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RESEARCH PAPER

Linking Customers' Purchase Intentions and Facebook Applications through SEM Analysis

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PAPER INFO	ABSTRACT
Corresponding Author: iftikhar_raja@live.com	This research examines the effect of Facebook and its applications on customers purchase intentions. The study provided an understanding of how customers take notice of company advertisements on Facebook and how these Facebook applications would attract customers to purchase company products. The objective of this study was to investigate the impact of social media advertisements via Facebook on customers' purchase decisions in garment industry of Pakistan. For this purpose, Primary data was collected from the customers of selected garments firms from different geographical locations. A sample of 150 respondents was selected through the random sampling technique and regression analyses were used for analysis. Facebook users recommended that the exploitation of Facebook and its applications "like, friends like, sharing, and comments" positively influence to customers purchase decisions while one application of Facebook "location-based check-in service" negatively influences on customers' purchase decisions. The researchers concluded that Facebook and its applications could play an essential role in customers' purchase decisions. Firms and their managers should make strategies to include activities on Facebook about the creation of brand awareness, for the attraction of new audiences and to the promotion of their products and services

Introduction

Today's world is facing a new phenomenon in cyberspace called social media that is quickly exposed. Social media sites have become the power of marketing communication tools that are speedily changing the tradition marketing concept. The marketing communication network is using some media sites such as Facebook,

Twitter, Instagram, etc. to advertise businesses. Social networking sites are utilized by several billions of individuals around the globe and have become one of the essential innovations along with applications. According to the report of March 31, 2019 (Appel et al., 2020), it is reported that Facebook has a monthly active user 2.38 billion, while 1.56 billion have become daily dynamic users. Generally, the estimated numbers of social media users have assessed to grow up to 3.29 billion members in 2022. This will be 42.3% of the world population (Stephen et al., 2019 & Muzaffar, et.al, 2019).

Social media sites have become an easy tool for marketers to promote business products. Now a day, several marketing techniques are used by different marketers to overcome the gap between customers and products. Organizations used many mediums to arrive the customers that are TV plugs, Radio advertisements, print media and a lot of like these, but after the upgraded data technology, social media sites have turned into one of the most desired media or channels for the promoters and organizations to make a brand more well-built in the mind of customers. Now, a particular brand owners can advertise their products on Facebook is comparatively open in how soon its posts become prominent by Facebook applications likes, comments, shares, friends likes and location-based (Banerjee & Chua, 2019).

Social networking sites in which users construct their public profiles to share information, knowledge, and experience about themselves and can build a connection with other users who want to talk and share their ideas (Cheung & Lee, 2010). The underlying reason behind the marketers to use Facebook is that it provides enough space for an advertisement as compared to all other social platforms. Facebook provides a specific feature to draw a profile about business and offers an easy way to deliver their message to targeted customers. A businessman can also measure his achievement by analyzing the data of reviews on Facebook correctly.

The use of social networking sites is growing continuously and has become part of daily activities for every customer; the businessman has started in promoting activities into social media marketing. Social media relatively is an incipient way of communication with customers and is also providing new opportunities and challenges for the company to advertise products. It is an essential requisite for businesses utilizing the most recent innovation for engaging with customers (Pongpaew et al., 2017). Subsequently, as a component of future marketing effort and coordinated relationship building, social media isn't just offering products but additionally develop new brand loyalty between the customers (López & Sicilia, 2014).

According to Kim and Ko (2012), Facebook can have a great transmutation in the popularity of commercial brands. Facebook transfers the brand image from firms to individuals, societies and other groups. The primary strategy to elongate the customers' population on the Facebook page is to increase the incidence of content about the products and new updates. With the progression of time, new approaches and patterns of advanced innovations have started to influence consistent methods of doing business. If traditional organizations don't recognize the presence and effect of digital innovation in the market, such organizations may disappear. A great example

in this case is Nokia, a well-known and competent manufacturer of cell phones in the 1990s. Because of its hesitance to change with the present innovation, Nokia will never be able to revive in portable devices.

