Cultural, Ethical and Legal Considerations of Using Social Media Marketing in Karachi-Pakistan

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ABSTRACT

Social media includes Facebook, Linked Inn, Twitter, etc. that have exorbitantly grown in usage and popularity around all sectors and corners of the world. From children and youth to elderly people, billions of people have become fond of social media and this has revolutionized the digital age. The marketers have been exploiting this platform for better serving their customers. Countless companies around the globe have their accounts and pages on Facebook, Twitter, etc. However, there are evidences about mainstream merits to deviant demerits of social media and its marketing, such as users or consumers found in using abusive language, uploading pornography stuff, leakage of users' pictures and personal information to others, like various online marketing companies and undercover agencies, and E-marketing frauds. The purpose of this probe is to discover the cultural, ethical, and legal considerations in social media marketing. This is a qualitative investigation that applies inductive approach that is conducted through six semi-structured interviews – analyzed through code book, protocols, and transcripts method, and one focus group session of eleven university students cum working professionals - analyzed via descriptive-narrative method. The findings reveal the cultural and ethical concerns that the users/consumers have about social media marketing and there is a dire need of a sound legitimate framework to safeguard their interests especially regarding unethical content, secrecy of their personal data, and E-marketing frauds.

Keywords: *Cultural, Ethical, and Legal Considerations; Social Media; Social Media Marketing*

INTRODUCTION

Social media is about creation of websites and related applications through which users can engage in social networking by interacting with each other (Google, 2017). Some of the most popular social media sites consist of Facebook, Linked Inn, Twitter, and You Tube. Social media is on hype nowadays. In the year 2015, Facebook crossed the threshold of one billion visitors on a single day (CNBC, 2015; Facebook, 2015). Social media has revolutionized the world in a phenomenal way of marketing to attract a wide range of customers for just free (Odhiambo, 2012). It is a fact that in modern times, internet is the main source of getting information apart from informative and research websites. Social media is a new trend of communication among people which removes all the physical boundaries and gives a broad space for interaction anywhere at any place and anytime.

Social media is a technological innovation that facilitates human beings with a variety of things or activities like interaction and providing interesting contents available online. The main assortments of social media are cooperative projects like Wikipedia, blogs/users

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communities to add up their contents like Flicker and YouTube, social networking sites like Facebook, Twitter etc. and finally virtual social and game worlds (Kaplan & Haenlein, 2010). It is also notable that the use of social media goes up after its easy access anywhere and anytime on smart phones or shockingly on feature phones.

Social media is a new form of socialization where consumers find everything whatever they want in a very convenient way, because of that social media marketing effects on consumers' decision making. Moreover it changes the whole scenario of marketing (Vinereane et al., 2013). University of Massachusetts Dartmouth conducted one study in 2012; it revealed that 37% of fortune 500 companies have an official account on Twitter however 66% have official page for marketing on Facebook (Taylor & Okazaki, 2013).

Research Problem

Keeping in view the ever-escalating salience of social media and its marketing, the main focus of this research is to identify the inclination towards using social media by users and to inquire that how their established values affect the use of this media. While using this broad way of communication many users (marketing experts and general users) overlooked certain values like users or consumers found in using abusive language, uploading pornography stuff, leakage of users' pictures and personal information to others, like various online marketing companies and undercover agencies, and E-marketing frauds. So here in this probe, cultural, ethical, and legal values of using social media marketing are taken into contemplation (as critical research questions) like the restrictions or negative associations of using social media in our society, which may differ in individual countries. The pertinent positive and negative aspects of social media and such marketing, its role in promotion and communication with customers and eventually boundaries for social media marketers to attract customers are ascertained. These facts need to be comprehended to minimize the chaos from the society and to eliminate the negative activities or taboos and criminal activities in such sort of marketing.

