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**Impact of Social Media Marketing & Message Strategies for
Environmental Friendly Accommodations**



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ABSTRACT

This research discusses that impact of messaging strategy for friendly environment and the impact of social media. This paper aims to examine how different levels of message appeals, message sources and social norms influence the purchase. However, through this research findings and analysis it is mentioned that branding factors which mainly include in the perspective of Pakistan clothing industry are message appeal, message source and social norm that are influencing the Purchase Intention in a positive way. So, new findings have not negated the preceding studies and research on it. The companies and brand use Purchase Intention as a greater marketing tool in international event which builds positive brand image that are being transferred from social media campaign. By the correlation test, it has been proved that message appeal variable has a positive impact on Purchase Intention which proves to be true by the studies of Hypothesis. The message appeal has also positive impact on Purchase Intention which is 0.786 which is highly significant. Likewise, the message source has a positive impact on message appeal, social norm and Purchase Intention which gives values of 0.870, 0.811 and 0.870 respectively. And same is the case with social norm and Purchase Intention with all other variable. Whereas, if we look at the other variable that is social norm has a positive impact on the dependent variable the Purchase Intention. The aftereffects of the investigation showed that brand faithfulness of the clients is emphatically influenced when the brand (1) offers profitable missions, (2) offers pertinent substance, (3) offers mainstream substance, (4) shows up on different stages and offers applications via online media; were utilized by utilizing SPSS 17.0 variant. Clients like to share music, innovative related, and interesting substance via online media stages. In view of our outcomes, this investigation can be considered as a pioneer in this new space of showcasing, and propose a few strategies for the professionals.

Table of Contents

ACKNOWLEDGEMENT	2
ABSTRACT.....	3
1. INTRODUCTION:	6
1.1 BACKGROUND:.....	6
1.2 IMPACT OF SOCIAL MEDIA: -.....	9
1.3 PROBLEM STATEMENT:	14
1.4 RESEARCH QUESTIONS:.....	14
1.5 RESEARCH OBJECTIVES:	15
1.6 SIGNIFICANCE OF STUDY:.....	15
1.7 DEFINITION OF KEY TERMS:	16
2. LITERATURE REVIEW:	18
2.1 THEORETICAL FRAMEWORK:	30
2.2 HYPOTHESIS:	30
3.METHADODOLOGY:	31
3.1 BACKGROUND:.....	31
3.2 RESEARCH DESIGN:	31
3.3 SAMPLE DESIGN:	31
3.4 SAMPLE SIZE & UNIT OF ANALYSIS:	32
3.5 DATA COLLECTION & RESOURCES:	32
3.6 TOOL FOR DATA ANALYSIS:	32
3.7 SUMMARY:	32
4. ANALYSIS AND FINDING:	34
4.1 FREQUENCY TABLE:	34

4.2	DESCRIPTIVE:.....	36
4.3	RELIABILITY:	36
4.4	CORRELATIONS:.....	37
4.5	REGRESSION:	38
5.	DISCUSSION AND CONCLUSION:	41
5.1	DISCUSSION:	41
5.2	IMPLICATIONS:.....	41
5.3	LIMITATIONS AND FUTURE DIRECTIONS:	42
5.4	CONCLUSION:	43
	REFERENCES:	44

1. INTRODUCTION:

1.1 BACKGROUND:

In the old days, traditional, non-targeted advertising via newspapers, magazines, radio, television, and direct mail where the only way to communicate with the audience these media make focusing on unambiguous purchasers with individualized messages difficult (Scott 2010, p.6). For quite a while business media have been utilized to pass on messages intended to build up consumers' dispositions and sentiments towards brands. Today, a large number of the messages are intended to incite crowds into responding, either physically, intellectually, or inwardly. (Baines et al 2010, p. 415). The instruments and methodologies for speaking with clients have changed fundamentally with the development of the wonder known as web-Based life, likewise alluded to as consumer created media. This type of media depicts an assortment of new origins of online data that are made, started, spread and utilized by purchasers' resolved to instructing each other about items, brands, administrations, characters and issues. Online life has turned into a central point in affecting different parts of purchaser conduct including mindfulness, data obtaining, conclusions, dispositions, buy conduct, and post-buy correspondence and assessment. (Mangold and Faulds, 2009). Before the web, associations had just two critical decisions to stand out; purchase costly publicizing or get outsider ink from the media. Be that as it may, presently the web has changed the standards. The web isn't TV, the web is extraordinary. Rather than one-way interference, the web advertising is tied in with conveying valuable substance at simply the exact minute that a purchaser needs it. (Scott 2010, p.7). Associations that comprehend the new principles of showcasing and PR create connections legitimately with customers like you and me (Scott 2010, p.5). The web has additionally opened a huge chance to arrive at specialty purchasers legitimately with focused messages that cost a small amount of what enormous spending promoting costs (Scott 2010, p.6).

The advancement of social media has profoundly affected the manner in which customer associations speak with their masses. By and large, there has been a pattern to diminish the measure of conventional media and an expansion in the measure of computerized and online media (internet Based life). (Baines et al 2010, p. 413). Advanced advances, and the effect on computerized TV, web, email, viral promoting, and long-range interpersonal communication destinations, presently speaks to significant types of intuitive and direct advertising chances (Baines et al 2010, p. 416).

As per Baines et al (2010, p. 413) the equalization inside the end of media utilized by associations is changing and better approaches for conveying messages are developing. Because of an expanding web infiltration in created nations there has been an advancement and reception of computerized assets, from versatile advances to web and web-Based social networking assets, for example, online journals, long range informal communication locales, wikis, and comparative mixed media sharing administrations. These advanced patterns are not just adjusting shopper desires for their communication with the web or an association, yet they are likewise changing how we advertise in the computerized space. (Baines et al 2011, p. 627).

In advertising, there are six message strategies that are most commonly used; emotional, unique selling proposition, generic positioning, brand image or preemptive. Knowing which message strategy, you want to utilize. A good messaging strategy can also help position your brand for scalability and big wins. According to Spell brand, "One of the fundamental differences between Fortune 500 companies and Small & Medium Enterprises (SMEs) is the clarity of marketing messages and the importance placed on strategic marketing using brand storytelling." A passionate message procedure utilizes sentiments to sell. An advertisement utilizing this strategy should cause its intended interest group to feel an enthusiastic association with the item or brand. For an incredible illustration of passionate promoting, watch this advertisement about the significance of emergency treatment. Feeling is something other than a convenient instrument to sprinkle all through promoting strategies, it's anything but an undeniable, deductively demonstrated effect on customer dynamic. The embodiment of a Unique Selling Proposition can be hard to nail down, as it shifts so fiercely Based on the contributions of explicit organizations. To make matters really befuddling, a USP isn't a motto, however can be utilized accordingly. Perhaps the best illustration of an effective USP is the exemplary Domino's Pizza offer of "new hot pizza conveyed to your entryway quickly or less or it's free." While not, at this point offered, this profoundly explicit contribution helped the Domino's image hang out in a serious industry by communicating a special recommendation that profited the shopper regardless. Try not to be confounded or put off by "conventional." This does not mean that you should use uninspired, non-descriptive language in your messaging. When an ad is using a generic strategy, it is focusing on selling the category rather than the specific brand. For example, you may choose to highlight why visiting a clinic is a smart choice rather than highlighting why visiting your specific practice is a good choice. For example,

a dentist might use the category of teeth whitening to drive traffic to their office without specifically selling people on

Situating distinguishes the item or brand as the best in contrast with the opposition. Regularly these advertisements will flaunt highlights, for example, #1 in client support. Assuming you choose to make a mental association with a brand/item, you are possibly utilizing this message methodology. This technique periodically makes a character for a brand and may not in every case explicitly sell an item. For instance, Johnson and Johnson utilized "love" in one of its promotions, not really focused on a particular item. Your image picture assumes maybe the main part in how potential patients see your image. It envelops everything from the tones in your logo to the symbolism in your promoting materials. It's essential that you stay reliable in your symbolism so that individuals consider you when they see it. To wrap things up is the decision to utilize a preemptive methodology. This implies that you are deciding to be quick to make a case about your item or administration. This case may likewise be valid for your opposition, yet you are quick to educate your intended interest group concerning it. Listerine utilized this methodology in their promotions that asserted their breath strips would resemble concealing a crime location. On the off chance that you intend to utilize this methodology, ensure that you are very exhaustive in your exploration of rivals and their advertising approaches and techniques. "The great equalizer" and the "One place where you can compete or even beat your competition with less money" (Halligan & Shah, 2010)

Early in 2020, the U.S. began to experience a healthcare pandemic from a novel coronavirus commonly known as COVID-19. Previous research on the impact of a pandemic has focused on behavior for preventive health, however, little attention has been given to the impact of a pandemic on consumer behaviors. Today, organizations are energetically attempting to utilize online media to draw in with their clients and thusly, work with expanded incomes, efficiencies just as cost decreases (MAird and Parasnis, 2011). Clients are these days not, at this point latent beneficiaries as they used to be. They are profoundly coordinated in the showcasing trade measure and have taken on a functioning part in co-creating everything from special messages to item plan. The gigantic ascent in intelligent computerized media has shot the contact among organizations and shoppers from the conventional Web 1.0 model to the universe of the exceptionally intuitive Web 2.0 (Hanna, Rohm and Crittenden 2011).

