Role of social media marketing to enhance CRM and brand equity in terms of purchase intention

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ABSTRACT

Purpose

Main purpose of this paper is to examine the impact of social media marketing on brand equity and customer relationship management in terms of purchase intention.

Design/methodology/approach

This study was conducted in Pakistan and data was collected from the respondents by using simple random sampling procedure in the area of Gujrat, Wazirabad, and Gujranwala. Structure equation modeling used to assessed the impact on purchase intention of social media marketing, two constructs of CRM(customer care, emotional attachment) and three construct of Brand Equity(brand awareness, customer satisfaction, word-of-mouth).

Findings

Findings of the study indicate that, most significant factor which influence purchase intention is customer relationship management. Results conclude that, SMM positively influence customer relationships and brand equity.

Research limitations

The relationship explored in this study required further research on this topic. Because the data analysis were collected limited to a specific branch of one industry in one country that was garments. So further studies are required before general conclusions can be drawn.

Practical implications

On the basis of given results we conclude that purchase intention of customers can be created and reinforced through building customer relationship management and Brand equity by using social media marketing(Facebook).

Originality/value

Put emphasis on and improves the body of knowledge relating to purchase intention in garments industry.

Keywords: Social media marketing, Customer Relationship Management, Brand equity, Purchase intention.

1. Introduction

Social media and web technologies facilitate customers to interact and communicate. Companies are now using social networks to promote information about their brands. Big brands seek to connect with their customers by using social media channels. Online social networking sites such as Facebook, Twitter and MySpace etc. have a significant impact on customer's life. This social media has a direct impact on how the users communicate, share information, maintain their profiles and establish links with their friends.

Social networking at a highest level described as the occurrence of technologies that make it possible for individuals to easily communicate with each other, share their information, and form communities online. But the big question today is not what social marketing is, but rather what it means and how it is beneficial for businesses and for the consumers. While social marketing began as the province of individuals, businesses are now trying to capitalize on this trend as they search for specific strategies and tactics to drive value from it. Gartner research shows a larger increase in investment in social networking by businesses.

As social networking sites continue to grow, firms no longer solely rely on traditional mediums to enforce public perception of their product. Organization uses social networking information to help to identify their most influential consumers, drive participants in product development and improve brand sentiment.

Customers are the heart of any business and social media marketing provide an opportunity for businesses to build mutually beneficial and candid relationship with those customers. But for organizations to realize tangible business benefits, they need to better plan, manage and measure and update their social media marketing efforts. This is where customer relationship management intersects with social media marketing. People spend most of time on social networks in gossiping, playing games and chatting with fiends. In busy urbanism life, they don't have time to meet.

Social media websites such as Facebook, Twitter, YouTube provide consumers with tremendous opportunities to share and disseminate brand related content and product usage information around the world. Now a day's consumers are more informative and interested to search product features online before making any purchase. Therefore, Social media marketing is playing a crucial role in providing information to people and building their preferences and choice of purchase. The fact that 61% survey respondents were more likely to make a purchase after watching attractive social media campaign, and therefore social media marketing actually plays a long term role in purchase intention.

Success of these online social networking sites and growing trends has allowed the organizations to penetrate in this new domain for marketing their brands. Social media provide companies to market their product and services by using different tools for promotion. In this competitive era, brands are fighting for space in the minds of the customers. Brands today are not relying only on traditional social media. Social media marketing now is just like a fad. With the use of sites like Facebook, Orkut, LinkedIn, twitter, YouTube attracts more than 5 million users every day. Companies use social media to interact with customers to enhance relationships with them. Social media and networks have provided an opportunity to organizations to enhance relationships between customers and themselves. With the increasing use of SM as a means of marketing for garment brands, we have conducted the research to analyze the effect of social media marketing.

The purpose of this research article is to define SMM (Facebook) properties and evaluate its impact for garment brands on Customer relationship management and brand equity as well as purchase intention. Garment brands engage in SMM to build relationship with their customers, this in turn enhance brand equity and hence create purchase intention to success in long run.

This research paper is organized as follows. 4 main sections of this research paper are made. 1st section represents literature review of the prior study conducted relevant to this research. The 2nd section describes the research methodology of this research. 3rd section describes results, findings and discussion. 4th section represents the conclusion of the whole research. Future implications are described under section 5th followed by references and appendixes.

