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**Impact of E-WOM and social interactions on purchase intentions with
mediating role of trust in Clothing sector**



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DEDICATION

I dedicate this humble effort specially to my beloved and respectable parents and siblings whose love and guidance enables me to accomplish the task of research and whose well wishes have always been a source of my success.

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Author's Declaration

I , Hira Sakhawat, hereby state that our research titled “Impact of E WOM and social interactions on purchase intentions with mediating role of trust” is our own work and has not been previously submitted by us for taking any form of credit; partial or full, for the award of any degree from this University, or any other academic institution in the world. If the said statement is found to be incorrect at any time, even at or after our graduation, the University has the right to revoke our Master's degrees.

ABSTRACT

This research work is focused mainly on identifying the Impact of E-WOM and social interactions on purchase intentions with mediating role of trust. In this study, E-WOM and social interactions has been considered as independent variable. Whereas, trust as the mediating variables. However, purchase intentions is used as dependent variable. To prove this relationship, a survey has been conducted through a structured questionnaire by involving the individual who uses the internet and buy clothes online mainly living in Islamabad and Rawalpindi as these respondents have been requested to share their experiences by filling the structured questionnaire. Then, data analysis has been done based on collected data through various statistical instruments including descriptive frequencies, reliability, correlation, regression, ANOVA, and coefficient. . Results have revealed that, there exists a important relationship between E-WOM and social interaction (independent variable), Trust (mediator variables), and Purchase intention (dependent variable) and Trust has an mediating effect on relation of E-WOM , Social interaction and Purchase intention in Islamabad of Rawalpindi.

Key words: E-WOM, Electronic word of mouth, Social interaction, Trust, and Purchase Intention

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Chapter 1: Introduction

1.1. Background of the study:

Electronic Word of Mouth (E-WOM) communication takes the opinion of customers or clients in getting through their decision regarding anything to purchase. And social media day by day has brought up a new perspective to E-WOM, this helps the customers to communicate on mass bases and engage themselves with others about the review and opinions regarding the particular thing. The naming of social media platforms, Instagram and Facebook is one of the most prominent as it is more engaging compared to the other platform. Facebook WOM is more significant as compared to the other platform so the current study is opted to find out the E-WOM on buying behavior of the customers. Customers are using online tools frequently nowadays this is the 21st century about the product and services they use, and with the help of social media, customers find reviews regarding the things they are looking for and wanted to buy or experience the particular thing. There is rapid growth in the use of social media usage and communication using the social media platform has been increased as compared to the other platform.

Word of mouth is one of the most used and oldest ways of conveying the information from one person to another (Dellarocas, 2003). Social media plays a role in shaping the customers behaviors regarding products and services (Katz, 1966). WOM is a person to person communication tool with the presences of communicator and a receiver, it a communication between the customers and receiver (Arndt, 1967). Kornberger (2010) says that brands not only shape up our lifestyles today, they also shape up the way we think of the organization behind the brand. Branding essentially forms the perception the consumers develop of the work ethic, culture, values and lifestyle that the said brand wants to promote. Many studies support that marketing is an important tool for a brand's success in the market and there is plenty information

on how viral marketing is an effective and efficient way of reaching masses of people all around the world. “Viral marketing is similar to a ‘digitalized sneeze’; one that is characterized by the release of ‘millions of tiny particles that can infect others who come into contact with them’.” (Knight, 1999), viral marketing has spread like wildfire owing to the increasing integration of social media in the modern world, as it is a cost effective and efficient method of reaching the masses, while being convenient and user friendly. Before and even after the introduction of internet, when it was mainly used by academic or government institutes, for a phenomenon to go viral, it took a lot of time because the people had to physically talk to spread the word. Even the telephones in the old days weren’t common in every country all over the world and were expensive and hence rarely used as well. Now the internet has become a basic necessity in the lives of the masses. This has paved a rather new path for brands and businesses to popularize their products/services by making their message spread like a “virus” all over the globe.

Viral marketing to be more than just letting people know about the existence of your brand, rather it is aimed at eliciting a behavioral response such as the consumer actively marketing the brand via social interactions i.e. word of mouth. Sure, a creative message will earn the company temporary hype, but to make sure this hype only grows instead of dying down, brands must make sure that the message forms a chain all over the world by being attractive enough to share. In a way, the people that are actually the target become the marketers on behalf of the brand, by praising their content amongst one another. Marketing provides brands with the ease of spread, it also poses a very big threat in terms of its unanticipated spread where marketers often end up opening less than friendly gateways. There is a lot of awareness regarding particular products and series when people interact with one another and this plays a role in the demand or decline of products or services. WOM is something which people believes more as they know this is

coming from some experience, though at times experiences vary due to interest, opinion, and point of view regarding a particular product.

The people interacting on social media websites share their opinion and usually, they are unbiased. The trend of fashion has been increasing day by day, especially in Covid 19, when people have no time to interact with one another they go for online reviews and the buy, and this also has an impact on the buying behavior of the buyer. Trust in any product is important and without trust, things cannot go the way it was planned. Trust contribute a lot to enhancing online purchase intentions.

Consumers are majorly influenced by electronic word of mouth and for this, the brands and owners should put in all the effort to maintain consumer trust. Once the trust in any brand is lost then it takes a lot of time to gain that trust again. the image o the brands can easily be damaged with a few negative reviews on the social website. In today's world, the social website plays a big role in maintaining the image of the brand as it also acts as a weapon to destroy the image of the brand. It's the responsibility of the owners of the brand to maintain the services and products they are providing so that the trust cannot be broken. So that brand loyalty can be maintained. Brand loyalty is something that is not achieved in one day but in 5 to 6 purchases. Brand loyalty comes from trust, and it's the responsibility of the brand to make that trust maintained and don't let anything destroy the loyal customer's reviews. Through social media the trust can be destroyed easily by the other customers as well as the competitors as well so for that it is continuous work and has to be monitored daily

1.2. Problem Statement:

This study attempts to find out what is the Impact of E-WOM and social interactions on purchase intentions with mediating role of trust in the Clothing sector. Every consumer has its own set of beliefs, norms, and opinions followed by some event on or experience (Ameen, 2018). In the same way, this study will find out the role of electronic word of mouth and social interaction between the consumer's impact on purchase intention of the consumers. Electronic word of mouth is a very broad concept and as it is the 21st century it has an influence on many things (Rohim, 2019), this study will find out what is the role of the Electronic word of mouth on buying intention of products, especially when there is an involvement of trust.

1.3. Research Gap

There are many published papers regarding this topic concept, but those papers are in foreign countries' populations. There is no proper paper that has the same topic as this paper has. Even in Pakistan, there is no proper study has been done on this topic especially on the clothing sector. the research Gap is that the study done in 2020 , *Social commerce success: Antecedents of purchase intention and the mediating role of trust*, this study highlight the gap that the paper only studied the instagram for social network but this research will increase the number of social network platform and will not be restricted to only one. Secondly there is no proper research that has been done on the clothing sector which tells what will be the impact of E-WOM and social interaction on purchase intention when there is a mediating role of trust involved this can also act as gap here. So this study aimed to provide the dept-knowledge regarding the drivers of customers intention of buying (Yahia, 2018). Theoretically the current research paper will contribute in better understanding of the effect of electronic word of mouth and social interaction on the purchase intention when trust act as a mediator

1.4. Research Contribution

This study will contribute in different areas Such as First ,the study extends the limited research done on this topic in Pakistan, Second there is a mediation variable trust between E-WOM , social interaction and purchase intention , thus explaining the mechanism through which how E-WOM and social interaction influence the purchase intention of individual it will help in marketing for many organization in such a way that it attract more individual through social media , this study will also act as the academic theory as this will help the students/researchers to understand the knowledge with a certain set of boundaries or limits just by looking at the theoretical framework researcher can get understand the required problem

1.5. Objectives of the Research

The objective for this paper is;

- To examine the effect of E-WOM on purchase intention.
- To examine the effect of social interaction on purchase intention.
- To examine the mediating effect of Trust on the relationship between E-WOM and Purchase intention.
- To examine the mediating effect of Trust on the relationship between social interaction and Purchase intention.

1.6. Research Questions

With the mediating effect of trust what is the impact of E-WOM and social Interaction on purchase intention of consumers in clothing sector?

Through this research paper, the reader will be able to find

- What is the role of trust on the individual buying decision

- How trust can help in maintaining purchase intention?
- How E-WOM and social Interaction put an impact on purchase intention with the effect of trust?

