

The Impact of Social Media Advertisements on Consumer Buying Intentions: The Case study of Automobile Sector in Karachi Pakistan

by

Abid Jalaluddin Shaikh

Fellow of MS Management Sciences, Greenwich University, Karachi, Pakistan

Email: shaikh960@hotmail.com

Juned Ali Shah

Lecturer Marketing, Shaheed Zulfiqar Ali Bhutto Institute of Science and Technology (SZABIST), Larkana, Pakistan

Email: junaid.shah88@gmail.com

Asif Iqbal

Fellow of PhD Marketing, Institute of Business Management (IoBM)-CBM, Karachi, Pakistan

Email: asif_cams@hotmail.com

Abstract

This research investigates the relationship and impact of Social Media Marketing on Consumer Buying Intentions in Automobiles Sector. The Automobile Sector is emerging and growing due to intense competitions and many players compete on different brands due to this sale of organizations shrinks. The Marketing and Advertising are always integral part of sales and advertising affects the buying intentions of customers. This research conducted to evaluate the impact of social media marketing, promotions through digital media and door to door marketing affects the buying intentions. The research conducted based on Post Positivism research paradigm based on theoretical framework of consumer Buying Intentions. The research Quantitative in nature and data collected from Population of Karachi through Self-Administered Questionnaire by Visiting Shows rooms and online consumers. This study not reflected to buying intentions of particular Brand but it's for all Automobile Sector that evaluates and analyze the buying pattern. The data collected through probability random sampling method from 385 consumers who uses online media and buying and selling cars online. The researcher evaluates three constructs includes three core marketing channels social media marketing, online promotion and door to door marketing. The results show there is significant relationship of social media marketing, online promotion and door to door with buying intentions towards purchase of automobile. The regression analysis shows the promotional media marketing is significant predictor evaluates the online marketing. The research is useful for analysis of online marketing, social media marketing and consumer buying intentions towards the purchase of automobiles.

Keywords: Buying Intentions, Social Media Marketing, Online Promotional Marketing and Door to Door Marketing.

Introduction:

The Social media plays important role in marketing and advertising in today's digital age. The social media marketing is important for customer attraction and increase sales of products and brands. The social media is set of collection of mediums, networks and enhance the attraction for consumers in buying and selling. Social Media is playing very much important role in the world wide. It is useful for various aspects. Now a day, it is mostly used for marketing agencies whereas it is most useful source of income generation. Media experts has changed the perceptions of thinking because they attempt directly to the mind of the consumer. Various researchers have mentioned different change of perspective about social media. The growth of information technology tends to increase opportunity for organizations and marketers to invest and gain advantage to increase customer attraction and satisfaction.

Tom and Jim created Usenet in Duke University back in 1979. They provide opportunity for people to interact and palter form for people to communicate. The marketing and advertising firms used this as platform to increase their reach and gain customer attention towards the buying and selling through online networks. The increase in customer focus and enhance the customer attention through advertising and provide information and awareness. The social media tools include the Facebook, YouTube, Google, Mobile marketing increase marketers reach and they can reach directly to customer for increase their information towards selling.

Modern communication has its shape and being because of Social Media. Users are trying to get along with these application and new trends. A psychological mark of 44 million has been crossed on the use of Social Media users in Pakistan. Maximum users are tilted toward Facebook as it has a turnout of thirty million in Pakistan. Pakistan Telecommunication Authority reflects the users of these Social Media applications as 3.9 million users of Instagram, 3.1 million users of Snapchat and Twitter (January, 2017). Diverse uses are there in fashion about Social Media. It has been employed by commerce, social, political and other forums. A study reveals that the user's number has touched the total of 37 million in the shape of broadband subscribers (Doss and Robinson, 2013).

Survey of 2013 shares the following statistics about the use of Social Media: With an annual growth of 1.6 percent the total population was 190 million with a penetration rate of 15 percent total users of internet were thirty million. In September, 2013 total mobile subscribers were 129 million, In March, 2014 the total number of Facebook users was 13.4 million. An approximate of 2.5 million Twitter users were on Social Media. In August, 2014 the number of broadband subscribers was 2.8 million, almost sixty percent of the subscribers interacted with Netizens. In November, 2013 the total strength of users registered in various applications were 11.4 million with a penetration rate of four percent.

Online traffic and attention are gained through the use of Social Media and digital advertising through the use of cyber resources. Social actions are also in abundance on Social Media active application used by millions of people. The substantial level of interconnectivity has touched its extreme limits and it is in fashion. Organization has turned their working environment and working style due to advancement in the field of technology. Results' are satisfactory for the Social Media user's perspective. This research will evaluate the impacts of social media advertng on consumers buying decisions.

The Purpose of research is to evaluate the nature of digital advertisement and Social Media as an emerging instrument. This research also Evaluate of the relationship between Social Media Advertising on consumer buying intentions in Automobile Sector in Karachi-Pakistan.