2. Literature review

2.1 Social media marketing

The marketing landscape has significantly changed in the last decade. Before it, companies and their customers had no direct link to each other's respective worlds (Jaffe, 2010, p160). The emergence of Social Media has altered the way consumers interact with each other but also with companies. Consumers, through their growing use of Social Media and by using word-of-mouth, have now a powerful and even greater influence on peers. Social Media platforms and tools allow users to share contents, recommend products and tell about their positive and negative consumers involvement with companies (Brown, and Hayes, 2008).

Research says that Social Media has a significant impact on consumer's purchase decision making process. New form of media has arisen, which due to its social features seems to have a great power of influence on consumer's purchasing decision making process. Today more and more customers use Social Media to communicate with each other but also with brands. Word of mouth plays a central role on Social Media that has an effect on the customer purchase decision. Social Media offers more possibilities for the marketers to engage and interact with customers than traditional marketing (Gros, 2012). Research suggested that the virtual communities are becoming important networks of consumer's knowledge that influence consumer behavior (Fotis, el at, 2012) (DeValck, et al 2009).

Virtual social networks have offered new channels for branding. The main advantage of online social networks is the possibility for marketers to choose among different options for presenting the brand to specific customers. Marketers can gain competitive advantage, surge their sales and build profitable relationship with customers by the effective use of the social media marketing. The main aim is to know about customers' needs and to estimate the brand potential to achieve a sustainable competitive advantage (SCA) in time and to defend against competition in social media networking. There is a significant relationship between networks and brand attitude and also among the brand attitude with the brand purchase and recommendation (HemandezandKuster, 2012).

Many organizations are proactively using social media as a vehicle to reach millions of prospective and repeat customers. Businesses in many service industries engage in constant communication with guests are drastically using this new age interactive media channels for marketing and public relations. Gaurav discuss the changes from a consumer's perspective with respect to the various channels of social media that impacted their purchasing decisions and brand loyalty (Gaurav Seth 2012).

Boom of internet and technology has encouraged people to interconnect with each other, share their information and build relationships and social web has presented a new form of communication through social media which allow people to interact and communicate with each other. Social media presents marketers with the opportunity to affect consumers purchase decision through online marketing and social media, this social engagement by consumers has significant impact on marketing activities as marketers need to be aware of the factors affecting the customer's purchase decision (Monica Ramsunder 2011).

(Nadeem, 2012) stated that Social Customer Relationship Management is all about the customers, demands a customer's focus and relationship with them. Social media has become an undeniable influence on customer care. Social communities engage customers and have far-reaching effects on customer loyalty. Barry et al (2011) stated that customers who engage with companies on social media are more loyal and spend 40% more with those companies than the other customers.

Social media platform allow customers to form a sort of tribal community around a product or brand consumers. For many businesses today social media is their largest web presence, overtaking their company websites and email programs (Neff 2010). Thus social media has mutated how businesses interact and communicate with their customers as well as how they establish and implement their customer relationship policies. Social media channels represent a huge opportunity for marketers in terms of word of mouth feedback or recommendations (Clodagh O'Brien).

2.2 Customer relationship management

SMM positively influence customer relationship management and purchase intention. researchers explained that every activity use by Social Media, (i.e. creating customer relationship management through by providing customized services and free entertainment contents and getting genuine information on personal interest of the respondents) enhance the customer relationship management and purchase intention (Kim and KO, 2010)

Social networks are important tools for communication with customers. For effective Social network and CRM implementation, three variables are most important i.e. customer interaction, customer engagement and level of trust. Effective social network and CRM implementation strategies ensure high level of customer commitment to service organization and it in turn effect customer purchase intention (Behravan and Rahman, 2011).

Enhancement of customer relationships between customers and organization greatly relied on how organization managed their social network site with their customers. This has a positive impact on customer's motivation to purchase online and also to generate positive words of mouth. Positive WOM in turn satisfy the prospects (sriswas et al, 2011).

Customer relationship management is a way to get closer and engage with customer in a relevant and timely manner. Social media can deliver financial benefits to companies no matter what sector they are operating in, and the benefits are centered on increasing customer insight and engagement to increase the businesses performance. Attracting and retaining customers and growing relationship with customers are always the top priorities of the business. Social media marketing have the potential to assist companies build and manage relationships with their customers. Companies who understand these trends can improve their competitive position in the marketplace as compared to those who do not adopt rapid changes

and to respond to these changes will lose customers and fall behind in the marketplace (Neil Woodcock and Andy Green, 2010).

Customer relationship management is one of the important applications for e-business. Customer profile and customer participation are two important factors influencing customer relationship management performance. By the use of customer profile customer perception of the quality of goods improves and increases the effectiveness of the customer relationship management. Customer participation improves the customer's perception of goods and their quality, and enhances performance of customer relationship management through perceived participation. Their results indicate that the customer profile and participation are two crucial factors for companies to maintain good relations with customers (Ji-Tsung, I-Ju Lin and Ming-Hsien Yang, 2009).

