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***HOW MILLENNIALS' CONSUMER INTENTIONS ARE INFLUENCED BY  
SOCIAL MEDIA MARKETING IN PAKISTAN: MEDIATING ROLE OF  
PERCEIVED VALUE OF SOCIAL MEDIA MARKETING***



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## **ABSTRACT**

This study investigates the influence of social media marketing on millennials' consumer intentions with mediating effect of perceived value of social media marketing in Pakistan. This study has considered social media marketing as independent variable. Perceived value of social media marketing is used as a mediator. Millennials' consumer intentions are used as the dependent variable. However, Pakistani millennials' involved in using social networking sites is the targeted audience chosen to investigate the relationship between variables mentioned above. Quantitative research method is used, as primary data is collected through adoptive structured questionnaire based on 5-Likert scale. The responses are recorded from 350 respondents (Pakistani millennials' involved in using social networking sites) through convenience sampling technique. Responses recorded are analyzed through statistical tests (correlation, regression, and mediation analysis) by using SPSS Software. The results indicate that social media marketing impacts perceived value of social media marketing in Pakistan. In addition, findings have proved that social media marketing and perceived value of social media marketing impacts millennials' consumer intentions in Pakistan. Furthermore, mediation analysis has proved that perceived value of social media marketing significantly mediates the relationship between social media marketing (independent variable) and millennials' consumer intentions (dependent variable) in Pakistan. Mediation analysis has proved that change in perceived value of social media marketing brings a definite change in relationship between social media marketing and millennials' consumer intentions in Pakistan.

**Keywords:** Social Media Marketing, Perceived Value of Social Media Marketing, Millennials' Consumer Intentions, etc.

## Table of Contents

Chapter 1 .....	1
INTRODUCTION .....	1
1.1 Background of the Study.....	1
1.2 Research Gap .....	5
1.3 Problem Statement .....	6
1.4 Research Questions .....	6
1.5 Research Objectives.....	7
1.6 Significance of the Study .....	7
1.6.1 Theoretical Significance .....	7
1.6.2 Practical Significance .....	8
Chapter 2.....	9
LITERATURE REVIEW .....	9
2.1 Social Media Marketing.....	9
2.2 Perceived Value of Social Media Marketing .....	12
2.3 Millennials’ Consumer Intentions.....	15
2.4 Theoretical Evidence.....	18
2.5 Research Framework .....	25
2.6 Research Hypotheses .....	25
Chapter 3.....	26
RESEARCH METHODOLOGY.....	26
Introduction.....	26
3.1 Research Design.....	26
3.1.1 Type of Study.....	27
3.1.2 Study Setting.....	27
3.1.3 Time Horizon .....	27
3.1.4 Research Interference .....	27
3.1.5 Research Philosophy.....	27
3.1.6 Research Approach .....	27
3.1.7 Research Strategy .....	28
3.1.8 Unit of Analysis.....	28

3.2 Population and Sampling .....	28
3.2.1 Population.....	28
3.2.2 Sample Size .....	28
3.2.3 Sampling Technique.....	29
3.3 Research Instrument.....	29
3.4 Data Collection Procedure .....	29
3.5 Data Analysis Techniques.....	30
Chapter 4.....	31
DATA ANALYSIS AND FINDINGS .....	31
Introduction.....	31
4.1 Data Analysis .....	31
4.1.1 Descriptive Frequencies .....	31
4.1.2 Reliability Analysis .....	32
4.1.3 Correlation Analysis .....	33
4.1.4 Regression Analysis .....	34
4.1.5 Mediation Analysis.....	39
4.2 Data Findings.....	40
Chapter 5.....	41
CONCLUSION AND RECOMMENDATIONS.....	41
5.1 Discussion .....	41
5.2 Conclusion .....	42
5.3 Research Limitations .....	42
5.4 Recommendations and Future Research.....	43
REFERENCES .....	44
APPENDIX.....	48

# Chapter 1

## INTRODUCTION

### 1.1 Background of the Study

The introduction of information technology has accelerated the world's transformation into a Global Village. Modes of communication have undergone a massive transformation, which has helped in the revolutionizing of the globe (Arora et al., 2020). The introduction of social media has changed the way the world works, bringing individuals from all over the world closer together. Social media has served as a platform for people to share their practices, activities, and behaviors with other organizations and communities (Dobre et al., 2021). Social media has become a platform for individuals to exchange their experiences, knowledge, and viewpoints. Colloquial media, also known as conversational media, is an online-based medium that helps users create and distribute material in the form of audios, videos, images, and words (Irshad et al., 2020). Social media marketing is considered as a successful instrument for marketing in the twenty-first century, as it has added new dimensions to the area of marketing and provided countless chances for marketers to build trust and establish good e-WOM (Shaari et al., 2021). In the twenty-first century, business firms all over the world use social media or online platforms to assist consumers in sharing their wisdom, apprehensions, assumptions, information, profiles, and observations in order to support communication and interaction between various groups of people all over the world (Arekar et al., 2021).

Advertising has been an effective method for conveying messages to selected audiences and connecting with them for the marketing or selling of a product or service since the nineteenth century (Arora & Agarwal, 2019). Marketers have made use of a variety of techniques to promote their goods and services. Advertising is the most effective marketing technique because it gives the marketer complete control over the content being marketed and the method in which the message is delivered to the target audience (Garg & Kumar, 2021). Advertising has progressed from the Egyptian period, when commercial messages were transmitted by wall posters and sales messaging, and political efforts were more effective (Al-Adamat et al., 2020). Thomas J. Barratt, known as the "Father of Modern Advertising," is credited for advancing modern advertising in the late 19th century or early 20th century. He has created sophisticated

marketing campaigns for a company's products using words, visuals, and targeted slogans. In the early twentieth century, he came up with a slew of additional concepts, including understanding unique and powerful brand image, as well as saturation campaigns to assure product availability (Arora et al., 2020).

Marketers from many sectors have effectively used this marketing approach (advertising) and are reaping the benefits. Similarly, fashion marketers have employed advertising to achieve their marketing objectives in a far more effective manner (Uzir et al., 2020). With changes in customer preferences and perceptions, there is a significant rise in competition, forcing manufacturers to battle for market share. This competition has been exacerbated by brand advertising efforts aimed at reducing competitors' market share while enhancing their own (Zollo et al., 2020). When it comes to understanding the interaction between customers and companies, social media is a platform that has had a huge influence in the world of marketing. People may connect with companies and shop for their products through numerous internet sites thanks to new technology such as social media (Hossny, 2021). People's buying habits have changed dramatically during the previous several decades. The majority of customers prefer to shop online, which is also known as online shopping or online buying. The share of internet purchases in developing nations is expanding at the same rate as in other countries (Sari et al., 2020).

Social media marketing is an evolving online tool that has revolutionized the world in last few decades. Over the past four decades, the world has seen a drastic shift in how businesses are performed and how people interact with each other (Khizar et al., 2020). The emergence of internet, personal computers, and e-commerce has an incredible effect on how business firms run and market themselves (Bhatti & Rehman, 2020). Social media marketing is the widest, cheapest, most effective, significant, and fastest growing e-marketing technique in today's world. In compared to other forms of traditional marketing, social media marketing is considered a contemporary method of electronic advertising (Siddiqui, 2021). Traditional marketing methods make it practically hard for businesses to interact and subsequently create relationships with people of their target market, but social media marketing makes it feasible (Qureshi et al., 2022). Social media marketing has been considered by business firms as the most effective tool



for analyzing customers' perceptions and behavior. Social media marketing is used by the business firms for increasing customers' purchases (Sun et al., 2021).

Customers are influenced by social media marketing in terms of changing customers' perceptions and behaviors through Facebook and Instagram ads. For overcoming the uncertainty, business firms are ensuring provision of necessary information to the customers in order to assist them in purchasing of products and services offered by the firms (Ali et al., 2022). Modern customers show high interest in opinions provided by other customers on Facebook and Instagram, as traditional marketing activities performed by business firms are getting less effective (Lin et al., 2020). Social media marketing is actually unbiased and less effective which helps in providing the firm with competitive advantage over marketing communication with customers (Savitri et al., 2022). Social media platforms and online network sites are the sources used by business firms for the advertisement purpose. However, the role of these platforms remains same as they are helping business firms in significantly encouraging customers towards posting and sharing of their purchase opinions, comments, and experiences (Duh & Dabula, 2021).

Facebook and Instagram are such social media platforms which are continuously influencing communication mostly in positive manner. Social media marketing plays an important role in solving customers' problems (Lopes et al., 2022). In addition, social media marketing can also assist the firms in discovering the perceptions and experiences of customers regarding products and services offered by the firms (Nusairat et al., 2021). Social media marketing involves integration amongst numerous marketing activities, as this type of advertising is used as persuasive advertising for provision of a competitive product or service advantage (Ou et al., 2022). Social media marketing involves brand awareness and electronic word of mouth, which have been very significant for the marketers in understanding the online platforms for effective communication and supporting customer relationship. Similarly, brand awareness and e-word of mouth are highly effective in influencing perceptions and buying behaviors of customers (Al-Adamat et al., 2020). Companies and customers may engage directly through social media, which is a cost-effective method of communication (Garg & Kumar, 2021).

A consumer may not only acquire vital information about a product, but also learn about other people's perspectives about the same thing, thanks to social media marketing. Customers have

great power thanks to social media, since they may influence others' purchasing patterns by posting evaluations and feedback on a product (Shaari et al., 2021). A favorable evaluation of a product can inspire others to buy it, and bad comments and reviews have been shown to harm the brand's image and reputation. The rise of social media has provided consumers with an incredible opportunity, allowing customers to share information about a certain product or service (Bhatti & Rehman, 2020). As a result, customers become more aware of their shopping habits, and they seek out information about a product or service before purchasing it. This trend emphasizes the importance of social media marketing and demonstrates that customers are actively involved in sharing information to others, which influences their preferences and buying habits (Qureshi et al., 2022).

Modern research studies have investigated how social media marketing shapes client attitudes about any company or contributes to the formation of views and purchase attitudes, all while keeping a marketing viewpoint in mind (Savitri et al., 2022). Customers' opinions and actions about a product, service, or brand may be shaped with the help of social media marketing (Dobre et al., 2021). Advertising done through social media and other channels, according to Fishbein and Ajzen's expectancy-value theory, shapes behaviors and attitudes toward buying products/services from a certain company. Their arguments have proved useful in forecasting each customer's intentions, which creates the groundwork for the customer's planned action (Sari et al., 2020). When there is a face-to-face connection or a face-to-face relationship between brands and customers, emotional attachment is formed (Khizar et al., 2020). Companies have begun to create online communities and encourage customers to provide product evaluations, experiences, opinions, and ideas on social media. Finally, it improves customer confidence in purchasing the company's products by creating a positive perception of the brand (Duh & Dabula, 2021).

Individuals adopt new attitudes and habits through social media platforms such as Facebook and Instagram. Customers want to buy things that have been well-marketed and have a high reputation in society (Wibowo et al., 2021). Other major aspects that influence customer active engagement are product reviews and electronic word of mouth. Customers want items or brands that represent their own sense of self-identity. With the rise in internet usage, people's behavior is increasingly being influenced by social media marketing. People have been observed making

purchasing decisions based on information obtained through social media networks (Arora & Agarwal, 2019). In the meanwhile, Facebook and other social media platforms have been identified as critical tools for determining consumer views, intentions, and actions (Arekar et al., 2021). Customers' intensive exposure to advertising is necessary to affect their views, intentions, and actions in this current day of globalization, therefore belief in any product or brand may not be adequate. The advertising done on social media platforms may also have an impact on client engagement (Ali et al., 2022).

Marketers often spend a lot of money on traditional advertising methods, but as technology advances, social media marketing is becoming more successful and less expensive. Social media marketing saves time and money while also having a higher effect than traditional marketing methods (Nusairat et al., 2021). Social media has created an online environment where people may learn about a business, engage with it, and express their thoughts and opinions about it. The number of people using social media has exploded in recent years, prompting businesses to ramp up their marketing efforts in order to raise brand recognition (Lopes et al., 2022). When it comes to influencing client purchasing behaviors, social media marketing has always played a critical role. When one client provides information about a product or service, the other person who receives it is likely to be affected. With the advent of the internet, the importance of social media marketing has skyrocketed (Irshad et al., 2020). The importance of social media marketing in intensifying the connection and relationship between firm and buyer cannot be overstated. This communication channel helps the brand to keep in touch with the customer, resulting in a favorable brand perception and positive purchasing behavior in the customer's mind (Arora et al., 2020).

## **1.2 Research Gap**

In recent past, many studies identify the importance of social media marketing and its role in influencing consumer behavior. According to Arora et al. (2020), to handle the major challenges of fluctuating consumer behaviors due to COVID-19, developing countries are still lacking effective handling of social media marketing. As Sari et al. (2020) proposed that consumer buying behaviors are influenced by social media marketing. During the time from 2016 to 2019, researchers have performed surveys in developing countries to explore the aspect of social media marketing and its role towards influencing consumer buying behaviors. Prior research such as

Dobre et al. (2021) has examined the relationship between social media marketing and consumer buying intention, as a survey is performed between six developing countries to explore the relationship between variables. The outcome of their study has shown social media marketing to be the factor that influence consumer buying intention. Similarly, Garg & Kumar (2021) have argued that social media marketing is a major element which positively influences buying intentions and purchase behaviors of consumers. Their study concentrated on how social media marketing affects buying intentions and purchase behaviors of consumers. Meanwhile, lack of empirical evidence concerning the relationship between social media marketing and millennials' consumer intentions, and the lack of use of perceived value of social media marketing has been an important reason based on which this study is conducted (Irshad et al., 2020). Previously limited work has been done on this topic, specifically in Pakistan. It is very important to understand the relationship; hence, this study aims to assess the relationship between social media marketing, perceived value of social media marketing, and millennials' consumer intentions in Pakistan.

### **1.3 Problem Statement**

Consumer intentions and marketing tactics have been seen as critical challenges for business management in the twenty-first century, since failing to pay attention to marketing techniques has proven extremely costly for businesses (Zollo et al., 2020). Because they did not pay enough attention to the marketing part, businesses have seen a considerable drop in their customer base (Wibowo et al., 2021). Meanwhile, social media marketing makes a valid contribution towards influencing consumer intentions, as improved use of social media for marketing and advertisement purpose tends to have a significant impact over consumer intentions (Hossny, 2021). Despite the substantial relevance of social media marketing in influencing customer intentions, commercial organizations operating in Pakistan are unaware of such an impactful relationship due to a lack of study on the topic in the region (Shaari et al., 2021). Through this research, the emphasis is towards answering whether social media marketing has an influence on millennials' consumer intentions or not and how perceived value of social media marketing mediates the relationship between them in Pakistan.

### **1.4 Research Questions**

Following are the research questions of this study:

**RQ1.** What is the relationship between social media marketing and perceived value of social media marketing in Pakistan?

**RQ2.** What is the relationship between social media marketing and millennials' consumer intentions in Pakistan?

**RQ3.** What is the relationship between perceived value of social media marketing and millennials' consumer intentions in Pakistan?

**RQ4.** Does perceived value of social media marketing mediates the relationship between social media marketing and millennials' consumer intentions in Pakistan?

## **1.5 Research Objectives**

Based on problem statement, this study aims:

**RO1:** To find out the relationship between social media marketing and perceived value of social media marketing in Pakistan.

**RO2:** To explore the relationship between social media marketing and millennials' consumer intentions in Pakistan.

**RO3:** To inspect the relationship between perceived value of social media marketing and millennials' consumer intentions in Pakistan.

**RO4:** To assess whether perceived value of social media marketing mediates the relationship between social media marketing and millennials' consumer intentions in Pakistan.

## **1.6 Significance of the Study**

### ***1.6.1 Theoretical Significance***

The current study makes an important contribution to understanding the influence of social media marketing on millennials' consumption intentions, with the mediating effect of social media marketing's perceived value. It is critical to create a framework that aids in understanding how social media marketing influences millennial consumer intentions (Uzir, 2020). This research is beneficial to research students because it helps them gain a better understanding of how millennials' consumer intents may be enhanced by including aspects like social media

marketing and perceived value of social media marketing (Arora & Agarwal, 2019). Furthermore, this research aids marketing and research students in gaining a better knowledge of the link between social media marketing, perceived value of social media marketing, and millennials' consumer intents (Al-Adamat et al., 2020). This research also adds to the discipline of marketing management in terms of theory and operations.

### ***1.6.2 Practical Significance***

This study certainly assists business firms all over the country in identifying how significantly millennials' consumer intentions are improved by the use of social media marketing in an effective manner. In addition, this study proves highly significant in helping marketers and business managements in understanding the literature and certainly provides necessary information to them regarding major factors (such as social media marketing and perceived value of social media marketing) that play a crucial role in affecting millennials' consumer intentions (Arekar et al., 2021). The importance of social media marketing in business world has become more and more significant in last few decades. In addition to that, it is important for the business firms and investors (both domestic and foreign) to understand the role of social media marketing and how it can transform the perceptions and intentions of millennials (Arora et al., 2020). Marketers, marketing students, trade analysts, market researchers, and economists show high interest in studying about the influential role of social media marketing and the factors that influence millennials' consumer intentions, as this study proves highly beneficial for such stakeholders in enhancing their knowledge and understanding about the relationship between social media marketing, perceived value of social media marketing, and millennials' consumer intentions (Al-Adamat et al., 2020).

## Chapter 2

### LITERATURE REVIEW

#### 2.1 Social Media Marketing

During the last several years, the popularity of social media marketing has increased all over the world. A platform where individuals communicate with one other for both professional and social purposes is classified as social media marketing (Wibowo et al., 2021). Without a doubt, social media marketing has had a significant impact on the reproduction and dissemination of information by making it simple to share and digest information on the internet. With the massive popularity and distinct features of social media, marketing strategies such as advertising and promotion have been revolutionized (Arora & Agarwal, 2019). As a result of the rise of social media advertising, internet usage has skyrocketed. Customers' decision-making processes are increasingly impacted by social media marketing at every level. Companies may utilize social media marketing to engage with potential consumers, build and maintain long-term relationships with them, and eventually gain their loyalty (Arekar et al., 2021). People enjoy using social media because it allows them to form groups and communities of like-minded individuals to satisfy their need for belonging. They also like interacting with other people to fulfill their need of recognition and some of them just enjoy being socially connected (Dobre et al., 2021).

This sort of marketing was designed as a technological service or a virtual medium to assist people with a variety of tasks (Arora & Agarwal, 2019). This virtual medium is used to create content including comments, words, photographs, videos, and data, all of which lead to social interactions, which are the lifeblood of social media. Through online social networks, people or communities are connected through a virtual platform of social media. People can use computers, desktops, and laptops to access social media's features and services, which are classified as web-based technologies (Garg & Kumar, 2021). Furthermore, social networking services may be downloaded and utilized on mobile devices, such as tablets and smartphones. Individuals, groups, communities, and organizations can use such platforms to undertake mutual exchange and debate of online information made or shared (Arekar et al., 2021). Companies are naturally drawn to social media communication since it is significantly more efficient and

successful than traditional methods of communication. As a result, in order to live, thrive, and compete in the competitive business climate, they are active on social networking platforms such as Facebook, Myspace, and Twitter, among others (Dobre et al., 2021).

In this competitive era of business, where a small mistake may cost a company a customer's loyalty, social media has provided a chance for businesses to continually engage and interact with customers, forming important connections and relationships. People acquire information about items and services and share it with others, which assist them in making purchases. People also use social media to provide companies feedback on their products. Marketers have finally grasped that social media advertising is an essential component of their entire marketing plans. A large number of clients will be lost if this section is neglected (Irshad et al., 2020). Social media enables customers to share their knowledge and experiences about brand with their friends and family. Customers' purchasing decisions are greatly influenced by impartial, interactive, commercial, and quick e-word of mouth communication. Among all other communication tactics, e-word of mouth is regarded effective since it is seen as a very dependable source of information (Wibowo, 2021).

The explosive proliferation of social media over the last five years has radically altered the traditional purchasing and selling procedure (Lin et al., 2020). Consumers may now share their experiences with numerous items on social media sites such as Facebook, Instagram, YouTube, and Twitter, and they can also share reviews with their family and friends. As a result, organizations must focus on providing pleasant client experiences in order to capitalize and lead the market sector while avoiding unfavorable word of mouth (Bhatti & Rehman, 2020). Influencers may generate word of mouth through their messages and reviews, which are faithfully followed by their social media followers and can lead to new buyers (Hossny, 2021). Social media has grown in popularity and has become a hotspot for trendy ladies who solely read fashion blogs on the platform. Fashion blogs have emerged as one of the most efficient methods for influencers to communicate with their audience by sharing their experiences and suggestions on the platform. This demonstrates that marketing has undergone a paradigm change, with low-cost efforts focused directly at the target client group (Sun et al., 2021).

The social media platform is not only a place for women to buy the things they want, but it also gives them access to a whole new world of products, where they may browse until they discover



something they want. This freedom of surfing has resulted in a considerable surge in internet sales (Zollo et al., 2020). With the introduction of social media, the consumer buying behavior model, which formerly related to traditional forms of product purchase, has undergone a significant shift. Nowadays, corporations are spending in the creation of positive personalities in order to influence customer attitudes, which are directed through social media influencers, who have in turn produced a marketing impact in which word spread to thousands of users with only a click of a mouse (Arora et al., 2020). Instagram, as the most popular social media platform on the planet, has played a crucial role in bringing about change in the world of online commerce. Brand research and discovery is something that 44% of Instagram's active users do on the site (Ou et al., 2022).

An influence promotion mechanism is a means of locating and engaging people who have an impact on a certain target demographic or channel. It is closely associated with the brand's goal of obtaining more size, 'sales, or interaction (Khizar et al., 2020). Influencer marketing is a more technical extension of the old meaning of word-of-mouth marketing. It's a method of forming partnerships that will help businesses to expand their markets and convert them into loyal customers via trust and sincerity (Lin et al., 2020). Marketing with influence is usually divided into two sub-practices: first, marketing with influencers, and second, marketing with influencers. It arises through unpaid or pre-existing linkages.' Influencers or third parties advertise content to boost personal social growth. The second method is to pay for impact promotion, which is known as paid promotion. Influencer programs can be promoted as a supporter, a pre-release advertisement, or a witness notice, and they can be included into the material at any time (Lopes et al., 2022). Budgets are rather frequent, and they are primarily based on viewing distribution. It is possible for a huge number of sites to have an influence (Savitri et al., 2022).

People utilize social media to deliberately seek information, as opposed to conventional media (Sun et al., 2021). Consumers believe that forward-thinking businesses utilize social media to promote themselves. Social media is also used to improve the company's public image. It has an evident impact on client purchasing decisions (Nusairat et al., 2021). Duh & Dabula (2021) found that if a rival is making waves with its products and services, one cannot afford to remain absent from social media platforms. The velocity at which the social media phenomenon is growing exponentially is also confusing. International firms have identified social media

promotions as a latent marketing platform and have paired them with innovations to increase the effectiveness of their social media marketing campaigns (Duh & Dabula, 2021). Customer buying behavior, according to Ou et al. (2022), is one of the most essential variables in fulfilling a company's key goals. It is influenced by a variety of external and internal factors, but the company's efforts can have a significant impact on the final buyer decision-making process.

## **2.2 Perceived Value of Social Media Marketing**

As the name itself suggests that perceived value means that how worthy a consumer considers a certain marketing strategy implemented by a certain brand by using social media platform. An individual may judge the marketing tactic used by a certain brand based on the quality of information provided by the brand regarding the offered products and services (Irshad et al., 2020). It can also be termed as apparent worth because a consumer makes a judgment about how worthy is social media marketing in helping the consumer to have the information he/she wants about a certain product/service before purchasing or consuming it (Garg & Kumar, 2021). Perceived value of social media marketing may depend upon the element of trust, as a consumer only trust the marketing strategy which shares accurate and authentic information and does not mislead consumers with false or manipulated information (Shaari et al., 2021). Social media marketing is basically playing a role of a digital marketing strategy implemented by business firms for attracting consumers, as element of trust is necessary for influencing the consumers to start purchasing the products of consuming the services (Wibowo et al., 2021).

With the increased use of the internet, e-word of mouth is changing people's behavior. People have been observed making purchasing decisions based on information obtained through e-word of mouth (Zollo et al., 2020). Companies and customers may engage directly through social media, which is a cost-effective method of communication. A client may use social media to gain not just the information they need about a product, but also to learn about other people's thoughts on the same thing (Hossny). Customers now have great power because to social media; they may influence others' purchasing patterns by offering product ratings and comments. A favorable evaluation of a product can inspire others to buy it, and bad comments and reviews have been shown to harm the brand's image and reputation. The growth of social networking sites such as Facebook, YouTube, and Twitter has provided consumers with a fantastic opportunity to spread product or service-related information. As a result, customers become

more aware of their shopping habits, and they seek out information about a product or service before purchasing it. This trend highlights the importance of e-word of mouth and demonstrates that customers are actively involved in sharing information to others, which in turn influences their preferences and buying habits (Al-Adamat et al., 2020).

Digital media plays a critical role in strengthening the bond and relationship between a company and its customers. This communication channel helps the firm to keep in touch with the consumer, resulting in a favorable brand perception and positive purchasing behavior in the customer's mind (Arora et al., 2020). Customers tend to change their lifestyles, attitudes and behaviors while following the celebrities used during endorsements and advertisement campaigns. Customers get influenced by the products and services that are marketed by celebrities. Celebrities selling products and services persuade the purchase intentions of customers (Uzir et al., 2020). For instance, Nike is a multinational brand that has been using Michael Jordan as a celebrity endorser along with the use of slogan i.e. "I want to be like Mike," which encourages customers to purchase products offered by Nike. Expertise and charm of Michael Jordan has been used by the brand of Nike to create interest of people in the offered products of Nike. Customer intentions and behaviors are influenced by the trustworthiness of Michael Jordan who has been the brand ambassador of Nike. Majority of the campaigns run and managed by the companies emphasize more of usage of social media. Facebook and Instagram are the social media channels that assist in developing of customers' purchase intention (Shaari et al., 2021).

Marketing and advertising methods on the internet are already followed by most of the businesses (Qureshi et al., 2022). It is also so powerful that it will aid in the stimulation of the economy and provide significant incentives for policymakers to work more effectively. Digital marketing is defined as the use of technology in communication initiatives to raise customer awareness by responding to their needs (Uzir et al., 2020). Consumer behavior is the study of the mechanisms involved in the selection, purchase, use, or disposal of products, resources, proposals, or relationships to meet the preferences and wants of individuals or groups. A customer is someone who informs a manufacturer of their willingness to pay for products or services (Siddiqui, 2021). According to Ali et al. (2022), a number of factors impact a customer's purchase decision: (1) the community metre, which has the most influence and is the

most detailed of consumer behavior; (2) social metrics, which advertisers should use in order to understand the impact of consumers' political, subcultural, and social groupings.

Marketers must now learn how to “position themselves to gain from fundamental shifts in the ways individuals chose which products and services to consume, as well as how they consume them”, according to Al-Adamat et al. (2020), who expressed their views through the “Social Impact Theory.” According to Arora & Agarwal (2019), fashion bloggers are in charge of such interaction in the garment industry, providing a more personal and sensitive approach to the site than mainstream media coverage. According to Dobre et al. (2021), a person can typically estimate a consumer's future intentions if they predict their expected purchasing behavior based on recent purchases. According to Arora & Agarwal (2019), if someone wants to take advantage of a previous purchase, he would tell others about it and buy it again and again. Arekar et al. (2021) said expressly that they were talking about buying a company that someone wants to purchase in the future, as well as buying the pharmaceutical in its entirety. A marketer, according to Garg & Kumar (2021), is a public figure who uses his or her celebrity to sell a consumer product in a commercial.

Celebrity endorsement raises shopper's emotions, which determines how they react to marketing and the company's function, perhaps enhancing purchase habits and hence money. Shaari et al. (2021) discovered that whether a celebrity recommends one or two products, the number of customers who feel the celebrity endorser is trustworthy is significantly greater than for a celebrity who endorses many products. Regardless of how many support programmes are put in place, a single occurrence will almost always have a negative impact. According to Wibowo et al. (2021), celebrities are considered as monuments, entertainment, or industry leaders. According to research, celebrity patronage has an influence on customers' overall attitudes and may even change how they feel about advertisements and products. Perhaps this would help to enhance the investment process and increase exchange rates. Internet social media portals have long been a vital aspect of human contact and involvement, influencing people's opinions and communication in a number of ways (Wibowo et al., 2021). The value of things and brands is influenced by consumers' online interactions with businesses (Bhatti & Rehman, 2020).

Doing business on our website is a breeze compared to traditional methods such as advertisements, wall banners, and so on. Many social media platforms run advertisements and

profit handsomely from it (Uzir et al., 2020). Social media makes use of the internet and is extremely scalable as well as available to anybody, including individuals and the general public. It is apparent that social media websites have a large user base, and that television and radio are mostly obsolete in today's environment (Irshad et al., 2020). Many advertisements clearly demonstrate how various applications assist in reading the news rather than sitting at home watching television. While watching television and listening to the radio is a time-honored habit, individuals nowadays choose to read such material on YouTube, Times.com, and other social media platforms (Arora et al., 2020). Social media is not a monologue like radio or television; it is a one-to-one and one-to-many interaction. Many different merchants can connect and respond to customers on various social media platforms. Traditional advertising methods are failing to form relationships with many consumers; however, social media is assisting in the development of not just relationships but also brand image (Khizar et al., 2020).

### **2.3 Millennials' Consumer Intentions**

Consumer preferences are determined using behavioral economics, ethnography, economics, marketing, psychology, social anthropology, and sociology. Academics have previously investigated how customers' preferences, emotions, and attitudes affect their purchase intentions & behavior (Sari et al., 2020). Individuals, communities, and organizations can all have consumer intents when it comes to purchasing, consuming, and disposing of goods and services. A consumer's mental, emotional, and behavioral attachment to the buying choice and purchase process are other examples of such goals (Arora et al., 2020). A person's propensity to acquire a given product or service is referred to as consumer intention. According to a prior study in this field, a range of internal and external factors influence consumer intent (Al-Adamat et al., 2020). Customer intent is also influenced by aspirational value, suggestion, and emotional attachment. Aspirational value refers to a product's or service's ability to fulfill a customer's ambitions or desires. It has been established in prior research that client intent is difficult to forecast, even for those with experience in the industry (Uzir et al., 2020). To better comprehend clients' purchase intentions and buying behavior, researchers have used unique ideas such as consumer neuroscience and ethnography (Arekar et al., 2021).

In 21<sup>st</sup> century, explosive growth has been experienced in the online shopping because of more economic and convenient aspects associated with online shopping (Arora et al., 2020). In the

past, people have preferred traditional shopping methods, but trends have started changing in last decade or so. This shift from traditional shopping to online shopping has also taken a lot of time because customers were not so comfortable with several aspects of online shopping. Some of the hesitations which people had concerning online shopping include unsuccessful shipping, unsure about quality of product delivered, online fraud, lack of secrecy, etc. (Garg & Kumar, 2021). With passage of time, concerns of people have started declining and people have started trusting online shopping because of numerous advantages of it. Customers have started doing online shopping due to numerous reasons, for instance, no need of visiting stores and outlets to buy commodities, different platforms are available for comparing prices and purchasing a commodity at right price, no need of physical interaction with the service providers during shopping, increase in time and cost saving, avoidance of facing traffic and parking issues, etc. (Sari et al., 2020). Through online shopping, people have more opportunities available for comparing the prices of similar products, as people can utilize these opportunities to find a desired product while sitting at home. People who prefer convenience and speed tend to enjoy online shopping more than others (Arora & Agarwal, 2019).

Advertisements and promotions have become a great source for the business entities to market their products and services along with capturing the attention of customers. Advertisements are mainly done to position any offered product or service in the market and to provide information to the potential customers about it. Meanwhile, people who get attracted by the advertisement tend to go looking for more information on online platforms, as search engines, websites, and online catalogs have been amongst the online platforms which help such customers in gaining more information about the advertised product (Al-Adamat et al., 2020). Attracting potential customer via advertisement has its importance; however, retention of an existing customer is an important aspect which business entities should focus on in order to gain competitive advantage. Customer retention is very much dependent on customer satisfaction and good shopping experience of a customer. Therefore, ensuring better shopping experience and satisfying the customer has become increasingly important for business entities (both online and offline). Hence, it is of utmost importance to assess which are the crucial factors that play their part in improving satisfaction of customers (Irshad et al., 2020). Purchasing process of a customer is distributed in several stages: recognizing problem, searching for information, evaluating

alternatives found through searched information, decision of purchasing, and post-purchase behavior (Shaari et al., 2021).

Consumer behavior is the study of how people or groups choose, acquire, use, or dispose of things, resources, concepts, or relationships in order to fulfill their desires and preferences (Ali et al., 2022). The intricate connection between impact, cognition, behaviors, and environmental events through which people execute trade events in their lives is based on a new understanding of consumer behavior (Qureshi et al., 2022). Because consumers within a segment have similar commodity demands and preferences, market segmentation is an important part of consumer behavior. Only a few examples of market segmentation include demographic (age, ethnicity, socioeconomic class), geographic (regional, nation distinctions), psychographic (personality, lifestyle), and behavioral (brand loyalty, benefit demand) factors (Savitri et al., 2022). The social time factor, which depicts the relationship between time, social structures, rhythms, and schedules in society, such as working hours, operation hours, eating hours, and other institutionalized schedules, is one of the most important aspects of consumer behavior (Zollo et al., 2020).

Consumers' purchase decisions are influenced by how they obtain information (Duh & Dabula, 2021). Market behavior includes more than simply decision-making or the act of purchasing; it also includes consumer engagement and the spectrum of interactions connected with consumption (Nusairat et al., 2021). The whole decision-making process of consumers describes how people decide whether or not to buy anything. It entails a number of steps, including selecting what to buy in terms of identifying the problem, doing an information search, and assessing the various possibilities. Finally, customers choose one of the alternatives and engage in a post-purchase interaction in the form of feedback (Sun et al., 2021). Individuals create public profiles on social media sites (such as Facebook, Instagram, and Twitter) to share their personal information as well as their experiences and memories. They converse with other people who share their interests (Arora et al., 2020). Through social media, consumers and companies can interact and connect with one another, changing the way they think about marketing (Lopes et al., 2022).

Advertising spending has been gradually growing over the world. Nobody can match Facebook's advertising platform when it comes to customization. Typically, a Facebook ad is about a

company's goods or services (Sari et al., 2020). For businesses all around the world, Facebook advertising has become marketing 'must have.' Facebook is not at all like the PPC Search Engine Marketing that you may be used to. Rather than active search interest, Facebook is based on demographics and 'passive' interests. This implies that you can target your consumer based on their demographics and interests even if they aren't searching for a query that you can target with an ad. Because it isn't associated with professionals, Facebook advertisements, like many other social media marketing techniques, have been largely disregarded by the B2B marketing sector (Lin et al., 2020). Despite severe competition from other social media platforms (such as Twitter, YouTube, and others) in the advertising field, Facebook remains the best social media advertising platform by a significant margin. With millions of people logging into Facebook every day and more ones joining all the time – this network provides unparalleled marketing and advertising options (Ou et al., 2022).

Al-Adamat et al. (2020) evaluated the influence of Facebook advertisements and Facebook environment on young customers' purchase behavior. The information was gathered by a quantitative method involving a questionnaire-based survey. The data was examined using stepwise regressions. The findings demonstrated that both Facebook advertisement and Facebook environment had a significant impact on young consumers' purchase decisions, with gender having a moderating effect on Facebook advertisement but not on Facebook environment. Females, on the other hand, have unfavorable opinions of the Facebook environment as compared to males (Al-Adamat et al., 2020). Arekar et al. (2021) investigated how social media users react to tailored advertisements on their homepage. It looked at how users' behavior changed as a result of these ads, as well as how their attitudes changed. There is an increase in online social network ads, and consumers' perceptions of tailored messaging on major networks like Facebook are not well understood. Marketers should be able to reach out to users with tailored adverts and communications. For both marketers and social network users, such targeting will boost the value of advertising (Arekar et al., 2021).

## **2.4 Theoretical Evidence**

Social media marketing has enabled two-way online connection between companies and customers, which was previously only available through offline communication, in which each customer had to visit the store in person to engage with the firm and receive an immediate



response (Arekar et al., 2021). Social media, for example, has aided in determining what factors most affect consumer purchasing intentions. Consumers' buying intentions toward a product, service, or brand are shaped in large part by social media marketing. Customers' purchasing intentions are largely impacted by their feelings about the brand, according to a recent study (Arora et al., 2020). The most emphasis should be paid to the use of social media for successful advertising to impact client purchase intentions (Garg & Kumar, 2021). Because they are brand ambassadors, marketers seek to engage in attention-getting activities that help people connect with them or the company. Non-users are urged to become brand users by altering their thoughts and purchasing habits as a consequence of such attention grabbing or personal connections.

Multiple studies have looked into the benefits and drawbacks of social media advertising. Individuals can improve their connectedness with online groups by using social media. For organizations, companies, non-profit organizations, entrepreneurs, and political parties, social media advertising has shown to be a successful communication tool (Shaari et al., 2021). Excessive usage of social media, on the other hand, has been identified as a leading cause of depression and online harassment. However, these problems may be harmful to anyone, and the causes of these problems include the frequency, length, and intensity of the problems (Uzir et al., 2020). The most important advantage of social media advertising is that it gives a platform for people to interact and speak with each other, and that this communication can be used for commercial purposes. As millions of individuals have utilized this virtual platform to construct, administer, manage, and promote their commercial activities, people have taken advantage of the capacity and power of social media advertising to communicate with anybody, anywhere on the earth (Dobre et al., 2021). There are definite advantages to participating on social media platforms, since they have progressed beyond basic sharing to the development of a reputation and the generation of monetary revenue and employment chances (Sari et al., 2020).

Customer shopping experience leads to satisfaction or dissatisfaction of a customer during different stages of purchasing process. In online shopping, there is no need of physical contact and the customer is only dependent on the information shared by the business entity. Hence, such information is needed to clear and true, as it can influence the satisfaction of a customer either in positive or negative way (Zollo et al., 2020). Business entities are aware of the fact that satisfying the customer is one of the most important aspects to gain desired success within the

market. Meanwhile, they prefer developing emotional bonding with the customers in order to influence them to be satisfied with the purchased products/services and to ensure that their customers come back to them for repurchase. It is not difficult for such business entities to develop emotional bonding and trust with the customers. However, sustaining the trust for longer time period is certainly the difficult task for these entities. Emotional bonding can only be sustained for longer time period if customer is satisfied on consistent basis (Uzir et al., 2020). Meanwhile, these entities put their full effort to improve their interaction with customers and to provide them high-quality products and services, eventually resulting in improving customers' satisfaction (Dobre et al., 2021).

Offering of products through online mediums is the process of serving customers through a digital channel. With the help of online mediums, brands are increasing and improving their interaction with the current and prospect customers for developing and sustaining relationships with them (Arekar et al., 2021). Online shopping is a form of e-commerce that is based on electronic mediums. Due to digitalization, most brands have started to realize the true potential of online mediums for serving the customers in the right manner. Online mediums can help fill the communication gap between brands and their customers. Traditional mode of business was not enough to satisfy the customers, as latest mediums were needed to complement traditional modes of business (Wibowo et al., 2021). With the help of advanced technology, brands have adopted online mediums and started serving their customers in an effective manner through offering of high-quality products and commodities. However, people have the tendency of not leaving technologies that are user friendly and which are easy for use. Similarly, the ease of use and user-friendly nature of online mediums have made offering of products highly effective (Arora et al., 2020).

Customer experience is also integrated via digital channels, as online products are sold to improve customer experience (Hossny, 2021). In today's business world, it has become easier for the business firms to increase interaction and build relationships with customers (both existing and potential). Online platforms (social networking sites) and official websites have become such effective tools for business firms to develop and sustain relationships with customers (Arora & Agarwal, 2019). E-commerce refers to such a form of online business model which is dependent over online mediums. Increasing importance of the role of social media has forced

business firms all over the world to shift towards using this online platform for marketing themselves and targeting the right segment. Social media has laid foundation for better communication and interaction among business firms and customers (Garg & Kumar, 2021). Traditional modes of businesses are taken over by e-commerce, as advantages (such as high customer reach, cost efficiency, etc.) associated with e-commerce has pushed business firms to shift from traditional modes to e-commerce. Customers were facing wider range of issues with traditional modes and looking for technology-based online services, so it was only possible with the help of e-commerce (Arekar et al., 2021).

The best way to influence sentiments, emotions, views, and judgments is through social media advertising. Customers' emotive and cognitive responses are revealed on social media, which have a significant influence on the brand's image (Zollo et al., 2020). Major aspects and objectives of firms in advertising and promoting their products and services to the customers through mediums such as social media to influence customers to think about purchasing the products and availing the services (Wibowo et al., 2021). Customers' need for positive brand reviews is aided by marketers through change agents such as reference groups, which provide customers with the option to identify a brand for what they were looking for. Customers identify with the businesses' personalities because they impact them in all parts of their lives (Al-Adamat et al., 2020). Customers of various ages tend to alter their talents, physical appearance, attitudes, behaviors, beliefs, and entire lifestyle in order to align their lives with those of the celebrities. Celebrities that are viewed as role models or idols assist companies in motivating customers to change their attitudes, behaviors, and intentions by effectively influencing each individual's attitudes, actions, and intentions (Hossny, 2021).

Not only do some companies utilize social media to communicate with consumers and vendors, but they also use it internally. Many enterprises, particularly start-ups and small businesses, like to adopt this way of communication since it is extremely cost effective to interact across multiple workers and peers (Arora et al., 2020). Without a doubt, online firms provide a variety of ways to reach out to various types of clients, and they are supporting a big number of consumers in creating brand awareness for products and services. According to a recent survey, around 77 percent of marketers use social networking sites to attract a huge number of useful clients. There are one and a half billion Facebook members, with about half of them being girls and the other

46% being men (Irshad et al., 2020). While YouTube has approximately eight hundred million members worldwide, LinkedIn has two hundred and thirty-eight million, and Twitter has five hundred million. There are additional websites that many marketers and consumers use, such as Instagram, Pinterest, Foursquare, and others (Dobre et al., 2021).

There are three types of social effects that might impact a customer's purchase decision. The intensity of these three social control techniques may vary depending on the circumstances (Garg & Kumar, 2021). Customers' interaction with each other changes their behavior. The exchange of information and ideas among members is one of the most important aspects of online social networks (Shaari et al., 2021). Online social networks have grown into a powerful platform for sharing product and service information as well as a stimulus for action (Bhatti & Rehman, 2020). As a result of the emergence of social media platforms as one of the most significant networking platforms, users and conventional communications have given way to information producers. On social networking sites, users may also communicate and form virtual communities based on shared interests and opinions (Wibowo et al., 2021). The importance of technology in general, and the internet in particular, is growing by the day in modern times. People, communities, and societies communicate through the internet in a variety of ways, allowing them to share their thoughts, sentiments, ideas, and emotions (Sari et al., 2020).

Marketers from many sectors have effectively implemented this marketing approach (advertising) and are reaping the benefits. Similarly, marketers from other sectors have employed advertising to achieve their marketing objectives more effectively (Uzir et al., 2020). With changes in customer preferences and perceptions, there is a significant rise in competition, forcing manufacturers to battle for market share. This competition has been exacerbated by brand advertising efforts aimed at reducing competitors' market share while enhancing their own (Khizar et al., 2020). When it comes to understanding the interaction between customers and companies, social media is a platform that has had a huge influence in the world of marketing. People may connect with companies and shop for their products through numerous internet sites thanks to new technology such as social media (Qureshi et al., 2022). People's buying habits have changed dramatically during the previous several decades. The majority of customers prefer to shop online, which is also known as online shopping or online buying. The share of internet

purchases in developing nations is expanding at the same rate as in other countries (Lin et al., 2020).

Because social media has both positive and bad information about them, businesses must manage their social media accounts to best fit their own interests. The most effective social media marketing strategies for businesses have remained a mystery (Sun et al., 2021). The majority of social media users who have an opinion on the subject agree that ads should be allowed on the network, but only in reasonable amounts. There are two factions on social: those who feel that companies have no place on the platform and others who believe that businesses should participate. The latter group emphasizes the importance of noteworthy postings that are devoid of unwanted sales pitches, and would prefer not to be bombarded with commercial messages (Duh & Dabula, 2021). Despite this, we can say that electronic trading has its own unique characteristics and characteristics. Anyone who wishes to sell their products or services on the network must be aware of, rely on, and adapt to the network's unique approach (Zollo et al., 2020).

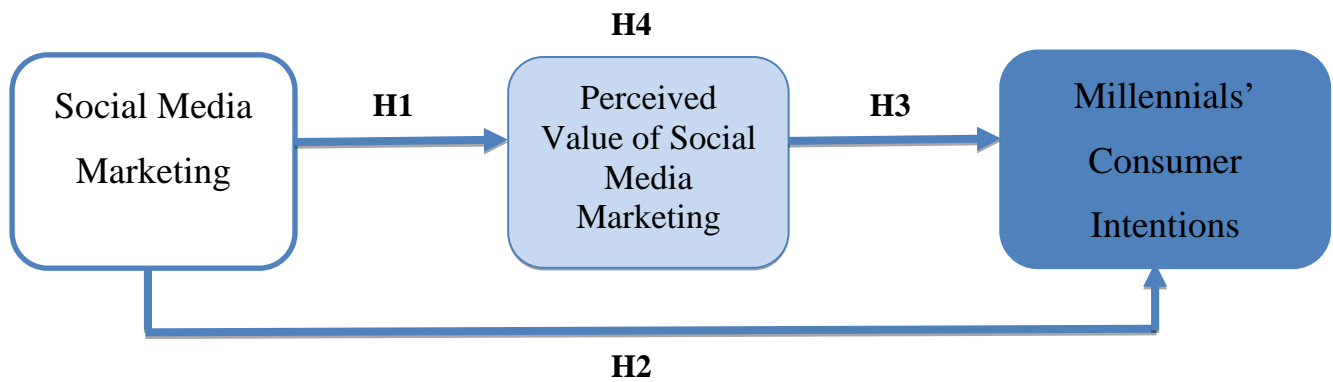
Facebook is no longer simply a social media platform; it has evolved into one of the most widely used marketing platforms in the industry (Hossny, 2021). Over the last several years, social media has changed the way businesses do business online, and as a result, social media marketing has carved out its own place in the corporate world (Savitri et al., 2022). Furthermore, Facebook is commonly seen as a teen-dominated social networking site. As a consequence, they discovered that young people feel obliged to use these sites in order to keep in touch with old friends, establish ties with new acquaintances, and meet new people online (Siddiqui, 2021). Social media is becoming a more commonly known mode of communication for the Internet audience as more people connect to it. Facebook is the most popular online social network, with over 600 million users in over 70 countries since its establishment in 2004 (Nusairat et al., 2021). Arekar et al. (2021) emphasize the importance of Facebook marketing while also mentioning the benefits of Facebook marketing for businesses.

According to research conducted with Generation Y, sharing has an impact on people's purchasing inclinations. As a result, characteristics like Facebook app shares have been discovered to have a positive influence on customer purchase intent (Ali et al., 2022). Word of mouth refers to the distribution of marketing information among customers in such a way that it

has a significant impact on their behavior and attitudes about products and services (Lopes et al., 2022). According to Arora et al. (2020), electronic word of mouth is the most important indicator of purchase intent. They sought to determine if client purchase intent is influenced by electronic word of mouth. In today's business world, Facebook marketing is a must. Because the garment industry is a booming industry, researchers have opted to focus their study on it (Irshad et al., 2020). Social media has risen by leaps and bounds in the previous five years, becoming an indispensable tool for inter-personal communication. Social media platforms have grown as a result of technological breakthroughs. In order to improve communication tactics, social media platforms are always doing research (Sari et al., 2020).

According to Shaari et al. (2021), when it comes to the effectiveness of social media as a marketing tool, the purchase decision is a crucial factor in motivating people to follow businesses on social media platforms. Desire to interact with a brand leads to brand advocacy and loyalty, and the consumer becomes a brand ambassador for the product or service, whether through interactions with brand personnel or contacts with other customers. Firms can profit from collaborating with other firms to achieve their goals utilizing social network marketing, as well as the rewards and hazards of doing so (social media marketing). One of the most significant benefits of an Internet-based application is the capacity to establish interactive relationships with stakeholders, allowing businesses to obtain direct feedback from their customers (Dobre et al., 2021). Companies may benefit from social marketing in two ways: first, they can gain a better understanding of consumer expectations, and second, they can develop productive customer connections. Despite the fact that "social marketing" is a well-known term in the business world, only a tiny proportion of people understand how important it is in marketing (Wibowo et al., 2021).

## 2.5 Research Framework



## 2.6 Research Hypotheses

Based on theoretical deductions, following are the research hypotheses of this study:

**H1:** Social media marketing has positive influence on perceived value of social media marketing in Pakistan.

**H2:** Social media marketing has positive influence on millennials' consumer intentions in Pakistan.

**H3:** Perceived value of social media marketing has positive influence on millennials' consumer intentions in Pakistan.

**H4:** Perceived value of social media marketing significantly mediates the relationship between social media marketing and millennials' consumer intentions in Pakistan.

## Chapter 3

### RESEARCH METHODOLOGY

#### Introduction

Research methodology is a process in which a given issue is researched using scientific methodologies (Carlin, 2016). A systematic inquiry of a phenomenon in order to characterize, explain and anticipate it in order to manage it is referred to as research. Research methodology is the process and technique used to seek, select, analyze, and evaluate material on a certain topic. A research study evaluates the validity and reliability of the whole research inquiry. The research onion idea was developed and introduced in order to ensure that all aspects of research design, strategy, data collection, sample, and analysis are carried out appropriately (Haig, 2018). This chapter will go through the research strategy and philosophy that were adopted. This chapter also examines the advantages and disadvantages of various strategies, as well as the reasons for choosing one over the other. The ethical considerations that must be made while gathering data are explored. The approach for analyzing the influence of social media marketing on millennials' consumer intentions with mediating effect of perceived value of social media marketing, is discussed in this chapter.

#### 3.1 Research Design

The research onion is a diagram that depicts the numerous strategies that must be followed during the investigation. The research onion suggests tools to use, such as research action, interviews, and surveys, as well as a plan for taking action based on the information gathered and the research's goal. Mistry et al. (2017) established the research onion to guarantee that researchers go through all of the steps while developing a technology. A branch of the research technique tree is the research onion. A research design is a method that a researcher uses to collect data, analyze it, draw findings, and offer recommendations (Mackey & Gass, 2015). There are numerous sorts of approaches that may be employed in a research project: qualitative, quantitative, and mixed methods (Kumar, 2019). Primary data is utilized to analyze the statistical link between social media marketing, perceived value of social media marketing, and millennials' consumer intentions; hence, this research study is based on quantitative research method.



### ***3.1.1 Type of Study***

The type of research used in this study is correlational, because the goal is to determine the relationship between social media marketing, perceived value of social media marketing, and millennials' consumer intentions. The purpose of correlational research is to show a cause-and-effect relationship in order to figure out why something happened. The purpose of a correlational investigation is to determine why something occurred in the manner it did.

### ***3.1.2 Study Setting***

The current study employs a non-contrived setting since it incorporates data collecting from Pakistani millennials via distributed questionnaires in a natural setting.

### ***3.1.3 Time Horizon***

Because it includes the observation of data from a population at a single moment in time, the current study is a cross-sectional study.

### ***3.1.4 Research Interference***

The researcher's role is mandatory. The data for this study was gathered by the researcher via questionnaires that were distributed. The association between the variables in this study is determined by statistical testing. At the conclusion of this study, the researcher draws conclusions and makes recommendations.

### ***3.1.5 Research Philosophy***

Research philosophy is the method through which a researcher converts his or her thoughts into knowledge in the context of a study (Mistry et al., 2017). When a researcher makes unclear assumptions, research philosophy is an important factor to consider in research methodology because it influences the aim, design, and procedures that will be utilized to evaluate and interpret data. The research philosophy used in this study is positivism.

### ***3.1.6 Research Approach***

The current research takes a deductive method, beginning with the formation of hypotheses based on the literature. The stated assumptions are then put to the test via research techniques

(Flick, 2015). The deductive approach allows for a wide investigation of the phenomena in order to prove a fact.

### ***3.1.7 Research Strategy***

The phrase “research strategy” refers to a plan of action that guides a researcher through the research process in a methodical manner, enabling them to focus on the research design and methodology utilized to perform the study (Well, 2019). It is impossible to overstate the relevance of a research plan in performing a good research study. A research plan provides the required guidance to the researcher. To gather data from respondents, the current study employs a survey technique, which involves the use of a structured questionnaire.

### ***3.1.8 Unit of Analysis***

In present research, individuals comprised of Pakistani millennials’ involved in using social networking sites are unit of analysis.

## **3.2 Population and Sampling**

### ***3.2.1 Population***

A population is a collection of people, institutions, or other things that share characteristics with the researcher’s field of study (Mistry et al., 2017). For this study, researcher considers Pakistani millennials’ involved in using social networking sites as targeted population area. It is nearly hard for a study to collect data from every single person in the population. As a result, a sample is chosen to represent the total population. Meanwhile, many tools (such as the Sample Size Calculator, Morgan Table, and others) are used to determine a representative sample of the population.

### ***3.2.2 Sample Size***

A sample is a group of people or things chosen to represent the population’s characteristics in order to ensure that the results are representative of the entire population (Kumar, 2019). Morgan’s Table was utilized for refining a sample of 350 respondents (Pakistani millennials’ involved in using social networking sites) for this investigation. Meanwhile, a sample of 350 respondents has been finalized for data collection and analysis of the study’s variables.

### ***3.2.3 Sampling Technique***

The convenience sample strategy is used in this study since it is the best sampling technique for a study when the precise population is unknown. Data collection concerns are adequately addressed with this sampling approach, as it has unquestionably aided in the smooth gathering of data even in the present pandemic condition caused by COVID-19. The researcher has only asked persons who have indicated availability and volunteered to fill out the questionnaire and participate in the study to fill it out. Because the survey went ahead without a hitch, convenience sampling has surely benefited in the collecting of critical data.

### **3.3 Research Instrument**

A questionnaire adopted from (Arora et al., 2020; Dobre et al., 2021) is used for data collection. The adopted questionnaire is adopted to be basic and straightforward in order to communicate the goal of disseminating it and obtaining accurate data. The adopted questionnaire includes demographic questions as well as all of the study's variables (social media marketing, perceived value of social media marketing, and millennials' consumer intentions). All of the items are graded on a five-point Likert scale (1 represents "Strongly Disagree", 2 represents "Disagree", 3 represents "Neutral", 4 represents "Agree" and 5 represents "Strongly Agree").

### **3.4 Data Collection Procedure**

Data collection method employed in this study is primary data collection method in which data is acquired from Pakistani millennials' involved in using social networking sites. This research focuses on primary data collection methodology because of the fact that survey is conducted. Data is collected both through a structured questionnaire adopted from existing literature distributed to 350 respondents. For online data collecting, social media sites such as Facebook, Whatsapp, LinkedIn, Twitter, and others are used. This is done to avoid researcher bias and to employ a quantitative data gathering strategy, which aided in targeting more active smartphone users and generating exact findings. To avoid any potential for prejudice, all respondents' identities are kept anonymous, and they are also notified that the questionnaire is exclusively used for academic research reasons. Offline data collection is done through the self-administered distribution of questionnaires in public areas to help respondents comprehend the questions if they ask for assistance.

### **3.5 Data Analysis Techniques**

The process of obtaining, modeling, and analyzing data in order to extract information that supports decision-making is known as data analysis. The type of the audience and the purpose of the study dictate the data analysis approach. After the data has been studied and appraised, data analysis aids in the identification of connections and the production of solutions to the problem. Data collection is followed by data analysis, which involves utilizing statistical tests to assess data collected from respondents via the survey (correlation and regression analysis). The link between social media marketing (independent variable), perceived value of social media marketing (mediator), and millennials' consumer intentions (dependent variable) is investigated using SPSS software. The statistical tests indicate the relationship between the study's variables.

## Chapter 4

### DATA ANALYSIS AND FINDINGS

#### Introduction

In a study, 350 respondents (Pakistani millennials' involved in using social networking sites) are given a standardized questionnaire and data is gathered. Data analysis is done with the aid of SPSS Software (SPSS 21) employing statistical tests on the basis of data acquired through a survey (correlation, regression, and mediation analysis).

#### 4.1 Data Analysis

##### 4.1.1 Descriptive Frequencies

Several categories are made inside the questionnaire to distribute the data, since the classification of the questionnaire assists in data interpretation. The demographic component of the questionnaire includes sub-sections on gender, age, education, and annual income. Respondents are also asked to provide demographic information, which includes the following:

#### Descriptive Frequencies

Demographics		Frequencies	Percentages	Cumulative Percentage
Gender	Male	202	58	58
	Female	148	42	100
Age	20-25 years	71	20	20
	26-30 years	81	23	43
	31-35 years	76	22	65
	36-40 years	64	18	83

	41 years and above	58	17	100
<b>Education</b>	Undergraduate	156	45	45
	Graduate	118	34	79
	Postgraduate	76	21	100
<b>Annual Income</b>	Less than 500,000	197	56	56
	500,000 – 1,000,000	88	25	81
	More than 1,000,000	65	19	100

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On the basis of gender, 202 out of 350 respondents (58 percent) are males. 148 out of 350 respondents (42 percent) are females. On the basis of age, 71 out of 350 respondents (20 percent) are between 21-25 years. 81 out of 350 respondents (23 percent) are between 26-30 years. 76 out of 350 respondents (22 percent) are between 31-35 years. 64 out of 350 respondents (18 percent) are between 36-40 years. 58 out of 350 respondents (17 percent) are 41 years or above. On the basis of qualification, 156 out of 350 respondents (45 percent) are undergraduates. 118 out of 350 respondents (34 percent) are graduates. 76 out of 350 respondents (21 percent) are postgraduates. Based on annual income, 197 out of 350 respondents (56 percent) are earning less than 500,000. 88 out of 350 respondents (25 percent) are earning between 500,000 – 1,000,000. 65 out of 350 respondents (19 percent) are earning more than 1,000,000.

#### ***4.1.2 Reliability Analysis***

A reliability analysis is used to determine how trustworthy a data gathering questionnaire is. To put it another way, reliability analysis (also known as the Cronbach's Alpha test) is a method of determining a questionnaire's level of reliability. Lower deviations in repeated interval measures indicate a high level of questionnaire reliability. The dependability, consistency, and relevance of

a questionnaire may all be used to determine its reliability. The following are the outcomes of the reliability analysis:

### Reliability Statistics

Variable	Cronbach's Alpha	N of Items
Social Media Marketing	.833	6
Perceived Value of Social Media Marketing	.736	6
Millennials' Consumer Intentions	.803	6
<b>Total</b>	<b>.790</b>	<b>18</b>

A coefficient of reliability close to one indicates high dependability of the questionnaire or the questions used inside the questionnaire. The reliabilities for social media marketing, perceived value of social media marketing, and millennials' consumer intentions are 0.833, 0.736, and 0.803 respectively. Based on reliability statistics, Cronbach's Alpha scores (0.833, 0.736, and 0.803) are close to 1, suggesting that the questionnaire and data collected by the questionnaire are very trustworthy. The total Cronbach's Alpha is 0.790, which is pretty good, according to reliability analysis. The questionnaire and the data it gathers have a Cronbach's Alpha of 0.790, indicating that they are extremely consistent and trustworthy.

#### *4.1.3 Correlation Analysis*

The term "correlation" refers to the process of identifying how two or more variables are related.

**Correlation**

	Social_Media_Marketing	Perceived_Value_of_Social_Media_Marketing	Millennials'_Consumer_Intentions
Social_Media_Marketing	1		
	350		
Perceived_Value_of_Social_Media_Marketing	.421	1	
	.000		
	350	350	
Millennials'_Consumer_Intentions	.487	.428	1
	.000	.000	
	350	350	350

The findings reveal a fairly significant positive relationship between social media marketing and perceived value of social media marketing with a magnitude of .421. Social media marketing and millennials' consumer intentions show a fairly significant positive relationship with a magnitude of .487. Similarly, with a magnitude of .428 and a positive direction, there is a fairly significant relationship between perceived value of social media marketing and millennials' consumer intentions.

**4.1.4 Regression Analysis**

The connection between dependent and independent variables, as well as the magnitude of that relationship, is described through regression.



#### 4.1.4.1 Influence of Social Media Marketing on Perceived Value of Social Media Marketing

##### Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.637 <sup>a</sup>	.406	.401	.51826	1.672

a. Predictors: (Constant), Social\_Media\_Marketing

The R-square measures the change in the mediator (perceived value of social media marketing) caused by predicting factor (social media marketing). Simply said, R<sup>2</sup> measures how well “social media marketing” can explain “perceived value of social media marketing”. According to the R Square value in the model, social media marketing accounted for 40.6 percent of the variation in perceived value of social media marketing. The Durbin Watson value should be in the range of 0 to 4. Durbin Watson’s value is 1.672, which is great. Adjusted R<sup>2</sup>, on the other hand, depicts the theoretical model’s fitness. The revised R<sup>2</sup> value is 40.1 percent, indicating that the theoretical model utilized in this study is 40.1 percent accurate.

##### ANOVA

Model	Sum of Squares	df	Mean Square	F	Sig.	
1	Regression	4.781	1	4.629	19.271	.000 <sup>b</sup>
1	Residual	78.142	348	.372		
	Total	82.923	349			

a. Dependent Variable: Perceived\_Value\_of\_Social\_Media\_Marketing

b. Predictors: (Constant), Social\_Media\_Marketing

According to the ANOVA results, the F value is greater than 4 and the significance value is less than 0.05. As a result, the statistical significance of the theoretical model is proven. Social media marketing, according to ANOVA, has a significant impact on perceived value of social media marketing.

		<b>Coefficient</b>				
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
	(Constant)	1.179	.277		4.261	.001
1	Social_Media_Marketing	.736	.088	.730	3.129	.001

a. Dependent Variable: Perceived\_Value\_of\_Social\_Media\_Marketing

Social media marketing has a significant influence on perceived value of social media marketing, as seen in the table above. The significance value of social media marketing for perceived value of social media marketing is less than 0.05 in the model, indicating that the two have a positive and significant association. Social media marketing (b=0.736) is significant, and the coefficient is positive, implying that strong social media marketing is associated with high perceived value of social media marketing.

**4.1.4.2 Influence of Social Media Marketing and Perceived Value of Social Media Marketing on Millennials' Consumer Intentions**

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.669 <sup>a</sup>	.447	.441	.49815	1.619

a. Predictors: (Constant), Social\_Media\_Marketing, Perceived\_Value\_of\_Social\_Media\_Marketing

According to the R Square value in the model, social media marketing and perceived value of social media marketing accounted for 44.7 percent of the variation in millennials' consumer intentions. Durbin Watson has a value of 1.619, which is good. The adjusted R<sup>2</sup> value is 44.1 percent, indicating that the theoretical model employed in this study is 44.1 percent fit.

**ANOVA**

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	6.484	2	4.716	22.287	.000 <sup>b</sup>
1 Residual	83.179	347	.314		
Total	89.663	349			

a. Dependent Variable: Millennials'\_Consumer\_Intentions

b. Predictors: (Constant), Social\_Media\_Marketing, Perceived\_Value\_of\_Social\_Media\_Marketing

According to the ANOVA results, the F value is greater than 4 and the significance value is less than 0.05. As a result, the statistical significance of the theoretical model is proven. Social media marketing and perceived value of social media marketing have significant impact on millennials' consumer intentions, according to ANOVA.

		<b>Coefficient</b>				
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
	(Constant)	1.072	.237		2.914	.002
1	Social_Media_Marketing	.479	.091	.473	2.719	.001
	Perceived_Value_of_Social_Media_Marketing	.235	.074	.229	2.320	.002

a. Dependent Variable: Millennials'\_Consumer\_Intentions

The significance value of social media marketing and perceived value of social media marketing for millennials' consumer intentions is less than 0.05 in the model, indicating that they both have a positive and significant association with millennials' consumer intentions. Social media marketing (b=0.479) is significant, and the coefficient is positive, implying that strong social media marketing is linked to excellent millennials' consumer intentions. Perceived value of social media marketing (b=0.235) is significant, and the coefficient is positive, implying that strong perceived value of social media marketing is linked to excellent millennials' consumer intentions.

#### 4.1.5 Mediation Analysis

##### Direct and Indirect Effects of Social Media Marketing on Millennials' Consumer Intentions

**H4:** Perceived value of social media marketing significantly mediates the relationship between social media marketing and millennials' consumer intentions in Pakistan.

	Effect	SE	t-value	P	LLCI	ULCI
<b>Direct Effect of SMM on MCI</b>	.3009	.0441	2.1823	.0000	.2153	.3910
<b>Indirect Effect of SMM on MCI</b>	.5559	.0591	2.3712	.0000	.4374	.6681

Social media marketing is a strong predictor of millennials' consumer intentions, according to the findings,  $B = .5559$ ,  $SE = .0591$ ,  $p < 0.05$ . After adjusting for perceived value of social media marketing, social media marketing is no longer a significant predictor of millennials' consumer intentions,  $B = 3.009$ ,  $S.E = .0441$ ,  $p < 0.05$ , indicating partial mediation. The value of  $R$  for indirect impact is 0.5559, indicating that the mediating variable has a 0.5559 unit influence on the relationship ( $R^2 = 0.5559$ ).  $B = 0.5559$ ,  $SE = 0.591$ ,  $p < 0.05$ . The indirect effects were determined to be substantial. This indicates that perceived value of social media marketing has a 0.5559 percent mediation effect on the connection between social media marketing and millennials' consumer intentions.

## 4.2 Data Findings

### Data Findings

Hypothesis	Statement	Accepted/Rejected
H1	Social media marketing has positive influence on perceived value of social media marketing in Pakistan.	Accepted
H2	Social media marketing has positive influence on millennials' consumer intentions in Pakistan.	Accepted
H3	Perceived value of social media marketing has positive influence on millennials' consumer intentions in Pakistan.	Accepted
H4	Perceived value of social media marketing significantly mediates the relationship between social media marketing and millennials' consumer intentions in Pakistan.	Accepted

## Chapter 5

### CONCLUSION AND RECOMMENDATIONS

#### 5.1 Discussion

This research study has aimed to investigate the relationship between social media marketing, perceived value of social media marketing, and millennials' consumer intentions in Pakistan. In this study, social media marketing is considered as the independent variable. Perceived value of social media marketing is used as a mediator. However, millennials' consumer intentions are used as the dependent variable. Meanwhile, Pakistani millennials' involved in using social networking sites is the targeted audience chosen for investigating the relationship between variables mentioned above. An adopted structured questionnaire is used to collect data from respondents (Pakistani millennials' involved in using social networking sites). The acceptance and rejection of this study's hypotheses is examined using a significance level scale with a range of up to 5%. The significance level scale is used to accept or reject the study's hypotheses (H1, H2, and H3). Because the significance level of social media marketing for perceived value of social media marketing is less than 0.05, it is considered significant. As a result, H1 (which was established using a theoretical framework) has been recognized and proven to be significant. In addition, significance level of social media marketing and perceived value of social media marketing for millennials' consumer intentions is less than 0.05. Hence, H2 and H3 (which are developed in accordance with theoretical framework) are accepted and proved significant. Therefore, regression analysis proves that there exists a significant relationship between social media marketing (independent variable), perceived value of social media marketing (mediator), and millennials' consumer intentions (dependent variable) in Pakistan, accepting H1, H2 and H3. Similarly, mediation analysis has proved that perceived value of social media marketing significantly mediates the relationship among social media marketing and millennials' consumer intentions in Pakistan, accepting H4. Hence, mediation analysis has proved that change in perceived value of social media marketing brings a definite change in relationship between social media marketing and millennials' consumer intentions in Pakistan.

## **5.2 Conclusion**

As discussed in (Chapter 1), objective of this study is to assess the influence of social media marketing on millennials' consumer intentions with mediating effect of perceived value of social media marketing in Pakistan. To investigate the relationship between social media marketing, perceived value of social media marketing, and millennials' consumer intentions, an adoptive structured questionnaire is distributed amongst the 350 respondents (Pakistani millennials' involved in using social networking sites), for data collection and to explore the effect of each variable in this study. To testify the relationship between social media marketing and perceived value of social media marketing. Correlation analysis has shown that social media marketing is positively correlated with perceived value of social media marketing with the magnitude of 0.421. Similarly, social media marketing is empirically tested with millennials' consumer intentions and found positive correlation between them. Correlation analysis has shown that social media marketing is positively correlated with millennials' consumer intentions with the magnitude of 0.487. In addition, perceived value of social media marketing is empirically tested with millennials' consumer intentions and found positive correlation between them. Correlation analysis has shown that perceived value of social media marketing is positively correlated with millennials' consumer intentions with the magnitude of 0.428. Furthermore, regression analysis has revealed a significant relationship between social media marketing (independent variable), perceived value of social media marketing (mediator), and millennials' consumer intentions (dependent variable). In addition, mediation analysis has proved the significant mediating effect of perceived value of social media marketing in relationship between social media marketing and millennials' consumer intentions in Pakistan.

## **5.3 Research Limitations**

The researcher encounters only a few limitations in this study, such as a limited time period, limited sample size, and so on, while investigating the correlation between social media marketing, perceived value of social media marketing, and millennials' consumer intentions. Because more time is required to accomplish this research than is available, the study's time frame is extremely constrained. If there is additional time, a more in-depth study with respondents from various backgrounds might be conducted. On the other hand, the researcher should be given more time to collect data from people from various backgrounds. As a result, the



researcher will be able to collect data over a longer period of time by include those who were previously not considered respondents due to the time constraints. Furthermore, for data gathering from Pakistani millennials' involved in using social networking sites, a sample size of 350 respondents is inadequate. To give a complete research with a greater representation of Pakistani millennials' involved in using social networking sites, the sample size might be increased to 500 respondents or more. Finally, most academics and researchers have only undertaken cross-sectional studies on this literature topic, ignoring the need for longitudinal research, which is another limitation.

#### **5.4 Recommendations and Future Research**

Although the majority of the study's aspects have been addressed, minor changes might be done to make it even more effective and reliable. Minor adjustments to the time period, audience, sample size, research type, and so on are feasible. The time restriction may be extended to allow the researcher to conduct a thorough investigation. An appropriate time limit for the researcher to collect data from respondents of various ethnicities and cultures may be helpful. The researcher might be able to use the extra time to get people who aren't taking the survey to participate in the data collection process. Members of the public can be encouraged to be excited, as this will help to expand the sample size, which will improve the validity and reliability of the data obtained and analyzed. Furthermore, while this study focused on the Pakistani millennials' involved in using social networking sites, data and correlations between study variables may be obtained and evaluated using any millennials of a specific city of Pakistan. Furthermore, if the researcher is granted additional time to complete a research study; the sample size might be raised. Finally, longitudinal research might be used to analyze the link between study variables rather than cross-sectional research.

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## APPENDIX

### Research Questionnaire

This study seeks to establish “How millennials’ consumer intentions is influenced by social media marketing in Pakistan: Moderating role of perceived value of social media marketing”. Kindly spare 10 minutes of your time to give your personal opinion in relation to the following questions. All the information obtained will be treated with strict confidentiality and will only be used for academic purposes.

#### Regards:

Amir Hamza

### Section A: General Information

#### Gender:

- Male
- Female

#### Age:

- 20-25 years
- 26-30 years
- 31-35 years
- 36-40 years
- 41 years and above

#### Education:

- Undergraduate
- Graduate
- Postgraduate

#### Annual Income:

- Less than 500,000
- 500,000 – 1,000,000
- More than 1,000,000

**Frequency of Using Social Networking Sites:**

- Rarely
- Occasionally
- Frequently

**Section B: Social Media Marketing**

<b>Social Media Marketing</b>	<b>Strongly Disagree</b>	<b>Disagree</b>	<b>Neutral</b>	<b>Agree</b>	<b>Strongly Agree</b>
I think social media marketing is an effective way to reach customers.	1	2	3	4	5
I think that view an ad message on a social media site such as Facebook or Twitter versus traditional media such as, TV, radio or newspaper is attractive.	1	2	3	4	5
I intend to visit social media platforms for getting product information in future.	1	2	3	4	5
I think social media marketing is a better medium than others available.	1	2	3	4	5
Interacting with brands through social media marketing makes me	1	2	3	4	5

feel connected to the bigger picture of luxury brands.					
I am willing to spend time to support community activities on social media.	1	2	3	4	5

**Section C: Perceived Value of Social Media Marketing**

Perceived Value of Social Media Marketing	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
On social networking sites, I find the information I need.	1	2	3	4	5
On social networking sites, I find information that I can't find in other sources.	1	2	3	4	5
Social networking sites keep me up to date with the latest trends.	1	2	3	4	5
The information on social networking sites is reliable because it comes from people I know.	1	2	3	4	5
The information on social networking sites is reliable.	1	2	3	4	5
It gives me the opportunity to have a	1	2	3	4	5



closer connection with other users.					
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Section D: Millennials' Consumer Intentions

Millennials' Consumer Intentions	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I plan to buy my favorite luxury brands from online stores in the future.	1	2	3	4	5
I intend to continue visiting the websites of luxury brands.	1	2	3	4	5
I intend to use the applications on the websites of my favorite luxury brands.	1	2	3	4	5
I plan to continue participating on the social networks of luxury brands (to post comments, images, videos, and likes to the content posted).	1	2	3	4	5
I intend to follow the vlogs/blogs of luxury companies or blogs that refer to luxury brands.	1	2	3	4	5
I will join virtual communities of luxury brands.	1	2	3	4	5

**Thank You!**

AAA

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