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Social Media Characteristics

Impact of Artificial Intelligence

Highlights

Consumer Buying Decision Process

Investigation on Social Networking

Discovering Thoughts, Inventing Future

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Impact of Social Media Characteristics on Consumer Buying Decision Process in Western Province, Sri Lanka

By Wickrama Hewage Thejani Madhuhansi
University of Colombo

Abstract- The study intends to investigate how social media characteristics impact on each stage of the consumer buying decision process in the Sri Lankan context. For the study, a quantitative research method was used, and a sample of 147 respondents was selected by snowball sampling method. Primary data was used for achieving research objectives and self-administered, structured questionnaires were used for the data collection. The research reveals that social media characteristics influence on all the stages of consumer buying decision process while the biggest impacts are on post- purchase stage, information stage and evaluation stage respectively. The research explains the role of social media as a current trend, impact of social media on consumer buying decision process and implication for marketers.

Keywords: *social media, social media characteristics, consumer buying decision process, buying decision stages.*

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Wickrama Hewage Thejani Madhuhansi

Abstract- **The study intends to investigate how social media characteristics impact on each stage of the consumer buying decision process in the Sri Lankan context. For the study, a quantitative research method was used, and a sample of 147 respondents was selected by snowball sampling method. Primary data was used for achieving research objectives and self-administered, structured questionnaires were used for the data collection. The research reveals that social media characteristics influence on all the stages of consumer buying decision process while the biggest impacts are on post-purchase stage, information stage and evaluation stage respectively. The research explains the role of social media as a current trend, impact of social media on consumer buying decision process and implication for marketers.**

Keywords: social media, social media characteristics, consumer buying decision process, buying decision stages.

I. Introduction

The internet has become a need today than ever before since it is a vast network of networks which facilitates people in different ways. The internet is used all over the world for many reasons especially in searching, gathering, storing and sharing information with less time and effort. Further, this has made online communication fast and easy for people in communicating with each other anywhere in the world and, the most innovative of its technology is Social Media as it is becoming the most visited destination on the internet. (Kaplan & Haenlein, 2010) Define Social Media as "Internet-based applications that aid consumers to share opinions, insights, experiences, and perspectives." Social media has changed the way of communication between consumers and marketers. Since social media has no commercial influence, peer reviews and recommendations play a considerable role in their buying decision process. Because of the benefits than traditional media, Social media is used for social purposes, business purposes or both through sites such as Facebook, LinkedIn, Twitter, etc.

Some reasons are proposed by (Weinberg, 2009)to follow Social media with or instead of traditional media strategies: facilitation in a natural discovery of new content, boost up in traffic numbers, strong relationship building, as well as a cheap alternative to traditional marketing. A consumer passes some stages in the process of their buying decision. Therefore, the number of people who uses social media as a platform for business activities has increased rapidly. Especially in Sri Lanka, the exposure into social media has an immense growth, and this has led to a blooming of various e-businesses and implementation of different strategies in the way of reaching their objectives. According to Internet Usage Statistics in Sri Lanka-2017, there are over 06 million active internet users, over 25 million mobile connections, over 4.5 million Facebook users, and 0.8 million LinkedIn users and it clearly explains the influence of social media and the real necessity of focusing on this area. Hence, the research problem is as follows,

"How does Social Media Characteristics impact on Consumer Buying Decision Process in Sri Lanka?"

Investigating the impact made by Social Media Characteristics on Consumer Buying Decision Process in Sri Lankan context is the major focus of this research.

II. Literature Review

a) Social Media

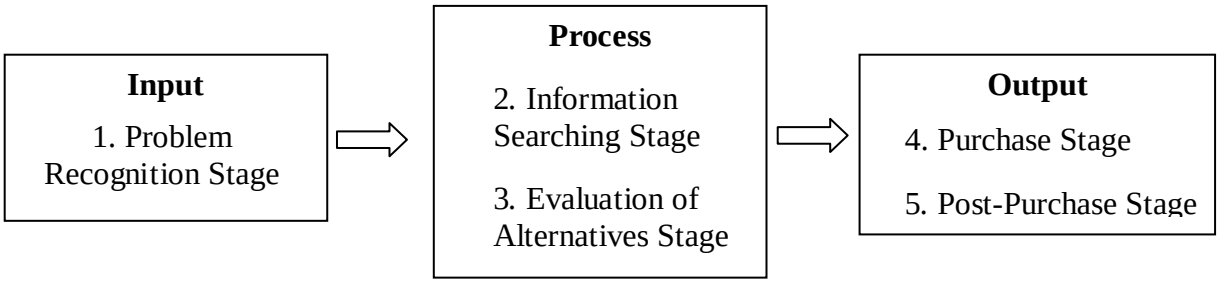
Parr (2010) defines social media as the use of electronic and Internet tools for sharing and discussing information and experiences with other human beings in more efficient ways. Jantsch (2008) states that social media as the use of technology combined with social interaction to create or co-create value. The online encyclopedia wiki defines social media as media for social interaction, using highly accessible and scalable publishing techniques. "The activities, practices, and behaviors among communities of people who combine online with the purpose of sharing information, knowledge and opinions using conversational media are Social Media" (Sako & Brake, 2009). Although Social Media came to the world many years after the invention of the Internet, social Media has turned more popular. The reason might be its conversational feature. (Sin, Nor, & Al-Agaga, 2012) Also states that social networks are defined as websites which link millions of users from all over the world with the same interests, views and, hobbies.

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b) Consumer Buying Decision Process

Consumers often choose between two or more alternatives in satisfying their needs and wants and selecting the best out of them can be defined as a Decision. Rational consumers normally pass through a process of stages in taking their buying decision as they deserve supreme benefits for the cost they incurred. Therefore, consumer buying behaviour involves a mental process and physical activity. It mentions that the process of buyer decision making can be categorized into three different interlinked stages; Input, Process and Output stages. According to (Kotler, 2012), the typical buying process involves five stages; Problem Recognition, Information Search, Evaluation of Alternatives, Purchase Decision and Post Purchase Behaviour. Therefore, the process can be displayed in figure 1.



Source: Developed by the researcher (2017) based on Literature

Figure 1: Consumer Buying Decision Process

i. *Problem Recognition Stage:* "This happens when a consumer recognizes a gap between the desired and the actual state of affairs which is insufficient immensity to arouse and activate the decision process or need to be triggered by internal or external stimuli." (Solomon, Bamossy, Askegaard, & Hogg.). At present, mass media is no longer the only source of information which serves as a trigger of purchase and instead, Social Media might trigger needs through advertisements and discussions with friends that could make them identify an unfulfilled need.

ii. *Search of Information:* The consumers find for related information before they directly move to buy the product and according to (Silverman, Bachann, Akharas, & Akras, 2001)Silverman 2001), consumers try to identify the available option, studying information of selected option and judging which of these options can most likely deliver the best outcome. Further, (Solomon, Bamossy, Askegaard, & Hogg,) mentions that any information can be provided by an internal or external source. Literature reveals that consumers prefer gaining information about certain products from their friends.

iii. *Evaluation of Alternatives:* After identifying suitable options through information gathered and referred, consumers establish criteria for evaluating choice alternatives based on their motives or goals. (Sternthal & Craig, 1973)States that consumer formulate beliefs about the alternatives which guides their attitudes, intentions, and choice. The researches reveal that consumers increasingly search for the ways to simplify the evaluation process when the decision is vaguer.

iv. *Purchase:* This is the stage where the consumer makes his mind to purchase one most preferred brand or product which he believes that it offers the maximum benefits, out of others evaluated at the previous stage. On this stage, the consumer's purchase intention turns to the buying decision and this conversion is influenced by other's attitudes, unanticipated situational factors, and consumer's perceived risk

v. *Post- Purchase Decision:* This is the stage after the consumption of the product and the consumer will evaluate the result of choice made in the previous stages. According to (Sternthal & Craig, 1973), two potential outcomes can be derived: Satisfaction or Dissonance. When consumer is satisfied about a product, it brings more benefits for the organization. When consumer experiences dissonance towards the purchase, the choice is devalued. Consumer begins the process of searching, obtaining information, and evaluating other options for future buying decisions. Therefore, this is the stage from which consumer decides his future purchases.

c) Social media and consumer decision making

(Heinonen, 2011) Explains that consumers have three main gratifications or motives for using the Internet as a medium namely: information, entertainment, and social aspects. Social Media has changed consumer's behavior in decision-making process. Further, it has become the mediating role of transforming information between the consumer and the organization. Moreover, Brown and Hayes (as cited in (Fahed, 2016)), explains

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that social media enable consumers to share contents and ideas together, write recommendations, reviews and opinions about companies' performance etc. Consumers are more likely to believe recommendations from known people, trusted friends and family members than the mass advertisements. Focusing on social media marketing is crucial because it extends to the online marketing mix and the social media factors which are far beyond the marketer's control. (Constantinides & Fountain, 2008). The research conducted by Google (2012) targeting U.K, U.S, France, Germany, Japan, Canada, and Brazil exposes that in these countries social media serves as a channel which aids to build brand awareness, consideration and intent earlier in the purchase funnel. Therefore, social media is important in building and maintaining a feedback loop because of its dynamic and two-way flow nature. (Fahed, 2016). Because of the unique benefits of social media, corporate people, as well as the individuals, are greatly influenced by this. Social media websites provide an opportunity for businesses to engage and interact with potential consumers. Moreover, it encourages an increased sense of intimacy with consumers, and builds all-important relationships with potential consumers. (Mercy, Malthouse, & Calder, 2010)

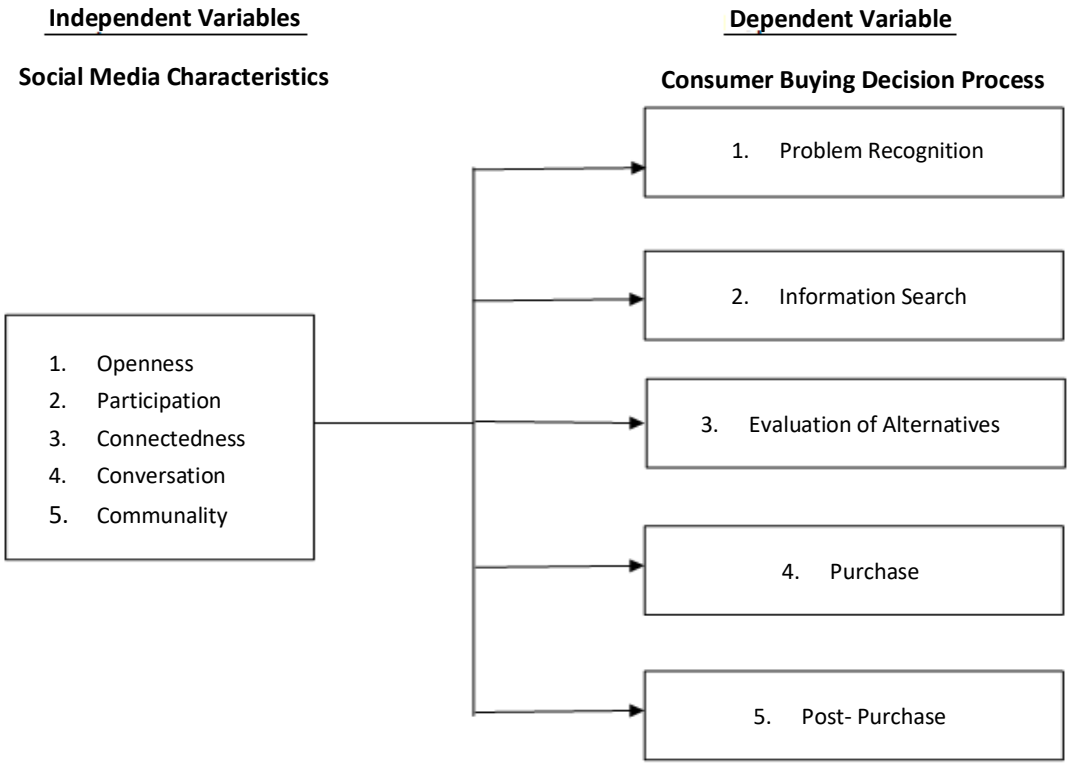
III. Methodology

a) *Population:* The total population of this study comprised with all consumers in Western Province. The estimated number of population in Western Province is 5,851,130 and it is 28% of the total population in Sri Lanka according to the Census of Population and housing report 2012.

b) *Sample Selection and Data Collection Method:* The snowball sampling method which is a chain sampling method under non-probability sampling was used for the sample selection, and a questionnaire consisted with 34 questions fewer than three sections were distributed as an online survey held in the period of May- July 2017. From the sample, 147 questionnaires which had been answered correctly were considered as the sample.

c) *Questionnaire Construction:* The questionnaire was developed by the researcher based on previous studies(Fahed, 2016)and it was outlined in three sections which question for information on Demographic, Social media and Consumer Buying Decision Process while five-point likert scale(1 Strongly Disagree to 5 Strongly Agree) was used for the questions in section two and three. According to the study, Social Media Characteristics: Openness, Participation, Connectedness, Communality, and Conversation can be brought out as the independent variables while the Consumer Decision Making Process which consists the stages of Need Recognition, Information Search, Evaluation of Alternatives, Purchase and Post Purchase Evaluation is the dependent variable.

IV. Conceptual Framework



Source: The model developed by the researcher (2017)

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V. Findings of the Study

a) Demographic Analysis

The sample of the research consists of 147 respondents, and 53.7% of them are between 26 and 30 years old. 53.0 % of the respondents are males, and 55.1 % is Bachelor holders. Further, 80.3% is single while 46.9% is in the age category of Rs.20, 001- Rs.50, 000.

b) Reliability

Based on (Sekaran, 2003), the reliability of the questionnaire is acceptable as the Cronbach's Alpha values of the items were greater than 0.6.

c) Hypotheses Testing

H1: Social Media Characteristics significantly impact on Problem Recognition Stage.