Many fashion industries in Pakistan, including retail sectors, are using a brand page on Facebook to endorse their business. Their common theme to create a brand page on Facebook is to pull in clients who can join whenever they open the Facebook page and click the ''Like'' button. Michaelidou et al. (2011) argued that a company who used a brand page on Facebook as a marketing instrument to promote the product by posting pictures, messages about new product collections, events, and promotions accomplish more audience than others.

This innovatory influence of social media marketing has touched the world and Pakistan. Over the most recent couple of times, there has been a quick development in the exploitation of online social media marketing in Pakistan in which users of Facebook have gratified the record of 36.5million (Djafarova & Trofimenko, 2019). These predictable figures suggested that using Facebook as social marketing is a rising tendency in Pakistan. Thus, the social media platform has raised responsiveness and attitude in customers and many other firms in several industries. This was one of the leading factors for selecting this area as research or targeted area.

Gangadharbatla et al. (2012) argued that globalization and innovative improvement had changed the way of living around the world. Moreover, the Internet has played an essential role in the development of our lives that has modified the means of communication with others. The internet has also brought a significant change to the businessman, where discussions can happen directly with customers instead of a intermediary. The dialogues between the peoples have picked up more attention as useful and powerful as compared to traditional marketing.

These days, social media sites have become a part of almost everyone's life. Mostly peoples are using Facebook as a social networking site in their daily life. This study conducted to explain how social networking sites such as Facebook, is being used many emerging garment firms and their customers in Pakistan including retail sectors, use a brand page on Facebook to promote their business. Traditional marketers are facing considerable challenges in a business environment because young generation purchasers are moving to online shopping. Earlier, marketers create attractive advertising messages about quality, price of products that customers would get the awareness of company products. With the improvement of new technology, social media has permanently improved the way of marketing with customers in which customers choose, share, and assess information directly at any time.

The paper organized as follows. Section 2 provides the literature review and Section 3gives the related hypotheses concerning the relationship between Facebook's applications on customers purchase intentions. In Section 4,we presented the research methods, data collection and verifying the hypotheses. Section 5 concludes with the contributions and implications of the results.

Literature review

Social Media Marketing

The objective of this research is to recognize the impact of Facebook and its application on customers purchase intentions. Social media is an active place which can be used for personal communication as well as for business purpose and currently many companies are using to share information about products through internet sources (Beer & Burrows, 2007). Social networking sites can be defined as "allowing persons to make their public or semi public profile within some limited method" connect with a list of customers whom they share a link; also they can easily visit their profile, exchange their information and connections within boundaries (Boyd & Ellison, 2007). There are several top social websites in which the number of persons, groups, small and large businesses, some private and government sectors is engaged in sharing their information with the stakeholders.

H.-C. Ko (2018)said that social networking sites had become a very powerful marketing strategy, ensuing in how social media advertisements can attract users' attention turn into a very significant aim for the marketers and researchers. Many successful companies are using Facebook marketing to increase their sales and attract new customers as well. But an ongoing exploration of brand management proposed that it is also possible to say that brands don't generally use Facebook fan pages deliberately (Azar et al., 2016). Therefore, it is very feasible for various brand elevation on fan pages to stay overlooked. Most clients are probably going to lose their enthusiasm for brands' fan pages when companies advertise their products without a constant flow of prevalent posts. Researchers have subsequently perceived the need to recognize potential signs of posts on Facebook.

Social media site like Facebook has become a top-rated site among customers to spread their contacts about products and services. On Facebook marketing, consumers have inspired to study the positive and negative appraisals of the other user's conversations. These positive and negative reviews affect the purchase decision of fashion goods amongst potential customers. So, it is very significant to recognize the features that can have a substantial effect on the purchase intention of fashion products in social networking sites (Leong et al., 2018).

