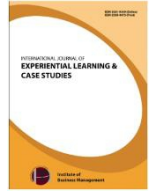




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## **The Impact of Digital Marketing on Consumer Buying Intention- A Case Study of Pakistan**

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### **Abstract**

This research examines the influence of digital marketing, particularly social media, mobile, and Email marketing, on consumer purchasing intentions within Pakistan's textile industry. Utilizing a quantitative method coupled with a causal explanatory research design, this study aims to quantify the impact of digital marketing strategies on consumer purchasing behaviors. Data was collected from a sample of 228 participants, chosen through judgment sampling. This data was then subjected to regression analysis via Statistical Package for the Social Sciences (SPSS). The findings indicate that social media and Email marketing influence consumer purchasing intentions. However, the empirical evidence drawn from the sampled data did not support the effect of email marketing on consumer purchasing intentions. This research offers substantial theoretical and practical implications, further contributing to the existing body of knowledge.

## **1 Introduction**

Advertising is an interesting, vibrant, and dynamic business venture. Because of changing emergencies such as energy and material shortages, growth, higher financial unemployment, illegal pressure, devouring the dust projects, and war, and effects of rapid creative shifts within specific businesses, the role of marketing and promotion has evolved dramatically (Bala & Verma, 2018). As a result of such developments, including the internet, in today's era, advertising executives have demonstrated a heightened focus on market orientation as a primary driver, placing greater emphasis on the need for a structured approach to acquiring precise and accurate information about clients, products, the business community, and the broader environmental context (Florido-Benítez, 2022). Net marketing, or internet marketing, entails leveraging the capabilities of the internet to facilitate the purchase and sale of products or services. This utilization of the electronic

sphere enables the trading and promotion of goods. “Electronic commerce” encompasses diverse online retail platforms that serve as avenues for commercial transactions (Wirtz, 2021). Electronic commerce includes the online buying, selling, and exchanging of goods or services. Within this domain, net marketing systems play a significant role. The growing popularity of web development has contributed to the increased prominence of web-based marketing strategies (Mohammad et al., 2020).

Chaffey (2007) explains that SMM facilitates consumer engagements on social networking platforms or company websites. Therefore, it is a crucial platform for effective advertising, allowing businesses to directly target their desired audience without relying on traditional intermediaries. Prominent digital marketing approaches include social media marketing (SMM) and Email marketing (EM). Research indicates that EM is a sophisticated strategy that reaches interested customers and boosts purchasing likelihood, while SMM contributes to customer engagement and loyalty (Putter, 2017). However, business-to-business (B2B) organizations in Sri Lanka must compete with one another to ensure their survival. As a result, this study investigates this phenomenon by concentrating on a B2B organization (Samsudeen & Kaldeen, 2020).

Both conventional and promotional contact have profited from the growth of social media. These new specialized gadgets enable customers to be working members of the communication cycle while staring at the distant portion of traditional correspondence. The advent of online media platforms, which allow bilateral communication between consumers and companies, has significantly revolutionized the dynamics of business correspondence (Wang, 2021). Consumer buying intention is a cycle by which customers choose, buy, utilize, and arrange an item dependent or willing to buy based on their preferences and feelings (Berki-Kiss & Menrad, 2022).

The role of interpersonal organizations in everyday interactions has increased, and they are now the most popular specialized tool among customers. Customers now spend more time on various online media platforms sharing and learning about companies, goods, and services (Erdoğmuş & Çiçek, 2012). It is a form of electronic advertising where customers are targeted by digital communication regarding developments, promotions, and limits, among other things, to entice customers to buy the product. Mobile marketing is a multi-channel digital marketing strategy to reach a target audience on their smartphones, tablets, or other mobile devices (Marketo.com, 2017). Customers can be engaged via mobile channels, including but not limited to SMS, MMS, WhatsApp messaging, applications, and other similar platforms (Balance, 2016).