1.7. Scope of the study

In this study, the mediating effect of trust on the purchase intention of buyers will be studied. This study will help the researcher and many organizations understand how electronic word of mouth and social interactions impact purchase intention, positive purchase intention is the most important aspect of clothing sector growth ignoring this can lead to a problem for the organizational outcome. In today's era, the internet plays a very big role in building the image of the brand and due to the internet, the electronic word of mouth has come to high light as due internet is the main platform for electronic word of mouth. So electronic word of mouth has a strong impact on the purchase intention of the customers. The same goes for the social interaction, customers socially interact with one another via the internet using the different platforms when there is appositve trust then there is an increase in sales and it is beneficial for the organization as well (Buil, 2019). This study will try to explain when there is a mediating role of trust what happens to the purchase intention of the customers for clothes. When the company managed the marking technique and works on their advertisement and does a campaign there will be an increase in sales as everyone will know about the particular product in dept. A company that takes care of their customer and especially those who are loyal to them those company's flourish in the future as they know that's their customers are the main asset of the company and if the company takes care of that asset then surely there is no way the company can go down. The total population will be 350, as this survey will be filled by the people who use the internet and buys clothes online or are influenced by online marketing result is going to be

Conclusive/ Explanatory. The instrument which will be used for gathering data and conducting a survey will be a questionnaire. The nature of the study is cross-sectional meaning that the entire process will be one time only. The study aimed at highlighting the impact of the E-WOM and Social interaction (independent variable) on Purchase intention (dependent variable) with the mediating effect of Trust. The research approach that will be used will be the Quantitative Approach. The target population that is selected for this study is the people that are located in Rawalpindi and Islamabad. Different theories of marketing will be discussed in this paper which will help the reader to understand the depth of the paper for example

- SWOT Analysis
- Maslow's Hierarchy of Needs
- Segmenting the Market
- Consumer Decision-Making Process

1.8. Limitation of the study

- The limitation of this paper can be the issue with the sample size measurement and the selection of the audience.
- This study cannot be applied to the different industries as this study is specify done in the IT industry and things maybe change in other industries
- One limitation can also be the lack of previous research on this specific topic and limited access to the data and important information
- Time constraints can also act as a limitation to this study.
- Conflicts may arise due to cultural bias and other personal issues with the paper
- The scope of the discussion is very narrow as this paper is not written by experiences scholars and the area and depth of knowledge can be different

Chapter 2: Literature review

2.1. Independent Variable

2.2. Electronic-Word of Mouth

The word of mouth plays an important role in making a strong influence on consumer attitude towards the product, with the advancement of technology and the era of digitalization has been increased to a greater extent, and the use of the internet due to has been increased (Chen, 2004). Due to this, Electronic commerce is also in a boom stage. According to the International trade administration, there are a total of a 45 million Facebook use in Pakistan, and there many companies that use social media platforms to promote their products and services (Nielsen, 2012). In Pakistan, there is a major shift to digitalization by major of the companies as this helps in reaching the mass market, Pakistan telecommunication authority (PTA) the number of 3G and 4G users in Pakistan has been increased to 98.12 Million in March 2021. The E-commerce industry has a major focus on the products which are used by the consumers in a major amount. The online customers in Pakistan search for the products and go for the E-WOM and make the queries and receive the online education regarding products and get the counseling the sell and purchase the product (Hu, 2019). E-WOM is the new type of communication of a product from where the consumer is seeking the opinion of other consumers as well. Electronic word of mouth is supposed to be more effective than traditional word of mouth. With the increased advancement of the technologies and the increased use of the internet to seek information regarding the product (Tangchaiburana, 2017). Through E-WOM there is a lot of negative and positive

statement regarding the product. And the statement received by consumers who use the clothing brand is based on the love experience and they have won it and they know what is good about it and whatnot. At the time the advertisement is advertised in such a way that it attracts the customers but in reality, it does not fit reality (Strähle, 2017). There are a lot of things which are to be kept in mind while buying the cloth in Pakistan, like climate, fashion, design of dress, etc has to be kept in mind as Pakistan is different from the western countries (Khan, 2021). If these things are not kept in mind there will be a line of negative comments and negative limelight but there is a brand that goes for negative marketing to remain in the highlight. E-WOM provides marketers with a better understanding. It also helps in giving us the points regarding the threats and opportunities for business. and many the consumers are perceived opinion to be trustworthy. The advertisement that is shown on the internet has the strong potential to attract customers. E-WOM has a strong impact on the decision-making of the individual (Sa'ait, 2016). Enhancement of the internet has increased the use of online buying, in today's world electronic word of mouth is more popular than the traditional and more effective as well and it has more significant reach and companies invest more in research and development (Blázquez, 2014). Brand awareness has been increasing due to the electronic word of mouth directly or indirectly. The apparel industry cannot be successful if the company follows the same old traditional marketing strategies. And by looking at the market conditioning the company's marketing mix requires the integration of online marketing strategies as well. In today's world where digitalization has taken a lot of places, many buyers, or consumers use the online or virtual environment to find the information regarding the required product and services and the main source for this is the electronic word of mouth which help in their purchase intention (Gazzola, 2020). There are a lot of companies out there which uses this as the promotion for their product or services; this is included in the viral

marketing strategy. viral marketing specifically, is an effective and efficient way of reaching masses of people all around the world, owing to its ease of spread ability. It can be seen in the research work of Brooksbank (1991) that strong and effective marketing is the actual differentiating factor that determines long term success in a brand's operating life, i.e. until the brand chooses to be functional and decides to continue its particular form of business. The works of Knight (1999) show that viral marketing has changed the entire domain of the activity, by generating such an aided medium for the act of communicating a brand's message to the masses, with very little cost. Extensive marketing, and spreading the message is very important for brands not only for keeping a hefty share off the market amongst all the competition, but also to stay relevant amongst competition. (Knight, 1999),(Amersdorffer , Bauhuber , & Oellrich , 2012). value of a marketing system to be of vital importance in making the life of said brand profitable and successful, yet there still exists a gap when it comes to actually deriving the specific dimensions that formulate a sensational marketing campaign. (Brooksbank, 1991). "Viral marketing is similar to a 'digitalized sneeze'; one that is characterized by the release of 'millions of tiny particles that can infect others who come into contact with them' Viral marketing is a technical marketing method that exploits social networks that depend on creating a self-perpetuated message through circulation among internet users in a rapidly increasing way." Wilson (2000) (p. 1) defines viral marketing in a more business oriented manner as "any strategy that encourages individuals to pass on a marketing message to others, creating the potential for exponential growth in the message's exposure and influence." (Knight, 1999) (Anis & Ismail, 2014) (Wilson, 2000). Viral marketing is a concept that isn't very old because it is mainly achieved via the use of internet. As we know, the internet itself is also not a very old practice known to men and for a long time after its introduction it was only used for official or

academic purposes, that too, specific to a selected number of countries, initially. Slowly and gradually as the use of internet became common and more incorporated, people became accustomed to it. (Social Marketing Quarterly, 2000). marketing has spread like wildfire owing to the increasing integration of social media in the modern world, as it is a cost effective and efficient method of reaching the masses, while being convenient and user friendly. Before and even after the introduction of internet, when it was mainly used by academic or government institutes, for a phenomenon to go viral, it took a lot of time because the people had to physically talk to spread the word. Even the telephones in the old days weren't common in every country all over the world and were expensive and hence rarely used as well. Before internet, marketing was essentially done offline, and even today this form of marketing exists; e.g. almost every brands despite having a functional website and presence on social media platforms, publishes print adverts. These print ads contain very little info about the brand, but contain links to the brand's socials and websites that force the consumer to visit the brand's page. (Offline Marketing, 2012) Now the internet has become a basic necessity in the lives of the masses. This has paved a rather new path for brands and businesses to popularize their products/services by making their message spread like a "virus" all over the globe. viral marketing to be more than just letting people know about the existence of your brand, rather it is aimed at eliciting a behavioral response such as the consumer actively marketing the brand via social interactions i.e. word of mouth. Based on different forums of communication electronic word of mouth is referred to as any positive or negative statement or review made by the actual customers about the particular product of the company which is available via the internet as well (Dobele, 2005). There are many platforms where information is being exchanged on online social media such as blogs discussion boards online reviews where accurate information is being shared and those sites are

trusted (Scott, 2009). The online purchase is a lot of influence by the consumer review and sale is increases and decreases on the bases of this (López, 2014). The consumer buying intention is significantly affected if there is brand loyalty or not the attitude of the brand is the maker of the behavioral intentions as the brand attitude has a significant influence on the buying of the product. Electronic word of mouth is the most used and popular way to find out the details about the brand and this has a strong impact on consumer buying intention. (Kudeshia, 2017). Electronic word of mouth has been used by the popular brand and has a good image as this is very expensive and only those brands afford it with the best quality and also have the name in the market. Other local brands also use this but it's not as influential as the others. There is a lot of mind work involved in electronic word of mouth and a lot of research involved in this. And the owner is concerned about what is showing or what the message under the message is as this will leads to the brand image in the future. The review that is received from the electronic word of mouth will give the information and then the users can access the ability of a product to fulfill their need and use it further for their own benefit decision (Zhou, 2013). The effect of Electronic word of mouth will be less effective when the customer is not loyal to the brand and he does not care about the message that has been given through it (Heejae, 2017).