Relationships such as trust in brand and quality, may serve as the crucial element in consumer purchase decision making when purchasing products online. Relationship can also serve as risk reducers for online shoppers. With increasing recognition of customer relationship for business success, customer relationship marketing started to gain popularity. Internet is playing very major role as a social media channel. Acquisition and retention are basically two stages for building customer relationship with the company. In acquisition stage customer are attracted to visit a website and make initial purchase and the retention stage begins when customers who had satisfactory experiences on website return and establish a long-term relationship (Wang, F., Head, M. 2007).

By using electronic customer relationship management a company can improves its customer's loyalty and retention through the enhancement of customer satisfaction. Today's customers are more knowledgeable, more demanding, and require more attention. The firm increases their focus on customer and hence raising the importance of customer relationship management. A new concept is born e-CRM by the rapid growth of electronic business and proliferation of internet based services (M.Khalifa, N.Shen, 2008).

2.3 Brand equity

Social media impacts brand equity in four major ways. (1) Social media has open a new way of direct communication between brand and audience. (2) Social media increases brand presence and awareness, hence influence the routine lives of the customers. (3) Social media accelerates customer's involvement in promoting brand indirectly with its numerous content sharing functionalities. (4) Social media helps the brand in building relationships with its audience (Babac, andersso, 2011).

Over the last decade social media has persistent to experience exponential growth. Social media has effect on brand engagement and behavioral outcomes for brands. Social media affects positively the behavioral outcomes of brands. These outcomes are brand awareness, WOM, purchase intention and satisfaction. Brand engagement and brand motivation mediates the relationship between social media and behavioral outcomes of brands (bond, 2010).Companies now use social media to build relationships and to directly communicate with their audience. Social media is providing information to more consumers as previously unavailable to them (Abram, 2011).

Brand engagement on Facebook provides a significant new opportunity to the marketers. it is a tool used by the brands to directly communicate and interact with their customers. The focus of this communication and interaction is on development of brand equity. Brands use

social media (face book) for 3 main objectives. (1) to promote events and visitation, (2) to increase sales, and (3) to build relationships and community building with customers. All these contribute towards the development of CBBE (dolan, steven, 2012).

Brand equity, is a measure of popularity or success of a brand, when compared to other equivalent brands. Social media has unlocked a giant market for brands. With more than 2/3 of the internet users are connected through social networking sites i.e. Facebook, Twitter and Myspace. Tremendous potential is offered by social media and companies by this personalize their brands and enhance their brand equity (Gole, 2010).Customer's intentions to purchase are influenced by SMM. Social networking sites play a very important role in building brand equity. It was also observed that brand equity mediates the impact of CRM campaigns on customer's purchase intentions.(vazifehdust, nikoomaramandsaberi, 2012).

This study explored that social media has a positive influence on the brand equity dimensions. Contents generated on social media (Facebook) effect positively in two dimensions of brand equity, brand loyalty and perceived quality. These 2 dimensions of brand equity are strongly related to customer's purchase intension. The findings of this research demonstrate that customers heavily rely on the opinions of friends, family and community members. Thus, eWOM plays a significant role in building brand credibility and trustfulness, thus serves as a validator of brand' attractiveness (Schivinski and Dabrowski, 2013).

2.4 Purchase intentions

Several studies were conducted to explore the factors that contribute to the effectiveness of online advertisements and affect consumer purchasing intention from the perspective of developing countries (Mohammad and Alkubise, 2011). The rapid online technology development and diffusion makes the Internet a serious businesses asset for achieving competitive advantages (kiang at al. 2006).

Social media is very important tool for networking among youngsters. Unique features of social media websites like Facebook, Twitter etc. are used for to create brand awareness and WOM. There is an increasing trend among youngsters to purchase garments online form social media. Clothing companies are now using different promotional strategies to advertise their garment brands on social media websites, so as to influence the purchase intensions. (Ranjitha and Sinnor, 2012)

Companies are now more eager to use social media to interact with their customers. SMM is providing direct value to the business, from social commerce to cost savings. Social networking enables rapid, viral distribution offers. Customers get attracted towards that offers and their purchase intentions increases. (barid and parasnis, 2011)

