

Impact of Social Media and Television Advertising on Consumers' Purchase Intention- A Study on Clothing Brands of Pakistan

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ABSTRACT

Purpose:

This research study is being conducted with the aim of understanding the impact of two most powerful media tools i.e. Television & Social Media, on the purchase intention of Female consumers in Pakistan. The research primarily concerns the clothing brands and to understand the influence of advertising and its impact by gaining the consumer insights from Target Audience.

Methodology:

For data collection, pre-established constructs have been adopted from published study with reliabilities and distributed among 200 respondents using convenience (non-probability) sampling technique. The constructs used are tested through descriptive analysis, carried out on SPSS. Further the output related to the impact of these factors has been analyzed through Simple Linear Regression Analysis. Significance of the Hypotheses has been tested by using F-test.

Findings:

The results of the study indicate that both social media and Television advertising have a significant positive impact on consumers' Purchase Intention, however the findings specify that social media has greater impact in comparison to that of TV.

Conclusion:

This study aims at gathering consumer insights on impact of advertising, rather than looking at it through marketers' perspective. This will help the marketers' and Clothing brands in Pakistan to improvise their advertising plans by keeping in view the perception of consumers towards advertising. Also, it will contribute towards the development of favorable marketing strategies; such that cater to the needs of the customers and leads to the creation of brand experience that supersedes the expectations of their clients Moreover, the study can be taken further, by checking the impact of other media tools and including both genders in the population.

1. Introduction

It is evident that, a marketer's survival in today's market depends totally on the satisfaction of his consumers. If a marketer is not able to keep its consumers satisfied and happy, then the brand will lose its market share and, will eventually perish from the market. Consumer satisfaction depends on how, the consumers' are perceiving the brand and what are the preferences of the consumers', when it comes to a specific product and options they have from the available brands in the market. (Moorthy, 2014)

"Traditional marketing is not dying – it's dead!" (Zynman 1999)

Advertising has prime importance, in creation of an impact on brand preferences of consumers. Nearly everyone in the modern world influence to some degree by advertising. Both, public and private sector organizations have learned the ways to communicate and interact with their target markets. This, has become necessary, in today's world, where cut throat competition exists in the market, and keeping in touch with your consumers' has become vital (Moorthy, 2014).

TV media has gained great power and is considered to be a powerful tool since late 20th century. This statement can be backed up with strong statistics that show, that since the birth of TV media, millions of TV sets are being sold all over the world and this leads to creation of Billions of loyal audience, who feel much connected to the TV media (Khuong & Nguyen, 2015).

This offered a global opportunity to marketers all over the world, to sell their products through advertising on TV media. It turned out to be the most effective tool of communication, as TV advertising, offered them an opportunity to connect with millions of viewers, all over the world and spread awareness among them about their respective products (Khuong & Nguyen, 2015).

Not just, TV advertising helps to reach a huge number of people, from all around the globe, but it can also help to target specific segments of population through a huge range of programming options. According to numerous studies, done in past, consumers have voted in favor of TV media and have stated that they feel it is 'reliable' and most convenient source to remain connected to the world, via interesting visual presentation of information that they receive (Khuong & Nguyen, 2015).

Although, TV advertising, and other latest forms of advertising, offer great opportunities to marketers to advertise their products in innovative and convenient manners, but it has also toughened the competition for them. This is because, with so much information being bombarded to consumers, using different mediums of communication, marketers have to put in a lot of effort in designing & implementation of advertising strategy (Yeshin, 1999; Arens, 2004). This would require them to use, maybe more than one form of communication tool or a combination of them, in order to formulate a creative advertising message that will grab the attention of target audience (Sharmaand Sing, 2006).

Emergence of internet, was a major breakthrough in the world of tech science, which has completely revolutionized the modern world. This further lead to the development of social media, an evolution which is based on Web 2.0, that gives a boost to not only user-generated contents, but also extends the focus to the users by allowing them to exhibit contents to share among their networks (Lee, 2013).

