An Empirical Study of Factors Effecting Consumer Purchase Intention: A Case from Pakistan

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Abstract: Social media marketing is a significant marketing technique. Social media applications have empowered unprecedented advancement in human correspondence in current conditions. In previous studies the researchers check the effect of social media on customer purchase intention, but now the aim of this study is to focus how social media marketing activities, in specifically Facebook page of retail clothing brand effect the brand equity, brand loyalty, brand awareness and customer purchase intention. This study has taken from Junaid Jamshed's J. as the retail clothing brand in Pakistan, selected on the basis of its reputation and 150 questionnaires to be filled from the customers. Hierarchical Multiple Regression analysis is applied as the methodology of the research using SPSS 22. This study offers empirical evidence of its relationship between factors that have a great impact on the consumer purchase intention when purchasing the clothes brand in the retail clothing market.
Key words: Social media marketing; Brand equity; Brand loyalty; Brand awareness; Purchase intention

1 Introduction

Social media marketing activities refers to the resources of communications amongst people in which they generate, split, or replace information and ideas in effective community and network. Social media marketing activities are about exchange, civilization, between with the audience and building relationships. It is not just a broadcast channel or a sales and marketing tools. Social media marketing activities not only allow you to hear what people say about you, but also enable you to take action.

The media have skilled a vast change over the past period decade(W. G. Mangold, D. J. Faulds, 2009). Present facts point out that the number of people access the Internet go above two billion four hundred thousand, i.e. 34% the world's population. In addition, one out of every seven people in the world has a Face book profile and nearly four in five Internet users visit social media sites. With the number of Internet and social media users growing global, it is necessary for message managers to know online consumer behavior.

Consumers are more and more using social media sites to search for information and revolving away from traditional media, such as television, radio, and magazines. The appearance of social media has changed established one-way communication into multi-dimensional, two-way, peer-to-peer communication(P. Berthon, L. Pitt, C. Campbell, 2008).

For more than a few years, scholars have been focusing on the field of social media communication in an effort to recognize its effects on brands and brand management by studying relevant topics such as electronic word-of-mouth (E WOM) (M. Reza Jalilvand, N. Samiei, 2012). Yet, in spite of the enlarge in empirical research into the topic of social media, there is still small concerned of how social media marketing activities effect customer purchase intention. To address this gap, researcher aim to examine the effects of social media marketing activities on brand equity, brand loyalty, brand awareness and purchase intention.

2 Literature Review

2.1 Social media marketing activities

Social media marketing is very essential component for current business. This research investigates SMM objectives that includes creating movement to online stage, market cost reduction, and creating customer interface on online platforms to share the content(R. Felix, P. A. Rauschnabel, C. Hinsch, 2017). Alongside by these dominatingly proactive objectives, associations can use online long-range informal communication exhibiting in a more responsive way. For example, firms can screen and separate dialogs in electronic interpersonal interaction to perceive how buyers see a firm or its exercises. Efficiency of SMM depends on precise function that customer consign to the organizations & brands surrounded by the SMM field. To conclude, that study suggests equally the category of diligence and sort of artifact persuade the collision of SMM.

The idea from the study of the researcher(A. S. Ananda, Á. Hernández-García, L. Lamberti,

2016)that how consumer related and market driven companies can get more benefit from SMM. Recognizing the current state of the craftsmanship in Online networking marketing, this study proposes a theoretical skeleton once how organizations create their Online networking showcasing key choice process, what's more entryway they interpret and convey their SMM system under vital activities. Studies of SMM are now in rising phase. SMM is a current occurrence and the companies are using social media for their marketing tactics. Though make use of SM in marketing has newly grasp concentration from academic world. This study also focuses that how contents generated from the brand influence the behavior of the customer.

2.2 Brand equity

Brand equity mostly builds upon works on corporate and product brand equity(S. Kladou&J. Kehagias, 2014). When referring to objective brand equity, four dimensions are in use into concern: awareness, image, quality, and loyalty. Build on product and corporate brand equity and the meaning of intention branding, the current article includes a marketing approach to increasing a structural model incorporating a fifth element; that of cultural brand assets. The projected model paying attention on cultural urban destinations was experienced from the view of worldwide tourist visiting Rome. Results show that the five dimensions are interconnected and main for the customer's evaluation of a cultural purpose. In conclusion it describes the structural contact which are developed among assets, awareness, associations and quality, and relatives them with purpose to repeat and suggest as outcome important to intention reliability.