Previous studies have concentrated on how businesses can benefit from web-based media for promotion and commerce (Siamagka et al., 2015). However, these studies do not consider the particular cultural, social, and economic elements that define consumer preferences and behaviors in Pakistan, necessitating further research into the impact of digital marketing on consumer buying intention in this market (Majeed et al., 2021). This study addresses this void by providing information for firms to improve their digital marketing strategies and better engage Pakistani customers. Due to its critical function in the modern rigorous corporate climate, the use of social media applications and innovatively based apps have gained relevance, and scholars have paid it more attention (Gazal et al., 2016). Researchers discovered that medium-sized and small enterprises (SMEs) could benefit from the practical usage of Internet media (Durkin et al., 2013).

Recently, New advertising tools such as online SMM have emerged. Persuasive marketing strategies are believed to increase the benefit for the associations. Furthermore, the primary role of each company is to support productivity and reduce production costs. Each company uses different digital channels for promotion, such as Twitter, Instagram, Facebook, etc. In other words, the internet is categorized as an appealing medium for individuals utilizing mobile devices, mainly due to the visual display capabilities of 3G/4G services. The rapid growth of the internet is a direct result of an increase in the utilization of online platforms as a marketing tool. Digital promotional techniques allow organizations to influence customers through SMM (Ali et al., 2016).

Digitalization has become an essential component of commercial life. It helps redesign traditional business interactions. The growing use of digital media in business changes how companies compete and affects how people shop. Digitalization is disruptive to businesses as it influences products and brands by employing digital management tools like push notifications, analytics, social media platforms like Facebook, Email marketing, and several other modalities that alter our modes of interaction (Kili et al., 2019).

In recent decades, the use of sophisticated media has increased rapidly among the general people and consumers. As a result, corporations use innovative advertising tactics to target their target business sectors. Since 2010, the rapid development of web clients has surpassed two billion and is expected to increase consistently. Because of increased rivalry and altering consumer interest, online marketing has become a standard practice for promoting things and administrations. Computerized promoting, or e-marketing, incorporates web-based advertisements that convey electronic messages to prospective

customers. Recently, firms have spent up to sixty billion on digital marketing to influence media users (Smith, 2011).

1. How does digital marketing (DM) change consumer buy intention (CBI)?
2. What's the influence of DM on CBI?

To identify the function of DM/performance in the Pakistani textile industry and to conclude the relationship between digital advertising and consumer purchasing behavior in the Pakistani textile sector.

Conducting this research is crucial for examining the influence of DM on CBI in the context of the Pakistani textile industry. In the present era, brands extensively employ online channels to establish continuous engagement with their target audience, and future brand aspirations necessitate the utilization of DM tools, including mobile advertising, Email advertising, social media platforms, and affiliate advertising, to effectively reach the intended customer base. Therefore, this study aims to assess the influence of DM on CBI and the relative importance of the components within DM that influence consumer mindset.

## **2 Literature Review**

This study emphasizes the technological dimensions of marketing, focusing on activities such as analyzing customer responses, addressing consumer feedback, developing flexible implementation plans, establishing credibility in advanced management practices, exploring the influence of online media, and utilizing third-party survey platforms to enhance performance (De Pelsmacker et al., 2018). The expansion of technology-based digital advertising influences traditional marketing approaches, necessitating reevaluating strategies to remain pertinent in an increasingly technologically advanced world. Content advertising, which was once a pivotal component of effective web marketing strategies and served as an advanced advertising tool, requires reassessment. To gauge the future trajectory of digital advertising and identify the activities driving financial growth, a survey was conducted among 262 advertising leaders, focusing on digital advertising practices (Baltes, 2015).

World-renowned businesses, like Rolex, Coca-Cola, the New York Times, and Nike, have recently adopted DM through SMM, EM, and MM. The existing literature shows that DM effectively enhances customer awareness and influences loyalty. Moreover, DM also influences the internal stakeholders of a business, resulting in enhanced trust and faithfulness of customers (Hollebeek & Macky, 2019).