1.2 IMPACT OF SOCIAL MEDIA: -

Today, organizations are energetically attempting to utilize online media to draw in with their clients and thusly, work with expanded incomes, efficiencies just as cost decreases (MAird and Parasnis, 2011). Clients are these days not, at this point latent beneficiaries as they used to be. They are profoundly coordinated in the showcasing trade measure and have taken on a functioning part in co-creating everything from special messages to item plan. The gigantic ascent in intelligent computerized media has shot the contact among organizations and shoppers from the conventional Web 1.0 model to the universe of the exceptionally intuitive Web 2.0 (Hanna, Rohm and Crittenden 2011). Teenagers today go through over seven hours consistently devouring media. That incorporates everything from riding the web, long range informal communication and playing computer games to paying attention to music and sitting in front of the TV. These days, online media is getting exceptionally incorporated into day by day life and organizations are beginning to recognize the one of a kind chances it offers (Ahuja, 2013).

In recent years, the use of social media has increased significantly (Thota, 2018), and the COVID-19 pandemic has accelerated social media use among U.S. adults (Samet, 2020). Furthermore, the growth of social media platforms has transformed the dynamics of the electronic marketplace by creating social networks of consumers, opinion leaders, and field experts. Kumar et al. (2020) illustrated the importance of social media marketing when they found that integrated marketing promotional messages can be effective at influencing consumers' perceptions about product image and lead to consumption behaviors.

There are various reasons that people are attracted to social media. Based upon Uses and Gratification Theory, Malik et al. (2016) examined benefits that Facebook users' derived from social media activity. Specifically, from their online survey of 368 Facebook users, they identified six different types of gratifications achieved from sharing photos. They found that user gratification can result from affection, attention seeking, habit, information sharing, disclosure, and social influence.

In addition, Agarwal and Karahanna (2000) found that when users are deeply involved in information technology, they experience a state of cognitive absorption (CA). Agarwal and Karahanna (2000) found that CA draws users into the use of social media for a variety of reasons. For one, social media offers temporal dissociation, which limits the user's awareness of the time passing. Also, social media provides

users with focused immersion, which allows the user to escape life's unpleasant realities. Third, social media can provide heightened enjoyment from successful interactions between the user and the software. Fourth, social media provides the user with a sense of control, and lastly, it can satisfy users' curiosity by providing novelty and amazement.

While use of social media is appealing to many, it can have negative effects on the mental health of the population. For instance, in studying adolescents in India, Dhir et al. (2018) found that social media fatigue may result from uncontrolled use of such platforms, and that social media fatigue may lead to increased levels of anxiety and depression. Nevertheless, social media is increasingly being used to facilitate communications between businesses and consumers (Knowles et al. (2020)). Kumar et al. (2020) illustrated the importance of social media in marketing when they found that integrated marketing promotional messages can be effective at influencing consumer perceptions about product image and lead to consumption behaviors.

Simultaneously as, web-based media furnishes organizations with incredible conceivable outcomes as far as for instance client dedication, it additionally puts them under a great deal of strain to draw in where clients are focusing (Blird and Parasnis, 2011). In October 2012, Facebook had 1 billion dynamic clients consistently, which overall equivalents one in each seven individuals (Kiss, 2012). In the start of 2013, Twitter revealed that its 200 million dynamic clients send 400 million messages, or Tweets, each day (Tsukayama, 2013). In the wake of considering the speed at which web-based media has been adjusted by the two organizations and purchasers, obviously it is where customers will assemble and organizations need to be. As a purchaser media utilization shifts on the web, retailers progressively need more noteworthy online presence and staying important requires a full improve of the retail model. For instance, pure-play online retailer ASOS has a long-established presence on both Twitter and Facebook. Starting at 2012, the retailer had 325 thousand devotees on Twitter and in excess of 1,7 million "likes" on Facebook (Goldman Sachs, 2013). The ramifications for the retailer to give a significant and regular motivation to re-visit the site go past innovative computerized advertising. ASOS is educating the buyers regarding everything from the item range, stock turns, stock keeping unit size, and appropriation times to configuration briefs and assembling lead times (Goldman Sachs, 2013).

Companies are starting to realize that having loyal customers can be used as a competitive advantage in today's enormous landscape of online retailers. According to Reichheld and Scheffer

(2000), there are both economic and competitive factors that indicate that the value of loyalty is even greater on the web than in the physical world. The proMAem, however, is that developing and maintaining customer loyalty on e-markets is a complex and challenging process. Some of the main reasons are that it is difficult to develop trust since the companies do not have any direct contact with their customers and it is also easy for customers to turn to another company since competition is just one click away (Gommans, Krishnan & Scheffold 2001). Social Media holds enormous potential for companies in terms of getting closer to their customers and developing and maintaining customer loyalty is increasingly emphasized. However, using social media as a channel to engage with customers is more complex than it might initially sound. According to Bird and Parasnis (2011), there is large gap when it comes to what the consumers seek on social media platforms and what the companies offer.

The significance of client faithfulness for online organizations has been broadly examined in customary advertising writing for instance by Reichheld and Scheffer (2000); Smith (2000) and Gommans et al., (2001). Most contemporary exploration has zeroed in on giving practitioner-oriented ideas concerning how to fabricate client reliability on business sites (Reichheld and Scheffer, 2000; Smith, 2000). With regards to web-based media, most examination incorporate graphic accounts of web-based media as far as definitions, qualities and how organizations can make the most of its chances just as defeated its difficulties (Mangold and Faulds, 2009; Kaplan and Haenlein, 2010; Kietzmann, Hermkens, McCarthy and Silvestre, 2011). Be that as it may, so far little examination has been done inside the field of web-based media and client unwaveringness on the Internet, which by some has been called E-dependability. It is thusly fascinating and essential to investigate the impacts that web-based media can have on client faithfulness on the Internet. Exploration zeroing in on little online marked retailers is additionally missing since research generally has been centered around business sites. Little online marked retailers are normally recently dispatched and their financial plan as far as promoting, PR and client acquisitions are genuinely restricted. Accordingly, utilizing various types of web-based media stages is a typical path for these retailers to make message offer and draw in new clients. This since web-based media permits firms to connect straightforwardly with the end-consumer for a generally minimal price and with a more significant level of effectiveness than what more conventional media can accomplish (Kaplan and Haenlein, 2010). Utilizing web-based media is thusly, as per

Kaplan and Haenlein (2010), not only relevant for large multinational companies but also for small and medium sized companies.

Advertising correspondences, or advancement as it was initially called, is one component of the showcasing blend. It is utilized to impart components of an organization's contributions to target crowds. This offer may allude to an item, a help, or the actual association as it attempts to fabricate its standing. There are correspondences emerging from spontaneous or accidental encounters (void stock racks or mishaps) and there are arranged advertising interchanges that are based on models and hypotheses. (Baines et al 2011, p. 369). Correspondence is the cycle by which people share meaning. It is vital, hence, that members can decipher the implications installed in the message they get, and afterward, all things considered, ready to react intelligibly. (Baines et al 2011, p.371-372). 3 Today makers in a real sense battle for purchasers' consideration. Rivalry has constrained the two advertisers and organizations to look for new unusual approaches to make themselves clear to their crowd.

The expanding clamor and the continuous advancement marketed society have likewise made customers fatigued with regards to publicizing. One can detect a more prominent suspicion and doubt from customers' side against the organizations and their items and administrations. This has prompted purchasers now like never before trust their companions, neighbors and associates rather than customary publicizing messages that are conveyed concerning which items or administrations to be devoured. (Marjamäki and Svensson, 2008). Online media permit firms to take part in opportune and direct end-purchaser contact for genuinely minimal price and more elevated levels of effectiveness than can be accomplished with more customary specialized apparatuses. This makes online media important for enormous worldwide firms, yet in addition for little and medium measured organizations, and surprisingly charitable and legislative offices. (Kaplan& Haenlein, 2010). One might be thinking about what the benefit is of having a presence on an interpersonal interaction webpage like Facebook when the business as of now has a standard site. The appropriate response is reach. You need your message and story to reach however many individuals as could be allowed. To boost your range, you need to have a presence where individuals are hanging out and progressively they are hanging out on person to person communication locales. (Halligan and Shah, 2010, p. 89).

