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Impact of Consumer Motivation on driving Social Media Engagement: A case of Pakistan's Cosmetics Industry

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Abstract

This research was designed in order to study the impact of four facets of Motivation i.e. Information, Personal Identity, Brand Love, and Empowerment on Consumer Consumption Activities. We projected that the Information, Personal Identity, Brand Love, and Empowerment have a positive relationship with Consumer Consumption activities. A sample of 287 consumers who proceeds cosmetics products and services contributed in the research and verified their responses through online questionnaires. The data which was attained was examined using the Statistical Technique for the Social Sciences (SPSS) which included a correlation, reliability and regression. All the proposed hypotheses were accepted. Information had a positive relationship with Consumer Consumption Activities. Personal Identity had a positive relationship with Consumer Consumption Activities. Brand Love had a positive relationship with Consumer Consumption Activities. Empowerment had a positive relationship with Consumer Consumption Activities. These consequences shows that the components of motivation do play a vital role in the consumer consumption Activities. Recommendations are specified at the end of thesis for compounding upon the conclusions of this research. The research could be improve if we include more variables for examining the study. Few limitations were faced by the researcher including Shortage of resources and time.

Keywords:

Motivation, Information, Personal Identity, Brand Love, Empowerment, Consumption Activities, Social Media Engagement.

Chapter 1- Introduction

1.1 Background of the study

In today's dynamic and fast moving world social media plays a vital role it provides platform where people can share their personal reviews about particular product or services and sometimes people get motivated by reviews and they start consumption activities therefore we cannot deny the importance of social media because it plays important role in our daily lives. Social media has become the integral part of our societies, it is a trend now a days, and people feel their lives incomplete without using social media platforms. Social media engagement is basically the interaction of your fans and followers with your social media content, nowadays it is very important to provide good quality and informative content for users that empower and enhance their personal identity, everything is easily accessible online and the use of social media engagement have increased tremendously. Through social media you can easily get access to the quality information. The companies are now more vigilant about their products offerings because customers get all kind of information regarding the product in just a click. Customers mostly go through the reviews regarding the product before they make any kind of final purchasing decision. The companies cannot deny the importance of the social media because a positive reviews will help them grow further whereas a negative reviews will go to decrease their profits.

The major inspiration behind applying the ideas of marketing into social media sites is to create trust between the brands and the users. By establishing trust among the users the chances of consumption will rise, and they create motivating state of mind towards the brand, which helps it in creating good brand image, such clients spread positive feedbacks which helps them in creating brand image and image ultimately helps them to do Online engagement. Consequently, for brand developers to pull in more clients it is vibrant that their users have offline awareness of the brand as well with the high goal that brands online presence is manifest to those users.

The different networking sites of digital media helps the people to have more communication with others. The users share content, pictures, videos related to their interest. The users make their own profiles communicate with each other with whom they can talk and look into data given by them. Some bloggers are promoting different cosmetics brand on different digital media sites like Instagram and Facebook. Sometimes because of bloggers suggestion and their personal experience people prefer doing engagement with that brand.

In Pakistan, the trend for social media marketing appears even growing approximately 30 million have been accounted for to be online every day and this figure is emerging rapidly. Similarly, Pakistan is the fifth greatest mobile phone showboat in Asia with 120 million different followers (Wilson, Gosling, & Graham, 2012). At current Facebook is the top range easy communication site in Pakistan with more than 9 million users.

1.2 Motivation and Social Media Engagement

Motivation involve good quality information, providing useful content on social media to enhance the personal identity of consumers by providing complete knowledge of product .To make them fall in love with the brand and empower them to increase the consumption activities, it is the behavior of social media engagement. Social media engagement can be done after companies publish content on their social media profiles, different advertisements on daily basis, engaging with followers by posting more content, by providing them immediate responses. Big Companies usually hire a person to operate their social media pages on Facebook and Instagram. Companies taking advantage by the use of social media by users ,they share a lot of information about the brand to create knowledge among users about their brand, they are even earning for free on social media sites like Facebook, Instagram, Snap chat and Twitter, By this process companies are generating a lot of engagement in terms of consumption activities.

The cosmetics industry is gaining a lot of importance these days people are becoming conscious about their looks. They want to look perfect, mostly people follow Instagram and Facebook pages for reviews and better information about cosmetics and skincare products. Motivation and social media engagement leads to both online and offline consumption (Rahman, Moghavvemmi, & Suberamanaian, 2017). These days many consumers are relying upon social media for knowing about services or products as the use of internet has grown tremendously showing these services to the people through internet. It is a great opportunity for cosmetics industry for showing themselves through internet (statista, 2017). Engagement of consumers is dependent on how they see themselves while relating with a specific brand their social love with the brand, how they conceive about their personal identity based on their belongings to the social group of the fan page (Pastore, Barbarossa, & Vernuccio, November,2015). These days many brands are putting themselves in the eyes of the customers, motivating them through social media, Many users are present so does the reach (tricio, 2016).Major use of mobile devices and social media have enabled

companies to enhance customers' online shopping experiences and their interaction with brands at anytime, anywhere. Social media has become a place where people display and sell products. Therefore, marketers need to design a website which not only has good ads and content but is also attractive (Briliana, 2017).

Relationship with the fans is a motivating factor for the consumers to do engagement, having personal connections with the fan provides the consumers with a positive feedback and or reinforcement (Harrolle & Klay, 2019). To identify the effect of cosmetics industry in new market i used to studied previous researches of past 5 years one of them was which is conducted in Malaysia, which having certain attributes against the attitude of people engaging with different brands through social media platform, which motivate people to have a consumption activities of brands through different social media sites. These social media websites such as twitter Facebook Instagram and YouTube have brought a lot change in the overall way of communication (Kaabachi, Ben Mrad, & O'Leary, 2019). Twitter, Facebook, Instagram and YouTube these four are the most visited social media websites (Alexa.com, 2015). Nowadays in Pakistan the trend of having good looks, perfect makeup and original skincare products have emerged tremendously. Fan engagement to rise consumption patterns is a new instrument used for companies (Yang, 2017).

1.3 Problem statement

Many studies are done on social media marketing but there are less studies in the cosmetics industry, like from using further social media platforms tremendous response of people could be attained, people sometime don't trust a brand, so to create trust motivation is a major factor. The dimensions of motivations like Information, personal Identity, Social Brand love and empowerment have been used to determine social media engagement behaviors. Some study has been done on cosmetics industry of Pakistan. This area has been focused these days, so this study would have huge importance. As we know that motivation on social media plays a dynamic role in identifying new brands and services so this study would examine the effects of motivation through social media on consumption activities. In Pakistan people are becoming

more brand mindful and are also becoming conscious more about well-intentioned information in this industry.

The aim of the study is to attain the below-mentioned research objectives and observe answers to the research questions. The study objects to find the role of motivation through social media on the Consumer consumption Activities. This study would augment the existing literature and provide readers to recognize, how the facets of Motivation i.e. Information, Personal Identity, Brand Love, Empowerment, influences the consumption activities in Cosmetics industry through social media.

1.4 Research Objectives

To examine the impact of Information on Consumption activities.

To understand the impact of Personal Identity on Consumption activities.

To explain the effect of Brand love on Consumption activities.

To analyze the impact of Empowerment on Consumption activities.

1.5 Research Questions

What is the impact of Information on Consumption activities?

What is the impact of Personal Identity on Consumption activities?

What is the effect of Brand love on Consumption activities?

What is the impact of Empowerment on Consumption activities?

1.6 Significance of the study

There are number of studies done on social media sites and the consumption patterns of using products like retail brands, but still there is a trust issue people don't trust easily about beauty products. This industry is emerging with every passing day. So the readers would be able to understand how the dimensions of motivation could enhance the consumption patterns. This could be possible if the social media platforms are properly and regularly managed.

The management of the companies in cosmetics industry could hire individuals who can update the social media sites of the brand in order to enhance the purchase consumption patterns. When consumers would see that the motivation in the social media sites of the organization has high information, personal identity, Brand love, and also empowerment, then they would likely to purchase that product. Social media sites are a tool for such brands. So to attract the consumers, eye-catching images, videos and useful illustrations should be used.

So, I am going to conduct this study because there are few researches in this area and lack of research done in Pakistan in other countries there are many researches but in Pakistan there is lack of research done in this area. In Pakistan people are becoming more conscious about their skincare product so I would conduct this research to study about those people, who want more authentic and quality knowledge or information online in the cosmetics industry. This study is for those people who are using social media platforms but are not doing consumption activities while using social media because of their trust issues and lack of information about products, so I will be using different factors in the study to know more about people's behavior towards cosmetics online purchasing. The major reason for this research is to investigate the reason of less engagement on social media in cosmetics industry while using social media sites, to increase the trend this research shall be focusing on different variables to motivate people and help them doing more social media engagement.