The advent of digital technology has profoundly influenced myriad commercial activities, notably advertising, underscoring its paramount significance in the contemporary business milieu. Digital advertising, with its inherent attribute of remote accessibility, empowers enterprises to cultivate an expansive customer base. Internet-based applications have revolutionized established advertising norms, compelling a redefinition of strategies in light of their impact on evolving consumer lifestyles and purchasing behaviors. This paradigm shift in media influence has necessitated a corresponding transformation in promotional methodologies. It has been regarded that advanced promotion has become critical for organizations to direct organization at an elevated level in a rapidly changing environment (Batinic, 2015).

Past studies additionally found a positive connection between online exposure and purchase intention in the accommodation business. Moreover, customers are willing to pay more when exposed to online adverts. The existing literature has established that the frequency of online exposure to products and services significantly influences the consumer mindset. Digital advertising allows businesses to reach a broad customer base due to its remote accessibility. Internet-based applications have reshaped traditional advertising norms, reflecting changes in consumer lifestyles and buying habits. The integration of technology and digitalization has transformed traditional marketing methods as older techniques no longer serve the economic progress of businesses. It's become clear that digital marketing is crucial for companies to compete effectively in a fast-changing environment. Digitalization enhances communication and information sharing within a business, potentially leading to increased revenue and fostering long-term relationships (De Pelsmacker et al., 2018).

In the past, literature has analyzed the impact of advanced promotional techniques on commercial outcomes. As a result, online promotions and Frameworks are perceived as a significant and fundamental power influencing businesses significantly. For example, a study in the context of the hotel industry revealed that digital promotion and the use of social media infrastructure improve execution essentially as it was discovered to be powerful in drawing in clients because of an innovative methodology and the immediate arrangement of the vital data (Melian-Gonzalez & Bulchand-Gidumal, 2016).

It is a type of online focused on publicizing through which online advancement is made for arriving at the possibilities given their earlier web activities. It is a treat arranged innovation that subtly utilizes straightforward JavaScript to follow the possibilities everywhere on the web. Retargeting utilizing advertisements is a force change and improvement apparatus that turns out best for the advertisers when utilized sagaciously and effectively.

According to Hurley's (2016) research, to enhance the effectiveness of their advertising, marketers are currently using retargeting focusing on recent online store visitors. Retargeting analyses data to retarget customers and engage with them in their purchase decision. Moreover, it is an advertising technique that primarily showcases and enhances customer trust (Gielens et al., 2021). It utilizes the information of shoppers who have previous experience with stores. The primary objective is to convert the online store visitors into clients as it analyses the attitudes and behaviors of the buyers. Retargeting mainly focuses on developing liking and interest for the service or product.

## **2.1 Online Behavior Theory**

Literature suggests a gradual decline in brick-and-mortar stores as people find it more convenient to shop online to meet their daily needs. To save time and enjoy convenience, the working class prefers buying grocery items and clothes online instead of wasting conventional stores. The buying attitudes have changed over the years. People have started to trust online shopping more than the markets as they can easily get branded items online. Online shopping has made life easier (Hanekom & Barker, 2016).

## **2.2 Consumer buying intention**

Purchase decision mechanism is fairly dynamic (Mirabi et al., 2015), whereby customers show their ability or plan to buy certain brands. Customers decide on a product or service, reflecting their purchase intention. It can be categorized into distinct underlying factors. Transactional, where customers' inclination to buy the product or service is established. Refractive as customers' tendency to allude to products or services with others. Unique is an interest that characterizes customers with a fundamental inclination towards other products or services. This inclination must be represented if something happens with the product or service. Exploration is looking for new products or services to satisfy their needs.