In this new era of fast communication, marketers have identified a strong need to remain connected to their retailers, wholesalers, distributors, consumers etc. This is an Information Age, where consumer is well informed and in more control of decision making process (Lee, 2013). The birth of social media has led to the revolution of not just new ways of personal communications, but also to the revival of the business world. There are huge opportunities for the businesses as they can reach their consumers easily and in most effective manner. Consumer, in this respect, have become the controller of the game, as social media gives more control and power to consumers, as compared to that in traditional ways of selling (Sniderman, 2012). It can be noticed, that many studies exist on understanding the role/importance of social media as an advertising platform, but very little work is done on understanding the importance and effectiveness of advertising, from consumer's perspective, especially in Pakistan.

The major aim of advertising tools and media, is to impact the purchase intention of customers in a favorable manner. Purchase intention can be defined as the decision of an individual, in which one makes a promise to one self to buy a specific product, whenever he visits the market place in future. This attitude is what every marketer aims to achieve, by attracting the potential customers, and influencing them in a way that their buying decision goes in the favor of their respective brands (Jovanović, Vlastelica, & Kostić, 2016). In this way, purchase intention of consumers can help the marketers to predict customers' retention rate. But it is important to note, that purchase intention of a consumer, is not solely determined by the advertising of a particular brand but also by the post purchase experience of the consumer. If the experience is good and the customer is satisfied by the use of the product, then it will lead to repurchase and purchase intention would become strong for future purchases. But if, the post purchase experience is disappointing or not up to the expected level of consumer, it can lead to dissatisfaction and ultimately, the loss of the customer (Jovanović, Vlastelica, & Kostić, 2016).

The project has been undertaken with an objective, to understand the influences of advertisement, in consumer brand preference, specifically related to clothing brands of Pakistan. It is aimed at finding, whether social media plays a greater role in decision making process of consumers, or is it Electronic media (TV commercials) that has a better impact on consumers' brand preference.

In order to formulate the most effective strategic tool to trigger the act of purchasing in consumers, marketers need to understand, which form of advertising is creating the highest impact. For this, it is important to understand the perception of target audience, which will then help to set a clear direction for the marketers.

For this research, Quantitative research methodology will be adopted. The empirical data will be gathered, by sending out questionnaires to target audience, residing in Karachi only (Lee, 2013).

1.1. Scope of the Study

With regards to the objectives, this research is aimed at gathering the insights of consumers, which will contribute towards setting a direction for the marketers. In this way, the study may serve as an indicator to the potential readers (clothing brands in Pakistan), on how they can develop favorable marketing strategies to satisfy their customers and create great brand experience for them.

This research will also help to understand, which tool of advertising (whether TV commercials or Social media) play a greater role in influencing consumer's purchase intention when it comes to buying clothing brands i.e. Khaadi, Gul Ahmed, Sana Safinaz, Nishat Linen, Zeen, Sapphire etc.

As we know, that these big brands spend magnamously amount of money on advertising and promotion of their clothing lines/products. Also, heavy celebrity endorsements are also very common which is again costing them a fortune. Therefore, it is crucial to understand, whether all this advertising related effort is producing any results or money is going down the drain. If yes, then which advertising is creating a greater impact and what is the reason behind it (Moorthy, 2014).

The main Statement of Problem is 'To find out, which form of advertising (social media or TVCs) serves as the most effective trigger on the Purchase Intention of Consumers.

2. Literature Review

The prime purpose of existence, for any business is to generate profit and sales. But in order to survive, in the competitive market of today, it has become crucial for businesses to generate enough revenue from its products that it can cover the incurred costs of the business. However, when it comes to taking decisions related to the selling of the products to consumers, a lot of planning and decision making is required. This is where, brand managers are required to showcase their expertise related to marketing and advertising of the goods (Ayanwale, Alimi, & Ayanbimipe, 2005).

When we discuss the 4ps of marketing mix, advertising comes under the category of Promotion. The 4ps of marketing mix are product, price, place and promotion namely. Advertising, as a major tool of promotion, serves to create awareness of product in the minds of tentative consumers, thereby enabling them to make buying decision in favor of their products (Ayanwale, Alimi, & Ayanbimipe, 2005).

For the marketers, who are targeting mass market, the available communication tools are advertising, sales promotion and PR strategies, which they may use to convey their message to their target audience. Mass communication tools are used in the situation, where the marketer aims to reach maximum number of people at a lower cost. This however, leads to the tradeoff of the advantages of the personal selling, and tailored messages to each potential customer (Etzel et al., 1997).