The researchers also examines consumer's attitude toward the blog and the effect of blog on the purchase intention. Brands are now more visible on blogs of social media. This is an increasingly interesting way not only to improve customer's attitude but also to reach the potential buyers online. The results of their study indicate that the credibility, usefulness and the ease of use of blog generates a positive attitude towards the blog and has a positive impact on purchase intention. (Bouhle, Mzoughi, Ghachem and Negra, 2010)

The social media parameters such as website, online chat, email, and e-discussion have effect over the customer buying decisions. Social media describes a variety of new sources of online information that are created, initiated, circulated and used by consumers. Now the

customers are more willing to educate each other about products, brands, services, personalities and issues by interaction of people to create, exchange and commenting contents in networks and virtual communities. These researchers intend to explore the impact of social media on purchase intention of mobile phone customers in Pakistan (Rehmaniand Khan, 2011).

The researchers also study the factors that influencing student's buying intention through internet shopping in an institution of higher learning in Malaysia. Compatibility, usefulness, ease of use and security has been found to be important predictors towards attitude in online shopping. (Brown, Pope and Voges, 2005) mentioned that the key feature of e-retailing with the consumers is facilitating them with information regarding to product attributes, comparative pricing, availability and overall value added services (Yulihasri, Islam and Daud, 2011).

3. Significance of the study

Social media marketing is the way through which information communicated to and from people around the world. The rapid use of SMM, organizations have to change their way to respond consumer's needs and wants and changing the way they respond to their competitors. SMM provide better communication opportunities for marketers to reach extensive viewers and allows for marketers to use valuable information which will helpful to building and maintaining consumer relationships. The growth of SMM and electronic word of mouth has allowed consumers to interact with each other in the virtual world and to share their perceptions and feelings towards garments brand which are available on social media sites. To achieve the above sited goals, following objectives were formulated.

1. To develop a model for purchase intention based on social media marketing, customer relationship management and brand equity.

2. To investigate the relative impact of factors of social media marketing (Facebook), customer relationship management and brand equity on customer's purchase intentions.

3. To explore how social media marketing significantly affect the purchase intentions of the customers in garment brands.

4. Methodology

To examine the impact of Social media marketing on purchase intension, data was collected from respondents through survey. To understand the behavior of the users, survey is being conducted from the users and non-users of social networks. The focus of these questionnaire is on the views of respondents about their purchase information, loyalty with the brands, awareness of brands, relationship with the brands, influence of others on the purchase decision and views about the marketing of brands on the social networking website like Facebook, Twitter, etc.

4.1 Theoretical frame work

Figure 1 presents a proposed model for outlining the Hypothesized relationships among SMM, CRM, BE and PI.
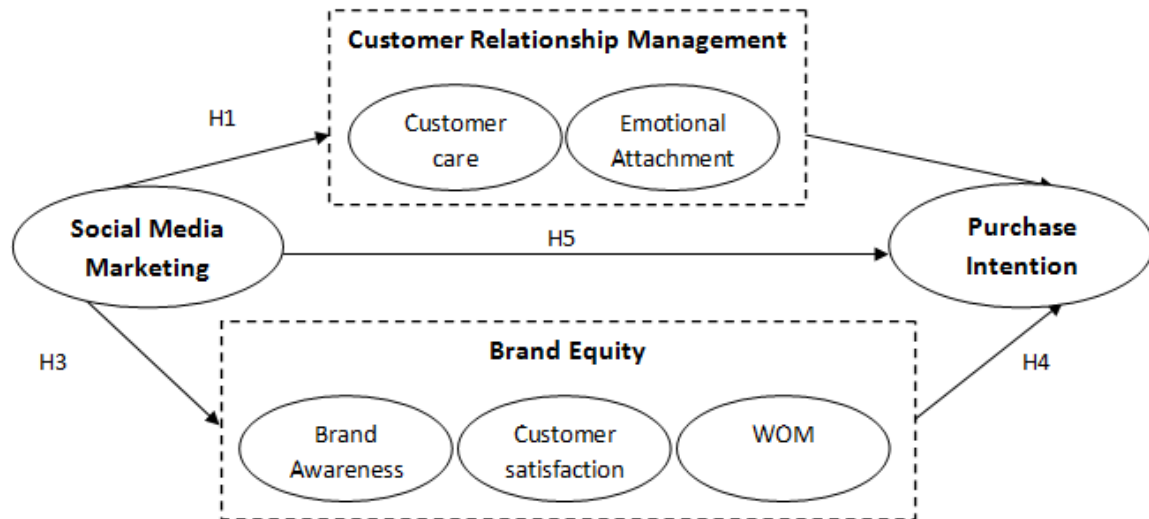
Figure 1: Proposed model for purchase intentions

4.2 Preliminary test, sampling and data collection

Pilot testing was done before the final development of survey questioner among 30 respondents that have high involvement in buying garments through social media. SPSS 17.0 was used for this purpose. Cronbach's alpha was calculated to check the reliability of the questionnaire. The value of Cronbach's alpha is 0.921, which shows high reliability of the survey data.