According to Mihart (2012) analysis the consumer behavior, the dynamic nature of purchasing decisions is influenced by social understanding. The author characterizes consumers as problem solvers who require time and consideration when making product choices based on their preferences and goals. Additionally, the author identifies three levels that impact consumer behavior: broad cognitive processing, routine behavioral response, and limited cognitive processing.

In a study on the interrelationship among brand image, advertising strategies, and buying behavior, Malik (2013) states that female consumers were attracted to a brand through a

robust brand-related self-concept and exhibited more confident purchasing behavior. In addition, the study emphasized the importance of brand knowledge in influencing consumer behavior.

Buying intention indicates a buyer's thoughts or purchase considerations (Kaufmann et al., 2016). Another study suggested that buying purchase intention is influenced by customer needs which marketers must understand to promote a product or service. Brand image, what people remember and associate with a brand, is reflected in customers' thoughts and ideas about the brand in their minds (Keller, 1993). Advertising can help to establish a positive and powerful brand image that can drive consumers' intentions to purchase. This builds customer trust in a brand based on their beliefs about its characteristics. This trust represents the product's perceived quality, which can influence a customer's buying decision, especially on social media platforms (Reza & Samiei, 2012).

### **2.3 Social Media Marketing (SMM):**

SMM shapes consumer buying decisions (Husnain & Toor, 2017). SMM has been shown to directly influence buying decisions, particularly through online chats or word-of-mouth (Rudyanto, 2018). Online customer interactions through various platforms such as discussion forums, Emails, chats, and social networking sites play a crucial role in establishing closer relationships between customers and companies (Hutter et al., 2013). Consumers get social media advice and suggestions from known and new contacts. This leads to increased familiarity and trust in the products and services offered. Banks, recognizing the significance of these interactions, have embraced social media as a means of effective communication, sales, and customer relationship management (Zhu & Zhang, 2010). Social media platforms enable authentic and transparent brand communication, resulting in positive attitudes, stronger commitment, and a significant impact on purchase intention. Moreover, social media has been found to influence a brand's overall business performance (Kim & Ko, 2010).

Social media platforms, like Facebook and Instagram, have given businesses a way to talk to millions of people about their products and services, creating new marketing opportunities. This approach is only effective if marketers fully understand how to use communication strategies to attract customers and improve their understanding of the product or service (Mangold et al., 2009). Marketing experts must accurately assess social media activities, strategies, and key performance indicators. As markets worldwide are changing due to the younger generation's use of social media, integrated strategies must be developed in a future marketing plan (Hanna et al., 2011). Digital marketing

tools are more impactful than traditional communication strategies (Helm et al., 2013). Studies show that customers gain confidence and satisfaction when they engage with social media, which acts as a promotional tool (Pai & Arnott, 2013). Online experiences can influence customers' mindsets and enhance purchase decisions (Cetina et al., 2012).

The choices made by other individuals notably influence the buyer's purchasing decisions. The acquisition process is heavily dependent on peer recommendations, and effective communication channels play a crucial role in this regard. Consumers increasingly rely on electronic word-of-mouth (e-WOM) messages as sources of opinions and recommendations from others.

## **2.4 Email Marketing (EM)**

Email marketing plays a significant role in fostering purchase intention. It is a strategic approach that utilizes Email for targeted communication with individuals or organizations (Ghavami, 2016), creating awareness and building interest in their products or services. It includes sharing ads, company news or offers, and various messages to build trust, loyalty, and brand awareness. EM is a powerful and affordable way to run promotions and build customer relationships Ali et al. (2015) that engages customers and stimulates their desire for the product or service. It helps nurture customer relationships and establish trust over time, which eventually translates into the intention to purchase. Moreover, being a constant reminder in the customer's inbox, email marketing keeps the brand and its offerings top-of-mind, increasing the likelihood of purchase when the customer is ready (Castronovo & Huang, 2012).

