

"Research Work on: Impact of Social Media on Apparel Brand Performance; a University Student Perspective."



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## DEDICATION

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# Table of Contents

Abstract:.....	5
Chapter one: Problem.....	6
Introduction .....	6
Background of Research .....	6
Problem Statement.....	8
Research Questions .....	8
Research Aims and Objectives .....	8
Chapter Two: Literature Review .....	10
Social Media .....	10
Difference between Traditional Media and Social Media .....	11
Underlying Needs which Social Media satisfy and Traditional Media do not satisfy .....	12
Impact of Social Media on Purchase Decision in reference of Purchasing Model .....	13
What exactly is Branding .....	16
Social Media as Catalyst in Branding .....	17
Brand in a Resonance and Personality perspective .....	18
Brand Building in Pakistani Perspective.....	19
Gap in the Literature.....	22
Chapter Three: Methodology .....	24
Type of Study .....	24
Inductive Approach.....	25
Data Collection Methods .....	26
Sampling.....	26
Procedure.....	26
Data Interpretation .....	26
Research Ethics .....	27
Chapter Four: Findings.....	28
Themes.....	28
Social Media .....	28
Analysis .....	29
Brand Performance.....	30
Analysis .....	31
Brand Awareness .....	32
Analysis .....	33

Brand recognition .....	33
Analysis .....	34
Brand Loyalty .....	35
Analysis .....	36
Apparel Brands.....	37
Analysis .....	38
Chapter Five: Conclusion & Recommendations .....	39
Recommendations.....	40
References .....	43
Annexure:.....	45
Transcript 1 .....	45
Transcript 2 .....	47
Buyer Purchase Model.....	50
Brand Building Pyramid.....	51

## **Abstract:**

In this new era of internet driven technology and globalization, the whole world has become global village. Companies are moving towards the internet side to improve their operations and to reach their audience. It would results in the getting the maximum sales and revenues for the companies. Brands are also using social media platform to improve their brand performance. Brand performances can be measured in different matrices for instance brand awareness, brand recognition and brand loyalty. In Pakistan, different businesses are moving towards the different platforms of social media to tap their potential customers. In addition to, the apparel industry growth is moving towards its peak and every apparel brand wants to move towards the online or virtual environment. In Pakistan there is huge potential for apparel brand to grow and brands are using social media platform like Facebook and websites to reach more number of intended audience. Apparel brands in Pakistan using different activities on their platforms to create more awareness about their brand. These brands placed their logos and symbol on social media to increase recognition for their brand. However social media doesn't play its role in building brand loyalty. In case of Pakistan the loyalty factor vary for both established brands and un-established brands in the market. Moreover, the established brands are getting more loyalty when they are moving towards online environment where customers prefer to buy online. Secondly in case of new brands building loyalty for the brands is difficult as trust factor might prevail for them. In a nut shell social media does play its role for improving brand performance of different apparels brands.