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EFFECT OF SOCIAL MEDIA ADVERTISEMENT OVER CUSTOMER PURCHASE INTENTION WITHIN FASHION INDUSTRY OF PAKISTAN

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ABSTRACT

This study is conducted to identify the effect of social media advertisement over customer purchase intention within fashion industry of Pakistan. This study has considered social media advertisement as independent variable, and customer purchase intention as dependent variable to testify their relationship within fashion industry of Pakistan.In this research, the major emphasis was on proving the significant relationship amongst social media advertisement and customer purchase intention within fashion industry of Pakistan. To prove this relationship, a survey has been conducted through a structured questionnaire regarding this literature, in which customers associated with the fashion brands of Pakistan have been requested to share their experiences regarding social media advertisement and its influence over their purchase intentions. To identify the results on data gathered through the responses by the respondents, hypothesis test has been used. Results of the test have shown that there exists a significant relationship betweensocial media advertisement and customer purchase intention within fashion industry of Pakistan. Several statistical instruments used in this study includes descriptive frequencies, reliability, correlation, regression, ANOVA, and coefficients to conduct the analysis within this study. Conclusively, it can be said thatsocial media advertisement has asignificanteffect over the social media advertisement within fashion industry of Pakistan.

Key words: Social Media, Social Media Advertisement, Purchase Intention, Customer Purchase Intention, Fashion Brands, etc.

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