## **2.5 Mobile Marketing**

Mobile marketing is an approach that involves collecting and disseminating information about products and services through mobile and portable devices. It uses SMS (Short Message Service) to deliver text, graphics, video, or audio content. This approach gained popularity in Europe and parts of Asia during the 2000s, offering organizations the ability to send targeted messages for demand generation and timely alerts. By utilizing this strategy, organizations can effectively deliver advertising content to their customers clearly and understandably. Additionally, conducting surveys and analyzing customer data can facilitate future product or service enhancements (Yasmin et al., 2015).

Rohm et al. (2012) explored the rapid development of mobile marketing as an advertising medium. Their study revealed that mobile communication has become prevalent after integrating mobile phones into the public sphere. The convenience and accessibility of

mobile marketing have contributed to its widespread adoption, particularly in the United States, where consumers engage with businesses through their mobile devices. The research also suggests that approximately 90% of the general population will soon engage with brands through mobile marketing strategies.

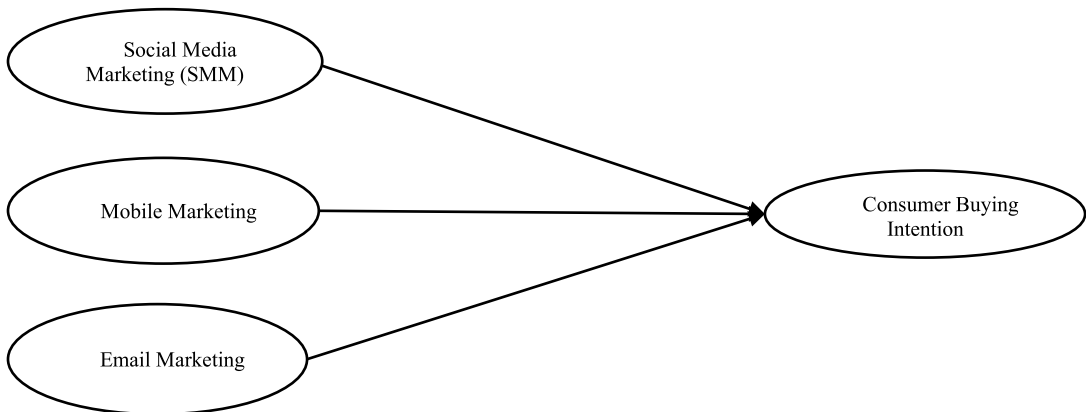
## 2.6 Research Hypotheses

*H1: SMM positively influences CBI.*

*H2: MM positively influences CBI.*

*H3: EM positively influences CBI.*

**Figure 1 Conceptual Framework**



## 3 Research Methodology

### 3.1 Research design

The goal was to investigate the impact of DM on consumer buying intentions. This study follows a positivist philosophical standpoint. Causal-explanatory research and a deductive approach were used where hypotheses were based on theories applied to a specific scenario. A survey questionnaire was used to collect in this study through an online survey. The questionnaire consisted of closed-ended questions provided in a simple style. Social media and Email were used to reach the sample group.

### **3.2 Population and Sampling**

Since this study aimed to determine the effect of performance advertising on consumer buying intentions in the Pakistani market, this study's target group included students, employees, and primarily young people living in Pakistan. A sample of 228 participants that were interested in online purchasing was chosen via convenience sampling (Kent, 2007). The questionnaire was floated on social media, including Facebook, WhatsApp, Instagram, etc.

### **3.3 Research Instrument**

The study adopted previously validated scales from the literature. SMM was measured through 5 items received from Khan and Iftikhar (2017). Mobile marketing was measured through 5 items adopted from Sethi and Singh (2017). Email marketing is measured from 5 items adopted by Khan and Iftikhar (2017). CBI was measured from 5 items adopted from Sultan and Uddin (2011). The responses were collected through a five-point Likert scale where 1 represented strongly disagree and 5 represented strongly agree.

### **3.4 Data collection**

In this study, primary data was collected through an online questionnaire. The questionnaire began with screening questions to reach the target respondents. The second section of the questionnaire consisted of demographic questions and the later sections contained measurement scale items.

