

# **SOCIAL MEDIA TOOLS INFLUENCING CUSTOMER PURCHASING BEHAVIOR IN THE PAKISTAN RETAIL ENVIRONMENT**



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<b>TABLE OF CONTENTS</b>	<b>PAGE</b>
--------------------------	-------------

<b>Abstract</b>	<b>17, 18</b>
-----------------	---------------

<b>01 INTRODUCTION</b>	<b>19 - 27</b>
------------------------	----------------

1.1. Gap Analysis	23
1.2. Problem Statement	24
1.3. Significance of Study	25
1.4. Rationale	26
1.5. Research Question	26
1.6. Research Objective	26, 27
1.7. Research Significance	27

<b>02 LITERATURE REVIEW AND THEORATICAL FRAMEWORK</b>	<b>28 - 64</b>
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The Retail Landscape	28 - 31
Employment offered by Retailers	31, 32
Retailers' Contribution to Sustainability	32 - 35
2.1 Social Media as a Marketing Communication Tool	36 - 39
Product Strategy	37
Pricing Strategy	37
Place Strategy	38
Promotion Strategy	38, 39



<b>2.2</b>	<b>Types of Advertising Tools</b>	40, 41
	Newspaper Advertising	40
	Magazine Advertising	40, 41
	Broadcast Advertising	41
<b>2.2.1</b>	<b>Official Websites</b>	42 – 46
	Khaadi Super Store Website	43, 44
	Al-Fatah Official Website	44
	ChenOne Official Website	45
	Sauda Sulf Official Website	46
<b>2.2.2</b>	<b>Facebook</b>	46 - 51
	Khaadi Facebook Page	47, 48
	Al-Fatah Facebook Page	48 - 50
	The ChenOne Facebook Page	50, 51
<b>2.2.3</b>	<b>Twitter</b>	51 - 53
	The Khaadi Twitter Page	52
	The Al-Fatah Twitter Page	52
	The Chen One Twitter Page	53
	The Sauda Sulf Twitter Page	53
<b>2.3</b>	<b>Brand Image</b>	54 - 56
<b>2.4</b>	<b>Customer Purchasing Behavior</b>	56 - 63
<b>2.4.1</b>	<b>Five-Stage Model of Customer Purchasin.4.2</b>	56, 57



2.4.2	(a) Problem Recognition	57
	(b) Information Search	58
	(c) Evaluating Alternatives	59
	(d) Purchasing Decision	60
	(e) Post-Purchase Behavior	60, 61
	E-Retailing	62, 63
2.5	Research Hypothesis	60
2.6	Conceptual Model	64
<b>03 RESEARCH METHODOLOGY</b>		<b>65 - 74</b>
3.1	Nature of Study	65
3.2	Population	66
3.3	Sample	66
3.4	Sampling Technique	66, 67
3.4.1	Research Instrument	67 -70
3.4.1	Twitter:	67, 68
3.4.2	Facebook:	68
3.4.3	Official websites:	68
3.4.4	Brand Image:	69, 70
3.4.5	Customer Purchasing Behavior:	69
3.5	Measurement of Demographic Variables:	70
3.6	Data Collection	70
3.7	Data Analysis	70 - 72
	Limitations of the Study	71, 72
	Recommendations for future Research	72



**04 ANALYSIS****73 - 109**

<b>4.1. Preliminary Data Screening</b>	<b>73 - 75</b>
<b>4.1.1 Missing Value Analysis</b>	<b>74</b>
<b>4.1.2 Abnormal Values</b>	<b>75</b>
<b>4.1.3 Normality Test</b>	<b>75</b>
<b>4.1.4 Data Coding</b>	<b>75</b>
<b>4.2. Sample Characteristics</b>	<b>76 - 85</b>
<b>4.2.1 Frequencies</b>	<b>77</b>
Interpretation:	<b>77</b>
<b>4.2.2 Frequency Table</b>	<b>78</b>
Interpretation:	<b>78</b>
<b>4.2.3 Indicate Your Age</b>	<b>79</b>
Interpretation:	<b>79</b>
<b>4.2.4 Indicate Your Income Level</b>	<b>80</b>
Interpretation:	<b>80</b>
<b>4.2.5 Indicate Your Population Group</b>	<b>81</b>
Interpretation:	<b>81</b>
<b>4.2.6 Years</b>	<b>82</b>
Interpretation:	<b>83</b>
<b>4.2.7 Present Job</b>	<b>83</b>
Interpretation:	<b>83</b>
<b>4.2.8 Table Response Rate for Questionnaire</b>	<b>84</b>
Interpretation:	<b>84</b>
<b>4.2.9 Indicate Social Media Sites</b>	<b>85</b>
Interpretation:	<b>84</b>
<b>4.3 Meditating Effect</b>	<b>85 - 107</b>



