

Social Media Marketing as a Contributor in Buyer's Decision Making Process, in Clothing Industry of Pakistan

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Abstract

The purpose of the study is to investigate the impact of social media marketing and online selling sites on consumer decision making process and the connection of buyer's privacy concerns between social media advertisement and online selling sites in clothing industry of Pakistan. As an empirical test of the proposed theoretical framework, the quantitative research survey method has conducted through structured questionnaire which sample size is 300 collect from general public within the premises of south Punjab. This examination finds a significant but positive relationship between social media advertisement and online selling sites on consumer decision making process. Social media advertisement and online selling sites has a positive significant relation with consumer decision making process. Buyers privacy concerns has a positive predictor of consumer decision making process but evaluation of alternative and social media advertisement are positively but insignificant correlated. The purchase decision on social media, advertisement, online selling sites are significant but positive correlated. The post purchase decision and social media advertisement are insignificant but positively correlated. The present study explores the impact of social media advertisement and online selling on the consumer decision making process. Empirical evidence from the current research helps the marketing scholars by adding value in the literature of social media marketing and its impact on buying behavior. Moreover, findings are also helpful for the marketers because it gives them the clear view of social media marketing and its role in the consumer decision making process. It will help them to attract the consumer through the online selling and advertisement on social media and social networking sites. This research is to scrutinize the social media marketing, online selling sites and buyer's privacy concerns for contribute of consumer decision making process in clothing industry.

Keywords: Social media advertisement, Buyer privacy concerns, online selling sites, Consumer decision making process.

Introduction

The end of 20th century is the age of developing direct marketing trends. Moreover, the technological advancement provided the new ways to marketers to reach their consumers and make them well informed about new arrival and offerings. Because of its huge production and wide textile industry, Pakistan has a credible standing over the global. Apparel industry of Pakistan went through many variations and customers' attitude diverted from the stitching from tailors to ready to wear dresses. Now a days, fashion and designing industry has become a trend designing line advertise and display their commodities and fashion trends on the public interacting sites. Social media also provide ease of the edification of consumers need and wants and then they use it to upgrade the product and service for getting the higher satisfaction of consumers. It helps the firms to develop and deliver value in customized ways. Apparel industry of Pakistan has entered in the digital era, social media advertisement transformed the buyer decision making process as it provides a lot of information about the range of products. As results of the social media and online selling sites, buyer has access to the number of alternatives, so it is a big challenge for the firms to retain the customers.

The contribution of social media marketing in buyer purchase decision is a key issue for the marketers in the world of competition. Use of the social media website, mobile application and other digital communication technology on internet is increasing day by day. According to internet statistics (2018) 22.2% of the total population of Pakistan uses internet and these numbers are increasing rapidly. Social media interaction assist the marketers to determine the consumer needs and to understand the market situation. According to social media advertisement has constructed new consumer's behaviors as consumer interested in making purchase online and sharing their experiences with their families and friends.

Numerous studies emphasize consumer behavior in online shopping ecosystem, but without attention of the results of the internet on the diverse stages of consumer decision process. The use of social media by customers is worriedly followed by sellers,

but not is much known around how it effects the consumer decision making, and how the privacy concern of people influences the relation among social media marketing and buyer decision to make purchases.

The foremost drive of the study is to increase the body of knowledge about the influence of social media marketing on the consumers buying behavior. The research will give benefits to the companies which are connected with clothing business and are likely to expand their sales by the means of social media advertisement and online portal

Literature Review

The section will recognize the relation between social media advertisement and online selling sites on consumer decision making process as well as moderator variable is online buyer privacy concerns.