### **3.5 Statistical technique**

The collected data was assessed on SPSS for the statistical analyses. First, demographic analysis was made through frequencies. Next, a descriptive statistical analysis was made. Finally, hypotheses were tested through multiple regression analysis.

### **3.6 Ethical considerations**

Paying attention to the Ethical part is the utmost prominence of every research project. In the effort and process to fulfill the guidelines and requirements of such negotiations, the privacy of respondents will not be compromised. It should always be considered that the ethical guidelines of any research measured as one of the topmost importance. As a result, the respondents will have full autonomy to remove and refrain from the processes that the researcher is conducting. All of the required steps have been taken to make things easy and understandable for the respondents. Additionally, the respondents' identities are

kept confidential, so no names will be discussed later in this manner. The collected data can only be used to fulfill the research requirements.

## 4 Results and Statistical Analysis

This data has been collected from the people of Karachi. Mostly youngsters of Karachi are preferable because they use the internet more frequently. Individuals from family, friends, and different departments of the university were approached and asked to fill out the questionnaires.

### 4.1 Demographic analysis

The study examined the demographic characteristics of the research participants, including their gender, age, education level, and occupation. Out of the 228 responses, 134 (58.8%) were provided by female participants, while 94 (41.2%) were from male participants. In addition, the majority of respondents fell within the age range of 21-30 years (139, 61.0%), followed by 31-40 years (54, 23.7%), less than 21 years (30, 13.2%), and 41-50 years (5, 2.2%). In terms of educational attainment, 113 respondents (49.6%) held a graduate degree, 54 (23.7%) had a master's degree, 57 (25.0%) completed intermediate/A-level studies, and 4 (1.8%) were undergraduate students. Occupationally, the highest number of respondents were employed (108, 47.4%), followed by students (65, 28.5%) and individuals with their businesses (55, 24.1%). Based on these findings, it can be concluded that most respondents were well-educated and employed individuals.

**Table 1 Demographics**

Variable	Subgroup	Frequency	Percent
Gender	Male	94	41.2
	Female	134	58.8
	Total	228	100
Age	Less than 21	30	13.2
	21 to 30	139	61
	31 to 40	54	23.7
	41 to 50	5	2.2
	Total	228	100
Education	Intermediate/A level	57	25
	Undergraduate	4	1.8
	Graduate	113	49.6
	Masters	54	23.7
	Total	228	100
Occupation	Employee	108	47.4
	Own Business	55	24.1

Student	65	28.5
Total	228	100

Table 2 shows the reliability of every factor independently, just as the general dependability of the instrument. The general reliability is 0.814, which shows that the instrument is solid for different measurable investigations. Besides, the individual reliability of each development is nearer than 0.6, which shows that each build is dependable for various quantifiable investigations.

**Table 2 Reliability analysis**

Variable	Cronbach alpha
Consumer Buying Intention	0.676
Social Media Marketing (IDV)	0.549
Email Marketing (IDV)	0.785
Mobile Marketing (IDV)	0.627
Overall Reliability	0.814

In Table 3, it can be observed that the correlation between each variable is perfect, as indicated by a value of 1 along the diagonal. Specifically, the correlation coefficient between Consumer Buying Intention (CBI) and Social Media Marketing (SMM) is 0.537, based on responses from 228 participants. The associated p-value for this correlation coefficient is 0.000, indicating a statistically significant relationship between CBI and SMM ( $p < 0.05$ ). Similarly, the correlation coefficient between CBI and Email Marketing (EM) is 0.285, with responses from 228 participants. The p-value for this correlation coefficient is also 0.000, suggesting a significant relationship between CBI and EM ( $p < 0.05$ ).

