

INFLUENCE OF CREDIBLE SOCIAL MEDIA MARKETING ON PURCHASE INTENTIONS OF FEMALES OF PAKISTAN FOR CLOTHING BRAND.

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ABSTRACT: *The focal point of this study was to find the influence of social media marketing on consumer purchase intentions with the mediating effect of website credibility (for clothing brands). The study was conducted in clothing industry and on the female respondents of Pakistan. It was quantitative research. Convenient sampling was used to select sample size of two hundred and ninety nine respondents. Data was collected through questionnaires. To test the hypotheses Regression and correlation analyses were performed. The result showed that social media marketing and website credibility has positive impact on consumer purchase intention. Social media marketing will help marketers to recognize the influence of social media in decision making procedure and develop well organized and successful business strategies. It helps marketing managers to identify the inspiring factors of a social media which forces a female to buy any specific clothing brand.*

Key Words: Social media marketing, Website credibility, Reliability, Purchase intension, Clothes branding

INTRODUCTION:

Pakistan is semi industrial state and is struggling hard to be a better economy. In here, textile industry is growing day by day and it helps to improve the economy of Pakistan. In recent years a tremendous change is observed with respect to local and foreign brands and consumer consumption has been increased in recent years [2]. Textile industry is largest industry of Pakistan with a total GDP involvement of 8.5% and pays 30% of labor force [5].

There will be no doubts to state that this era is era of electronic media. Advertisement has been used by all sectors of Pakistan to introduce products and services throughout the world. It is a sunk cost which leads and affects the sale / revenues of companies directly and indirectly. Traditional way of advertisement has been changed and shaped into a totally new way of communication. It shaped by consumers not by marketing managers or advertisers [6].

Website quality and usability are important factors affecting the utilization of social media networking. Companies are striving hard to put into practice the best use of technology. It includes new clients, from same and different countries, money making, and promotion of brand image, helpful services and advertisement campaigns [1].

Social media is a web based site which allows an individual, person, group of persons. It creates a profile to contact to family, friend, public or selective people by one way. It tells about the content shared by different connections. They may view the list of connections made by same or other connections or sites. Structure, look, nomenclature can vary site to site [8]. Christina Chung (2013), [7] has also studied the link of SNSs with the intension to use. Advantages, simplicity and reliability of a site were a major tool which helps to identify the good SMM try. Social networks are stated to be websites which connect millions of consumer from all over the world with same benefits, opinions and hobbies. Facebook, Blogs, MySpace, YouTube are well known amongst customers [13].

Behavioral intention has been defined as a person's inspiration and a plan to increase attempt and perform a behavior. Consumer intentions are directions towards the signal decision of loyalty with the brand or to leave it. Research studies reveal that quality of services and satisfaction of consumer affect behavioral intention [14].

Trust on a website can be positively associated with the purchase intensions of the consumers [15].

Some phrases refer to website credibility.

- ✓ Trust on the website information
- ✓ Accept the advice
- ✓ Believe the output