The impact of Social Media Advertisement on consumer Decision Making

Social media is one of the magnificent marketing channels which induces consumer buying decision. In the past year, social media environment undergone significant changes, that's why many business organizations have embraced it as digital marketing channel. Social media marketing efforts induce the five stage of consumer buying behavior in the apparel industry. Social networking sites have become consumer platform, where user can search information about variety of products and service and as well as can pay to buy products and service directly. According to Mangold and Faulds (2009) social media provides the users low cost and immediate access to the information. According to power et al. (2012), as social media allows its users to display their services to other users, retain connection with existing friends and make new connection online. Despite, the social use, these online platforms are also used by the marketers to communicate their products and services to their target market. According to Gretrel, (2010) there is significant impact of online rating and reviews by the customers on the buying behavior of potential consumers. Ashmen et al, (2015) states that social media has leads the whereby users share information they have and their experience with different brands to their networks and beloved ones. According to Zhou, et al, (2013) now a day, people trust the information collected from the social media and

perceive it to be true. Moreover, it will not be wrong to say that social media is significant source of research for consumer which leads him to make him easy and convenient decision to buy. But there is also drawback of using social media as consumer research tool, according to Power et al., (2010), information overload is a serious issue for consumers on social media as it leads them to evaluation paralysis sale and growth. According to Hoyer, MacInnis, and Pieters (2010) there are five stages of consumer decision making process, need recognition, information search, alternative of evaluation, final purchase and purchase behavior or feedback. Need recognition or problem recognition basically is a state of mind in which a person relay that he need something to satisfy his unfilled need. In the present study need social media triggers one to buy a product or service and. Do the social media trigger one to buy a product or service. Do people find advertisement more alternative on the means other than social media?

Second stage of the consumer decision making process is information search. Stage consumer searches for product or services which satisfy his needs. Blech and Blech (2003) stated that if internal knowledge of a consumers insufficient he uses the external means of information to search products or offerings. In the present study information search is operationalized as. Ease of information search on social media vs mass media. Use of social media for searching offerings. Receive on advertisement and blogs about specific brands. Social media efficiency to draw consumer intention. After gathering the information about offering, consumer compare and evaluate the different alternatives and he decides what to buy where to buy, how to buy and as well as how to pay. The present study measures the study of consumer behavior through Credibility of advertisement on social media. Consumer reliance on the information gathered from the social media. Consumer purchase preference after watching the advertisement on social media.

Consumer intent to share comments, experience and reviews after buying. After alternative evaluation consumer makes final decision to purchase a product or service of his choices. In the present study purchase decision is measured by purchase seven items because of range of production, new offerings, quality of products, price of

product, sales promotion, offer discount, premium and loyalty of consumer. Post purchase behavior is last stage of consumer decision making process. It shows the consumers satisfaction and dissatisfaction after the purchase of product or service. Post purchase behavior consists of change of attitude towards the specific offerings affects others its use or ready reviews and comments of others. Feedback effect the purchase. Consumer to company and consumer to consumer communication. Feel of encouragement on voicing out opinion after purchase. Credibility of information on social media (because it's beyond the marketer's control. Complexity in buying decision due to information over load.

Social media helps user to decide what to purchase, where to purchase and how to purchase different brands, product and services. According to Huete-Alcocer N.A (2017), marketing is known as a set of tools that is used to convey information to the potential consumer about the product or services offered by companies. Rapidly growing web usage and expansion of social networking sites provide a new era to marketers for the publications of their information to their targeted market. According to Kietzmann JH et al. (2011) the internet life provides a role to a user's identity, and the product and services offered by a company make connection with these internet user using internet-based social networking sites or social media platforms. According to Huete-Alcocer N.A (2017) when a company convey information to potential consumer through online social networking platform it basically makes the company genuine to the shoppers. According to Moorman C (2017) all the companies are not solely depended on social media but also are connected consumers through other mediums of conveying information.

According to Ray A (2016) While, social media platforms help to spread awareness about the product or service, all the marketers take benefit from it to convince the consumer and sell million-dollar worth of product and services. According to Hebl.M (2017), social media is an effective tool of a company's marketing strategy; however, most of the companies are allocating eleven percent of their marketing budget to the social media marketing. According to many researchers, despite the due

importance of social media marketing, social media negative word of mouth has also significant negative impact on the company's.