A unique role of social media is that customers can use it to communicate to one another. This has resulted in that a person has the tools to tell 10 million people if they are dissatisfied or satisfied. In a sense, this role of social media – enabling customers to talk to one another – is an extension of traditional word-of-mouth communication. The question for managers becomes; “how can this power be harnessed for the benefit of the organization?”. While companies cannot directly control consumer-to-consumer messages, they do have the ability to influence the conversations that consumers have with one another. (Mangold & Fauld, 2009).

Building and maintaining social norm are one of the primary subjects of research for marketers (i.e, Oliver, 1997; Chaudhuri and Halbrook, 2001; Bennett and Rundle-Thiele, 2002). Social norm can be theorized as the final aspect of consumer brand resonance symbolizing the with a brand (Keller, 2008). As brands gain exclusive, positive, and prominent meaning in the minds of a large number of consumers, they become irresistible and irreplaceable, and win the loyalty of the consumers. Social norm, in return, brings sales revenues, market share, profitability to the firms, and help them grow or at least maintain themselves in the marketplace (Keller, 2008; Aaker, 1991, Kapferer, 1997).

Advertisers have used different intends to keep up the accepted practice of their clients, including brand components, traditional showcasing blend factors, and new strategies for promoting like occasions, sponsorships, balanced showcasing exercises, Internet advertising and Purchase Intention (Keller, 2008; Kotler and Keller, 2007). The point of this paper is to zero in on the last mean of building normal practice, Purchase Intention, characterized as the cycle that engages people to advance their sites, items, or administrations through online social channels and tap into a lot bigger local area that might not have been accessible through customary channels (Weinberg, 2009, p:3). All the more explicitly, the paper attempts to distinguish the impact of web-based media showcasing on brand devotion of the buyers, given that the idea is getting expanding consideration from promoting the scholarly community and specialists (Zarella, 2010; Kaplan and Haenlein, 2009; McKee, 2010; Coon, 2010) . The setting of the exploration is picked as Pakistan, since the nation has arrived at a 41.6% Internet infiltration rate with roughly 30 million individuals utilizing it (Read, 2017).The nation is positioned twelfth among the remainder of nations on the planet as far as the Internet utilization. Furthermore, as per the normal hours of the Internet utilization per guest each month measurements among the nations all through the world, Pakistan has the fifth spot with a normal of 33.9 hours (Read, 2010).Surprisingly, individuals spend a bigger

number of hours on the Internet than do the occupants of a large portion of the created nations such (2010) it is seen that the Internet was utilized more often than not for sending and getting messages with a level of 72.4 %, perusing on the web news and papers (70%), and ongoing correspondence with others (57,8%). As far as web-based media use, it is seen that Facebook is the most regularly utilized web-based media website in Pakistan, trailed by Twitter, Instagram, Youtube and Snapchat (STATCOUNTER, 2011; Google Trends, 2016).Facebook applies a 90% infiltration among the Internet clients in Pakistan, Although there are some slight changes, web-based media utilization insights and propensities in Pakistan are basically the same as the remainder of the nations where web-based media is effectively utilized (Belleghem, 2011;

1.3 PROBLEM STATEMENT:

The main purpose of this study is to obtain knowledge and describe how messaging strategy appeals the purchase intention of the customer in order to find the environmental family accommodations with respective to the mindset. It also wants to explain how social norm can be digital content and what impact social media and message source marketing will have on social norm of consumers, why companies use social media and message source. We are interested in describing and explaining issues concerning how companies can efficiently use social media and message source with the help of integration, targeting the right people, use of strategies and tactics and by considering the future marketing strategies. Our ambition after this study is to give recommendations and present a strategy on how businesses should use message source or how messaging strategies appeal the customers.

1.4 RESEARCH QUESTIONS:

Based on the identified problem statement & the objectives of the study, the following questions will be answered in view of this thesis:

- What is the impact of message strategies on marketing communication by understanding the influence of word of mouth and social norm?
- How can message source is used as a platform to develop and maintain customer loyalty?
- Why do companies use messaging strategies in order to enhance their productivity?

1.5 RESEARCH OBJECTIVES:

Given the statement of the problem, this research seeks to observe the appropriate understanding of relevant dimensions of messaging strategies & how motivators such as message appeal, message source & social norm effect it. Researchers are also becoming confident over the opinion that the businesses are becoming habitual to get benefit from messaging strategies marketing therefore becoming regular in their purchases. It also seeks to explain that each coming generation follows this procedure in every way of life, therefore the purchasing habits & behaviors too.

To find out the influence of the message strategies marketing on message appeal, message source and social norm, these objectives are mentioned below;

- To empirically assess the impact of message strategies on marketing communication by understanding the influence of word of mouth and social norm;
- To explore how can message source is used as a platform to develop and maintain customer loyalty
- To access the appeal of message for various companies in the such industry and how effective that communication tends to prove for various sources.
-

1.6 SIGNIFICANCE OF STUDY:

After the comprehensive review of literature and the research studies mentioned below, it is concluded that most studies revolve around the various impacts of messaging strategies on businesses through identifying different sources. All of brands that operate on social media want to get fans. Consumers have different motives to become fans of a brand page. They want to find useful information related to a product or a brand, therefore their motives are so-called utilitarian or they want to spend their time and have a fun, then their motives have hedonic nature. Consumers' motives can be also divided into internal and external. The former refers to positive or negative evaluations of the possibility to be a brand page's fan, in case of the latter there is peer influence and one thinks that someone else wants him/her to become a follower of a brand on social media. These motives can be isolated or interconnected.

However, acquiring fans is not enough. Brands need fans that are active and engage with them. Brands are creating certain image by sending a general message about the company. This message can be transmitted in the form of text, video, competitions, pictures etc. Fans are reading the posts, responding to each other's comments, watching videos or participating in competitions. However, brands need mainly fans that are active and produce their own content (influencers). When a fan puts his or her comment on the brand profile, we can talk about consumer engagement. Consumer engagement is related to the willingness to share content. Consumers' motivations for sharing content vary. First of all, the consumers find their satisfaction when they bring valuable information to others. The second motive consists of sharing something that is considered interesting by consumer of her peers and therefore by sharing such content she can define herself to others.

The next two motives are closely connected, the consumers like to share valuable information, but they enjoy this fact more if they get credit for that and therefore they feel valuable in the eyes of others. The last reason for sharing the content is to support causes consumers care about. It means that they are spreading the word about brands they believe in and thus they believe to be the part of the brand. Brands are striving to reach higher engagement, because the stronger the relationship with their consumers is, the more trust and loyalty in the brand are growing and consequently they decisively influence customers' purchase intention. The first point of this postulation is to break down that how messaging strategies influences on social norm. However very little work has been done so far towards establishing the impact of social media to induce message appeal and to promote loyalty in the fast-paced changing landscape in Pakistan. Thus, a gap in literature has been identified and shall be worked upon.

1.7 DEFINITION OF KEY TERMS:

1.7.1 Message Appeal:

Message Appeal in advertising correspondences, advertisers use message requests to stand out for customers, convince them to like the items or administrations and impact them to make a buy. One of the promoter's most significant inventive methodology choices includes the decision of a suitable allure. A few advertisements are intended to engage the sane, consistent part of the buyer's dynamic interaction; others appeal to sentiments trying to summon some passionate response.

Many accept that successful promoting consolidates the functional purposes behind buying an item with passionate qualities. In this segment we will look at a few normal sorts of message requests, including relative promoting, dread, and humor.

1.7.2 Message Source:

Numerous interchanges don't utilize a source past the actual organization. Others utilize known or obscure individuals. Messages conveyed by alluring or mainstream sources can conceivably accomplish higher consideration and review, which is the reason publicists regularly use superstars as representatives. VIPs are probably going to be compelling when they exemplify a key item property. In numerous examples, sources are people conveying the message. On different events, it is the association or the brand behind the result of administration that is the example. The crowd can frequently make a qualification between an immediate and an aberrant source.

1.7.3 Social Norm:

Social norm, in the same way as other social marvels, are the impromptu consequence of people's connection. It has been contended that accepted practices should be perceived as a sort of sentence structure of social collaborations. Accepted practices showcasing is an intercession procedure that started on school grounds. In work, accepted practices advertising comprises of spreading precise standards. Maybe as anyone might expect, the accepted practices advertising technique has been carried out most widely in the U.S. advanced education framework (Wechsler, Seibring, Liu, and Ahl, 2004). In spite of the convincing hypothetical adequacy of this methodology and its broad spread in the companion checked on writing, debate exists with respect to the viability of accepted practices advertising.