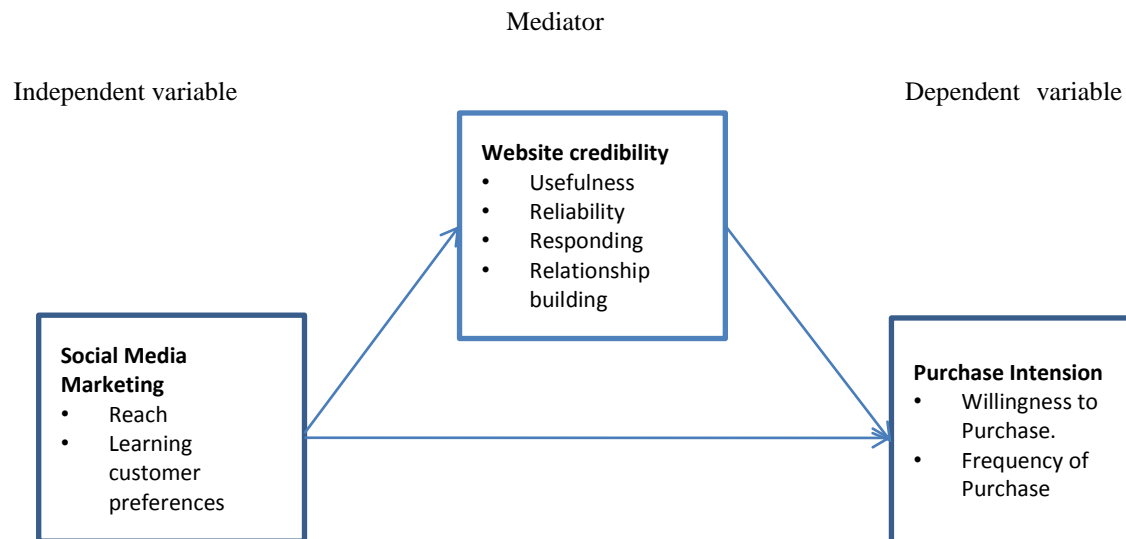
Kaye (2004) defined credibility for the study as worthiness of being believed, accuracy, fairness and depth of information. Credibility can be measured in different terms. Credibility of source, sender, attitude, knowledge and information are studied.

There are four objectives of the research. [1] To explore the aspects of social media marketing and web site credibility [2] To investigate the influence of social media marketing on purchase intension [3] To check whether website credibility mediates the relationship between social media marketing and purchase intension.

MATERIALS AND METHODS

This study explores the influence of credible social media marketing on purchase intentions with the mediating effect of website credibility.

Figure 1 is showing the theoretical framework of social media marketing which is impacting website credibility and consumer purchase intention. Website credibility partially mediates the relationship between social media marketing and purchase intension. Social media marketing is independent variable and consumer purchase intension is dependent variable website credibility is a mediator



On this base research hypothesis are generated as:

H1: Social media marketing have significant influence on consumer purchase intension.

H2: Social media marketing has significant influence on Website credibility

H3: Website credibility has significant influence on consumer purchase intension.

H4: Website credibility partially mediates the relationship between social media marketing and purchase intension.

Research methodology:

Research was quantitative. Further, deductive approach was used which is general to specific. Questionnaire survey was used for data collection. It consists of thirty nine items. Twenty four measuring website credibility, eight questions measuring social media marketing and remaining six questions measuring purchase intension. Five points likert scale was used. This study contained two dimensions of social media marketing, namely reach, learning customer preferences [10]. Four dimensions of website credibility namely under stability, reliability, responding [8] and Relationship Building [11].

Convenient sampling was used in this research. Questionnaire was distributed to two hundred and ninety nine respondents randomly. To test the hypothesis and interpret the result quantitative Research software SPSS was used. To achieve the results Regression and correlation has been performed.

RESULTS AND DISCUSSION

For the test of hypothesis and results Reliability, regression, correlation was used. Reliability was checked through Chronbach's Alpha (α). It value was 0.93. It shows a strong reliability of the scale.

Table: 1.1 Respondents Profile

Demographics	Items	No. of Respondents	Percentage
Gender	Females	299	100
Age	18-23	151	50
	24-28	84	28
	28-40	54	18
	40-60	10	3.33
Social sites used	FACEBOOK	209	69.8
	Twitter	15	5
	You tube	19	6
	Blogger	20	6.6
	None of above	2	0.66
	All of above	31	10.3
Clothing brands awareness	Others	3	0.10
	Brand Retail	15	6
	Social Media	157	52
	Designer Website	127	42

Table: 1.2 Reliability Statistics

Dimension	Cronbach's value	Reliability
Understandability	.786	Good
Reliability	.820	V. Good
Responding	.746	Good
Relationship Building	.779	Good
Reach	.693	Weak
Learning customer preferences	.802	V. Good
Purchase Intention	.850	V. Good

All the values were greater than 0.7 except one dimension. It means all dimensions are reliable except one i.e. assessment whose reliability is comparatively weak. After that correlation analysis has been performed through SPSS, there was positive and strong relationship between

social media and marketing, website credibility and purchase intention. The correlation was significant as the value of P was less than 0.05. For social media marketing the $r = .519$ and for website credibility r value =.469.