Table 3 shows the correlation coefficients between Consumer Buying Intention (CBI), Social Media Marketing (SMM), Email Marketing (EM), and Mobile Marketing (MM). Correlation coefficients range from -1 to +1, with +1 indicating a perfect positive relationship, -1 a perfect negative relationship, and 0 indicating no relationship. The correlation among all the variables is positive and statistically significant. The correlation results show a moderately strong relationship. While these variables appear to move together, further analysis is needed to establish a causal relationship among the study variables.

**Table 3 Correlations**

	CBI	SMM	EM	MM
CBI	1	.537**	.285**	.379**



SMM	.537**	1	.260**	.392**
EM	.285**	.260**	1	.665**
MM	.379**	.392**	.665**	1

Note: SMM=social media marketing, EM = email marketing, MM = mobile marketing

Table 4 presents the model analysis results, indicating that the coefficient of determination  $R^2$  is 56.9%. This value indicates a positive relationship between the variables under investigation. Furthermore, the adjusted  $R^2$ , which accounts for the number of predictors in the model, is found to be 0.315, implying that the model explains approximately 31.5% of the variance observed in the data.

**Table 4 Model Summary**

R	R Square	Adjusted R Square	Std. The error in the Estimate
.569a	0.324	0.315	0.37337

Predictors: (Constant), MM, SMM, EM

**Table 5 ANOVA<sup>a</sup>**

	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	14.951	3	4.984	35.749	.000b
	Residual	31.228	224	.139		
	Total	46.179	227			

Dependent Variable: CBI

Predictors: (Constant), MM, SMM, EM

Table 5 shows the results of a multiple regression analysis, which was conducted to evaluate how well Social Media Marketing (SMM), Email Marketing (EM), and Mobile Marketing (MM) predict Consumer Buying Intention (CBI). The model suggests that Social Media Marketing and Mobile Marketing positively affect Consumer Buying Intention, while Email Marketing doesn't significantly affect Consumer Buying Intention. In addition, the beta coefficient of SMM is the strongest among all independent variables.

**Table 6 Coefficients**

	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
	B	Std. Error	Beta			Lower Bound	Upper Bound
(Constant)	1.031	.270		3.819	.000	.499	1.563

SMM	.526	.068	.459	7.684	.000	.391	.661
EM	.047	.059	.059	.803	.423	-.069	.164
MM	.151	.073	.160	2.066	.040	.007	.295

Note: SMM=social media marketing, EM = email marketing, MM = mobile marketing

The summary of the hypotheses assessment is presented in Table 7. The sample data support H1 and H2, whereas H3 is not supported.

## 4.2 Hypotheses Summary

**Table 7 Hypotheses Assessment Summary**

S. No.	Hypotheses	Sig. Value	Empirical Conclusion
1	H1: SMM positively influences CBI.	0.000	Supported
2	H2: MM positively influences CBI.	0.040	Supported
3	H3: EM positively influences CBI.	0.423	Not Supported

## 4.3 Discussions

This study aimed to assess the relationship between DM and CBI, focusing on social media platforms like Facebook, Instagram, YouTube, mobile platforms, and Email marketing. The findings indicated a positive correlation between the independent and dependent variables, and the regression analysis showed that the model is fit. The study showed that SMM significantly influences CBI, and the increasing usage of electronic media presents new opportunities for digital marketers to reach consumers through digital platforms. This finding is consistent with the previous studies' literature on consumer online behavior. Existing studies show that social influence, personalized experiences, and focused marketing are crucial in driving consumer behaviors within digital spaces. Sheth and Kim (2017) find that SMM plays a significant role in customer purchase intention. Another study related to the role of Facebook advertising revealed that Facebook advertising exerts significant effects on customers' purchase intention (Almohaimmed, 2019). With the rising use of electronic media, digital marketers have a new opportunity to engage customers through online channels and take advantage of social interactions for successful marketing (Tabuena et al., 2022). Understanding consumer intentions is crucial for marketers to better understand what motivates consumers to create content about a brand or store (Upadhyay et al., 2022). Prior studies have corroborated this idea and explored the connection between Facebook brand-related

group engagement, advertising responses, and psychological factors such as self-disclosure and attitudes in both members and non-members of Facebook groups (Schivinski et al., 2022). The study's findings indicated that individuals who are part of Facebook groups are more inclined to share personal information than non-members. The study also revealed that Facebook group members favor social media and advertising more favorably. According to our result, finding Email Marketing doesn't significantly impact consumer buying intention in Pakistan.