4.3 Participants and survey instrument

After checking the reliability of the data, the overall data collection process proceeded. Data was collected from the respondents by using simple random sampling procedure in the area of GUJRAT, WAZIRABAD, and GUJRANWALA.

Self-administered questionnaires were distributed to 150people and after excluding incomplete answers, 148 questioners were finally employed for statistical analysis.

4.4 Measurement

The questioner consisted of 5 parts. 1st part of the questioner measured brand's SMM activities. Social media is engaging with customers online. Social media is an internet base tool for sharing and discussing. Any website that allows users to share their contents, opinions, views and encourages interactions and community buildings can be classified as a social media.5 items were included in SMM section.

2nd part was focused on effect of SMM activities on CRM. CRM includes emotional engagement and customer care. This section included 5 items.3rd part of the questionnaire measure effect of SMM activities on BE. Feldwick (1996) provided different definitions of brand equity as: BE is the total value of a brand as separable asset; BE is a measure of the strength of customer's attachment to a specific brand; BE is description of the associations and beliefs the customer has about the brand. In BE was measured in brand loyalty, brand awareness, customer satisfaction and WOM dimensions. 5 items were included in this section.4th part was focused on effect of CRM on PI and also the effect of BE on PI. 10 items

were developed to measure the customers PI. Finally the last part of the questionnaire included relation questions, which measures the overall frame work.

Demographic factor were also included at the start of the survey instrument. Demographic characteristics of the sample were gender, occupation, family income, area and education included. Gender is a binary function that involves 2 values i.e. Male and Female. Males are coded as 1 and female are coded as 2. Education is divided into 6 point scale (Metric, Intermediate, Bachelor, Master, MPhil, PhD).All the statements were measured by five-point Likert-type Scale (1 = Strongly Agree, 5 = Strongly Disagree).

Confirmatory factor analysis is used to confirm the theory. It is used to confirm whether measures of construct or factor are consistent with the researchers' understanding of the nature of that construct or factor. CFA objective is to test whether data fit a hypothesized measurement model. The hypothesized model is usually based on theory. CFA is most commonly used in social research.

SEM technique is used to test and estimate casual relation by using a combination of statistical data and casual assumptions. SEM is used to determine whether the proposed model is valid or not. SEM is combination of both CFA and regression analysis.

4.5 Hypothesis development

H_1: Social media marketing will have significant positive influence on customer relationship management.

H_2: Social media marketing will have significant positive influence on Brand Equity.

H_3: Customer relationship management will have significant positive influence on purchase intention.

H_4: Brand equity will have significant positive influence on purchase intention.

H_5: Social media marketing will have significant positive influence on purchase intention.

5. Results and discussion

TableA1 shows contain the sample information; in which the almost half of the respondents were male and the response rate of male 53.4% and 46.6% female. And these respondents belong to different area 26.4% are those who belongs to rural area, 65.5% are those who belongs to rural area and 8.1% belongs to suburban.

The sample information is also about the education level, 0.7% having Under Metric, Metric and Intermediate, 52.0% having Graduate, 40.5 percent having Post Graduate, 5.4% having M.Phil and 0% having PhD degree. The sample information contain about the occupation in which more than half of the respondents belong to education in which involve students, faculty and administrative staff. The result of occupation is Education 60.1%, Self-employed 8.8%, Industry 3.4%, Business 20.9% and others 6.8%.

Further information which we collected from respondents was their family income. Half of the respondents (50.7%) were fall in category of income from 26,000 to 50,000 and on the other side 31.8% family income fall in 0-25,000, 9.5% respondents family income were 51,000 to 75,000, 6.1% respondents family income was 76,000 to 100,000 and remaining 2.0% respondents family income was above 100,000.