Chapter 2-Literature Review

Social Media: An Overview

Social media has become a very common platform where humans communicate with one another. (Shanahan & T., 2019). The macro social media (Facebook Twitter Instagram and Snap chat) platforms are giving rise to a new paradox system, people need social media to show every matter of life their opinions, shopping, lifestyle and creativity, while the major platforms tend to view users as products. It is a new interpersonal and collective communication system, every company should understand the deep logic behind this concept in order to compete among the others (Fresno, 2020). Research shows that B2B social media usage is different from B2C. In B2B transactions role of social media is less these days, social media is mostly used in B2C activities, Companies are using social media to directly sell their products to consumers (Iankova, Davies, & Archer-Brown, 2019).

 A latest research was conducted in which it showed that there are more than eighty percent of people living internationally who use at least one social media site (Anderson & Smith, 2018). Social media motivation having a strong impact on various aspects of consumer behavior including brand love Faulds & Mangold, (2009) patterns of internet usage (Laroche et al., 2012; Ross et al., 2009). In today's fast moving and active world social media engagement plays a very essential role it provides a platform where people can share their personal reviews about a particular product or services therefore we can't contradict the importance of social media because it plays significant role in our daily lives. Now a days everything is easily reachable online and the use of social media have increased immensely. Through the social media motivation you can effortlessly get access to the information about your favorite brand and about new brand.

The brands are now more observant about their products offerings because customers get all kind of information regarding the product in just a single click. The fact that social media is a strong area of networking with customers, so pushers take this as a positive point to post advertisements, posts and content on social media sites that matches with preferences of the customers, the search history of the customers and their demographics (Li, 2016). Customers mostly go through the reviews and evidence regarding the product before they make any kind of ultimate consumption decision. The companies cannot

contradict the importance of the motivation on social media because a positive reviews and complete knowledge will help them mature further although negative reviews will go to decrease their profits.

Also, pushers are very much interested in talking and communicating with their customers in enhancing their identity whether they are potential customers, new customers or loyal customers, by telling them the best suitable product (Hudson, 2016). There is positive impact of social, honor and confidence on satisfaction especially in social media context (Lou & Zhang, 2017). Cosmetics industry has emerged so much that they need ways to have interaction with the customers otherwise it would get difficult for the brands to survive (Bruhn et al., 2012; Kozinets et al., 2010). Consumers can also get engaged in cosmetics industry by good content, positive reviews and whole evidence about products through their social media platforms (Hajli, 2013; Yadav et al., 2013). Other functionality of motivation includes perception of consumer which affects and influence attitudes and behavior of consumers toward brands (Cothrell & Williams, 2000).

The current study is unique in that it combines and covers these models by including two new variables related to consumer believe and trust (Ease of use), and socialization motivation (Positive motivation) helps in social media engagement, along with cognitive variables (information, Personal-identity, Brand Love and Empowerment) as analysts of attitudes and targets for consumers engaging with Cosmetics brands through social media which eventually leads towards consumption. It is a great opportunity for the companies or brands to motivate them and get instant reviews from their customers regarding the products they are offering to the customers (Hazlehurst et al., 2016).Social media is a strategic tool for most of the companies to know their drawbacks or faults in them and they can easily and conveniently raise the quality of their services or products being offered to the customers (Assimakopoulos, 2017).

2.1 Consumption Activities

Consumer purchase activities plays a pivotal role and at the same time it's very important to understand the factors which influence both social media engagement (Kaabachi, Ben Mrad, & O'Leary, 2019) and engagement (Bickart & Schindler, 2001; Chevalier and Mayzlin, 2006; Engel et al., 1969; Prendergast et al., 2010; Wang et al., 2012).Consumer behavior is greatly influenced by various advertising methods, studies show that social media motivation has a greater impact on the consumer purchase activities than various advertising methods (Day, 1971; Engel et al., 1969; Trusov et al., 2009; Wangenheim & Bayón,

2004).Social media motivation has been found to be more impactful strategy instead of using marketing tools (Engel et al., 1969; Trusov et al., 2009).

Consumers are enthusiastic for collecting all information regarding different products which they wish to buy in order to reduce the threat involved in making incorrect decision while buying a misleading product (Bettman, 1973). The Social media motivation plays a essential role in consumer consumption patterns because it provides all kind of applicable information, Personal-identity, brand love and Empowerment needed for making right consumption decision (Lau and Ng, 2001; Leskovec et al., 2007). Motivation can change the overall buying decision of the customer it could be said it a very strong impactful tool and can help marketers in formulating strategies (Gavino, 2019; Hennig-Thurau et al., 2004).

The electronic media Motivation is also a very effective tool which significantly helps in consumers purchase activities, many researchers have placed great prominence to the social media motivation (Bickart & Schindler, 2001; Chan & Ngai, 2011; Huang, 2010; Zhang et al., 2010). Motivation of product on social media gives consumers a clear picture regarding the product thus makes the overall decision making process easy (Hung & Li, 2007; Lee, et al., 2011; Schau et al., 2009; Wu et al., 2014). Social media engagement takes place on various web based platforms customers are mostly convinced by positive motivational factors and directly make purchase decisions (Goldsmith & Horowitz, 2006; Hennig Thurau et al., 2004).

The most powerful and effective tool which influences the consumer purchase activities is the motivational factors on social media (Li H. H., 2019 January).The consumer doing engagement is more impactful than the marketers promoting engagement on digital media (Huang, 2010; Kumar, & Benbasat, 2006; Zhang et al., 2010).

The Negative reviews by consumers has a greater impact on the sales of the company than the positive reviews on sites by users (Chevalier, & Mayzlin, 2006). The main characteristics of the motivation on social media is the need of information, brand love and the attitude have a very positive relation with consumer purchase decisions (Wolny, & Mueller, 2013).The people who will be interested in the process of information seeking will definitely going to visit various online website and will increase the use of social media (Cheung & Thadani, 2012; Cheung et al., 2009).

In today's fast moving and dynamic world social media have totally change the way people communicate with each other (Nambisan, & Baron, 2007; Wang et al., 2012). The social media have provided a platform where the individuals can make their own personal profiles or identity (Kaabachi, Ben Mrad, & O'Leary, 2019) and at the same time they can view other people personal profiles as well thus giving them a platform

where they can chat with each other on various product performances and services of brand (Boyd, M., & Ellison, 2007) .The usage of social media have increased and customers are influenced by the user generated remarks which helps them in making better decision while buying the product (Chu, & Choi, 2011).

The social media websites such as YouTube, Facebook, Instagram and twitter may look same at first look but their special features and characteristics they differ from each other (Alboqami, Al-Karaghouli, W., Erkan, & Ghoneim, 2015) .These social media websites such as twitter Facebook and YouTube have brought a lot change in the overall way of communication (Kaabachi, Ben Mrad, & O'Leary, 2019) and these four are the most visited social media websites (Alexa.com., 2015).

The social media website such as Facebook has provided a platform where friends and family are connected with each other and they share their personal views and experiences in a more effective and convincing manner (Kaabachi, Ben Mrad, & O'Leary, 2019)and it has been successful in bringing billions of people together (Facebook Newsroom, 2015). Similarly twitter, YouTube any Myspace are also playing a pivotal role in connecting people (Nadkarni, & Hofmann, 2012).

YouTube is also a leading social media website (Kaabachi, Ben Mrad, & O'Leary, 2019) and provided a platform where consumers and the marketers can share their product related videos making consumer purchase decision more effective, easy and convincing (YouTube Statistics, 2015).In today's fast moving and dynamic world social media is playing a very important role and YouTube is a good example of social media platform (Nadkarni, & Hofmann, 2012).

There are many factors which greatly influence the use of new technologies and for that very purpose the increase use of the social media have brought about many changes and researchers have done studies on that which shows that the usefulness of information available online plays a pivotal role in consumer purchase activities (Li H. H., 2019 January). Furthermore when the customers have trust on the social media websites only then they will show keen interest site (Li H. H., 2019 January). Motivation on social media can change the overall buying decision of the customer it could be said it a very strong impactful tool and can help marketers in formulating strategies (Goldsmith, & Horowitz, 2006; Hennig-Thurau et al., 2004). Moreover the use of E-commerce business have increased over the period of time people are engaged in online buying but this will only be done if customers are willing to adopt new technologies (Harb, Fowler, Chang, Blum, & Alakaleek, 2019).

When the customer does online engagement in form of consumption mostly looks after the usefulness of the information, love for the brand (Sin, 2012).In today's fast moving and dynamic social media plays a

very key role and the new technology which have introduced the people should have the acceptance level in order to except the technological changes and at the time become user friendly (Harb, Fowler, Chang, Blum, & Alakaleek, 2019). Effective Information is one of the key factors which the customers keep in mind when going through any kind of decision making process (Tijunaitis, Jeske, & Shultz, 2019).

Now due to drastic changes in the technology the customers are looking towards using social media rather than adopting traditional media (Algharabat, 2018). The marketers are looking towards the social media marketing rather than following the traditional marketing tools and techniques which were used in the past (Tijunaitis, Jeske, & Shultz, 2019).The social media brings the customers and the marketers closer (Kaabachi, Ben Mrad, & O'Leary, 2019).