The main focus of this enquiry is on selected social media sites which are: Facebook, Twitter, LinkedIn and YouTube, and their usage in Pakistan. It tends to be an inductive, exploratory, and qualitative study and findings are completely based on ascertaining personal experiences of subjects. It gathered data from university going students cum professionals, because youth is the majority representative of Pakistani population, as it constitutes 60% of the population (Islamabad Policy Research Institute, 2014). The study remains focused on social media marketing and its cultural, ethical, and legal considerations and ignored all other factors and dimensions of social media marketing. The study only covers the marketing strategy perspective of social media. It has limited itself in numbers of respondents, their age groups, education, and professions. It selected respondents that were well-aware of pros and cons of social media marketing, while this study did not incorporate the views of rural areas' youth or the entire population of social media users.

Literature Gap

As per the researchers' investigation, so far a probe precisely on this domain does not exist. The authors strive to discover various pros and cons or ills and issues pertaining social media marketing from cultural, ethical and legal perspectives. This can bring attention of social media sites and such marketers. Keeping in view the exorbitant value of this sort of marketing, they need to re-look into this matter. Eventually, the findings disclose the pertinent areas that require the intervention of the law makers. As the social media and its marketing get the utmost attention of youth and people from all the sectors and corners of the globe, it sounds mandatory for such websites, marketers and policy makers to address the crucial issues of users or consumers to rescue their concerns via assuring fair cum transparent conduct of such marketing and business. In addition, such laws can substantially safeguard the interests of social media marketing companies from those fraud companies that exploit their trademarks and conduct fraudulent marketing in the name of others. Phishing is one such example, through which someone can form a website similar to that of Microsoft or Apple even, and send spam messages to anyone.

LITERATURE REVIEW

Methods of communication are very important in marketing; conveying right message to the audience increases the market worth of a company. Social media has become the method of current century. In this technological era, social networking sites are continually gaining popularity. Chi (2011) defines social media as: "an association between brands and consumers". Tools for communicating with customers have been transformed after growth of social media so, corporate or business persons should understand the role of social media and learn its uses to capture more customers than traditional approaches (Mangould & Faulds, 2009). As this form of communication is often free of charges and offers tremendous benefits like making friends, tracing them, establishing linkages with professionals in the fields of interest, sending messages to them, sharing pictures, videos, etc. so, there is growing trend cum fashion of using social media by people of all ages and all sects of life.

The concept of social media has been evolved from last decade to facilitate the masses with wide range of products and services. The existing research based on social media mainly focuses on exploration of new advancement in this world or the influence of social media marketing on consumer buying behavior (Paquette, 2013). However the purpose of this study is to explore the power of social media and its cultural, ethical and legal considerations in our society. This review of literature identifies the major gaps, important contribution of past researchers and benefits of using social media.

The Table 1 on the next page displays some of the top renowned social media websites inclusive of Facebook, LinkedIn, Twitter, Pinterest, and Google+. Their primary audience includes range from all people to business professionals, young adults, women, students, etc. And the associated benefits of using such sites comprise of sharing text, photos, videos, links, sharing news, product info, testimonials, etc.

Table 1: Prominent Social Media Sites with Primary Audience and Benefits

Name	Facebook	LinkedIn	Twitter	Pinterest	Google+
Primary audience	All	Business	Young adults	Women, foodies, crafters	Men, students, software developers
Good for what?	Sharing text, photos, video, links	Sharing news, product info, testimonials	Sharing news, text updates, links to info	Pinning photos, video, graphics	Sharing text updates, links, photos, video
Best for what?	Sharing engaging content, reaching a large audience	Thought leadership	Sharing original and curated content	Sharing products, how-to/tips, e-books	Increasing your searchability and expertise

Source: Google Images (2017)

Marketers should understand every aspect and considerations of using social media. The terms social media and social marketing are often used interchangeably. For making marketing successful on social media, consumers must be technology oriented. Consumer's technology readiness should be ascertained while devising the marketing plan of social media, otherwise the intended message will not reach to the target audience and such efforts will be unsatisfactory or useless (Mady, 2011).