Facebook is providing facilities to the marketer to promote their business and allowing users to share their opinions about the advertisement through like, comment or share on product posts. Success and failure are a part of business, but marketers can analyze their success or failure on Facebook through public awareness and consumer assessments (Smock et al., 2011). Online social media advertisements mostly used by the firms to promote their good and services. Purchase decision and purchase behavior have been investigated in different studies through social networking sites, but slight work has studied about purchase intentions. The researchers suggested that in the current online environment, examining such relationships are very important, and it is very valuable for the new business(Van der Heijden et al., 2003).

Brand awareness plays a mediating role in Facebook marketing and purchase intentions. Brand awareness has a progressive impact on customer purchase intention through brand conceive and association. With the support of Facebook marketing activities to get awareness about the brand and creates a positive image that would affect purchase intentions(Keller, 1993). Sharifi (2014) argued that there is a direct impact of brand awareness on affection and intellectual thinking of customer purchase behavior. This research showed that brand awareness helps in developing a retail image of products in front of the customer in modifying their intention to purchase fashion products. The general objective of garment companies is to utilize Facebook for buyer commitment, special offers, and to enhance social relations among users. According to the report of Statista (2018),there are several top social networking sites in the world, but Facebook has become one of the most used social networking sites with the current users of 1 billion. Online shopping has consumed by many groups because of its high availability and low costs.

Consumer Purchase Intention

To quantify the purchase intention, Rust et al. (2004) have tried to explain the purchase intention to investigate the result of marketing feedback with the customer reaction. They got the result that purchase intention is stimulated directly through online marketing tools like Facebook. A general concept about the online purchase decisions in the current scenario shows that online shopping stores which are providing purchase facilities to the customers are very important and highly significant part of the "new economy". Therefore, from some years, online shopping has become an easy task for the customers(Van der Heijden et al., 2003). They argued that purchase intention is the main key to the success of any online advertising strategy. In the marketing field, it cannot be doubted that advertising and selling are playing a very important role in the decision-making process in which consumer shows a positive willingness to purchase online fashion product or services (Escobar-Rodríguez & Bonsón-Fernández, 2017).

Dodds et al. (1991)communicated the significance of purchase intention as a possibility, whether to purchase a specific product or not. It could be a client to acquire a product. A customer chooses to purchase product (purchase intention) most circumstances could rely upon the product benefits and values which different customers have confirmed after the use of company product. So, it might say that if there is a higher rating of the item, the more possibilities that customers will purchase the product.

Hsu et al. (2012)categorized more than two variables to study customers purchase intentions, which were categorized as an observed characteristic of the product, consumer and websites. The advanced evaluation in social media sites like Facebook, Twitter, and YouTube has provided many significant opportunities to the marketers to share information about the product on social media for easiness of customers. Purchase intention describes the impression of customer retention about the company product. It is a very important element because companies always want

to increase their sales of products to increase their profit. There are many functions of the product, which directly or indirectly affect consumer purchase intention, i.e. quality of product, knowledge, brand image, product involvement, etc.

Yoo and MacInnis (2005)found that two types of feelings exist in the mind of the customer about an online advertisement. If customers feel positive about the ad, then they will try to purchase a product while in negative cases, they will not buy the product. So by the result of these informative technology sites, consumers have become more informative and attractive to gain information about the product features before making any purchase decision(Ahmed & Zahid, 2014).

Hypotheses Development

Relationship between the Number of "Likes" and Customers Purchase Intentions

Facebook "like" button is one a feature on Facebook, and firstly, it came on February 9, 2009. The function of the ''like'' button allows users to attach easily on photographs, comments, status updates, Then the Facebook owner was extended ''like'' button to other new features in 2010. Now Facebook officially added some additional features included on February 24, 2016, by clicking long press on the "like" button for an option to use one of five pre-defined emotion, including "Love," "Haha," "Wow," "Sad," or "Angry." But in case of company Facebook page, when the users like a page of the company by click "like" button then the Facebook 'like' button function permits the customer to check their page information from the websites then the company also check clients profile page with a single click (Harris & Dennis, 2011). Therefore, we can safely draw the hypothesis as:

H1: The number of "likes" a post received by a company on Facebook significantly influences customers purchase intentions.

