

Impact of Social Media on Women Buying Behavior Towards Textile Sector

Afreen Essani¹, Arfa Shahbuddin¹, Munazza Zubair¹, Rohma Siddiqui¹, Sunaina Arshad¹, & Anam Qamar²

¹ Students of Department of Business Administration, Jinnah University for Women

² Lecturer Department of Business Administration, Jinnah University for Women

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Correspondence

Author name: Anam Qamar

Designation: Lecturer

Email:

anam.qamar@ymail.com

ABSTRACT

In era of technology, social media has brought a dynamic alteration in trade, hence has forced the marketers to contemplate on techniques to use it effectively. This research intends to observe the influence of brand awareness and word-of-mouth on the purchase decision of women in Pakistan. The data was collected through a survey, which consisted of 200 female respondents of all ages and socio-economic classes who used social media. Regression was used for the data analysis with the help of SPSS version 19.0. It was evident from the results that there is a positive impact of brand awareness and word of mouth on the buying behavior of Pakistani female customers. Based on the findings, this study can be helpful for the enterprises who are willing to better their promotions.

1. INTRODUCTION

Social media can be used as an effective method to build communication grounds with customers and attract potential customers beyond conventional techniques. According to Erdogmus and Cicik (2012) social media is swiftly growing technique to build positive image of the organization. It has now become a source of recognition for companies (Qureshi, 2016). Moreover, as Hayta, (2013) stated that it is a platform which enables us to share ideas, information, interest or events with our friends and family. On the other hand, businesses can use it to promote their products, share updates and create online communities of brand fanatics (Erdogmus & Cicik, 2012). A vast use of Facebook with 3 billion connections per day or other online platforms have made it essential for companies to use it as a source of business presentation and advertisement

(Qureshi, 2016). According to Facebook audience insights tool, Facebook users in Pakistan comprise of 15-20 million men and 5-6 million women.

Women buying behavior is highly affected by trends, brand reputation and opinions of friends and family (Malik, Ghafoor & Iqbal; 2013). Furthermore, as Zeb, Rashid, and Javeed (2011) explained that there is a rise in demand of fashion clothing that has intrigued brands to provide services in all possible ways to the consumers and by all means. However, textile is becoming one of the most profitable industry contributing 53% to export earnings and 9.5% to GDP (Anwer, Ramzan, Shoaib, & Mohyuddin, 2015). Designers and textile groups such as Maria B, Sana Safinaz, Gul Ahmed, Mau summery, Wardah etc. are striving to maintain their online presence to attract and entertain an infinite range of women. Nasir, Vel and Mateen, (2012). Marketing campaigns also have a varied effect on women buying behavior. Thus, Word-of-Mouth and Brand Awareness techniques can be used quite interestingly to influence women buying behavior. (Cheung, & Thadani, 2012)

Hence, for such reasons we've examined the influence of Brand Awareness (IV) i.e. the relevance of content posted by brands on social media, as well as Word-of-Mouth (IV) which classify into online reviews and opinions of friends and family on Purchase Decision of Women (DV).

1.1. Problem Statement

Use of internet by the public has given an easy access of social media by which products and services can easily be promoted by organizations. This has also made a medium of communication between businesses and their customers. The challenge faced by the enterprises is to use this grave medium effectively. The consumers require assurance about the quality of the product which cannot be provided by visual aids delivered through social media. In order to cater this situation, potential buyers have to rely on reviews of other customers. Secondly, the companies face a challenge to post legitimate information about the brand on the social media sites. Posting relevant and striking content on social media sites is also an issue that has been addressed in this research.

1.2. Research Objectives

The aim of this research is to show the impact of social media on women buying behavior of women in Pakistan's textile sector following are the research objectives:

- To investigate the impact of opinions of friends, family and online reviews (posted on social media cites) on women buying behavior.
- To probe the impact of relevant content posted by brands (on social media cites) on women buying behavior.