The impact of online selling sites on consumer buying behavior

Online selling is one of the commonly used means for the convenient shopping. According to Bourlekis, et al. (2000), online shopping is medium of purchasing the product and service over the web by the use of internet. In the new era technology anyone can buy any service or any product conveniently and the payments can be made by the means of internet banking or mobile banking According to Yu and Wa (2007) online shopping is convenient as it saves time and provides more satisfaction to the consumer of modern age. Online selling sites are the products outlets or service portals over the internet. Where anyone can buy product or service through internet sitting at home. This variable is operationalized through. 1.Ease of searching products online. 2. Ease of access through the mobile apps 3. Payment via online banking 4. Trust in online selling outlets 5. Time and place ease in online shopping 6. Order tracing facilities 7. Money back guarantee.

Online buyer Privacy Concerns as a moderator between the social media advertisement and online selling sites.

According to Belanger (2002) online buyer privacy is the intent of an individual user to share his personal information over the internet. Furthermore,Parlou (2011) stated that internet usage gives permission to company contently, gather, store, process and utilize personal information of the users that induces the online user's privacy concern. Scenario revealed that all the decisions regarding with personal information should be entirely up to the individual. Furthermore,Salinger et al. (2002) explained that user express their personal information over the social media or internet influences the marketing for e-commerce and to take benefits from it user concern must be addressed. Ham, (2016) revealed that, most of the people are not aware of how customized. Advertisement actually works, and how the promotional makes are transferred. Buyer privacy concern have its root in the truth that companies have to gather a large amount of user's data for the purpose of delivering customized promotional messages and

advertisements. Although, this customization is eventually appreciated by the consumers, but it also raises the issue of the violation of their personal information, being recorded without their knowledge. Hony and Thong, (2012) stated that in the emergence of information technology. Online consumer privacy has become the most challenging ethical, legal, social media and political issue. There are different dimensions of fear consumer may encounter online.

According to Hong and Thong, (2012) these are six consumer fear dimensions, gathering of information, secondary use of information, error, inadequate access, control and awareness. The given fear dimensions are based on theories from previous studies. First dimension of consumer fear gathering or collection can be explained as an amount of particular data being processed on website and to what extent an individual fear about that. Second privacy fear dimension the usage, can be defined as an extent to which a consumer is concerned about his personal information given to the company over the website (internet).and for what purpose it will be used. Next is error, it is defined as an extent to which a consumer is concerned about the protection against intentional and unintentional errors in private data gathered by website being insufficient. Fourth dimension of fear is inadequate access, it was explained as a concern about private information being accessible to the people who are not concerned, and properly authorized to view that content or information. Fifth dimension is control; it is concerned about having the proper control over the individuals own private information or data.

Final dimension of privacy fear is awareness, explained as knowledge about the personal information practices by the company or concerned website. According to son and kim, individual react in different ways when they come to know that their privacy is being violates by the company. These consumer reactions or privacy threats are also known as information privacy protective response (IPPR). According to IPPR an individual consumer might react in three different ways. These ways of reaction might be, information provision private action and public action. Information provision is associated with fact whereby consumers are supposed to give their personal data for access to process and utilize and whereby these consumers can select either to deny or

give access to falsified information. Son and Kim (2008) stated that both of these reactions are considered as two of the primary ways that web users protect their information privacy. The other way of consumer reaction on the privacy violation threat might be through the private action. According to Hong and Thong, (2011) when there is any threat of privacy violation, where occurs in the case of loss of control by the user, they have the choice to either remove their account from the company database or them by negative word of mouth (buzz). Finally, the individuals have also the option of public action, primary object of the public action is to acquire remedy for the complaint. However, a victim consumer can complain directly to the company and as well as indirectly through involving a third party.

Hypothesis Development

H1o: Social Media Advertisement has a significant impact on Problem Recognition (first stage of buyers' decision making process).

H1a: Social Media Advertisement has a significant impact on Information Search (second stage of buyers' decision making process).

H2o: Social Media Advertisement has a significant impact on Evaluation of Alternatives (third stage of buyers' decision making process).