Relationship between the Comment Posted and Customers Purchase Intentions

Comment means sharing ideas about the post to leave your short comment on the post, and this information can also be accessible for all users (Debatin et al., 2009). Leaving a 'comment' and writing an opinion about products or services can be a benefit in an electronic word of mouth for parties, customers as well as company. When the customers read the positive comments about the company products and services on the company page. This feature can influence customers purchase intentions. Therefore, we can safely say:

H2: Comments posted by friends and other users on goods and services of a company significantly influence customers purchase intentions.

Relationship between Sharing of Posts and Customers Purchase Intentions

In Facebook, share' key helps users to share a link on their timeline, friend's timeline, or in groups. Facebook allows the clients to 'share' any commercial post to

their timeline or friend timeline or in groups. Every 20 minutes, more than 1 million links share on Facebook (Branckaute, 2010). If consumers shared information about products and services from any place on Facebook, the admin of the company page would receive a notification. It will also highlight peoples who shared it. When an admin uploads a new post on the Facebook page, it will be visible for all the followers to give their opinion. Hence, we can formulate our proposition as:

H3: Sharing of posts by Friends and other users about the products or services of a company significantly influence customers purchase intentions.

Relationship between Location-Based Check-in Service and Customers Purchase Intentions

Today social media marketing has become a great channel to find out and communicate with customers, employees and firms can reach their target goal. Social media marketing is a part of the marketing mix of almost every type of the firm. Today some large social media player like Facebook has announced a set of "location-based" as a marketing tool for the consumer to locate their business easily. Facebook gives a simple way to the advertiser to include a communicative map with displaying physical store locations that users can easily find out and get details like opening hours etc (Lin et al., 2014; Phelan et al., 2013). Therefore, in the light of this discussion we can purpose that:

H4: Location-based 'check-in' services significantly influence customers purchase intentions.

Relationship between Friends' Likes and Customers Purchase Intentions

Harris and Dennis (2011) claimed that the shopping trend is changing due to the busy schedule of customers. Customers prefer online shopping through different social networking sites like Facebook, so online shopping through social networks is emerging. For some years, consumers are mostly participating in online shopping through Facebook. Now customers trust their friend's recommendations about products on Facebook. Google is also a search engine for selection, but customers are more interested in their friend's recommendation to purchase products or services(Wang & Chang, 2013; Yadav & Arora, 2012). Therefore, this study formulated the hypothesis as:

H5: The more is the recommendation of Facebook friends; the greater will be the customers purchase intentions to buy a product.

Brand Awareness as Mediator

Ashley and Tuten (2015) argued that social media activities could be utilized to build brand loyalty, brand awareness, advertise consumer engagement and purchase intention stimulate social connectivity with customers about the brand choice. Social

media sites have improved the traditional marketing approaches to online marketing. Social media activities are recognizing a link between consumers and marketers, creating new prospects and conducts with the objectives of increasing brand awareness (Thurman et al., 2020). Social media is using as a marketing channel for several advertising activities including active and updated information, social connectivity with clients, relationship management, buyer research, and buyer intention. Social networking sites activities impact the purchase intention through the entire cognitive procedure starting by structure brand awareness. Social media activities are increasing brand awareness and social connectivity with customers to enhance purchase intentions. Furthermore, social networking sites' activities are utilizing brand awareness to build up a positive customer purchase intention (Tuten & Solomon, 2014). Therefore, we can safely assume that:

H6: Brand awareness mediates the relationship between the Facebook effect "Like" and purchase intention.

H7: Brand awareness mediates the relationship between the Facebook effect "Comments" and purchase intention.

