

THE IMPACT OF SOCIAL MEDIA ON CUSTOMER PURCHASE DECISIONS IN PAKISTAN



By:

Kaneez Fizza 01-222161-006

MBA

Supervisor:

Mr. Malic Husnain

Department of Management Sciences

Bahria University Islamabad.

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ABSTRACT

The purpose of this research study is to ascertain the impact of social media on customer purchase decision in Pakistan. Since the study entails Pakistani customer purchase decisions on a broader scale, the fact that not the whole population in the Country can be brought under the ambit of this study is evident. Hence, Pakistan's famous twin cities, Islamabad & Rawalpindi, have been adopted and it is pertinent to mention here that as per researchers' knowledge, any such detailed study has not been undertaken up to now.

Keywords include Social Media and Customer Purchase Decision.

Furthermore, this study has been broken down into 5 chapters. The first chapter introduces the concepts of social media and customer purchase decision theoretically.

Second chapter entails review of different researches related to this topic and the point of views or conclusions drawn by the researchers.

Third chapter identifies the methodology applied in this study. Sampling techniques and regression analysis to test hypothesis developed are discussed in detail.

Fourth chapter includes a thorough analysis of the correlation and dependency of variables with regards to results obtained from hypothesis and regression analysis as well as theoretical knowledge obtained from previous research papers explored.

Chapter fifth discusses conclusions drawn with practical implications of the work laid out in detail.

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