Marketing using online media can be effective as well as a strength for many companies and it can also act as a shield when there is a new competitor in the market the online marking has a reach to many users and many people can get benefits from this, reaching people on a mass level have a positive effect on the company sale, the marketing requires a lot of capital and research and development team to see the latest trends and fashions and make the use of it and make something new and attractive (Saravanakumar, 2012). Moreover, there are a lot of online

discussion platforms which are provided by the company's website and social networks where the customers buying intention can be seen easily and can be influenced as well. Customers' feedback is always valued by the company and the other buyer as well as from there a lot of improvement can be made from the company's perspective as well as the buyer's perspective as well (Dahlén, 2009). So it is important to do the research before buying as a lot of new things can be discovered. The use of the internet has broadened the consumer's decision-making power and given them various ways to offer them recommendations regarding their perception by making them engage in electronic word-of-mouth tools. The validity of reviews influences the purchasing power of the buyers (Hinz, 2011). It can be positive, neutral, or negative. The online network makes the individual chat and share their decision online and get to know better about the product and experience and have their expectation according. Electronic word of mouth E-WOM is a communication between the individual about the products and the consumers can be influenced by the marketing or advertisement of that particular product, E-WOM is a virtual space where messages are sent and received via the internet and the experienced is conveyed through it. E-WOM has become an important topic for business researchers and marketers, the main difference between E-WOM and WOM is the distribution (Choi, 2020). The team of research and development also points out that the comments have the power to influence the attitude towards the brand as the presence of the positive comment creates a positive perception in the mind of consumers, while the negative comments create a negative environment in consumers mind and make him change his decision regarding the purchase of particular product's E-WOM plays a big role in making the brand image in customer mind (Nuseir, 2019).

H1: E-WOM have a strong positive effect on Purchase Intention.

2.3. Social Interaction

Social media is an online service that has the power to publish and design products share on the mass market. With the help of social media, the content can be shared with different people across the world via the internet (Kotler P. K., 2017). The internet has created a lot of facilities for the individual to use the internet and has reached a mass level, in today's world of digitalization the internet has a very big role in it (Nielsen, 2012). Social media content consists of websites, online communities, different services, and facilities with just one click that can be used by the users to make money out of it or give information regarding any product or service on a mass level (Chu, 2011). Sharing opinions, reviews, experiences, and ratings of something is all done on social media. Social media has more power in today's world and its influence has a great impact on the individual. Perception can be changed or made on social media. There is a high level of engagement in social media and the level of engagement with products and services is increased with the help of different social media platforms (Langer, 2018). The media industry has experienced a huge transformation over the past decade and the number of people using the internet has increased by two billion four hundred thousand which is approximately 34% according to world Statistics 2013. One out of every 7 people in the world is using Facebook and every third person is using social media websites. The number of people who are using the internet is growing day by day, and the young generation is more into social media and technologies that living without social media is a huge problem now a day for them. Social media is helping a lot of people to grow (Halligan, 2009). Businesses are growing through social media and the message is conveyed on a mass level and everyone has an eye on it. The managers of any business are understanding consumer behavior through the internet as the consumers share a lot when they are interacting with one another, people enjoy talking and sharing their

experiences with others and in this way, they feel some proud moment (Safko, 2010). Consumers are constantly searching for a website for the information regarding their own interesting products and the internet has helped them a lot in getting a lot of information which they are created into useful knowledge (Baird, 2011). Consumers are turning away from the traditional media such as magazines, television, newspaper, magazines, etc . when they can use the internet anywhere with just one click they prefer not to follow the traditional way. The traditional one-way communication of sharing information has been transformed into multi-dimensional, peer-to-peer, and two-way communication (Ahlers, 2006). Social media gives the opportunity the individual to interact with one another other thus the traditional marketing is also changing and the use of social media is compulsory in marketing, the sales and business have been growing with the help of social media and this has a huge impact on brand image, the brand awareness has been increased with the help of internet and social media interactions (Bruhn, 2012). For many years the scholars have been focusing on the area of social media. The social media communication is very important for the brand and is also effected when there is a problem is social media management for example Electronic word of mouth (Valentine, 2013). The virtual brand communities like the brand pages, brand fan pages, blogs , user generated contents these are the one who play a big role in interacting different people from different area or places (Ashcroft, 2001). There is a difference between firm created and user created social media. The firm created social media is mostly about the word of mouth and electronic word of mouth, and it's a mix of consumer word of mouth and conventional advertising like it is first initiated by the firm then it is implemented by the consumer (Bergström, 2013). Although the social media marketing is very cost- effective but at the same time it is it is result effective as well, the social media channel enables the companies to access the consumers at very different level. And then

proactive behaviors of the consumers occur by the use of internet (Bala, 2018). The firm provides the original information to the firm-generated website as that information is confirmed by the upper authority as well, but as compared to the user-generated pages the information that is mentioned there is mixed, negative as well as positive (Marius, 2012). The user-generated pages gain popularity with the OCED (Organization for Economic Co-operation and Development) in 2007. To make the user-generated channel, page, etc there is a lot of creativity required to attract and make the consumer believe what they are looking at, the user-generated channels cannot be successful at the initial stage it requires a lot of time, and the interactive level there is very low at the starting stage as the content that has been generated is not the in a professional way, out of practice and when the page has the reach of many people it this page can have the impact on the brand association (Lee, 2001). It has been seen that there is an increased brand association likelihood which in return has less impact on consumer decision making regarding any purchase. It has seen a positive relationship between the Facebook page and the brand awareness, social media is responsible for making the brand image go up as well as the sale and it can also act as the opposite of this (Nguyen, 2011). The increase of online brand communities; has contributed to the increased popularity of user-generated social media communication. Any product that is mentioned on Facebook, will reach the mass level due to the extensive demographic appeal (Jayasuriya, 2017). The firm-generated social media is also increasing but it is relatively new among the advertisers. The increase of similar media communication among all the brand can easily be explained by the viral dissemination of information via the internet. The greater the capacity of reaching the audience on a high level greater the publicity of the brand (Bairakimova, 2010). Due to this consumers are turning away

from traditional advertising. In today's generation, the consumer requires quick access to the product and all the information regarding it (Jung, 2013).

A social media platform is a technology that helps in the development, management, and deployment of services and social media solutions (Culnan, 2010). It provides the facility for the consumers to interact with one another on a mass level. The major and one of the most important uses of social media nowadays is advertising (Paniagua, 2014). The development in technology has helped various companies and small businesses to grow from scratch in no time. Social media is the platform where the consumers are shown the results which they are already interested in this is due to their internet activity and by looking at their internet activity and preferences based on the previous (Broekemier, 2015). In many cases where the target marketing is done in such a way that it aligns with the consumer demographic and through social advertising can increase the selling of products at lower cost bear to the procurement (Duane, 2017). There are several type of social media platform such as

- Facebook
- LinkedIn,
- Google,
- WhatsApp
- Instagram.

Social networking sites are the platform where individuals have the power to communicate with one another just by access to the internet (Weller, 2016). Through internet net same internet people can be connected and can share information with one another. Through Facebook, the interaction among people is more than the other platform as Facebook is the oldest and most used networking site and there are many groups and fan pages from which the individual can

share and see other opinions and experiences (Felix, 2017). Facebook is a platform where consumers can post their experiences regarding any products with pictures for authenticity and credibility. This information is shared on their personal feed from where all the other consumers or individuals can see or in any group, through this people interact more personally as well as publically with others to get to know about the product in more depth (Li, 2015). Strangers, friends, and friends of friends can share their experiences, and opinions with one another. The women and young girls are more into clothes and fashion in today's world most of the time they are talking about clothes and fashion. Interaction with one another on social media increases the awareness of particular products and while doing this the other person rather agrees to buy the particular product or change their opinion (Lenhart, 2010). Social media interaction can increase sales as well as it can decrease sales and word of mouth is considered. Many fan pages and groups are created on Facebook where all share their opinions suggestions and experiences the interaction level there is very high as compared to the traditional way (Beig, 2018). After Facebook, Instagram is mostly used for interaction, on Instagram, there is a trend of social media influences where influencers get the PR packages from the brands, and then the influencer uses that particular brand and shares their experiences, and brands pay them with high money, the money depends on the number of followers they have, brands do this because the influencers have the followers, who follow them for their fashion and lifestyle and when an individual sees them promoting a brand or when they wear something it is mostly followed by their followers (Alhabash, 2017). Promoting the brand through the influencers is very popular and effective and millions of people get to know about the brand in just minutes. Photo sharing platforms such as

- Instagram
- Snapchat

➤ Pinterest

On these platforms, the images are posted and it gets ten times more engagement than the post without the images as images are the proof and tell a lot about the brand and quality (Lee S. &, 2020). Information regarding clothes are gathered from social networking site and then the order is placed online or consumer goes to the store after making up their mind. Marketing of clothes Via Social Media is the latest and most popular, fashion businesses follow this for their promotion and massive reach; the seller can tap a much larger community that cannot be achieved if the traditional advertising is following (Zak, 2020). Generation Y is very different than generation Z, Generation Z is more into technology, quick solutions, and hates waiting. The interaction among the individuals is mostly via the internet. Generation Z is the first generation to spend half of their life in a digital environment, this affects how they live their lives and how they work. the generation is born in the emerging world of technology, here the use of all forms of social media including television, Mobile Internet, computers, tablets, and video games are very common, the individual is spending a minimum of one hour on the retail website and there is also a boom in men's fashion, which has led more men to buy new clothes and follow the trends (Williams, 2011). It is the world of digitalization and generation Z wants to do everything faster they find doing things manually boring and time taking and they don't want to waste time doing the work manually, instead of using brochures newspapers magazine leaflets to access the information they go for a quick way which is the internet and everything is on click away from this (Glass, 2007). Clothing is a very big industry and there is a lot of competition in this industry as the demand for clothes is never finished and new trends and fashion are coming day by day and to cop up with that the clothing brand keeps on making the new designs and products (Martin, 2005). Social media platforms can also act as a platform to make a brand image and

increase brand promotion. there are certain brands which done like other brands due to which they start giving the bad comments regarding that product which at times is not beneficial for the company but this does not last long as the honest review comes day by the influencers on Instagram and on facebook pages and a group from there the brands images are maintained again, for this the marketing teams keep monitoring such things so that's they can take step accordingly and effectively (De Vries, 2014). Interaction on social media platforms is more effective than in the old way.