H8: Brand awareness mediates the relationship between the Facebook effect "Friend likes" and purchase intention.

H8: Brand awareness mediates the relationship between the Facebook effect "Sharing" and purchase intention.

H9: Brand awareness mediates the relationship between the Facebook effect "Location-base check in" and purchase intention.

H10: Brand awareness significantly influences customers purchase intentions.
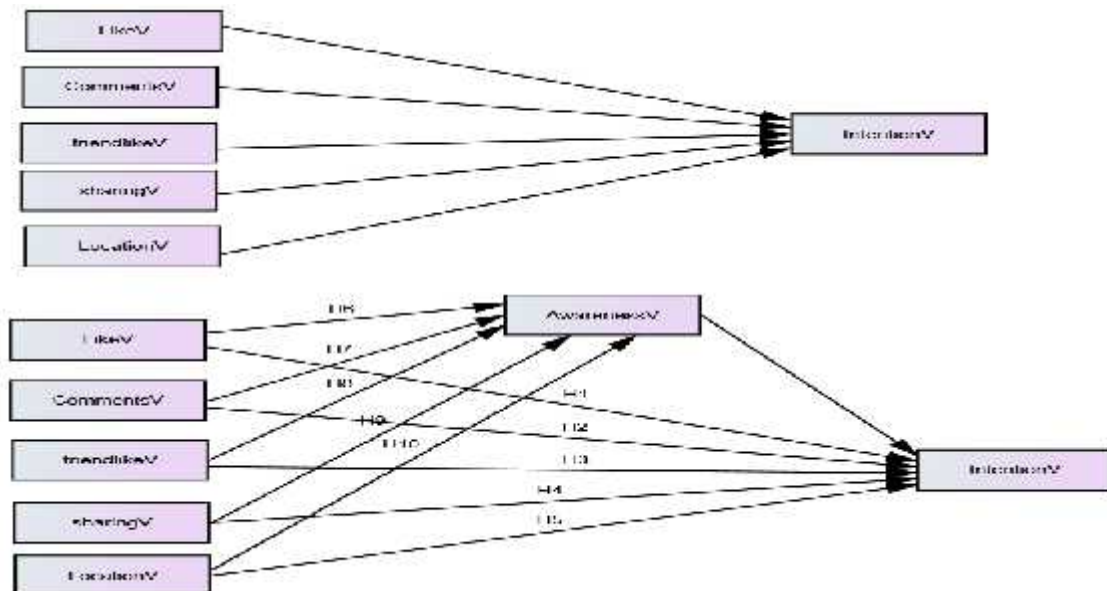
Materials and Methods

This section discussed the methodology, including sample selection, Data description, data collection, and data analysis. The constructed scale of consumers' purchase intention is modified from (Baker & Churchill, 1977), which is used to measure the physical attraction of models in the promotion to quantify customer's intention to buy goods through online networking sites (Facebook). This research emphasized on garment industry of Pakistan. The garment industry was selected because they are common and mostly customers used online network platforms to purchase the garment's products in Pakistan (Cheema et al., 2013; Khan et al., 2014; Nasir et al., 2012).

Moreover, in the case of the garment industry, consumers spend enough time in the decision to purchase the product. The research conducted on Facebook, so a non-probability sample technique used. The purpose of choosing non-probability sampling was that the researcher posted the questionnaire on Facebook pages and due to this, it was difficult to apply probability sampling. People who liked to purchase through online networking sites in the garment industry received questionnaires. The researcher posted the questionnaire link on Facebook pages of different garment brands. When the respondent clicks on the questionnaire link, a page described the purpose of the research. A sample size of 150 respondents were used through a random sampling technique and analyzed with various statistical techniques using SPSS. The researchers used a Likert scale of 5 points. The hypothesis measured based upon a scale by (H. Ko et al., 2005).