The regression analysis shows a Beta value of 0.433, and it explains that problem recognition is influenced by 0.433 units when the effort on social media characteristics raised by 1 unit. Since the significance value is less than 0.005, the hypotheses can be accepted. Among the characteristics, commonality is the only one characteristic that has a significant impact on problem recognition stage.

H2: Social Media Characteristics significantly impact on Information Searching Stage

According to the analysis, the information searching stage is can be positively increased by 0.651 units when the effort on social media characteristics is increased by 1unit and the hypotheses can be accepted since the value is significant. Among the characteristics, both Connectedness and Commonality can be accepted as significant while their impacts are respectively -0.997 and 0.332.

H3: Social Media Characteristics significantly impact on Alternative Evaluation Stage

When it comes to the evaluation of alternatives stage, it is affected positively by 0.555 and the hypotheses can be accepted since the significance value is less than 0.005. Further analysis of the individual characteristics, the highest positive impact is from Conversation characteristic.

H4: Social Media Characteristics significantly impact on Purchase Decision Stage

The consumer's purchase decision for a product should be improved by 0.389 units if an effort of 1 unit is employed and the hypotheses can be accepted since the significance value is 0.001. Among all the characteristics, Participation characteristic is the highest influential indicating an impact of 0.423 with significance value of 0.003.

H5: Social Media Characteristics significantly impact on Post-Purchase Decision Stage

According to the analysis, post purchase decision can be affected by 1.322 units when the effort on social media characteristics is raised by 1 unit and further, the hypotheses can be accepted as it shows a significance value of 0.000. The commonality is the highest influential characteristic among all with an impact of 0.70.

The results reveal that all the characteristics considered except Openness have significant influences on the stages of Consumer buying behavior while social media characteristics in overall make impacts on consumer buying behaviour in different extents. A summary of the impacts made by social media characteristics on each stage from the highest impacted to the lowest impacted stage is illustrated in table 01.

Table 1: Summary of the impacts from highest to lowest.

Dependent Variable	R2	Significance	Order
Problem Recognition	0.097	0.000	4
Information Searching	0.212	0.000	2
Evaluation of Alternatives	0.159	0.000	3
Purchase	0.070	0.001	5
Post- Purchase	0.254	0.000	1

VI. Discussion & Recommendations

The current study was carried out with the purpose of recognizing the impact made by social media characteristics on consumer buying decision stages, and it finally reveals that the characteristics have different levels of influences on different stages. Post-purchase stage is the strongest impacted stage while the Information searching stage is the secondly strongest impacted stage. In conclusion, according to this research, consumers in Sri Lanka mostly rely on information through social media for sharing their experience of a product, for searching relevant information and evaluating alternative options before making a buying decision. Consumers prefer social media in their decision making process mostly because of its vast network, exposure into massive information, reliability through peers, etc. (Fahed, 2016) argues that Pakistan consumer's usage of social media on their

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post-purchase decision stage is low since they hesitate to share their experiences of a product through social media. But when compared with the analysis of the current research, it can be contended that Sri Lankan consumers frequently use Social media in their post-purchase decisions. They often use social media as a platform for sharing their experiences of the products and especially, they think that they can contribute to the community by giving their real ideas and opinions. Therefore, marketers should build and maintain a proper mechanism in social media by researching consumer's preferences, the ways to attract, satisfy and retain them since there is a high impact from customers' post-purchase opinions shared among their peers and also there is a high tendency of accepting those opinions. Moreover, areas such as cultural impact, demographic factors, differences in usage patterns and other types of buying behaviors should be considered in future researches. But, the research exposes that although social media is rapidly used, consumers are still passing the typical five stages in their need of buying a product and for that, marketers should have a good understanding and a clear attention in proceeding their marketing activities on Social media because the opinions, comments shared on them about a product can be observed as the knife edge of any business.

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Socio - Technical Determinants of Knowledge Sharing Behaviour- An Investigation on Social Networking Sites users

By Jakia Sultana, Md. Aminul Islam & Md. Fahami Ahsan Mazmum

Abstract- Social Networking is a buzzword in modern communication for eradicating the distance barrier. Due to the advancement in Information and Communication Technology, peoples can communicate with each other from anywhere in anytime. Different way of communication tools exits; Social networking is one of them. Through social networking, users can share their thinking, values, emotions, insights and so on with others. However, their behaviour of the social networking sites (SNS) users is influenced by different factors. This paper aims at identifying those determinants, specially the socio-technical determinants of knowledge sharing behaviour among the user of SNS. Structural equation modelling (SEM) was conducted on the primary data collected through the survey. Therefore, the outcome of this study shows that ethical culture, social ties, sense of belonging, knowledge self-efficacy, information privacy and structural assurance are all significant variables as socio-technical factors.

Keywords: *socio-technical, determinants, social networking, knowledge-sharing behaviour.*

GJMBR-E Classification: *JEL Code: M30, M39*

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Socio -Technical Determinants of Knowledge Sharing Behaviour- An Investigation on Social Networking Sites users

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Keyword: socio-technical, determinants, social networking, knowledge-sharing behaviour.

I. Introduction

In this day and age, people are getting more involved in virtual world through their presence in social networking sites (SNS). Online users of various sites consider networking online as a convenient media of sharing thoughts and knowledge. People in online communicate with their friends, family, neighbours and even strangers. By the grace of these online networking sites, people get scope to interact with one another in more convenient way then the previous. People from diverse geographical area with similar interest can communicate with each other through online networking(Brown & Duguid, 2001). Social networking sites become more popular because of high level social presence and self-disclosure(Kaplan & Haenlein, 2010). Currently, popular social networking sites are- Facebook, twitter, LinkedIn, Instagram, Snapchat, Flickr, WhatsApp etc.(Maina, 2018). Through this SNS people share their views, idea, insights which derived from the implicit and explicit knowledge they process (Hakami et al., 2014).Knowledge sharing among people enhanced through the emerged online tools, like- Social Network, Blogs, Wikis and Podcast Forums(Hakami et al., 2014). According to Aliakbar et al. (2012), knowledge sharing is the process by which knowledge is transferred and exchanged among people.Pulakos et al., (2003)believes that knowledge sharing is not limited to transfer and exchange but sharing thoughts to solve problem and developing ides also included in knowledge sharing. This knowledge sharing may be influenced by various types of factors; social, technical, personal etc. In this paper socio-technical determinants of knowledge sharing are given concentration. Socio-technical determinants refers to users social background regarding knowledge acquire, thought, views and its interaction with technical system like SNS (IGI, 2018). These socio-technical factors can affect the knowledge sharing which leads to knowledge gap among communities. So if the socio-technical determinants can be identified, the way of knowledge sharing will be accelerated, which ultimately reduced knowledge gap with proper knowledge, among the communities. For this purpose this paper will focus on socio-technical issue on knowledge sharing behaviour where variable of each factor will be identified by reviewing literature. Later, quantitative analysis is conducted to determine the core variable on social and technical sector. The research question of this study is- What are the socio-technical determinants of knowledge sharing behaviour among social networking sites user? This paper includes six parts. First part provide introduction of this paper. In the second part, literature review has been described. Third part discusses the methodology. Data analysis and discussion has been shown in forth part. Fifth part includes the integrated findings. In the last part, conclusion of this paper has been given.

II. Literature Review

The term 'Socio-technical' use to emphasis the connections between the social and the technical factors to understand particular technology or behaviour in the organization (Trist, 1963). In socio-technical system, social and technical factors interact and impact each other for a particular process or output.(Pasmore et al., 1982). According to Davenport & Prusak (2000), if only technological factors are considered, proper knowledge sharing behaviour cannot be determined, as knowledge sharing behaviour is a social process which

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impacted by social factors. To understand the knowledge sharing in SNS, both social and technical factors are necessary for investigation. Therefore, this study focused on the socio-technical determinants of the knowledge sharing behaviour in SNS.

In the modern age, the uses of SNS as a form of communication and knowledge sharing is increasing at a high speed and the times lapse between per visit also gradually reducing. Some researchers used quantitative analysis to identify the determinants of knowledge sharing behaviour while others used qualitative approach. A study by Tan (2013) found that the main determinants of successful knowledge sharing behaviour are Social ties, knowledge self-efficacy, structural assurance and system quality. As a social factors ethical culture, social tie, and a sense of belonging in online network and as a technical factors structural assurance of service providers and structural assurance of the Internet have been identified by Chai & kim (2012). However, these studies focused on particular demographic area, different age group can provide different outcome. Therefore, more quantitative studies need to conduct on diverse group of people for more generalizable outcome.

Different researchers used different theories to analyse the knowledge behaviour of the SNS users. A study to analyse knowledge sharing behaviour by Hsua et al. (2007) proposed a social cognitive theory (SCT)-based model which mainly focused on trust, self-efficacy, and outcome expectations. According to study by Paroutis & Saleh (2009) history, outcome expectation, perceived organizational and management support and trust are four key variable of knowledge sharing with the use of web 2.0 technologies. Social factors, like- trust, reciprocity, social network ties were founded along with other personal and organizational factor by Chen & Hew (2015).Share willingness, trust, reciprocity and altruism identified as main variables in a proposed model based on social exchange theory of knowledge sharing behaviours in virtual communities by Jinyang (2015). A study by Majali et al. (2016) identified that reciprocity and sense of community play vital role in knowledge sharing behaviour where trust considered as insignificant one. However, they ignored technical and other factors that might have impact on knowledge sharing behaviour as well. Information Privacy and Social Ties are considered initially as determinants in a technological category in knowledge sharing behaviour, however finally social ties identified as a leading variable in knowledge sharing in social media (Hakami et al., 2014). Studies conducted by Tohidinia & Mosakhani (2010) and Chai & kim (2012) identified that social ties is positively correlated with the knowledge sharing behaviour. Previous study by Wang & Wei (2011) indicates that sense of belongings does not have high positive correlation relation with the knowledge sharing behaviour, where absence of direct relationship is considerate as moderating variable. Self- efficacy impacts positively in knowledge sharing behaviour, which is identified in a study conducted by Zhang & Ng (2012). Hara & Hew (2007) conducted a research study where, structural assurance considered as positively correlated with knowledge sharing behaviour. Considering all the previous research, this study considered some social and technical factor as socio-technical determinants of knowledge sharing behaviour.

a) Research Dimension and Hypothesis Developed

Reviewing the literature and considering the outcome of the previous studies, variables are identified for study in two sectors, one is social and another one is technical. In social sector the variables are- ethical culture (EC), social ties (ST), sense of belonging (SB), knowledge self-efficacy (KSE). In technical sector the variables are- information privacy (IP), structural assurance (SA).

Ethical Culture

Ethical culture refers to the moral value that is injected to the individual (Hawker, 2002). Hawker (2002) said that ethics is a moral value and principle while Pai & Arnott (2013) defined ethics in Social Networking Sites (SNSs) as access control and privacy control of information. Chai & kim (2012) mentioned that the ethical culture is becoming imperative in recent days because of the widespread use of technology. In this consequence, the quality of information sharing in SNSs is very essential as a medium or platform for knowledge sharing. Devito (2009) emphasized on politeness while communicating in SNSs towards other individuals and mutual respect to one another. Matthews & Stephens (2010) marked that ethical culture is important to seek the truth. Although there is high usage of SNSs which makes ethical culture much important, we need to avoid circulation of false information also. Based on this discussion following hypothesis emerged-

H1: Ethical culture (EC) has a significant effect on KSB.

Social Ties

Social ties indicate the closeness between or among users in SNSs (Chaia & kim, 2012,). Chow & Chan (2008) highlighted that social ties is the degree of contact that is maintained with other members in the SNSs. Several researchers (Hsu et al., 2007; Chow & Chan, 2008)shows that stronger social ties between or among users in SNSs increase the Knowledge Sharing (KS) behaviour. He et al. (2009) also indicated that the degree of Knowledge Sharing (KS) may vary on the basis of the degree of social ties. So, higher social ties make higher KS in SNSs. Wang & Wei (2011) supported that trust is an essential segment of social ties which help build up the strong relationship among the participants or individuals. Moreover, the time spent in SNSs has contributory effect to make social relationship

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between users (Chai & kim, 2012). Therefore, following hypothesis is developed-

H2: Social ties (ST) has a significant effect on KSB.

Sense of Belonging

Lin (2008) defined sense of belonging as a self-realization of being as an individual within the specific community. He added that it defines the relationship for sense of belonging with Knowledge Sharing. Lin (2008) suggested that the higher the degree of belonging an individual has, the greater the chances for sharing knowledge. Chiu et al. (2011) supported that higher sense of belonging increases knowledge sharing participation among the participants. Individual who has high commitment to SNSs usually show his/her higher KS behaviour (Chai & Kim, 2012). Lee et al. (2011) referred, higher enjoyment and feel also increase KS among people. Shen et al. (2010) found positive relationship between senses of belonging towards Knowledge Sharing indicating that friendliness contributes to increase knowledge sharing activities. Based on the discussion following hypothesis emerged-

H3: Sense of belonging (SB) has a significant effect on KSB.

Knowledge Self-efficacy

Hakami et al. (2014)) perceived that self-efficacy has high relationship to knowledge sharing behaviour. It is assumed that people with high self-efficacy believe that their owned knowledge will benefit others and they are more willing to share (Tohidinia, 2010). Knowledge self-efficacy, as believing that, an individual knowledge has the ability to solve problems as well as to make better decisions (Luthans, 2003). Therefore, this study has considered knowledge self-efficacy to have an effect on KSB

H4: Knowledge self-efficacy(KSE) has a significant effect on KSB

Information Privacy

The wish of individuals to manage or have some influence over data about themselves is called information privacy. Information technology's advances have increased the concern information privacy and its impacts. As a result, researchers of information systems have started to explore information privacy issues, along with technical solutions to focus these concerns(France & Robert, 2011). Information Privacy is an individual's claim to control personal information–information identifiable to the individual- is acquired, disclosed or used (Kang, 1998). The ability of users' like- individuals, groups or institutions to decide when, how, and to what extent their information is shared to others is called information privacy. Information privacy refers to restricted access to private information in internet and is a significant reason for user participating in social networking sites (Snyder & Slauson, 2006).