H2: Social Interaction have a strong positive effect on Purchase Intention.

2.3. Dependent variable

2.4. Purchase Intention

The impact of E-WOM is very significant on the purchase intention of the individual, an important role is played by the E-WOM on purchase Intention and it is positively related to the purchase intention (Bataineh, 2015). The firm encourages the member of their society to share their experience as it has a greater impact on other purchase intentions. The low involvement ads have a negative impact on the virtual communities so the companies should focus on high involvement ads like virtual props, blogs, articles, videos, etc the gaining customer attention (De Valck, 2009). The internet is becoming gradually a standard advertisement platform, the world wide web is rich with more media tools and a rich population, and it has the power to reach people around the globe (Yusuf, 2018). Businesses can create more effective business campaigns than the traditional way, thus it has more influence on people buying power. Promotion is the

main component for the marketers to promote their product and increases their sales and this helps them in attracting the consumer. The power of promotion is very great in that it reduces the consumer's time for decision-making and influences the purchase quality. Sales promotion is the short-term encouraging strategy for the sales of the product. It requires a short time to increase the sales (Kotler, 2000). This strategy has the power to attract and retain the customers for longer period of time and it has great influence on the purchasing decision (Banerjee, 2009). This also motive the staff to make their role in attracting the more customers and retain them and don't make their buying power loose (Brassington, 2006). There is a total of three strategies in the name of a sales promotion push, pull, and the combination of push and pull. The push strategy means to push the product from the distributor to the consumers by using different promotion techniques like a discount, free trial, guarantee, personal selling, contests, and allowance, etc. and through the consumer purchase intention increases and the sale increases as well (Dolak, 2010). Sale promotion plays an important role and makes the purchase decision for the specific product easy (Neha, 2013). The previous studies show that there is a high relation between sales promotion and purchase intention, And this strengthens the consumer purchase intention and World wide web act as the moderator in this relationship the internet help in increasing sales and has a positive impact on purchase intention. the price of the product also plays a role in deciding to buy a product or not, social media is the platform that has the power to play with individual minds and make them attract towards the product and show that product on individual feed until the purchase is done (Gilbert, 2002).The purchase intention is to increase when the consumer sees the product online and when the experience is also mentioned it helps them in making the decision fast whether they are going to buy the product or not. They are easily attracted to social media with different campaign and ads as half of the indicated spent their time on social media

(Kajtazi, 2020). Price is one of the factors that has a huge impact on a consumer's mind when considering the product and to purchase the product when the price is discounted it means more customers will be attracted to the product, the discounted price have a great influence on the person's purchasing intention (Chen H. M., 2012). The price affects the consumes idea of purchasing a particular product and the promotion enhances the products value (Alford, 2002).

The purchase intention of the customers is influenced by the Ad and camping running on social media (Hudson S. R., 2015). Social Media is a very powerful platform that has the power to change the customer perception regarding the brand and product clothes are something which is liked by every age group and consumers are easy to get interested with the clothes as they are necessities of life and they loved styling it (Hudson, 2013). The internet has changed human life by its ease to use and giving extra benefits through the internet to the individual on the mass level. In the modern world, it is very difficult to grab the customer's attention, it's not just creating a product and marketing it, it requires more than that now a day's marketing of a product is more than just displaying a product. Purchase intention is a plan to buy a product (Ramayah, 2010). A total of 46.00 Million are the population of Pakistan who uses social media in January 2021. There is an increase in social media users in Pakistan by 9.0 Million between 2020 and 2021. The number of social media users in Pakistan is 20.60 of the total population in January 2021. The advancement of the World Wide Web has resulted in the creation of different new retail, e-tailing, or web shopping (Ling, 2010). The growth of technology has increased the use of mobiles phone, people prefer using mob applications for online buying of clothes. This has also increased the online buying of products and cloth gets easily come in the attention of the consumers. There are total four type of purchase intent

1. Informational intent

2. **Investigative intent**
3. **Navigational intent**
4. **Transactional intent**

The informational intent is the type of intent that focuses on the information-gathering stage. Consumers are searching for a specific product and the information they see alone and gather in those chunks comes in the informational intent (Chen J. T., 2016). This can also be called brand awareness. The second is the investigative intent, in this intent the consumers are in the search stage when the consumer is not ready for the purchase but they are looking for more options and to confirm the information they have in their minds. They are doing a comparison, researching their options, going through product reviews, and listening to other people's points of view on social media. Then comes the Navigational Intent, in this stage, the consumers are visiting the specific website which has their desired product, they will visit the online site and land in the specific category and those consumers who have this intent have a higher intent to purchase the specific product this stage is known as the Consideration or Conversion. The Transactional intent is the stage where consumer purchase is higher to buy specific products this is the Conversion stage (Chen J. T., 2016). Marketers have the exact or rough idea of the purchase intention of the customers helps the marketers to design the marketing activities in this way they can target the exact audience and this saves the time but this cannot always result in the positive results as the consumers preference changes as the trend changes (Ganguly, 2009).

Purchase intention can be predicted based on the recorded data or the interaction database and doing a survey, this way it will help the marketer to do their job more accurately (Lee J. P., 2011) (Hong, 2013). Five factors that have a strong influence on the purchase intention of the

consumer such as Trigger, outcome expectation, Aspirational values, recommendation, and emotional association. Consumer purchase intention can be seen as one of the components of the individual cognitive behavior on how he/she will buy a specific product. Online purchase intention is the situation when the customers are ready or willing to purchase the product when seen. The shopping orientation is the important indicator that comes in the making of online purchases. The study done by Vijayasathy and Jones (2000) identifies 7 types of shopping orientation in-home shoppers, mall shoppers ethical shoppers, convenience shoppers, enthusiastic shoppers, traditional in-home shopping, and personalized shoppers (Vijayasathy, 2000). The 21st century is the era of technology and everything is now technology-based whether it's shopping or doing a job, technology has played a big role in the advancement of culture and thinking. The term impulse purchase is known as the unplanned actions that result from a specific stimulus or incident, the sudden urge to buy something when seeing something online this can also be known as an impulse purchase, act on the urge and feeling to get something also act as the increase purchase intention as customers don't think deep or don't do the math while purchasing the products (lau, 2020). Impulse is a reasonable unplanned behavior when it is related to the emotional reference in shopping. PR Marketing has also increased the purchase intention, now when scrolling the social media website the user gets easily attracted towards the influencer who are buying and promoting the brands, the credibility of that influencer plays a role in this as the audience who are looking at them knows they are not promoting something useless or of bad quality and due to this the consumer easily gets attracted to words the products. PR marketing has played a big role in promoting a brand and they have reached a mass audience and they have the power to influence them (Davis, 2013). the purchase intention is increased when the consumer is looking at their desired products used by their

favorite influencer or the influence who are using or promoting different products comes to the attention of the audience and then they decided to purchase that particular product and the review quality and everything which confuses them is already been answered (Van der Heijden, 2003). the trend of promoting clothes with different styling is adopted by the different influencers, clothes are something which is a need in every season and trend and fashion changes day by day so the style of clothes changes, every person needed the clothes for the season and the PR marketing has been increased as most of the people are using the social media platform and from there they get to see many options to buy, the clothes company although they are doing their marketing as well they also prefer using the PR marketing so that on one platform 1000+ audience can see their product in a day (Mohr, 2021). The purchase intention of the consumer is given by the social media platform and a lot of experiences are shared on the platform and many reviews can be seen to make the decision. Buy things online requires a lot of risks and although digital platform attracts the user in a different way like the way they are marketing clothes, the way are presenting the design and clothes to the user is different and the raw images can be provided by the normal buyer who is using the social media platform or the influencer who are promoting toes clothes on their feed (Wang, 2019). The quality also has an impact on the purchase intention as for most the people quality cannot be compromised and to know that they want to dig deeper in the information regarding the clothes as nowadays the replicas and copies can easily be made I the name of original and many time people are also gets fooled due to this (Pookulangara, 2011). As quality is regarded as the strategic component and it has been the main concern for the firm, the people who are promoting certain brands of clothes when mentioning that the quality of that particular clothes is amazing is beneficial for the company as there is an increase in sales of that particular clothes. Men and women both want good quality clothes and

looking at the social media platform and the reviews mentioned by the company make them buy the clothes (Nash, 2018). Clothes are something which comes in different variety and design and the purchase intention also increase when there is something unique which is being offered by the company and this uniqueness does not long last as the other brands are in rush to copy that and come with their own new thing (Harris, 2011), this way consumers might do to the other brand for this the company has to be up to date in their marketing so they don't lose their buyers. The purchase intention increases when there is a discount or any promotional offering and it is the easiest way to attract the buyers and low prices and good quality always words the best for the company for this they out sales and discounted prices (Jin, 2005).