In nexus with social media marketing, nowadays millions of companies worldwide have their pages, blogs, data contents, brand pictures, and videos on social media websites. Many of them are linking such contents with online order placement or online sales, promotional activities, campaigns, above-the-line (ATL) and below-the-line (BTL) activities. This sort of marketing is found effective for business-to-consumers (B2C) as well as business-to-business (B2B) customers (Kumar & Lakshmi, 2012). The consumers can visit such links or websites, like their pages, do click throughs, and add up various comments, reviews, and endorse their brands. This triggers brand awareness to brand engagement among the brand community. The word of mouth communication turns as buzz or viral marketing, whereas the negative word can lead to adverse consequences. This sort of communication can go wild and consumers can even use abusive language or upload pornographic stuff. This seems to be without any control (Lenskold Group, 2009). On the other hand, some culprits exploit social media marketing by conducting electronic frauds (that relate with cybercrimes). They design websites of prominent banks for example, and send advertise online for cheap finance. Those that apply for that are looted by asking for disbursing some legal charges in advance. Many times, consumers receive messages for winning lucky lottery or business offers and golden opportunities against which, they are offered to pay for legal fees.

Initially, social media was developed to stay in touch with their family and friends but now it has also become a platform for consumers to understand about their required products and services. Family, friends, groups etc., play a significant role on the usage rate of social media. One study identifies that culture (i.e. values, norms, beliefs, attitudes, behaviors, and the like) has influence on how people perceives things on social media. This shows that cultural issues and customers' ethnic background impact on their interpretations of social media contents (Pookulangara & Koesler, 2011). Activity theory of culture depicts that human beings behave

and develop values and norms as a consequence of interaction between human beings and material environment (Knudtzon, 2002). Humans live in communities and societies; they inherit some rituals and values, whereas they develop new beliefs, norms, and traditions over the period of time. Marketers should be aware of culture when they are planning to market their products through social media. Hoffman & Foder (2010) argued that the environment of social media is controlled by consumers not by marketers; marketers do whatever demands come from the consumers' side. Culture and traditions are also very crucial in formulation of attitude and behavior of customers. Social media forms a new culture with different norms to create strong urge of purchase in a convenient way.

An opportunity of direct contact is the essence of social networking sites through this consumer can interact with sellers as they can directly communicate with each other (Georgi& Mink, 2012). The revolution of social media has eliminated all the intermediaries between buyers and sellers. Tough competition everywhere has made consumers' role more dominant in the market. From the consumers' point of view, security concerns are also very important to consider in social networking and online purchasing, but at the same time people prefer to shop online for their ease and also because social media marketing is become more customer centric. According to Saravankumar & Suganthalaxmi (2012), famous social networks like Facebook, Twitter and LinkedIn are top three commonly used marketing tools respectively. In fact users are now addicted of using these media for networking. These researchers have just highlighted the importance of social media marketing, technological impact, and its influence on big brands' advertising. They have confined their research in exploring the magic of social media as modern trends of marketing.

Social media has changed the way of marketing; this abrupt changing scenario of market is phenomenon for corporations. Social media is faster than traditional means of communications in terms of checking response and getting feedback. High growth in using smart phones and mobile computing made the role of social media networking and marketing prominent. This new media gradually win the trust of consumers, the way to market the products and services on social media is very appealing (Neti, 2011). Social media marketing was significant for the business as claimed by 92% marketers in 2014, 97% of marketers globally participate in social media to market their products/services (DeMers, 2014).

Social media networking is confronting some ethical issues (i.e. moral principles that govern behavior), which should be resolved. In nexus with ethics, theories of conscience underpin the moral values and ethical thinking cum behaviors found in a society. On the other hand, moral-sense theories also outgrow and form their foundation from conscience moral behavior. Ethics then guide human behavior, socialization, and even law (Hudson, 1980; Williams, 1985). Vinjamuri (2011) indicated that ethically one should avoid various things while using social media marketing: for instance, endorsement of the brands (by the consumers or celebrities) should be informed. The agreement of the company in every decision about its brands is important and it is ethical practice that is sometimes violated on social media. Anonymous reviews about products, services and ideas without involving or getting permission can harm a company's reputation. It violates consumers' privacy; people on many social websites give their personal information so these data can be misused by disclosing data to other websites. Employees of social media marketing companies should follow the rules and regulations about social media as they can damage their reputation. Getting work done

from online community free of cost is another malpractice on social media. Sometimes such marketers introduce any scheme to promote their brands, but they do not give some promised gifts or anything in return. These perspectives suggest that avoiding such practices can make making social media marketing more ethical. The decision of brand endorsement should be taken with the consent of a particular company. Social media is providing free path of conversation, chatting and comments to their users. In case of negative word of mouth communication, sometimes it damages a company's image and reputation in front of the consumers. Same is the case with the brand Raging Cow of Dr. Pepper and the brand Motrin of Johnson & Johnson (Hoffman & Fodor, 2010). As this media is very fast and spread news and reviews all over the world in seconds.