Advertising acts as a primary medium for customers, who gain first-hand knowledge about the advertised product or service and decide whether they want more information regarding the product or not, depending upon the interest that the advertisement has generated in them. That is the reason, marketers put a lot of efforts in creation of advertisements as that is the first encounter point for the customers (Sherril, John and Rushton, 1990).

Through literature, we come to know the effectiveness of TV adverts and social media advertising on the purchase intention of the consumers (Ansari and Jolouadar, 2011) (Ahmed et al., 2012). It has been found that these two mediums of advertising, are indirectly linked with the sales growth or decline, as significant differences have been noted before and after broadcasting of TV Advertisements, and social media advertising of the company's products (Pradiptarini, 2011). The prime goal of this research, is to study the impact of TV and social media advertising on the consumers' purchase

intention (Patnaik, 2015).

When we compare the new mediums of advertising, i.e. social media, to traditional media vehicles like TVs and print media, we get an edge due to free access and vast outreach to potential customers. Social media, unlike other forms of marketing, doesn't require heavy investments in creation of advertisements (Russell, 2011). but on the other hand, we have also found literature in support of TV commercialism, as the key medium of advertising as researchers who are in favor of this, have provided ample evidence that TV ads result in generation of high sales due to visual attractiveness (Ashaduzzaman and Asif-Ur-Rahman, 2011).

On the contrary, profound evidence through literature shows that advertisers prefer social media platforms more, as compared to other forms of advertising. The reason is that this medium is a cross-device based platform and can be accessed through any device like smartphone, tabloid, or laptop, unlike Television (Fulgoni and Lipsman, 2014). Also, this medium provides the point of interaction to customers, which other media types fail to provide. Customers, want to interact and be part of the whole process, rather than just be the viewer. With the revival of technology, the trends of advertising are changing and so does the needs of customers. Advertisers can use this platform for their own advantage, by fully utilizing the benefits that technology has to offer; thereby connecting more and more with their customers and gaining their loyalty. Also, customer related data can now easily be obtained through cookies and activities of target audience on social networking sites (Fulgoni and Lipsman, 2014).

It has been noted that due to technology, the media has undergone a huge transformation over the few years (Mangold and Faulds 2009). According to statistics report that was published recently, over 2.04 billion people have access to internet now. This is equivalent to 34 % of the world's total population (Internet World Stats 2013). Furthermore, every one in seven people, has a Facebook profile and almost 4 out of every 5 internet users, access social media websites (Nielsen 2012).

These statistics portray an image of revolutionized world that has become highly tech-oriented. Therefore, it is essential for the marketers to understand the changing trends of advertising and to adopt new mediums of advertising, so that they can communicate effectively with their customers. (Nielsen 2012).

More and more consumers are shifting from traditional media including, TV, print media, radio etc. to social media sites to extract out information related to consumer brands (Mangold and Faulds, 2009). The invention of social media, as an innovative platform has transformed the way, marketers communicate with their target audience. Initially, the communication was one-way and information was provided to customers with no way of delivering the feedback. But now, the dawn of social media has led to multi-dimensional, peer-to peer communication (Berthon, Pitt, and Campbell 2008).

Social media platforms have a lot of advantages as it's an interactive platform and enables the customers to interact with other customers as well. This helps them to learn about their product related experiences (Li and Bernoff 2011). Thus, companies are no longer in total control of the brand communication and therefore they have to be more customer-centric now, rather than being product centric (Berthon, Pitt, and Campbell 2008).

According to Luo and Donthu (2005), advertising can help to increase the spending efficiency which will then result in generation of sales. But it requires, the message to be delivered to consumers in an effective manner. They concluded, that according to statistics, the top 100 marketer's advertising strategies for print and BTL activities are not giving lucrative results and more can be extracted out from them, if used properly (Luo and Donthu, 2005).