The research conducted to evaluate the relationship and impact of social media advertisements with consumer buying behavior. The study is conducted in Karachi Pakistan

and focused on Automobile sector. The data collected from the employees of automobile customers who are using the social media and also used the social media tools for buying and selling and actively involved in seeing the advertisement and promotion through online.

In the light of set research objectives, the suitable approach for research conduct is the perception of the consumer. Scholastic researcher is aware about the present and already researched material on this subject. This is another effort to understand the concept even in a better way. Understanding the use and spread of Social Media is a real concern of the day. It is not helping the users and consumers in the understanding of the basic concept of Social Media spread. Marketing revolves around its customers and users. If the consumer's perception is valued and regarded than it will benefit the whole scheme. The collection of consumer's viewpoint and insight is prime and mandatory. Repetition of the same action will add to the fresh feedback loop into the market and new ideas and perspectives will definitely change the overall face of the advertisement and Social Media.

Literature Review:

Social Media is playing very much important role in the world wide. It is useful for various aspects. Now a day, it is mostly used for marketing agencies whereas it is most useful source of income generation. Media experts have changed the perceptions of thinking because they attempt directly to the mind of the consumer. Various researchers have mentioned different change of perspective about social media. The main basis of social media is interaction among different peoples. In the briefing point of view, Kaplan and Haenlein have explained general terms and concepts of social media in respect of Web 2.0 and contents generated by users. Social media is basically based on Internet provided services applications. On ground bases, it is the foundation of Web 2.0 in terms of ideological and technological. It gives access to each individual to inter-connect and exchange of ideas or contents with each other (Stokowski, Dittmore & Scott, 2017). Social media is one of the efficient ways and basic tool of sharing and discussion of any productive information where there is lot of experiences with access of electronic and internet tools.

The Purchase decision of buyer based on marketing and advertising is termed as Purchase intentions, The Purchase intentions is dependent upon many factors includes the price, quality of product, willingness to buy, and features of products and services. The Purchase intentions are the core component marketer focus on to enhance the customer focus through Advertising, marketing through online channels and various mediums. The intention is to purchase the product or services or intention of consumers to buy the product. The consumer's intentions to buy the product and services based on consumers intentions. The willingness of buy and consumers intended the buy the same product or services. The consumers intentions based on many factors includes the focus on marketing, advertising and consumer intentions, consumers' references, enhance consumer focus, word of mouth (Stokowski, Dittmore & Scott, 2017).

While considering upon social media, it is kind of social interaction among peoples with the help of technology advancement and it also create value that peoples. In the Webster, social media is the way of electronic communication where unknown and known peoples are get together for various reasons like messages, information sharing etc. In this manner, if we are going towards digital perspective, publishing of contents for the public, messages in the shape of articles to convey information towards public by which we are getting feedback regarding discussions either commentary or evaluation. Although, it may occur various charges but it may vary upon incorporate change or authentic corrections based on originality. Encyclopedia defines that social media is the source of interaction which is easily accessible and measurable while using in publication. It is also known for web-based technology whereas transform of information while using it and also helpful for broadcasting media. There are

various definitions were explained by the researchers but the main elements are content of the social media, interaction with the peoples and Web support 2.0. The most important thing is technology, if it would not available then nothing would be possible. Web 2.0 is the best technology which helps to perform on various essential aspects like sharing of information, important discussions and contents creativity related to community. Technology also enables people to create value among themselves. In the communities, it is an essential part because it is beneficial for generating best contents which forms people to together. So, Web 2.0 is mandatory at some stages like may be complementary at some point.

Advertisement is the key tool which is widely used in all over the world. However, it is the main source for the social media as well because using print media which deliver written messages, hoardings widely spreading the messages while advertise in the mainly targeted areas, radio broadcast and TV telecast showing of the delivering product services. FCC and Social Media Advertisement is widely used at a larger scale to provide acknowledgments on bulk level according to demographic situation and need or demand. Social Media Advertisements are implemented by the companies for the purpose of delivering messages by the following method of viral broadcasting of information. Social Media Advertisement is preferred for the purpose of catering local public and social media users because they are available there at a very large scale. Previously, if we observed that there was a conventional media which was progressively used in a social media platform that has now become changed. Now, people are looking towards upgrading methods where they can find a productive and efficient softwares or applications to cater whole over the market whereas there are very much famous brands and products (Mangold & Fauld, 2009). Another aim of the research paper is to indicate companies about the participation of the decision making with the help of Social Media and noting down the perspective of users, the real time perspective.

According to the classification, social media can be defined as sociability like social activist where peoples joint together and playing active role in it. So, there are various kind of applications which are operating in different scenarios and whereas there are certain boundaries will be set accordingly which are related to the belonging. In the research, we have found six different kind of social media patterns like Social Networking, Blogging, Wikis, Different Forums, Contents related to the communities and Micro Blogging. In the classification model, it has different criteria which are related to matching the different platforms.

