

Majors: MKT
F.No. 26

“Impact of Social Media Brand Building Strategies in B2B Companies in Pakistan”



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Fall 2019

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Abstract

This study examines the impact of social media brand building strategies on consumer purchase intentions in Pakistan. Primary data has been collected through structured questionnaire from customers of different restaurants operating in Islamabad and Rawalpindi operating in Pakistan. 170 customers of restaurants participated to the study. A random sampling technique used to collect the primary data. Each question had five options; each of them was assigned a value from one to five. Rating "one" was strongly disagree and "five" was the strongly agree. Questionnaire for this has been adopted from past study. SPSS 17 has been used for statistical calculations. It is concluded that social electronic word of mouth (EWOM), value co creation and brand attitude has a significant positive impact on consumer purchase intentions in Restaurants operating in Pakistan. People have become more aware regarding their surroundings. Customers these days do a proper market search before buying any product due to availability of vast knowledge via different sources online. Accordingly, it is recommended to restaurants to center around consumer commitment activities. Electronic online networking help managers of restaurants to increase better bits of knowledge about clients and to utilize these stages to construct mark picture.