

**Empirical Study into role of social media on student buying behavior
of clothing Industry.**



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Abstract:

This research show the impact of the social media websites on the University Students. This research is on the students buying behavior and how the social media affecting the buying behavior of the students. The social media websites which are particular focus upon in the research particularly the Facebook and twitter. The marketing is changing day by day. The buying behavior of the customers also change with the trends. With the change in market trend the marketers need to address and choose those medium through they can reach the customers is becoming essential. The social media is becoming an important tool of marketing and the companies in Pakistan are really getting into it and using the social media websites, through this research the brand owners and company owners' perception about the social media websites and how they are getting the benefits through using these websites. Through this research the thing that is explored that these social media websites effects on the students and why it is so important for the companies to be on the social media websites. And through this research it is clear that companies should use these social media websites to interact with the customers especially with the youth and the students.

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