While in ethical dilemmas of content marketing, Barry (2014) identified certain issues of social media marketing which possess various perspectives. For instance, misrepresentation of data about any product by presenting falsified contents, which do not exist in reality. Unwanted spam messages that annoy users by sending and showing messages, which are not relevant to the users. Distortion of real picture by creating fake images or videos of the products by using different technologies in order to change the perception of users or spreading chaos. Disparaging others (i.e. offensive assaults on reputations of others) on social media, as users are free to speak up anything; there is no any limitation which regulates the conversation on social media. These concerns are real dilemma that will impact on the effectiveness of social media but due to its cheap charges of advertisements or marketing. Marketers consider social media as one the best media but they cannot see the other side of using social media. It requires careful planning and analysis with that an attractive scheme for consumers to create their awareness about the product and to engage them for a long time through positive word of mouth, but it is not that easy. Especially in Pakistan, people are not much inclined towards online shopping rather they believe in traditional way of shopping, but the trends of online shopping and social media marketing are gradually going up.

Social media also confronts some legal issues (i.e. concerned with or permitted by law), which need to be resolved. Neal and McDevitt (2010) argued that social media is "next big thing" for businesses, and they identified some legal issues a company may face while their usage. For instance, leaking out of some confidential information can take place. Misuse of a company's trademark (without getting permission) by some fake dealers. Real time interaction can cause defamation for a company. As social media is an open forum that gives opportunity to get instant feedback of users so, in case of negative remarks, a company's reputation is at stake. Contents of social media can be altered by anyone so the reliability of the data is uncertain. Security related laws are being violated, so business people should be careful enough to tackle down these issues. Privacy concerns are also overlooked and cause to damage a company's image. However, Ossian (2001) has found out following legal considerations of social networking activities:

People post contents of others without asking permission. Nobody owns social media pages so there is lack of control and no content ownership is found. Information sources are not trustworthy due to improper implications of rules and regulations. There appear more chances of criminal activities. There is a need of strong law implementation to stop cybercrime and illegal activities on social media; there are many problems encountered by social media marketers, which were not faced by traditional marketers. Therefore, it is a big and risky task

that can be optimized in a better way through taking care of certain things. Lanier (2014) argued that preparing for social media marketing is not very difficult phenomena, as understanding few things will help marketers to make more effective and attractive content. These things include: to know more about the target audience, context of marketing (matching current trend with your offerings), and content of marketing (messages, medium, etc.).

The Figure 1 portrayed beneath contains various steps involved in social media marketing consisting of setting goals, determining target audience, choosing right platforms, creating result-oriented content, implementing the strategy, tracking and measuring progress, and adjusting goals in accordance with the real performance. This cycle steers the social media marketers about designing their campaigns effectively. According to Kumar & Lakshmi (2012), marketers should align their social media marketing with their global marketing strategy and they can focus on targeted segments in the global markets.

Figure 1: Steps in Social Media Marketing Strategy

Source: Google Images (2017)

Hoffman & Foder (2010) conducted a study to measure return on investment (ROI) of social media marketing. They concluded that it is possible to track sales performance and lucrativeness of such campaigns. From a variety of studies, they identified various elements of marketing that substantially improved as a consequence of effective marketing on social media. However, negative consequences (or vice versa situations) were recorded due to ineffective marketing on social media.