Social Network Sites (SNSs):

Social Networking Sites and Services are the part of the social media. It basically facilitates all of the users to join together by using access of web services while utilizing in information sharing and delivering messages in communication. There are various surveys conducted on the basis of social interaction and connection among different peoples, the main reasons we found that there is an active role of social media sites. Previously, if we observed that peoples meet with each other in real life and forcefully required for the correct information while meeting up with anyone. Now, anyone else can talk with each other without any interlink with each other.

In that manner, social media is playing vital role while providing platform to everyone in the world to connect with each other without encouraging of personal information. Now a day. Social media sites have become upgraded version of joint platform rather wasting time to conduct information. If we are looking back the time in 1995s, where peoples were getting email addresses while hook up with each other for some reasons like classroom mates, office mates for getting connected with each other. If we are comparing in the 2000s, we have now profiles for the sharing of information while visiting social media sites we are getting some of information to become a known to anyone.

Blogs:

Blog can be called as noun as well as verb. It is the shortened form of 'Web log' declared as a term in the year 1999. Blogs are basically form of online journals which are to be managed with the different type of contents including necessarily information. These are available in different type of ranges. These are made in chronological orders which include containing text related information, collected database, images pertaining to the objective, recorded media objects and retrievable web browsing material.

Blogs are very much attractive as well because of multiple features like portable websites attached also other general materialistic websites. It is to be made for the purpose of writing in our personal tone messages to convey and to be shown in conversational style. It is varied on topic to topic basis (Zhang, Zang & Ouyang, 2005).

Wikis:

Wikis are the websites in which there is a content available and also allow people to involve in it by adding something about their views. It also gives access to the general public for adding their views or modify the contents or they may delete some irrelevant material with the involvement of others.

It is widely supportable by the database system which keep all track records and its multiple changes according to the stage. It may be varied upon different type of prior versions. In this terms, there are all previous tracking records stored which is contributions of thoughts and all versions of the actions are visible that can be reversible as well (Zhang, Zang & Ouyang, 2005).

Podcasts:

Podcasts are very much famous and valuable everywhere. It is basically widely used for the purpose of audionic things. It is portable audio which includes music or may be general information that are available in digital formation. It can easily be download for the purpose of sharing something. It is basically based on internet access which includes audio as well as video information and give access to individual to use it by subscribe it. It also shows the interest of the peoples while getting the subscribe rates and represents community about their characteristics and how much being social persons.

Forums:

Forums are basically based on various reasons to show the interest of the peoples and about seriousness in which they are showing interest of individual. There are communities involved in it while utilizing this for the purpose of important discussion like community bulletin and open forum for the message board. In the forum, lots of people joined this group to share their view regarding the discussions to overcome the problems and also showing the interest of the peoples on particular specific topic.

It is considered as prolonged form of online social media where group of peoples available for the important discussions, while there are several communities available there to participate in this open forum. There are some necessary discussions on the forum like any kind of thread which members wants to discuss and have a purposive debate on the relevant topic either seeking advice or any kind of help to take a decision on it (Mayfield, 2008).

Content:

Contents are to be used for the purpose of sharing an information with the relevant community members. It is based on the combination of social media sites and podcasts. There are some common features are also there like sharing of messages on the social media sites that

may include photos, videos, music. Contents are to be generated for the use of relevant and productive information. It may vary on topic to topic bases. It shows the seriousness of the individual about what he or she is getting or sharing. Contents are including like Instagram where we are sharing photos, videos of the particular moment, You tube which is widely used for the purpose of informative or may include for the purpose of sharing something which is productive for all.

Microblogs:

Microblogs is said to be as a mini version of the blogs. However, it is more productive than the blog because it has some basic important elements which are working more efficiently and functionally like instant messaging and social networking by using the platform of social media. Take an example; Twitter which is one of the dominant players in this field and it is the essential part of micro-blogs working efficiently that have around 200 million users which are actively working on it. We are using word tweet while getting message from the twitter which more productive and widely used in the world-wide. It is used in various platforms like twitter websites, mobile applications etc. Though, it has limited word count of 140 characters that is why it is included in the micro-blogging.

Everyone uses twitter for different purposive because it is easily usable and more actively playing part of transforming messages. Now a day, it is mostly used among the celebrities and politicians because easily conveyable thoughts or messages without any sharing of personal information.

Firm Generated Social Media Advertisement:

Advertisement is the key tool which is widely used in all over the world. However, it is the main source for the social media as well because using print media which deliver written messages, hoardings widely spreading the messages while advertise in the mainly targeted areas, radio broadcast and TV telecast showing of the delivering product services. FCC and Social Media Advertisement is widely used at a larger scale to provide acknowledgments on bulk level according to demographic situation and need or demand. Social Media Advertisements are implemented by the companies for the purpose of delivering messages by the following method of viral broadcasting of information.

Social Media Advertisement is preferred for the purpose of catering local public and social media users because they are available there at a very large scale. Previously, if we observed that there was a conventional media which was progressively used in a social media platform that has now become changed. Now, people are looking towards upgrading methods where they can find a productive and efficient software or applications to cater whole over the market whereas there are very much famous brands and products (Mangold & Fauld, 2009).