Table A2 describes the percentages of ordinal scale variables. Table A2 shows that 14.2% respondents strongly agree, 56.8% agree, 18.9% neutral, 8.8% disagree and 1.4% strongly disagree respondents are satisfied with the social media marketing of garments brands on Facebook. And about 70% respondents are agree that social media marketing of garment brands on Facebook is very attractive while 8% are disagree and 22% are neutral about this statement. 52.7% respondents believe that the information provided on social media by the garments brands is trustworthy. 51.4% respondents agreed that they use to search about garments brands on social media before making purchase. 62.8% and 59.7% respondents like to generate positive word of mouth about garments brands, products and services on social media (Facebook) to friends and family respectively. 18.2% respondents strongly agree, 45.3% agree, 23% neutral, 12.8% disagree and 0.7% strongly disagree about the fact that they prefer to buy those garment brands to whom they are more emotional attachment. About 60% respondents agreed that the information which they collected from social media website motivate them to make a purchase. 0.9% respondents strongly disagree, 5.43% disagree, 15.74% neutral, 46.83% agree and 31.1% strongly agree that social media marketing plays an important role in customer relationship development, brand equity development and plays a role in customer purchase decisions.

5.1.1. Confirmatory factor analysis

In this paper, we have run the confirmatory factor analysis on the factors for confirmation which are used in the analysis. Table B1 shows the model estimates of confirmatory factor analysis of all the factors. At first social media marketing with five items is tested for confirmation. The items, which have p-value less than 0.05 are confirmed for factor. In the table, it is shown that one item has p-value greater than 0.05 so it is not confirmed. The remaining four items are showing the significance p-value so these are confirmed for the factor. The parameter estimate of "satisfaction with the social media marketing of garments brands" is 0.649 showing that this item is much more important for the factor of Social Media Marketing (SMM). The parameter estimates of "feedback generated on social media sites by other users" is 0.212 showing that this item is less important for the factor of SMM because it`s value is lower as compared to other items.

Brand Equity with five items is tested for confirmation. Four items are confirmed in this factor but one item has insignificant p-value means it is less than 0.05. The parameter estimate of "purchasing garments I use to search" is 0.875 showing that this item is much more valuable as compared to all items used in measuring of Brand Equity. The parameter estimate of "generate positive word of mouth on garments brands" is 0.323 which is less valuable as compared to other items in the factor of Brand Equity.

Table B1 contains model estimates of other factors which can be interpreted in the similar dimensions as above.There are four criteria for measuring of goodness of fit of confirmatory factor analysis model. These areX^2/ d.f, GFI, AGFIandRMSEA.

The value of X^2/d.f should be less than and equal to 3 for accepting this criteria for CFA. Table B2 shows value of first criteria which is 1.818, 1.858, 0.546 and 1.158 for Social Media Marketing, Brand Equity, Customer Relationship management and purchasing intension respectively. All four factors are confirming the criteria of X^2/d.f. So, it supports estimated model.

The value of Goodness of fit (GFI) and Adjusted Goodness of fit (AGFI) should be greater than equal to 0.9 for accepting these criteria of measures. The value of GFI and AGFI for

Social Media Marketing, Brand Equity, Customer Relationship management, and purchasing intension are 0.988, 0.988, 0.996, 0.970 and 0.983, 0.941, 0.982, 0.941 respectively. All these values are also fulfilling the criteria of measuring of Goodness of fit of CFA concerning to GFI and AGFI.

Another measure of goodness of fit model is Root Mean Square Error Approximation (RMSEA) which has value less than equal to 0.08 for accepting the criteria. The value of RMSEA for the goodness of model must be less than or equal to 0.08. In that case the values of RMESA for SMM, BE, CRM and PI are 0.076, 0.071, 0.000 and 0.028 respectively. Almost all goodness of fit measures meets the recommendation level for this factor. So goodness of fit measures supports our estimated model. After confirmatory factor analysis now we fit the structural equation model on the confirmed factors (including items) by CFA.

5.1.2. Structural equation modeling

In this model, we have used Structural Equation Modeling to make model for Purchase Intention. We use Customer Relationship Management, brand equity and purchase intentionas constructs. Structural model involves specifying Structural relationships between latent constructs. Table B3 contains parameter estimates of structural equation model. P values of all the relations are significant. P values for SMM→CRM, SMM→BE and CRM→PI are significant, so we reject the null hypothesis that the coefficients are zero. But p-values for BE→PI and SMM→PI are not significant, so we accept the null hypothesis. So we conclude that all the relations are not significant.