The Social media Motivation is related with the available effective social media networks which will ultimately going to help in the customer purchase decisions (Benbasat, & Grange, 2017).We cannot deny the importance of the social media networking in today's fast moving and dynamic world (Kaabachi, Ben Mrad, & O'Leary, 2019). Word of mouth can change the overall buying decision of the customer it could be said it a very strong impactful tool and can help marketers in formulating strategies (Goldsmith, & Horowitz, 2006; Hennig-Thurau et al., 2004). The social media is playing a very effective role in convincing the growing number of online market which has provided a platform where the customers and the marketers can easily share their opinion regarding the product, brand or the services (Tijunaitis, Jeske, & Shultz, 2019).

2.2 Consumer Motivation

Influence of social media use on brands performance, and the psychological mechanism underlying this relationship. Research displays social media use would have a positive influence on brand, both social media use and engagement have a positive relationship (Cheng, Zhang, Wen, & Wang, 2020). Motivation in communication plays a dynamic role in constructing and effecting attitudes, behavior, intentions and perception of consumers (Zhang Z. &., 2019). After the analyzing some studies researcher have found that communication is more significant relative to other means such as editorial advices or advertisements (Bickart, & Schindler, 2010; Smith et al., 2008; Lee, & Park, 2009), because it is observed by people that this provide more consistent information as compare to outdated method (Gruen, et al., 2016). Consumer motivation is linked to social networking sites (Ho, & See-To, 2014). Social networking sites helps

motivation to widen across social networks immensely (Benbasat, & Grange, 2017). As a huge number of institution going students use various social networking sites like Facebook, Instagram, Twitter, and Snap chat, to interact with others, friends and family Pew Research Center (2017) so it is evident that motivation on social media among nobles will continue to mature even more. Consumers advancing or tell each other the opinions seen or read from trust worthy source (Cheong, Kim, & Kim, 2017). Forward more time revising Motivation messages for non-luxury products (Daugherty, & Hoffman, 2014). When a consumer is making decision on what to buy, he/she looks upon the information online and then make best possible decision (Lopez, & Sicilia, 2014).

Therefore, Motivation is well-thought-out to stand a great deal of persuasion through higher perceived consistency and trustworthiness (Zhu, & Zhang, 2010; Mayzlin, 2016). Outdated communication are moving towards to electronic platforms, such as online discussion forums, newsgroups, blogs, review sites, and social networking sites (Du, & Li, 2011; Davis, & Weinberg, 2015). In today's fast moving and dynamic world consumer retaining shows a very imperative role because if companies will retain their potential customers only than they will generate business for their development and expansion. The customer has an influence to make any kind of choices they want to, therefore they will be regarding at every kind of services offering extremely carefully. The company needs to deal with their customers in a well convincing manner so that they feel the product being provided to them is for their ultimate benefit as a result of this the customer will build a positive relationship with that brand due to which the overall profit of the organization will be increased (Bailey, 2015).

Socialization on internet makes people more trust worthy toward brands and product instead of marketer generated content, as it minimizes uncertainties (Faulds, & Mangold, 2009) Social networking sites helps brands to widened across social networks tremendously (Benbasat & Grange, 2017). Nielsen (2012) reported consumers become four times more influenced of making decision based on positive or negative online assessments, and information to buy an online product (or no-purchase) and also are influenced more by references than by objective product benefits (Hu, et al., 2011).

Furthermore, tailored content has an impact on increased attention and a positive attitude (Maslowska, Putte, & Smit, 2016). Which would be supportive for motivation in social networking sites. New media have become important tool for motivating the consumer's knowledge about their preferences in the 21st century. The major use of new media will bring together different researchers, who want to explore about motivation difficulties and methods in bringing engagement from consumers while using their sites.

(Small, 2011). Research done In USA that the success of cosmetics industry engagement depends on the local culture, institutional context and the role of local actors, who may adopt, reframe or totally ignore that product (Kuipers, Chow, & Laan, 2014).

2.2.1 Information

In today's fast moving and active world motivation plays a very essential role there are so many advertisements going around at different mediums such as magazines, newspaper, internet, radio , television a lot of information is available to the customers (Li H. H., 2019 January) .Also customers are very much exposed to the immediate information which is available to them about various kinds of products, exclusive brands, services of their interest, due to bulk of information available to them decision making process have become a lot difficult because there are so many selections available to them, social media has also played a essential role and providing a platform where people can get useful evidence and can communicate with each other in a more convincing manner (Shanahan & T., 2019). Additionally, we cannot deny the importance of consumer motivation through useful content because it activates thought process based on customers past opinions and bunch of experiences attached in mind regarding various brands and their products and services offerings (Arndt, 1967). This all depends on the quality of the information. (Bhattacherjee, 2004).

The power of the message will be well-defined through how much convincing is the value of the message (Bhattacherjee, 2004) . Customers mostly trust on others past experiences related with the specific brand than the advertisement projection done at the higher scale (Li H. H., 2019 January). The credibility of the information from the sender to the receiver is also fundamentally important and have its own significance (Ndiege, 2019).

 Customers who are looking for the material will be considering each and every possible outcome of their purchase therefore they will keep all relevant information in their minds and for that very purpose the information available on the social media will be of key importance (Chu, 2013 to 2018). The increased usage of the internet has brought about many changes and contributed a lot to the consumer motivation due to increase in the technology The social media motivation process has become very much fast the information is passed from one point to another point very quickly (Shanahan & T., 2019). The internet has provided bulk of information and made the decision making process of the customer easier (He,

Huang, Li, & Xu, 2019). There is a huge amount of information available regarding a particular product and a brand.

Information is one of the most important tool in the field of technology acceptance model (Daviss, & Hayat, 2009). When a consumer does online purchases, he/she is most considered towards information useful and then he looks upon ease of use and subjective norms, especially in young people (Sin, 2012). Cap says and argues that develops have a powerful influence inside the acceptance of systems by a user's (Paavilou, 2003). It's one of the most important reasons that why and how people area unit accepter to new technology. Daviss (2009) research showed that information usefulness has an indirect or inverse relationship with Consumer consumption activities.

Mostly consumers use social media either to observe user generated product information which can support their purchase decisions, or to create and share useful information based on their perceptions that it is useful (Morrison et al., 2013).Individuals with good looks are always viewed more positively in a society, women are more conscious about beauty young females buy different types of beauty products to look physically attractive to achieve high standards of society (Sood, Quintal, & Phau, 2017).

2.2.2 Personal Identity

Motivation on social media enhances the thoughts and feelings of young people .whenever individual sees post on social media about products or brand it may enhance their identity, they want to get information of product and want to buy the product .Social media is promoting Connections between buyers and companies, the use of social media has facilitated and enhanced the relationships and the network of support and advice which exists, certainly among the group of producers. Through the help of social media consumers can easily take supports and advice from companies by doing messages and getting responses on comments. (Laing1, june 2017) Personal identity covers two factors,

Self Esteem

Self-esteem is a global sense of self-worth that is central to a plethora of studies, it is the behavior and learning of individual towards cosmetics brands and how they relate themselves with the product or brand image in their minds, how they feel about product. (Bornholt, Maras, & Robinson, 2008). Previous Research have focused on how the personality of a brand enables a consumer to express his or her own self , an ideal self, or specific dimensions of the self through the use of a brand. By this way viewers differentiate a brand in a product category. (Aaker, 1997)

In Pakistan, there is negative concept people feel they are only socially acceptable when they use different cosmetics products, they feel confident when they look pretty among others (Albarello1, Crocett, & Rubini1, 2017). Adulthood is a period when people question and define their place in society and they form their identity in this period so the main target of brands are youth of Pakistan, those who are conscious about their lifestyles and beauty, youth spend their more time on social media and form their identity by using social media. (Lannegrand-Willems, Chevrier1, Perchec1, & Carrizales1, 2018)

Mood

The term 'mood' cover indicators of depression, stress and anxiety that may need to be taken into account in analyses, where mood may limit young people's motivation. In cosmetics industry the mood is about how consumers feel when they are tired of any skincare issues or they want any makeup product, how your brand convey message to change their mood. (Bornholt, Maras, & Robinson, 2008).Personality psychology has been done to conceptualize human personality, identify the "Big Five" dimensions, and explore the meaning of each dimension: dimensions of brand personality are (Sincerity, Excitement, Competence, Sophistication, and Ruggedness) Mood of individuals may affect the following variables. (Aaker, 1997)

Importance of identity and beauty imaginaries in a society in the pursuit of beauty. Advertisers and marketers should understand the factors that shape beauty ideals and beauty types such that cultural representations can be of more relevance than standardized beauty types. Marketers need to draw on local beauty imaginaries rather than use images of beauty that merely conform to global western beauty types. Research showed that women actively and passively learn about celebrities and take information on social media of celebrities through revealing celebrities' personal experiences and struggles shape beauty

preferences, as well as their preference for certain beauty types (Jurdi & SandraSmith, 2018).