Demographic Analysis

Some demographic characteristics are considered very significant in social science research as these characteristics are measured as an origin for segmenting the overall market and customers purchase decisions. The characteristics studied in this research are gender, age, marital status, occupation, qualification level and use of Facebook in a week. These demographic characteristics were necessary for the assessments of the targeted market size through recognizing and examining the demographic profile of potential customers. It was very important for the companies to deliver the value-added solution of customer issues and to fulfil the customers' needs by distinguishing their demographic profiles.

Table 1
Demographic analysis

Variable	Category	Frequency	Percentage
Gender	Male	86	57.3
	Female	64	42.7
Age (Years)	20-30	102	68
	31-40	32	21.3
	41-50	14	9.3
	51-60	2	1.3

Marital status	Single	99	66
	Married	50	33.7
	Divorced	1	.7
Education	Bachelors	49	32.7
	Masters	46	30.7
	Postgraduates	18	12
	Diplomas	32	21.3
	Others	5	3.3

Table 1indicates that gender is considered as an imperative demographic variable in the research of online shopping. The results of the study showed that 57.3% of the total respondents were males and 42.7% were females. Age plays a significant role in the purchase decisions, so age was considering a very vital demographic variable. The above table illustrates that 68% of the total respondents were between 20 to 30, and then 21.3% were between the age of 31 to 40, 9.3% were between the age of 41 to 50 and 1.3 % were between the age of 51 to 60.The marital status is also an important demographic characteristic. The results table 1revealed that 66% of the entire respondents were single, while 33.7% were married and just .7% was divorced respondent. A capable individual may be in a superior position to judge and recognize the message of marketers transferred through online advertisements on Facebook. The results regarding qualification or education recognized that 32% of the total respondents were having Bachelors's level education. While 30% of the total respondents were having master level education, 12% of respondents' education level were postgraduates, 21% of respondent's education level got the diplomas of their interested filed. Others were 3% who got the degree of PhD etc. In our society, businesses seem to convey more social and economic evaluations than others.

Results and Discussions

Measurement Model

The confirmatory factory analysis and maximum likelihood method were utilized for estimations. The reliability examination techniques usually used to the estimate measures and give substantial evidence about the relations among items in the scale. Cronbach Alpha were employed, which expresses the inside consistency. CFI of each variable shows the goodness of fit model, consequently, it demonstrates confirmation of uni-dimensionality (Sureshchandar et al., 2002). Subsequently, all the developed variables show a uni-dimensional and goodness fit model, whereas each estimation of Cronbach's alpha lie between 0.70 to 0.84 indicating a great sign of internal consistency and reliability. By evaluating the factor loadings the convergent validity of the estimated items was assimilated and composite reliabilities factor loadings are between 0.57 to 0.80 which are above than recommended level of 0.35 so they are all at a significant level (Hopkinson & Pujari, 1999). Here CFA discloses that all the items were significantly loaded on a separate change ($p < 0.05$).

Table 2
Reliability and CFI values

	Factor Loading	Reliability	CFI
like1	.70		
like2	.58	0.70	0.92
like3	.64		
like4	.74		
comment1	.65		
comment2	.57	0.75	0.92
comment3	.58		
comment4	.59		
sharing1	.58		
sharing2	.70	0.68	0.78
sharing3	.50		
sharing4	.62		
locatiion1	.54		
location2	.56	0.73	0.81
location3	.69		
location34	.70		
awareness1	.62		
awareness2	.60	0.73	0.85
awareness3	.69		
awareness4	.56		
intention1	.80		
intention2	.73	0.85	0.86
intention3	.70		
intention4	.70		
friendlike1	.54		
friendlike2	.69	0.84	0.87
friendlike3	.78		
friendlike4	.75		