Table 2: Positive Improvements on Marketing Elements via Social Media Marketing

Integrated digital media integration	Word of mouth communication	Customer satisfaction	Brand awareness	Sales (including online sales)
Two-way communication with customers	Viral marketing	Loyalty	Brand endorsement, loyalty, & equity	Profitability
Cost effective marketing	Buzz marketing	Purchase decisions	Brand engagement & brand community	Long-term growth, brand & corporate equity

Source: Hoffman & Foder (2010); (Kumar & Lakshmi, 2012)

The Table 2 presented above summarizes various benefits associated with successful social media marketing. They consist of integrated digital media integration, two-way communication with customers (for their feedback), cost effective marketing, positive word of mouth communication, viral marketing, buzz marketing, customer satisfaction, loyalty, (likelihood of) purchase decisions, brand awareness, brand endorsement and brand loyalty, brand engagement and brand community, sales (including online sales), profitability, and long-term growth, brand and corporate equity. Hoffman & Foder (2010) concluded that though gauging marketing returns on social media may not be so easy and quick, as it is a long-term process. But the results can be tracked through measuring click-throughs to transactional websites generating direct online sales and number of leads generated. Consumers activities like page liking, additional brand content uploading, sharing personal experiences (by users), and spreading positive word of mouth communication are extra benefits. However, dissatisfied and disgruntled consumers may devastate some brands or campaigns with negative word of mouth communication.

RESEARCH METHODOLOGY

The main aim of this research study is to unwrap and explore the social media marketing area from different dimensions. The secondary data is also used to identify the existing literature and prevailing concepts. The design of research study is explained through research onion method proposed by Saunders et al., (2011). This method basically illustrates the stages that have been covered in this study to develop the research strategies. The study is based on qualitative enquiry. The purpose of qualitative research is to understand the meaning of concepts that people have developed and constructs that explain how people make sense of their world and experiences that they have. It basically interprets the world from participants' point of view (Merriam, 2009). The research doctrine is Interpretivism, it applies inductive approach, turns exploratory in nature, opts for mono method (that is qualitative probe), and the time horizon is cross sectional for primary data collection. The constructs that have been used in this study are cultural, ethical, and legal aspects of using social media marketing. This research used two qualitative data collection methods: semi-structured informal interviews and focus group. The questionnaire consists of open-ended, semi-structured questions, since literature review was done before primary investigation and some underlying themes were identified (Given and Saumure, 2008).

Interviews and focus groups were conducted to explore pertinent themes and notions. The discourse was related with: respondents' opinions about usage of social media and its marketing, their activities, social networking, preferences, problems, etc. and particularly cultural, ethical, and legal considerations of using social media marketing. Semi-structured interviews and focus groups were recorded digitally and the data was organized and analyzed on the bases of themes while using the research framework. The respondents were required to envisage various perspectives about using social media and its marketing. The sample was selected purposively. At 1st stage, six informal semi-structured interviews were conducted, and at 2nd stage, eleven respondents took part in the focus group session, who were students of SZABIST university cum working professionals (Op cite, 2014).The purpose of qualitative study is to ensure the diversity and variety from the samples (Beninger et al., 2014). The population of the study is youth (between the age bracket of 20-30 years), those who are frequent social media users. As 60% of the Pakistani population pertains to youth, hence this age slab has been taken (Islamabad Policy Research Institute, 2014). They shared what they

experienced whether it is positive or negative side pertaining to this area. The credibility and authenticity of the qualitative data is tested by matching the results with the analogous studies (Bashir, Syed, & Qureshi, 2017).

The data analysis technique applied for interviews includes code book, protocol analysis, and transcription method (Neuman, 2003), and the focus group employed content analysis (i.e. of focus group) and descriptive-narrative method (Given and Saumure, 2008). Individual participants were recorded and categorized into specific themes. Analogy method was used to make logical comparison of their opinions to find similarities; Similarities and Differences method (so-called convergence and divergence method) was used to ascertain common and uncommon elements in the responses of individual cases; and Juxtaposition method was used to compare the themes generated by the subjects (Neuman, 2003).

