due to the research limitation.

Practical implication of this research shows that customer decision making plays a very important role in for the organization. It shows that social media advertisement had a significant link with



customer decision making so these should be taken care of. Second factor is about traditional media, this also shows significant positive impact on customer decision making.

An important aspect to cater here that since the students are sponsored by their parents, it is important the marketing strategies reach them as well. Higher Education Institutes can use print media like Newspapers and traditional TV advertisements in prime time to create a strong brand image of an institute in the eyes of parents.

For the social media marketing the universities can implement effective brand positioning using the Search Engine Marketing strategies primarily the PPC (pay per click) model. Through effective search engine optimization, universities can reach their potential customers, the students, in a much more efficient and useful way.

## Chapter 6

### Conclusion and Recommendations

This research is conducted to find out the effect of social media and traditional media over customer decision making. In this research independent variable is social media and traditional media and dependent variable is customer decision making. Three variables were identified and hypothesis were made.

For this research explanatory approach was opted, hypothesis were made and on the basis of hypothesis questionnaire was constructed the data that was collected for this research. To collect the data for this research convenience sampling technique was opted and cross sectional study is conducted that is the data was collected for the period of 3-4 months and no trend analysis was conducted.

The data that was collected is pure quantitative in nature. After collecting data the data was analyzed with the help of SPSS software and results were depicted. The sample size for this research is 250 and target audience for this research are the students those are applying in different universities for higher education.

Through this study we have come to the conclusion that both Social and Traditional Media affect the Customer Decision making in a positive aspect. Universities should invest in their social and traditional marketing campaigns in order to attract new students and create their brand image.

Moreover in the research we concluded that although both social and traditional media have a positive impact on the customer decision making, the effect of traditional media marketing supersedes the effect of social media marketing. This insight is useful for the higher education institutes to make their marketing campaign accordingly to make the most of their resources and get their targeted audience.

#### **Recommendations:**

- Results shows that social media have a significant impact on customer decision making so organizations should realize the importance by highlighting the social media advertisement.
- Traditional media advertisement influence customer decision making level, so organizations should work on traditional media advertisement.

- In a head to head comparison between Social and Traditional Media we see that although Social Media has been growing manifolds in the past years yet even now traditional media is having more effect on customer decision making. So while allocating budget for advertisement, the traditional media advertisement should be dealt with accordingly.
- The research is valid for a specific time and age, such studies should be replicated after every a few years to know the current advertisement trend and strategies.
- By taking this research as a reference point more in-depth researchers can be conducted on this topic. Research can be conducted for other factors of advertisement. Similar research can be conducted for other cities of Pakistan or for other countries as well.
- The marketing trends change with time and the introduction of new technologies so there should not be any hard and fast rule between the social and traditional media in terms of resource investments.
- Universities should have dedicated departments allocated for managing their marketing strategies to attract more people.
- Universities should focus on SEO (Search Engine Optimization) both PPC (Pay per click) model and Organic Marketing models.
- Although the research shows the effect of traditional media to be more than social media but the growing trend of people to access services over social media is increasing, universities should place special focus on social media marketing to attract the newer generation of students who are more technologically oriented.

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S.NO	STATEMENTS	1	2	3	4	5
<b><u>Traditional Media</u></b>						
1	When the university is advertised on traditional media it enhances the favorability of that university.					
2	Ads of universities on TV in prime time create a good impression of the university.					
3	I prefer print media advertisement					
4	Campaigns on TV channels are still effective by means of reaching customers					
5	I consider buying products that are more recognized on my favorite TV programs	-	-	-	-	-
6	Content marketing on traditional media helps to establish a connection between me and the institute.	-	-	-	-	-
<b><u>Social Media</u></b>						
7	I would consider applying to institutes that are more recognized on social media.					
8	Relevant content on social media helps to understand more about the institute and its programs.					
9	Content marketing on social media helps to establish a connection between me and the institute.					
10	Campaigns on social media are an effective means of reaching out to potential students.					
11	Videos about the brand are more engaging and have a greater impression.					
<b><u>Customer Decision Making</u></b>						



12	I would consider an institute with the recommendation from friends on social media.					
13	Reviews of an institute on social media influences my decision making.					
14	I like to make informed decisions.					
15	Conversations on social media about the institute help me in remembering that institute better.					
16	Institutes promoting themselves on traditional media platforms result in positive product purchase decisions.					
17	Sharing exciting news about introducing new programs or scholarships, instead of just posting a link to the press release on your social media feeds, appeals more.					

**Thank you for your time 😊**

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