## 5 Conclusion

This study aims to identify the influence of independent variables on dependent variables from the respondents of Karachi, Pakistan using social media and online shopping textiles. Through regression and correlation using SPSS, we analyzed the influence of independent variables on dependent variables. The results have determined a significant relationship between the independent and dependent variables as per the data of 228 online buying respondents. The critical job of advanced showcasing explicitly social media and Email advertising in improving client commitment and buy aim as portrayed already has been demonstrated in this investigation. Improved client commitment because of the utilization of SMM and EM, therefore, upgrades buy goals among clients. The impact of every factor's marker was additionally dissected and it was tracked down that the pointer of "offer" for email promoting is the most powerful on client commitment. The ramifications of this outcome for organizations are that they ought to give better contributions when assembling the substance of their Email promoting, for example, elucidating item esteems all the more plainly or expanding client commitment by offering better deals advancements. In the interim, the marker of "correspondence" for online media uncovered that passionate or interesting substance could draw in more client commitment (Samsudeen, & Kaldeen, 2020). This investigation guided publicists to suitably feature their thing in an on-the-web course of action. With the advent of virtual platforms in business and commerce, customers can now purchase products online, saving time and money. However, trust becomes critical in online shopping, as customers need assurance before purchasing a brand they haven't physically visited. This research explores how businesses and marketers can effectively target and retarget their products to drive sales and gain insights into consumer buying behavior. Specifically, the study investigates the impact of email marketing, mobile advertising, and retargeting on online consumer buying behavior. While the hypothesis suggesting a strong influence of email marketing on consumer behavior was not supported, it does not imply a complete absence of impact. The findings suggest that Email marketing may have a relatively lower

influence compared to other factors such as mobile advertising and retargeting (Khan & Iftikhar, 2017).

## **5.1 Implications**

CBI is the main factor that leads to generating sales for an organization. This study focused on how Buying intentions are affected by the factors used in this research. We analyzed that SMM is the factor that leads to purchase intention. Consumers share their experience of using a product by reviewing it on social media groups, and those reviews influence the minds of potential customers purchase intentions. Customers will avoid considering that product or service if the reviews are negative. So, organizations need to work on satisfying customers to get positive reviews for their products and services. So that potential customers get motivated and create their buying intention. When the customers are satisfied and happy with the organization's efforts, they willingly review it on social networking sites.

## **5.2 Limitations**

The present study has certain limitations that could provide opportunities for further research. Firstly, the sample was limited to students and predominantly young individuals who were inclined toward online purchases during the pandemic. Secondly, the study considered a limited number of variables and several other factors that could impact CBI. Thirdly, the sample size was restricted to 228 participants. Additionally, data collection relied on closed-ended questions, which may have constrained the scope of the study.

## **5.3 Future Recommendation**

Future research can be done on what other variables influence consumers buying intention in the textile industry. However, you can also add other variables in his study to get more anticipated results, an increased sample size can be used, and a more advanced tool can be used to gather the data. Further, the study can be done on the par social interaction and consumer knowledge with impact positively in this research, and the study can also be done on buying intention. As this research was done by collecting the data from the respondents of Karachi, future research can be done from the respondents belonging to other cities of Pakistan or countries as well because the behavior and response may differ. The study considered examining only three independent variables' impacts, whereas, in the future, the study can add more variables to examine their impact on additional dependent variables to have more insight into the problem. The study used

a quantitative method, whereas, in the future, a qualitative method can also be used to examine the impact of the study in detail.

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