User Generated Social Media Advertisement:

It is based on the user content social media. It is growing speedily because its kind of very helpful for the well-known brands. It has also growing factor where we can advertise and provide brand awareness and create perceptions about the products in the mind of the consumer .However, it also creates conflict while fluctuating in the way of searching the products online by the consumers because if consumer wants to search a particular product but alternatively issues were created because of missing of information. Word of mouth is the significant element which is widely used ever and successfully operated all over the world . It also helps to convey message while customer will review it by searching about the products online. It also creates intention of the review the products online to know about the features that will help them to take decisions (Zhang, Zang & Ouyang, 2010).

Automotive Industry of Pakistan:

The automotive industry is one of the fast-rising industries of Pakistan and is dominated by Japanese automakers and Pakistan is recognized as quickest rising auto-industries in South Asia i.e. 207,777 vehicles were sold in the course of 2015-16. Meanwhile, the auto industry is immensely led by Japanese automakers namely: Toyota; Suzuki & Honda. Moreover, these giants have a solid and extensive presence in Pakistan by having extensive assembly plants in the financial capital of the country-Karachi.

Automobile Development Policy (2016-2021):

The new policy will offer larger localization and new entrants will be answerable for meeting the growing demand for heavy commercial vehicles and, if they are unable to achieve the targets then they will be penalized (Automotive development policy 2016-21).

Furthermore, new policy offers a main incentive i.e. the 10% lessening of customer's duty on nonlocalized parts the upcoming five years against the 32.5% for the new investors for pursuing of improvement of reasonable heavy commercial vehicles for local consumers'. In addition to this, Government has offered duty-free import of hefty machinery and other equipment to establish manufacturing centers.

Renault to begin operation in 2018:

A French car manufacturing firm, Renault was planning to start operation in 2018. The Federal Government is eager to welcome new players and Prime Minister earlier permitted a new automobile manufacturing policy for ensuring the smooth and efficient growth of automobile sector.¹

Moreover, Renault told Reuters earlier this year that Pakistan alongside with other possible location is under consideration for the new investment in auto-sector but, added consideration was in an early stage. Additionally, spokesperson of Nissan has displayed interest in this regard and has said "Pakistan is surely a market for us in current time."

Purchase Intentions:

The Purchase decision of buyer based on marketing and advertising is termed as Purchase intentions, The Purchase intentions is dependent upon many factors includes the price, quality of product, willingness to buy, and features of products and services. The Purchase intentions are the core component marketer focus on to enhance the customer focus through Advertising, marketing through online channels and various mediums. According to Fishbein (1991), the intention is to purchase the product or services or intention of consumers to buy the product. The consumer's intentions to buy the product and services based on consumers intentions. The willingness of buy and consumers intended the buy the same product or services. The consumers intentions based on many factors includes the focus on marketing, advertising and consumer intentions, consumers' references, enhance consumer focus, word of mouth.

Purchase Intention-based on Consumer Attitudes:

The Purchase intention is the consumer willingness to buy the product or service. The consumers having various intentions towards buying emphasis on Quality of Product, Price based on related need of product. The Consumers needs based on various factors includes the facilities, services, of various factors three factors are important includes the attitude towards

¹ Automotive development policy 2016-21

buying, quality of product and organization emphasis to sale the product. The advertising plays an important role in consumer attraction by increasing consumer's information and awareness towards products and services.

The consumer behavior model explains the stages of buying on which the consumers search for alternatives, then decide for the product and then decide for purchase decisions. The online marketing also focuses on same provide information to consumers, increase awareness and that increase consumers intention to buy the product and services. The online advertising increase consumer facilitation to evaluate the product and increase customer focus and hence consumer having enough information to buy product based on quality, price and so forth. The consumer perception towards buying also affecting the decisions, it creates risk for producers.

The company increase consumer attraction by better products and services and role of advertising is to build the consumer attraction. The consumer preference to buy the product and increase consumer attraction is not merely based on visiting the stores but today even before visiting the store consumer search for product online and enhance their experience to buy. In Automobile sector organizations today are much focused and many organizations started advertising cars online and increase consumer attraction by selling the products and services online.

The Automobile industry is very important segment in the economy and marketing of products and services increase the consumer buying intentions and focus on consumer's decisions to gain the competitive advantage. There are various competitors in automotive industry focuses on increase sales through Product innovation, better customer services and increasing marketing activities. The increase in customer focus is related to increase the customer satisfaction and increase consumer loyalty towards buying the products and services.

The Purchase decision of buyer based on marketing and advertising is termed as Purchase intentions, The Purchase intentions is dependent upon many factors includes the price, quality of product, willingness to buy, and features of products and services. The Purchase intentions are the core component marketer focus on to enhance the customer focus through Advertising, marketing through online channels and various mediums. The intention is to purchase the product or services or intention of consumers to buy the product. The consumer's intentions to buy the product and services based on consumers intentions.