1.3. Research Questions

Q1: What is the impact of opinions of friends, family and online reviews (posted on social media cites) on women buying behavior?

Q2: What is the impact of relevant content posted by brands (on social media cites) on women buying behavior?

1.4. Significance

This research is potentially advantageous for the enterprises as it highlights the alterations in the buying behavior of the consumers due to their weighty usage of social media. The findings serve the insights of consumers' perspective inferred from the data collected from them. Through this study, businesses in the textile industry can determine which of the elements of social media (such as likes, reviews, posts, etc.) are persuasive to women. The research also emphasizes upon the influence of the liking of friends towards a product or brand on the potential purchaser. Likewise, the grave standing of power of customers' views on the mind of buyer is mentioned in the research.

1.5. Hypothesis

H₀₁: There is no significant impact of opinions of friends, family and online reviews (posted on social media cites) on women buying behavior.

H_{A1}: There is a significant impact of opinions of friends, family and online reviews (posted on social media cites) on women buying behavior.

H₀₂: There is no significant impact of relevant content posted by brands (on social media cites) on women buying behavior.

H_{A2}: There is a significant impact of relevant content posted by brands (on social media cites) on women buying behavior.

2. LITERATURE REVIEW

Erdogmus and Cicek, (2012) highlighted the impact of social media marketing on brand loyalty of the consumers in the context Turkey. The independent variables in this study were offering of advantageous campaigns on social media, offering relevant

content on social media, offering of popular content on social media and appearance on various platforms on social media sites whereas, the dependent variable was brand loyalty. The study was conducted with a sample size of 338 graduate and undergraduate students and through multiple regression analysis, the results suggested that advantageous campaigns on social media are the most significant drivers of brand loyalty followed by relevancy of the content posted on social media, popularity of the content among friends, and appearing on different social media platforms.

Chandio, Ahmed and Zafar (2015), investigated the impact of social media marketing factors that affect consumer purchase intention in the context of Karachi, Pakistan. Independent variables were Perceived Quality, Information Search and Word of Mouth and their impact on the dependent variable i.e. Purchase Intention was tested on a sample of 195 students of universities through multiple regression analysis. The findings suggested that there is no significant impact of perceived quality on purchase intention whereas; information search and word of mouth had significant influence on purchase intention.

Hautz, Dennhardt and Fullera (2013), empirically tested the influence of brands' social media activities on the purchase decision process of consumers. The study was set up with the co-operation of the German car brand MINI. The independent variables consisted of brand page commitment, word of mouth, brand awareness and annoyance whereas; their influence on purchase decision being the dependent variable was tested on a sample of 311 respondents who were the members of MINI's facebookfanpage. The results were analyzed through regression analysis which showed that purchase intention was positively and significantly affected by brand page commitment and brand awareness however there was no negative impact of annoyance and no positive impact of word of mouth on purchase decision.

Malik, Ghafoor and Iqbal, (2013) highlighted the importance of brand awareness and brand loyalty in assessing purchase intention of consumers with respect to Pakistan's environment. The sample size chosen was 220 and correlation was applied. The independent variables were brand awareness and brand loyalty while purchase intention was the dependent variable. The results indicated that purchase intention has a strong positive association with brand awareness and brand loyalty.

Ahmed and Zahid, (2014) studied the impact of social media marketing on brand equity and customer relationship in terms of purchase decision. The sample consisted of

148 respondents belonging to Gujrat, Gujranwala and Wazirabad (Pakistan). The independent variables were social media marketing and brand awareness; the dependent variables were brand equity and relationship equity. To test the hypotheses, regression was applied and the results showed positive effect of social media marketing on customer relationships and brand equity.

Laroche, Habibi and Richard, (2012) investigated the effects of social media on brand loyalty. They conducted the survey through posts in websites such as Facebook, MySpace and Twitter, which provided 441 responses. Social Media Communities and brand trust were independent variables and brand loyalty was the dependent variable. After applying correlation, the results suggested that social media marketing has a significant relationship with brand loyalty.