In this study Personal identity directly concern with the consumer believes through the use of social media they will able to perform much better. Inside the context of e-commerce Rodríguez & Trujilleo (2014) examined the effect of mood, perceived security and perceived security protection on trust. In this way, for Cosmetics websites that sell cosmetics item, motivation, perceived security, and perceived protection can for all intents and purposes definitely have an effect on consumers' trust. In many other researches it is seen that consumer intention is directly related with the motivation of social media sites (Hartzell, 2016; Rauniar, 2013). All the aspects ultimately make help to check consumer perception.

2.2.3 Brand love

Brand love mention to the consumer love for brands and branded products, it is used to measure the loyalty of brand (Rauschnabel & Ahuvia, 2014). Brand love is an important factor of motivation and shows the influence of brand experience, brand trust, brand personality and brand loyalty, by doing consumption activities (Briliana, 2017). Brand love basically shows the consumer brand relationships, with so many positive emotions and behaviors towards the brand, that helps in explaining the after purchase behaviors among satisfied consumers, positive attitude towards the brand will ensure their repurchase intentions (Kaufmann, Loureiro, & Manarioti, 2016). The motivation is passed through chain of consumers therefore helping in consumption more easily (Lau & Ng, 2001). The use of internet is the fastest means of communication Kaabachi & O'Leary (2019) which have ultimately led to a magical transformation from traditional way of communication and spreading of the messages (Brown et al., 2007; Jeong and Jang, 2011).

 Fan engagement with brands as psychological states that includes the process of consumer and brand interaction while consumer is experiencing brand ,it starts from brand involvement, it shows the interest of customer towards brand and apparent self-relevance of brand, that leads to brand loyalty and customer satisfaction (Pentin, Véronique, & Micu, 2018). Brand love has important effects on people how they identify themselves with the social group, in terms of attachment to the brand, positive effects in response to the brand, positive evaluations of the brand and passion for it. In this way, study has shown the determinants of brand love focused on personal identity self-brand connection and brand identification (Vernuccio, Pagani, & Barbarossa, 2017)

Interpersonal love:

The feeling of attachment and passion in a like-minded, self-expressive society is an incentive itself, it shows the need of attachments and benefits after the use (combine with the functional, emotional and self-expressive ones) of the brand (Kaufmann, Loureiro, & Manarioti, 2016).Interaction with the others help consumers to gain understanding of the brand, and also the brand itself knows that by doing blogging and writing different content about products, it helps them to confirm their place in society, they know how viewer sees the brand (Dessart & Laurence, 2015) Study shows that brand love started with the interpersonal love and then applied to the consumers behavior towards the brand whom they love, having emotional connection, positive attitude, passion driven behavior and long term relationship with the brand users love, they relate the brand with their self-identity (Rauschnabel & Ahuvia, 2014)

Brand Identification:

Consumers not only love the brand because of their self-belonging but also for the motives of social identity (Vernuccio, Pagani, & Barbarossa, 2017). The study shows that social media engagement encourage the entrepreneurs, they are doing great effort on social media to maintain their customers (Briliana, 2017).Consumers while browsing they get so many information from different brands, so to be different among others you must add good marketing message and show information by other consumers (by showing previous consumers experience with your brand), marketers must know what kind of information customers need. A customer who is passionate about the brand must engage, like and leads to positive word of mouth (kudeshia, mittal, & sikdar, 2015).Some brand owners and entrepreneurs have started using the concept of storytelling in their content on Facebook Instagram, blogs, Vlogs, photos, videos and News sharing sites for promoting their brands and building awareness and consumer connection with the brand, through stories customers can easily recall and recognize the brand (singh & Sonnenburg, 2012).

Brands must understand a better and different ways in which new or social media platforms can be used to motivate consumers (Small, 2011). Luxury brands usually charge high prices and people pay for those brands products whom they love. The factors associating with luxury brands are authenticity, style, commitment of quality to their users, in cosmetics brand people are paying high prices because of their love towards the brand .They use emotional promotional appeals to attract the consumers (Pentin,

Véronique, & Micu, 2018).

2.2.4 Empowerment

The use of term empower is important for every industry, it reflects a growing emphasis and usage of the concept, within the literature discussing skincare products and digital health. In case of digital care, promoting empowerment is the fact that certainly impact the decision capacity of consumers , affecting their choice to engage with some product or some service ,providing them ability to make best own decision about the product (Burr1 & Morley1, 2019) Impact of social media use on brands performance, and the psychological mechanism underlying this relationship. Research shows social media use would have a positive influence on brand, both social media use and engagement have a positive relationship (Cheng, Zhang, Wen, & Wang, 2020) Empowerment in motivation can yield on a number of different meanings depending on the intentions expressed or understood by users.

To understand how people perceive power and the origins of power, how they perceive about the product, and it supports engagement. (Morrongiello, N'Goala, & Kreziak, 2017). The User generated content on social media enhance the consumers to make their own voices heard and provide users more control and authority over the marketing process, empowerment has been identified as major tool for fan engagement on social media ,it helps to judge the consumer behavior on the basis of their online engagement (Li Z. , 2014)

The most prominent brands do not only interact with customers, they also empower them (Acar & Puntoni, 2016).Cosmetics brands are using different websites to do engagement, On the basis of more efficient means of communicating with consumers are weblogs, social networks, other bookmarking sites and virtual world, people connect and promote issues. Social media is giving voice to social and environmental issues. (Fieseler & Fleck, 2013) The Internet in digital technologies are providing information and different opportunities, nowadays consumers are not accepting traditional ways of communication, digital media is enforcing to interact with every customers individually, quickly and openly. In digital age customer engagement is the most important factor (Acar & Puntoni, 2016).

Social media engagement opportunities include Facebook, weblogs, photos, videos, sharing forums (e.g. YouTube), and micro blogging services (e.g. Twitter). Literature believes the use of social media to enable the disadvantaged to empower themselves through moving from being "passive consumers" of technology to "active producers and innovators" (Waitoa, Scheyvens, & Warren‡, 2015). Motivation on Social media

have been playing major role in connecting likeminded individuals, empower them, to do consumption activities, different types of networking ,virtual cooperation empowered the consumers. (Fieseler & Fleck, 2013).

In prior research, issues of customer engagement and empowerment are talked separately regardless of customer empowerment appearing to be a requirement for customer engagement. Previous research has investigated many motivational drivers that enhance or inhibit WOM in online and offline environments, but this research mainly discuss the (empowerment) factor of motivation and customer engagement (Morrongiello, N'Goala, & Kreziak, 2017).Interest in psychological empowerment factor of motivation and social media engagement has increased greatly over the last 5 years among brands and entrepreneurs. However they have appeared independent of each other with little industry as to how they are related (Mampilly, 2014). Empowerment and social media engagement, learning over the digital media. All the brands and consumers are learning experiences on digital media platforms in beauty products, these experiences help and prepare them to be active, knowledgeable, and creative and participants in network of global society (SPEARMAN, february, 2020).

The difference between Active and passive social media is closely associated with emotional empowerment, allowed by new media platforms. Prior research have found that new technologies or digital media have empowered indivual consumers (Li Z. , 2014). Social media activities includes: likes, comments, sharing content on other platforms, tagging and viewing etc. The relationship of empowerment in motivation and its relationship with engagement is a state of mind and emotion of users towards the brand, Social media engagement it shows the interest of consumers towards the brand, their action, participation and searching shows that how they are interested in doing engagement (G.smith & Gallieano, 2015)

2.3 Information and consumption activities

Information have a positive relationship with consumer consumption activities, information mostly addresses the extent to which consumer trust on the message given to them regarding a particular product (Bhattacherjee, 2004) .The usefulness of the quality of information is only possible when the consumer believe in the fact that the information provided is satisfying and reliable and meet their desire expectations (Kaabachi, Ben Mrad, & O'Leary, 2019), as a result of which they will be approaching towards the product

with full confidence and they will keep in mind the information provided to them (Arndt, 1967).Therefore it can be said that the information plays a very important role in consumption activities and researchers have laid great importance to the extent of information and consumption activities (DeLone and McLean, 1992; Lin et al., 2011; Rieh, 2002).Moreover this context has been studied in various framework of social media motivation, the good review available online have a positive influence on the consumer consumption activities (Cheng, Zhang, Wen, & Wang, 2020). Motivation can change the overall buying decision of the customer it could be said it a very strong impactful tool and can help marketers in formulating strategies (G.smith & Gallieano, 2015)

H1: Information has a positive relationship with Consumer Consumption Activities

2.4 Personal Identity and Consumption activities

Personal identity and consumption activities have a positive relationship with each other, the personal identity is mostly refers to the receiver's awareness regarding the product and how they relate that product with themselves, that is the authenticity of the source and in simple words how much the motivation influence the person's identity (Chu, 2013 to 2018) .The consumer will always find the message important when they feel that the message is for them (Alexa.com., 2015). Personal identity plays a pivotal role in the overall consumer's decision making process it's a key element which ultimately helps consumer's consumption activities to move on a positive direction (McKnight & Kacmar, 2006). Nowadays advertisement is gradually losing its usefulness because rising share of new business sales come from consumer generated end rather than marketer generated content. When the potential customer forward effective motivation to others in their social network, it creates a positive effective encouraging other to easy make their purchase intention (Dobele et al., 2017). However, one should not deny the fact that a negative reviews could lead negative consequences and making customer to re-think about their purchases (Bickart, & Schindler, 2001).