Table B4 shows the Goodness of fit measures of SEM. P-value of Chi-Square test is significant. So our model is fit. Recommended value of $(x^2/ d.f)$ is less than 3. In this case the value of $(x^2/ d.f)$ is 1.312 that is less than 3. GFI value is 0.913 and AGFI value is 0.877, and RMSEA value is 0.04 which also supported our estimated model. All the important goodness of fit measures indicates that our estimated model is best fitted.
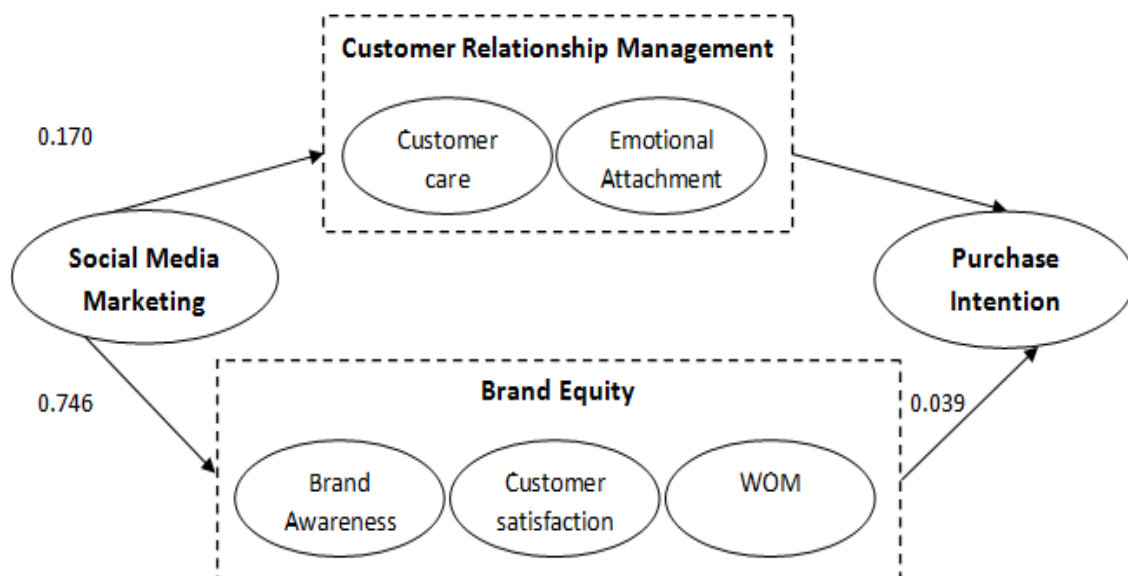

Figure 2: Fitted model for purchase intentions

5.2.1. Estimated equation of purchase intention

Assume that X_1, X_2, X_3 represents CRM, BE and SMM respectively from Figure:2.

Therefore, $X_1 = 0.170\ X_3$

$X_2 = 0.746\ X_3$

5.2.2. Making overall effect on purchase intentions

$SMM \rightarrow CRM \rightarrow PI = (0.179)\ (0.245) = 0.0438$

$SMM \rightarrow BE \rightarrow PI = (0.746)\ (0.039) = 0.029$

5.3 Conclusion

The present study has examined the impact of garment's brands social media marketing on customer relationship, brand equity and purchase intention. To meet the purpose of the study research objectives and hypothesis were developed. A model is developed for customer's intention. Structural Equation Modeling is used to find out the nature of relationship and their corresponding effect of the variables. Findings of this research reveal that, most significant factor which influence purchase intention is customer relationship management. Results show that, SMM positively influence customer relationships and brand equity. Effect mentioned in estimated equations show that, in current situation, path $SMM \rightarrow CRM \rightarrow PI$ play important role, so it can be suggested as the most efficient path for purchase intention. Results of this study show that social media marketing does not directly affect the customer's purchase intentions. Customer's purchase intention increases when garment brands care about them, then customers become emotionally engage with the brand. In the same way, customer's awareness about the brand, satisfaction and WOM enhance the customer's purchase intentions. Hence, every activity enabled by the use of social media enhance customer relationship, brand equity and purchase intention.

5.3.1 Limitations of the study

Although our research makes a valuable contribution in the field of social media marketing, it has limitations too.

First and the main limitation is that we have collected data only from 3 cities (Gujranwala, Gujrat and Wazirabad) and the respondents were both users and non-users of social media, data can also be collected from more cities of Pakistan for broader generalizability of results. Second, by focusing on online customer relationship building, we did not consider the impact of traditional channels versus the online channel (Facebook), in future research the comparison of both traditional and online channels for developing customer relationship, brand equity and purchase decision can be studied.

Third, our sample size is 150 and collected data through survey questionnaire tool hand by hand, for future research data can also be collected online in this way sample size also increases and a lot of online garments buyers will fill the questionnaire. Fourth, in present study we did not used online survey so in future research can be conducted through an online survey and collect data from people relating to different professions, age, family income, demographic locations which would help in collecting and analyzing the data more accurately.