2. LITERATURE REVIEW:

Laato et al. (2020) provided a summary of the literature on the impact of pandemics on human behavior and found that researchers have given little attention to a pandemic's impact on consumer behavior. Rather, research has primarily focused on pandemic impacts on behavior for preventive health. The COVID-19 pandemic provides an opportunity to gain valuable consumer behavior insights during a situation of consumer uncertainty about how to react. Thus, the current study sheds light on how consumers' social media behaviors have shifted since the pandemic emerged.

A system can be characterized as an arrangement of interrelated hubs (Wey, Baumstein, Shen, & Jordan, 2017). Therefore, in light of a stringent hypothetical seeing, all organized equipment that permit building connections between at least two clients must be conceived as informal organization stages. This includes not just the stages that Boyd and Ellison had as a primary concern for, yet additionally it includes visits, exchange sheets, the mailing records, email, and so forth, - all Web 2.0 and 3.0 enhancements. 'Informal organization site' is consequently a dubious term. What makes stages like Facebook distinctive is that they are coordinated stages that consolidate numerous media and data and correspondence advances, for example, website page, webmail, computerized picture, computerized video, talk gathering, visitor book, association rundown or web search tool. A considerable lot of these advancements are really long-range informal communication instruments them.

Akerlof's (1976) analysis of the norms that regulate land systems is a good example of the tenet that "norms are efficient means to achieve social welfare". Since the worker is much poorer and less liquid than the landlord, it would be more natural for the landlord rather than the tenant to bear the risk of crop failure. This would be the case if the landlord kept all the crops, and paid the worker a wage (i.e., the case of a "wage system"). Since the wage would not directly depend on the worker's effort, this system leaves no incentive to the worker for any effort beyond the minimum necessary. In sharecropping, on the contrary, the worker is paid both for the effort and the time he puts in: a more efficient arrangement in that it increases production.

Likewise, Ullman-Margalit (1977) uses game theory to show that norms solve collective action problems, such as prisoner's dilemma-type situations; in her own words, "... a norm solving the problem inherent in a situation of this type is generated by it" (1977: 22). In a collective action problem, self-centered rational choices produce a Pareto-inefficient outcome. Pareto-efficiency is restored by means of norms backed by sanctions. James Coleman (1990), too, believes that norms emerge in situations in which there are externalities, that is, in all those cases in which an activity produces negative (positive) effects on other parties, without this being reflected in direct compensation; thus the producer of the externality pays no cost for (reaps no benefit from) the unintended effect of their activity. A norm solves the problem by regulating the externality-producing activity, introducing a system of sanctions (rewards).

Transformative game hypothesis gives a helpful structure to examining this theory, since rehashed games fill in as a basic estimate of life in an affectionate gathering (Axelrod 1984, 1986; Skyrms 1996; Gintis 2000). In rehashed experiences individuals have a chance to gain from one another's conduct, and to get an example of correspondence that limits the probability of misperception. In such manner, it has been contended that the agreeable standards prone to create in affectionate gatherings are straightforward ones (Alexander 2000, 2005, 2007); truth be told, postponed and unbalanced discipline, just as late rewards, are frequently hard to comprehend and consequently inadequate. Despite the fact that standards start in little, affectionate gatherings, they frequently spread past the tight limits of the first gathering. The test accordingly gets one of clarifying the elements of the standard spread from little gatherings to enormous populaces.

In the event that standards can flourish and spread, they can likewise vanish. An inadequately perceived marvel is the abrupt and surprising difference in grounded examples of conduct. For instance, smoking openly without requesting authorization has gotten unsuitable, and a couple of years prior no one would have stressed over utilizing sex loaded language. One would anticipate wasteful standards (like oppressive standards against ladies and minorities) to vanish more quickly and with more prominent recurrence than more productive standards. In any case, Bicchieri (2016) calls attention to that failure is definitely not an adequate condition for a standard's end. This can be seen by the investigation of wrongdoing and defilement: debasement brings about gigantic

social expenses, yet such expenses—in any event, when they take a general public really close to implode—are sufficiently not to produce an update of the framework.

An influential view of norms considers them as clusters of self-fulfilling expectations (Schelling 1960), in that some expectations often result in behavior that reinforces them. A related view emphasizes the importance of conditional preferences in supporting social norms (Sugden 2000). In particular, according to Bicchieri's (2006) account, preferences for conformity to social norms are conditional on “empirical expectations” (i.e., first-order beliefs that a certain behavior will be followed) as well as “normative expectations” (i.e., second-order beliefs that a certain behavior ought to be followed). Thus, norm compliance results from the joint presence of a conditional preference for conformity and the belief that other people will conform as well as approve of conformity.

Note that characterizing norms simply as clusters of expectations might be misleading; similarly, a norm cannot simply be identified with a recurrent behavioral pattern either. If we were to adopt a purely behavioral account of norms there would be no way to distinguish shared rules of fairness from, say, the collective morning habit of tooth brushing. After all, such a practice does not depend on whether one expects others to do the same; however, one would not even try to ask for a salary proportionate to one's education, if one expected compensation to merely follow a seniority rule. In fact, there are behavioral patterns that can only be explained by the existence of norms, even if the behavior prescribed by the norm in question is currently unobserved. For example, in a study of the Ik people, Turnbull (1972) reported that starved hunters-gatherers tried hard to avoid situations where their compliance with norms of reciprocity was expected. Thus, they would go out of their way not to be in the position of gift-taker, and hunted alone so that they would not be forced to share their prey with anyone else. Much of the Ik's behavior could be explained as a way of eluding existing reciprocity norms.

There are many other instances of discrepancies between expectations and behavior. For example, it is remarkable to observe how often people expect others to act selfishly, even when they are prepared to act altruistically themselves (Miller & Ratner 1996). Studies have shown that people's willingness to give Blood is not altered by monetary incentives, but typically those very people who are willing to donate Blood for free expect others to donate Blood only in the presence of monetary rewards. Similarly, all the interviewed landlords answered positively to a question about

whether they would rent an apartment to an unmarried couple; however, they estimated that only 50% of other landlords would accept unmarried couples as tenants (Dawes 1972). Such cases of pluralistic ignorance are rather common; what is puzzling is that people may expect a given norm to be upheld in the face of personal evidence to the contrary (Bicchieri & Fukui 1999). Furthermore, there is evidence suggesting that people who donate blood, tip on a foreign trip, give money to beggars or return a lost wallet often attempt to underplay their altruistic behavior (by supplying selfish motives that seemingly align their actions with a norm of self-interest; Wuthnow 1991).

Message Appeals is Humorous ads are often the best known and best remembered of all advertising messages. Advertisers use humor for many reasons. Humorous messages attract and hold consumers' attention. They enhance effectiveness by putting consumers in a positive mood, increasing their liking of the ad itself and their feeling toward the product or service. And humor can distract the receiver from counter arguing against the message. Sashi (2012) implies that the interactivity of social media facilitates the establishing of abiding relationships between consumers and brands.

Moreover, as per him the intelligence carries the chance to keep up the discussion among the brand and shoppers, who become engaged with creation of their own substance. Gummerus et al. (2012) affirms that brand networks carry freedom to organizations and clients to draw in with one another. While firms focus at drawing in with steadfast clients, influencing individuals' insights about the brand, spreading mindfulness about the brand and gaining from and about clients, clients get benefits through the assortment of practices that they do on the web. Brodie et al. (2013) propose a few outcomes that can rise out of buyer commitment like trust, fulfillment, responsibility, enthusiastic association and dedication. The investigation stresses that online brand local area is principally identified with faithfulness, responsibility and strengthening. Gummerus et al. (2012) see faithfulness as focal justification brand local area collaboration. He adds that shoppers will join brand local area since they like the brand and along these lines they feel devotion to it.