H2: Personal Identity has a positive relationship with Consumer consumption activities

2.5 Brand Love and Consumption activities

Brand love and consumer consumption activities has a positive relationship with each other, the importance of Brand love has been highlighted in previously held researches (Laing1, june 2017). Therefore, the love of the brand plays an essentially important role in consumption activities (Bhattacherjee, 2004) . The social media motivation plays an extremely pivotal role in the love of brand that ultimately leads to social media engagement (Aaker, 1997).

H3: Brand love has a positive relationship with Consumer Consumption activities.

2.6 Empowerment and Consumption activities

Empowerment and consumer consumption activities has a positive relationship with each other, Empowerment plays a pivotal role in consumers overall purchase decision (Davis, 1989; Sussman, & Siegel, 2003). Consumer will find interest in the engagement when they feel that they are getting empowered by the product or service (Bornholt, Maras, & Robinson, 2008) and as a result empowerment will play a fundamental role (Cheng, Zhang, Wen, & Wang, 2020).Moreover the Empowerment which the consumer will get benefited they will do engagement (Chu, 2013 to 2018).

H4: Empowerment has a positive relationship with Consumer consumption activities

Attitude of the consumers is also important aspect. The basic phenomena of attitude are to understand and explain the behavior of consumer. Now due to changing trends the perception and ideas of the consumers are also changing drastically as they look into new ideas like social media marketing rather than traditional style marketing techniques (Briliana, 2017).In order to promote favorable attitude, marketers are using social media advertisement to enhance creativity, trustworthiness and pursuit of value (Chu, 2013 to 2018).

Attitudes of people depend upon the discussion which are saying around them like the basic objectives of online marketing communication usually include creating brand awareness; generating consumer demand; providing information; stimulating traffic; building relationships; promoting two-way communication;

giving customer service; establishing brand loyalty; creating electronic word of mouth; generating leads; and increasing sales (Stokes, 2013; Thomas, 2011) which denotes the ultimate reaction of the consumer.

Chapter 3-Theoretical Framework

There are two variables i.e. Motivation and Consumer consumption activities. Motivation is the independent variable, and consumer consumption activities is the dependent variable. As shown above, there are four determinants of motivation which are taken for the purpose of this research. These variables are information, personal identity, Brand love, and Empowerment. So this model explains the impact of social media motivation (using these 4 variables) on consumer consumption activities in cosmetics industry. Furthermore, previous researches have signaled the positive impact of all these determinants of motivation on consumer consumption activities.

In order to conduct this study, four facets of motivation which are information, personal identity, Brand love, and Empowerment are taken from Information Adoption Model (IAM) (Sussman & Siegel, 2003). This model is made from Technology Acceptance Model (TAM) (David, 1986) and Elaboration Likelihood Model (ELM). TAM identifies the issues related to individual's behavior as a result of acceptance of new technology. Elaboration likelihood Model \explains that there are two routes from which people are influence. One is the central route that is for arguments in the message, and the other one is peripheral route which is related indirect issues in message (Shu & Scott, 2014). In our proposed model information is the central route whereas Empowerment is the peripheral route. So, our proposed model which is derived from these models would explain the impact of four determinants of motivation on consumer consumption activities

3.1 Graphical Representation

Figure 1 : Research Model

Chapter 4- Methodology

4.1 Population Frame

The population selected for this study instructed the responses of the consumers that are currently indulged in using the online cosmetics products and services for making purchases in Pakistan, focusing on the cities of Rawalpindi and Islamabad. The research combined the responses of these consumers in the twin cities. The population instructed the responses of people belonging to both genders i.e. males and females. The selection criterion for this study was to select those consumers who frequently use online cosmetics products and services to make purchases.

4.2 Sampling

A sample was selected from the population that consists of the consumers engaged in making online consumption focusing on the twin cities of Pakistan. A non-probability convenience sampling along with a snowball sampling technique was employed for the purpose of this research. Although, it is considered to be the least preferable technique but, the cost and time required to obtain a convenience sample is less which facilitates the sample collection process in a fast, efficient, and inexpensive way. According to Roscoe's rule of thumb, Roscoe (1975), sample sizes of more than 30 and less than 500 are sufficient to carry out most of the researches. Data is collected through Electronic media and got 301 responses out of which 287 were valid.

4.3 Unit of Analysis

The unit of analysis for this study was individual as it focused on the consumers that are currently using online cosmetics products channels to make purchases mainly focusing on the cities of Rawalpindi and Islamabad.

4.4 Quantitative and Cross-sectional

This study is quantitative in nature because I relied on a quantitative approach for the purpose of collecting data through questionnaires. The study is cross-sectional in nature because of the time constraints. Besides, a cross- sectional study proves to be helpful in obtaining data on many variables.

4.5 Instrument Development/Selection

The duration of this study spanned over a period of four months starting from February 2020 till May 2020. The study incorporated the responses of the consumers using e- commerce cosmetics channels in the twin cities. The questionnaires against each of the five variables chosen for the study were adopted. There were total of 24 questions asked from the sample, 5-point Likert scale, (Likert, 1960) was used to answer the statements included in the questionnaire. The table below shows the variables along with the number of items (questions) and the source form where these questionnaires were adopted.

Variable	Items	Source
Information	03	(Park et al., 2007)
Personal Identity	04	(Prendergast et al., 2010)
Brand Love	03	(Bailey and Pearson,1983)
Empowerment	03	(Cheung et al., 2009)
Consumption Activities	04	(Coyle and Thorson, 2001; Prendergast et al., 2010)

4.6 Data Collection Procedure

For the purpose of data collection, a questionnaire was adopted consisting of the items against each of the five variables namely; Information, personal identity, Brand love, Empowerment and Consumption activities. In order to speed up the data collection process, online google forms were used to collect data. Questionnaires are circulated through different medium like WhatSapp, Emails and Instagram. There were total of 24 questions in the Questionnaire that were answered by the sample selected. Questionnaire is attached in the Appendix.

Chapter 5- Data Analysis

The analysis of the data collected through questionnaires was carried out using Statistical software (IBM SPSS Version 26). Several tests were conducted that include: Regression (ANOVA), Correlation, and a Reliability test. 5 point Likert scale is used to get responses. Each question had 5 options strongly disagree, Disagree, Neutral, Agree and strongly agree. The first area of Questionnaire Includes the demographic part to analyze the sample according to Gender, Age, Income, Marital Status, There overall profiling and their social media usage.

5.1 Frequency Analysis:

Respondents profiling: Theses tables shown below are used for the profiling of respondents.

Gender

Table 1: Gender alignment of obtained response

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	90	31.4	31.4	31.4
	female	197	68.6	68.6	100.0
	Total	287	100.0	100.0	

This inculcates the gender of the participants that took part in this research. It shows that the participation of females was more as compared to the males. The results demonstrate that 90 males took part in the study which comprises of 31.4% of the total sample size. On the other hand, a total of 197 females recorded their responses which makes up 68.6% of the total sample size.

Marital status

Table 2: Marital status of attained response

	Frequency	Percent	Valid Percent	Cumulative Percent

Valid	Single	226	78.7	78.7	78.7
	married	59	20.6	20.6	99.3
	3.00	2	.7	.7	100.0
	Total	287	100.0	100.0	

The next question was formed to know the marital status of the overall sample size. The result of this table shows that out of 287 respondents, 226 was single which shows the percentage of 78.7% and 59 respondents almost 20.6% was married. 2 of them didn't answer that they are married or single.

Age

Table 3: Age percentage of attained response

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	>18	16	5.6	5.6	5.6
	18-25	163	56.8	56.8	62.4
	25-31	79	27.5	27.5	89.9
	31-35	12	4.2	4.2	94.1
	36-40	8	2.8	2.8	96.9
	40+	9	3.1	3.1	100.0
	Total	287	100.0	100.0	

The above table depicts the age distribution or the age groups of the respondents that participated in the study. It shows that the participants aged below 18 years were 5.6% of the total sample size. The respondents aged between 18-25 were 56.8% of the total sample size. Those aged between 25- 31 years were 27.5% and those with an aged between 31-35 years were 2.8% of the total sample size and the respondent aged 40+ are 3.1% of the total sample size.

