

**Impact of social media marketing on consumer perspective towards
clothing brands**

Case study on Khaadi Islamabad

Abstract

The study conducted to investigate the impact of social media marketing, hedonic and utilitarian values provided by clothing brand Khaadi to its customers through social media. A survey was conducted among 250 respondents in order to investigate impact of social media marketing, hedonic and utilitarian values on customers' attitude towards clothing brand Khaadi. The regression analysis was done to evaluate the impact of independent variables hedonic values, utilitarian values and social media marketing on dependent variable that is customers' attitude towards clothing brand Khaadi. The results of the research approved the hypothesis that hedonic values have significant impact on customers' attitude towards clothing brand. The results also indicate that utilitarian values also significantly and positively affect the customers' attitude towards the brand. In social media, a brand can provide utilitarian values to its customer by providing valid and useful information about their products through social media sites and its own web pages. The third outcome of the present study reflects that a clothing brand can enhance the attitude of its customer through social media marketing. It is concluded in the study that social media is an effective tool for clothing brands to conduct their market practices in order to shape up the attitude of customers towards their respective brands.

Keywords: *Social Media Marketing, Utilitarian Values, Hedonic Values, Customer Attitude, Khaadi Clothing Brand*

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