Despite the fact that tremendous examination has been done on the online promoting procedures, there is still by and by a break in the accessible writing applicable to the adequacy of using the web-based media organizing for the design brands as a showcasing device. The principle point of (Virginia Phelan, Chen, and Haney, 2013) the examination is to break down how current brands

use the highlights of Facebook as method of giving property information to customers. Facebook is considered as the most mainstream and broadly utilized organization among other web-based media networks (Escoblr-Rodríguez and Bonsón-Fernández, 2017). Around the world 30% of seeking after time is addressed by Facebook while it is just 11% for Good and YouTube together (Pemberton, 2017). Its gigantic number of clients urges business firms to utilize it to arrive at their objective clients. Thus 92% companies worldwide currently use Facebook as a marketing tool (Escoblr-Rodríguez and Bonsón-Fernández, 2017). Having presence in Facebook is important for business as a quarter of social media users follow their favorite brands on this platform. Using Facebook to achieve business objectives is called Facebook marketing (Ahmed and Ibrahim, 2016). Self-congruity means a customer engage with a brand in order to present their self-identity (Pinto and Yagnik, 2017). Managing Facebook marketing is something which need to be done cautiously. As the first the motive behind the Facebook use of customers and marketers goes on different directions. While marketers use it for the purpose of selling, customers use it to connect with people. It creates ineffectiveness. In addition to that, due to the speedy communication via Facebook, customers always are looking for fresh information. Thus it becomes very important to keep the brand live and relevant for customers. Further there is a consistent threat that the brand image could be diluted in one second. Therefore, one has to be very careful (Pinto and Yagnik, 2017).

The signs that Facebook is becoming a trustworthy source is visualizing by the statistics which shows the number of customers who are looking for friends' recommendations on Facebook before making their purchase decision. Therefore, Facebook can be considered as an appropriate platform to develop customer preference towards a brand (Godey et al., 2016). It allows retailers to "showrooming" their offerings and facilitates customers to compare them with competitive offering before they actually purchase them (Ahlam, 2013). Apart from the above evidence, there are a large amount of studies worldwide studied the impact of Purchase Intention on value generation such as word-of mouth, customer engagement, sales, and message appeal (Ahmed and Ibrahim, 2016). However, there is a little awareness on the use of social media on a Facebook (Kambrugamuwa, 2015).

Furthermore, interaction of client, such as the recurrence of the clients' comments, and the feedback collected from the sites, and intercommunication (e.g. the location-Based "check-in" and the number of "likes") are viewed and assessed. Previous researches have depicted that the social media existence of a fashion brand does not only has to make an "impact" to attract the potential buyers, but even over and above crucially, it should create "relations" with them. It analyses the pattern of Facebook used by the brands, how they utilize the Facebook features in order to connect to their potential clients, and how the fashion brands grasp the power of social media to boost the attempts of the Purchase Intention.

The most highly credible source would be a person who scores high on all three dimensions. Pharmaceutical companies want doctors to testify about product benefits because doctors have high credibility. Anti-drug crusaders will use ex-drug addicts because they have higher credibility. Before his death, Dave Thomas, who had folksy appeal and inherent credibility, did over 800 Wendy's commercials in his trade mark red tie and short.(Weber, 2014)

The current literature (Kaufmann, Loureiro, & Manarioti, 2016) still does not effectively differentiate the message source factor and the connection of awareness by social mediums. The feeling of trust is a unique, particular emotion, close to affection, which, like all other emotions, is very precise. In contrast, the connection of awareness is like making someone knows you are there but does not guarantee an instant purchase but the image persists for a prolonged time and indulges with various affective, intellectual, and behavioral practices. A target consumer may visit your page for weeks going through the post, feedbacks from your clients and comments before making an order and that order placement will be the first step towards message source and if you succeed in meeting the expectations message source will get stronger.

Brands play a focal job in merchandising and have pulled in the consideration of scholastics and professionals over numerous years. Appropriately, a few points of view on the brands have been found in the writing. Generally, a brand is described as "a term, symbol, name, design, or any feature that classifies one seller's services or goods as different from those of other sellers". As per this methodology, the brand is seen as a feature of an item, and the fundamental capacity of the brand is to recognize a company's item from contending items, i.e. it is a classifier.

Subsequently, marketing exercises of firms have bit by bit concentrated more on the brand rather than the item; consequently, driving scholars to find factors that comprise solid brands. In any case, such consideration has happened for the most part in the world created. Little study has been given to the problem in developing markets. Likewise, duplication inquire about assumes a vital job in science. It is a fundamental piece of learning improvement, all things considered, it is seldom embraced in the social sciences, particularly in business look into. Replication examines have discovered that various unique models were not bolstered. This would conclude in the seclusion and the disintegration of the literature.

The study (Nguyen, Barrett, & Miller, 2011) struggles to bond this gap by key of the examining key antecedents of loyalty of the brand in two evolving markets: Vietnam and Thailand. In particular, it thoroughly analyzes the job of publicizing mentalities, circulation power, brand mindfulness, and saw trait on the loyalty of the shopper to global brands in these two places.

In a nutshell, norms refer to actions over which people have control, and are supported by shared expectations about what should or should not be done in different types of social situations. However, norms cannot be identified just with observable behavior, nor can they merely be equated with normative beliefs.

The varying degrees of correlation between normative beliefs and actions are an important factor researcher can use to differentiate among various types of norms. Such a correlation is also a key element to consider when critically assessing competing theories of norms: we begin by surveying the socialized actor theory, the social identity theory, and some early rational choice (cost-benefit) models of conformity.

Addressing a champion among the most basic segments acknowledged to explain customer brand choices, it isn't anything sudden that the possibility of normal practice has blended a giant excitement among scholars and furthermore specialists inside the field of advertising and client direct. Firms with broad social affairs of unfaltering customers have been seemed to have gigantic bits of the general business, and piece of the general business, in this manner, has been seemed, by all accounts, to be connected with higher paces of level of benefit (Møller Jensen and Hansen, 2006). The creator recommends that the reliability of the brand favors the hopeful informal

exchange and more unmistakable resistance among devoted customers to forceful frameworks. Unmistakably such revelations encourage publicists to create and keep up accepted practice among customers. When gaining ground toward such targets, information on components choosing the creation of accepted practice among customers transforms into a basic issue.

When considering buyers' assortment looking for conduct, it is vital to recognize "genuine" assortment looking for conduct from outwardly inspired brand exchanging. The creator contends that brand exchanging conduct should just be credited to genuine assortment looking for when variety is gone for its own natural esteem and for the incitement it conveys to the circumstance. Purchasers' requirement for something to decrease fatigue or a requirement for tactile incitement by investigating new item variations (e.g. a contrastingly seasoned espresso) is precedents of genuine assortment chasing. The creator give observational proof to assortment looking to be more probable when association is lower, when little brand contrasts are seen among decision choices and when buyers brand inclinations are lower.

The social media section offers an engaging setting in which to think about word of mouth (WOM). The destinations give simple to-utilize devices to current clients to welcome the rest to join the system. The electronic account of these outgoing referrals opens another window into the impacts of WOM, giving specialists an unpretentious hint of this regularly hard to-contemplate action. At the point when joined with information that likewise track new part recruits, it ends up conceivable to demonstrate the dynamic connection among this type of WOM and the expansion of new members to the person to person communication site. In a genuine sense, these individuals are additionally "clients" of the long range informal communication site seeing that their presentation to promoting while at the same time utilizing the site creates income for the firm.

The first research on the adequacy of WOM is Based on a survey (Katz & Paul, 1955) and was trailed by in excess of 70 studies pertaining to marketing, the ample majority of them conjointly deducing WOM from self-reports in reviews (Godes & Mayzlin, 2004) (Money, Gilly, & Graham, 1998). The condition in which the buyers are possibly going to rely upon the feelings of others in order to settle on a buying choice, is analyzed by the scientists, but the inspirations for numerous individuals to get the information out regarding a product, and the variety in trait of individuals' effect on their friends in WOM interchanges. Also, consumers whose self-report being obtained

through the WOM boosts the value of the firm than customers procured through conventional promoting channels (Villanueva, Yoo, & Hanssens, 2008).

Social infection models (e.g., Coleman et al. 1966) helps to offer an elective point of view, commonly inducing WOM/arrange impacts from appropriation conduct after some time. Despite the fact that a social infection elucidation of dispersion designs is instinctively engaging, ongoing examinations have called attention to that such derivations can be because of misattribution. For instance, when Van cave Bulte and Lilien (2001) re-estimated Coleman and associates' (1966) social disease show for doctor reception of antibiotic medication, they found that the infection impacts vanished when advertising activities were incorporated into the model.