From the study of (H. oh, C. H. C. Hsu, 2014) research shows that how to conduct equivalence analyses by using a hotel brand equity. Measuring brand equity in the hotel industry frequently demands cross-national or cross-cultural research design and analyses. The company also continuously and progressively more deals with customers from different national or cultural backgrounds. Such variety in environment becomes general reason of diversity in customer perceptions and behaviors, as well causing concerns in customer-based dimension of hotel brand equity. This study experienced equality of the structural relationships across the groups clear by the three cross-cultural factors. The results support the model's configure and generalizability across the three cross-cultural contexts.

The research focus on the special effects of services marketing mix on four dimensions of brand equity(M. Aghaei, et al., 2014). In competitive environment brands are tools for promoting adding up values to product and also are one of the most important resources of a project.

2.3 Brand awareness

Companies are now gradually more focusing on the social media & online systems to give platform for communication with consumers(Y. Wang, et al., 2016). And they are providing a variety of possible benefits that are undemeath CRM actions & increasing the sales performance of the companies. This study looking at the effect of seller's social impact on the execution from claiming co innovation for clients and brand awareness in online web group setting. Brand awareness may be characterized similar to the ability of the decision makers over authoritative purchasing focus will distinguish or review a brand. Past investigations revealed that brand awareness is the vast majority vital component for pushing brand value for b2b business. While selecting a brand the customer face fears that make complicated to assess the risks concerned in purchase (N. Rubio, J. Oubiña, N. Villaseñor, 2014). To overcome these types of fear customer can use different strategies that can minimize the risks. Base on evaluation of many research papers the researcher indicate that seek out for knowledge & renowned brands like the foremost strategies to reduce the risks used by the customers. In Brand awareness many researchers confer value of advertising, in addition to the value of brand awareness in opinion of the quality of brand. The researcher examines the importance of assumption in customers' recognition with sub unit in the market and proposed the unconstructive roundabout consequence on recognition during the risk that customers perceive for the brands.

2.4 Brand loyalty

Brand loyalty as promise and that assurance caused the same purchasing behavior of the brand, disrespect the other brands marketing effort that may guide to switching actions (J.-J. Hew, et al., 2016). Consumers have slighter compassion towards cost & consequently they pay more, if the customers have brand loyalty. Through his brand loyalty business develop more competitive advantage other than their competitors and they maintain their existing consumers. There are two unrelated perspective of brand loyalty, one is behavioral and the other is attitudinal. The behavioral shows the repetitive buy of the brand, whereas attitudinal represents the amount of dispositional dedication. And they clearly determine the behavior of prospect customers. Brand loyalty is the main focus of marketing and customer research

and from the customer behavior points of view its important phenomena that can effect on performance of the business (J. Vera, A. Trujillo, 2017).

2.5 Purchase intention

Study examines the influence of regulatory fit on consumer attitudes and purchase intentions (C.-L. Hsu &M.-C.Chen, 2014). To this end, hypotheses have been developed. The survey results, obtained in Taiwan, provide reasonable support for the hypotheses. Specifically, the findings from the analysis of variance confirm that the occurrence of a regulatory fit leads to a more positive attitude, and a greater intention to purchase organic food than when no regulatory fit occurs. Furthermore, the findings from both moderated regression analysis and simple slope analysis show that the relationships between regulatory fit and both attitude and purchase intention are moderated by consumer characteristics.
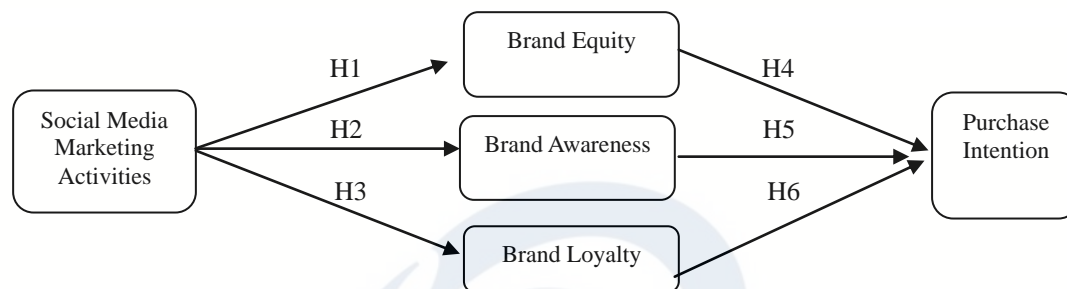
3 Theoretical Framework