Education

Table 4: Education Analysis from response obtained

		Frequency	Percent	Valid Percent	Cumulative Peracent
Valid	Intermediate	53	18.5	18.5	18.5
	Graduate	123	42.9	42.9	61.3
	Post Graduate	87	30.3	30.3	91.6
	other	24	8.4	8.4	100.0
	Total	287	100.0	100.0	

The next Questionnaire question was designed to obtain the qualification level of the sample. There were three options for the respondents that is Graduate, post Graduate, Intermediate or other. Out of 287 people 53 were at intermediate level, most of them 123 were Graduate, 87 were post Graduate and 24 are others. The above table results shows that we got most of our responses from graduates.

Income

Table 5: Income Study from the response

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	unemployed	141	49.1	49.1	49.1
	below 40,000	83	28.9	28.9	78.0
	40,000-80,000	41	14.3	14.3	92.3
	80,000+	22	7.7	7.7	100.0
	Total	287	100.0	100.0	

The income distribution of the respondents is shown in the table above. We can deduce that the employee with no income were the highest in number and composed of 49.1% of the total sample size. Those having an income of below 40,0000 were 28.9%, those having an income between 40,0000-80,0000 were 14.3%, and those with an income above 80,0000 were 7.7% of the total sample size selected for the study.

Social media

Table 6: Social media usage

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	6	2.1	2.1	2.1
	1.50	6	2.1	2.1	4.2
	2.00	52	18.1	18.1	22.3
	2.50	46	16.0	16.0	38.3
	3.00	51	17.8	17.8	56.1
	3.50	36	12.5	12.5	68.6
	4.00	88	30.7	30.7	99.3
	5.00	2	.7	.7	100.0
	Total	287	100.0	100.0	

The table above shows the frequency of the social media usage by the respondents that participated in this study. These results shows that people are using more social media these days, Out of 287, 30.7% are more into social media usage other are using less. 2 are missing results.

5.2 Descriptive Analysis

Table 7: Descriptive statistics

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Information	287	1.00	14.00	3.4413	.98490
Personal Identity	287	1.00	5.00	3.3031	.83781
Brand love	287	1.00	5.00	3.5203	.83361
Empowerment	287	1.00	5.00	3.5261	.85234
Consumption Activities	287	1.00	5.00	3.4277	.85319
Valid N (list wise)	287				

Conferring to the descriptive statistics results Information had a mean of 3.4413 with a standard deviation of 0.98490, Personal Identity had a mean of 3.3031 with a standard deviation of 0.837181, Brand love with a mean of 3.5203 and a standard deviation of 0.83361, Empowerment with a mean of 3.5261 and a deviation value of 0.85234 and Consumption Activities having a mean of 3.4277 with a deviation of

.85319. The skewness and kurtosis values of all the variables are well within the acceptable limits i.e. (-1 to +1) for skewness and (-3 to +3) for kurtosis. So, it can be concluded that the data is normal thus making it suitable for a regression analysis.

5.3 Reliability Analysis

Cronbach Alpha is a portion of reliability of scale used to demonstrate, how intently a gathering of things are identified with each other, it describes the reliability of data internally. The. It is compulsory for every analyst to analyze the reliability test using Cronbach Alpha, to see whether the research is reliable or not.

Table 8: Reliability Statistics

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.902	.913	19

Cronbach Alpha values of above than 0.50 are satisfactory and reliable for most of the researches. So, based on the findings this study shows that our Cronbach Alpha value was above 0.90 and thus reliable and significant. The items of the questionnaire have a high internal consistency.

Table 9: Total reliability Results of Variables

Reliability Statistics (N=287)

Variables	No. of Items	Cronbach Alpha (α)
Information	04	.607
Personal Identity	04	.783
Brand Love	03	.739
Empowerment	03	.813
Consumption Activities	04	.820

A reliability test was again carried out after the initial testing in order to be completely content regarding the internal reliability in between the items of the questionnaire against each of the variables. The Cronbach Alpha values in contradiction of all the variables are given in the mention table. As it can been assumed from the table that Information had a total of 4 items with a Cronbach Alpha of 0.607. Personal Identity contained 4 items with a Cronbach Alpha of 0.783. Brand Love involved of 3 items with a Cronbach Alpha of 0.739. Empowerment contained of 3 items with a Cronbach Alpha of 0.813 and Consumer Consumption activities had a Cronbach Alpha of 0.820 and entailed of a total of 4 items. In his study Hinton, (2004) has classified the reliability values into four types with respect to the level of reliability namely: excellent reliability (0.90 and above), highly reliable if it's in the range of 0.70-0.90, direct reliable if it falls into the range of 0.50-0.70 and poorly reliable for 0.50 or below. In yet another study William, (2006) theorizes that a Cronbach Alpha of above 0.50 is acceptable for most researches. Based on these findings and indications the Cronbach Alpha values of all our variables are above 0.60 and thus, reliable.

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Socialmedia1	61.2509	151.517	.226	.392	.904
Socialmedia2	61.6202	153.180	.146	.337	.907
INFO1	60.7944	143.010	.228	.191	.917
INFO2	61.0697	144.394	.555	.413	.897
INFO3	61.2648	141.265	.631	.478	.894
PERSIDEN1	60.8362	140.774	.629	.494	.894
PERSIDEN2	61.4181	139.936	.621	.548	.894
PERSIDEN3	61.0906	141.209	.630	.556	.894
PERSIDEN4	61.3798	143.754	.490	.463	.898
BRANDL1	61.0139	141.699	.617	.499	.895
BRANDL2	60.9408	140.594	.665	.475	.893
BRANDL3	60.9373	141.171	.622	.483	.895
EMPOW1	60.9338	142.139	.613	.501	.895
EMPOW2	60.9791	139.944	.691	.636	.893
EMPOW3	60.9617	140.680	.696	.683	.893
CONSACT1	61.0557	139.368	.718	.676	.892
CONSACT2	61.0244	140.346	.700	.637	.893
CONSACT3	61.1150	139.522	.640	.547	.894
CONSACT4	61.0314	139.723	.647	.588	.894

The above given table illustrates that the Cronbach values for each variable item. Information is represented by INFO1, INFO2 and INFO3.Personal Identity is represented by PERSIDEN1, PRESIDEN2, PERSIDEN3 and PERSIDEN4. Brand Love is represented by BRANDL1, BRANDL2 and BRANDL3 .Empowerment is shown by EMPOW1, EMPOW2 and EMPOW3ta. Consumption activities are mention by CONSACT1, CONSACT2, CONSACT3 and CONSACT4. The data given for each item shows that the items are internally consistent. Therefore these outcomes shows that the questions asked from the respondents are effective.

5.4 Correlation Analysis

A correlation analysis usually determines and explores the associations between the variables as to whether it is present or not. A correlation analysis points out the direction of the relationship between the variables. Due to the fact that my research will be quantitative in nature, this technique will prove to be beneficial.

Table 11: Correlation Analysis

Correlations

		Information	Personal Identity	Brand love	Empowerment	Consumption Activities
Information	Pearson Correlation	1	.446**	.454**	.438**	.452**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	287	287	287	287	287
Personal Identity	Pearson Correlation	.446**	1	.691**	.576**	.701**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	287	287	287	287	287
Brand love	Pearson Correlation	.454**	.691**	1	.674**	.732**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	287	287	287	287	287
Empowerment	Pearson Correlation	.438**	.576**	.674**	1	.786**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	287	287	287	287	287
Consumption Activities	Pearson Correlation	.452**	.701**	.732**	.786**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	287	287	287	287	287

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

The correlation table shows that presence or absence of any sort of associations in between the variables along with the direction of the relationship. The above data shows that there is a positive relationship between independent variable that is information, Personal Identity, Brand love, Empowerment and dependent variable that is consumption activities. These insights help specify the impact of one variable on another. Recognizing these relationships is a significant for any research.

5.5 Regression Analysis

A regression analysis traces the effect of a one-unit change in the independent variable onto the dependent variable provided that all other variables are kept constant. A regression analysis evidences to be beneficial in such a case as two variables are intertwined in a way that a significant change is brought about in one variable due to a change in the other variable. In the case of my research, a regression analysis will provide an understanding regarding the strength of the relationship amongst the variables.

Table 12: Research Model Summary

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.854a	.730	.726	.44664

a. Predictors: (Constant), Empowerment, Information, Personal Identity, Brand love

This research rotate around variables of motivation namely Information, Personal Identity, Brand Love and Empowerment. The research examine that the impact of all four variables making consumption activities. In the above mention table the R indicates the percentage of, how correctly the independent variable represents the dependent variable. The value of R= 0.854 shows that this relationship of independent and dependent variable have positive impact on each other. The reason of taking square root is to get accurate results. The value of R square is 0.730 which shows that a one unit change in the independent variable will approximately results in 0.854 units change in our dependent variable that is consumption Activities.

The value of R square is lies between 0 and 1, and indicates that the independent variables are good at expecting consumer's behavior. Our result shows that our value is less than 1 that is 0.730, which shows that 0.730 variability is caused in consumption activities by information, personal identity, Empowerment and consumption Activities.

