

IMPACT OF SOCIAL MEDIA MARKETING COMMUNICATION ON CONSUMERS' BRAND PERCEPTION

By

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A thesis presented to the Department of Management Sciences, Bahria University
Karachi Campus, in partial fulfillment of the requirements
of the MBA degree


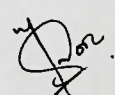
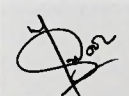


FALL, 2015

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MBA Thesis
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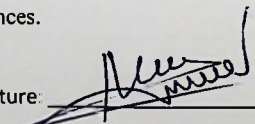
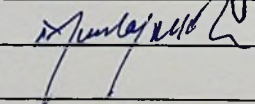
Supervisor-Student Meeting Record

No.	Date	Place of Meeting	Topic Discussed	Signature of Student
5	5 th Feb 2016	Cubicle	Review chap 3	
6	23 rd Feb 2016	Cubicle	Review chap 4 & 5	
7	10 th March 2016	Cubicle	Final Review	

APPROVAL FOR EXAMINATION

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I hereby certify that the above candidate's thesis has been completed to my satisfaction and, to my belief, its standard is appropriate for submission for examination. I have also conducted plagiarism test of this thesis using HEC prescribed software and found similarity index at 14% that is within the permissible limit set by the HEC for the MBA thesis. I have also found the thesis in a format recognized by the Department of Management Sciences.

Supervisor's Signature:  Date: 8th April 16
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Abstract

Purpose of Study

This research was conducted to study the impact of social media communication on brand perception. The study aims to inspect one of the most intriguing topics of present era human psychology: *how to socialize using social media*.

Research Method/Sampling

The study was conducted using both the qualitative and the quantitative approaches. For qualitative, an interview was conducted, results of which were presented using the means-end approach diagram.

For quantitative purposes, the survey questionnaire was conducted using a 5-point likert scale. The brand perception was measured using 4 dimensions: *Affective perception, Functional perception, Brand Reputation, and Brand Interaction* via the social media.

Findings

The research proposed a model that can be used to study the perception consumers have about a brand's social media communication and the messages that are shared by brand marketers.

Practical Implications of the Research

The research will help marketers make scalable social media strategies and stay close to their consumers. In this digital age, integrated marketing communication plays a key role in determining the success of a product. This paper asserts that the most important aspect of marketing on social media is to assess the human psychology and gather insights before making digital marketing strategies for businesses.

Keywords: *Online Marketing, Social Media Marketing, Integrated Marketing Communications, Brand Perception.*

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