4.3.1 Matrix 01	85 – 91
Interpretation	89
4.3.2 Matrix 02	92 - 97
Interpretation	96, 97
4.3.3 Matrix 03	98 - 102
Interpretation	101, 102
4.3.4 Correlations	103 - 107
Interpretation	105 - 107

## **05 DISCUSSION AND CONCLUSION** **108 - 116**

5.1. Research Discussion	108 - 110
5.2. Limitation of The Study	110, 111
5.3. Future Direction	111, 112
5.4. Conclusion	112
5.5. Recommendation	113 - 106
Official Websites:	114
Facebook	115
Twitter	116
Brand Image	116

## **REFERENCES** **117 - 120**

## **APPENDIX A: QUESTIONNAIRE** **121- 132**

Section A: Demographic Data	122 – 126
Section B: Survey	127 – 129
Section C: Brand Image	130, 132



**Appendix B: DESCRIPTIVE STATISTICS 133**

Descriptive Data Coding 133

Interpretation Frequencies 133

**APPENDIX C: MEDIATION EFFECT 134 - 149**

Table 04 Indicate Your Age 78

Table 05 Indicate Your Income Level 79

Table 06 Indicate your Population Group 80

Table 07 Years 81

Table 08 Present Job 82

Table 09 Table Response Rate for Questionnaire 83

Table 10 Indicate which social media sites you know 84

Table 11 Matrix 01 85 - 89

Table 12 Matrix 02 92 - 96

Table 13 Matrix 03 97 - 101

Table 14 Correlations 102, 103

**List of Figures**

Figure 1.1: Five-stage model of customer purchasing behavior 98

Figure 1.2: Hypothetical model for study 99



<b>TABLE OF CONTENTS</b>	<b>PAGE</b>
<b>Abstract</b>	<b>17, 18</b>
<b>01 INTRODUCTION</b>	<b>19 - 27</b>
1.1. Gap Analysis	23
1.2. Problem Statement	24
1.3. Significance of Study	25
1.4. Rationale	26
1.5. Research Question	26
1.6. Research Objective	26, 27
1.7. Research Significance	27
<b>02 LITERATURE REVIEW AND THEORITICAL FRAMEWORK</b>	<b>28 – 64</b>
The Retail Landscape	28 - 31
Employment offered by Retailers	31, 32
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Pricing Strategy	37
Place Strategy	38
Promotion Strategy	38, 39
2.2 Types of Advertising Tools	40, 41
Newspaper Advertising	40
Magazine Advertising	40, 41
Broadcast Advertising	41
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Al-Fatah Official Website	44
ChenOne Official Website	45
Sauda Sulf Official Website	46
2.2.2 Facebook	46 - 51
Khaadi Facebook Page	47, 48
Al-Fatah Facebook Page	48 - 50
The ChenOne Facebook Page	50, 51
2.2.3 Twitter	51 - 53
The Khaadi Twitter Page	52
The Al-Fatah Twitter Page	52
The Chen One Twitter Page	53
The Sauda Sulf Twitter Page	53
2.3 Brand Image	54 - 56
2.4 Customer Purchasing Behavior	56 - 63
2.4.1 Five-Stage Model of Customer Purchasin.4.2	56, 57
2.4.2 (a) Problem Recognition	57
(b) Information Search	58
(c) Evaluating Alternatives	59
(d) Purchasing Decision	60



