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**"The Influence of Social Media Marketing on consumer  
Preference"**



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## **Abstract**

The main objective of his study was to check the influence of social media marketing practices on consumer preferences. The platforms of microblogging and online communities were the main object in terms of social media marketing to check the influence on the preferences of consumers. The study conducted targeted the telecom industry and its user base. Quantitative analysis was carried out using online surveys in which a sample was selected from a population which consisted of the residents of Islamabad. The results showed that social media marketing has a strong impact on consumer preferences specially the online communities and forums which are a source of positive word of mouth for the consumer in terms of review and recommendation. Microblogging which is relatively less popular in Pakistan in comparison to other platforms also showed somewhat positive impact which was relatively less.

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