Table 13: Predictors and Dependent variables

ANOVA

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	151.931	4	37.983	190.398	.000[b]
	Residual	56.257	282	.199		
	Total	208.187	286			

a. Dependent Variable: Consumption Activities

b. Predictors: (Constant), Empowerment, Information, Personal Identity, Brand love

The above reference table shows two significant values that indicates the importance of this research. These are specifically F statistic value and the significance level. The research indicates that F must be above 1.96 is significant in order for the researcher to be significant. The value from our study in above table shows that values are above, this shows that our research is significant.

The mean square value in the certain table is figured by the previous tables. The F test is considered by dividing the mean square of regression by the mean square of residual shows whether we should accept or reject the proposed hypothesis. The significance value has a threshold which indicates that it should be less than 0.05 which is also known as P value, in our study the value is 0.00 which shows the strong significance level.

Table 14: Dependent and independent variables Relationship

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.002	.131		-.017	.986
	Information	.024	.031	.027	.762	.447
	Personal Identity	.271	.045	.266	5.988	.000
	Brand love	.220	.050	.214	4.393	.000
	Empowerment	.477	.043	.476	10.969	.000

a. Dependent Variable: Consumption Activities

The above mention table show the relationship between the dependent and independent variables. When the value of beta is high the relationship is strong between the variables, but the low or weak values shows the weak relationships between the independent and dependent variable. The value of beta for information is 0.27, personal identity is 0.266, brand Love is 0.214 and the Empowerment is 0.476 which indicates that all of the independent variables have positive relationship with the dependent variable that is consumption activities.

Chapter 6 – Discussion of the study

Later the circulation of Questionnaires and Online data collection using Google forms and after collection of data, interpret of data is done. Analyzing of the data is done using SPSS software, Different tests are done for analyzing the data that either the research is significant or not. Data Gathered through the reliability statistics, regression analysis and correlation, these tests identified that the Motivation feature like (Information, Personal identity, Brand love and Empowerment) do have an impact on Social media Engagement mainly on Consumer Consumption Activities. The correlation between the independent and dependent variable has been formed. The statistical F values and the P values have identified the significance of this study. Thus the results of data analysis proved that the hypothesis we assumed H1: Information has a positive impact on Consumer consumption activities is true. The hypothesis H2: Personal identity has a positive impact on Consumer consumption activities is also proved. The next hypothesis H3: Brand love has a positive impact on Consumer consumption activities is also verified. The hypothesis H4: Empowerment has a positive impact on Consumer consumption activities is also confirmed. These all hypothesis are true and the results are proved through correlation and regression.

Chapter 7-Implications of the study

The research study finalized in the given the time period and it gives me immense pleasure to state that fact that the proposed purpose of the research *"Impact of Consumer Motivation on driving Social Media Engagement: A case of Pakistan's Cosmetics Industry"* has been done. A lot of effort was done while selecting the variables associated with the related topic. The research has used several secondary sources to develop the literature review and the detailed understanding of selected variables. The research has magnificently met all of its stated objectives and all the research questions have been answered in an actual and well-organized manner given the limits and constraints associated with the study.

There are few researches done in the framework of social media in Pakistan's cosmetics industry, this topic is very related in the industry. The people of Pakistan are passionate about their looks so, the trend of online purchasing of cosmetics has increased. The outcomes of the research have clearly fulfilled the initial expectations and have provided key insights regarding the Impact of Social Media Motivation on Consumer Consumption Patterns.

Although there were some restrictions associated with the research and the research design should be altered and modified in the future to obtain clearer, exact and reliable results, but the fundamental purpose of the research has been accomplished in an effective and positive manner. In terms of organization experience, this research has covered the importance of data and material that is a necessary requirement for any organization ready to operate through online e commerce channels.

The Information, Personal Identity, Brand Love and Empowerment are key aspects that influence consumer consumption patterns and the organizations need to undertake essential measure that are meant at enhancing these key aspects in order to expand consumer base and drive sales and maximize profits.

 Each research study has its own set of restrictions and our study is no exception to that. Our study was restricted to the consumer exist in in the cities of Rawalpindi and Islamabad and the study does not in any way signify the views and opinions of the entire population. Time and Cost were other major restrictions due to which the scope of the study was restricted and advanced research techniques and procedures could not be applied. Due to a limited time period, a non-probability sampling method was utilized to gather data from the willingly available respondents. It is also highly possible that the research questionnaires might have been complete in a collective manner which might have confounded the results of the study.

Transportation was another issue due to which the scope of the study was limited to the cities of Rawalpindi and Islamabad only.

Chapter 8- Conclusions and Future Research directions

This research was accepted in order to study and explore the effect of the various features of Motivation i.e. Information, Personal Identity, Brand Love and Empowerment on Consumption activities. The study noted the responses of the consumers from different demographic areas who are involved in making purchases through different online channels. A detailed data analysis was done in order to draw the conclusions. According to the results of our study, the features of Motivation i.e. Information, Personal Identity, Brand Love and Empowerment were presented to have a positive impact on Consumption Activities.

Information was positively related with Consumption Activities which means that the Information caused the consumers to develop purchase intentions regarding a particular good or service. This finding is in perfect harmony with the findings of Kaabachi and O'Leary, (2019) which state that if a consumer feels that the information provided against a product is useful, satisfying and meets his/her expectations then the consumer is more likely to develop purchase intentions and approach the product in a confident manner. This finding is crucial as it provides an insight to the organizations involved in selling their products through e commerce platforms. The organizations not only need to make sure that they have an online presence but they also need to ensure that the information provided regarding their products is of informative and that is satisfies the needs of the target customers. The quality of the information will play a crucial role in driving sales of the organization. It motivates the consumers to make social media Engagement.

Furthermore, it was also examined that Personal Identity was positively related with Consumption Activities. It means that the brands on social media enhance the identity of consumers and encouraged the consumers to develop purchase intentions. This finding is also in prefect synchrony with the findings of Ainin, Jaafar and Tajudeen (2018) which theorize that if the information displayed against a product is enhancing the personal identity by providing meaningful, authentic, genuine and reliable display ads and post of products it motivates consumers to do engagement on social media. It is also stated that the personal Identity is a major factor that causes the consumer to develop a positive perception regarding the

product and the brand in general. This finding again provides key essential understandings for the organizations regarding the personal identity. The companies need to undertake such efforts that are aimed at providing authentic description regarding their products and avoid the spread of fake description that does not match the actual product description as it will not only led to a negative attitude towards the brand but it will also lead to a decrease in sales of that particular product. Display ads must enhance the personality these should not portray negative image on consumers mind.

Brand love is another feature of Motivation. According to the outcomes of the study Brand love was observed to have a positive impact on Consumption Activities. The consumer goes through various decision-making stages before he/she decides to make a buy decision. At each level of the decision-making process the consumer needs brand love that would aid him/her in making a final decision regarding the purchase of a certain product. If the consumer finds Brand love, if the product is from their favorite brand then he/she is more likely to opt for that particular product. Our finding is in line with the findings of Shanahan, Tran and Taylor (2019) which state that the Brand Love is a key influencing factor that encourages a customer to develop consumption Activities against a particular product or service. The organization need to make sure that Brand Love is provided against their products which is complete in all aspects and which would be helpful for the consumers to make their decision regarding a good or a service.

Brand love is one of the most effective variable since consumers feel more confident and passionate about a brand they love and they are always loyal to that brand. Providing more special services to the people those are loyal to the brand and shows passion towards the brand, that enhance them to make the purchase decision.

Empowerment is additional major factor that effects consumption Activities. According to the result of the study, Empowerment was examined to have a positive effect on Consumption activities. It means that if the provided Empowerment regarding a product is useful and if there are positive opinions regarding the empowerment that is provided regarding a particular product, then the consumer will actively utilize that Empowerment into his/her decision-making process. This finding is also in harmony with the findings of Ainin, Jaafar, and Tajudeen, (2018) which suggest that the information which is valuable and has a positive feedback form the people is readily adopted by the consumer in his/her decision-making process. The organizations need to focus on generating Empowerment regarding their products, which induces the target consumers to willingly accept it into their decision-making process.

The findings of this investigation end up being useful for inducing the potential consumers. A large

number of users already buying the product because of their love towards brand their loyalty and the information the brand is providing they must check different channels of social media. The brand is investing a large portion of their energy in various fan pages accessible via web based networking like Facebook. Instagram, Snap chat and bloggers.pk. To impact the large number of the users who put their all efforts work as a team for running the overall brand on social media networks, put their days and nights working for web designing, content development and more. Organization requires a lot of efforts to run the business different sort promotional techniques and additional tactics to gain more traffic on their web page. Cosmetics brand these days are very into social media pages a lot of running blogs and share their experiences regarding the products and brands. For example, if we see the Maybelline have recently their Instagram campaign they asked certain question regarding their brand. To gain more knowledge what their consumers think about the brand

In the COVID'19 ,L'Oreal started relating the brand with the health they displays that their products are healthy and even their team is involve in healthy activities During this pandemic they started a campaign of producing for those on the front line, they encourage them to move forward in this fight. They are appreciating people who are saving lives of others.