In Regression Analysis R square for Social Media Marketing is 0.269 which shows that Social Media Marketing is bringing 26.9 % change in Purchase Intention. The significant value is less than 0.05 so the model is significant and fit.

Table: 1.3 Correlation between social media marketing, website credibility and purchase Intention

Correlations		PI	SMM	WSC
PI	Pearson Correlation	1		
SM	Pearson Correlation	.519**	1	
WS	Pearson Correlation	.469**	.572**	1

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

Table: 1.4 Model Summaries:

Model	R Square	Adjusted R Square	Std Error	Significance
1.	0.269	0.267	0.632	0.000

Table: 1.5 Coefficients

Model	B	Std Error	T	Significance
1. SMM	0.601	.057	10.467	0.000

Purchase Intention= B (Social Media Marketing) + Std. Error.

Purchase Intention= 0.601(Social Media Marketing) + 0.57.

This Equation shows that 1 unit change in Social Media Marketing brings 0.601 units change in Purchase Intention.

In Regression Analysis R square for website credibility is 0.220 which shows that website credibility is bringing 22 % change in Purchase Intention. The significant value is 0.000 which is less than 0.05 so the model is significant and fit.

Table: 1.6 Model Summary

Model	R Square	Adjusted R Square	Std Error	Significance
1.	.220	.218	.65290	0.000

Table: 1.7 Coefficients

Model	B	Std Error	T	Sig
1.WSC	.601	.066	9.162	0.000

Purchase Intention= B (website credibility) + Std. Error.

Purchase Intention= 0.601(website credibility) + 0.66

This Equation shows that 1 unit change in website credibility 0.601 unit's change in Purchase Intention.

The result shows that social media marketing, website credibility and purchase intention were positively correlated with each other so its mean that social media marketing and website credibility affect consumer purchase intention positively.

The result was similar as previous researches [3]. They also conclude the influence of social media marketing on Purchase intention. Another study by [4] concluded that website credibility has influence on consumer purchase intention. The findings also suggest that there is need to improve usability, information and trust of website in order to enhance online purchase intention. Website credibility has also a strong influence on the purchase intention. On the base of these

values, all four hypotheses are accepted. Relation between trust on the site and purchase intention has been studied by [8] as well.

CONCLUSION:

Study focus on these factors because they are influencing on purchase intention. Study also concluded that there is need to increase the trust of consumers toward social media marketing.

Consumers believe that social media marketing having reliable information. Many online communities like Facebook requires from their user to provide authentic data if they share incorrect information which does not having relation with the user they will not able to access the Facebook. So people consider social media marketing is reliable source and have merits. Companies provide their information on social media. In order to promote their product they also create fan pages since people having their real identification so people trust on their activities [8].

The findings of public consumer board survey illustrate that social media and its different applications are supposed to be differently and the consumption pattern of social media like age and gender influence on these perceptions [9].

Social media marketing help marketers to build an effective market strategy. It gives coverage to businesses [15]. Through social media marketing women's can save their time and efforts. They get awareness in their daily life from social media marketing. Social media offers outlets to customers and seek out opinion on the subject of brand, and it helps to build online networks and create online communities and fulfill our social needs and wants.

The paper provides marketers with approaches into how information about the factors effecting purchasing patterns of online consumers can be included into marketing strategies. Social media has provided humans an outlet for consumers to seek opinions about brand and to create online communities making it easier to network with others, which satisfies some of our deepest social wants and needs. Consumers can also gain a lot of information from this perspective about the bond between SMM and PI. In growing countries need of brand loyalty for its own products is really important. This work will lead other many researches towards branded cloth market for more specific industry and can support our countries production and eventually to our GDP.

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