Fifth, model of this study shows the impact of social-media on brand equity, CRM and purchase intention of garments brands this study was limited to a specific branch of one industry which is garments. Sixth, Facebook has been chosen as the ideal social media for the purposes of this study. So this study was also limited to a single social media platform. It should be noted that other social media platforms with less functionality but more focus may prove to be useful in establishing or increasing brand equity, CRM and purchase intention of different products of services.

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Appendix

Table A1: Percentages of Demographic Variables
1. General Information

Gender			
Male (%)		Female (%)	
53.4		46.6	
Area (%)			
Rural (%)	Urban (%)		Suburban (%)
26.4	65.5		8.1
Education (%)			
Under metric	0.7	Post graduate	40.5
Metric	0.7	M.Phil.	5.4
Intermediate	0.7	Ph.D.	0
Graduate	52.0		
Occupation (%)			
Education	60.1	Self employed	8.8
Industry	3.4	Others	6.8
Business	20.9		
Family Income (%)			
0-25,000	31.8	76,000-100,000	6.1
26,000-50,000	50.7	Above 100,000	2.0
51,000-75,000	9.5		

Confirmatory factor analysis

Table B1: Model estimates of confirmatory factor analysis

Social Media Marketing					
#	Questions	Parameter Estimates	Standard error	T	Prob.
1	I like to use social media to increase my knowledge about the brands performance.	0.453	0.079	5.719	0.000
2	I am satisfied with the social media marketing of garments brands.	0.649	0.091	7.122	0.000
3	The social media marketing of garment brands is very attractive.	0.488	0.083	5.848	0.000
4	The level of feedback generated on social media sites (of garments brands) by other users meets my expectations.	0.212	0.078	2.704	0.007
Brand equity					
1	Before purchasing garments I use to search about them on social media.	0.875	0.105	8.337	0.000
2	I get awareness about garments brands from/by using social media.	0.828	0.089	9.328	0.000
3	I am satisfied with social media communication for the garments brands.	0.512	0.078	6.592	0.000

4	I like to pass/generate positive word of mouth on garments brands, products and services from social media to family.	0.323	0.080	4.038	0.000
	Customer relationship management				
1	If I am satisfied with the brand, I will be more willing to engage in generating positive word of mouth.	0.598	0.077	7.761	0.000
2	I am satisfied with that garment brand that cares my preferences.	0.356	0.079	4.515	0.000
3	If the garments brands are providing customized services through social media, this would increase my loyalty towards that brand.	0.511	0.083	6.186	0.000
4	I prefer to buy that garment brand to which I am emotionally engaged.	0.260	0.087	2.974	0.003
	Purchase Intention				
1	If I trust the particular garments brand, my purchase intentions increase.	0.373	0.090	4.144	0.000
2	I always prefer to buy my favorite garment brand instead of any other brand, even if they are same.	0.450	0.106	4.250	0.000
3	If there is another brand as good as that garment I prefer to buy that garments brand to which I have more strong relations.	0.347	0.105	3.305	0.001
4	I can quickly recognize the good garment brands among other competing brands.	0.387	0.088	4.407	0.000
5	Positive opinion would increase my purchase desire towards the garments brand.	0.207	0.089	2.314	0.021
6	There is a strong likelihood that I will purchase that garments brand to which I am more loyal.	0.428	0.097	4.429	0.000
7	I influenced by those garments brands which are purchase by my friends.	0.230	0.107	2.150	0.032

Table B2: Measures of goodness of fit of CFA model

Factor	X^2	d.f	p-value	X^2/d.f	GFI	AGFI	RMSEA
SMM	3.636	2	0.126	1.818	0.988	0.983	0.076
BE	3.717	2	0.156	1.858	0.988	0.941	0.071
CRM	1.092	2	0.579	0.546	0.996	0.982	0.000
PI	16.214	14	0.301	1.158	0.970	0.941	0.028

Table B3: Parameter estimates of structural equation modeling

Factor/Variables	Parameter Estimate	Standard Error	T Statistics	Prob. Level
SMM→CRM	0.170	0.058	2.940	0.003
SMM→BE	0.746	0.110	6.796	0.000
CRM→PI	0.254	0.116	2.192	0.028
BE→PI	0.039	0.208	0.185	0.030

| SMM→PI | 0.167 | 0.191 | 0.871 | 0.384 |

Table B4: Measures of goodness of fit of SEM model

Factor	X^2	d.f	p-value	X^2/d.f	GFI	AGFI	RMSEA
Model	111.591	85.000	0.028	1.312	0.913	.877	0.04