

"Impact of Social Media Marketing and Word of Mouth
on Photography trends in Pakistan- A study on Ammar
Asif Photography"



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ABSTRACT

This research talks about the impact of social media marketing and word of mouth on intent to hire a photographer. The main reason of conducting this research was to find out what clients of photography business think about word of mouth and social media marketing done by the photographers. There are two independent variables in this research which are “social media marketing” and “word of mouth”. There is one dependent variable in this research which is “intent to hire” a photographer. The data was collected through an online questionnaire made on google docs. The total number of valid responses received was 234. The data collected was run through software called SPSS, and different statistical tests such as chronbach’s Alpha, correlation and regression were conducted. The results showed that social media marketing has a significant positive impact on intent to hire while word of mouth has no significant impact on intent to hire. A number of recommendations are given at the end of the thesis owing to the findings of this research. There were some constraints faced by the researcher including limited resources and specific time. The study could be improved by including responses from other parts of country if more time was available.

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