

To see the impact of Opinion Leaders on Consumer Buying
Behavior via Social Media Marketing (Facebook)

(A Case of Apparel Industry in Pakistan)



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ABSTRACT

Purpose

The objective of this study is to investigate how consumers buying behavior are influenced in their intention to buy after having access - within social media –Facebook-to persuasive messages sent out by opinion leaders.

Design/Methodology/Approach

Data collection carried out via Questionnaire and data analysis carried out with the use of statistical package for the social sciences (spss).

Findings

Digital opinion leaders capable of generating persuasive messages can change the information acceptance style of consumers using social sites Facebook and make them accept the information provided, influencing their intention to buy evaluated products.

Originality/Value

The results show that it was possible to verify the direct and positive relationship between the persuasiveness of a message and the acceptance of the information contained in this message, while also indicating a significant relationship between the persuasiveness of the message and acceptance change in relation to the purchase of goods evaluated by it. This highlights the relevance of these digital opinion leaders to the definition of marketing strategies by apparel industry, Pakistan

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