Intention-based on Perceived Value:

Consumer purchase decisions value describes the value factor that customer is how much attracted to buy the product and services. The value-based factor describes the value of product gain by customer with purchase of that particular product or services. The value is important considerable with price and quality of product that inclined customer to buy the product or services (Phau and Teah 2011).

The consumer perception towards buying also affecting the decisions, it creates risk for producers. The company increase consumer attraction by better products and services and role of advertising is to build the consumer attraction. The consumer preference to buy the product and increase consumer attraction is not merely based on visiting the stores but today even before visiting the store consumer search for product online and enhance their experience to buy. In Automobile sector organizations today are very focused and many organizations started advertising cars online and increase consumer attraction by selling the products and services online.

The consumer intentions are based on product quality and social media advertising increase the customer knowledge that shapes the consumer intentions. The intention is buy is fat ahead step and directly relates to consumer buying process, which is based on search process and consumer decision towards buying.

Purchase Intention-based on Perceived Risk:

The Purchase decision of buyer based on marketing and advertising is termed as Purchase intentions, The Purchase intentions is dependent upon many factors includes the price, quality of product, willingness to buy, and features of products and services. The Purchase intentions are the core component marketer focus on to enhance the customer focus through Advertising, marketing through online channels and various mediums. The intention is to purchase the product or services or intention of consumers to buy the product. The consumer's intentions to buy the product and services based on consumers intentions. The willingness of buy and consumers intended the buy the same product or services. The consumers intentions based on many factors includes the focus on marketing, advertising and consumer intentions, consumers' references, enhance consumer focus, word of mouth (Chaudhry, 2011).

The Literature focus understands the social media advertising, role of social media in advertising, how social media affects the consumer buying decisions. The Automobile industry is very important segment in the economy and marketing of products and services increase the consumer buying intentions and focus on consumer's decisions to gain the competitive advantage. There are various competitors in automotive industry focuses on increase sales through Product innovation, better customer services and increasing marketing activities. The increase in customer focus is related to increase the customer satisfaction and increase consumer loyalty towards buying the products and services (Doss and Robinson, 2013).

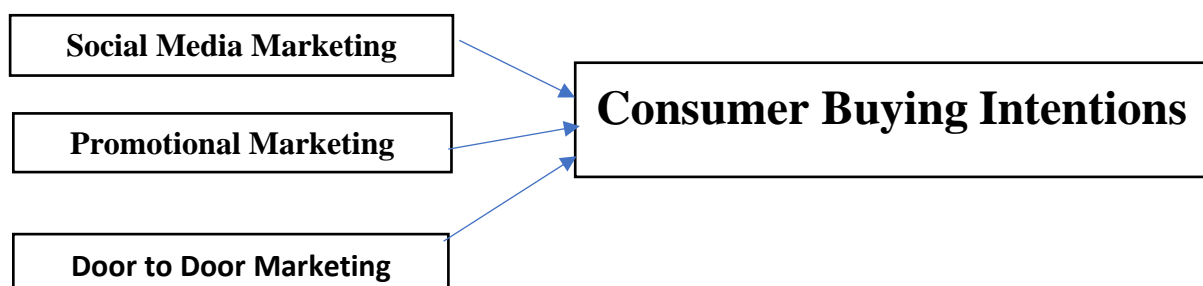
Theoretical Framework:

Consumer perception applies the concept of sensory perception to marketing and advertising. Just as sensory perception relates to how humans perceive and process sensory stimuli through their five senses, consumer perception pertains to how individuals form opinions about companies and the merchandise they offer through the purchases they make.

They also use consumer perception theory to develop marketing and advertising strategies intended to retain current customers and attract new ones. **Perception** plays an important role in life of the **consumer Perception** is the process, by which an individual select, organizes and interpret information inputs to create meaningful picture of the world. When we interpret a situation or events, we are then in position to respond (Kotler, 1997).

Conceptual Framework:

Fig: 1 Conceptual Framework for this research²



² Source: Adapted (Doss and Robinson, 2013), Phillips (2007)

H1: There is significant Relationship & Impact of social media marketing on consumer perception towards buying from social media sites.

H2: There is significant Relationship & Impact of Promotional marketing on consumer Intentions towards buying decision.

H3: There is significant Relationship & Impact of door to door marketing on consumer intentions towards buying decision.

Research Methodology:

The research conducted in Automobile industry in Pakistan to evaluate the implications of advertising through social media effect on purchase intentions. The research conducted with different demographic characteristics includes males and female, different age group majorly focused the youth in the age of 20 to 40 years, with different profession but with the education Graduate and Post Graduate who are actively using the social media. The research based in Karachi Pakistan and customer of Automobile sector is focused from the Pakistan. The research evaluates the customer perception and intentions of buying based on usage of consumers.