In essence, it can be concluded that the research which was commenced to observe the impact of the various facets of Motivation on Consumption Activities has successfully met its stated objectives. All the stated research questions have been answered in an active manner, although the research design can be adapted to obtain more accurate and reliable results in the future. It was established through a process of severe analysis that Motivation had a positive impact on the Consumption Activities. Thus the variables identified are highly relevant in context of Pakistani industry as is obvious by the outcomes and more struggles should be made towards starting and making social media engagement.

Future recommendations

The research commenced to observe the impact of social media Engagement on consumption Activities had magnificently met its specified objective but there are some recommendations regarding future researches that need to be instructed in order to obtain a vibrant picture of the specified research objectives. It is recommended that future researches examine the role of other aspects and variables that influence the consumer consumption activities. This can contain variables like: Brand Image, Electronic Word of mouth, Advertising Channels, Corporate Social Responsibility and Integrated Marketing Channels. Moreover, it is also recommended that future researches should accept a longitudinal research design in which the data is acquired at various time intervals. This will be led to the generation of more accurate and reliable results. Future researches can also adopt a qualitative approach as it will help in getting rich and quality data which is more consistent and correct. Sample can also be enhanced to instruct the views of a larger audience. Advanced research techniques like Structured Equation Modelling and PLS can be organized to attain the detailed analysis of the data. Moreover, a comparative study can also be undertaken regarding certain brands as to establish which brand has a more positive social media motivation in cosmetics sector.

Self Esteem and mood are two further variables discussed in the literature in personal identity, it is recommended to involve these in the future research to explore more about consumption patterns since social media is a vast topic and consumers patterns are always changing, thus research needs to adapt itself.
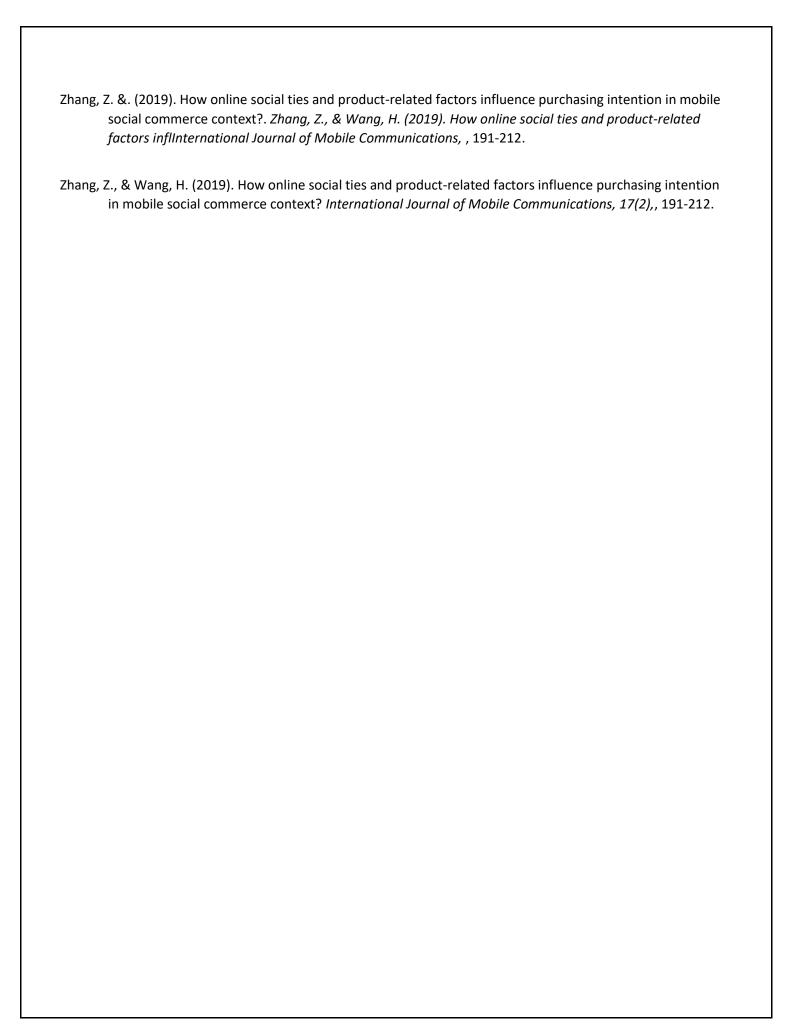
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APPENDIX

Questionnaire

I am conducting a research on "***Impact of Consumer Motivation on driving Social Media Engagement: A case of Pakistan's Cosmetics Industry***", this topic is selected to take part in the academic research for the requirement of my MBA degree as, Bahria university Islamabad. All the information you will provide us is confidential and we will not use your information anywhere. This survey will take 5 to 10 minutes to complete.

Demographics

Gender	1.	Female	2.	Male						
Marital status	1.	Single	2.	married						
Age	1	18-24	2	25-31	3	31-35	4	36-40	5	40 and above
Education	1.	Intermediate	2	Graduate	3.	Post Graduate	4.	other		
Income	1.	unemployed	2.	Below 40,000	3.	40,000 to 80,000	4.	Above 80,000		

Social media

How many times a day do you look at social media?

1. Not every day   2. Once a day   3. 2-5 times a day   4. 5+ times

How much time do you spend on social media?

1. Less than 30 mins   2. 30 to 60 mins   3. 1-3 hrs.   4. 3+ hrs.

Motivation on social media					
Information					
Information shared by bloggers in social media about cosmetics products					
Items	**1**	**2**	**3**	**4**	**5**
I1	I think they have sufficient reasons supporting the opinions.				
I2	I think they are objective and understandable				
I3	In general, I think the quality of them is high.				
Personal Identity					
How bloggers help in enhancing the personality by using these cosmetics products					
PI1	I think they are convincing.				
PI2	I think they help me in enhancing my identity.				
PI3	I think they are credible and helpful				
PI4	I think they are accurate.				
Brand love					
Bloggers help to show your love about specific brand					
BL1	I think they are generally useful.				
BL2	I think they are giving knowledge about wonderful brand				
BL3	I am passionate about the specific brand.				
Empowerment					
Bloggers are empowering consumers to buy from them					
E1	The brand contribute to my knowledge about the product.				
E2	They make easier for me to make purchase decision.				
E3	They motivate me to make purchase decision.				

Social Media Engagement					
Consumption Activities					
After considering knowledge about cosmetics products which are shared in social media by bloggers					
CA1	It is very likely that I will buy the product.				
CA2	I will purchase the product next time I need a product.				
CA3	I will definitely try the product.				
CA4	I will recommend the product to my friends.				

Progress Report

1st Half-semester Progress Report

Name of Student	Aleena Zahid
Registration No	24985
Thesis Title	Impact of Consumer motivation on driving social media engagement: A case of Pakistan's cosmetics Industry

Supervisor-Student Meeting Record

No	Date	Place of Meeting	Topic Discussed	Signature of Student
1	17.2.2020	Office	In first meeting topic is discussed with Sir, related to social media engagement	Aleena
2	2.3.2020	Office	After finalizing the Topic variables were discussed related to research	Aleena
3	9.3.2020	Office	Discussed the Introduction	Aleena
4	3.4.2020	Email	Later the approval of introduction, Literature Review is discussed.	Aleena

Progress Satisfactory ☐ Yes   **Progress Unsatisfactory**

Remarks: She has been a hardworking student and has worked diligently in finalizing her thesis work.

Signature of Supervisor: _____   **Date: 27.6.2020_____**

Name: Prof. Qazi Ahmad _____

2nd Half-semester Progress Report & Thesis Approval Statement

Name of Student	Aleena Zahid
Registration No	24985
Thesis Title	Impact of Consumer motivation on driving social media engagement: A case of Pakistan's cosmetics Industry

Supervisor-Student Meeting Record

No	Date	Place of Meeting	Topic Discussed	Signature of Student
5	24.4.202	Zoom App	Methodology, theoretical framework and Questionnaire were discussed	Aleena
6	21.5.202 0	MS Teams	Data Analysis was done and reviewed by sir	Aleena
7	2.6.2020	MS Teams	Overall Conclusion and recommendations were discussed with sir and similarity report was approved by Sir	Aleena

APPROVAL FOR EXAMINATION

Candidate's Name: Aleena Zahid   Registration No.24985

Thesis Title: Impact of Consumer motivation on driving social media engagement: A case of Pakistan's   Cosmetics
                                                                                                                                ----
Industry.   --

I hereby certify that the above candidate's thesis has been completed to my satisfaction and, to my belief, its standard is appropriate for submission for examination. I have also conducted plagiarism test of this thesis using HEC prescribed software and found similarity index at -----17%--------------- that is within the permissible limit set by the HEC for the MBA thesis. I have also found the thesis in a format recognized by the Department of Management Sciences.

Supervisor's Signature: _____Date: 27.6.2020

Name: Prof. Qazi Ahmad

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