H2a: Social Media Advertisement has a significant impact on Purchase Decision (fourth stage of buyers' decision making process).

H3o: Social Media Advertisement has a significant impact on Post Purchase Evaluation (final stage of buyers' decision making process).

H3a: Online Selling has a significant impact on Problem Recognition (first stage of buyers' decision making process)

H4o: Online Selling has a significant impact on Information Search (second stage of buyers' decision making process)

H4a: Online Selling has a significant impact on Evaluation of Alternatives (third stage of buyers' decision making process)

H5o: Online Selling has a significant impact on Purchase Decision (fourth stage of buyers' decision making process)

H5a: Online Selling has a significant impact on Post Purchase Evaluation (final stage of buyers' decision making process)

H6o: Buyer Privacy Concerns moderates the impact of Social Media Advertisement on Problem Recognition (first stage of buyers' decision making process)

H6a: Buyer privacy concerns moderates the impact of Social Media Advertisement on Information Search (second stage of buyers' decision making process)

H7o: Buyer privacy concerns moderates the impact of Social media Advertisement on Evaluation of Alternatives (third stage of buyers' decision making process)

H7a: Buyer privacy concerns moderates the impact of Social Media Advertisement on Purchase Decision (fourth stage of buyers' decision making process)

H8o: Buyer privacy concerns moderates the impact of Social Media Advertisement on Post Purchase Evaluation (final stage of buyers' decision making process)

H8a: Buyer privacy concerns moderates the impact of Online selling on Problem Recognition (first stage of buyers decision making process)

H9o: Buyer privacy concerns moderates the impact of Online selling on information search (second stage of buyers decision making process)

H9a: Buyer privacy concerns moderates the impact of Online selling on Evaluation of Alternatives (third stage of buyers decision making process)

H10o: Buyer privacy concerns moderates the impact of Online selling on purchase decision (fourth stage of buyers decision making process)

H10a: Buyer privacy concerns moderates the impact of Online selling on post purchase Evaluation (final stage of buyer decision making process)