Also, we can find profound literature on the studies done on relationship between sales and capital investment in advertising. So the question that comes to one's mind is that how can the advertising effectiveness be evaluated against the capital that is being invested in it? The answer, as given by Perreault & McCarthy (2000), is sales and profit that the company is generating after the execution of advertising plan. Also, to know if the advertising message is grabbing the attention of target audience, marketers need to carry out the surveys, whether through social media or in real market. Through social media, response of target audience, and views on the post/ad, can help to clarify if the ad is being liked or disliked by the general population (Patsioura, 2009). It is therefore the responsibility of marketers, to measure the effectiveness of advertising message and how it is being received by the target audience. This is important, as huge investments are made by the organizations in advertising, due to its importance and heavy impact on customers & sales (Ansari & Joloudar, 2011).

According to attitude theory of Fischbein's, advertising message when delivered in visual form to target audience, creates an impact on their belief system, which will lead towards the development of specific attitude of consumer's towards that specific brand. This attitude, which is a result of how the ad message, is perceived by customer, will have an effect on consumer's purchase intention towards the offered brand. If the message is perceived to be attractive, and good then it will positively impact the customer's attitude towards buying and may lead to actual purchase. However, if the message results in creating a negative image in the minds of consumers, then it may lead towards the creation of negative attitude which will ultimately effect the brand image, and sale of the product in an undesirable manner (Ravikumar, 2012).

A lot of work is done in past, on consumer's attitude and purchase intention with respect to advertising. This is because; consumer's attitude is the major influencing factor towards the success of any advertising campaign. Initially, when the TV advertisement is broadcasted, the response of the audience the determining factor for marketers if they should carry on further with the devised advertising plan or modify it to get a better response (Ravikumar, 2012).

There are 3 basic concepts with regards to good advertisement plan (Myer, 1958). The first one in Martin Mayer's opinion is that the advertisement should show a concept that is easy to believe. He has advised marketers, to make use of such pictures or incorporate such concepts that are easy for the audience to believe and they can connect with the overall message. Second concept is repetition of the major concept that the marketers are showing in their ads. In his opinion, it is better to have series of small advertisements rather than one detailed and long ad. In this way, customers will be able to see different aspects of the same core idea of the ad message and will be able to grasp it in a better way (Ravikumar, 2012). These short ads, will also act as a reminder to previous ads, thereby creating a strong image in the minds of consumers. The third concept, lays emphasis in the overall presentation of the message. According to Martin Mayer (1958), it is very important to focus on the impression of the advertising message. Marketers,

should make sure that the idea is easy to grasp, brief and attention-grabbing (Ravikumar, 2012). According to Roose Reeves (1967), different products can be advertised to different extents. In his opinion, five major factors play an important role, in analyzing the extent of advertise ability of varying products. These factors are namely, Primary demand, buying motives, hidden qualities, money and differential advantage. These are the major contributors, of the advertise ability of products in every market-related situation. C.B.

Mamoria and Joshi (1968) stated that when devising, advertising plans and strategies, marketers should keep this in mind that the message they are trying to convey should be customer centric and not product centric (Mamoria and Joshi, 1968). That is how, the message would successfully reach to customers and would result in positive response (Ayanwale, Alimi, & Ayanbimipe, 2005). Also, they stated, that timing is very important when it comes to successful execution of advertisement. Therefore, marketers should make sure that ads are broadcasted, when the timings are favorable, keeping the external factors in mind. Also they should aim to deliver the advertising message at the right place to right target audience, through right media (Ravikumar, 2012)

According to research done by the Benton Foundation (2000); significant evidence is found in favor of Television advertising; as the most reliable, and highly viewed medium of information in USA. Statistics report states, which about 93 % of Americans follow serial television programs, that go about weeks and about 69 % of them think that TV is the most reliable form of information (Ravikumar, 2012).