2.5. Mediator

2.6. Trust

Trust is a very complex statement the reason is the individual has no idea what is the motive and intention of others towards you (Bilgihan, 2016). Trust cannot be built in a very short time a lot of calculations are done to reach the trust level. And trusting brands is another thing as there is no blood relation between the consumer and the brand owner so the individual has no idea about the truth (lau, 2020). Trust can be bestowed upon the business, individual, organization, or even an institution. In online business, trust plays a satisfying role in the outcome that is expected in an online purchase which an individual has done by looking at the online advertisement, or on the social media platform (Eneizan, 2020). Trust in the online advertisement takes a lot of risks as it is very risky to trust something that you have seen on the internet, As the internet is full of the fake world in which people want to show something which they are actually not when its comes to trust the social media is a trap, as things can go completely right as well and it can take a turn of 360 degree. Online advertising is a medium that is used to deliver messages and

communicate promotions to target audiences through digital mediums and internet. This type of advertising is also used to spread awareness by an organization. (Aziz & Yasin, 2008). Advertisements play an important role in the promotion of products and services, the information provided through advertisements about products influences consumers' purchase behavior. For any organization, connecting with its audience is its core purpose. People should be aware of the mediums where that organization advertises its product and services. Organizations tend to develop such advertisements that could connect with consumers' personality traits even if that customer is engaged with some other brand, it should be captured with such impactful advertisement. Advertisement of any kind i.e. traditional or digital plays a crucial role in providing consumers with enough knowledge to change their choices and influence their buying pattern (Usman, Ilyas, Hussain, & Qureshi, 2010). Everyday life is immensely influenced by the type of mass media we are exposed whether it is Television or internet. The Internet certainly has the power to shape and transform viewers' tastes, trends, and opinions. Organizations spend a large amount of their budget on marketing and advertisement to create value in front of consumers. Before any advertisement, a prior efficient strategy is required (Kejriwal & Chakwavy, 2014). The organizations that are hesitant to conduct any research before initiating any campaign are unable to connect with consumers' attitudes and mindsets. This is another reason why marketers think they cannot influence consumers' buying behavior. This less impactful advertising is because of the lack of research marketers do. Attitude towards online advertising is defined as the consideration and perceptual interpretation of perceived attributes. People go for perceived value with the organizations they find themselves most associated with. One of the most influential models to examine the relationship between consumer attitude and advertisement is the attitude-toward-the-ad model (Eze, Chin, & Lee, 2012), According to (Edell

& Burke, 1989), before the time of the internet and global connectivity, marketers did not have much space in the market. They were either supposed to pay channels to run their advertisement on television in return for a handsome amount or pay a good amount to the media to write well about them. These were considered efficient ways to persuade consumers to buy their products. Then trends evolved and marketing shifted from selling to creating awareness to building relationships. The transformed concept of marketing is about building direct long-term relationships with the customer. Now, if a company is doing great offline business and is not present digitally, it will be obsolete and will eventually get blurred in the customer's mind. Now advanced rules of marketing are applied in business (Scott D. M., 2009). First of all, marketing is more about creating awareness and explaining to consumers that their needs and wants are being taken care of and it's not just a mere advertisement. Everything that is being published on social media or the World Wide Web shows the company's image and its values. Knowing the target audience is a major factor in online marketing. Digital marketing must be built according to the needs and wants of the consumer firm is targeting to move consumers towards the buying process and tackle their purchase intent (Pratminingsih, 2013). The online presence of the organization shows its dedication and seriousness towards competitors, consumers, and the industry they are working in. This eventually leads to the brand building of an organization. Now companies widely use online advertisement on a frequent basis for the promotion of their products and services but it is not easy and even difficult for advertisers to make digital advertisements more efficient and financially good enough to generate a positive response from customer (Jerome, Shan, & Khong, 2010). As with the growing digital market, people are changing their preferences and ways of living. The Pakistan Bureau of Statistics noted that the average combined daily circulation of Pakistani newspapers fell from 9.9m in 2007 to 6.1m in

2008. This included the circulation of 4.6m for Urdu, 670,743 for English, and 640,897 for Sindhi newspapers and periodicals. So the tangent has been on a declining trend for the past decade. This decrease in user reliability trend in a newspaper proves to be a clear sign for organizations who advertise their product and services in newspapers that the reach of the newspaper is getting lessened and hence they have to move towards the booming trend i.e. digital means. Trusting online means the individual has trust in the online brand and this will leads to the higher purchase intention. one the trust is gained by the company then there is no turning back this is also known as brand loyalty, individual who is loyal to the brand won't switch easily until or unless something is uniquely offered by the other brand or they lost their trust (Haque, 2020).

Dimension in online trust includes privacy, security, and reliability. Security means the extent to which the customer will trust the internet while sharing their private and personal information in doing the business transaction security play a crucial role in making the consumer attitude and purchase intention towards the brands as credit cards numbers are shared across the internet and it can be miss used. The consumer may feel uncomfortable releasing the information on the internet as a lot of hackers and scams are already there. So consumers have to think twice before sharing the information, in this stage, the brand image plays a role in making the trust in an individual mind and brand image is not made in one day, it takes a lot of years and all the information about that particular brand how it deals with their customers and what is their market image. Consumers have to do the work before making the online transaction. Everything is available online and information regarding the company can easily be gathered and then evaluated. Those company who respect consumer privacy gains trust in quick time, as taking online information and making it secure is very important. Those companies who don't take of

such things lead to a big loss in the end. And keeping financial information safe from hackers and scams is a very important task for the company. leakage of sensitive information of the customers leads to the breakage in the trust as well as the other loyal customers also make their switch to other brands. Personal awareness of security has a significant influence on the consumer's purchase intention the high level of privacy and security in online shopping has a positive effect on the consumer trust and the trust increases with time when they see their private information is not being misused by other. Reliability can also have an impact on consumer purchase intention. In the web shopping environment companies who have a positive image tend to have the customer's trust. there are two things that are interlinked placing an order online and paying the price before the delivery requires a lot of trust as the individual doesn't know whether they will be getting the parcel and whether their money is in a safe hand or not at this stage trust is required by the buyers. Trust is a very important element once it is lost it can not be gained like the previous. In the online purchase of clothes when there is a lot of option available trust among the one is crucial and all the brands are offering more or less the same clothes but trusting them that their experience won't waste and their money also won't get wasted. To gain the customer trust a lot of brands go for the influencer, celebrity or their own people to do their product marketing in this way customers will easily get attracted to the brands and trust will also be built in no time. As celebrities have to take care of their image so they won't go for anything which may ruin their image, so due to this they will take only those brands who are good in quality and their company are trustworthy in this way trust is gained easily. in the world of social media many people share their experience online about clothes from there the customer can take the 1st step in considering and trusting the brand.

Companies with good reputations use the Electronic Word of mouth to gain the customer's trust and then people on social media also play a role in gaining the trust of others. Influencer and other known people share their reviews alone on social media platform helps a lot in gaining the trust, and a lot of experiences, are available reading particular clothes, and customer can go there and decides whether to trust those brand or not. Loyalty is the physical and emotional commitment given by the buyers in exchange for meeting their desired expectations from a particular brand. Trust of the consumers plays a role in the willingness of the customers to purchase a product that they see online. Trust is an engine that helps in generating high engagement in online business. Customers who are loyal to the product always buy from the same website and they are averse to switching to another website. A successful E-Commerce website magnetizes the customers and makes them feel important to gain their trust. It is the duty of the seller to maintain the trust level and make them feel safe and secure when they are shopping online. The importance of the role is more crucial than in the brick-and-mortar stores and this is due to the uniqueness of the online shopping environment and online shopping comes with greater uncertainty and risk. Customer loyalty comes from the trust given to them by the company and their desired expectation are met accordingly. The study done by Kim, Jin, and Swinney 2009 tested a model of electronic loyalty development which states that e loyalty is impacted by electronic satisfaction, electronic trust, and other important dimensions of electronic retail quality. The relationship between electronic satisfaction and electronic trust is high and it has a strong impact on electronic loyalty. Trust of the consumer on the website has an impact on the decision they are going to buy the product or not. Trust is an effective feature in long run. Trust is the transparency between the company and the customers. Electronic word of mouth and the different social media platform plays the role in increasing the trust which then leads to the

higher purchase intention, the attitude to buying something is driven by the trust. Different information available on the internet has played a role in gaining the trust of the customers. Customers' trust is built based on the experience they get and the experience of other customers regarding particular products and the way social media has a role in maintaining the trust of the. Therefore, hypotheses are developed on the above discussion:

H3: Trust mediates the relationship between E-Word of Mouth and purchase intention

H4: Trust mediates the relationship between Social interaction and purchase intention

2.7. Interaction Terms/Hypothesis

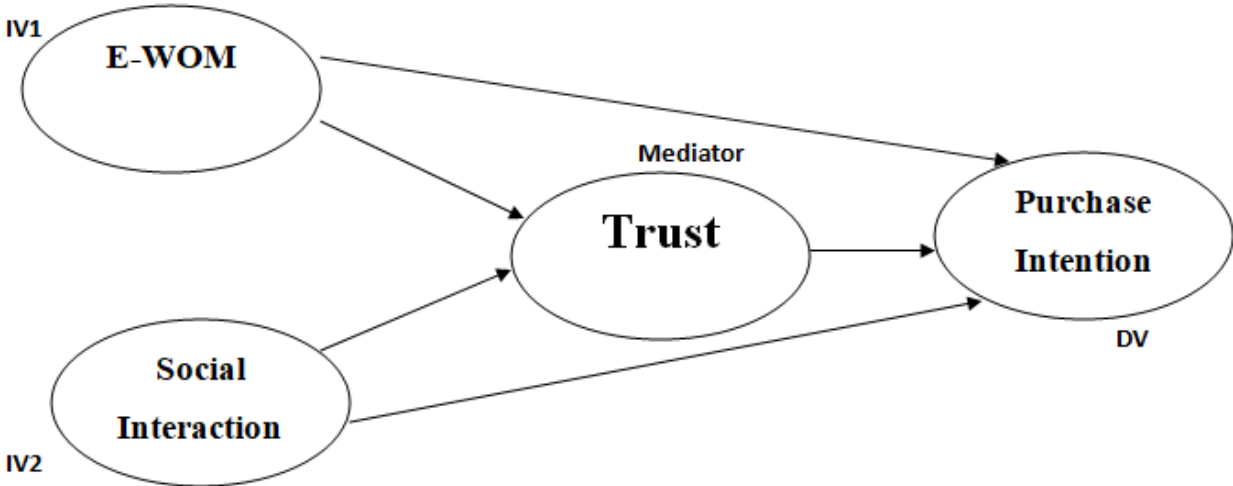
H1: E-WOM have a strong positive effect on Purchase Intention.