Web-Based social networking destinations like the Facebook and the Twitter use certain parameters to break down the expressions, the hashtags (#) and the words in order to build a rundown of points organized by ubiquity. This "incline list" is an irritable method to survey the more discussed points at a specific time period. In a newly built report via web-Based networking media, a floating subject "will capture the approval of a substantial crowd of onlookers for a short span" and in this way "sums to motivation setting mechanisms". Utilizing the existing on the web establishes the link to the programmed "bot" accounts, remote specialists can engrave intentional publicity into a web formulated life stage, built a pattern and swiftly scatter an information fastly and reasonable as compared to other medium. Online networking helps to encourage the spreading of a story beyond a definite social group of genuine adherents by instructing the paradigm. It depends on four elements: An information that adapts a current, regardless of whether obscure or is a narration, A meetup of genuine devotees dedicated to the message,

A generally little crowd of operators or digital warriors, and A procedure of computerized "bot" accounts. The current account and the genuine adherents who buy in to it are endogenous, so any promulgation must fit that story to enter the system of genuine devotees. More often than not, the digital group is in charge of creating the message for dispersal. James Bowen (2015) pinpointed four major trends by boomers being replaced by millennials, increasing usage of mobile phone devices, Pricing Dynamically and dollars for marketing moving towards social media. According to this research millennials (People born between 1970's and early 1990's) are now the key market

customers with more buying power. According to Nusair et al., (2013), their spending power is calculated to be approximately US 200\$ per year (Nusair, Bilgihan, & Okumus, 2013).

Bowen and McCain (2015) detailed that millennials dish out their own encounters with the products and gained from others' surveys on the internet through the use of social media. They likewise utilized information regards to pricing on these websites before making a purchase decision (Nusair, Bilgihan, & Okumus, 2013). For millennials internet Based life offers a method for association, as they desire social connection and require to dish out everything (MAeedorn, 2013). A vast level of twenty to thirty year olds (83 percent) visit long range interpersonal communication destinations ((Junco & Mastrodicasa, 2007); (Lenhart, et al., 2014); (Zickuhr, 2014)).

Web 2.0 and its rising internet Based life arrangements have planned to be an important device for client communication. By and by, it has conquered the desires as far as client strengthening, affecting brands around the world. These days, organizations requirement to continue the speed with a wide range of correspondence channels, including web-Based social networking and, all the more explicitly, those brought up with regards to new intuitive advances that are prepared accessible for creating client commitment (Tsimonis & Dimitriadis, 2014). With quite an extensive variety of bi-directional correspondence channels, advertisers are not ready to command the reachability of the corresponding promoting activities, being helpless before the perseveringly of client commitment and viral achieve (Mangold & Faulds, 2009).

Brand directors fear this inborn absence of control in regards to the messages clients are trading through e-verbll (Kietzmann & Canhoto, 2013). Davis et al. (2014) evaluated the pertinence of web Based life networks for overseeing brands. Their investigation recognized five drivers of brand utilization in web-Based social networking: practical, passionate, self-arranged, social and social. Customers contact brands by means of web Based life having as essential utilitarian inspirations to take care of issues, to send explicit request, to scan for data, to assess the administration before acquiring it and in order to attain to a brand's particular arrangements and giveaways.

What's more, mitigating individual issues/circumstances, feeling favored/perceived/esteemed by a brand and idealism/fulfillment of interest were distinguished as the most well-known passionate inspirations. The principle inspirations incorporated into self-orientation were self-completion,

self-discernment improvement and self-marking. In addition, social brand utilization considered experience trade, network connection, building connections and social collaboration. At long last, social utilization was portrayed by co-creation of administration giving out, the craving for customized mark cooperation and the craving to know the genuine individuals behind the brand.

Customized promotions require knowledge of the customer mindset and the utilization of individual data, which may be very personal, since it may request an undesirable dimension of information of the shopper's inclinations and conduct (Goldfarb & Tucker, 2011). In spite of the fact that the attack of the customized promotion may build the advertisement's importance, and subsequently result in constructive social impacts, the utilization of progressively close to home data may prompt sentiments of intrusiveness that meddle with the shopper's intellectual procedure and intrude on objective interest, to such an extent that it keeps the purchaser from paying heed to the promotion substance (Morimoto & Chang, 2006). Meddlesome promotions additionally might be seen as irritating and result in reactance, with the end goal that buyers carry on in the contrary route to the one planned by the sponsor ((Clee & Wicklund, 1980); (Xie, Zheng, & Ying, 2009)).

The impact of potential advantages subsequently might be littler or nonexistent whenever customized advertisements appear to be meddlesome. This exchange off is captivating; much of the time, the advantages and mental expenses of customized publicizing go connected at the hip, to such an extent that information utilization is an essential of furnishing shoppers with important data. This quandary brings up a key issue: can the adequacy of giving shoppers advertisements with high fit be weakened by sentiments of intrusiveness, activated by customizing the message with data important to make these promotions? Earlier writing offers some proof that a customer's response to a customized message relies upon both the level of customization and the potential advantages of the offer. For instance, White et al. (2008) present respondents with messages that contrast in their sum and uniqueness of individual data, the degree to which the utilization of data is supported, and the apparent utility of the message. They locate that apparent utility lessens adverse responses to customized messages, however this impact is more fragile within the sight of very unmistakable individual data.

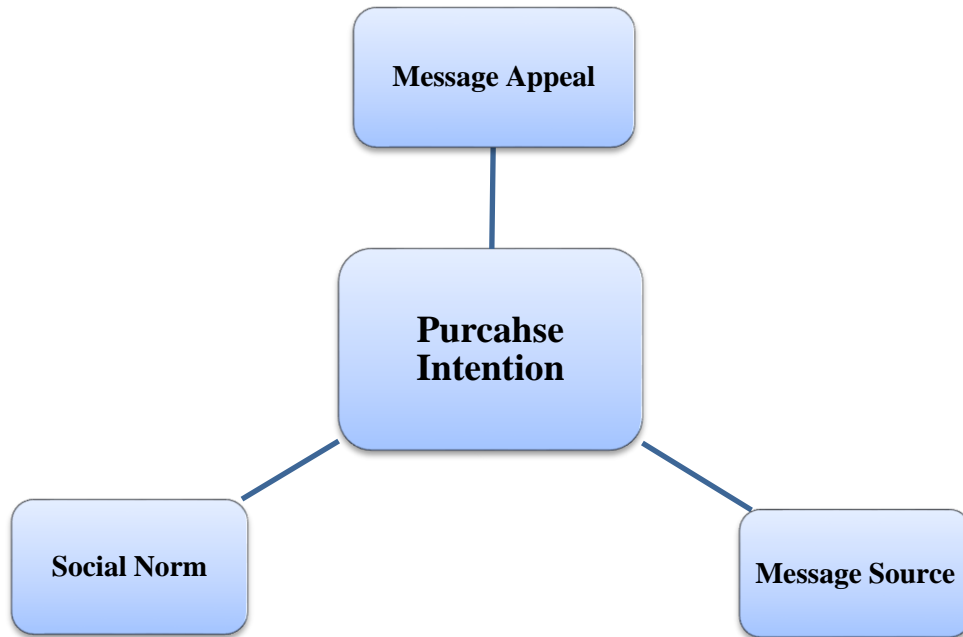
Goldfarb and Tucker (2011) research the joint impacts of logical focusing on—that is, introducing a promotion on a site that coordinates the subject of the advertisement—and advertisement prominence, for example, including visual and sound highlights that make it harder to overlook

the advertisement. Buy aims increment because of web Based promoting if the advertisement coordinates the substance of the site and to prominent advertisements, if either is utilized in disengagement, however not if the strategies are consolidated. In spite of the fact that that review does not customize the advertisements at various dimensions of peculiarity, it demonstrates that the adequacy of introducing applicable substance can reduce because of sentiments of intrusiveness, initiated by activities that a shopper may see as an attack of her or his own space (Goldfarb & Tucker, 2011).

Jenny van Doorn and Janny C. Hoekstra (2013) examined 4 unique components, to be specific (1) the degree to which the utilization of various sorts of data for customizing customized promotions triggers sentiments of intrusiveness, to such an extent that they expressly incorporate the utilization of value-Based information, (2) regardless of whether sentiments of intrusiveness influence buy aims, (3) whether sentiments of intrusiveness lead to more negative responses to customized advertisements with high fit, and (4) the degree to which sentiments of intrusiveness may lessen the potential beneficial outcome of a rebte. They played out their investigation in a client relationship setting, in which the sponsor has information about clients' experiences and exchanges, and clients by and large trust the promoter on account of the idea of the business they as of now have directed with the organization. Their outcomes demonstrate that data with more prominent uniqueness (i.e., individual or exchange data, as opposed to perusing information) expands sentiments of intrusiveness, which contrarily influence buy goals. Fitting the advertisement to the purchaser's needs prompts higher buy aims, however this impact gets debilitated by the promotion's intrusiveness.