Structure Equation Model

Figure 2 shows the hypothesized interactions between all exogenous and endogenous variables of this research; thus, SEM serves to measure the impact of Facebook and its application on customers purchase intentions with mediating role of brand awareness. This model further discloses the causal relations of each measured variables.
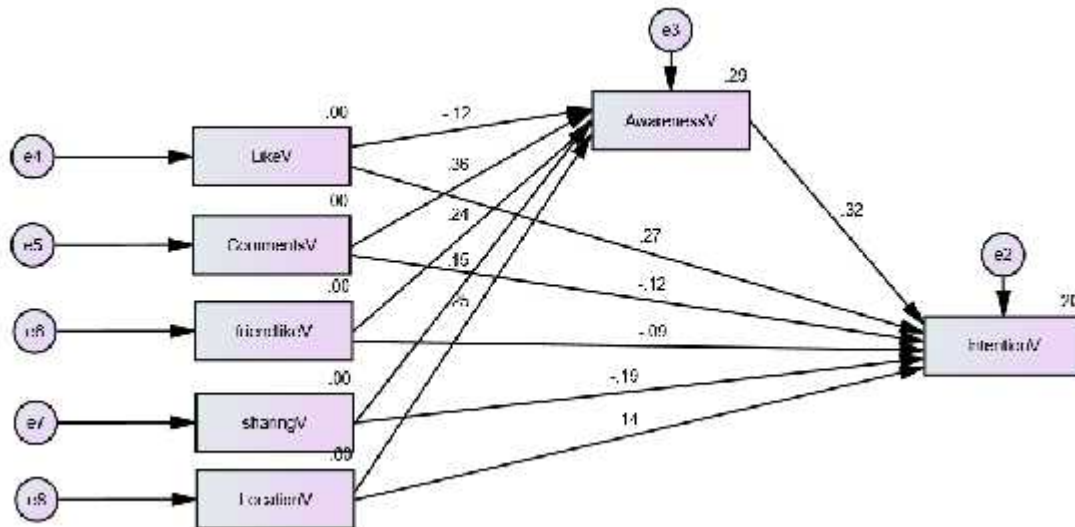
Figure 1: Mediation Effects

The Index of fit for our model is shown in table 3, which shows that while taking the degree of freedom (10) into account most index values approach the general standard of index fit and according to the result, an overall research model is significant (Chi=230. 467) (P<0.00) which is evident from these resulted values.

Table 3
Model Summary

Chi-square	Degrees of freedom	P-vale
230. 467	10	0.000

Table 4
Regression Weights: (Group number 1 - Default model)

			Estimate	S.E.	C.R.	P	Decision
Awareness	<---	Like	-.115	.073	-1.923	.054	Rejected
Awareness	<---	Location	.246	.075	4.110	***	Accepted
Awareness	<---	sharing	.275	.087	4.282	***	Accepted
Awareness	<---	friendslike	.243	.053	4.058	***	Accepted
Awareness	<---	Comments	.360	.067	6.008	***	Accepted
Intention	<---	Awareness	.316	.083	4.200	***	Accepted
Intention	<---	Location	.140	.092	2.121	.034	Rejected
Intention	<---	Like	.151	.072	2.522	.012	Rejected
Intention	<---	Comments	-.119	.085	-1.724	.085	Rejected
Intention	<---	Friendlike	-.086	.064	-1.306	.192	Rejected
Intention	<---	sharing	-.193	.086	-2.986	.003	Accepted

Table 4 shows the present strength of the model as the degree of freedom 10, (Chi=230.467) (P<0.00) which represents the significant level of the general standard

model of our research. According to the results of H1 (β = -.115, C.R. = -1.923, p < 0.001), there is an insignificant effect of a number of likes on brand awareness toward purchase intention. The number of likes on a post of the company product received an insignificant effect on customers purchase intentions, so that's why there is no direct proportion in the number of Likes and brand awareness.