People can and do encounter unpredicted reprimand or even discharge from their positions because of unsuitable actions as a result. According to Chou & Liao (2013) in case of knowledge sharing in social media, information privacy has a significant impact. So, Information privacy is considered in this study, so following hypothesis emerged-

H5: Information privacy(IP) has a significant effect on KSB.

Structural Assurance

Defensive arrangements such as securities, laws, lawful recourses and promises, that are used for promoting transactional success is called structural assurance. For example, there are different legal and technological internet and websites safeguards that are attached with the internet or website. These protective measures secure the internet and website users from privacy loss, identity loss, credit card fraud or any other criminal activities that could happen on the internet. This is usually known as structural assurance (McKnight & Chervany, 2000; McKnight & Chervany, 2001; McKnight et al. 2002). To make feeling safe the internet and websites users in their sharing of knowledge is the objective of structural assurance. If the service providers and the internet can't provide necessary structural assurance ,it will play negative role in stimulating knowledge sharing behaviours (Evangelou & Karacapilidis, 2005). Moreover, in electronic marketing, structural assurance has acted an important role in forming trust (Pavlou, 2002). Customers' belief while making decision on which e-vendors to use is influenced by strong structural assurance provided by these e-vendors. (Gefen et al., 2003). Thus, for maintaining knowledge sharing, structural assurance is taken as major element (So & Bolloju, 2005). In SNSs, structural assurance is known as the internet's structure that ensures user a protected environment (Chai & Kim, 2012). Performance promises, rules, regulations, and legal assurance are the terms of this structure. McKnight et al.(2002) specified that that structural assurance is the protection of SNSs' users from criminal and fraud activities and also from the prevention of loss of privacy and individual identity. As for example, SNSs users must be able to make their information open to the public or limited to certain users and every SNS should provide such kind of options(Tan, 2013). Hara & Hew, (2007) indicated that structural assurance is positively related to knowledge sharing behaviour in SNSs. Ribbink et al., (2004) found that structural assurance have positive impact on the internet use and internet trust. Therefore, following hypothesis emerged-

H6: Structural assurance(SA) has a significant effect on KSB.

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b) Research model

The research model of this study are shown in figure-1 based on the developed hypothesis-

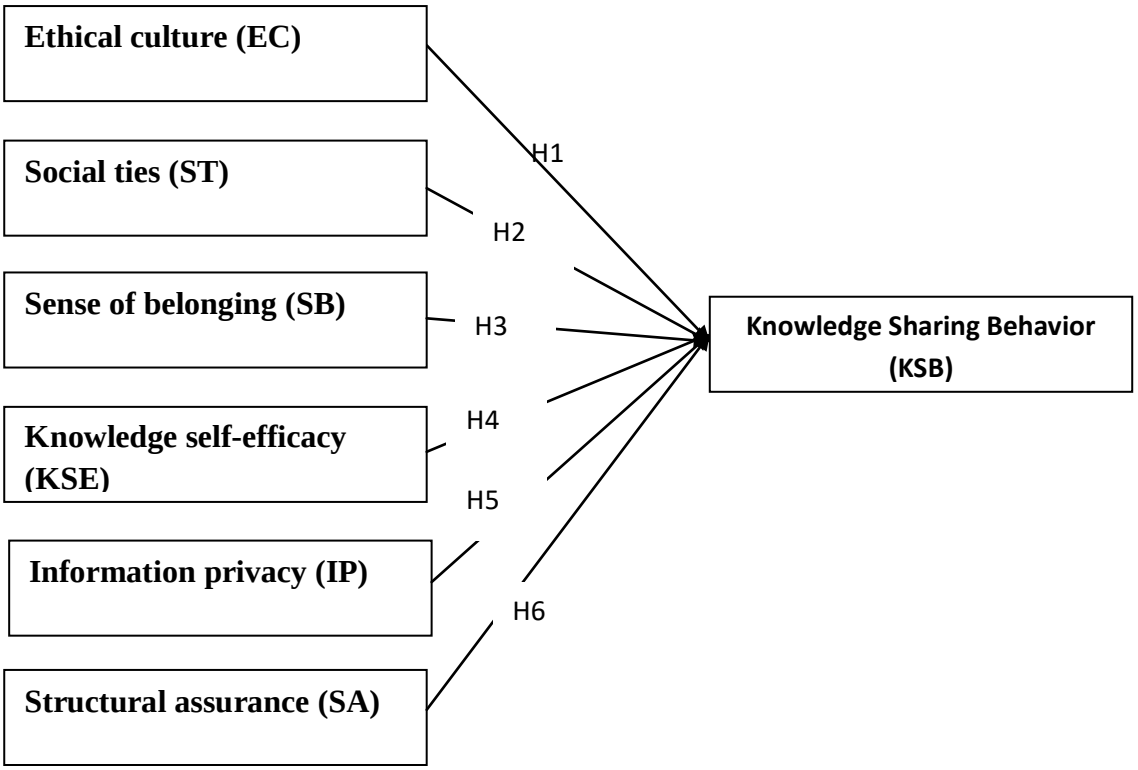


Figure 1: Research model

c) Measurement construct

The measurement construct of the variables taken for this study are developed based on the discussion above. Considering the nature and core facts of each variable the items are taken for this study. This study considered new items rather than the previous one to represent the core theme of the variables, because the previous items were not self-exploratory. As survey method was used, so self- exploratory items will provide more quality data (Duffy et al., 2005). However, the new items were developed through changing and modifying the items of Chai & kim (2012) and Hsua et al. (2007). The measure items for the social and technical variables are given in table-1.

Table 1: Summary of constructs with related items

Constructs	Related items
Ethical Culture (EC)	EC-1: I think individual values is important in knowledge sharing behaviour EC-2: I do believe that individual norms play a vital role in knowledge sharing behaviour EC-3: Individual morality has great impact on knowledge sharing behaviour
Social Ties (ST)	ST-1: Trust to followers shapes knowledge sharing behaviour ST-2: Time one spent in virtual world is judgmental in knowledge sharing attitude ST-3: Frequency of people interaction is one of the vital components in knowledge sharing Attitude
Sense of Belonging (SB)	SB-1: One belongs to a particular group sometimes shape one behavioural pattern in sharing knowledge SB-2: Commitment level to a particular group in knowledge sharing is note worthy SB-3: Comfort level to share his/her thoughts and opinions is very crucial in knowledge sharing trend

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Knowledge Self-Efficacy (KSE)	KSE-1: Individual knowledge sharing ability has influence on sharing thoughts, opinions KSE-2: Capacity one possess to divulge sharing knowledge and information is essential inthis regard
Information Privacy (IP)	IP-1: Privacy one can expect from the network is important in knowledge sharing behaviour IP-2: State law is a stimulus for knowledge sharing behaviour IP-3: Security of shared information is important in knowledge sharing behaviour
Structural Assurance (SA)	SA-1: Safety of connection of particular network used in knowledge sharing segment SA-2: Established rules and regulations used in knowledge sharing has impacted huge

III. Methodology

Both primary and secondary data have been used to answer the research question of this study. For secondary data, various relevant research articles, journals, books, periodicals, magazines have been reviewed. A semi-structured questionnaire has been prepared to collect primary data. A Google form has been used to prepare this questionnaire. The link of this form has been shared with respondents to collect this data. There are various thoughts regarding the sample size. According to Wang & Wang (2018) in order to conduct structural equation modelling (SEM) sample size of more than 150 would be better, whereas Roscoe (1975) argued that total number of items on the study provide the base for calculating sample size. Moreover for collecting good sample size questionnaire link was sent to 270 people. Out of 270, 242 responses have been received thus the response rate is 89.63%. Therefore, the collected responses show a good sample size for conducting the SEM.At first the reliability of the constructs were tested through Cronbach's alpha reliability analysis. Afterwards, a confirmatory factor analysis was conducted in AMOS (version 22) on both measurement model and structural model. The outcome of the CFA provides the base from testing the model fitness of measurement model and also for the testing the hypotheses.

IV. Data Analysis and Discussion

a) *Demographic Analysis*

In our study, out of 242 respondents 54.1% and 45.9% are male and female respectively. In case of age group, 76.4% people grouped into 20-24 years where .4% people are from 40-44 years. Most of the respondents are students which is responsible for 86% of the total response. Among the participants, all have more or less experience in using social networking sites. But 122 participants out of 242 mentioned that they have 4-6 years of experience in this regard. It is needed to refer that 35.5% spent 3-4 hours per day (where less than 1 hour usage rate is 6.6% and more than 14 hours rate is .4%) in social networking sites.

Table 2: Demographic Information

Descriptions		Frequency	Percentage
Gender	Male	131	54.1%
	Female	111	45.9%
Age	15-19	6	2.5%
	20-24	185	76.4%
	25-29	36	14.9%
	30-34	7	2.9%
	35-39	2	.8%
	40-44	1	.4%
	45-49	3	1.2%
	Above 49	2	.8%
Profession	Student	208	86%
	Teacher/Faculty	14	5.8%
	Engineer	3	1.2%
	Business	8	3.3%
	Doctor	3	1.2%
	Others	6	2.5%
Experience in Using Social Networking Sites (In years)	1-3	63	26.0%
	4-6	122	50.4%
	7-9	43	17.8%

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	10-12	8	3.3%
	Above 12	6	2.5%
Hours Spent in Using SNS (Per day)	Less than 1 hour	16	6.6%
	1-2	72	29.8%
	3-4	86	35.5%
	5-6	48	19.8%
	7-8	11	4.5%
	9-10	3	1.2%
	11-12	2	.8%
	13-14	3	1.2%
	Above 14	1	.4%

b) Reliability Analysis

Before conducting the confirmatory factor analysis (CFA) through Structural equation modelling (SEM) the reliability of the construct need to be tested through the cronbach alpha reliability analysis. Following provide the details of the reliability analysis.

Table 3: Reliability Statistics

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.835	.844	16

Table 4: Item-Total Statistics

Item-Total Statistics					
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
EC_1	63.6186	47.309	.348	.248	.831
EC_2	63.6864	47.671	.347	.305	.831
EC_3	63.6864	46.599	.392	.253	.829
ST_1	64.2203	45.151	.436	.298	.827
ST_2	64.4280	46.348	.315	.274	.834
ST_3	63.9661	45.939	.414	.254	.828
SB_1	64.0085	46.340	.417	.238	.828
SB_2	64.2585	45.461	.373	.220	.831
SB_3	63.9195	45.802	.372	.238	.830
KSE_1	63.8093	45.815	.472	.305	.825
KSE_2	64.2246	45.017	.483	.319	.824
SA_1	64.0381	43.782	.568	.444	.819
SA_2	64.2246	45.154	.395	.267	.830
IP_1	63.7500	44.810	.485	.424	.824
IP_2	64.2881	44.844	.447	.309	.826
IP_3	63.6780	45.326	.502	.433	.823

From the reliability statistics (Table 3), the value of Cronbach's alpha coefficient for the 16 items is .835. It means that these items have comparatively high internal consistency. The last column of item-total statistics table (Table 4) entitled 'Cronbach's alpha if item deleted' measures probable value of the Cronbach's alpha, if it is needed to get rid of a particular item. So, from the item-total statistic stable, it is obvious that that none of the values of the column of 'Cronbach's alpha if item deleted' is greater than the current alpha of the whole scale: .835. This indicates that it is not necessary to delete any items. Hence, to measure all construct consistency, the survey questionnaire can be taken as a trustworthy tool.

c) Model fitness measures

After checking the reliability of the constructs, a measurement model was developed in AMOS (version 22) in order to test the fitness of the model. To test the model of this study, structural equation modelling (SEM) was used as SEM test the relationship among the variables through confirmatory factor analysis (Byrne, 2016). Generally, the fitness of measurement model is assessed based on Goodness of fit tests. Chi-square (X2) statistics (/CMIN), degree of freedom (DF),

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significance level (p-value), Comparative fit index (CFI), Standardized root-mean-square residual (SRMR) and Root Mean Square Error of Approximation (RMSEA)(Hair et al., 2010). The estimated value of the measurement model of this study shows excellent model fitness in comparison to the threshold value (shows in table- 5).

Table 5: Model fitness measures of measurement model

Measure	Estimate	Threshold	Interpretation	
CMIN	119.330	--	--	Cut-off criteria taken from (Hair et al., 2010, p.654)
DF	87	--	--	
CMIN/DF	1.372	≤ 3	Excellent	
CFI	0.951	>0.95	Excellent	
SRMR	0.051	<0.08	Excellent	
RMSEA	0.040	<0.06	Excellent	
PClose	0.833	>0.05	Excellent	

d) Hypothesis Testing

After testing the model fitness of the measurement model of this study, the developed hypotheses need to be tested. To test the hypotheses, structural model was developed to illustrate the causal relationship. Then again confirmatory factor analysis was conducted on the structural model. Based on the result of the structural model, the hypotheses were tested. Mainly, hypotheses are tested on the value of the standardized path coefficient, t-statistics and p value. The value of t-statistics should be more than 1.96 and p value should be less than 0.05 in order to be supported (Byrne, 2016). The output value shows the path between EC to KSB (β= .247, t= 6.286, $p < 0.001$), ST to KSB (β= .264, t= 6.652, $p < 0.001$), SB to KSB (β= .128, t= 3.014, $p < 0.05$), KSA to KSB (β= .212, t= 5.050, $p < 0.001$), IP to KSB (β= .179, t= 4.846, $p < 0.001$) and SA to KSB (β= .208, t= 4.187, $p < 0.001$) are all significant. Therefore, all hypotheses are accepted (illustrated in table-6).