Proposed Theoretical Framework

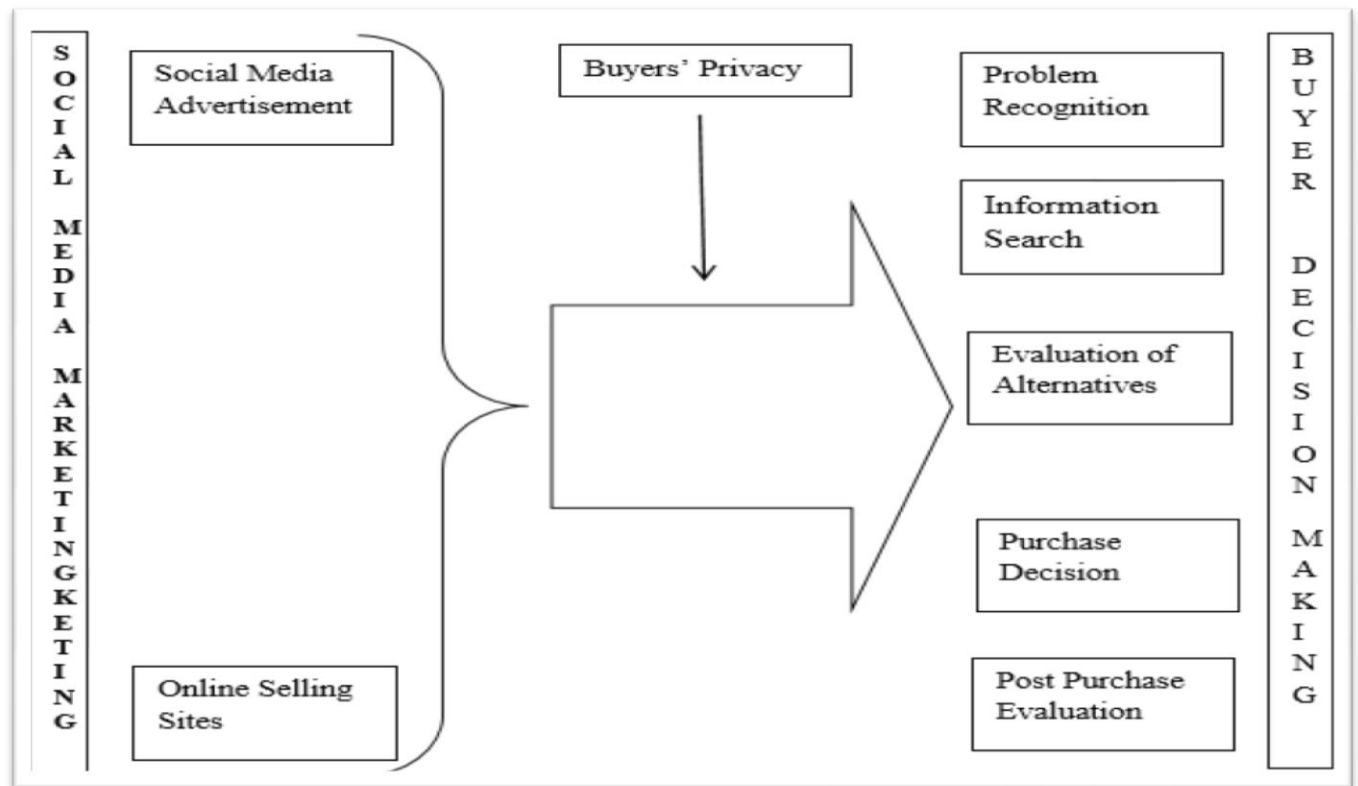


Figure. 1.1. Proposed Theoretical Framework

Research Methodology

Research Design

The research based on both the epistemology and ontology. This study is a quantitative study. Furthermore, the research design is explanatory, as the study explains and identifies the problem and also examines the relationship between dependent and independent variables.

Research Approach

The present research uses the deductive approach to inspect the impact of social media advertisement and online selling on consumer decision making process.

Target population

Populations of the research are the people who use the social media and online store for shopping, within the premises of south Punjab.

Sampling and sample size

According to Memer and Ahmed (2017) random sampling is best sampling technique for the research on social behaviors. The sample size of 300 respondents.

Data collection

The present study is based on the primary data which is collected through a structured questionnaire. Questionnaire is based on the five points likert scale.

Instrument

For the collection of data, a structured codes entered questionnaire is used on 5 point likert scale from strongly disagree to strongly agree.

Results and Discussion

Reliability

In the present study Cronbach's alpha is used to measure the validity of items. According to the table, Cronbach's of the social media advertisement is .673 which is good. Cronbach's alpha measurement of online selling sites is .858 which is good and reliable. Cronbach's alpha for the items of need recognition is .793 which is good. Cronbach's alpha for the items of information search .766 which is good. Cronbach's alpha for the items of evaluation of alternatives is .724 which is good. Cronbach's alpha for the items of purchase decision is .782 which is good. Cronbach's alpha for the items of post purchase decision is .789 which is good and reliable. Cronbach's alpha for the items of online buyer privacy concerns is .790 which is good and reliable

Variable	No. of Items	Cronbach alpha
Social media advertisement	5	.673
Online selling sites	7	.858
Need recognition	2	.793
Information search	4	.766
Evaluation of alternatives	4	.724
Purchase decision	7	.782
Post purchase decision	6	.789
Online buyer privacy concern	4	.790

Validity Analysis

Kaiser Meryer, Olkin (KMO Barlet;s test) is to measure the sample adequacy and validity. Kaisen (1974) minimum 5.0 KMO value is acceptable. These table stated below KMO measure value is 0.773 which is good enough for the sample adequacy

<i>KMO and Bartlett's Test</i>		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.773
Bartlett's Test of Sphericity	Approx. Chi-Square	4.478E3
	df	703
	Sig.	.000

