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**"Linking Social Media Marketing with Brand Love:
An Empirical Investigation On Pakistani Consumers"**



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Abstract

This dissertation examines the relationship between social media marketing (SMM) and brand love with the mediating role of value consciousness and brand consciousness. SMM has become a popular mode of advertisement for small as well as large enterprises. With the introduction of 4g and other fast internet services, Pakistani consumers have started to spend more time on social media. Therefore, most Pakistani brands are choosing this platform to connect with their consumers. The basic purpose of this study is to understand the relationship between SMM and brand love with respect to Pakistani consumers. The study also investigates the mediating role of value consciousness and brand consciousness in this relationship.

In this study, one independent and one dependent variable is included along with two mediators. Social media marketing was taken as an independent variable and brand love was taken as a dependent variable. Moreover, value consciousness and brand consciousness were taken as mediators. This dissertation also highlights the research methodology that was used in carrying out the whole research process. To conduct the research, the data was collected from 360 respondents out of which 340 responses were used for analysis. The quantitative method was used and the collected data were statistically analyzed using software called SPSS and mediation was analyzed by using Hayes Process. As anticipated, the findings of this study showed that there is a significant relationship between SMM and brand love and this relationship is mediated by value consciousness and brand consciousness. There were some constraints faced by the researcher including limited time. The study could be improved by the addition of more variables in the model.

Keywords: Social media marketing, Brand love, Value consciousness, Brand consciousness

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