The research design explains the steps and procedure to complete the research. The research designs explain the methods of research in terms of data collected and data analysis based on research questions (Creswell, 2011). The research design of this research is Quantitative and explanatory research based on research questions and data collected through self-administered questionnaires customers of automobile sector. The research type is pure Quantitative and explanatory research based on selected variables and hypothesis. The Constructs of this research are the social media marketing, promotional marketing and door to door marketing. The social media marketing includes the channels and mediums to express the effect of mediums of marketing strategies. The channels of advertising can be many, but these are selected based on theoretical framework and selected hypothesis are developed.

This research is Quantitative probe and hypothesis are developed based on literature. The Quantitative research is suitable in this context because Qualitative is based on open ended research questions come with new emergent themes. The Quantitative data collection method is being used so that the produced results are easy to summarize, compare, and generalize. Data collection has been done using Primary and Secondary methods. Various information has been collected by referring books, journals, newspaper articles, research reports, dissertations, research papers, websites, online journals and articles. Online research questionnaires were prepared for the survey, one for the small business and other for the consumer, which were hosted respectively.

This research conducted based on Self-Administered filled from customers who are using social media and have automobile and involved in seeing the advertising of automobiles on social media. The Self-Administered Questionnaire based on three major constructs includes the social media marketing, digital marketing and door to door marketing.

The Self-Administered Questionnaire used for data collection from customers of Automobile sector. The consumers are using the social media for interactivity and also see the advertisements on online media and effectively using the social media networks. The Questionnaire based on three constructs independent variables and dependent variable is Consumers buying behavior.

Online instruments designed solely for this study have been used to capture data from the selected sample. The instrument has been developed using the Google form service. A new Google account was created specifically for this project. New forms were used for each case and data collected was used for analysis. Protection of the identity of the respondents was maintained. The created links were uploaded on the social sites and also sent to available contacts through messenger.

Sampling Method and Strategy:

The Sampling is drawn based on Probability sampling technique and simple random sampling is used to collect the data. The sample drawn based on Confidence Interval with 95% significant and 5% Margin of Error with 11 tabulated value its 385-sample size for Quantitative research based on survey (Parker & Rea, 2011). The sample size is 385 respondents varying in demographics, and geographic characteristics. The sampling strategy is probability simple random sampling.

The collected data processed through the SPSS and firstly the reliability test performed to see the consistency in responses as collected data is valid to conduct further data analysis. The Internal Reliability Test (IRT) conducted and value of Cronbach's alpha depicts the level of consistency. As the value of alpha is about 0.7, as showing the 70% consistency on responses we conduct the further analysis. The Correlation test conducted with two-tailed approach as data consider with assumption of normally distributed, we see the relationship between the independent with dependent variables that is significant or not.

Data Analysis and Discussion:

The Advertising play integral role in the development of consumer minds and enhance the consumer attention towards purchase of products and services. There are variety of ways consumer can be attracted towards the brand and purchase the products and services. This research focuses upon to evaluate buying intentions based on advertising impact on consumer behavior.

The researcher evaluates the relationship and impact of Advertising on Consumer buying intentions. The Independent variables are the Social Media Marketing, Promotions through social media and various channels of media, Promotional marketing and door to door marketing and dependent variable is the consumer buying decisions.

The data collected through Survey of people who are involved in buying of Automobiles and researcher evaluate the effects of buying intentions of consumers. The data collected based on probability and random sampling by visiting the different universities and market to complete the sample size of 385. The data analysis performed through the evaluation of demographics first, then the reliability test to evaluate the responses is consistent over the scale, and results are accurate. The correlation analysis performed to evaluate the relationship of variables is connected or not then the regression analysis applied to evaluate the impact of in-dependent variables on dependent variables.

Reliability Testing and Analysis:

Table 8: Scale Measurement of Collected Data

Variables	Items	Cronbach's Alpha
Social Media Marketing	5	0.786
Promotional Marketing through Digital Marketing	5	0.606
Door to Door Marketing	5	0.787
Consumer Buying Intentions	5	0.683

The results of IRT (Internal Reliability test) evaluate the consistency of responses over the scale. The test evaluates the reliability of selected scale and items in the Questionnaire.

This is basically the reliability of tool for data collection. The minimum reliability researcher needs to evaluates the results and perform further tests are the 0.6, 60% shows the results are reliable.

The Social Media marketing the researcher asked five questions and value of Cronbach's Alpha is 0.786 shows the highest level of consistency in responses.

The Promotional Marketing through Digital Media same 5 statements were asked over the Likert scale and 0.60 means 60% consistency over the scale.

The value of Door to Door Marketing is the 0.78 and Consumer Buying Behavior is 0.683 which shows the highest consistency of response over the scale and constructs are reliable and consistent.

Significance of Variables through Correlation Matrix:

Table 10: Correlation Matrix with Dependent variable

Correlations					
		Social Media	Digital Marketing	Door to Door	Buying Intention
Social Media	Pearson Correlation	1	.429**	.412**	.289**
	Sig. (2-tailed)		.000	.000	.000
	N	298	298	298	298
Digital Marketing	Pearson Correlation	.429**	1	.352**	.218**
	Sig. (2-tailed)	.000		.000	.000
	N	298	298	298	298
Door to Door	Pearson Correlation	.412**	.352**	1	.313**
	Sig. (2-tailed)	.000	.000		.000
	N	298	298	298	298
Buying Intentions	Pearson Correlation	.289**	.218**	.313**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	385	385	385	385

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

The Correlation Matrix Shows, the relationship of independent and dependent variables.