Zeb, Rashid and Javeed (2011) studied the influence of Brands on Female Consumers Buying Behavior in the context of Pakistan. The dependent variable in this research was customer involvement in fashion clothing and the independent variable were brand status, brand attitude, willingness to pay premium and self-concept. The total of 415 respondents filled the questionnaires. The relationship was determined by Pearson correlation and findings suggested that there is a positive influence of brands on female consumers buying behavior in Pakistan.

Kosarizadeh and Hamdi (2015) stated that the effect of social media on consumer purchase intention on leather products in the context of Tehran and Iran. The independent variables of social media marketing activities were value equity, brand equity and relationship equity however; purchase intention was the dependent variable. The sample size of consumers was estimated 384 respondents. To observe the effect of social media on consumer purchase intention regression analysis was used to examine the connection between variables. Findings suggested that there is a significant impact of value equity, relationship equity and brand equity on consumer purchase intention. While brand equity have the most and relationship equity have the least impact on purchase intention of consumers.

Rehman, Ilyas, Nawaz and Hyder (2014), investigated the impact of facebook advertisement buying behavior of young consumers in the context of Pakistan. The independent variables were Facebook advertisement and Facebook environment while the dependent variable was buying behavior of young consumers. The study collected data from 309 Facebook users both males and females in Pakistan. The study used

multiple regressions for statistical analysis and the findings suggested that Facebook advertisement has positive effects while Facebook environment has negative effects on buying behavior.

Afzal and Khan (2015), studied the Impact of Online and Conventional Advertisement on Consumer Buying Behavior of Branded Garments in the context of Lahore, Pakistan. The independent variables were online and conventional advertisement and dependent variable was consumer buying behavior. A sample of 300 responses was used to test significant correlation between online or conventional advertisement and consumer buying behavior. Results suggested that there is a significant relationship of both advertising mediums on consumer buying behavior because of advertising characteristics remains the same in all contexts.

Noman and Ahmad (2013), studied the impact of brand image and advertisement on consumer buying behavior in the context of Gujranwala, Pakistan. A sample size of 175 responses were collected to observe the impact of independent variables i.e. brand image and advertisement on dependent variable i.e. consumer buying behavior, multiple regression analysis was used to examine the connection between variables. Study illustrated that teenagers in Gujranwala are more conscious about their social status so they prefer branded products and advertisement affects their Buying Behavior positively. Findings show that brand image and advertisement have strong positive influence and significant relationship with Consumer buying behavior.

Nasir, Vel and Mateen, (2012) examined the impact of Social Media word of mouth and traditional word of mouth on Buying Behavior of Women in Pakistan towards the purchase of Textile Garments. The independent variables were word of mouth and social networking sites while dependent variable was buying behavior of women. Sample size of 200 women were used to test multiple regression analysis. The findings suggested that Word of mouth has greater impact than Social networking sites on women buying behavior.

Hayta (2013), investigated the impact of social media network on purchasing behaviors of customer in the context of turkey. The Independent variable is social media and dependent variable is consumer buying behavior, sample size of this research was 688 and regression test was applied. The finding suggested that there is an effect of social media on buying behavior of customer according to age group and education status of them.

Khan, (2015) studied the impact of word of mouth on consumer purchase intention in the context of Pakistan. The Independent variable of this research was word of mouth and dependent variable was consumer purchase intention. Sample size of this research was 213 respondents and multiple regression analysis was used. The findings suggested that there is a positive impact of word of mouth on consumer purchase intention.

3. METHODOLOGY

Importance of Regression:

Regression analysis emphasizes on the casual relationship between Y and X. The primary objective of regression analysis is to explain the on average behavior of Y in relation to the regressors i.e. X. it clarifies how mean Y responds to the changes in the values of X variable (Gujarati, 2012). In this study, regression analysis is applied in order to check the influence Word-Of-Mouth (IV) and Brand Awareness (IV) on the Purchase Decision of Women (DV) in Pakistan.