Moderating effect of online buyer privacy concerns

Correlation Analysis

	Need recognition	Information search	Evaluation of alternative	Purchase decision	Post purchase decision	Online selling sites	Social media advertisement
Need recognition	1	.611**	.258**	.140*	.119*	.198**	.190**
	300	.000	.000	.015	.039	.001	.001
Information search	.611**	1	.314**	.291**	.200**	.257**	.172**
	.000	.000	.000	.000	.000	.000	.003
	300	300	300	300	300	300	300
Evaluation of alternative	.258**	.314**	1	.495**	.298**	.154**	.090
	.000	.000	.000	.000	.000	.007	.122
	300	300	300	300	300	300	300
Purchase decision	.140*	.291**	.495**	1	.474**	.178**	.100
	.015	.000	.000	.000	.000	.002	.084
	300	300	300	300	300	300	300
Post purchase decision	.119*	.200**	.298**	.474**	1	.292**	.105
	.039	.000	.000	.000	.000	.000	.068
	300	300	300	300	300	300	300
Online selling sites	.198**	.257**	.154**	.178**	.292**	1	.406**
	.001	.000	.007	.002	.000	.000	.000
	300	300	300	300	300	300	300
Social media advertisement	.190**	.172**	.090	.100	.105	.406**	1
	.001	.003	.122	.084	.068	.000	.000
	300	300	300	300	300	300	300

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

The need recognition and online selling sites are positively and significantly correlated. The need recognition and social media advertisement are positively and significantly correlated. The information search and online selling sites are positively and significantly correlated. The information search and social media advertisement are positively and significantly correlated. The evaluation of alternative and online selling. The evaluation of alternative and social media advertisement are positively but insignificantly correlated. The purchase decision and online selling sites are positively and significantly correlated. The purchase decision and social media advertisement are positively but insignificant correlated. The post purchase decision and online selling sites are positively and significant correlated. The post purchase decision and social media advertisement are positively but insignificant correlated.

Regression Analysis

Regression analysis is a statistical tool which is to estimate the impact of predictor variable on the dependent variable. In the present study linear regression is used to test each hypothesis independently. Regression analysis is a statistical tool which is to estimate the impact

of predictor variable on the dependent variable. In the present study linear regression is used to test each hypothesis independently.

Hypothesis Testing

1st hypothesis

Table 4.2

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.190 ^a	.036	.033	1.34039	1.873

a. Predictors: (Constant), Social media advertisement

b. Dependent Variable: Need recognition

Table 4.3

ANOVA

	Model	Sum of Squares	df	Mean Square	F	Sig.
	Regression	20.078	1	20.078	11.175	.001 ^a
1	Residual	535.404	298	1.797		
	Total	555.482	299			

a. Predictors: (Constant), Social media advertisement

b. Dependent Variable: Need recognition

Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	2.619	.328		7.978	.000
1 Social media advertisement	.286	.086	.190	3.343	.001

a. Dependent Variable: Need recognition

On the bases of first research question, first hypothesis is developed which is mentioned below. Model summary table shows the R-Square of .033 which shows that social media advertisement predicts the need recognition only 3.3%. ANOVA table shows the significance value of 0.001 which shows that model is significant. In the coefficients table Beta is a positive value (0.91) which shows the positive impact of social media advertisement on need recognition. The significance is 0 which shows that impact is significant. Therefore, the first hypothesis is accepted.

2 Hypothesis

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.172 ^a	.030	.026	1.27325	1.984

a. Predictors: (Constant), Social media advertisement

b. Dependent Variable: Information search

ANOVA

	Model	Sum of Squares	df	Mean Square	F	Sig.
	Regression	14.742	1	14.742	9.094	.003 ^a
1	Residual	483.104	298	1.621		
	Total	497.847	299			

a. Predictors: (Constant), Social media advertisement

b. Dependent Variable: Information search

<i>Coefficients</i>					
	Model	Unstandardized Coefficients		Standardized Coefficients	t Sig.
		B	Std. Error	Beta	
1	(Constant)	2.790	.312		8.947 .000
	Social media advertisement	.245	.081	.172	3.016 .003

a. Dependent Variable: Information search

On the bases of second research, second hypothesis in developed which is mentioned below. Model summary table shows the R-Square of .030 which shows that social media advertisement predicts the information search only 3%. ANOVA table shows the significance value of .003 which shows that model is significant. In the coefficients table Beta is a positive value (.172) which shows the positive impact of social media advertisement on information search. The significance value is .003 which shows that impact is significant. Therefore, the second hypothesis is accepted.