DATA ANALYSIS

In semi-structured interviews and focus group session, students cum professionals actively participated and discussed about the social media marketing in a very purposeful manner. They had active presence on social networking sites and simultaneously, they had much understanding about using social media marketing and its cultural, ethical, and legal considerations. They shared their personal experiences and also gave recent examples with respect to social media and its marketing activities cum campaigns. As interviews and focus group sessions revealed analogous notions, so their analysis is synthesized. They pinpointed many problems and their solutions as well. The main points of the discourse are highlighted underneath:

Most of the respondents under the study have accounts on Facebook, Twitter, and Snap Chat, however they are familiar with other social media channels as well. They are active users of these networks. They also have positive thoughts about social media marketing and they believe that it is a positive step towards interaction among buyers and sellers and have convenience of shopping. Furthermore, few respondents argued that the use of social media can make the user addicted of these media. Through social media, one can get educated and it is one way to provoke one's thoughts, besides these things, users on social media and its marketing players also exaggerate various issues. Now all the big brands are available on the social media and they are advertising their brands on it. It is easier for such marketers to check the response and feedback of their consumers/customers. Social media marketing has both positive and negative sides. Gradually customers (users) are accepting this new way of shopping, because it is less time consuming and easily accessible and play a very crucial role. From the inception of smartphones, the usage ratios of social media, its marketing, and shopping have been increased. But this technology has also become the cause of addiction and disorders, besides these problems, it also creates relationship gap with our family and distract our young generation from their academic activities. Indeed, the heavy users remain so over-whelmed in that they do not take enough time to interact with their family members. They are intensively updating their status or checking the same of their pals so, they stay distracted from academic activities.

As far as the cultural issues are concerned, they commented that cultural boundaries are blurring with regards to Pakistani society. Sensor policy has been ignored to fascinate the target audience. They glamorize the themes of advertisements and other contents that tantalize

both males and females. These perspectives also create ethical dilemmas. They also argued that we are as Pakistani nation, have some unique identity that we are citizens of an "Islamic country", which has its own ways, patterns, and culture that guides our society. But unfortunately, we all as a nation have forgotten our cultural values and have become a part of globalization and try to make ourselves modernized and up-to-date.

Some other ethical issues faced by social media users and specifically customers of its marketing are that they are sometimes not providing promised quality with money back policy or guarantee etc. It has also been observed and experienced that sometimes marketers on social media deceived their customers in terms of price and delivery charges, they have mentioned different prices on the site, while they charged different amounts at the time of delivery. Such events cause lack of trust on this media by consumers. There are some serious issues like leakage of privacy and security of data of consumers to unknown users, marketing companies, and undercover agencies. Fabricated negative reviews by rivals and negative word of mouth communication can literally devastate the image, revenues, and brand equity of a brand. The other pitfalls and risks for social media marketing companies include: misrepresentation of their brands' data by hackers, rivals, or fraud companies, which may contain presenting falsified contents, fake images and videos of products, sending spam messages and fraudulent offers to buyers, and defamation of their renowned brands and companies. Ultimately, these types of E-frauds hurt consumers and shake their trust.

They suggested that strict policies should be implemented at government level in order to minimize the crime rate on social media and its marketing. High rate of cybercrimes has created lack of trust among customers, although they buy (online) via social media. Most of them are much satisfied from social marketing and shopping via such channels, while few are not satisfied due to lack of trust in quality features, warranty and other policies issues. Few participants also suggested that all the marketers on social media should follow uniform and standardized policies, which will make it compulsory for all the manufacturers and service-oriented firms to providers insurance of quality, features and contents, guarantee, and warrantee. If they do not follow that they must be penalized. In this way, they can overcome the legal issues which are very much common in social media marketing. In nexus with legitimate concerns, there are many incidences about offers of cheap loans to users/consumers, notices of winning lucky lotteries, or business offers from various companies inclusive of some renowned companies' fake websites or their emails. E-frauds and E-crimes on social media marketing can be categorized in a distinct category of cybercrimes that may require specific treatment for such outlaws. Furthermore, the sense of transparency in human resources of the company is very important to consider because it will help to mitigate the illegal issue that occur on social media and create a sense of social responsibility.

However, after deliberating about the cultural, ethical, and legal considerations of social media and its marketing, it is unearthed that social media is a very powerful tool and it has brought a drastic change in the field of marketing. In addition, it is helpful to market the products/services at a massive scale and at relatively low cost. Few changes or improvements should be done for making it more effective and impactful like: visual improvements, brand quality and features, clarity of price, warrantee, guarantee, delivery, etc. There is dire need to take care of cultural and ethical values of individual domestic markets/countries and local cum

international laws in a bid to perform marketing activities in a social way with the provision of fair services to users and customers. Youth is the power of any nation, through social media we can make their positive use; we can ignite them through it to bring change, unity, and prosperity to the nation.