H2: Social Interaction have a strong positive effect on Purchase Intention.

H3: Trust mediates the relationship between E-Word of Mouth and purchase intention

H4: Trust mediates the relationship between Social interaction and purchase intention

2.8 Conceptual Framework



Chapter 3: Methodology

3.1. Research Methodology

In this chapter, you will know about the research approach, research paradigm, research instrument, Design, population, technique, and sample size in detail.

3.2. Research Approach

The research has been explanatory/ conclusive as this will tell the relationship between one or more independent variables with a dependent variable. The study aimed at highlighting the impact of the E-WOM and Social interaction (independent variable) on Purchase intention (dependent variable) with the mediating effect of Trust. The research approach that will be used will be the Quantitative Approach. This study can better be understood by using this approach. This approach made the decision based on facts and figures. Accurate data will be collected and with the help of data analysis technique results can be drawn.

The Post- positivist Approach has been used as this is the most compatible with the quantitative Approach. In Post Positivist real-time data is involved and the result is made based on that. It is based on precise methods and can support as result with statistical data and objective data. The research work is done by observing the current reality

3.3. Research design

Survey research design is the procedure in quantitative research in which the sample of the survey is disturbed to the target population The research design selected for this study has been surveyed and through experimental design, the hypothesis will be tested. With the help of SPSS

software data collected from the survey will be tested through the software to see rather the hypothesis is correct or not.

3.4. Target Population

The target population that has been selected for this study is the individual from Islamabad and Rawalpindi. Those people who uses the internet and are influenced by the online opinion of different people/Customers regarding the clothing (men and women) both. The population characteristics includes Gender (Male/Female), Age(18-22, 23-27,28-32,33 and above), Income(less than 30,000, 31,000 - 41,000, 42,000-52,000 and 53,000 and above)

3.5. Sample

The Article *Effect of E-WOM and Social Media Usage on Purchase Decision in Clothing Industry* (Tjhin, 2019) uses the sample size of 360 which is why this research paper will also uses the sample size of 360 which is realistic and achievable. As this research paper is using the simple random sampling technique which means anyone who uses the internet or buys cloth via internet can filled this questionnaire. This study is not restricted and so any random person can to fill the questionnaire,

3.6. Sampling Unit

Perhaps one of the most crucial elements of the research methodology is the unit of analysis. This term encompasses the entity (referred to as a unit) that will be studied (that is, from which the data will be gathered) as part of the research or, in this paper context, around which the case will be constructed. Examples of unit of analysis include individual, dyads, groups, organizations, cultures. The chosen unit of analysis for research is individuals.

3.7. Sampling Technique

The crucial point to keep in mind is that the sample which is selected should be large enough to represent the population (to be studied) accurately and that it should not be biased in any way. This paper uses the simple random sampling. Simple Random sampling are chosen by the researchers to make the generalization about the population, in this sampling each member of the population has the equal chance of being selected.

3.8. Research Instrument

The term, research instrument, basically refers to any tool used to gather data regarding the research topic that you are opting for. The examples of research instruments are scales, indexes, surveys, interviews, informal observations etc. survey has been conducted using a questionnaire, in order to gather the data required for developing a factual basis of conclusion. In order to collect the data that was needed to verify our research hypothesis and provide a concrete basis for the case that we developed; we made use of a detailed questionnaire that was constructed by modifying questions to align with the direction of our research. Questionnaire will be made by using of a 5-point Likert scale for each of the 5 variables. For each variable, the participants had to answer 5 questions and they were required to rate each question on the 5-point scale rating from Strongly Disagree to Strongly Agree. Each of the questions was meant to gauge how the participants felt about the variable in question (such as E-WOM etc.) and to evaluate the relation and effect of each of the independent variables on the dependent variable (Purchase intention). The questions that are mentioned in the questionnaire are taken from the following articles mentioned in the tables.

Questionnaire

Variable	Item	References
Independent Variable		
Electronic word of mouth	I often read other consumers' online product reviews to know what products/brands make good impressions on others	(Alrwashdeh, 2019)
	If I don't read consumers' online product reviews when I buy a product/brand, I worry about my decision	(Alrwashdeh, 2019)
	I frequently gather information from online consumers' product reviews before I buy certain product/brand	(Alrwashdeh, 2019)
Social interaction	Facebook/Instagram allows me to interact easily with companies regarding brand-related issues	(Dabbous, 2020)
	Facebook/Instagram allows me to interact easily with other consumers regarding brand related issues	(Dabbous, 2020)
	I am likely to change my opinion about a product, after viewing a positive or negative	(Hodza, 2012)

	comment about that product on social networking sites from my contacts.	
Purchase Intention	I will consider buying products sold through Facebook/Instagram as my first choice in the future	(Dabbous, 2020)
	The opinions I receive on social networking sites from my contacts, have affected a former purchase decision of mine.	(Hodza, 2012)
	I will make purchase decision by the recommendations from virtual environment	(Kang, 2020)
Trust	I trust brands I see on Facebook/Instagram	(Dabbous, 2020)
	I feel secure if I want to buy brands on Facebook/Instagram.	(Dabbous, 2020)
	I trust brands on Facebook/Instagram more than brands found on other channels.	(Dabbous, 2020)

3.9 Data Analysis Techniques

Technique that will be used in this research will be with the help of SPSS (Statistics is a statistical software suite) software. With the help of the result and interpretation this paper will be able to find out the conclusion based on the data entered. SPSS tests which will be used are

- Reliability
- Descriptive analysis
- Frequencies
- Regression analysis
- Correlation analysis
- Mediation analysis

Chapter 4: Result and Analysis

4.1. Results and Analysis

In a survey, 360 respondents are given a structured questionnaire and data is collected from them. Based on data collected through a survey, data analysis is done with the help of Anfrew F Hayes Method SPSS Software (SPSS) by using statistical tests (correlation, regression, and Mediation analysis, etc.)

4.1.1 Reliability

This is generally the first test that every researcher performs so as to confirm that the construct used is reliable; which essentially symbolizes that the selected construct may be used multiple times, to generate similar results. This means that the construct itself is accurate, thereby making it easier to continue and modify the topic of the research. The Cronbach's Alpha is the number we ought to be looking at to measure the extent of the reliability. The Cronbach's Alpha is valued to be greater than 0.7, that means construct is reliable, and may be effectively used.

4.1.1. Reliability Statistics

Cronbach's Alpha	N of Items
.796	12

Table no 1 for Reliability statistics

The Cornbach's Alpha value tells the reliability of the item , the value which is closer to 1 shows that's it has higher internal consistency. The value of Cronbach's alpha is 0.796 and it is

acceptable. Cronbach's alpha clearly shows the higher level of reliability and consistency possessed with the questionnaire used for the study.

4.1.2. Descriptive Analysis

The researcher has grouped the data collected into different classes so that it is easier to interpret. The sample size consists of different groups and they are as follows, what is the gender, age, and qualification of the respondents. These questions if answered as per the expectations, then those people were included in the study.

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Gender	360	1	2	1.53	.494
Age	360	1	4	1.99	.920
Income	360	1	4	2.29	.540
Valid N (list wise)	360				

Table 2 for descriptive analysis

Demographics		Frequency	Percent
Gender	Female	191	53.1
	Male	169	46.9
	Total	101	100.0
Age	18-22	102	28.3
	23-27	176	48.9
	28-32	65	18.1
	33 and above	17	4.7
	Total	100	100.0
Income	Less than 30,000	149	41.4
	31,000-41,000	59	16.4
	41,000-52,000	50	13.9
	53 and above	102	28.3
	Total	100	100.0

Table no 3 for frequencies demographic

On the basis of *gender*, 169 out of 360 respondents (46.9 percent) are males. 191 out of 360 respondents (53.1percent) are females. On the basis of *age*, 102 out of 360 respondents (28.3 percent)are 18-22 years. 176 out of 360 respondents (48.9 percent) are between 23 – 27 years. 65 out of 360 respondents (18.1 percent) are 28-32 years. 17 out of 360 respondents (4.7 percent) are 33 years and above. On the basis of *Income*, 149 out of 360 respondents (41.4 percent) are having income less than 30,000. 59 out of 360 respondents (16.4 percent) are having income 31,000-41,000. 50 out of 360 respondents (13.9 percent) are having income 41,000-52,000. 102 out of 360 respondents (28.3 percent) are having income 51,000 or above, bay looking at the demographic data it can be seen that female shop more by looking at the social networking site as compare to Males

4.1.3 Correlation

The strong relationship between two variable termed as correlation. When the strength among the two variables is high, it is interpreted to be high correlation. The test through which the correlation is studied on the available data is called correlation. It varies from -1 to +1 of a correlation-coefficient.