Research objective:

This research aims to find out the impact of Word of Mouth (IV) and Brand Awareness (IV) on Purchase Decision of Women (DV). The objective is to observe the impact of reviews of friends and strangers and the content posted on social media networking sites, on the buying behavior of women in Pakistan.

3.1. Empirical Model:

$$\hat{Y} = C + Bx_1 + Bx_2 + E_t$$

\hat{y} = (y estimated) dependent variable.

c = intercept or constant.

b = slope i.e. change in variable $x_2 - x_1$, $y_2 - y_1$.

x_1 & x_2 = Independent variables.

e_t = error term

3.2. Population:

The population consists of women of Pakistan who are users of social media, in the context of Karachi with a sample size of 200 participants. Non Probability Sampling technique of Convenience Sampling is used in this research. The sample consists of females of all ages, belonging to different social classes living in several areas of Karachi.

3.3. Research Instrument:

To examine the impact of social media on women buying behavior towards textile sector, survey method is applied. Questionnaire has been used as the research instrument which was adopted from Charles-Henri Gros (2012). 200 questionnaires were distributed randomly among housewives, female students and female service-class. The questionnaire included close ended questions which comprised of two sections i.e. Demographic and Dependent and Independent variables. First section is related to the demographics of the respondents including their age, educational level, income level and the usage of social media which is measured through nominal scale. Second section is related to the Dependent variable i.e. Purchase Decision and Independent Variables of Brand Awareness and Word Of Mouth by 5 point Likert scale.

3.4 Analysis:

All of the respondents in this research were female, most of which fall in the age group of 18-24. About 71.5% of the respondents were undergraduates and majority of the respondents had an income level of 10,000-20,000. Tables 1-3 are showing the Demographics of participants.

Table No. 1: Ages of Participants

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	17 Or younger	14	7.0	7.0	7.0
	18-24	154	77.0	77.0	84.0
	25-34	21	10.5	10.5	94.5
	35-44	8	4.0	4.0	98.5
	45-54	1	.5	.5	99.0
	55-64	1	.5	.5	99.5
	65+	1	.5	.5	100.0
	Total	200	100.0	100.0	

Table No 2: Education Level

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	1	.5	.5	.5
	Secondary School	5	2.5	2.5	3.0
	Undergraduate	143	71.5	71.5	74.5
	Postgraduate	50	25.0	25.0	99.5
	Other	1	.5	.5	100.0
	Total	200	100.0	100.0	

Table No. 3: Income Level

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	42	21.0	25.9	25.9
	10000-20000	43	21.5	26.5	52.5
	20000-30000	16	8.0	9.9	62.3
	30000-40000	16	8.0	9.9	72.2
	40000-50000	14	7.0	8.6	80.9
	50000+	31	15.5	19.1	100.0
	Total	162	81.0	100.0	
Missing	System	38	19.0		
Total		200	100.0		

Moreover, about 37% of the respondents use social media for about 5 or more years and 89% of the respondents follow or like brands on Social Media Sites such as Facebook..

4. Results

The results of linear regression analysis indicate in Table No. 4 that R square is 0.407 which shows that total variation in Purchase Decision brought by Word of Mouth and Brand Awareness is about 40.7% which is quite satisfactory. The reason for low R square might be because of smaller sample size and also because of the fact that Purchase decision doesn't only depends upon Word of Mouth and Brand Awareness, other variables that might influence Purchase Decision are price, advertisements, quality of the product, brand image, environment, trends etc.

Table No. 4: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.638 ^a	.407	.401	.76140

Moreover, the confidence interval in this study is set for 95%, so the value of alpha was 0.05. The overall significance of the statistical model is shown in Table No. 5 as F -statistics = 67.484 > 1 indicates that the model was significant and is explaining the total variation in the dependent variable quite satisfactorily. It is also evident from Table No. 5 that there is a significant impact of Word of Mouth and Brand Awareness on Purchase Decision as p -value < 0.05.