Table 6: Hypothesis testing

Hypothesis	Path	Standardized path coefficient (Beta)	T-statistics	Decision
H1	EC —> KSB	.247	6.286***	Supported
H2	ST —> KSB	.264	6.652***	Supported
H3	SB —> KSB	.128	3.014**	Supported
H4	KSA —> KSB	.212	5.050***	Supported
H5	IP—> KSB	.179	4.846***	Supported
H6	SA —>KSB	.208	4.187***	Supported

*Note: ***p < 0.001, ** P<0.05*

V. Implication

This study provides a theoretical contribution on the area of studies relating to social networking and knowledge sharing. This study also shows the significance of the taken factors to the knowledge sharing behaviour. Social and technical factors that are taken into consideration in this study turned significant, which implies that not only social factors but also technical factors affect the knowledge sharing behaviour of SNS users. Whereas, previous studies showed social factors more significant than the technological factors (Chai & kim, 2012). As a methodological contribution, this study shows construct reliability of the newly developed items through reliability analysis and model fitness measures. This study also implies some practical contribution, the outcome of this information provide good insight about the social media users behaviour and the underlying feeding factors which ultimately provide guidance to various group of people (i.e. marketers, organizations focus group, employers etc.) who needs to deal with the behavioural psychology of the SNS users. The output information is also useful to the social networking platform provider to develop, improve and make it interactive through understanding their needs. In order to provide social networking platform to particular community and group, platform provider should consider the offline developed social factors because along with technical factors, as those offline social factors also impact the online behaviour.

VI. Limitation and Future Focus

This study counted several limitations; firstly, this study is cross-sectional, so the long term relationship between the factors cannot be confirmed by this study. Therefore, in future longitudinal studies can be conducted. Secondly, this study didn't test the master validity of the measurement items, which implies that convergent and divergent validity of the newly developed measurement items cannot be confirmed. In future, these validities can be tested to make the items more generalizable. Thirdly, this study used two items

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for Knowledge Self-Efficacy and structural assurance; however use of more items can robust the outcome for generalization as researcher recommend use of at least three items of reflecting a factor(Hair et al., 2010).

VII. Conclusion

In the nutshell, this study aimed to research the socio-technical determinants of the knowledge sharing behaviour of SNS users. To find the answer of the research question this study collected data on the developed items of each factors taken from the previous literature. A SEM was conducted which leads to the outcome of this study. All the considered factors; ethical culture, social ties, sense of belonging, knowledge self-efficacy, information privacy and structural assurance are found as significant factors behind the knowledge sharing behaviour of the SNS users. The finding of this research contributes theoretically, methodologically and practically. A manager can use this paper for getting ideas and make decision on how social networking is used for the organizational engagement along with to realize the factors of social networking engagement. Researchers may find valuable and interesting factors that were previously less prioritized but with the sequence of time those factors are getting more importance.

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Effect of Event Sponsorship on Students

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Abstract- Among all other marketing stunts, sponsorship is a popular one. Due to the increasing student population, the local and multinational companies have a unique opportunity to capture the attention of a massive customer base, to deliver superior value and retain them for life. Here, the influence of event sponsorships on students has been analyzed from some perspectives. It is seen that sponsorships are successful in their agenda of being remembered as a total of 41.8% of the students notice and remember them while 35.4% only notice but do not remember. Among various kinds of events, companies should mostly try to sponsor cultural events followed by sports and music events to get the most attention. As predictable, title sponsors are best remembered by most of the students (62.6%). Nonetheless, food/beverage sponsors are recalled better by a substantial portion which represents 24.5% of students. So, it is better to be a food/beverage sponsor if the company produces food/beverage. A large percentage of students (50.4%) tend to remember the name of the sponsor, but a small portion of them (26.7%) remember the company's message.

Keywords: *effect of sponsorship, students, sponsorship, dhaka, bangladesh.*

GJMBR-E Classification: *JEL Code: M39*



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Effect of Event Sponsorship on Students

Khaled Mahmud [α] & Tazbin Zaman Shouro [σ]

Abstract- Among all other marketing stunts, sponsorship is a popular one. Due to the increasing student population, the local and multinational companies have a unique opportunity to capture the attention of a massive customer base, to deliver superior value and retain them for life. Here, the influence of event sponsorships on students has been analyzed from some perspectives. It is seen that sponsorships are successful in their agenda of being remembered as a total of 41.8% of the students notice and remember them while 35.4% only notice but do not remember. Among various kinds of events, companies should mostly try to sponsor cultural events followed by sports and music events to get the most attention. As predictable, title sponsors are best remembered by most of the students (62.6%). Nonetheless, food/beverage sponsors are recalled better by a substantial portion which represents 24.5% of students. So, it is better to be a food/beverage sponsor if the company produces food/beverage. A large percentage of students (50.4%) tend to remember the name of the sponsor, but a small portion of them (26.7%) remember the company's message. That is why the sponsor's intended message or communication, in any event, should be created and delivered well. Although most of the students do not show interest after the program is over, a substantial number (25.5%) looks up the company and some (11.3%) even dig deeper to know more. A good number of students (34.9%) are likely to get loyal too when they find the product satisfactory. Students, in general, are not very active about communicating their experience of the products, although a substantial portion (30.5%) looks enthusiastic. With some helpful recommendations, this paper expresses that sponsorships are indeed effectual and have a significant impact on the thought process of the buyers, especially when done right.

Keywords: effect of sponsorship, students, sponsorship, dhaka, bangladesh.

I. Introduction

Dhaka, the capital of Bangladesh, is one of the most populated cities in the country and has better opportunities in almost every sector than any other city. As a result, people migrate to Dhaka in hopes of better lives, better living conditions, and better education. Dhaka is home to the country's best educational institutions. The University of Dhaka established in 1921, and the Bangladesh University of Engineering and Technology inaugurated in 1876, both state-controlled are two of the most prestigious institutions of the country that had contributed in the making of the future leaders of the country who have led the nation in various fields. As a result, every year a lot of students from all over the country come to Dhaka with a view to getting admissions in various educational institutions for their higher studies.

Due to the expansion of education facilities by the private sector, a lot of universities under private ownership has been in being since the inception of North South University, the country's first private university in 1995. Since then, various privately owned universities are also providing educational facilities to a large segment of students in both the undergraduate and postgraduate level. However, such facilities are also concentrated in the capital with an objective of attracting the higher population base. Thus, Dhaka's student base is further increasing.

This huge student population base gives local and multinational companies alike a unique opportunity to capture the attention of an enormous loyal customer base, to deliver higher customer value and retain them for life. They get the chance to create a Brand Image that everyone would follow. They can capitalize on this massive student base more since students nowadays have their income sources other than allowances from their parents. And they like to spend their income in various ways.

In the past, students generally brought books, stationeries, clothes, and other similar items for study. Now, students' needs have increased for sure, since they require laptops and desktop computers, smartphones, and even vehicles. Advances in technology have surely led to a big increase in students' expenses. Apart from that, tasting various kinds of foods and beverages have become a predilection for lots of students. Sponsoring an event not only makes the students aware of the company's product but also introduces the company as a workplace to consider after graduation. The companies do not fail to grab all these opportunities.

Marketers have to use sponsorships at different times as a method for product communications. A lot of the sponsorships are directed toward student programs held in schools, colleges, and universities. Since students nowadays generally spend their time on the internet and social media rather than TV, sponsoring events in their institution is a successful way to reach them.

Marketers surely have very high expectations on the return from these sponsorships. The sum of money marketers spend for a program invokes curiosity since there are usually at best a thousand people at these programs. How could the spending be justified at such programs? Again, if compared to the amount of money

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spent on every TV ad slot, it somehow is not that much. Nonetheless, a TV audience is much more in number. So, are the companies getting what they want, that is increased awareness from the students? This study is a fair chance to find that out.

The research aimed at discovering how effective sponsorships are for companies by looking into the customer's perception. After attending a sponsored event, whether the students' perception about the sponsor company gets positively influenced, whether the students' have started buying the company's product, whether they are willing to be a greater stakeholder of the company are the broad questions answered with the help of firsthand data. Research on the effectiveness of event sponsorship that is principally based on university students will surely fill a gap in the literature and instigate further research activities.

II. Literature Review

Sponsoring events has become a budding form of marketing, escalating rapidly in the latest few years, reaching the traditional marketing tools, as advertising and promotions (Roy and Bettina Cornwell, 2003). Sponsorship allows a company to get featured to the media and the general public in other markets that are dissimilar to its specific target market, and thus directly exposes the sponsoring company to diverse consumers outside its market segment (Fill, 2006). According to Meenaghan (1991), undertaking sponsorship activities is an investment, might be in cash or in kind, aimed at accessing the utilizable commercial potential connected to that activity.

Cornwell (2014) believes that an organization initiates sponsorship in the field of marketing with an investment in an event, activity, or person, classically with the prospect of recognition or partnership that supports the marketing objectives of that investor. Moreover, the process of designing a sponsorship program is systematic. It consists of four successive steps, namely setting objectives, determining budget, acquiring a sponsorship, and appraising the sponsorship (Shank and Lyberger, 2014). A study by Amoako et al. (2012) indicates that performance in marketing communication is positively influenced by sponsoring events which, in turn, enhances organizational value.

By surveying 334 children, Simões and Agante (2014) suggested that sponsorship can impact children's perception and purchasing intentions of the advertised brand, especially in the case of unknown brands. Their research indicates that sponsorship influences buying intention for low-involvement products, while affects brand image for high-involvement products. It is also observed that most of the children do not recognize that sponsorship is intended to persuade them to buy the sponsoring company's product (Simões and Agante, 2014).

Rodgers (2003) examined how internet sponsorships exert influence on the consumers and what role sponsor relevance plays in these effects. According to the findings, relevant Internet sponsors were found to be more influential than irrelevant Internet sponsors in terms of three dependent variables i.e. sponsor recall, attitude toward the sponsor and purchase intentions. Two context variables, Web site credibility and intent to return to the site, moderated the linkage factor on sponsor evaluations in that higher levels of the context variables translated to more positive evaluations for relevant sponsors (Rodgers, 2003).

Kahle and Homer (1985) showed the influence of similarity (in terms of beauty), while sponsoring, between the endorser and the product. Such similarity increases effectiveness of advertising, specifically brand recall, recall of arguments in the ad, brand attitude, and purchase intention. Consequently, a rise in brand awareness, brand preferences, brand recall, projection of the company's image and above all goodwill, can be followed by an increase in sales, and subsequently an increase in organizational value. Such course of events indicate that sponsorship positively contributes to the marketing communication performance of a company (Amoako et al., 2012).

Roy and Cornwell (2004) checked event knowledge of consumers to determine whether experts and novices process information of sponsorships differently and whether a sponsor's brand equity impacts perceptions of sponsor–event fit. Six sponsors (three of high equity and three of low equity) were paired with six events. After hypothesis testing, results indicated that experts engender more total thoughts about a sponsor–event combination. For high-brand-equity sponsors, experts and novices do not differ in sponsor–event congruence. Conversely, for low-brand-equity sponsors, event experts perceive less of a match between sponsor and event (Roy and Cornwell, 2004).

Gwinner and Eaton (1999) conducted an assessment on finding out the degree to which a sporting event's image might be transferred, through event sponsorship activity, to a brand. The subjects in the experiment were undergraduate students. Among them the portion that was in sponsorship pairing treatment identified resemblance on brand-event personality components more than the portion that was not revealed to the event-brand sponsorship link. The experiment underpinned the idea that sponsorship brings forth image transfer. Moreover, the transfer gets more robust when the event and the brand in the process proves to be harmonious on either an image or a functional basis.

Since major events offer unique marketing opportunities to the sponsoring companies, it also

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tempts non-sponsoring companies which eventually look for prospects to get connected to the event (ambushing). Humphreys et al. (2010) focused on the effects of strategies that could be used by brands and events to prevent the pernicious effects of ambushing. The study found out a form of message which increases competitor recall while the event serves as a prompt and event recall while the competitor serves as a prompt, given that the message connects the competitor and the event. It also cautions sponsoring firms and event properties that communications aimed to avert ambushing may erroneously reinforce the relationship between an ambusher and an event in the memory (Humphreys et al., 2010).

Consumer behavior is strongly affected by attitudes, which has three components: cognitive (beliefs), affective (emotions) and behavioral tendencies towards the subject. Changing one or more of these components brings a change in attitude. According to Mason (2005), a positive association between the consumer's preferred sports team and the sponsoring company's product can be formed by corporate sport sponsorship. Thus, such sponsorship exerts influence on the affective (emotions) component of consumer behavior. It happens because the consumer's emotional fondness for a sport event or team, that is being sponsored, is likely to be passed on to the product of the sponsoring company, or the company itself (Lardinoit and Derbaix, 2001). Moreover, the cognitive component can also be affected by altering brand beliefs/perceptions. Levin et al. (2001) asserted that there would be a greater impression on the attitude and accordingly the behavior of the consumer given the cognitive components such as thoughts or beliefs are prevalent in the consumer's memory.

In the global system of sports, there are persons or entities related to the organization and the events it organizes. They can be categorized into internal stakeholders, for instance, athletes, clubs, employees, politicians and external stakeholders, for example, communities, media, sponsors, public opinion. Therefore, sponsorship cannot be termed as merely a bilateral relationship between the rights holder and the sponsor; it is rather a multilateral relationship concerning a considerable number of stakeholders in the whole procedure (Ferrand et al., 2006).