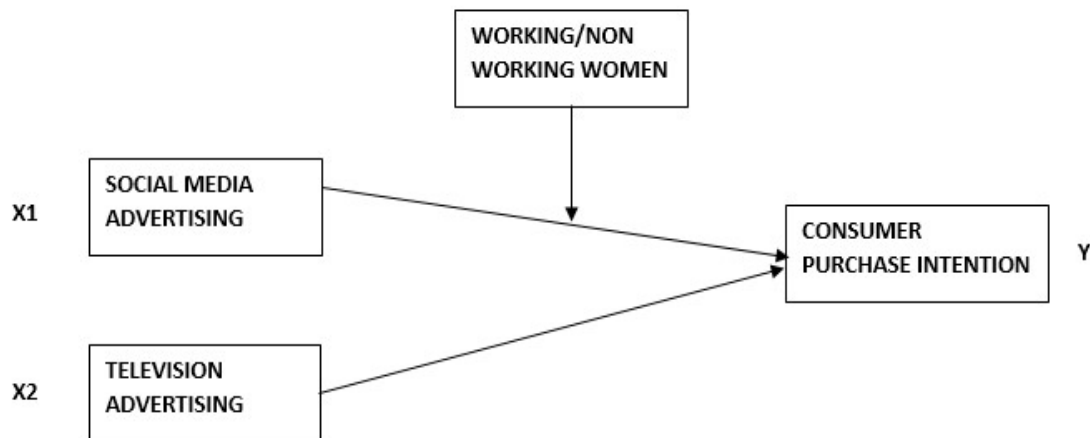


Figure.1. Conceptual Framework Representing Study Variables

Source: Author's own elaboration

3. Methodology

3.1. Research Method

This study is exploratory and quantitative in nature and we have used few techniques e.g. a questionnaire and SPSS to analyze the data. The constructs used are tested through descriptive analysis, carried out on SPSS. Further the output related to the impact of these factors has been analyzed through Simple Linear Regression Analysis. Significance of the Hypotheses has been tested by using F-test.

3.2. Sample Size

As per the data of Pakistan Bureau of Statistics of 2017, the total population of Karachi stands at 16.618 million as of July 2017 (Pakistan Bureau of Statistics, 2017). As the target population is unknown, sample size is calculated using the Raosoft calculator. Margin of Error accepted is 7%. In this case study, our sample size was 200.

3.3 Sampling Techniques

For this study, unrestricted non-probabilistic sampling technique has been used. We have targeted (working/non-working women) as our audience, as we are carrying out research mainly on the clothing brands of Pakistan and how their advertising through TVCs and Social media, creates an effect on the purchase intention of Women in Pakistan.

3.4. Data Collection Method

We used the following methods to collect the data for our research:

- Primary data was collected through questionnaires.

3.5. Questionnaire Design

These questionnaires are close ended and have adopted Likert scale (5 points) for the purpose of collecting data. Here, two independent variables are taken, which are:

X_1 : Social Media Advertising

X_2 : TV Advertising

The dependent variable is Consumers' Purchase Intention

Y : Consumers' Purchase Intention

Also, a moderating variable is taken:

M : Working/Non-Working Women

4. Results & Discussions

4.1. Descriptive Statistics

Skewness and Kurtosis was used to determine univariate normality. Descriptive Statistics is shown in table 1.

Table 1: Descriptive Statistics

Construct	Mean	Std. Dev.	Sk.	Kr.
Television Advertisement	3.31	0.77	-.44	-.18
Social Media Advertisement	3.70	0.81	-.44	-.73
Purchase Intention	3.82	0.75	-.79	.24

Source: Author's own elaboration

Table 1 shows that Purchase Intention ($M= 3.82$, $SD= 0.75$) has the highest Skewness of (-0.79) which is then followed by Independent variables, Television Advertising ($M=3.31$, $SD=0.77$) and Social Media Advertising ($M= 3.70$, $SD=0.81$) having Skewness of (-0.44). On the other hand, the highest Kurtosis (-.73) is of Social Media Advertising ($M= 3.70$, $SD=0.81$), and the lowest kurtosis 0.18 is of Television Advertising ($M=3.31$, $SD=0.77$). It is important to note that the overall values of Skewness and Kurtosis are within the desired range, therefore, it can be inferred that the constructs do not violate the conditions for univariate normality (Bryman, 2015).

4.2. Reliability Analysis

Cronbach's Alpha was used to determine internal consistency of all the variables. Results of reliability analysis were shown in table 2.