3 Hypothesis

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.090 ^a	.008	.005	.87030	1.764

a. Predictors: (Constant), Social media advertisement

b. Dependent Variable: Evaluation of alternative

Table 4.9

ANOVA

	Model	Sum of Squares	df	Mean Square	F	Sig.
	Regression	1.826	1	1.826	2.411	.122 ^a
1	Residual	225.709	298	.757		
	Total	227.536	299			

a. a Predictors: (Constant), Social media advertisement.

b. Dependent Variable: Evaluation of alternative

Table 4.10

Coefficients

	Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
	(Constant)	3.326	.213		15.606	.000
1	Social media advertisement	.086	.056	.090	1.553	.122

a. Dependent Variable: Evaluation of alternative

On the bases of third research question, third hypothesis is developed which is mentioned below. Model summary table shows that R-Square of .008 social media advertisement predicts the evaluation of alternatives only 0.8%. ANOVA table shows that significance value of .122 which shows model is insignificant. In the coefficient table Beta is a positive value (.090) which shows the positive impact of social media advertisement on evaluation of alternatives. The

significance value is .122 which shows that the impact is insignificant. Therefore, the third hypothesis is rejected.

4 Hypothesis

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.100 ^a	.010	.007	.82531	1.608

a. Predictors: (Constant), Social media advertisement

b. Dependent Variable: Purchase decision

ANOVA

	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2.048	1	2.048	3.007	.084 ^a
	Residual	202.979	298	.681		
	Total	205.027	299			

a. Predictors: (Constant), Social media advertisement

b. Dependent Variable: Purchase decision

Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	3.351	.202		16.580	.000
Social media advertisement	.091	.053	.100	1.734	.084

a. Dependent Variable: Purchase decision

On the bases of fourth research question, fourth hypothesis in developed which is mentioned below. Model summary table shows that R-Square of .010 social media advertisement predicts the purchase decision 1% ANOVA table shows the significance value of .084 which shows the model is insignificant. In the coefficient table Beta is a

positive value (.100) which shows the positive impact of social media advertisement on purchase decision. The significance value of .084 which show that the impact is insignificant. Therefore, the fourth hypothesis is rejected.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.105 ^a	.011	.008	.99214	1.711

a. Predictors: (Constant), Social media advertisement

b. Dependent Variable: Post purchase decision

ANOVA

	Model	Sum of Squares	df	Mean Square	F	Sig.
	Regression	3.296	1	3.296	3.349	.068 ^a
1	Residual	293.335	298	.984		
	Total	296.631	299			

a. Predictors: (Constant), Social media advertisement

b. Dependent Variable: Post purchase decision

Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	3.313	.243		13.636	.000
Social media advertisement	.116	.063	.105	1.830	.068

a. Dependent Variable: Post purchase decision

On the bases of fifth research question, fifth hypothesis in developed which is mentioned below. Model summary table that R-Square of .011, social media advertisement predicts the post purchase decision only 1.1%. ANOVA table show the significance value of .068 which shows the model is insignificant. In the coefficient table

Beta is a positive value (.105) which is the positive impact of social media advertisement on post purchase decision. The significance value is .68 which shows that the impact is insignificant. Therefore, the fifth hypothesis is rejected.

1 Hypothesis

According to regression analysis social media advertisement has significant positive impact on need recognition. The interaction plots indicate that high buyer privacy concerns strengthens the positive impact of social media advertisement on need recognition

2 Hypothesis

According the regression analysis social media advertisement has significant positive impact on information search. The interaction plots indicate that high buyer privacy concerns strengthens the positive impact of social media advertisement on information search.