An experiment was conducted at the Ski World Championships where it was detected that event visitors who visited booths set up by sponsors or collected product samples seemed to have a higher level of brand equity than those visitors who were only in the vicinity. Coppetti et al. (2004) identified that the perceived rise in brand equity is dependent upon several factors:

- Executional design of the on-site sponsorship campaign,
- Position of the brand formed by brand awareness and image, and
- Marketing activities of rival companies within the same product category.

The study strongly suggested that proper on-site execution has a notable contribution to the success of the program. Coppetti et al. (2004) also suggests that on-site execution should be carried out in a manner so that it directs the consumer's participation toward the brand. In addition, the sponsors ought to deliver a multi-sensory experience with their brand to event visitors which will eventually encourage them to remember the brand message.

Runsbech and Sjölin (2011) state that the impact of negative exposure, resulting from an occurrence related to the sponsored event could be followed by an image transfer, which can have a negative influence on the consumer's attitude toward the sponsoring company. Yet, it does not necessarily indicate that the negative attitude will change buyer behavior. They also deduce that the degree of association transferal between the sponsored entity and the sponsor company would be modified by the intensity of media exposure. Based on the transferal, it gets determined which attitude could change.

III. Objectives

The objectives of the study are:

- To discover the extent to which the students remember event sponsors,
- To recognize the types of events and types of sponsorships most useful for sponsors,
- To analyse whether the students pay attention to sponsors,
- To evaluate whether the students buy the sponsors' products after the event,
- To discern the students' interest in being a greater stakeholder of the sponsor company.

IV. Methodology

The sample for this research was solely constituted of university students. The student community served as an appropriate population because:

- A substantial amount of buying power among students,
- High intention of trying out new products,
- Better connected than other groups, so more likely to help with the survey.

This study is primarily descriptive. Secondary information was used in doing the literature review. Primary data was collected by surveying students from various fields. Then, the data was interpreted and analyzed to get useful information. All the surveys were taken online, using google forms which presented the respondents with a well-structured questionnaire.

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This research on university students has followed non-probabilistic convenience sampling method. Sample size of this study was 318. Students from various fields were approached to take part in the survey. Although BBA, MBA and BSc students constitute the biggest portion of the sample, it can be justified by the fact that most of the population are studying in these fields.

V. Primary Findings

a) *Sample Overview*

Dhaka is the house of the country's best institutions at all levels of education. We have based our study mainly on the students of the University of Dhaka, together with contribution from students of many more universities all over the country.

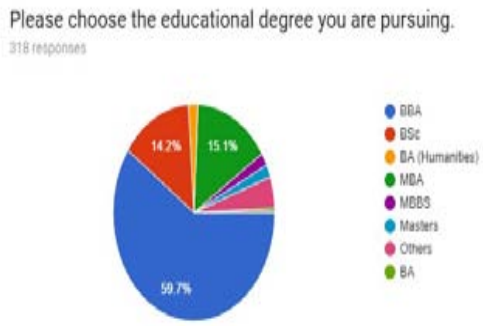


Figure 1

As shown in the chart above most of our responses are based on students studying in BBA (59.7%), second and third highest being students studying MBA (15.1%) and BSc (14.2%) respectively. The rest came from students from BA (Humanities), MBBS, Masters other than MBA and other backgrounds. We chose to focus on these particular fields and institutions as they are the most exposed to various programs and product sponsorships. The programs include case and branding competitions, sports tournaments, graduation and fresher's reception, cultural events, music concerts, etc. Students work collaboratively for organizing these events which require funds. Sponsors provide these funds and the students utilize them to arrange the events.

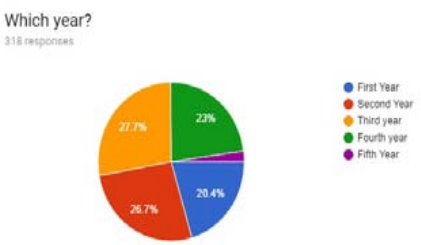


Figure 2

The respondents were almost evenly distributed in terms of their educational year. Most of the university educational programs continue for four years. Only a small number of degrees, e.g., MBBS, Pharmacy take five years to complete. That is why the fifth year has such a low response.

b) *Funding of Events in Educational Institution*

The universities organize various events for their students to attend and to understand the amount of exposure of the students to sponsorships we must first learn how the said events are financed.

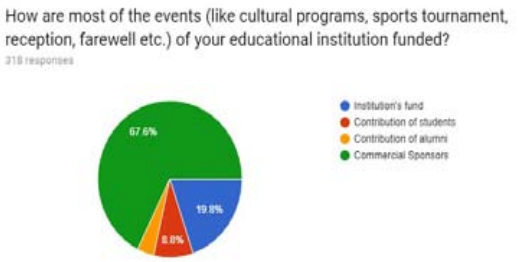


Figure 3

According the chart above, Commercial Sponsors (67.7%) pay for most of the events. This indicates that companies like to invest in such programs as they believe they can successfully create a brand image or strengthen their image through financing these events. It also shows that these students have significant exposure to sponsorship and that the effect sponsorship has on their overall perception can be revealed through this study.

c) *Participants' Remembrance of the Event Sponsors*

A vital part of this study is to find out if the students remember the sponsors after the event is over. The respondents were asked to rate, on a scale of 1-5, how much they remember the sponsors of the events they attend. This question asks for a generic reply which might give only an initial overview of the extent to which the students remember the sponsors of the events they attend.

The response could be interpreted in such a way where one-two says that they are indifferent on the matter meaning they neither notice nor remember the sponsor, three means they notice but do not remember and four-five means they both noticed and remembered the sponsors.

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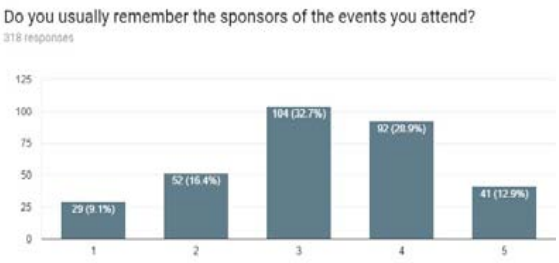


Figure 4

As shown in the graph above, the sponsorships are successful in their agenda of being remembered by a total of 41.8% students, while 32.7% only noticed the sponsors. It means that the majority of the sponsorships are successful in the initial stage of getting into the students' mind.

d) Most Effective Events for Sponsorship

A company can decide to sponsor different events. This study plans to find out the type that is most effective in capturing the attention of individuals.

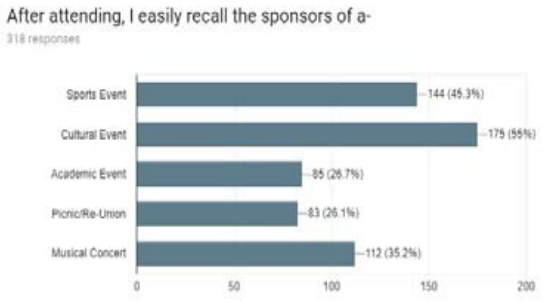


Figure 5

The diagram above shows that the most effective method for companies to advertise or increase their popularity would be to sponsor Cultural events as 55% of the students are likely to recall cultural events, followed by sports (45.3%) and musical (35.2%) events.

e) Most Effective Type of Sponsorship

A company can decide to sponsor an event in different ways such as being a Title Sponsor, a Gift Sponsor, a Food/Beverage Sponsor, or a Media Sponsor. The most effective type of sponsorship can vary according to the kind of event and the company itself.

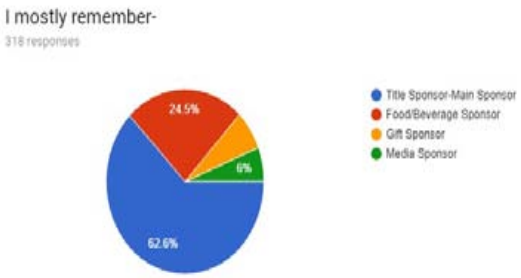


Figure 6

The chart above shows that the most effective type of sponsorship lies in being the Title (Main) Sponsor, with 62.6% of the people saying they remember title sponsors the most. Such a result is apparent since the title sponsor's name is highlighted with the name of the event which certainly catches the eye. 24.5% of the respondents, which is a substantial number, recall the Food/Beverage Sponsor. Also, gift (6.9%) and media (6%) sponsors are better remembered than other sponsors by some individuals.

VI. Do the Students Pay Enough Attention?

a) Paying Attention to the Name of the Sponsor

According to the study done, total 50.4% of the students (4 & 5 in the scale) pay proper attention to the name of the sponsor and 25.2% (3 in the scale) pay a moderate amount of attention, with the rest not paying attention enough to recall the sponsors later. The outcome implies that sponsoring an event will help the company increase its brand image as most of the students pay attention to the name of the brand that sponsored the event.

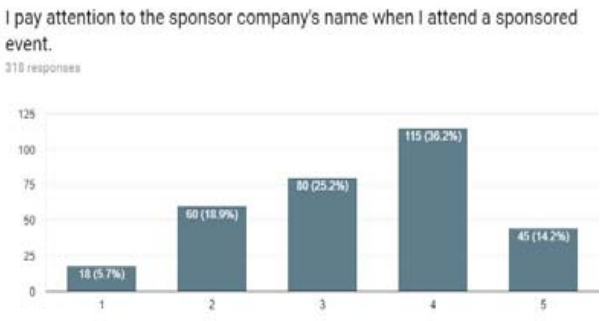


Figure 7

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b) Paying Attention to the Message from the Sponsor

Now, just remembering the name of the brand is not what the company looks for when they decide to sponsor an event. They want to leave a lasting impression on their target audience through the messages they communicate. The message could be an overview of the company for projecting itself reputably to the mass or information about any product(s) with a view to increasing the market share. Whether it being their motto, tagline or products, the sponsors want the audience to remember them through something more than their name.

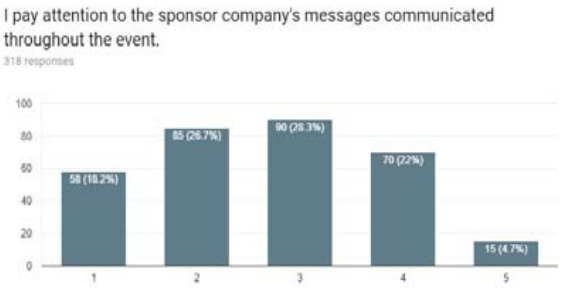


Figure 8

The figure above shows that the audience does not, commonly, remember the message of the sponsor as shown by 38.9% responses (1 & 2 in the scale). 28.3% of the students do remember the message but are indifferent about it, while 26.7% of the students (4 & 5 in the scale) do get the message. It shows that furthering the company's agenda through their message is difficult to do through sponsorships.

c) Further Query about a Sponsor

The next graph shows whether the students make further queries about the sponsor company after the event is over. If the students search for a company after the program is over, it means that they are curious about the company and the sponsorship is successful.

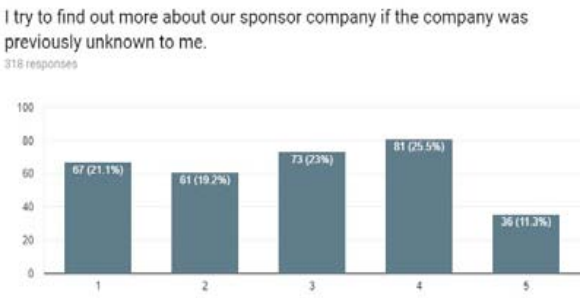


Figure 9

According to the graph, a total of 36.8% of the students are likely to look up the company after the event with 23% being unsure. 40.3% of the students do not seem interested in searching more about the company. This outcome suggests that sponsorships are moderately successful in case of making people more interested in the company and subsequently increase their brand knowledge.

VII. Do the Students Turn into Customers?

a) Better Position in the Customers' Mind

When customers view a company as a sponsor of the event they are attending, it might leave a positive impression in their minds. "The company's contribution as a sponsor portrays them as a successful company capable of sponsoring an event"- whether this perception affects the customer's mind and takes the sponsor to a higher position compared to the competitors is answered by the following chart.

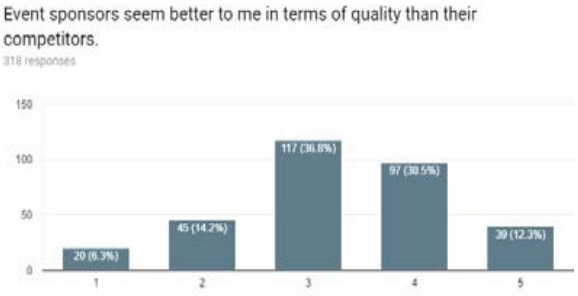


Figure 10

Here, the responses skew towards the positive side. 42.8% of the respondents seem to grow the idea that the sponsor is better than its competitors in the industry. Very few seem to disagree with this. So, the sponsor company gets an advantage over its competitors.

b) Searching for the Sponsor's Product

Companies mainly sponsor an event to create a larger customer base, to increase their market share, to take away their competitors' customers. Sponsoring an event can be called a success if the students look for their products the next time they go to a shop.

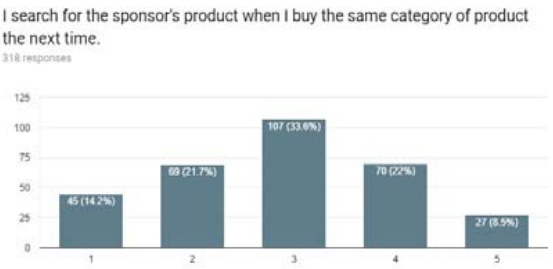


Figure 11

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The graph shows that 8.5% of the people are very likely to search for the company's product when they go shopping the next time, and 22% are also in favor of searching. 33.6% being unsure may mean that they are likely to search when they do not find the product of their choice in the shop.

c) Trying Out the Product Later

Often, products like food or beverage are offered for free in the event for the promotion. The graph above shows the likelihood of the students trying out the product later. With 15.1% being very likely and 37.7% being likely to try out the product. It exposes that sponsorships are indeed useful in changing the buying behavior of the event attendees.

