



The Effect of Social media on Marketing Promotion of Fashion Products

A thesis submitted to the Department of Management Sciences in partial
fulfilment of the requirement for the MBA degree

JUNE, 2014


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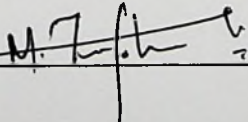
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I **Fahad Abdul Qadir** Registration No. **24247** submit **03** bound copies of thesis titled:
“**The Effect of Social media on Marketing Promotion of Fashion Products**” in the
management science department as part of fulfillment of the MBA degree requirement.

Candidate Signature:  Date: 24/7/14

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I **M ZEESHAN ALI** being the Supervisor of the above student certify that the research
work of the student has been completed to my satisfaction and that the thesis is in a
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ABSTRACT

Purpose- The purpose of this study is to find out the effect of social media in the technological era and particularly its effect on the marketing of fashion products which are particularly aimed for the youth.

Methodology/sample- Youth are the main population of the social media so we have selected youth as our samples. Seventy responses were collected which are gathered through the online questionnaire dissemination. Responses are analyzed by SPSS through applying frequency statistics and graphs.

Findings- Based on the data collected and it's distributed statistically analysis it is concluded that the social media has an impact in changing the marketing promotion of fashion products which are mostly related to the youth. Thus we reject null hypothesis and accept the alternative hypothesis that social media has impact in the changing the marketing promotion of fashion products.

Practical Implications- This study is of great importance for the marketers of the fashionable products who are engaged in the social marketing for their products. This study will reveal them for the better use of the social marketing as well as the constraints and insight about the effectiveness of using the social media for the marketing of the products

TABLE OF CONTENTS

<u>Title/Topic</u>		Page No
Title Page (The Effect of Social media on Marketing Promotion of Fashion Products)		i
Copyright		ii
MBA degree thesis submission form		iii
Declaration of Authentication		vi
Certificate of Originality		v
Acknowledgement		vi
Abstract		vii
Table of Contents		viii- ix
Chapter 1	Background of the Topic and Statement of the Problem	1
1.1	Introduction	2
1.2	Problem Statement	3
1.3	Significance of the Study	3
1.4	Scope of the Study	4
1.5	Assumption of the Study	4
Chapter 2	Literature Review	5
2.1	Related Literature	6
Chapter 3	Research Method and Procedure	12
3.1	Research Design & Methods	13
3.2	Respondents of the Study	13
3.3	Research Instrument	13
3.5	Treatment of the Data	13
3.6	Variables	14
3.7	Hypothesis	14
Chapter 4	Presentation of Data / Information and Analysis	15
4.1	Reliability test	16

4.2	Data Analysis	16
4.3	Hypothesis Testing	35
Chapter 5	Summary of Findings, Conclusion and Recommendations	36
5.1	Findings	37
5.2	Conclusion	37
5.3	Recommendations	39

LIST OF ANNEXURES

ANNEX - A Questionnaire

ANNEX - B References