Moreover, one of their studies demonstrates that high fit may prompt both higher buy aims yet additionally larger amounts of apparent intrusiveness. The customization of web Based promoting subsequently offers a twofold edged sword: It might increase buy aims, however it likewise upgrades view of intrusiveness, which adversely influence buy aims. Our outcomes infer that even in client connections, organizations should represent the dimension of intrusiveness that their customized advertisements conjure. Shockingly, they didn't discover any impacts of limits on buy expectations. In the accompanying segments, we present our theoretical model and hypotheses, alongside the consequences of the two investigations we performed, and our decisions.

2.1 THEORETICAL FRAMEWORK:



2.2 HYPOTHESIS:

H1: Message Appeal has a positive impact on Purchase Intention of the Customer.

H2: Message Source has positive impact on Purchase Intention of the Customer.

H3: Social Norm has positive impact on Purchase Intention of the Customer.

3.METHADODOLOGY:

3.1 BACKGROUND:

The following chapter of our study includes different tools and techniques that are modified in the research paper to study, comprehend, observe and evaluate independent and dependent variable of the literature. The obvious purpose is to provide the information Based on the facts to evaluate and verify the impact of messaging marketing on message appeal, source and social norm. The validation of the research design starts from this chapter. The population is evaluated with the sample size. Furthermore, the tools that have been discussed are going to be used to gather data are explained here. So, in this chapter the data analysis, collection of data and drawing conclusions will be debated.

3.2 RESEARCH DESIGN:

In order to examine and study the mindset of respondents and consumers about the messaging strategy, social norm and message source and this study is Basically founded on the basis of quantitative research. The specific approach examines the effect brand qualities on messaging strategies. While in this specific context of study, the relationship among the independent and dependent variables are measured upon the controls of the results of the respondents in the locality of Islamabad & Rawalpindi. Therefore, it has to make sure that research needs to be tested against the different hypothesis for this literature.

3.3 SAMPLE DESIGN:

The members or portion of the people selected from a large population is defined as Sample (Huang & Van de Vliert, 2003). Probability sampling & non- probability sampling are most commonly used techniques in research design. Probability sampling is used to decide the size from the population when each member has an equal chance of selection (Sekaran, 2011) whereas non-probability sampling is used to decide the size of population where there is no probability of selection of each and equal number of members (Cavana, Delahaye & Sekaran, 2001). As this research has to be conducted out in the vicinity of Islamabad and Rawalpindi, so this research is mainly focused on convenience sampling technique. So, non- probability technique is considered to be effective and efficient as well as factual to gather data from respondents easily.

3.4 SAMPLE SIZE & UNIT OF ANALYSIS:

Collection of primary data was appropriate for the purpose of justification and support of the theory developed in this study. A sample size is calculated bases on the number of observations per variable. The people who took part in this study is considered to be respondents became the unit of analysis.

3.5 DATA COLLECTION & RESOURCES:

Primary data refers to data collection source in which data is collected directly from first hand resources using methods like interviews, questionnaires and surveys. This kind of data is collected primarily for the first time for research purpose (Jose, 2003). A questionnaire or a survey form is designed which is distributed amongst the different people to collect data so further analysis could be done on it. The method which we used for our research was distributing hardcopy of questionnaire as well as made questionnaire on google docs and forwarded it to different people.

In this study, a 5-point Likert scale is used which is most commonly used, below mentioned are the items, scale, dimensions and source of the current study. The business study in order to measure the responses of the population (Cavana *et al*; 2001). When the questionnaires were distributed among the respondents they were asked to answer the question on Likert scale by using different items. The rating and scale of the choices was done to measure the variability of the responses of the respondents. The measuring instruments for the questionnaire have been adopted from the constructs and variables of the study are message appeal, message source and social norm

3.6 TOOL FOR DATA ANALYSIS:

The test used for this research is SPSS which will evolve reliability correlation and regression analysis which are used to predict the effect of Purchase Intention on consumer's message source, loyalty and awareness.

3.7 SUMMARY:

The chapter attempted to explain the tools and techniques used to empirically assess the present literature. Research design is also discussed along with population and sample size. It has also

been discussed that how it is collected and from where it is gathered. The analysis and estimation of the data is covered as well, with the help of certain methods techniques. H1: Message Appeal decidedly affects Purchase Intention of the Customer. Also, H2: Message Source decidedly affects Purchase Intention of the Customer. Whereas, H3: Social Norm emphatically affects Purchase Intention of the Customer.

4. ANALYSIS AND FINDING:

4.1 FREQUENCY TABLE:

Please Specify your Gender?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	203	78.0	78.1	78.1
	Female	57	21.9	21.9	100.0
	Total	261	100.0	100.0	
Total		261	100.0		

In describing the frequency table for gender, Male population is large among the two of the respondents in this study and has a major impact on the study for the analysis of the data. Whereas female population is relatively less than the male and it has not contributed up to a certain level for the analyzing of the data.

Please Specify your Age?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-25 years	66	25.3	25.3	25.3
	26-35 years	82	31.4	31.4	56.7
	36-45 years	46	17.6	17.6	74.3
	46-60 years	41	15.7	15.7	90.0
	Above 60 years	26	9.99	10.0	100.0
Total		261	100.0		

In describing the frequency table of age, the age group of 26-35 years was the maximum among all the respondents and they are reason for significant results of the study. The age group of Above

60 years was the lowest among the respondents and have minimum participation in the analyzing the data and have the minimum impact in the study.

Please Specify your Occupation?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Housewife	125	47.8	47.9	47.9
	Business	65	24.5	24.9	72.8
	Student	28	10.7	10.7	83.5
	Employee	14	5.4	5.4	88.9
	Self-Employed	29	11.1	11.1	100.0
Total		261	100.0		

In describing the frequency table for occupation, the maximum number of people which responded to the question was 261, among them 125 were housewives who shared the responses about the study and have a major impact on the analysis of the study. Minimum sample from the population was of the people who were employees and their contribution in the analysis of the data of this study is low.

Please Specify your Income?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	25,000-49,999	18	6.9	6.9	6.9
	50,000-74,999	24	9.2	9.2	16.1
	75,000-99,999	55	21.1	21.1	37.2
	1,00,000-1,50,000	39	14.9	14.9	52.1
	Above 1,50,000	125	47.9	47.9	100.0
Total		261	100.0		

In describing the frequency table for Income, the maximum number of people which responded to the question was 261, among them 125 belonged to salary group ranging from 1,50,000 above. It has a major impact on the analysis of the study.

4.2 DESCRIPTIVE:

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Please Specify your Gender?	261	1.0	2.0	1.219	0.414
Please Specify your Age?	261	1.0	5.0	2.536	1.103
Please Specify your Occupation?	261	1.0	5.0	2.069	1.340
Please Specify your Income?	261	1.0	5.0	3.877	1.292
Valid N (listwise)	261				

In our descriptive statistics, we have 2.536 mean of age group, 1.219 of gender group, 3.877 of income group and 2.069 of occupation group. We are given with the minimum and maximum value of all these variables. Whereas, this table shows that it has how much deviation with mean. The standard deviation of every group is positive which shows that results are highly significant.

4.3 RELIABILITY:

Case Processing Summary

	N	%
Cases Valid	261	100.0
Excluded		
Total	261	100.0

a. Listwise deletion Based on all variables in the procedure.

Reliability Statistics

Cronblch's Alpha	No. of Items
MA	.782 3
MS	.812 3
SN	.720 3
PI	.718 3

The Cronblch’s Alpha value for message appeal is 0.782 which is reliable. The results starting from 70% is contemplated to be reliable so in our case it is quite good reliable which 78.2% of the variables, relation and framework between the variables are reliable and positive. Reliability test is Basically the measure of consistency of test under different conditions. The table; reliability statistics shows reliability analysis of all variables with 4 items mentioned. Cronblch’s Alpha is a measuring tool and unit for reliability test and it is profoundly used for research and studies. It can be calculating D by analyzing the variance and co-variance between the items listed in a questionnaire. Same is the case with the message source Cronblch’s Alpha which is .812 that shows 81.2 % and it is significant as well. Likewise, social norm has significance value of 72%. In our last variable, brand equity has output of 71.8% which is also reliable of all four (4) items defined.