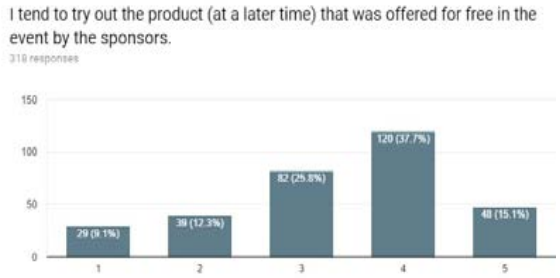


Figure 12

d) Acquiring Loyal Customers

One of the biggest targets of advertising campaigns is to gain the loyalty of the customers and acquire a customer for life. The following graph shows whether past sponsorships have been successful in doing that or not to the respondents of this study.

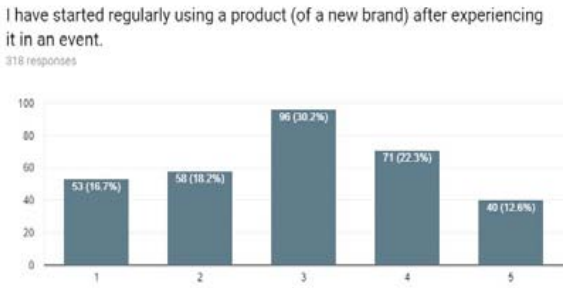


Figure 13

The graph shows that past sponsorships have partially succeeded in changing the loyalty of customers after sponsoring the event. 22.3% of the respondents have become loyal while 12.6% have turned into extremely loyal customers. These numbers prove that sponsorships are effectual in creating loyal customers.

VIII. Being a Greater Stakeholder

a) Word of Mouth

The following graph shows how much the event attendees advocate the sponsors' product.

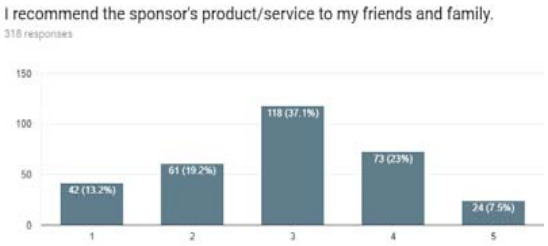


Figure 14

Here, the target group does not seem to be very enthusiastic about communicating the products they knew about or experienced in the events attended. 37.1% of the sample choosing option 3 indicated that they are mostly indifferent about talking to their close ones about the products and services of the sponsor companies. Still, 30.5% respondents (4 & 5 in the scale) seem to talk about the product which is a plus for the sponsor.

b) Buying their Stock

The sample of our study mostly disagrees on buying the stock of the sponsors in the share market.



Figure 15

Their choice might be affected by the typical behavior that the practice of buying shares is not much popular among the young generation in our country. Nonetheless, there is a portion of 19.9% who showed interest in purchasing the sponsor's stock.

c) Joining their Workforce

Attracting the future generation toward them is one of the key reasons for the companies to sponsor events in educational institutions. And, a large portion of the respondents (33.3%) show their interest in joining the sponsor companies. The underlying reason might be that the sponsor companies seem to be more solvent, renowned and active to the attendants of the event. But, the second largest portion (30.5%) is indifferent to this matter. Such an outcome is fathomable because all the sponsors cannot portray themselves accurately to the students.

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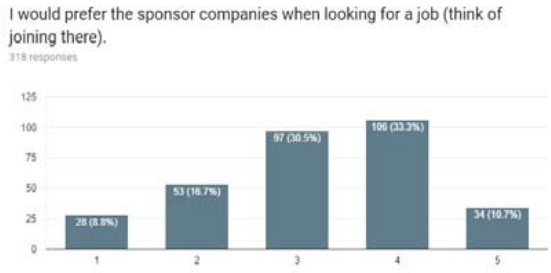


Figure 16

IX. Recommendations

Looking at the interpretations from the derived information, these are the recommendations for the sponsors:

If the company is a food/beverage company, it's better to be a food/beverage sponsor than being a title sponsor. This is because a substantial number of students tend to remember the food sponsors over title sponsors. So, it is a decent chance to make people aware of the company's products which might increase sales.

Academic events aren't that beneficial to invest in compared to cultural, sports or musical programs. So, the sponsors should target at sponsoring cultural, sports, and musical events held at universities.

It is seen that pushing the message communicated in an event into the customers' mind is suggestion for the sponsor companies is to prepare the communications as simple, strong and direct.

Free product offerings in events are very effective since students often like to try the products they experienced in an event later, provided that they like the product.

Whenever free products are offered in an event, it should be of top quality because the sole purpose there is to advertise the best the company has. If the students get a negative perception of the product, and subsequently, the company, it would be nearly impossible to turn them into customers.

X. Conclusion

Nowadays, corporate houses fund a lot of events held in universities. However, they may time to time question the return on their investment in such events. This paper has addressed the issue of return on investment by examining reaction to a sponsor's promotional efforts in an event and the efficacy of the sponsorship. Thus, it tries to evaluate the impact that sponsorship has on the students of this generation. Finally, we can conclude that sponsorships have a noteworthy impression on the thought process of the buyers and bring about a noticeable change in the buying behavior of the customers.

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Impact of Artificial Intelligence in Marketing: A Perspective of Marketing Professionals of Pakistan

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Strictly as per the compliance and regulations of:

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Impact of Artificial Intelligence in Marketing: A Perspective of Marketing Professionals of Pakistan

Muhammad Zafeer Shahid [α] & Gang Li [σ]

Abstract- The emergence of artificial intelligence (AI) has changed the dynamics of the business world. One of the significant applications of AI is in the marketing field that helps in improved performance. The present research is aimed to find out the impact of AI in marketing by including the perspective of marketing professionals of Pakistan. A comprehensive literature review was highlighted which provided a detailed understanding of AI and the use of AI in marketing. Secondly, the researcher used the qualitative research method which involved semi-structured interviews with different marketing professional belonging from different firms of Pakistan. A sample size of 10 is selected and the researcher interviewed ten marketing professionals. The findings of the study highlight the factors contributing in AI integration in marketing, benefits, and challenges of AI integration in marketing, pre and post AI marketing strategy of your company, ethical aspects and usage of AI in the marketing field. The research implies to integrate AI in the marketing functions to improve the performance of the business and thus, achieving profitability and competitive advantage.

I. Introduction

a) Research Background

Artificial Intelligence (AI) is a computer-assisted analytical course that attempts to form automated systems which can be referred to as intelligent. It can also be described as the human intelligence presented in the form of machines. AI is divided into two categories i.e., strong and Weak AI. The former, which is also known as artificial general intelligence, refers to a machine/system with logic, mindfulness, and sensory, and it has intelligence in more domains instead of a particular one. The latter, which is also known as artificial narrow intelligence, refers to machines which have intelligence in a particular domain. The applications of Artificial intelligence use technologies which includes natural language processing, speech recognition, machine learning, robotics, and computer vision. These technologies provide a number of opportunities for business. Machine learning is a method to get artificial intelligence and deep learning is considered one of the branched of machine learning and a method for understanding machine learning. The major emphasis of deep learning is on algorithms driven by the configuration and function performed by the human brain.

Like every other domain, marketing has also been significantly influenced by the introduction of new technologies and this effect will majorly grow in the upcoming years. It is evident that AI has boosted the performance of marketing in different ways. In near future, it is expected that AI will boost the impact, for e.g. Robots will be used as a substitute of salespeople, websites will be updated and reformatted automatically by eye-tracking data. Undoubtedly, the research on marketing will be shifted and become insignificant as the new trends in marketing will emerge due to the AI.

The field of marketing is and will be changing rapidly with the changes and advancement in AI. The pace of this change will also transform the overall landscape of marketing in academics, research, and business context. This will be a major challenge for the organizations to transform according to the changing landscape of marketing. The companies will have to train their employees constantly with the emergence of new technology. Working with AI is not perceived as science fiction but instead, it is viewed as a reality which will become a necessity for survival. The employees of marketing have to understand and learn to enhance and match their skills for AI and robots to be ready for the near future. The present environment is very interesting and challenging. The paper will examine the impact of AI on marketing by taking the perspectives of marketing professional of Karachi, Pakistan.

In order to provide this research a proper structure, this research is divided into five different chapters.

Chapter one: This purpose of this chapter is to provide a detailed introduction to the topic.

Chapter two: The purpose of the chapter is to provide the existing state of the art of the topic. The chapter first highlights the theory that is relevant to the research questions. The chapter then provides the empirical studies relevant to the research questions. Lastly, the chapter will show the theoretical model of the research.

Chapter three: The purpose of the chapter is to provide the materials and methods to conduct the topic. The chapter will consist of a research plan, design, approach, and strategies.

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Chapter four: This chapter is focused to provide the analysis of the data collected for the study.

Chapter five: The last chapter will be focused on drawing the conclusion from the findings of the research.

b) Problem Statement

The Artificial intelligence (AI) has its application in different processes in business within various functional areas and business functions. One of them is marketing, which is considered as the core of the business. The Artificial intelligence (AI) is changing the landscape of marketing and will completely transform in near future. Although marketing is the major business applications within AI today and early adopters are attempting to create value from it (Bughin et al. (2017), the literature on this aspect are scarce where both of the disciplines are combined (Wierenga, 2010). Wierenga (2010) also pointed out there are not a sufficient publication for AI in marketing and marketing in AI literature. According to Martínez-López & Casillas (2013), it has been reported that Scopus had less than 50 articles related to marketing and AI in business related journals. After that, the research related to the topic in Scopus has increased but it is still under 100. Martínez-López & Casillas (2013) stated that there is a need of more studies that show the impact of AI on marketing considering that there is a scarcity of the research in the literature and the potential of the combination in making marketing decisions. The research will be addressing this important issue by taking the perspective of marketing professional of Karachi, Pakistan.

c) Research Objectives

The research is aimed to research the following objectives:

- To find out the impact of Artificial intelligence on Marketing.
- To recommend solutions or strategies for the effective use of AI technologies in marketing.

d) Research Questions

The research will be addressing the following questions:

1. What is the impact of Artificial intelligence on Marketing ?
2. What is the recommendation for the effective use of AI technologies in marketing?
3. What are the different challenges inthe use of AI technologies in marketing ?

II. Literature Review

a) Artificial Intelligence (AI)

As stated by Demis Hassabis, who is the founder of Deepmind – the AI Company of Google, "Artificial intelligence is the art to make machines intelligent (Ahmed, 2015)." It is the most widely accepted definition and also a well-fitting since AI is a broader term used for a number of a variety of indicators. Under the AI, there are some subcategories including machine learning and deep learning which manufacture real-world apps of AI, including search suggestions, voice recognition, virtual assistants and image recognition.

The term, AI, refers to the computer-assisted analytical course that attempts to form automated systems which can be labeled as intelligent. It is the automated system that inputs data to conduct tasks of intelligent beings in a manner that increases the success rate. According to Guruduth Banavar, supervisor of AI research by IBM, there are a broader variety of various types of Artificial intelligence, therefore, it can be considered as a collection of technologies (Kaput, 2016). These technologies have various functions and come in a variety of prices, but the aim of all of them is almost the same which is to mimic human intelligence in technologies to make the functions intelligent.

The progressions made in AI and its executions in various domains have resulted in the advancement of AI technologies that is evident to be valuable and beneficial for marketing professionals. Since more emphasis is on digital marketing as compared to the traditional methods of marketing, the ample data is there for usage of AI technologies. AI technologies have the ability to help marketing managers in various functions including lead generation, market research, social media controlling and customization of consumer experiences (Sterne, 2017). AI technologies in the field of marketing can be broadly classified to customized AI systems for the customized usage and to vendor provided and software-as-a-service (SaaS) solutions which includes AI aspects. Customized and real AI technologies can be manufactured by the internal AI department of companies, outsource providers or it can either be a mix of both. The various vendor-provided solutions of AI also need customization for personal usage cases (Sterne, 2017). A majority of software houses and providers has given a lot in AI and technology organization such as IBM is giving their own marketing computerized solution with IBM Watson Campaign Automation. IBM Watson Campaign Automation has AI by default which is built in the solution.

Salesforce, which is considered as the leading provider of Customer Relationship Management (CRM) software has also begun to provide AI service along with the Salesforce Einstein, which is also executed in the solution (Sterne, 2017). Paul Roetzer, who is the CEO of Marketing Artificial Intelligence Institute, came up with the structure for AI in marketing which is commonly known as 5Ps of Marketing AI. The structure was formed for simplifying and visualizing the ground and it is in line with the research carried out with different AI companies

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and engineers on how marketing can take benefit from AI (Roetzer, 2017).

In today's world, AI is used to support marketing managers in various tasks and operations including digital marketing (buying), web development, SEO, external email marketing, lead generation, social media monitoring and A/B testing (Davenport, 2017).

b) AI in Marketing

The earlier concepts and principles have been examined to tackle the marketing related issue since a very long time (Wierenga & van Bruggen, 2000) but the major usage and implementation of AI in marketing have begun to arise in past few years (Wierenga, 2010). AI has been implemented in most of the companies in today's world but there is still not a high-level of implementation in different companies. Different marketers have shown their interest in adopting AI soon and around 98% of them are now preparing for executing it completely. Whereas, only 20% of the marketers have implemented one or more AI solutions in 2017 in the business (Bughin, McCarthy & Chui, 2017). The mismatch between the preparation and execution acts as a major pointer that it is not very late for the implementation of AI in marketing, opposing to the fact that how the major buzz about AI may result in believing of people that they need to implement it very soon. However, applications of AI in the field of marketing are quickly developing with a number of different software and services coming up for the companies to use for their brands. The researchers also predicted that 2018 and the coming years will be a turning point in the diffusion of AI in the field of marketing.