Variable		E-WOM	SI	PI	T
	Pearson Correlation	1			
E-WOM	Sig(2 tailed)				
	N	360			
	Pearson Correlation	.485**	1		
SI	Sig(2 tailed)				
	N	360	360		
	Pearson Correlation	.410**	.558**	1	
PI	Sig(2 tailed)	.000	.000		
	N	360	360	360	
	Pearson Correlation	.380**	.489**	.681**	1
T	Sig(2 tailed)	.000	.000	.000	
	N	360	360	360	360

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

Table no 4 for Correlation Analysis

The correlation test is used to provide information on the linear associations formed between our variables. There are two major things to observe whilst determining and understanding the correlations:

1. **Significance:** Obviously if there is no significant relationship between any two variables, the analysis becomes obsolete. The value 0.000 indicates perfect significance.
 2. **Value:** This value depicts the strength of the relationship between two variables and also the direction of the relationship (based on the positive or negative value) provided that the relationship is significant so as to be analyzed. A value lesser than 0.2 is considered to be weak, a value ranging from 0.2-0.5 is moderate in strength, a value ranging from 0.5-0.6 is a strong relationship and that ranging from 0.6-0.8 is a very strong relationship.
- Electronic word of mouth and Social Interaction: As can be observed from the table, the linear association between these two variables is highly significant denoted by the 0.000 value, and the correlation is 0.485, which denotes a moderate in strength and positive

relationship

- Electronic word of mouth and Purchase intention: As observed, the linear association between these two variables is also significant as the p-value is a perfect 0.000 but the value of the correlation is 0.410 indicating the moderate in strength and positive relationship to be
- Electronic word of mouth and Trust: As can be observed from the table, the linear association between these two variables is highly significant denoted by the 0.000 value, and the correlation is 0.380, which denotes a moderate in strength and positive relationship
- Purchase intention and Social interaction: As can be observed from the table, the linear association between these two variables is highly significant denoted by the 0.000 value, and the correlation is 0.558, which denotes a strong relationship and positive relationship
- Purchase intention and Trust: As can be observed from the table, the linear association between these two variables is highly significant denoted by the 0.000 value, and the correlation is 0.681, which denotes a very strong relationship and positive relationship
- Trust and social interaction : As can be observed from the table, the linear association between these two variables is highly significant denoted by the 0.000 value, and the correlation is 0.489, which denotes a moderate in strength and positive relationship

4.1.4 Regression Analysis

A further concept, called regression analysis, is used during the analysis of the data. This help in estimation of the relationship among all the variables, we used a linear regression study. The most important and accurate data can be given by such findings when obtained from this whole process.

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.580 ^a	.337	.333	.799

a. Predictors: (Constant), SI, EWOM

Table no 5 for Regression Analysis : Model Summary

Model 1: The first model is the one in which the R value is 0. 580 or 58%, which can be interpreted as that 58 % of variation in the value of the dependent variable is due to the two independent variables.

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	115.688	2	57.844	90.691	.000 ^b
	Residual	227.700	357	.638		
	Total	343.388	359			

Table no 6 for Regression Analysis : ANOVA

a. Dependent Variable: PI

b. Predictors: (Constant), SI, EWOM

The significance level should be 0.05 and in this case the level of significance is 0.000 which is highly significant

Coefficients						
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1	(Constant)	.958	.204		4.689	.000
	EWOM	.187	.050	.182	3.702	.000
	SI	.486	.051	.470	9.529	.000

Table no 7 for regression Analysis: Coefficients

a. Dependent Variable: PI

This above table indicates the magnitude and significance of relationship among the independent and dependent variables. The contribution made by EWOM is 0.182 or 18.2% with the significance of .000, and Social interaction is 0.470 or 47 % with the significance of .000 to Purchase Intention

4.1.5 Mediation Analysis

Trust mediates the relationship between E-WOM and Purchase intention

Model 1

Y : PI

X : EWOM

M : T

(1)

Effect of EWOM on T						
Effect	se	t	R-Seq	P	LLCI	ULCI
.4957	.0638	7.7748	.1445	.0000	.3703	.6211

This table above shows that the independent variable i.e. EWOM has an effect of approximately 14.45% on Trust.

(2)

Effect of EWOM on PI						
Effect	Se	t	R-Seq	P	LLCI	ULCI
.1814	.0419	4.3335	.4900	.0000	.0991	.2637
Effect of T on PI						
Effect	Se	T	R-Seq	P	LLCI	ULCI
.4816	.0321	15.0064	.4900	.0000	.4185	.5447

The combined effect of E-WOM (independent variable) and Trust (mediator) on Purchase intention (dependent variable) is 49% with an almost 100% significance. A change of 1 unit in E-WOM brings an 18% change in Purchase intention with a significance of almost 100% and a change of 1 unit in Trust brings a 48% change in Purchase intention with strong significance.

(3)

Total Effect of EWOM on PI						
Effect	se	t	R-Seq	P	LLCI	ULCI
.4201	.0494	8.5093	.1682	.0000	.3230	.5172

The above table shows that the E-WOM (independent variable) has an effect of approximately 16.82% on Purchase intention (dependent variable) and has a significant relation of almost 100%. The above table further explains that 1 unit of change in E-WOM brings 42% of the change in Purchase intention.

(4)

Total effect of EWOM on PI					
Effect	Se	T	P	LLCI	ULCI
0.4201	.0494	8.5093	.0000	.3230	.5172
Direct effect(s) of EWOM on PI					
Effect	SE	T	P	LLCI	ULCI
.1814	.0419	4.3335	.0000	.0991	.2637
Indirect effect of EWOM on PI					
Effects	Se	LLCI	ULCI		
.2367	.0367	.1710	.3148		

The total effect of E-WOM on Purchase intention and Trust on Purchase intention. While direct effect shows the effect of E-WOM on Purchase Intention. It shows E-WOM has an effect of 18% on Purchase intention with a significance of almost 100% and a significance of 0/1.

Furthermore, the indirect effect of E-WOM on Purchase intention with mediation impact of Trust. Here, the table shows that Trust has an effect of 23.67% in relation to E-WOM and Purchase intention. Since the values of LLCI (lower limit class interval) and ULCI (upper limit class interval) lie above 0 and are positive values. Hence, it shows that the relationship is significant.

Trust mediates the relationship between Social Interaction and Purchase intention

Model : 2

Y : PI

X : SI

M : T

(1)

Effect of SI on						
T						
Effect	se	t	R-Seq	P	LLCI	ULCI
.6436	.0607	10.5990	.2388	.0000	.5241	.7630

This table above shows that the independent variable i.e. Social interaction has an effect of approximately 23.88% on the mediator i.e. Trust has a significant relation.

(2)

Effect of SI on						
PI						
Effect	Se	t	R-Seq	P	LLCI	ULCI
.3063	.0430	7.1223	.5299	.0000	.2218	.3909
Effect of T on PI						

Effect	Se	T	R-Seq	P	LLCI	ULCI
.4208	.0327	12.8813	.5299	.0000	.3565	.4850

The combined effect of Social interaction (independent variable) and Trust (mediator) on Purchase intention (dependent variable) is 52.99% with an almost 100% significance. A change of 1 unit in social interaction brings a 30.63% change in Purchase intention with a significance of almost 100% and a change of 1 unit in Trust brings 42 % change in Purchase intention with strong significance.

(3)

Total Effect of SI on PI						
Effect	se	t	R-Seq	P	LLCI	ULCI
.5771	.0454	12.7251	.3114	.0000	.4879	.6663

The Above table shows that Social Interaction (independent variable) has an effect of approximately 31% on Purchase intention (dependent variable) and has a significant relation of

almost 100%. The above table further explains that 1 unit of change in Social interaction brings 57.7% of the change in Purchase intention.

(4)

Total effect of SI on PI					
Effect	Se	T	P	LLCI	ULCI
0.5771	.0454	12.7251	.0000	.4879	.6663
Direct effect of SI on PI					
Effect	SE	T	P	LLCI	ULCI
.3063	.0430	7.1223	.0000	.2218	.3909
Indirect effect of SI on PI					
Effects	Se	LLCI	ULCI		
.2708	.0348	.2048	.3416		

The total effect of Social Interaction on Purchase intention and Trust on Purchase intention. While direct effect shows the effect of Social Interaction on Purchase Intention. It shows Social Interaction has an effect of 30.63% on Purchase intention with a significance of almost 100% and a significance of 0/1.

Furthermore, the indirect effect of Social interaction on Purchase intention with mediation impact of Trust. Here, the table shows that Trust has an effect of 27.08% on the relation between Social interaction and Purchase intention. Since the values of LLCI (lower limit class interval) and ULCI (upper limit class interval) lie above 0 and are positive values. Hence, it shows that the relationship is significant.

Chapter 5: IMPLICATION OF RESULTS, DISCUSSIONS AND CONCLUSIONS

5.1 Implication of Results

Hypothesis	Status
H₁: E-WOM has a strong positive effect on Purchase Intention.	Accepted
H₂: Social Interaction has a strong positive effect on Purchase Intention. .	Accepted
H₃: Trust mediates the relationship between E-Word of Mouth and purchase intention	Accepted
H₄: Trust mediates the relationship between Social interaction and purchase intention	Accepted

Hypothesis 1 : was ‘E-WOM have a strong positive effect on Purchase intention..’ Have been accepted on the SPSS (correlation and regression analysis. In correlation analysis E-WOM is positively related with Purchase intention have been proved significant with the magnitude of .410. It has been shown in regression analysis that there is a substantial relationship between E-WOM and Purchase intention, which indicates that increase in E-WOM, increases the Purchase intention. By the increase of 1 unit in E-WOM there will be a increase of .182 or 18.2% in Purchase intention. The t value is 3.702 and positive

Hypothesis 2 : was ‘Social Interaction have a strong positive effect on Purchase intention..’ Have been accepted on the SPSS (correlation and regression analysis. In correlation analysis Social Interaction is positively related with Purchase intention have been proved significant with the magnitude of .558. It has been shown in regression analysis that there is a substantial relationship between E-WOM and Purchase intention, which indicates that increase in E-WOM, increases the Purchase intention. By the increase of 1 unit in Social interaction there will be a .470 or 47% increase in Purchase intention. The t value is 9.529 and positive

Hypothesis 3 was ‘Trust is positively mediates the relationship between E-WOM and Purchase Intention, Have been accepted on the SPSS (correlation regression analysis and mediation analysis. Correlation and regression analysis has shown the mediatory effect of (E-WOM and Social Interaction) on the relationship between E-WOM and Purchase Intention. Based on the findings of mediation analysis , it has been proved that Trust has an effect of 23.67% on relation of E-WOM and Purchase intention.

Hypothesis 4 was ‘Trust is positively mediates the relationship between Social Interaction and Purchase Intention, Have been accepted on the SPSS (correlation regression analysis and mediation analysis. Correlation and regression analysis has shown the mediatory effect of Trust on the relationship between Social Interaction and Purchase intention. Based on the findings of mediation analysis , it has been proved that Trust has an effect of 27.08% on relation of Social interaction and Purchase intention

5.2 Discussion

The variables are shortlisted to study the Impact of E-WOM and social interactions on purchase intentions with mediating role of trust in the Clothing sector. Then developed a literature review

(using articles from various prestigious publications) to provide a basis for this research paper, one whose integrity and accuracy could not be challenged. Based on the information found, this paper proceeded to develop a questionnaire that would allow the collection of first-hand, primary data to cement the basis for research. This construct comprised of a set of items that reflected each variable as accurately as possible. For each of the variables, including the independent, dependent, and mediating variables, 4 items were making 12 items in total. The intensity of the response for each item was gauged using a five-point Likert scale, which allowed the respondents to rate their answers from strongly disagree to strongly agree. Around 360 individuals were asked to fill out the questionnaire and it was ensured that each person was educated enough to both read and understand the English language since the questionnaire was in that language. The data collected from the questionnaire were analyzed using the SPSS software and the concluding results were obtained and interpreted using a combination of tests. This research study aimed to explore the relationship between E-WOM and Social Interaction (independent variable), Trust (Mediator variables), and Purchase intention (dependent variable), as the clothing sector of Islamabad and Rawalpindi have been selected for investigating the relationship between the above variables. To collect the respondents' answers, we used an adaptive standardized questionnaire. On a scale of 5% of the significance level has,

H1, H2, H3, and H4, were accepted based on the significance standard, As the significance level of E-WOM Social interaction, and trust has been less than 0.05. Therefore, all research hypotheses (which were developed relevant to the theoretical framework) have been accepted and proved significant. Therefore, it has been proved that there exists a positive relationship between E-WOM Social interaction(independent variable), Trust(Mediating variable), and Purchase Intention (dependent variable).

5.3 Conclusion

Since both time and available resources were limited, the researcher narrowed the paper's scope to a handful of factors including the likes of; E-WOM and Social interaction (independent variables) and Trust (Mediator). The researcher proceeded to review the literature further to explore the depths and implications of these concepts. To add a more factual perspective concerning the Pakistani concept this paper saw it fit to collect first-hand data by making use of a questionnaire to collect data from within the twin cities of Islamabad and Rawalpindi. Once the data was collected from a selected sample of three hundred and sixty individuals the process reached the analysis stage where tests such as the ANOVA, correlation, and regression were run using the SPSS software and mediation analysis through Andrew Hayes Method. The correlation test showed that all the variables are significantly correlated to one another and the construct can also be seen to be reliable. The regression analysis did yield the results that we hoped for, and the hypothesis relating to the variables was accepted as mentioned in the results section.

5.4 Future Research Directions

Given the overall study, all significant aspects have been covered in this study. After running all essential tests and their interpretation, all four hypotheses are successfully validated and approved. The consumer shift towards the online platform is seen and organizations must move towards online advertisement to capture more audiences and reach the one who most aligns with their product and services. This study is precise as within the cities of Rawalpindi and Islamabad. The questionnaire could be further modified to get more in-depth responses from the participants to make the study more thorough. One way of doing this would be to add subjectively that is qualitative questions from the respondents. Another parameter can be different sectors, this study is solely conducted with an aspect of the Clothing sector. To research on a broader scale, a sector

may be changed and a unanimous study may be conducted to benefit firms on a greater scale. In terms of the target audience, a specific segment of society may be a target, other than the one target in this study. Every segment of society has a different lifestyle and living standard so the shift in the living pattern may show different results. The researcher can also change the time horizon and do a longitudinal study of the same topic to see the difference. In terms of variables, variables may get replaced or new variables may be added to have a precise and comprehensive result. In this study, no moderator is used and moderators do play a significant part among independent and dependent variables. In the future, the moderator may be added and it may alter the results deduced now.

5.5 Limitation

Limitations are the barriers and constraints that are applicable to a study, for instance, a study conducted on a specific class and region may not produce similar results if conducted in another region. There are a few limitations to this study. The study is conducted on the premises of Rawalpindi and Islamabad. According to (FinanceGovt, 2016), the urban areas of Punjab, in Pakistan, is the province with the highest literacy rate i.e. 76% so the people in low literacy rate areas got less digital presence and hence impact gets lessened as well even in the rural areas of the province. So the findings of this study are not applicable to other rural and sub-urban areas and cities with different literacy rates as well. A major limitation was the limited time frame and different geographical regions may produce different results keeping demographics and literacy rate in mind. This study is cross-sectional and is conducted at a specific time. Sufficient time must be provided for the researcher to have a comprehensive study. Also, the literacy rate of Islamabad and Rawalpindi slightly differs from other regions of the country and other parts of the world, so similar studies conducted anywhere else will produce different results. With passing time, people may shift their opinions.

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Hira MBA Weekend

M. Q. Khan

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MBA/BBA

1st Half Semester Progress Report

Name of Student(s)	Hira Sakhawat
Enrollment No.	01-321211-040
Thesis/Project Title	Impact of E-wom and social interactions on purchase intentions with mediating role of trust in clothing.

Supervisor Student Meeting Record Sector:

No.	Date	Place of Meeting	Topic Discussed	Signature of Student
1	25/3/22	On Campus	Research Methodology	Hira
2	16/4/22	On campus	Review Questionnaire	Hira
3	30/4/22	On-campus	SPSS Session	Hira
4	21/5/22	On-campus	Result Analysis	Hira

Progress Satisfactory

Progress Unsatisfactory

Remarks: Dedicated and hardworking individual.

Signature of Supervisor: M. Kashif

Date: 18th-Jul-2022

Name: Dr. Kashif

Note: Students attach 1st & 2nd half progress report at the end of spiral copy.



MBA/BBA

2nd Half Semester Progress Report & Thesis Approval Statement

Name of Student(s)	Hira Sakhawat
Enrollment No.	01-321211-040
Thesis/Project Title	Impact of E-wom and social interaction on purchase intentions with mediating role of trust in clothing sector.

Supervisor Student Meeting Record

No.	Date	Place of Meeting	Topic Discussed	Signature of Student
5	4/6/22	On-Campus	learn Implementation	
6	11/6/22	On-campus	conclusion & result	
7	12/6/22	On-campus	Citation & Referencing	

APPROVAL FOR EXAMINATION

Candidates' Name: Hira Sakhawat Enrollment No: 01-321211-040
 Project/Thesis Title: Impact of E-wom and social interactions on purchase intentions with mediating role of trust in clothing sector.

I hereby certify that the above candidates' thesis/project has been completed to my satisfaction and, to my belief, its standard appropriate for submission for examination. I have also conducted plagiarism test of this thesis using HEC prescribed software and found similarity index at 13% that is within the permissible limit set by the HEC for thesis/ project MBA/BBA. I have also found the thesis/project in a format recognized by the department of Business Studies.

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