(e) Post-Purchase Behavior	60, 61
E-Retailing	62, 63
2.5 Research Hypothesis	60
2.6 Conceptual Model	64
<b>03 RESEARCH METHODOLOGY</b>	<b>65 - 74</b>
3.1 Nature of Study	65
3.2 Population	66
3.3 Sample	66
3.4 Sampling Technique	66, 67
3.4.1 Research Instrument	67 -70
3.4.1 Twitter:	67, 68
3.4.2 Facebook:	68
3.4.3 Official websites:	68
3.4.4 Brand Image:	69, 70
3.4.5 Customer Purchasing Behavior:	69
3.5 Measurement of Demographic Variables:	70
3.6 Data Collection	70
3.7 Data Analysis	70 - 72
Limitations of the Study	71, 72
Recommendations for future Research	72
<b>04 ANALYSIS</b>	<b>73 - 109</b>
4.1. Preliminary Data Screening	73 - 75
4.1.1 Missing Value Analysis	74
4.1.2 Abnormal Values	75
4.1.3 Normality Test	75
4.1.4 Data Coding	75
4.2. Sample Characteristics	76 - 85
4.2.1 Frequencies	77
Interpretation:	77
4.2.2 Frequency Table	78
Interpretation:	78
4.2.3 Indicate Your Age	79
Interpretation:	79
4.2.4 Indicate Your Income Level	80
Interpretation:	80
4.2.5 Indicate Your Population Group	81
Interpretation:	81
4.2.6 Years	82
Interpretation:	83
4.2.7 Present Job	83
Interpretation:	83
4.2.8 Table Response Rate for Questionnaire	84
Interpretation:	84
4.2.9 Indicate Social Media Sites	85
Interpretation:	84
4.3 Meditating Effect	85 - 107
4.3.1 Matrix 01	85 - 91
Interpretation	89



4.3.2 Matrix 02	92 - 97
Interpretation	96, 97
4.3.3 Matrix 03	98 - 102
Interpretation	101, 102
4.3.4 Correlations	103 - 107
Interpretation	105 - 107
<b>05 DISCUSSION AND CONCLUSION</b>	<b>108 - 116</b>
5.1. Research Discussion	108 - 110
5.2. Limitation of The Study	110, 111
5.3. Future Direction	111, 112
5.4. Conclusion	112
5.5. Recommendation	113 - 106
Official Websites:	114
Facebook	115
Twitter	116
Brand Image	116
<b>REFERENCES</b>	<b>117 - 120</b>
<b>APPENDIX A: QUESTIONNAIRE</b>	<b>121- 132</b>
Section A: Demographic Data	122 – 126
Section B: Survey	127 – 129
Section C: Brand Image	130, 132
<b>Appendix B: DESCRIPTIVE STATISTICS</b>	<b>133</b>
Descriptive	133
Interpretation	133
<b>APPENDIX C: MEDIATATION EFFECT</b>	<b>134 - 149</b>



## ABSTRACT

Retailers, both nationally and internationally, play a dominant role in supply chains, contribute largely to economies and GDP, are a major source of employment and contribute to sustainable practices. However, retailers' marketing strategies are regularly challenged due to the pressures of the external business environment, and the ever changing industry structure.

Given the importance of a business being able to create a positive brand image in the minds of customers and influencing customer purchasing behavior, there is a lack of attention given to the research of the role that social media tools can play in the success of retailers. Numerous research studies have focused on determining the advantages of and impact that social media tools can have on the success of businesses, however, the impact of social media tools on the creation of a positive brand image, and influencing customer purchasing behavior is less evident. Thus, the primary objective of this study is to investigate the influence of social media tools on the brand image of retailers and how it affects customer purchasing behavior.

A full literature review will be conducted on the retail environment and its importance, as well as on social media as a marketing communication tool. Thereafter, independent variables (Official websites, Facebook and Twitter) will be identified as possibly influencing the intervening variable (Brand image) and dependent variable (Customer purchasing behavior). The hypothetical model developed for this study will assist in understanding the impact that retailers' use of social media tools have on the brand image of retailers and customers' purchasing behavior.



The measuring instrument used for this study, a questionnaire, will be constructed from secondary literature sources. Random sampling technique will be used to identify respondents. The usable questionnaires that will be gathered from respondents will be examined through statistical analyses as a result, this study will provide recommendations and suggestions for retailers to ensure a positive brand image in the minds of customers, and to ultimately use social media tools to positively influence the purchasing behavior of customers due to Business performance excellence is something that all businesses strive for.

**KEYWORDS:**

Social media, Brand image, Customer purchasing behavior, retailers.