DISCUSSION

This study has attained its objectives as it resumes with understanding the ever-escalating salience of social media and its marketing. The global community and especially the online community seem to be mesmerized by social media. Many youngsters fall in its addiction. There appear merits and demerits of social media and its marketing. Consumers have been using such media for interaction with each other, sharing information and entertaining themselves via text, pictures, and videos. Facebook, LinkedIn, Twitter, and You Tube have emerged to be the top players in this media or industry. Millions of organizations around the world have now their pages or info on such media. The marketing strategy that they adopt for it contains strategizing the entire campaign, selecting the right audience as target groups, designing the right contents, executing the strategy, tracking performance, and controlling the overall strategy to fulfill the desired goals. Consumers are actively engaged with such media. In nexus with marketing on social media, many consumers find it convenient to respond to various marketing activities of different brands. The major pros and cons derived from social media marketing include integrated digital media integration, two-way communication with customers (for their feedback), cost effective marketing, positive word of mouth communication, viral marketing, buzz marketing, customer satisfaction, loyalty, (likelihood of) purchase decisions, brand awareness, brand endorsement and brand loyalty, brand engagement and brand community, sales (including online sales), profitability, and long-term growth, brand and corporate equity. While its demerits consist of negative word of mouth communication and complaints by consumers, and uploading fake contents by rivals, which may ruin a company's image.

The key aspects pertaining cultural, ethical, and legal considerations are summarized as: the cultural issues comprise of consumers interaction with sellers and each other, convenience in shopping, preference in online shopping, controlled by consumers i.e. freedom of speech or writing, addiction by users, big brands' advertisement and contents on social media, rapid development of social media via technological advancement and arrival of smart phones, and possibility of checking consumers' response and feedback. The ethical issues comprise of leakage of privacy, security of consumers data, controlled by consumers, fabricated negative reviews by rivals or negative word of mouth communication by users, misrepresentation of brands' data and presenting falsified contents, fake images and videos of products, spam messages and fraudulent offers, and defamation of renowned brands and companies. The legal issues comprise of the same ethical issues presented herewith. As they tend to be very serious in nature, there is a dire need to regulate all such issues. Many innocent consumers are also in the trap of fraudulent social media marketers as they receive spam messages of cheap loans, or winning lucky lotteries, or business offers from various companies inclusive of some renowned companies' fake websites or their emails. The core themes analyzed from findings of this probe resemble with those found in literature, which are depicted in the following Table number 3.

Table 3: Cultural, Ethical, and Legal Considerations in Social Media Marketing

Cultural Issues	Consumers interaction with sellers and each other (Georgi & Mink, 2012; Kumar & Lakshmi, 2012); Convenience in shopping (Georgi & Mink, 2012; Kumar & Lakshmi, 2012); Preference in online shopping (Georgi& Mink, 2012; Kumar & Lakshmi, 2012); Controlled by consumers i.e. freedom of speech or writing (Hoffman & Foder, 2010; Ossian, 2001); Addiction by users (Saravankumar & Suganthalaxmi, 2012); Big brands' advertisement and contents on social media (Kumar & Lakshmi, 2012; Saravankumar & Suganthalaxmi, 2012); Rapid development of social media via technological advancement and arrival of smart phones (Neti, 2011); Possibility of checking consumers' response and feedback (Neti, 2011)
Ethical Issues	Leakage of privacy (Neal & McDevit, 2010); Security of consumers data (Georgi& Mink, 2012; (Neal & McDevit, 2010); Controlled by consumers i.e. uncensored content with freedom of speech (Hoffman & Foder, 2010; Kumar & Lakshmi, 2012); Fabricated negative reviews by rivals or word of mouth communication by customers (Hoffman & Foder, 2010; Kumar & Lakshmi, 2012); Misrepresentation of brands' data and presenting falsified contents (Barry, 2014); Fake images and videos of products (Barry, 2014); Spam messages and fraudulent offers (Barry, 2014); Defamation of renowned brands and companies (Neal & McDevit, 2010; Kumar & Lakshmi, 2012)
Legal Issues	The ethical issues presented above tend to be very serious in nature so, there is a dire need to regulate all such issues.