Table 2: Reliability Analysis

S.No.	Constructs	Alpha	No. of Items
1	Television Advertisement	.910	12
2	Social Media Advertisement	.884	8
3	Purchase Intention	.779	6

Source: Author's own elaboration

Table 2 reflects that reliability of Television Advertising ($\alpha=.910$, $M=3.31$, $SD=0.77$) is highest, followed very closely by Social Media Advertisement ($\alpha=0.884$, $M= 3.70$, $SD=0.81$) and Purchase Intention ($\alpha=0.779$, $M= 3.82$, $SD= 0.75$). All the calculated values of Cronbach's Alpha are greater than 0.60 which confirms that there is internal consistency of the constructs, which have been depicted & tested in the study (Bryman, 2015).

4.3. Bivariate Correlation

To examine multi-collinearity, distinctiveness and uniqueness of the adopted constructs, Bivariate Correlations Analysis has been carried out. Table 3 shows the results of Bivariate correlations.

Table. 3. Bivariate Correlations

	PI_T	TA_T	SM_T
Purchase Intention	1		
TV Advertising	.375**	1	
Social Media Advertising	.418**	.033	1

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

Source: Author's own elaboration

Table 3 shows that the correlation ($r=.418$) was highest between Social media advertising and Purchase intention. Also, the lowest correlation was found between Social media advertising and Television advertising i.e. ($r= .033$). As, each of the relationship is ranging between 0.30 to 0.90, therefore it gives the confirmation that the constructs have no issue of uniqueness, distinctiveness and multi -collinearity (Bryman, 2015).

4.4. Multiple Regression Analysis

In order to check the effects of independent variables on dependent variable, multiple linear regression analysis was applied. The summarized results are presented in Table below:

Table. 4. Regression Results

Model	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.

(Constant)	1.266	.290		4.365	.000
TV Advertising	.354	.061	.361	5.838	.000
Social Media Advertising	.375	.057	.406	6.557	.000

Dependent Variable: PI_T (R2 = 0.305, F (2, 184) =39.86, P < 0.05)

Source: Author's own elaboration

Through Regression analysis, it is evident that the independent variables explain a variance of 30.5% (R2=0.305) on dependent Variables I.e. Purchase intention. The overall model fitted well, and results show that there is a significant relationship of both independent variables and dependent variables.

4.5. Moderation Output

Moderation output of Social Media Advertising

	coeff	se	t	p	LLCI	ULCI
constant	3.1567	.7702	4.0986	.0001	1.6370	4.6763
Workstat	-.4668	.4734	-.9861	.3254	-1.4008	.4673
SM_T	.2558	.1998	1.2803	.2021	-.1384	.6500
int 1	.0780	.1244	.6271	.5314	-.1675	.3236

Y = PI_T, X = SM_T, M = Work status

P value of interaction term should be less than 0.05 for a significant moderation effect. As the above table shows that the value is more than 0.05 (p=.5314), therefore no significant moderation exists.

Table. 6. Significance Level (SM_T)

Work stat	Effect	se	t	p	LLCI	ULCI
1.0000	.3338	.0902	3.6990	.0003	.1557	.5119
2.0000	.4118	.0857	4.8072	.0000	.2428	.5809

Where 1=Working, 2= Non-working

Source: Author's own elaboration

P Value of Both Work Status Is Significant when checking impact of Social media advertising on dependent variable i.e. Purchase intention. This proves that there exists no moderation.

4.6 Moderation output of Television Advertising

Table. 7. Moderation output of Television Advertising

	coeff	se	t	p	LLCI	ULCI
constant	3.6161	.8568	4.2207	.0000	1.9256	5.3066
Workstat	-.5812	.4908	-1.1842	.2379	-1.5496	.3872
TA_T	.1396	.2457	.5684	.5705	-.3451	.6244
int 1	.1277	.1427	.8953	.3718	-.1538	.4093

Y = PI_T, X = TA_T, M = Work status

Source: Author's own elaboration

It is understood that P value of interaction term should be less than 0.05 to achieve a significant moderation effect on dependent variable. As the above table shows that the value is more than 0.05 ($p=.3718$), therefore no significant moderation exists.

Table. 8. Significance Level (TA, T)

Work stat	Effect	se	t	p	LLCI	ULCI
1.0000	.2674	.1155	2.3155	.0217	.0395	.4952
2.0000	.3951	.0838	4.7149	.0000	.2298	.5605

Where 1=Working, 2= Non-working

Source: Author's own elaboration

For Television advertising, P Value of Work Status (Working and non-working) Is Significant when checking impact of Television advertising on Purchase intention. This proves that there exists no moderation.