The three independent variables are strongly connected with the dependent variable this shows that the Social Media Marketing 0.00, Promotional Marketing through Digital Media is 0.00 and Door to Door Marketing is also 0.00 which is less than probability value 0.05 this shows all three constructs are strongly connected and represents positive relationship with buying intentions of customers.

Hypothesis Testing (Correlative Hypothesis):

Table 13: Alternative Hypothesis

Alternative Hypothesis	Significant level (Probability value)	Accepted /Rejected
H1: There is significant Relationship of social media marketing on consumer intentions towards buying from social media sites.	.00	Accepted
H2: There is significant Relationship of Promotional marketing on consumer Intentions towards buying decision.	.00	Accepted
H3: There is significant Relationship of door to door marketing on consumer intentions towards buying decision.	.00	Accepted

The table of hypothesis showing the relationship three major constructs with dependent variable Consumer Buying Intentions in Automobile Sector. The tables show that all three hypotheses are accepted as probability value is 0.00 which is less than 0.05 at 95% confidence Interval. This shows the variables Social Media Marketing 0.00, Promotional Marketing through Digital Media is 0.00 and Door to Door Marketing is also 0.00 strongly significant to explain the changes in dependent variable.

Analyzing relationship of variables with Multiple Regression:

The Regression Analysis applied to analyze the impact of Social Media Marketing, Promotional Marketing through Digital Media and Door to Door Marketing with Consumer Buying Intentions of Automobile Sector.

The researcher chose the 95% confidence Interval and 5% Margin of and value of t statistics must be greater in 1.96 in both positive and negative cases, the negative sign shows the negative impact on dependent variable. The value of t statistics of Social Media Marketing is 02.6 Promotional Marketing through Digital Media is 2.1 and Door to Door Marketing is 3.5 which shows the strong relationship and impact of all three variables on dependent variable.

Table 11: Regression Model Summary

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.322	.132		9.994	.000
	Social Media	.132	.049	.170	2.689	.008
	Promotional Marketing	.071	.064	.068	2.101	.027
	Door to Door	.151	.042	.219	3.586	.000
Dependent Variable: Buying Intention						

Table 11: Regression Model Summary

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.64	.64	0.60	.45717
Predictors: (Constant), Door to Door, Digital Marketing, Social Media				

The model summary elaborates the value of R Square shows the model predictability that how much all three variables can predict the changes and impact on dependent variables.

The R Square is .64, which shows that 64% predictability can be achieved through these variables Social Media Marketing, Promotional Marketing through Digital Media and Door to Door Marketing.

Table 12: Significance of Model

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	9.369	3	3.123	14.942	.000 ^b
	Residual	61.448	294	.209		
	Total	70.817	297			
a. Dependent Variable: Buying Intention						
b. Predictors: (Constant), Door.to.Door, Digital.Marketing, Social. Media						

The Summary of above tables elaborates the results of Variances and F Statistics shows the model significant that over all model is significant or not and evaluates the model is significant and value of F Statistics is 14 which is greater than 2 and probability value is 0.00.

Hypothesis Testing (Regression):

Table 13: Alternative Hypothesis

Alternative Hypothesis	T Statistics	Significant level	Accepted / Rejected
H1: There is significant Impact of social media marketing on consumer perception towards buying from social media sites.	2.689	.008	Accepted
H2: There is significant Impact of Promotional marketing on consumer Intentions towards buying decision.	2.101	.027	Accepted
H3: There is significant Impact of door to door marketing on consumer intentions towards buying decision.	3.586	.000	Accepted

The results of above table show the values of t Statistics, significance and accepted and rejection of Hypothesis. The value of t statistics must be greater than 2 at 95% confidence Interval and 5% Margin of Error which shows the all three hypotheses are accepted and all these three variables having strong relationship and impact on Consumer buying Intentions.

Conclusion, Implications of Research and Recommendations:

The Marketing an integral role in the development of consumer minds and enhances the consumer attention towards purchase of products and services. There are variety of ways consumer can be attracted towards the brand and purchase the products and services. This research focuses upon to evaluate buying intentions based on advertising impact on consumer behavior. The researcher evaluates the relationship and impact of Advertising on Consumer buying intentions. The Independent variables are the Social Media Marketing, Promotions through social media and various channels of media, Promotional marketing and door to door marketing and dependent variable is the consumer buying decisions.