As marketing is the combination of qualitative as well as quantitative aspects, it provides a distinctive chance for AI to grow to the domains where it is not sufficient with only econometrics (Wierenga, 2010). The major AI applications in the field of marketing today include neural networks, case-based reasoning and expert system (Wierenga, 2010) and in a practical manner, AI has been used to enhance and upgrade the outdated methods of marketing (Hoanca & Forrest, 2015). Bughin, Hazan, Manyika & Woetzel (2017) stated that with the help of AI, companies can be successful in creating customized marketing campaigns by analyzing the data. AI will also help in improving yield management by presenting dynamic pricing and give excellent customer service. Marketing management needs the decision makers related to the market to solve the issues and lead marketing decisions (Wierenga & van Bruggen, 2000). The software which has been highly recognized in the marketing is marketing management support systems (MMSS)which allows the managers to make the decisions, analyze the data and information with the help of AI (Wierenga & van Bruggen, 2000). More precisely, it is a knowledge-driven tool which helps in the decision making through examining the information with the improvement of AI.

III. Methodology

In order to conduct this research, the researcher adopted a qualitative research method. Qualitative method is primarily exploratory research which is adapted to gain an understanding of the reasons, perspectives, and opinions to solve the research problem. Since the objective of the research is to include the perspective of the marketing professionals to know about the impact of AI in marketing, qualitative research is the best choice. For data collection, the research is including primary as well as secondary sources. The researcher collected primary data as a first time getting data to solve the research problem and this information was gathered from the interview method. In addition, different articles, journals, books, websites and blogs are included as a secondary data source.

The interviews are conducted with the marketing professionals of the companies in Pakistan. A sample size of 10 participants was selected and the interviews were conducted from 10 marketing professionals of Pakistan. The researcher used a purposive sampling method where the respondents are included in the research to serve a specific purpose. The basic criteria to include respondent for the study was that they must belong to the company where AI is implemented in the marketing function. The rationale behind this was that the marketers who are experiencing the AI implementation would be able to provide a better perspective on the impact of AI on marketing.

The interview method was used where the series of open-ended questions prepared for the respondents. However, the researcher was prepared to add additional questions in the interview depending on the context in order to follow the inductive research method, where there is no limitation of the existing theories. The research is cross-sectional in nature, therefore; a duration of one month is allocated to collect the data from the respondents.

IV. Data Analysis

In this section, the analysis from the collected data from the respondents of the research is presented. The interviews included ten marketing professionals from ten different organizations of Pakistan. The overview of the respondent profile is given in Table 1.

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Table 1: Profile of the respondents

Respondents	Name	City -Country	Industry	Position	Years of Experience
Respondent 1	Saleem Ashfaq	Karachi - Pakistan	Consumer Goods	Marketing Director	7 years
Respondent 2	Waqar Haider	Karachi - Pakistan	Consumer Goods	Head of Marketing	11 years
Respondent 3	Sumera Ali	Karachi - Pakistan	IT	Marketing Manager	3 years
Respondent 4	Saqlain Rizvi	Karachi - Pakistan	Consumer Services	Marketing Manager	4 years
Respondent 5	Fatima Mehmood	Karachi - Pakistan	IT	Marketing Executive	2 years
Respondent 6	Rija Bakhtiar	Karachi - Pakistan	IT	Marketing Director	7 years
Respondent 7	Saad Siddiqui	Karachi - Pakistan	IT	Marketing Specialist	3 years
Respondent 8	Ali Hassan	Karachi - Pakistan	Consumer Goods	Assistant Marketing Manager	2 years
Respondent 9	Umaima Ashfaq	Karachi - Pakistan	Consumer Goods	Marketing Manager	6 years
Respondent 10	Saba Tehniat	Karachi - Pakistan	Electronics	Marketing Head	9 years

a) Interview Analysis

This section provides a detailed analysis of the interview. The major questions of the interview are stated below that are analyzed in detail in this section:

- What are the influential factors in integrating AI in marketing?
- What are the major benefits of integrating AI in marketing?
- What are the major challenges of integrating AI in marketing?
- What are the ethical aspects of integrating AI in marketing?
- What are the uses of AI in the marketing functions of your company?
- What are the pre and post AI marketing strategy for your company?
- What is the impact on marketing volume and expenditure of the company pre and post-AI ?

i. *Influencing factors in integrating AI in Marketing*

According to the respondents, the major influencing factor in integrating AI in marketing is a competitive pressure. Many companies feel the pressure from the competing firms to integrate AI in marketing. "There is a sense of urgency among competing firms to integrate AI in the marketing process," said Sumera.

According to Saad Siddiqui, he has noticed that management of the company has begun to push to integrate AI in marketing and the media attention, competitive pressure and digital maturity are the reasons of their inclination towards the integration.

Regarding external and competitors' pressure, Ali Hassan spoke about it and the hype to integrate AI in marketing functions. He stated, "Firms are now talking about this important phenomenon and they are now using it in the marketing functions. The pressure from the competitors is the major factor as the company realized in order to differentiate themselves from other competing firms; they have to integrate AI in their marketing functions."

Pressure from the customers was not evident but from the experience, Umaima Ashfaq stated that the company knew that customers seek the firms with the best offerings and performance and thus, they felt the urge to integrate AI related software.

ii. *Benefits of integrating AI in Marketing*

When asked about the benefits of integrating AI in marketing, different responses were gathered from the respondents. According to Rija Bakhtiar, while integrating AI in marketing functions, the company believed that AI would be helpful in increasing efficiency and save time in the marketing functions and it is now evident that AI helped the company in improved marketing processes.

Saba Tehniat stated that the benefits of integrating AI-based software in our company helped in improving conversion rates, a better understanding of

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customer information and marketing decision more feasible. Most importantly, it helped in increasing the ROI.

Waqar Haider said that the benefits of AI integration are insights and marketing decisions.

Saqlain Rizvi highlighted the major benefit from AI adoption in marketing is the insights. The insights provided by the AI-based software can be used in different functions including pricing and new product development.

The major advantage of adopting AI-based software in marketing according to Saleem Ashfaq is that through AI, the company is able to provide the enhanced service and give more value to customers which lead to the maximum level of satisfaction from the customers. Other benefits include improved data analysis and effective handling of marketing processes.

iii. *A major challenge of AI integration in Marketing*

Technical compatibility is considered as the major challenge in AI integration according to the respondents. According to Waqar Haider, the company worked on making it easy to incorporate their system with the major CRM system in order to handle the compatibility issue. It is still the major challenge for us and the company has been working on it continuously to make the process better.

Fatima Mehmood stated that complex software and IT system also becomes a major challenge. Thus, it is important for the companies to work for compatibility issues.

Four respondents stated that the lack of technical skills in a team also posits the greatest challenge for overall marketing functions after the AI integration. According to Saad Siddiqui, the company must train their marketing team in order to prepare them before the adoption process of AI. Adoption of new technology in a company is indeed a process of change and it is highly important to understand the challenges beforehand and handle those challenges effectively. The companies should not be reluctant in embracing new technology in order to get a competitive advantage.

Respondents also argued that it is important to have data in place as it is the most important part of AI thus, according to them, data is also the biggest challenge.

iv. *Ethical Aspect of AI in Marketing*

According to the respondents, data is the major ethical aspect to take into account concerning the customers. According to Saleem Ashfaq, the company collects the data anonymously in order to solve this issue which means the data is not matched with the users who generate it. Ashfaq also stated that their major objective is to include an insignificant amount of personal data.

Saba Tehniat highlighted two different ethical aspects of AI in marketing. According to her, ethical issues should be considered as they are highly important but she believes that the companies do not consider those issues when they plan to adopt knowledge-driven AI software. The major aspect of ethics is the use of data in the marketing environment. Secondly, the decision regarding the choice of AI has become too complicated to understand, even for the development team. The may become the biggest challenge if a company does not consider the unethical choices made.

Umaima Ashfaq also stated that data is the major ethical aspect of AI in marketing and it needs to be considered in the overall process. She stated that the company already thought about the ethical aspect before even adopting the new system and the basic principle of the company was not to gather the personal data of customers. She further added that it is highly important to communicate the ethical queries to the customer. Thus, our company shares the detail to the customer that what type of data is going to be collected from them.

v. *Usage of AI in marketing functions*

According to the respondents, AI has made the marketing function more effective and it is used in almost all the important marketing functions. They stated that AI helps in developing the sales and marketing strategies that drive substantial improvements in business performance.

According to Rija Bakhtiar, AI has been used in all the marketing related activities which include pricing, promotion, distribution, and product planning and development. Ali Hassan stated that AI is dominantly used in the Digital platform, advertisement function, and customer relationship management.

Sumera stated that AI is majorly used in Digital marketing which includes content curation, email marketing, digital advertising, web design, Chatbots, and Predictive Analysis.

vi. *Pre and post AI marketing strategy*

Indeed, the execution of AI in marketing change the dynamics of overall business. Similarly, it also changes the strategies designed by the company. According to Sumera Ali, before adopting AI in marketing, the strategies were focused to increase marketing resources and extend product assortments. After the adaptation of AI, the business intelligence attracted the marketing managers and they got a deeper understanding related to the marketing, sales and operation trends. From the data, they developed the predictive models to notice the future strategies.

The response received by Fatima Mehmood is worth mentioning. She stated that AI has brought a 360-degree change in the marketing of the company. As customer service was the main priority and the strategies were designed to provide the best customer service, the organization made a decision to invest in AI

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in terms of customer service and they observed a noticeable improvement in customer service. It helped in improving responsiveness and efficiency. Moreover, the company is also making future investment decisions of AI. According to Ali Hassan, the market strategy was focused on long-term customer value and refocusing marketing efforts on new manners of communication before the implementation of AI. After the implementation of AI, the company started focusing on social media reach, personalization, collecting better data, SEO, payment processes and improvement in sales and all the strategies are focused towards them after the adaptation of AI.

vii. *Impact on marketing volume and expenditure of the company pre and post-AI*

The adaptation of AI in marketing has indeed increased the marketing expenditure of the company while acquiring but it has significantly reduced the marketing cost. As stated by Saba Tehniat, before the implementation of AI in marketing, the company faced a high cost of marketing and the team was focusing to decrease the marketing cost. After AI, it was easier to get the data to make different marketing decisions. It not only helped in reducing marketing cost but also helped in achieving the marketing objectives. According to Waqar Haider, our company has a major emphasis on the digital platform and our strategies were focused to provide the engaging content and improve the customer services. Before AI, a number of human resources were involved in the tasks of the digital platform for e.g. collecting real data. After the adaptation of AI, it helped in saving different cost and thus, improved the efficiencies and reaching the marketing objectives. According to Saleem Ashfaq, the acquisition of AI was costly but it has brought great benefits to the marketing of the company. It has made tasks easier and helped in saving significant marketing cost. In addition, it helped in providing a clear direction for the future of marketing and overall sales of the company.

V. Conclusion and Recommendations

The aim of the paper was to find out the impact of AI on marketing by including the perspective of marketing professionals of Pakistan. In order to reach the objective of the research and to answer the research questions, different steps were followed. At first, a comprehensive literature review was highlighted which provided a detailed understanding of AI and the use of AI in marketing by including the perspective of different researchers. Secondly, the researcher used the qualitative research method which involved semi-structured interviews with ten different marketing professional belonging from ten different firms of Pakistan.

The major findings of the research showed that the major influencing factors in integrating AI in marketing area competitive pressure, media attention, digital maturity, and customers. On the findings related to the benefits of integrating AI in marketing, different responses were gathered from the respondents. The major benefits according to the marketing professionals are increasing efficiency, time-saving in the marketing functions, improving conversion rates, a better understanding of customer information, making marketing decision more feasible, increasing the ROI, insights, enhanced service and customer satisfaction. Other benefits include improved data analysis and effective handling of marketing processes. On a question related to the biggest challenge of AI integration in marketing, technical compatibility is considered as the major challenge in AI integration according to the respondents. Respondents also argued that it is important to have data in place as it is the most important part of AI thus, according to them, data is also the biggest challenge. According to the respondents, data is the major ethical aspect to take into account concerning the customers. On the question related to the usage of AI in the marketing of the company, respondents stated that AI has made the marketing function more effective and it is used in almost all the important marketing functions. They stated that AI helps in developing the sales and marketing strategies that drive substantial improvements in business performance.

The above findings highlight the importance of AI in the marketing of businesses. AI has transformed the landscape marketing and helps in updating the outdated methods of marketing. This will be a major challenge for the organizations to transform according to the changing landscape of marketing. The organizations need to prepare themselves for the future and train their employees constantly with the emergence of innovation. The research has positively contributed to the existing literature by filling the existing gaps present in the literature by taking the marketing professional's perspective on the impact of AI in marketing. This highlighted the importance of AI in marketing and the major benefits associated with the integration. In addition, major challenges, ethical aspects, and usages provided a guideline to the companies to adopt AI in marketing. It is recommended to the firms to follow the aspects and challenges while integrating AI in marketing.

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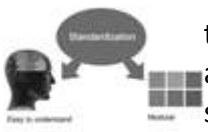
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7. Revise what you wrote: When you write anything, always read it, summarize it, and then finalize it.

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10. Use proper verb tense: Use proper verb tenses in your paper. Use past tense to present those events that have happened. Use present tense to indicate events that are going on. Use future tense to indicate events that will happen in the future. Use of wrong tenses will confuse the evaluator. Avoid sentences that are incomplete.

11. Pick a good study spot: Always try to pick a spot for your research which is quiet. Not every spot is good for studying.