Figure 1   Theoretical Framework

3.1 Hypothesis

On the basis of Theoretical framework, following hypotheses are suggested:

H1: Social media marketing activities has a positive effect on brand equity.

H2: Social media marketing activities has a positive effect on brand awareness.

H3: Social media marketing activities has positive effect on brand loyalty.

H4: Brand equity has a positive effect on purchase intention.

H5: Brand awareness has a negative effect on purchase intention.

H6: Brand loyalty has a negative effect on purchase intention.

4 Methodology

4.1 Hierarchal multiple regression

Hierarchal Multiple regression is applied in this study in order to check the effect of purchase intention through social media marketing activities in the clothing industry in Pakistan. There were 150 questionnaires to be filled by the customers of clothing brand Junaid Jamsheed J. and 5-point likert scale is used in the questionnaire.

4.2 Reliability test

The Cronbach's alpha is used to test the reliability. The values of overall variables indicated as reliable with the Cronbach's alpha value more than 0.60.

Table 1   Cronbach's Alpha Test

Factors	No of Items	Cronbach's Alpha value
Social Media Marketing Activities	4	0.824
Brand Equity	4	0.701
Brand Awareness	2	0.836
Brand Loyalty	3	0.713
Purchase Intention	3	0.714

5 Findings

The finding of model 1 indicates positive relationship and significant effect of Brand Equity on Purchase Intention. Schivinskia and Dabrowsk also found that brand equity positively influences the brand purchase intentions of consumers. Furthermore, Brand Awareness of model 1 has insignificant effect on Purchase Intention. Reza Jalilvand and Samiei revealed that brand awareness has a positive

influence on purchase decision but in this study Brand awareness has a negative effect on purchase intention. For Brand Loyalty, model 1 indicates insignificant effect on purchase intention. Furthermore, model 2 shows in addition that Social Media Marketing Activates has a negative effect with Purchase intention. It was proved by Rubio that Brand loyalty has a positive relation with consumers decision making process.   Moreover, Reza Jalilvand and Samiei showed that social media marketing activities influenced positively on decision making by consumers and in this study social media marketing has a negative effect on customer purchase intention.

Table 2   Standardized Coefficients under Regression Method

	Model 1 (SMMA)	Model 2 (PI)	Sig
Social Media Marketing Activities		-.076	.576
Brand Equity	.383		.000
Brand Awareness	.057		.491
Brand Loyalty	.099		.211

In model 1, the value of R square is .194 and in model 2 the value of R square is 1.96. There is very small difference.

6 Conclusion

This study tested the model, which proposed the relationship between factors that have a strong impact on the consumer purchase decision when purchasing the clothes brand in the retail clothing market. In the light of the aims of this research, the model hypothesized that the brand equity has a positive impact on purchase intention. Chung, Lee and Heath have studied that how product, non-product and customer-business relationship attributes affect customer-based brand equity (J. Y. Chung, J. Lee, R. L., 2013). Brand awareness and brand Loyalty completely and strongly communicate to customer's action toward a brand as such, relationship quality is most important along with product attributes and non-product attributes especially in the service industry. Consumers have many choices over the brands. This growing competitiveness makes differentiation and thus it increases the purchase intention. Brand managers ought to build a consistent social media marketing activities over the time. The hypotheses initially set up were supported by the results of this study. Social media marketing activities is an important variable while purchasing the clothes brands in this age of Internet craze and there is an insignificant relationship between the brand awareness and brand loyalty with purchase intention. Our research has some limitations. The first and foremost limitation of this research is that we are focusing only on one fashion brand i.e. Junaid Jamshed's J.; a famous brand in clothing industry in Pakistan. Moreover, it is on clothing retail sector, last but not the least, it is geographically limited to Pakistani cities of Rawalpindi and Islamabad.

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