The Social Media marketing the researcher asked five questions and value of Cronbach's Alpha is 0.786 shows the highest level of consistency in responses. The Promotional Marketing through Digital Media same 5 statements were asked over the Likert scale and 0.60 means 60% consistency over the scale. The value of Door to Door Marketing is the 0.78 and Consumer Buying Behavior is 0.683 which shows the highest consistency of response over the scale and constructs are reliable and consistent. The Correlation analysis shows the relationship of independent and dependent variable. The three independent variables are strongly connected with the dependent variable this shows that the Social Media Marketing 0.00, Promotional Marketing through Digital Media is 0.00 and Door to Door Marketing is also 0.00 which is less than probability value 0.05 this shows all three constructs are strongly connected and represents positive relationship with buying intentions of customers. The Regression Analysis applied to analyze the impact of Social Media Marketing, Promotional Marketing through Digital Media and Door to Door Marketing with Consumer Buying Intentions of Automobile Sector. The researcher chose the 95% confidence Interval and 5% Margin of and value of t statistics must be greater in 1.96 in both positive and negative cases, the negative sign shows the negative impact on dependent variable. The value of t statistics of Social Media Marketing is 02.6 Promotional Marketing through Digital Media is 2.1 and Door to Door Marketing is 3.5 which shows the strong relationship and impact of all three variables on dependent variable.

The social media marketing is very important for selling of products and services. The social media advertisements play vital role attracting the customers towards buying of products and services. The advertisement on social media platform attract customers in automobile industry as well , the research signifies that social media advertisement and marketing is important and automobile industry increase social media marketing to increase their sales and gain competitive advantage. The study reflects the importance of social media marketing and its role to increase sales in competitive edge. The study recommend organization must increase budget on advertisements on digital medium like Facebook, YouTube and personal advertising through mobile communication and online channels to increase reach to customers and affects the consumer buying intentions.

The scope is study is very limited and focus on social media marketing attract the online customers and personal adverting through door to door increase reach to customers. The consumers buying intentions enhance through focus marketing and this research reflects the findings to communicate people in the industry to focus on their marketing campaigns, focus on these tools to enhance the marketing communication. The further research can be conducted by adding more constructs and others areas like sales of organization, increasing numbers of customers and so forth.

References

- Chaudhry, P. E., & Stumpf, S. A. (2011). Consumer complicity with counterfeit products. *Journal of Consumer Marketing*, 28(2), 139-151.
- Catherine, R. (2009). *Practical Research Methods, Data collection and challenges faced in primary research*, New Delhi, UBS Publishers, Distributors
- Creswell, J.W. (2006). *Research Design: Qualitative, Quantitative, and Mixed Methods Approaches (2nd edition)*. Thousand Oaks, CA: Sage.
- Denzin, N. (2007), *Handbook of Qualitative Research, ways of selecting the research designs and techniques*, London: Sage Publications
- Doss, F., & Robinson, T. (2013). Luxury perceptions: luxury brand vs counterfeit for young US female consumers. *Journal of Fashion Marketing and Management: An International Journal*, 17 (4), 424-439.
- Eastman, J. K., & Eastman, K. L. (2011). Perceptions of status consumption and the economy. *Journal of Business & Economics Research*, 9 (7), 9
- Fernandes, C. (2013). Analysis of counterfeit fashion purchase behavior in UAE. *Journal of Fashion Marketing and Management: An International Journal*, 17(1), 85-97.
- Huang, J.-H., Lee, B. C., & Hsun Ho, S. (2004). Consumer attitude toward gray market goods. *International Marketing Review*, 21(6), 598-614.
- Ibrahim, A. M., Lillemoe, K. D., Klingensmith, M. E., & Dimick, J. B. (2017). Visual abstracts to disseminate research on social media: a prospective, case-control crossover study. *Annals of surgery*, 266 (6), e46-e48.
- Stokowski, S., Dittmore, S. W., & Scott, O. K. (2017). For better or for worse: The impact of social media on Chinese sports journalists. *Communication & Sport*, 5 (3), 311-330.

- Maldonado, C., & Hume, E. C. (2005). Attitudes toward counterfeit products: An ethical perspective. *Journal of Legal, Ethical and Regulatory Issues*, 8 (1/2), 105.
- Phau, I., & Teah, M. (2009). Devil wears (counterfeit) Prada: a study of antecedents and outcomes of attitudes towards counterfeits of luxury brands. *Journal of Consumer Marketing*, 26 (1), 15-27.
- Phillips, T. (2007). *Knockoff: The deadly trade in automobile industry: The true story of the world's fastest growing crime wave*: Kogan Page Publishers.
- Simmers, C. S., & Schaefer, A. D. (2015). Luxury goods purchase motivation: A cultural comparison. *Journal of International Business and Cultural Studies Volume*.
- Zhang, H., Zang, H., & Ouyang, M. (2005). Purchasing pirated software: an initial examination of Chinese consumers. *Journal of Consumer Marketing*, 22 (6), 340-351.
- Wilcox, K., Kim, H. M., & Sen, S. (2009). Why do consumers buy counterfeit luxury brands? *Journal of marketing research*, 46 (2), 247-259.
- Zikmund, W.G. (2012). *Business research methods*, Mason: South Western Cengage Learning.