Consequently as shown in Table No. 6, H1 is accepted i.e. there is a significant impact of opinions of friends, family and online reviews (posted on social media sites) on

women buying behavior with a p -value < 0.05 . Similarly, H2 is also accepted i.e. there is a significant impact of relevant content posted by brands (on social media sites) on women buying behavior with a p -value < 0.05 .

Table No. 5: ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	78.243	2	39.122	67.484	.000 ^a
	Residual	114.205	197	.580		
	Total	192.449	199			

a. Predictors: (Constant), target Amean, target WOM mean

b. Dependent Variable: target PD mean

Table No. 6: Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.586	.226		2.589	.010
	targetWOMmean	.417	.085	.303	4.930	.000
	targetBAmean	.428	.060	.441	7.183	.000

a. Dependent Variable: target PD mean

Hence, as in Table No. 6 Beta values indicate that for every 1 unit increase in Word of Mouth increases Purchase Decision by 0.303. Similarly, for every 1 unit increase in Brand Awareness increases Purchase Decision by 0.441.

Thus as results indicate, Brand awareness has greater impact on Purchase Decision as compared to Word of Mouth ($0.303 < 0.441$) which implies that women are more influenced by Social Media presence and relevance of contents such as, discounts, offers, updates, celebrity endorsements etc posted by brands on Social Media to make Purchase Decision regarding Textile products.

The results of this study were consistent with previous studies with similar variables that both Word of Mouth and Brand Awareness are significant drivers of Purchase decision. Previous research of Chandio, Ahmad and Zafar (2015) had similar results that Brand Awareness has more significant impact on Purchase Decision than Word of Mouth. Similarly, Khan (2015) had results that there is a significant impact of Word of Mouth on Purchase Decision. However, the study conducted in Lahore by Nasir, Vel and Mateen, (2012) reveals that Social Media Word of Mouth is not influential on Purchase Decision of women regarding textile products which contradicts our study

results.

5. CONCLUSION

This research was aimed to explore the ways through which companies in textile industry can create a positive impact on purchase decision of their potential female customers in Pakistan. Due to the rampant growth in Pakistani fashion industry, competing brands need to develop strong marketing strategies in order to increase their market share. In this regard using the social media effectively is a major issue. Therefore, this research is timely. Two independent variables were selected, Word-Of-Mouth and Brand Awareness. The dependent variable was Purchase Decision. Based on these variables, two hypothesizes were made. Data was collected through a questionnaire from the sample size of 200 women from Karachi. To test the hypothesis, regression was applied.

As majority of the sample size uses social media to interact with others, they get an opportunity to share images of the products and discuss their favorite brands. The reason why most of the women follow brands on social media is to get updates about discount offers and new collections. These factors give way to word-of-mouth and brand awareness, which is proved by the findings of this research. The results show that there is a significant impact of both the independent variables on the dependent variable.

Recommendations

Traditional media carries a great importance, but we see that the social media are evading it. Thus, it is important for companies to show their presence on social media. It is one of the most cheap and effective form of two-way communication between the brands and the consumers. The businesses need to share more and more information about their brands. The posts should be frequent to keep the audience attracted towards their product. Consumers should be encouraged to post their reviews on the social networking sites, as it tends to bring a positive influence on the potential customers.

Limitations and future implications:

The paper mainly focuses on women's buying behavior, and does not consider the buying behavior of men. It is also limited to the textile and clothing industry and a sample size of only 200 respondents were taken into consideration. The results may vary depending upon the industry of interest and also with a larger sample there may be a

significant R square value. Merely two variables were selected, that were brand awareness and word-of-mouth. A number of other factors such as entertainment and trust might have a significant impact on the buying behavior. Future researches need to be conducted on the contradiction between the word-of-mouth from strangers and the word-of-mouth from friends.

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