4.4 CORRELATIONS:

Correlations

		Message Appeal	Message Source	Social Norm	Purchase Intention
Message Appeal	Pearson Correlation	1	.870**	.771**	.786**
	Sig. (2-tailed)		.000	.000	.000
	N	261	261	261	261
Message Source	Pearson Correlation	.870**	1	.811**	.870**
	Sig. (2-tailed)	.000		.000	.000
	N	261	261	261	261
Social Norm	Pearson Correlation	.771**	.811**	1	.771**
	Sig. (2-tailed)	.000	.000		.000
	N	261	261	261	261
Purchase Intention	Pearson Correlation	.786**	.870**	.771**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	261	261	261	261

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

By the correlation test, it has been proved that message appeal variable has a positive impact on Purchase Intention which proves to be true by the studies of Hypothesis i.e. H1 is right. With the help of literature review, it has been stated that higher the message appeal is being asked for, higher the level of message source, social norm and Purchase Intention are provided. Whereas, if we look at the other variable that is social norm has a positive impact on the dependent variable the Purchase Intention. While taking quotations from the literature it is clearly mentioned that higher the message source is given to the respondents, higher the Purchase Intention he/she will ask for, which also prove H2 to be accepted. If we look at our third variable that is sponsor commitment, it can be clearly seen in our literature that social norm has positive relation and impact on Purchase Intention proving true the hypothesis H3.

The steric (***) of message appeal, message source, social norm and Purchase Intention on numbers means that results are significant.

If we look into table then it can be easily seen that message appeal has a positive impact on message source and social norm which give the value of 0.870 and 0.771 respectively which is significant. The message appeal has also positive impact on Purchase Intention which is 0.786 which is highly significant.

Likewise, the message source has a positive impact on message appeal, social norm and Purchase Intention which gives values of 0.870, 0.811 and 0.870 respectively. And same is the case with social norm and Purchase Intention with all other variable.

4.5 REGRESSION:

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Social Norm, Message Appeal, Message Source ^b	.	Enter

a. Dependent Variable: Purchase Intention

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.821 ^a	.675	.671	.44351

a. Predictors: (Constant), Social Norm, Message Appeal, Message Source

Regression method is used to analyze the relation and association of all the variables in the study. This was actually tested to check the impact of message appeal, message source and social norm on Purchase Intention. In the above table we are given the value of R and R² which shows that whether the results are significant or not. As our R is 0.821 and R² is 0.675 which highlights that our results are significant and positive so the linear model used is accurate for this research.

The table presented above shows the model summary of the estimated model where message appeal, message source and social norm were independent to determine the Purchase Intention. It is evident from the above table that the adjusted R-square value remained 0.675. This shows 67.5 percent variation in Purchase Intention is due to the predictors incorporated in the estimated regression model.

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	120.65	3	40.21	246.89	.000 ^b
	Residual	40.718	258	.158		
	Total	161.368	261			

a. Dependent Variable: Purchase Intention

b. Predictors: (Constant), Social Norm, Message Appeal, Message Source

Significant level is checked through Anova Index, the significant value is 0.000 which shows that connections between the variables are positive and highly significant. The significant values must be less than 0.05. The table above showed the results of analysis of variance. It is well obvious from F-statistics and correspondingly its significance that the dataset fitted well in the estimated regression model.

Moreover, the value of F describes the ratio of T statistics of the variables 246.89

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.429	.173		2.479	.014
	Message Appeal	.273	.079	.277	3.435	.001
	Message Source	.634	.090	.569	7.053	.000
	Social Norm	.572	.080	.476	5.765	.002

a. Dependent Variable: Purchase Intention

The dependent variable Purchase Intention is kept whereas the Beta value for message appeal, message source and social norm is 0.227, 0.569 & 0.476. This wholly determines that all the Hypotheses are accepted.

5.DISCUSSION AND CONCLUSION:

5.1 DISCUSSION:

The Basic purpose of this research is to observe the impact of signs that collaborates from the environment of the Purchase Intention. For example, the time taken by the consumers and customers as well to give feedback to product or service after sales services by considering that the Purchase Intention is highly considerable. The findings give light on role of attributes for the other's behaviors in effecting the message appeal, message source and social norm.

First of all, findings gather information about message appeal, message source and social norm on Purchase Intention. The finding point of win-lose situation is that in Purchase Intention as proof having negative relationship view point of happiness of all brand elements. And having positive relationship view point of products using Purchase Intention and then conflicts arise between them. Second finding is that, the results point of individual view point especially in the case of Purchase Intention is Basically the situation where it has no referent. In an inter-dependent making of decision perspective, such as intention in which when referent comes into the case then there are less chances of ignoring.

Third option of finding is the perception of Purchase Intention which might have a reverse relationship with actual outcomes and outputs. It seems that the myth about time used to respond to a consumer is related to the attentiveness of the outcomes of the promoting and connected level with the other party is relatively accessible. It is believed that these factors are somehow hard to control because they are automatic. However, it is maybe important to reach the research efforts at finding different techniques and ways which might make the consumers less attract to these factors and prey to those tactics of marketing.

5.2 IMPLICATIONS:

In every study there are some limitations so, there are also some limitations in this research in the form of time, environment and space. This study shows important steps in understanding and testing the dynamics of relationship of the sponsorship. There are some implications and limitations of this study. First, the survey respondents of this literature taken were highly educated which is fairly persistent with previous researches on similar events. Another limitation in this

study of sponsorship agreement, the activation is the key to success. It elaborates that those brands who have higher level of potential in any advertisement tool and awareness and then it represents the higher activation of the brand which acts as a multiple and attention grabbing activation strategies.

Another limitation of the study is that comparatively the brands' product price is high which is used for marketing tool. Although everyone is capable of visiting markets on their own but still there come some limitations in the form of budget constraint, time constraint and other resources. So our main target market and the potential customer is Basically who are doing well job or holding some good businesses. This thing limits our study bound to people who cannot afford purchasing and hence the response and feedback is also limited.

Another limitation of this research is the high budget constraint due to competition because of many other brands offer low prices. So, if more time was given then best and in detailed analyzes could be provided by taking larger sample size. Another limitation is the people's lack of knowledge about the concept of Purchase Intention because due to some of the false information people are warned to invest their capital with them. Trust issues matter a lot in this field. Moreover, another constraint is that the age group ranging above 60 is not well aware with social media campaign and marketing so this thing limits as well. So, limitations sometimes put an end to some extent while in research.

5.3 LIMITATIONS AND FUTURE DIRECTIONS:

In future perspective, further variables could be added to this current study such as brand equity, word of mouth etc. which can be related to message appeal, message source and social norm and its effect on Purchase Intention in the mind of the consumers. Also, the addition of the mediating and moderating variable can be done, interpreted and observed in depth details. If we have limited variables which could have very small similarity can also wide areas for further studies. Second in this study the approach which used was quantitative which was used to start the new research if one gets to start working on it by using quantitative as well as qualitative approach and thus in this way it can more be evaluated the results of respondents in details. For this, the concentration should be on conducting the sessions and to conduct questionnaire if chosen the qualitative and quantitative techniques by taking large sample size.

5.4 CONCLUSION:

From the results and analysis of the data collected for this study and with coherence to literature review it was found that according to the previous research the variables of sponsorship having message appeal, message source and social norm had a positive relationship or connectivity in enhancing the performance of Purchase Intention. However, through this research findings and analysis it is mentioned that branding factors which mainly include in the perspective of Pakistan clothing industry are message appeal, message source and social norm that are influencing the Purchase Intention in a positive way. So, new findings have not negated the preceding studies and research on it.

Some philosophers wonder that information that is being conveyed across the setting by many different ways (Duguid and Brown, 2000 Orlikowski, 2000. Likewise, it has discussed some of the brands that have now better brand worth and equity due to the events mainly sponsorship. The companies and brand use Purchase Intention as a greater marketing tool in international event which builds positive brand image that are being transferred from social media campaign.

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APPENDIX:

Thesis Questionnaire

Gender	1	Male	2	Female						
Age	1	18-25	2	26-35	3	36-45	4	45-60	5	Above 60
Occupation	1	House Wife	2	Business	3	Student	4	Employee		
	5	Self-Employed								
Income	1	25k-49.9k	2	50k-74.9k	3	75k-99.9k	4	1 lac-1.50 lac		
	5	Above 1.50 lac								

Message appeal						
MA1	How do you feel about family accommodation?	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
MA2	How familiar are you with the accommodation services?	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
MA3	How favorably do you think of the environmental friendly services?	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree

Message source						
MS1	Sometimes I am willing to pay more money for friendly accommodation.	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
MS2	Messaging Strategies of Pakistan sincerely concerns my need and rights.	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
MS3	By whole consideration I trust the friendly environment of Pakistan.	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree

Social norm						
MA1	I promote environmental sustainability and tries to behave in ethically responsible manner.	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree

MA2	I consider myself to be loyal and tries to manage economic resources well.	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
MA3	I feel confidence to make contributions to social causes.	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree

Purchase Intention						
PI1	I find interesting contents shown in social media and I am considering to purchase.	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
PI	It is easy to deliver my opinion about friendly accommodation that I am considering buying through messaging strategies.	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
PI3	Using social media to search for information about the different accommodation and is very trendy.	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree