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**“THE IMPACT OF SOCIAL MEDIA MARKETING ON CUSTOMER
PURCHASE INTENTION WITH MODERATING ROLE OF
GENDER: A CASE OF TWIN CITIES OF PAKISTAN”**



By

Tehreem Fatima 01-321212-054

MBA

Supervisor

Dr. Muhammad Kasheer

Department of Business Studies

Bahria University, Islamabad

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| <u>Names of Student(s) :</u> | Enroll # |
|-------------------------------------|-----------------|
| • Tehreem Fatima | 01-321212-054 |

Class: MBA 1.5 YEARS (WEEKEND)

Approved by:

DR. Muhammad Kasheer
Supervisor

Qazi Ahmed
Examiner-I

Omar Sajid
Examiner-II

Dr. Syed Haider Ali Shah
Research Coordinator

DR. Khalil Ullah Muhammad
Head of Department
Business Studies

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Abstract

The purpose of the study is to find the “The Impact of Social Media Marketing on Customers Purchase Intention with Moderating Role of Gender”. Thusly, this part on strategy is given to see design, research purpose, methodological approach, survey design, unit of assessment to examine the legitimacy and dauntless nature of the instrument, information gathering system, information examination, moral thought, and fundamental of the assessment. The spot of this examination is to observationally test the hypotheses and relationship between factors framed in the theoretical model which was produced using previous evaluations was embraced for this appraisal study. Considering research questions, the producer chose to embrace a quantitative examination approach. Utilizing this approach huge extent of information can be gathered to help in keeping an eye on those solicitations. The applied model necessities exact approval across different virtual entertainment stages, for example informal communication sites, internet business sites, and so on. The review has remembered the real estate area for the examination which is undiscovered area in past investigations in Pakistan.

Keywords:

Social Media, Real Estate, Interaction, Trust, Credibility, Trend, Gender Role, Purchase Intention, Agents Gender.

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CHAPTER 1

1. INTRODUCTION

1.1 BACKGROUND:

The real estate industry in Pakistan has grown significantly in recent years, driven by factors such as an increasing population, urbanization, and economic development. The country's housing market has turned into an alluring objective for both neighborhood and unfamiliar financial backers, with numerous designers and manufacturers putting resources into lodging projects, business properties, and blended use improvements. The interest in lodging in Pakistan is driven by a developing populace and urbanization. With a rising number of individuals moving to urban communities looking for better open positions and a better quality of living, the interest in lodging has risen. This has prompted a lack of reasonable lodging, which has brought about an expansion in lodging costs. To resolve this issue, the public authority has executed different approaches, for example, the Naya Pakistan Housing Project, to expand the stock of reasonable lodging.

The demand for commercial properties in Pakistan has also grown in recent years, as the country's economy has developed, and more businesses have been set up. Business properties, for example, workplaces, retail spaces, and stockrooms are popular, as they give a constant flow of rental pay for financial backers. Furthermore, the development of internet business and the ascent of innovation-based organizations has likewise prompted an expanded interest for server farms and cooperating spaces.

From over last few years in Pakistan, a rapid growth in real estate industry have been saw. Customers invest in different societies in different areas of Pakistan to secure money and gain profit. Technology has played a significant role in boosting the growth and awareness of real estate businesses overall the world including Pakistan. As the marketing of every business now had digitalized, the real estate industry has also revolutionized and focused more itself on digital marketing as compared to traditional marketing system. Previously, customers do not have much knowledge about any land in which they are investing. People always have concern regarding getting scammed because they cannot visit to the land which are at a great distance and does not have a look on it. (Yasmeen Gul, 2019). Technology has made things easier for them, as they can

view and get reviews about any kind of property through different means of social media and get information from different Customers and real estate companies across the country. They can get to know about the development situations of different societies and can plan investments easily. Different companies display many assorted products on their websites and on social media, through which the customers can know about their products and services and target them through digital marketing.

Social media marketing is the process of using social media platforms to promote a product, service, or brand. Land organizations can utilize online entertainment stages to advance their properties and associate with likely purchasers. By making a presence via virtual entertainment, land organizations can contact a huge and different crowd, which can eventually prompt expanded deals and income.

One of the vital advantages of Social Media Marketing promoting for the land business in Pakistan is the capacity to feature properties in an outwardly captivating manner. Stages, for example, Instagram and Facebook are especially appropriate for this, as they permit land organizations to post excellent pictures and recordings of properties. This can assist with drawing in possible purchasers and provide them with a superior feeling of what the property is like.

One more advantage of online entertainment promoting for the land business in Pakistan is the capacity to target explicit socioeconomics. For instance, land organizations can utilize online entertainment publicizing to contact people inside a particular age range, orientation, area or interests. This permits organizations to make exceptionally designated promoting efforts that are bound to create leads and deals.

The study regarding real estate and social media marketing on real estate was found is on Gwadar, Pakistan that is 'The Effect of The Internet on Real Estate Marketing in Gwadar, Pakistan.' The paper was about the manipulate of speculations and fraud instances in real estate advertising and marketing using the internet. Most of the individuals who can spend money on Gwadar however do not due to worry of fraud cases in the private real estate market. (Gul, Y 2019). Few more studied has been found regarding the real estate market. The study 'Impact of Real Estate Pricing Strategy on Customers behavior & Purchase Intention: A Study on Real Estate Sector in Islamabad' by Nadir Ali Qureshi reflected about the strategies of pricing on behavior and purchase intention of Customers by focusing on the brand trust acquired by the digital content,

brand loyalty & influence of word of mouth through Television Advertisements and print media (Qureshi, 2018). The other papers are more focused only on face book marketing in social media and its impact on revenue maximizing (Azam, June, 2021). The other research has highlighted the facts about usefulness of social media, trustworthiness, Customers preferences etc.

The purpose of the study is to know about the effect of interaction between real estate companies and investors play any significant role in in Customerss buying behavior. Does the credibility of the companies' agents' matter the most for the investors for their buying behavior? To know about the trust of companies' agents' matters more when making an investment or the societies.? Does the Customers think of trends while making a purchase? To find out if there is any moderating effect of gender on Customers buying behavior. To the best of our knowledge, the study conducted on the real estate marketing is focused only on the face book marketing and misleading information. Hence, this paper will aim to contribute towards the literature by focusing the effect of interaction, credibility, trend, and trust and gender role through social media marketing on Customers buying behavior.

1.2 Problem statement

Technology is playing a great part in human life. Through the means of internet, People can know about the advantages and disadvantages before taking any decision in their life. In Pakistan, real estate business is growing day by day. The focus of real estate companies to market and sell their products is through the mean of social media. The most focused platforms are Facebook, YouTube, and Google. But the question arises that what are the factors in marketing which effect Customerss buying behavior and purchase intention in Pakistan? Thus Interaction, credibility, trend, and trust lead to a rise in Customers buying in the real estate markets. Does gender play any role in between?

“Interaction, trust, trend, and credibility with the moderating effect of gender which eventually leads to rise Customers purchase intention.”

The research will direct us to investigate the effect of modern marketing i.e., social media marketing acts with regards to interaction, credibility, trend, and trust and evaluate its positive and negative effects and moderating effect of gender between them. The research will show how

Customers behavior will be influenced through social media marketing and his purchase intentions in real estate of Pakistan.

1.3 Research gap

There is insignificant amount of literature available on real estate market. The available study on real estate focuses on the effect of social media marketing mainly in twin city (Islamabad and Rawalpindi), other regions and countries. To the best of our knowledge, there is a very a smaller number of significant studies is done in the case of Pakistan's market. The past literature focuses on the effect of face book marketing, revenue maximization, misleading information's, interactions, trust, credibility, and trend directly on Customers buying behavior. The study was aimed to fill the gap by examining the gender as a middling point between credibility, and trust and Customers purchase intention. The research has focused on the message delivered by the specific gender and its impact on Customers purchase behavior. The research has incorporated how the social media marketing affect the Customers buying behavior which helps the companies reaching out to customers more effectively and helps more in future in a positive manner and leads the company's recognition, awareness in the market.

1.4 Research objectives

1. To find out the effect of company's social media interaction on Customers Purchase Intention.
2. To find out the effect of companies' agents' trust on customers for their Purchase Intention.
3. To find out the effect of companies' agents' credibility on customers for their Purchase Intention.
4. To find out the effect of market trend on Customers buying behavior.
5. To investigate the effect of moderating role of gender in the relationship between companies' agents' trust and Customers Purchase Intention.
6. To investigate the effect of moderating role of gender in the relationship between companies' credibility and Customers Purchase Intention.

1.5 Research questions

1. What is the effect of company's social media interaction on Customers purchase intention?
2. What is the effect of companies' agents' trust on customers for their purchase intention?
3. What is the effect of companies' agents' credibility on customers for their purchase intention?
4. What is the effect of market trend on Customers purchase intention?
5. What is the effect of moderating role of gender in the relationship between companies' agents' trust and Customers purchase intention?
6. What is the effect of moderating role of gender in the relationship between companies' credibility and Customers purchase intention?

1.6 Significance of the study

The current study has evaluated the reasons pertaining the buying behavior of Customers in real estate market. The study has evaluated the reasons of investing in real estate business and potentially can suggest how marketing companies can improve their marketing techniques and understand Customers better. The study has highlighted the expert opinions about reasons behind the new techniques in social media marketing and buying behavior of Customers and how they can gain competitive advantage and sales by understanding the Customers more in depth for their purchase intention. The study will help the agencies to know well about their customers and what influences them for their purchase intention.

1.7 Operational definition

| | |
|-------------------------------|--|
| Social Media | The method of interactions amongst human beings wherein they create, share, and/or exchange facts and thoughts in digital groups and networks. (communication and marketing, n.d.) |
| Social Media Marketing | The use of social media through marketers to boom brand awareness, perceive key audiences, generate leads, and construct significant relationships with customers. (social media marketing, n.d.) |
| Real Estate | The land along with any eternal enhancements linked to the land, whether or now no longer natural or man-made which incorporates water, trees, minerals, buildings, homes, fences, and bridges. It differs |

from private assets, which may be topics now not absolutely linked to the land, which consist of vehicles, boats, jewelry, furniture, and farm equipment. (real estate, n.d.)

Interaction A scenario in two or more humans or matters communicate with each other or react to each another. (interaction, n.d.)

Credibility The truth that a person may be believed or trusted. (credibility, n.d.)

Trust To accept as true with that a person is right and sincere and could not damage you, or that something is secure and reliable. (trust, n.d.)

Trend A preferred improvement or alternate in a state of affairs or withinside the manner that human beings are behaving. (trend, n.d.)

Purchase Intention The degree of willingness and inclination of clients to shop for a products or services within a sure duration of time. (buying intent, n.d.)

Gender Role A gender role is a social position encompassing several behaviors and attitudes which are commonly taken into consideration acceptable, appropriate, or applicable for someone primarily based totally on that person's sex. Gender roles are normally targeted on conceptions of masculinity and femininity, even though there are exceptions and variations. The specifics concerning those gendered expectancies might also additionally range amongst cultures, even as different traits can be not unusual place at some point of several cultures. (gender role, n.d.)

CHAPTER 2

2 LITERATURE REVIEW

This segment functions the one-of-a-kind hypothetical thoughts associated with the referenced research objectives and research questions. The issue concerning this study is that no significant research has been found on the real estate market of Pakistan. The of social media interaction, credibility, trust, and trendiness are the factors of interest in this review. Purchase intention is viewed as dependent variable, though interaction, credibility, trust, and trendiness have been concentrated as independent variable with considering gender role as moderation between them.

2.1 Theory:

2.1.1 Theory of planned behavior:

The theory of planned behavior (TPB) is a mental hypothesis that means to make sense of and foresee human way of behaving. It is a broadly involved structure in friendly and wellbeing brain research that assists with making sense of why individuals participate in specific ways of behaving and how they can be impacted to change those ways of behaving. (Shaw)

The theory sets that behavior is determined by the three key elements: mentality towards the way of behaving, abstract standards, and saw social control.

Demeanor towards the conduct alludes to a singular's positive or negative assessment of a way of behaving. It is the singular's general good or gloomy sentiments or feelings about the way of behaving. For instance, a singular's disposition towards standard activity could be positive, as they see it as helpful for their physical and psychological well-being, or negative, as they consider it to be an errand.

Emotional standards allude to the singular's view of the assumptions and assessments of significant others, like loved ones, with respect to the way of behaving. On the off chance that an individual sees that notable individual in their day to day existence support a way of behaving, they are bound to take part in it. For instance, assuming a singular's loved ones accept that normal activity is significant, the individual is bound to consistently work-out.

Seen conduct control alludes to the singular's impression of their capacity to participate in the way of behaving. It is their conviction about the simplicity or trouble of playing out the way of behaving. Assuming an individual sees that it is not difficult to participate in a way of behaving, they are bound to do as such. For instance, assuming an individual sees that it is not difficult to work-out routinely, they are bound to do as such.

The TPB likewise consolidates the idea of goal, which is the singular's expectation to take part in a way of behaving. The hypothesis expresses that expectation is the most grounded indicator of conduct, and it is the blend of disposition, emotional standards, and saw social control that predicts aim.

The hypothesis of arranged conduct is valuable in understanding and anticipating different kinds of ways of behaving like wellbeing ways of behaving, ecological ways of behaving, and purchaser ways of behaving. It has been applied in an extensive variety of examination fields like in wellbeing advancement, schooling, and showcasing. The hypothesis gives a system to understanding the mental components that underlie conduct and can be utilized to plan powerful intercessions to change conduct.

One of the critical qualities of the TPB is that it perceives that conduct is affected by numerous elements, as opposed to only a singular's perspectives or convictions. This comprehensive methodology assists with giving a more complete comprehension of conduct, and planning intercessions that focus on numerous factors can be utilized.

This paper portrays and reviews theory of planned behavior. Forecast a sole suggest taking part in a manner to cope with performing at a specific by and massive setting. The theory became predicted to type out all approaches to cope with appearing over which people can observe balance. (Fishbein, 1977) expected that most techniques to appearing critical to social and lead scientists are probable going to be beneath volitional manipulate, and that mind-set on manipulate are excellent robust areas for correspondingly. The previous studies shows that interaction, credibility, trust, and trend is related with theory of planned behavior. Theory of planned behavior explains the individual wide range of attitudes and behaviors regarding one's intentions.

2.2 Social Media

Social media was defined as the tools and processes for speaking with clients have modified significantly with the emergence of social media; therefore, companies ought to discover ways to use social media in a manner this is steady with their business plan. (W. Glynn Mangold, 2009). Online entertainment showcasing is the method involved with utilizing web-based entertainment stages to advance an item, administration, or brand. The objective of web-based entertainment promoting is to increment brand mindfulness, draw in with clients, and at last drive deals and income. Online entertainment stages like Facebook, Twitter, Instagram, LinkedIn, and YouTube are probably the most well known channels for virtual entertainment advertising.

One of the vital advantages of online entertainment showcasing is the capacity to contact a huge and different crowd. There are billions of dynamic clients via virtual entertainment stages, and this presents an immense chance for organizations to interface with possible clients. Also, virtual entertainment stages permit organizations to focus on their showcasing endeavors to explicit socioeconomics like age, orientation, area, and interests. This permits organizations to make profoundly designated and compelling promoting efforts.

This literature focuses on the development of social media marketing in real estate businesses of Pakistan. This sensation has only been adopted from last few years and focused mainly on the concepts of its base and behaviors. Social media marketing defined as a connection between a brand and Customers having a private channel for networking and interaction (Chi, 2011). Online entertainment relates fundamentally to person-to-person communication among clients, so publicizing verbal trade procedures in such client centered long range informal communication settings imitate the viewpoints of promoting specialists (Mulhern, 25 June 2009). It is considerably more to do with how people are doing the advancement than the genuine development, for rather than just recuperating information, clients are as of now making and consuming it, and hence expanding the worth of the locales that permit them to do according (Colin Campbell, 2013). (Louise Kelly) communicated that online amusement gives associations astounding entryways to reach to the ideal vested parties and gather individual bonds with them. While attempting to conceptualize the vital activities while embracing to online organizations, virtual amusement promoting works out redesign brand accomplishment. Research shows the adequacy or

unwavering quality of the medium effects how the purchaser sees the legitimacy of the information publicized (Moore & Rodgers, 2005).

Online entertainment and arrangements as a kind of total understanding, web-based entertainment contains a ton of critical information which can be used to expect bargains (Ashish Kumar, January 2016) (ZhenyuanLiu, February 2022). (Sitaram Asur; Bernardo A. Huberman, 2010) tell the best way to utilize inclines eliminated from Twitter to gauge entertainment world wages for movies. (Johan Bollen, 2011) look at the substance of step-by-step Twitter channels by two demeanor following mechanical assemblies, track the movements in open demeanor state using colossal degree Twitter channels, and research whether public mentality compares to protections trade. (Bartov & Lucile Faurel, 2018) find that the absolute evaluation in solitary tweets successfully predicts an affiliation's quarterly pay and statement returns considering a model set from 2009 to 2012. (Smith M. J., 2010) use film studies from different sources to really² Hui Shi et al. predict the underlying week's end net benefit. (Brynjolfsson, 2015) report that a house search record, which relies upon search practices from the Google web search device, is unequivocally connected with future home arrangements and expenses.

2.2.1 Interaction

Interaction is communication between the two or more individuals which share some information's, knowledge, and ideas and can react to each other. In today's world, it became easy for companies to interact with their customers and different people regarding their products and services and inform that what new they are bringing into the market. It has changed the communication way between organizations and customers. It has provided a platform where they can share feedbacks and ideas. (Shrum, 2013) define social interaction as an electronic network where one individual to the next correspondence setting, knowledge suggests a client centered association with machines, messages, or various clients, focusing in on the experiential piece of frameworks organization process. As shown by social interaction theory, social interaction is the motivation of behavior hold that in the social business environment, the vendors who benefit most are not necessarily individuals who are in the association place, yet individuals who approach more clients (Stephen, 2010). interaction is a significant part of online entertainment showcasing, as it permits organizations to interface with clients and construct connections. Web-based entertainment stages furnish organizations with a simple method for speaking with clients and

answer their inquiries, concerns, and input. This can assist with building trust and reliability among clients, which can eventually prompt expanded deals and income. interaction can take many structures via virtual entertainment, including remarking, preferring, and sharing posts, as well as immediate informing. Organizations genuinely should be dynamic and responsive via web-based entertainment, to draw in with clients progressively. This implies checking virtual entertainment accounts consistently and answering expeditiously to remarks and messages. Based on this following is the hypothesis:

- ***H1: Interaction has significantly positive effect on purchase intention.***

2.2.2 Trust

(Robert M. Morgan, 1994) describes trust as cooperation between two social affairs, in which one party has satisfactory confidence in the steadfast quality and dedication of the other. Trust suggests that sureness regarding the tolerant party results from the firm inclination that the solid party serious areas of strength for is has high reliability, which are associated with such a great deal of characteristics as steady, skilled, certifiable, fair, dependable, obliging, and thoughtful (Altman, 1973). Trust is the lead assumption for "excitement" combine (Moorman, Deshpandé, & Zaltman, 1993). Enthusiasm to act is evident in the conceptualization of trust and, thusly, one couldn't name a trading accessory as reliable if one were not prepared to take actions that regardless would imply risk. (Thorsten Hennig, 2004) Trust considering credibility relies upon standing and suggests the doubt that the other party in a trade is dependable, however generosity associates with unsurprising associations among vendor and buyer. In this survey, trust is seen across online organizations in the sensation of trades over the web. Trust in peers on one individual to another correspondence organizations will similarly be considered. With respect to online organizations, trust can help in the relationship of individuals and urge them to go along with others to their continuous association. Furthermore, trust has a basic effect in portraying both a Customers's purchase point and genuine approach to acting (Thorsten Hennig, 2004). Stresses over an internet-based store's steadfastness are among the principal factors perceiving on the web buyers from non-buyers (Sanghyun Kim, 2013). (Smith S. L., 1997) dependable that a firm can secure a good standing (a critical asset) just by successful cash the board this present time is the perfect open door and work to give its clients genuine thought. (Schurr, 1985) described trust as one's confidence in one's opponent to the extent that the opponent's ability and excitement to spread out

and keep an immovable business relationship and the steadfast nature of the opponent's responsibilities or plans. It is basic to see the multifaceted characteristics of trust to even more plausible handle the genuine idea of trust. Mental trust and critical trust are two gigantic sorts of trust, and the last decision is kept an eye on by a solitary social encounter (Chechen Liao). Online trust as the client's approval and idea that electronic firms don't manhandle express characteristics of online circumstances for their own advantages and that they are solid and care for clients with steadfastness, sensibility, and reliability (Cynthia L. Corritore). Trust comes from past communications and experiences, and it makes as the relationship creates (Tomlinson, 2014). Social Media redirection is seen by clients as a stronger wellspring of information concerning things and relationship than corporate-kept up with correspondences went on through the standard bits of the advancement mix (Foux). There is insignificant amount of literature available on trust and purchase intention, but trust has influence on Customerss, based on this following is the hypotheses:

- ***H2: Trust has significantly positive effect on purchase intention.***

2.2.3 Trend

Trend or social trend are the activities in which society involves themselves in specific kind of living choice for the specific time. Trend have been in the society from the beginning of life and some fads as the time passes and trends takes place. Organizations on social media introduces a new trend for their products or services and to connect more people. The wellspring of that content can start in standard news sources or from clients who produce subjects that eventually become trend of the examples and catch the thought of enormous organizations. They are transforming into the fundamental journey channels for the clarification that it is seen more reliable than ordinary firm-upheld unique activities (W. Glynn Mangold, 2009). Trend quality exhibits the limit with regards to online amusement to spread the famous information. It moreover covers four huge sub-motivations: data, perception, prepurchase information and inspiration. (Daniël G. Muntinga). Based on this explanation, following is the hypothesis:

- ***H3: Trend has significant positive effect on purchase intention.***

2.2.4 Credibility

The degrees of progress in data and correspondence advances and especially the Internet have opened new open entrances for master focuses and buyers to part data between themselves. (Marc-Julian Thomas, 2019). Information made by buyers, like online reviews, is more persuading than information made by sponsors, since purchasers don't have an individual stake and are therefore free and more credible (Do-Hyung Park, 2007). Prior assessments suggest that clear credibility expects a colossal part in purchasers' dynamic cycles and diminishes weaknesses (Ragowsky, 2014). The credibility of online surveys radiates an impression of being fundamental while pursuing buy choices thinking about such examinations. Given the significance of reliability worried on the web surveys and related buy choices, smart audit authenticity is of marvelous premium to the two clients and marketing specialists. (Munzel, 2016) stats that the rising demonstration of fake blueprints posted web-based not simply bet the credibility of review grievances as gigantic information focal concentrations for individuals yet in this way jeopardizes a tremendous wellspring of information for ace core interests. (Hovland, 1952) states that the rising show of fake designs posted electronic not recently gambled with all that of blueprint grievances as immense information focal concentrations for individuals yet similarly jeopardizes a huge wellspring of information for master focus interests. (Jason K. Clark, 2011) source unwavering quality and related contemplations like disinterestedness, objectivity, genuineness, dazzling goal, and tendencies are not related in an immediate manner to the convincingness of a message. The consistency and capacity parts of source authenticity could have differential loads, the trust-laudable communicator was more alluring than was the naughty one, whether he was pro revealed by (Elliott McGinnies, 1980). The significance of online surveys and their authenticity as to buy choices, it is shocking that the study by (Cheung, 2014) ponders buy focuses in like manner. Bases on reject review sidedness and attest battle strength, source genuineness and review consistency as determinants of diagram authenticity by (Chuan Luo, 2015). Another sort of source credibility, corporate authenticity, can in this way impact purchasers' perspectives toward the advancement and the brand (Ronald E. Goldsmith, 2000) endorser authenticity strongest affected mentality toward the progression, while corporate worthiness strongest influenced outlook toward the brand. These disclosures suggest that corporate dependability anticipates a gigantic part in purchasers' responses to advancements and brands, free of the in like manner basic control of endorser authenticity. In this manner, amazing substance, reasonable correspondence and be dynamic and

open in conversation are fundamental in pushing association. This relationship assists with developing worthiness and bias. Based on this following is the hypotheses:

- ***H4: Credibility has significant positive effect on purchase intention.***

2.3 Gender role

The adage gender suggests whether an individual is genetically and normally male or female (Wilson, 2002). For a truly extensive stretch of time, bearing has been viewed as an immense examination subject in various fields, like psyche science, progressing, and lead studies (Bem, 1981). Of late, anyway, the need of course related research has broadened concerning the web considering the scattering of the web among people and females the same (Cyr, 2014). For advertisers, the crucial piece of gender issues might be the way people and females answer obviously to publicizing keeps up with. Especially, there is broad confirmation to suggest that people will, when in doubt, have more raising focuses toward publicizing than females (DeAnna S. Kempf K. M., 1997). As per a psychological perspective, the seeing hypothesis holds that there are gigantic partitions in sexual bearing in recognizing systemizing, toward the day's end, women's cerebrum evaluation and lead are the more truly controlled, while men are the more intellectually destroyed (Baron-Cohen, 2009). There are colossal separations in the manner people handle information. Some studies have recommended that men will overall oversee publicizing data in a heuristic way and the relationship between how much struggles and convincingness of data is positive and direct (DeAnna S. Kempf R. N., 2006). Trust and purchase intention for men are more affected by mental parts, while ladies are more influenced by huge parts. There is no significant literature found on gender effect on trend. Moreover, considering the past focal centers, we drive the following hypothesis:

- ***H5: To investigate the moderating relationship of gender's trust and purchase intention.***
- ***H6: To investigate the moderating relationship of gender's credibility and purchase intention.***

2.4 Purchase Intention

While attitude proposes assessment of things, intention that is the solitary's inspiration in the vibe of their target to perform direct. Another definition expresses that buy supposition that is the single's thought with respect to make an endeavor to purchase a brand. Various experts perceive

that purchase intention that is what we figure we will buy (arissara Parkvithee, 2012). There is one more clarification that shows that specific elements of things, impression of clients, nation of beginning and point of view on nation of beginning, all impact clients buy objective (Cheng Lu Wang, 2012). Tracked down factors, for instance, thing quality, brand and advancement can be the principal factors that add to Customers's purchase point. These factors go probably as the very legitimization behind associations to offer more on the publicizing tries achieved through cunning means other than standard approaches as the two procedures can help with supporting their slices of the pie. Makes like considering something buying a brand and expecting to buy a brand serves to scope the goals of buying (Porter, 1974). (Porter, 1974) also said that clients purchasing conduct additionally rely fair and square of existing test in the business. (Peter D. Turney, 2003) acknowledged that mean to purchase is the purchaser's gauge of which affiliation he will choose to purchase. (Hsin-kuang Chi, 2011) (Michel Laroche, 1996) stats that to purchase might be viewed as an impression of confirmed buy lead. Dependable that pushing endorser's unmistakable quality rate can change purchaser's own personal affinity and attitude and in the end influence client purchase point. (Leon Schiffman, 2000) recognizes that client buy objective expects a quantifiable part in the chance of client buying conduct. Prior evaluations recommended that purchasers as frequently as conceivable use brand name or related signals as a support behind thing decision (ADAVAL, 2003). Purchaser Purchasing Conduct is our reliant variable. Customer Purchasing Conduct is the investigation of people, gatherings, or associations and every one of the exercises related with the buy, use and removal of labor and products. Customer conduct comprises of how the shopper's feelings, mentalities and inclinations influence purchasing conduct. (Iqbal, 2012) say it is the individual's readiness to shop utilizing on the web stages to buy items and administrations or to make correlations. Also, it helps organization's figure how customers decide and the variables that impact their choices. As I would see it and as upheld by exhaustive exploration by (al, 2008)it is vital to have a downplaying of the client's buy goal since it will decide the individual's choice of regardless of whether they need to shop through the web. Their choice depends on the credibility of the data that they get viewing that specific item as concentrated by (Dae-Young Kim, 2088)At the point when the hope of chance is being available in a buy individuals will lean toward getting some additional data regarding that item and the retailer. They will likewise trust the surveys and suggestions that they get about the specific item or administration, and this will impact them in their last purchasing choice as made sense of by (Jing

Wang, 2013) Nonetheless, as concentrated by (Thomas Suwel, 2011) the decrease of hazard considers a buy will prompt expanded possibilities that the buy will be made by the client. Other than this, the nitty gritty data that is being given by these internet-based stages decidedly impacts their buy choices (Park, 2007) (Hung-Chang Chiu, 2012) features that nowadays individuals over the web are intrigued not just in persuading the clients for one-time buy however to get back in the saddle for rehashed buys through the site.

2.5 Theoretical Framework:

The evaluation model has been conceptualized and made using perceived structures from the specific forming survey to investigate the social media marketing effect on Customers purchase intention with moderating effect of gender role.

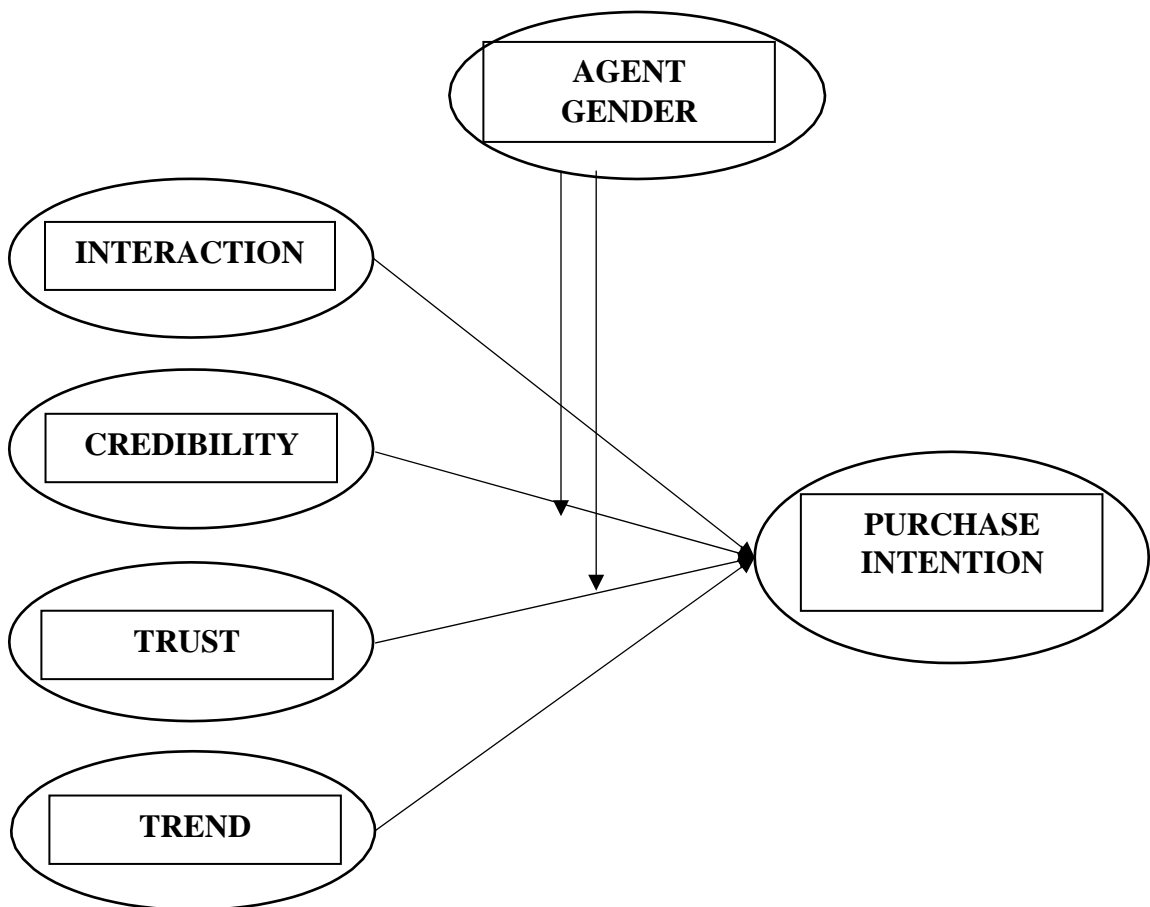


Fig 2.1

CHAPTER 3

3 Methodology

3.1 Research Purpose

The primary purpose of this study is to analyze and annihilate the impact of social media marketing progressing on Customers buying behavior with moderating position of gender. The going with a piece of our examination consolidates different gadgets and systems that are modified in the assessment paper to consider, grasp, notice and survey free and ward variable of the composition. The obvious justification behind existing is to give the information subject to current real factors to survey and check the Job of Social Media Marketing Promoting on Real Estate in Purchase Intention of Customers. The endorsement of the assessment design starts from this segment. The general population is evaluated with the model size. Also, the instruments that have been analyzed is used to gather data are explained here. Thusly, in this part the data examination, arrangement of data and making judgments has discussed.

3.2 Research Design

This part talks about how information gathering was done before the irrefutable examination consider was finished and it enlightens how the progression of collection of information was finished. Thusly, this part on strategy is given to see design, research purpose, methodological approach, survey design, unit of assessment to examine the legitimacy and dauntless nature of the instrument, information gathering system, information examination, moral thought, and fundamental of the assessment. To address the research gap and meet the targets, descriptive quantitative research design is utilized. They are portrayed by research hypotheses that choose the nature and heading of the relationship between or among factors being considered. Thusly, descriptive examination is a fitting evaluation plan for the explanation that this study tries to investigate the impact of social media marketing on Customers buying behavior.

3.3 Methodological Approach

The spot of this examination is to observationally test the hypotheses and relationship between factors framed in the theoretical model which was produced using previous evaluations was embraced for this appraisal study. We have involved inferential thinking as hypotheses which were endeavored, and closes drawn depend upon the authentic evaluation of the information. Considering research questions, the producer chose to embrace a quantitative examination approach. Utilizing this approach huge extent of information has been gathered which helped in keeping an eye on those solicitations.

3.4 Data Collection Techniques

The information was assembled from various real estate organizations customers from all over the Pakistan and some from overseas through survey for the primary information. Essential information alludes to information grouping source in which information is accumulated clearly from direct resources using methods like gatherings, surveys, and audits. Such an information is assembled basically strangely for research reason (Jorge L. Gardea-Torresdey, 2003). A survey or a review structure is arranged which was passed among the different people on to assemble information so further examination ought to be conceivable on it. A technique was used for our assessment to gather data through an online google form and this form was shared with different people of real estate. In this examination, a 5-point Likert scale is used which is most normally used, underneath referred to are the things, scale, estimations, and wellspring of the ongoing assessment. The business concentrates to measure the responses of the general population (Arun A. Elias, 2001). Exactly when the surveys were conveyed among the respondents, they were approached to address the request on Likert scale by using different things. The rating and size of the choices was finished to evaluate the changeability of the responses of the respondents. The assessing instruments for the review have been embraced from the forms and factors of the examination are land, Facebook, and advancement affirmation model.

3.5 Survey Design

Primary data source is used for this survey depending on the objective. Primary data contains all data got during the study that may be expressly reasonable to the legitimization for the survey. The primary data is gotten from the responses of delegated respondents on oneself controlled

survey scattered. Since there are no secondary sources. Information gathered will be gathered by posting on Facebook, sharing on whatsapp and so forth.

3.6 Geographical Context of the Study

The review will have the essential information gathered from realtors' customers living in Pakistan and overseas.

3.7 Unit of Analysis

Real estate agent's customer's metropolitan networks from age under 40-above 60 who are working as marketers will be reached to give primary data to the assessment. The sample size has been determined by the population of investors investing in the real estate market of Pakistan. The total number according to the Qualtrics calculator was 600 respondents but the data was only collected by 251 respondents living in twin cities.

3.8 Scales and Measures

The variables will be assessed on the scale of 5 points from insistently agree to insistently disagree contrast. The first segment for assessment involves respondent information and other various segments contain elements to be measures.

3.9 Research Philosophy

The research philosophy is about defining the sources of information assortment, the idea of data gathered, and the movement of information all through the review. (Subashini Venkateswaralu, 2020). Positivism embraces a reasonable quantitative way to deal with examine perspectives. It portrays and investigate top to bottom peculiarities from a quantitative perspective. It is appropriate to apply positivism research philosophy in the flow study since it is level headed. There is an adequate measure of information about the topic, and ask is of quantitative nature, making it suitable to utilize this way of thinking. It is utilized in the essential examination setting which is assemble by a coordinated information questions and systems.

3.10 Data Analysis Techniques

The technique used in this research paper will be SPSS (Statistical Package for Social Sciences) Statistical Software. From the help of the software, results and interpretation will be done through which the paper will be able to find and conclude the data. The SPSS test which was runned are

- Frequencies
- Descriptive analysis
- Reliabilities
- Regression analysis
- Moderator analysis

CHAPTER 4

4. Result and Analysis

4.1 Results and Analysis

A survey of organized questions was created and given to 251 respondents and information is gathered from them. In view of the information gathered through the survey, information is broke down with the assistance of SPSS Programming by utilizing factual tests (Descriptive Analysis, Regression Analysis, Reliability Analysis and Moderation Analysis).

4.1.1 Sampling Characteristics (Frequencies)

Table 4.1 Gender

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|--------|-----------|---------|---------------|--------------------|
| Male | 208 | 82.9 | 82.9 | 82.9 |
| Female | 43 | 17.1 | 17.1 | 100 |
| Total | 251 | 100 | 100 | |

The information gathered from 251 all out respondents from which with deference, the all-out number of male respondents were 208 (82.9%) while 43 (17.1%) female respondents shared their reactions. The study survey was randomly floated by various realtors to their clients, the information shows that the guys are more predominant and put more into the land.

Table 4.2 Age

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|----------|-----------|---------|---------------|--------------------|
| Under 40 | 67 | 26.7 | 26.7 | 26.7 |
| 41-50 | 62 | 24.7 | 24.7 | 51.4 |
| 51-60 | 103 | 41 | 41 | 92.4 |
| Above 60 | 19 | 7.6 | 7.6 | 100 |
| Total | 251 | 100 | 100 | |

The age factor is divided into four separate groups from under 40 to above 60. The people of age group 51-60 (41%) are more actively responded and participating in the investments than the others. By looking at the table the adults under 40 (26.7%) and 41-50 (24.7%) age group are

also more actively participating into the real estate and its investments. But an exceptionally small number of old adults above 60 (7.6%) respondents were seen participating in the real estate industry.

Table 4.3 Agent's Gender

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|--------|-----------|---------|---------------|--------------------|
| Male | 189 | 75.3 | 75.3 | 75.3 |
| Female | 62 | 24.7 | 24.7 | 100 |
| Total | 251 | 100 | 100 | |

The above information shows that the respondents have more cooperated with male realtors. A complete number of 189 (75.3%) male realtors has been shown. While the absolute number of 62 (24.7%) female specialists has been recorded by the respondents. This shows that the guys are even more effectively participating as a specialist in the land business then the females.

4.1.2 Reliability

Reliability Analysis in SPSS programming is a factual strategy used to evaluate the consistency and solidness of an estimating instrument, like a review or poll. SPSS gives a few dependability examination methodologies, including Cronbach's alpha, which is one of the most broadly utilized proportions of unwavering quality, which can be utilized to dissect information. It's vital to take note of that, dependability examination ought to be led prior to involving an action in research, it assists with laying out the consistency and strength of an estimating instrument, which will assist with expanding the legitimacy of exploration discoveries. It is a test which is done at first by every expert to insist about the form used is reliable, which addresses that the decided to create may be used on various events to make equivalent results. This infers that the genuine form is careful, consequently making it clearer to continue and adjust the subject of the assessment. The Cronbach alpha is the number we ought to look at to measure the level of the faithful quality. The Cronbach alpha is the regarded to be more vital than 0.7, that infers create is trustworthy, and may be effectively used.

Table 4.4 Reliability Analysis

| | Cronbach's Alpha | N of Items |
|---------------------------|------------------|------------|
| Interaction | 0.948 | 4 |
| Credibility | 0.959 | 5 |
| Trust | 0.953 | 4 |
| Trend | 0.958 | 4 |
| Purchase intention | 0.976 | 5 |

The Cronbach alpha value of the variable interaction is .948 which is above than the 0.7 shows that the data is reliable with the total number of 4 N items. The Cronbach alpha value of the variable credibility is .959 which is above than the 0.7 shows that the data is reliable with the total number of 5 N items. The Cronbach alpha value of the variable Trust is .953 which is above than the 0.7 shows that the data is reliable with the total number of 4 N items. The Cronbach alpha value of the variable interaction is .958 which is above than the 0.7 shows that the data is reliable with the total number of 4 N items. The Cronbach alpha value of the dependent variable Purchase intention is .976 which is above than the 0.7 shows that the data is reliable with the total number of 5 N items.

4.1.3 Descriptive Stats

Descriptive Analysis in SPSS programming is a measurable strategy used to sum up and portray information. SPSS gives a few illustrative examination techniques, including proportions of focal inclination (mean, median, mode) and proportions of changeability (range, standard deviation, difference) that can be utilized to dissect information. Descriptive Analysis can be utilized to give an overall outline of the information, distinguish examples and patterns, and produce hypothesis for additional examination. It's essential to take note of that, the results of the descriptive analysis ought to be introduced alongside proportions of changeability to have a more complete image of the information.

Table 4.5 Descriptive Statistics

| | Mean | Std. Deviation | N |
|-------|-------|----------------|-----|
| PI | 3.478 | 0.875 | 251 |
| Int | 3.499 | 0.855 | 251 |
| Cred | 3.514 | 0.854 | 251 |
| Trust | 3.455 | 0.866 | 251 |
| Trend | 3.545 | 0.859 | 251 |

The table above shows the descriptive insights of purchase intention (PI), interaction (INT), credibility (CRED), trust, and trend. The mean for the buy aim (PI) is *3.478 SD (.8757)* which is great. The mean for the interaction (INT) is *3.4990 SD (.85542)* which is fine. The mean for the credibility (CRED) is *3.5147 SD (.8542)* which is good. The mean for trust is *3.4552 SD (.86616)* which is likewise fine. Finally, the mean for the trend is *3.5458 SD (.85901)* is likewise of value.

4.1.4 Regression Analysis

The regression analysis describes the relationship between the independent variable and dependent variable as well as the extent of that variable is referred to regression. Regression Analysis in SPSS programming is a measurable procedure used to break down the connection between a dependent variable and at least one independent variable. SPSS programming gives an assortment of regression techniques, including linear regression, logistic regression, and nonlinear regression, that can be utilized to investigate information.

Table 4.6 Model Summary

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|------|----------|-------------------|----------------------------|
| 1 | .954 | 0.911 | 0.909 | 0.263 |

The r square in the table addresses the divergence that foreseeing factors (interaction, credibility, trust, and trend) brings about the dependent variable (purchase intention). R square demonstrates how much percent variety is brought about by the anticipating variable on subordinate variable. In the illumination of worth of r square in the model, interaction, credibility, trust, and trend taught *91.1%* of minor departure from the dependent variable (purchase intention). It implies that the foreseeing factors intention, credibility, trust, and trend influenced the dependent variable with a level of *91.1%*. Changed r square portrays the validations of the hypothetical

model's wellness. The changed r square worth in the model is *91.1%*. It shows that the hypothetical model applied in this study is *91.1%* fit.

Table 4.7 Anova

| Model | | Sum of Squares | Df | Mean Square | F | Sig. |
|-------|------------|----------------|-----|-------------|---------|-------------------|
| 1 | Regression | 174.625 | 4 | 43.656 | 627.141 | .000 ^b |
| | Residual | 17.124 | 246 | 0.07 | | |
| | Total | 191.749 | 250 | | | |

The anova model characterizes that the worth of F ought to be more than *4* and importance ought to be less than *0.05*. As the outcomes shows, that measurable meaning of the model is generally settled. From the table, the worth of f is *627.141* and importance is under *0.05*. As per the anova model, interaction (int), credibility (cred), trust, and trend altogether affect the shoppers purchase intention (pi).

4.1.5 Coefficients

Table 4.8 Coefficients

| Model | | Unstandardized Coefficients | | Standardized Coefficients | T | Sig. |
|-------|------------|-----------------------------|------------|---------------------------|--------|-------|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 0.015 | 0.072 | | 0.204 | 0.839 |
| | Int | 0.372 | 0.071 | 0.364 | 5.228 | 0 |
| | Cred | 0.562 | 0.08 | 0.548 | 7.063 | 0 |
| | Trust | 0.127 | 0.058 | 0.126 | 2.173 | 0.031 |
| | Trend | -0.071 | 0.061 | -0.07 | -1.171 | 0.243 |

The coefficient table characterizes the meaning of the factors. From the table, interaction (int), credibility (cred), and trust fundamentally affect the customers purchase intention (pi). The trend adversely affects the buy expectation. In the model, the beta=*0.562* esteem with the t=*7.063* esteem and the significance esteem under *0.05* of credibility will emphatically affect the shoppers buy expectations by around *57%*. The effect of interaction is likewise emphatically influence by *37%* showing the beta=*0.372* with the t=*5.228* and the significance value additionally less than

0.05. Essentially, the trust is additionally emphatically affecting on the buy expectation by 12% having the beta value= 0.127 with the t=2.173 and having significance value under 0.05. In the mean time the effect of pattern is negative by - 0.7%. The beta worth of pattern is negative 0.71 while having the t esteem is negative 1.171 and having significance value more than 0.05 which is 0.243.

4.1.6 Moderation Analysis

Credibility and Agents' Gender

Table 4.9 Moderator Gender (Credibility)

| | COEFF | SE | T | P | LLCI | ULCI |
|---------------------|--------------|-----------|----------|----------|-------------|-------------|
| Constant | 0.033 | 0.2296 | 0.1439 | 0.8857 | -0.4191 | 0.4852 |
| Cred | 0.9752 | 0.0639 | 15.2659 | 0 | 0.8494 | 1.101 |
| Ag _Gend | 0.0249 | 0.1692 | 0.1468 | 0.8834 | -0.3085 | 0.3582 |
| Int _1 | -0.0031 | 0.0477 | -0.065 | 0.9482 | -0.0971 | 0.0909 |

| | R2-chng | F | Df1 | Df2 | P |
|------------|----------------|----------|------------|------------|----------|
| X*W | 0 | 0.0042 | 1 | 247 | 0.9482 |

The table shows the moderating impact of agents' gender between the independent variable credibility and the dependent variable purchase interaction. The results derived from the tables conclude that there is no impact of agents' gender on the Customers while making the purchase.

Trust and Agents' Gender

Table 4.10 Moderator Gender (Trust)

| | COEFF | SE | T | P | LLCI | ULCI |
|---------------------|----------------|-----------|------------|------------|-------------|-------------|
| Constant | 0.653 | 0.284 | 2.2956 | 0.0225 | 0.0927 | 1.2133 |
| Cred | 0.8311 | 0.0802 | 10.362 | 0 | 0.067 | 0.9891 |
| Ag _Gend | -0.2802 | 0.2106 | -1.3307 | 0.1845 | -0.695 | 0.1346 |
| Int_1 | 0.0706 | 0.0599 | 1.1787 | 0.2396 | -0.0474 | 0.1886 |
| | R2-chng | F | Df1 | Df2 | P | |
| X*W | 0.0009 | 1.3894 | 1 | 247 | 0.2396 | |

The table shows the moderating impact of agents' gender between the independent variable trust and the dependent variable purchase interaction. The results derived from the tables conclude that there is no impact of agents' gender on the Customers while making the purchase.

4.2 Data Findings

Table 4.11 Data Findings

| Hypothesis | Statements | Results |
|-------------------|---|----------------------|
| H1 | <i>Interaction has significantly positive effect on purchase intention.</i> | Supported |
| H2 | <i>Trust has significantly positive effect on purchase intention.</i> | Supported |
| H3 | <i>Trend has significant positive effect on purchase intention.</i> | Supported |
| H4 | <i>Credibility has significant positive effect on purchase intention</i> | Not Supported |
| H5 | <i>Gender moderating effect between credibility and purchase intention.</i> | Not Supported |
| H6 | <i>Gender moderating effect between trust and purchase intention.</i> | Not Supported |

CHAPTER 5

5. Discussion and Implementations

5.1 Discussion

A factual programming SPSS is utilized to run the different test which incorporates reliability analysis, hypothesis testing, frequencies, descriptive analysis, and regression analysis. The reliability analysis shows that the information gathered is reliable by having Cronbach alpha worth more than 0.7 %. The frequencies show the various socioeconomics of the respondents like their gender, age, and other expansive inquiries concerning social media and land information. The regression analysis exhibits that there is the huge connection of autonomous factors i.e., interaction, credibility, trust on the dependent variable purchase intention and the insignificant connection of independent variable trend on the dependent variable purchase intention. Acknowledged the hypothesis H1, H2, H3 and dismissed the hypothesis H4, H5, and H6. In the mean time, the review directed by Hanan Tsegaye (tsegaye, june, 2021) exhibited that the pattern decidedly affects the buy expectation in the market of Ethiopia while in Pakistan's market the outcomes are inverse. Buyers are not centered around the continuous market pattern while making the buy and doesn't rely upon the realtors' orientation. The independent variable interaction and trust decidedly affects the dependent variable purchase intention expressed by the investigation of Hanan Tsegaye (tsegaye, june, 2021). The independent variable credibility emphatically affects the dependent variable customer purchase intention by the review lead by (Karina Sokolova). The study shows that the moderator gender is not supported by the model. The Customers are more interested into the purchases than the gender of the agent with whom they are communicating. The results from previous studies showed that the trust and purchase intention have a prompt relationship between them and indicated that there is increase in purchase intention of the Customers whenever the trust emerges (pramudya, 2018). There are other factors which also describes the Customers purchase intention such as buying power, societal pressure etc. The theory implemented in this study of planned behavior just focused on the two aspects of Customers attitudes and subjective norms. The last factor perceived controlled behavior was not focused.

5.2 Managerial implementation

The research shows the connection among the variable's interaction, credibility, trust, trend and purchase intention. The study provides the benefit to the real estate companies, their marketing team, and agents to know about the real estate market Customers and create more accurate and positive impact by focusing on the clients need. The companies should focus more on building the trust on their customer by telling what is good for them by not just focusing on their own needs. The study provides the knowledge about the real estate social media interaction, trend and the with the moderating role of agents' gender's credibility and trust on Customers for purchase intention. The study will come up as a model paper for marketing students and in both operational and theoretical perspectives.

Moreover, social media marketers should engage and interact with customer through different activities through there different digital platforms. When the customer feels more interacted and familiar with the company services will lead to the become their permanent investors. By having the effective and efficient communication plans leads to the elevated level of customers' satisfaction. The development of marvelous brand image in the customers' eye would favorably trend to their highest contentment and loyalty levels.

5.3 Theoretical Implementation

The study discovered that to make a purchase, agents' gender does not matter to the Customers. The Customers willingness to make an investment is essential. The study will help the other students to further study abouts the aspects left behind and to know the other reasons especially the marketing students. This guideline will set a path for marketing students to find the solutions & reasons behind the hypothesis not supported by the research. This study will provide the knowledge about the interaction, credibility, trust, & trend on Customers purchase intention, the moderating role of agent gender between trust, credibility & purchase intention. This study will contribute and act as a model paper to marketing students in both practical and theoretical field.

5.4 Research Limitations

Research limitations are, at the simplest level, the weaknesses of the study, based on factors that are often outside of your control as the researcher. These factors could include things like time, access to funding, equipment, data, or participants (gradcoach, n.d.). The research

encountered various limitations like the tracking the actual purchasers, agreeing them for the responses, response time limited time period, limited sample size, getting the data from all Pakistan etc. If the data collected from all Pakistan and people are more cooperative with the responses, the study will be more extensive and more accurate results can be derived.

The sample size is 251 respondents for data collection from different age groups from the age between 41-50 years. The sample size might be increased to 400 respondents if we had more time for the data collection. The other limitation faced during the research is that there is no previous study done on the real estate market of Pakistan for the comparison. The only article found on the topic is only based in the Gawadar market and based on general discussion.

5.5 Recommendation and Future Research

The study has covered various aspects and is also without limitations which can provide further opportunities for future. The research has the small sample size because of time limitations and reach to the actual Customers. The large sample size and reach to the further sectors and cities other than Twin cities may lead to deep insights regarding the relationship developed in the research. The research data can be collected from various demographic backgrounds that can help in achieving the more accurate results. The future research can include the new independent variables to know the impact of moderator and independent variables on dependent variable. Further the research can be conducting through combination of quantitative and qualitative research methods. Lastly, the research can longitudinal rather than the cross-sectional study to get the extensive understanding.

5.6 Conclusion

Social media marketing is the process of using social media platforms to promote a product, service, or brand. The goal of social media marketing is to increase brand awareness, engage with customers, and drive sales and revenue. Social media marketing is an effective tool for the real estate industry in Pakistan. Real estate companies can use social media platforms to promote their properties and connect with potential buyers. By creating a presence on social media, real estate companies can reach a large and diverse audience, which can lead to increased sales and revenue. The objective of this study is to examine the impact of social media marketing on Customers purchase intention with the moderating role of agents' gender. To examine the relationship

between interaction, credibility, trust, and trend on purchase intention with the moderator gender effecting on the credibility and trust of Customers by a questionnaire circulated and data gathered from 251 respondents. To generate the results the statistical software SPSS was used. The analysis shows that the independent variables interaction, credibility, and trust has the positive significant effect on the dependent variable purchase intention while the independent variable trend has a negative insignificant impact on the dependent variable purchase intention. The hypothesis generated to know the moderating effect of gender between credibility and trust on purchase intention is rejected, that describes that the Customers are not focused on agents' gender while making the purchase decision.

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Appendix

Questionnaire

1. Email *
 - a.
2. Full name *
 - a.
3. Gender *
 - a. Male/Female/Other
4. Age *
 - a. Under 30-40 years
 - b. 41-50 years
 - c. 51-60 years
 - d. 60 years above
5. Occupation
 - a.
6. Do you have access to internet? *
 - a. Yes
 - b. No
7. Are you aware of social media? *
 - a. Yes
 - b. No
8. Which of the following social media sites are you aware of? *
 - a. Face book
 - b. Instagram
 - c. Twitter
 - d. You tube
 - e. All above
 - f. Other
9. Which of the following do you use? *
 - a. Face book
 - b. Instagram

- c. Twitter
- d. You tube
- e. All above
- f. Other

10. Have you ever invested in real estate? *

- a. Yes
- b. No

11. Have you ever used social media to know about real estate? *

- a. Yes
- b. No

12. Please state the name of the real estate company ----- *

INTERACTION

By keeping the real estate company in view, please mark your answer on the scale of 1-5.

1. Strongly agree 2. Agree 3. Neutral 4. Disagree 5. Strongly disagree

| | 1 | 2 | 3 | 4 | 5 |
|--|---|---|---|---|---|
| 1. I believe that real estate company's social media provide actual information. | | | | | |
| 2. Users of real estate company's social media pages share experience with other social media users. | | | | | |
| 3. I believe it is easy to share my experience with other through social media. | | | | | |
| 4. Real estate companies respond to users in timely manner. | | | | | |

CREDIBILITY

By keeping the real estate company's agent in view, please mark your answer on the scale of 1-5.

1. Strongly agree 2. Agree 3. Neutral 4. Disagree 5. Strongly disagree

| | 1 | 2 | 3 | 4 | 5 |
|--|---|---|---|---|---|
| 1. I find this real estate agent expert in his/her domain. | | | | | |
| 2. I find this real estate agent efficient in his/her job. | | | | | |

| | | | | | |
|--|--|--|--|--|--|
| 3. I find this real estate agent trustworthy. | | | | | |
| 4. I think this real estate agent cares about his/her followers. | | | | | |
| 5. This real estate agent updates regularly his/her content. | | | | | |

TRUST

By keeping the real estate company’s agent in view, please mark your answer on the scale of 1-5.

1. Strongly agree 2. Agree 3. Neutral 4. Disagree 5. Strongly disagree

| | 1 | 2 | 3 | 4 | 5 |
|--|---|---|---|---|---|
| 1. I usually feel confident in real estate agent. | | | | | |
| 2. I usually trust the real estate company’s agent because the agent is always honest/sincere in addressing my concerns. | | | | | |
| 3. I usually feel confident in the real estate agent as it provides reliable information about the property. | | | | | |
| 4. The agent on social media usually delivers what I expect. | | | | | |

TRENDINESS

By keeping the real estate company in view, please mark your answer on the scale of 1-5.

1. Strongly agree 2. Agree 3. Neutral 4. Disagree 5. Strongly disagree

| | 1 | 2 | 3 | 4 | 5 |
|---|---|---|---|---|---|
| 1. Content shown in the real estate company’s social media is the newest information. | | | | | |
| 2. Using the real estate company’s social media is very trendy. | | | | | |
| 3. I believe real estate uses latest content on its social media pages. | | | | | |
| 4. Overall, I believe the social media pages of real estate are very strong. | | | | | |

PURCHASE INTENTION

By keeping the real estate company in view, please mark your answer on the scale of 1-5.

1. Strongly agree 2. Agree 3. Neutral 4. Disagree 5. Strongly disagree

| | 1 | 2 | 3 | 4 | 5 |
|---|----------|----------|----------|----------|----------|
| 1. I would intend to become the customer of real estate company. | | | | | |
| 2. My willingness to become the customer of real estate company is high. | | | | | |
| 3. I am likely to become the customer of real estate company. | | | | | |
| 4. I have a high intention to become the customer of real estate company. | | | | | |
| 5. Next time I plan for buying real estate property, will buy from the real estate company. | | | | | |