3 Hypothesis

According the regression social media advertisement has insignificant but positive impact on evaluation of alternatives. The interaction plots indicate that high buyer privacy concerns strengthen the positive impact of social media advertisement on evaluation of alternatives

4 Hypothesis

According the regression analysis social media advertisement has insignificant but positive impact on purchase decision. The interaction plots shows that high online buyer privacy concern strengthen the positive impact of social media advertisement on purchase decision.

5 Hypothesis

According to regression analysis social media advertisement has insignificant but positive impact on post purchase decision. The interaction plots indicate that high buyer privacy concern strengthen the positive impact of social media advertisement on post purchase decision.

6 Hypothesis

According to regression analysis online selling sites has significant positive impact on need recognition. The interaction plots indicate that high buyer privacy concern strengthen the positive impact of online selling sites on need recognition

7 Hypothesis

According to regression analysis online selling sites has significant positive impact on information search. The interaction plots indicate that high buyer privacy concerns strengthen the positive impact of online selling sites on information search.

8 Hypothesis

According to regression analysis online selling sites has significant positive impact on evaluation of alternatives. The interaction plots indicate that high buyer privacy concerns strengthen the positive impact of online selling sites on evaluation of alternatives.

9 Hypothesis

According to regression analysis online selling sites has significant positive impact on purchase decision. The interaction plots indicate that high buyer privacy concerns strengthen the positive impact of online selling sites on purchase decision.

10 Hypothesis

According to regression analysis online selling sites has significant positive impact on post purchase behavior. The interaction plots indicate that high buyer privacy concerns strengthen the positive impact of online selling sites on post purchase behavior.

CONCLUSION AND RECOMMENDATIONS

The study evaluates the influence of social media advertisement an online selling on the five phases of consumer buying decision process finding from the analysis show that social media advertisement. Consumer need recognition and the information search. But it negatively influences the other three phases of consumer decision making process, which are evaluation of alternative, final purchase and feedback stages. These indicate that watching advertisements on social media sites helps the users to recognize their need and wants and also provide them information. It is convenient for them to search the product and services offering on social media and

take help from the friends and fellows on face-book. Similarly online selling has the positive impact on need reorganize, information search, purchase decision and post purchase behavior (feedback stage). But, online selling has negative impact on the evaluation of alternatives. This indicate that online selling helps the recognize his needs and wants, search information online about the various offerings, make convenient purchase online and consumer feel satisfied to give the feedback bout his experience with purchase and use of product or service. But online selling does not supported the consumers to evaluate the different alternatives.

Implications

The present study explores the impact 1of 1social 1media 1advertisement 1and 1online 1selling on the consumer 1making 1process. Empirical evidence from the current research helps the marketing scholars by adding value in the literature of social media marketing and its impact on buying behavior. Moreover, findings are also helpful for the marketers because it gives them the clear view of 1social 1media 1marketing 1and 1its 1role 1in 1the 1consumer 1decision 1making 1process. It will help them to attract the consumer through the online selling and advertisement on social media and social networking sites.

Limitation and future Recommendation

Every study is bound with some limitation, the present study also have some limitations. In this study data is collected from the general public of Bahawalpur. Therefore, result from the research may not be generalize-able other geographical locations. The present study identifies the social media advertisement and online selling as the determinant of consumer decision making process, there may be other variable which have influence on the consumer decision making process. The current is conducted in the apparel industry. Therefore, there may not be generalize-able to other industry or sectors. In this study data is collected from the general public of Bahawalpur. Therefore, result from the research may not be generalize-able other geographical locations. A future study on similar problem can collect the data for any other industry or from any other geographical location i.e. any other city or any other country to make the

results more generalize-able and reliable. The present study identifies the social media advertisement and online selling as the determinant of consumer decision making process, there may be other variable which have influence on the consumer decision making process. Therefore, future studies on relevant problem may come up with other factors that may have impact on consumer decision making process. The future should come up with moderating or mediating variable other than buyer privacy concern. The present study is based on cross sectional survey a future study should come up with longitudinal survey to get more reliable and accurate results.

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