Source: Mentioned along with themes

In addition to the notions in this table, other themes discovered through this qualitative probe include: increased awareness or education of users/consumers (about many things in general); less time for interaction with family members (by heavy users); distraction from academics; and lack of trust in social media marketing and online buying (by those customers/consumers that were cheated).

CONCLUSION

After intensive examination of the literature and gleaning data from the primary sources, the probe addresses its problem and research objectives cum questions. Social media provides various forums on websites where users can interact with each other for social networking. This media is usually free of charges and its perceived benefits tend to be splendid like, making friends, tracing them, establishing linkages with professionals in the fields of interest, sending messages to them, sharing pictures, videos, etc. so, there is rapidly rising trend that people of all ages in Pakistan and the world are engaged with such media. Most of the participants under the study have accounts on Facebook, Twitter, and Snap Chat. Marketers are getting enormous benefits from that. They are developing specialized campaigns for that. They have their web pages on such sites and enable consumers and customers to like their

pages and endorse their brands, participate in reviews, write blogs, and engage with the brand community. They receive instant feedback about their brands and link up their pages or web-links with online order placement and sales system.

The findings disclosed the core cultural, ethical, and legal considerations extracted from the extant literature as well as from primary data enquiry. The cultural issues comprise of: consumers interaction with sellers and each other, convenience in shopping, preference in online shopping, controlled by consumers i.e. freedom of speech or writing, addiction by users, big brands' advertisement and contents on social media, rapid development of social media via technological advancement and arrival of smart phones, and possibility of checking consumers' response and feedback. The ethical issues comprise of: leakage of privacy, security of consumers data, controlled by consumers, fabricated negative reviews or word of mouth communication, misrepresentation of brands' data and presenting falsified contents, fake images and videos of products, spam messages and fraudulent offers, and defamation of renowned brands and companies. The legal issues comprise of the same ethical issues presented herewith. As they tend to be very serious in nature, there is a dire need to regulate all such issues. Some typical examples include offers of cheap loans, notices of winning lucky lotteries, or business offers from various companies inclusive of some renowned companies' fake websites or their emails. In addition to the notions in this table, other themes discovered through this qualitative probe include: increased awareness or education of users/consumers (about many things in general); less time for interaction with family members (by heavy users); distraction from academics; and lack of trust in social media marketing and online buying (by those customers/consumers that were cheated).

The *implications* for this probe for social media marketers and managers, consumers, and law or policy makers are depicted in the recommendations part.

RECOMMENDATIONS

Social media marketers should ensure visual improvements in their ads and contents, and should adhere to uniform and standardized policies to explicitly mention about brand quality and features, clarity of price, warrantee, guarantee, delivery, and other terms and conditions.

Alike self-accountability, the responsibility is posed on both marketers and users or consumers that they would not overlook the cultural, ethical and legal considerations of using social media, because this media promotes two-way communication. It requires awareness sessions and educating seminars for both social media marketers and consumers/customers.

A legitimate framework needs to be devised by international agencies like United Nation to curb illegitimate moves, frauds, and E-marketing crimes on social media and its marketing.

Individual countries (inclusive of Pakistan) should formulate its own policy to tackle the issues of illegal practices, frauds, and E-marketing crimes on social media and its marketing.

RECOMMENDATIONS FOR AREAS OF FURTHER STUDY

This probe tends to be exploratory and qualitative in nature that investigated various themes on social media marketing from cultural, ethical, and legal perspective only. It garnered the data a very limited number of samples through interviews and focus group sessions. It confined itself to basics of social media marketing strategy only and did not stretch its work to consumer behavior, advertising, content management, etc. The scope of the work can be extended to explanatory and quantitative probe and the themes detected can be converted into items and variables to test them empirically. The sample size can be enhanced and random sampling design can be opted to conclude meaningful insights in the context of Pakistan or elsewhere.

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