5. Discussion

The results and their relation with the previous literature is discussed in this section. Results from table 4 indicate that both the independent variables i.e. Television advertising and social media advertising have a significant positive impact on Dependent variable i.e. Purchase intention. But through T-value, it is evident that Social media advertising ($t= 6.56$) has greater impact on Purchase intention than television advertising ($t= 5.84$). Therefore, Hypothesis 1 and 2 will be accepted.

By viewing past literature, profound evidence is found that supports the argument of TV advertising and social media advertising as the two strongest mediums of advertising and communication and have a strong impact on their target audience (Ansari and Joloudar, 2011) (Ahmed et al., 2012). It is also interesting to note that both of these mediums of advertising, have an indirect linkage with the growth or decline of sales. This was proved by showing significant difference in the attitude of consumers before and after broadcast of advertisement through TV and social media (Pradiptarini, 2011).

Hypothesis 3, 4, 5 and 6 will be rejected as by running tests to check the effect of moderating variables (working/non-working), showed that no moderation exists for both the independent variables, i.e. television advertising and social media advertising. This means that impact of television advertising & social media advertising does not vary when the target audience is classified broadly into two categories, i.e. Working and non-working women.

The results are strongly supported by various studies, conducted by prominent scholars in past. Through literature, strong theoretical evidence is found that favors the relationship model depicted in this study to show the relation of dependent and independent variables. According to internet world stats (2018) 51% of world population as of June 2017, has internet access (Miniwatts Marketing Group, 2018). In a research study, it has been proved through intensive analysis of facts and data collected first hand through survey of market ,that TV and social media have a significant positive impact on the attitude and purchase intention of consumers (Lee, 2013).

Although, a lot of work has been done in past on the relevance and impact of TV and

social media advertising on purchase intention of target audience, but the effects of moderating variables have not been checked along with the above mentioned independent variables. Also, most of the studies have been conducted abroad and not locally in Pakistan.

6. Conclusion & Recommendations

Due to high level of competition, when it comes to clothing business in Pakistan, it has become a challenge for marketers to grab the attention of their target audience and generate sales by setting a successful image of their respective brands in the minds of the consumers. With the increase in the rate of technological advancement, social media has become the most preferred medium of Communication, along with TV media that has been the number 1 choice previously of marketers to deliver the advertising message to their respective target audience.

This research study has been carried out to understand the impact of TV Advertising and social media advertising on Consumer's purchase intention regarding clothing brands in Pakistan. In order to gather further insights of the target audience i.e. Women of Pakistan, the population is divided into two categories i.e. Working & non-working women. In order to find, which medium has the highest impact on the purchase intention of female consumers in Pakistan, this research was carried out. The purpose is to provide valuable consumer insights to marketers, so that they can focus on improvising the communication message and using TV & Social media in the best possible way to interact with their consumers.

The results of this study indicate that Social media has a higher impact on females in Pakistan, as compared to that of Television advertising. The study also revealed a very interesting finding that both TV and Social media have a significant positive impact on women, regardless of their work status.

As the results show that a significant positive relationship exists between the variables, therefore it is recommended to marketers and Clothing brands in Pakistan to emphasize on improvising the communication strategy and advertising message by making productive use of TV and social media.

Moreover, as the results also indicate that social media has greater impact on consumer's purchase intention, therefore it is recommended to marketers to understand the social media usage pattern of their target audience, and make marketing strategies based on consumer insights and statistics, which this study provides.

This research was carried out, using convenience sampling technique in Karachi, Pakistan only due to shortage of time and resources. Also, as the research mainly focused on Clothing brands in Pakistan, therefore the target audience was Women only, both working and non-working belonging to different age groups. Survey involved respondents, who willingly volunteered to participate in the study and had adequate knowledge of the terminologies used in the questionnaire form. Further studies can be carried out, by including both genders in the population and broadening the demographics group. Also, more work can be done by focusing on the impact of other forms of media and comparing their effectiveness with that of Television & Social Media.

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