"Comments posting" was one of the most powerful factors of Facebook application, which is highly influenced by brand awareness towards customers purchase intentions. So that's why when friends and other stakeholders of Facebook posting comments on the post of company product, a positive consequence of comments posting was found on customers purchase intentions. Anyway, the outcomes of Ewing (2009) found that customers pay attention to individuals sharing their encounters through Facebook. It is helpful to test the effect of friends' comments and unknown user's comments on the post of company product. According to the outcomes of the H2, (β = .246, C.R. = 4.110, p < 0.001), this Facebook application plays a very significant role in significant brand awareness towards customers purchase intention and support the factor in which customers are influenced by the Facebook application "posting comments" and emphasize the significance of firms active presence on Facebook.

According to the results of H3, (β = .275, C.R. = 4.282, p < 0.001), when friends and other users of Facebook "sharing" posts of company products or services on any timeline, then there is a significant impact of "sharing" activities on brand awareness which enhance customers purchase intentions. Harris and Dennis (2011) reported that consumers trust loved ones more than a slightly additional source of information about the company's products and services. Hence, when friends utilized this Facebook application, customers try to take notice of product or company which subsequently impacts on brand awareness towards purchase intentions.

According to the results of H4, (β = .243, C.R. = 4.058, p < 0.001), the "Friends like" variable showed a significant positive influence on purchase intentions. Harris and Dennis (2011)reported that consumers trust loved ones more than a slightly additional source of information about company products and services. Hence when friends utilized this Facebook application, customers try to take notice of the product or company which subsequently increase brand awareness to expand purchase intention, so we accepted H4. Anonymous 'check-in' services significantly influence on purchase intentions. According to the result of H5, (β = .360, C.R. = 6.008, p < 0.001), there is a significant effect of check-in-location on purchase intentions. Most users take notice of the "check-in" Facebook application when anyone uploads their current location on the timeline then users follow this location. Anyway, the outcomes of this study found that there are benefits of this Facebook application 'check-in' services to the company towards the online shopping. So there is a positive influence of this application on consumer's purchase intentions and we accepted H5.

Table 5
Standardized Indirect Effects - Two-Tailed Significance

	Sharing	Friendlike	Comments	Location	Like	Awareness
Awareness	...	...	...	...	...	...
Intention	.031	.007	.001	.002	.121	...

The connection between the developed hypotheses included "like.friends like, comments, location and sharing" of our theory test have appeared in table 5 and figure 2. According to the results of H6, H7, and H9, there is no direct relation with consumer purchase intention while H8 has a positive significant relationship with consumer purchase intention. However; the values show brand awareness has a mediation effect between the Facebook applications and consumer purchase intention, so there exists a strong relationship between the Facebook applications and consumer purchase intention with the mediation of brand awareness.

Conclusions, Limitations, and Future Research

The objective of conducting this study was to examine the impact of Facebook and its applications on customers purchase intentions with the mediating role of brand awareness. The findings suggest that brand awareness has partial mediating effect between Facebook applications and customers purchase intentions. Facebook applications have a positive impact on customers purchase intentions. Customers are progressively taking notice of these Facebook applications which influence the enhancement of brand awareness and increase purchase decisions. The findings suggest that companies should try to integrate on social networking sites to increase their users. As reflected in this study, social networking sites are providing a potential way for companies to create a possible channel to improve consumer engagement.

The findings of the study also indicate that customers are moving toward online shopping and using social networking sites for purchase decisions and information gathering due to their busy schedules. These customers are in search of better quality with less time consumption. Therefore, companies along with promoting their products and services on Facebook are required to improve their quality to further enhance customers purchase intention through social media as well as keep satisfied their existing customers. In order to maintain a positive customer behavior towards company products and services as well as keep their users as marketers of their products and services, companies need to ease down the process of information gathering and understanding product features for their users.

The current research is restricted to exploring all fans of garment industry through the Facebook page. As this research was conducted in the garments sector of Pakistan, there are many other industries in Pakistan for which social media sites can play an important role to promote their products and services. Therefore, future researchers are recommended to conduct research in other, still unaddressed industries.

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