12. Know what you know: Always try to know what you know by making objectives, otherwise you will be confused and unable to achieve your target.

13. Use good grammar: Always use good grammar and words that will have a positive impact on the evaluator; use of good vocabulary does not mean using tough words which the evaluator has to find in a dictionary. Do not fragment sentences. Eliminate one-word sentences. Do not ever use a big word when a smaller one would suffice.
Verbs have to be in agreement with their subjects. In a research paper, do not start sentences with conjunctions or finish them with prepositions. When writing formally, it is advisable to never split an infinitive because someone will (wrongly) complain. Avoid clichés like a disease. Always shun irritating alliteration. Use language which is simple and straightforward. Put together a neat summary.

14. Arrangement of information: Each section of the main body should start with an opening sentence, and there should be a changeover at the end of the section. Give only valid and powerful arguments for your topic. You may also maintain your arguments with records.

15. Never start at the last minute: Always allow enough time for research work. Leaving everything to the last minute will degrade your paper and spoil your work.

16. Multitasking in research is not good: Doing several things at the same time is a bad habit in the case of research activity. Research is an area where everything has a particular time slot. Divide your research work into parts, and do a particular part in a particular time slot.

17. Never copy others' work: Never copy others' work and give it your name because if the evaluator has seen it anywhere, you will be in trouble. Take proper rest and food: No matter how many hours you spend on your research activity, if you are not taking care of your health, then all your efforts will have been in vain. For quality research, take proper rest and food.

18. Go to seminars: Attend seminars if the topic is relevant to your research area. Utilize all your resources.

19. Refresh your mind after intervals: Try to give your mind a rest by listening to soft music or sleeping in intervals. This will also improve your memory. Acquire colleagues: Always try to acquire colleagues. No matter how sharp you are, if you acquire colleagues, they can give you ideas which will be helpful to your research.

20. Think technically: Always think technically. If anything happens, search for its reasons, benefits, and demerits. Think and then print: When you go to print your paper, check that tables are not split, headings are not detached from their descriptions, and page sequence is maintained.

21. Adding unnecessary information: Do not add unnecessary information like "I have used MS Excel to draw graphs." Irrelevant and inappropriate material is superfluous. Foreign terminology and phrases are not apropos. One should never take a broad view. Analogy is like feathers on a snake. Use words properly, regardless of how others use them. Remove quotations. Puns are for kids, not grunt readers. Never oversimplify: When adding material to your research paper, never go for oversimplification; this will definitely irritate the evaluator. Be specific. Never use rhythmic redundancies. Contractions shouldn't be used in a research paper. Comparisons are as terrible as clichés. Give up ampersands, abbreviations, and so on. Remove commas that are not necessary. Parenthetical words should be between brackets or commas. Understatement is always the best way to put forward earth-shaking thoughts. Give a detailed literary review.

22. Report concluded results: Use concluded results. From raw data, filter the results, and then conclude your studies based on measurements and observations taken. An appropriate number of decimal places should be used. Parenthetical remarks are prohibited here. Proofread carefully at the final stage. At the end, give an outline to your arguments. Spot perspectives of further study of the subject. Justify your conclusion at the bottom sufficiently, which will probably include examples.

23. Upon conclusion: Once you have concluded your research, the next most important step is to present your findings. Presentation is extremely important as it is the definite medium though which your research is going to be in print for the rest of the crowd. Care should be taken to categorize your thoughts well and present them in a logical and neat manner. A good quality research paper format is essential because it serves to highlight your research paper and bring to light all necessary aspects of your research.

Informal Guidelines of Research Paper Writing

Key points to remember:

- Submit all work in its final form.
- Write your paper in the form which is presented in the guidelines using the template.
- Please note the criteria peer reviewers will use for grading the final paper.

Final points:

One purpose of organizing a research paper is to let people interpret your efforts selectively. The journal requires the following sections, submitted in the order listed, with each section starting on a new page:

The introduction: This will be compiled from reference matter and reflect the design processes or outline of basis that directed you to make a study. As you carry out the process of study, the method and process section will be constructed like that. The results segment will show related statistics in nearly sequential order and direct reviewers to similar intellectual paths throughout the data that you gathered to carry out your study.

The discussion section:

This will provide understanding of the data and projections as to the implications of the results. The use of good quality references throughout the paper will give the effort trustworthiness by representing an alertness to prior workings.

Writing a research paper is not an easy job, no matter how trouble-free the actual research or concept. Practice, excellent preparation, and controlled record-keeping are the only means to make straightforward progression.

General style:

Specific editorial column necessities for compliance of a manuscript will always take over from directions in these general guidelines.

To make a paper clear: Adhere to recommended page limits.

Mistakes to avoid:

- Insertion of a title at the foot of a page with subsequent text on the next page.
- Separating a table, chart, or figure—confine each to a single page.
- Submitting a manuscript with pages out of sequence.
- In every section of your document, use standard writing style, including articles ("a" and "the").
- Keep paying attention to the topic of the paper.



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- Use paragraphs to split each significant point (excluding the abstract).
- Align the primary line of each section.
- Present your points in sound order.
- Use present tense to report well-accepted matters.
- Use past tense to describe specific results.
- Do not use familiar wording; don't address the reviewer directly. Don't use slang or superlatives.
- Avoid use of extra pictures—include only those figures essential to presenting results.

Title page:

Choose a revealing title. It should be short and include the name(s) and address(es) of all authors. It should not have acronyms or abbreviations or exceed two printed lines.

Abstract: This summary should be two hundred words or less. It should clearly and briefly explain the key findings reported in the manuscript and must have precise statistics. It should not have acronyms or abbreviations. It should be logical in itself. Do not cite references at this point.

An abstract is a brief, distinct paragraph summary of finished work or work in development. In a minute or less, a reviewer can be taught the foundation behind the study, common approaches to the problem, relevant results, and significant conclusions or new questions.

Write your summary when your paper is completed because how can you write the summary of anything which is not yet written? Wealth of terminology is very essential in abstract. Use comprehensive sentences, and do not sacrifice readability for brevity; you can maintain it succinctly by phrasing sentences so that they provide more than a lone rationale. The author can at this moment go straight to shortening the outcome. Sum up the study with the subsequent elements in any summary. Try to limit the initial two items to no more than one line each.

Reason for writing the article—theory, overall issue, purpose.

- Fundamental goal.
- To-the-point depiction of the research.
- Consequences, including definite statistics—if the consequences are quantitative in nature, account for this; results of any numerical analysis should be reported. Significant conclusions or questions that emerge from the research.

Approach:

- Single section and succinct.
- An outline of the job done is always written in past tense.
- Concentrate on shortening results—limit background information to a verdict or two.
- Exact spelling, clarity of sentences and phrases, and appropriate reporting of quantities (proper units, important statistics) are just as significant in an abstract as they are anywhere else.

Introduction:

The introduction should "introduce" the manuscript. The reviewer should be presented with sufficient background information to be capable of comprehending and calculating the purpose of your study without having to refer to other works. The basis for the study should be offered. Give the most important references, but avoid making a comprehensive appraisal of the topic. Describe the problem visibly. If the problem is not acknowledged in a logical, reasonable way, the reviewer will give no attention to your results. Speak in common terms about techniques used to explain the problem, if needed, but do not present any particulars about the protocols here.

The following approach can create a valuable beginning:

- Explain the value (significance) of the study.
- Defend the model—why did you employ this particular system or method? What is its compensation? Remark upon its appropriateness from an abstract point of view as well as pointing out sensible reasons for using it.
- Present a justification. State your particular theory(-ies) or aim(s), and describe the logic that led you to choose them.
- Briefly explain the study's tentative purpose and how it meets the declared objectives.

Approach:

Use past tense except for when referring to recognized facts. After all, the manuscript will be submitted after the entire job is done. Sort out your thoughts; manufacture one key point for every section. If you make the four points listed above, you will need at least four paragraphs. Present surrounding information only when it is necessary to support a situation. The reviewer does not desire to read everything you know about a topic. Shape the theory specifically—do not take a broad view.

As always, give awareness to spelling, simplicity, and correctness of sentences and phrases.

Procedures (methods and materials):

This part is supposed to be the easiest to carve if you have good skills. A soundly written procedures segment allows a capable scientist to replicate your results. Present precise information about your supplies. The suppliers and clarity of reagents can be helpful bits of information. Present methods in sequential order, but linked methodologies can be grouped as a segment. Be concise when relating the protocols. Attempt to give the least amount of information that would permit another capable scientist to replicate your outcome, but be cautious that vital information is integrated. The use of subheadings is suggested and ought to be synchronized with the results section.

When a technique is used that has been well-described in another section, mention the specific item describing the way, but draw the basic principle while stating the situation. The purpose is to show all particular resources and broad procedures so that another person may use some or all of the methods in one more study or referee the scientific value of your work. It is not to be a step-by-step report of the whole thing you did, nor is a methods section a set of orders.

Materials:

Materials may be reported in part of a section or else they may be recognized along with your measures.

Methods:

- Report the method and not the particulars of each process that engaged the same methodology.
- Describe the method entirely.
- To be succinct, present methods under headings dedicated to specific dealings or groups of measures.
- Simplify—detail how procedures were completed, not how they were performed on a particular day.
- If well-known procedures were used, account for the procedure by name, possibly with a reference, and that's all.

Approach:

It is embarrassing to use vigorous voice when documenting methods without using first person, which would focus the reviewer's interest on the researcher rather than the job. As a result, when writing up the methods, most authors use third person passive voice.

Use standard style in this and every other part of the paper—avoid familiar lists, and use full sentences.

What to keep away from:

- Resources and methods are not a set of information.
- Skip all descriptive information and surroundings—save it for the argument.
- Leave out information that is immaterial to a third party.

Results:

The principle of a results segment is to present and demonstrate your conclusion. Create this part as entirely objective details of the outcome, and save all understanding for the discussion.

The page length of this segment is set by the sum and types of data to be reported. Use statistics and tables, if suitable, to present consequences most efficiently.

You must clearly differentiate material which would usually be incorporated in a study editorial from any unprocessed data or additional appendix matter that would not be available. In fact, such matters should not be submitted at all except if requested by the instructor.



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Content:

- Sum up your conclusions in text and demonstrate them, if suitable, with figures and tables.
- In the manuscript, explain each of your consequences, and point the reader to remarks that are most appropriate.
- Present a background, such as by describing the question that was addressed by creation of an exacting study.
- Explain results of control experiments and give remarks that are not accessible in a prescribed figure or table, if appropriate.
- Examine your data, then prepare the analyzed (transformed) data in the form of a figure (graph), table, or manuscript.

What to stay away from:

- Do not discuss or infer your outcome, report surrounding information, or try to explain anything.
- Do not include raw data or intermediate calculations in a research manuscript.
- Do not present similar data more than once.
- A manuscript should complement any figures or tables, not duplicate information.
- Never confuse figures with tables—there is a difference.

Approach:

As always, use past tense when you submit your results, and put the whole thing in a reasonable order.

Put figures and tables, appropriately numbered, in order at the end of the report.

If you desire, you may place your figures and tables properly within the text of your results section.

Figures and tables:

If you put figures and tables at the end of some details, make certain that they are visibly distinguished from any attached appendix materials, such as raw facts. Whatever the position, each table must be titled, numbered one after the other, and include a heading. All figures and tables must be divided from the text.

Discussion:

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Position your understanding of the outcome visibly to lead the reviewer through your conclusions, and then finish the paper with a summing up of the implications of the study. The purpose here is to offer an understanding of your results and support all of your conclusions, using facts from your research and generally accepted information, if suitable. The implication of results should be fully described.

Infer your data in the conversation in suitable depth. This means that when you clarify an observable fact, you must explain mechanisms that may account for the observation. If your results vary from your prospect, make clear why that may have happened. If your results agree, then explain the theory that the proof supported. It is never suitable to just state that the data approved the prospect, and let it drop at that. Make a decision as to whether each premise is supported or discarded or if you cannot make a conclusion with assurance. Do not just dismiss a study or part of a study as "uncertain."

Research papers are not acknowledged if the work is imperfect. Draw what conclusions you can based upon the results that you have, and take care of the study as a finished work.

- You may propose future guidelines, such as how an experiment might be personalized to accomplish a new idea.
- Give details of all of your remarks as much as possible, focusing on mechanisms.
- Make a decision as to whether the tentative design sufficiently addressed the theory and whether or not it was correctly restricted. Try to present substitute explanations if they are sensible alternatives.
- One piece of research will not counter an overall question, so maintain the large picture in mind. Where do you go next? The best studies unlock new avenues of study. What questions remain?
- Recommendations for detailed papers will offer supplementary suggestions.

Approach:

When you refer to information, differentiate data generated by your own studies from other available information. Present work done by specific persons (including you) in past tense.

Describe generally acknowledged facts and main beliefs in present tense.

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Topics	Grades		
	A-B	**C-D**	**E-F**
Abstract	Clear and concise with appropriate content, Correct format. 200 words or below	Unclear summary and no specific data, Incorrect form Above 200 words	No specific data with ambiguous information Above 250 words
Introduction	Containing all background details with clear goal and appropriate details, flow specification, no grammar and spelling mistake, well organized sentence and paragraph, reference cited	Unclear and confusing data, appropriate format, grammar and spelling errors with unorganized matter	Out of place depth and content, hazy format
Methods and Procedures	Clear and to the point with well arranged paragraph, precision and accuracy of facts and figures, well organized subheads	Difficult to comprehend with embarrassed text, too much explanation but completed	Incorrect and unorganized structure with hazy meaning
Result	Well organized, Clear and specific, Correct units with precision, correct data, well structuring of paragraph, no grammar and spelling mistake	Complete and embarrassed text, difficult to comprehend	Irregular format with wrong facts and figures
Discussion	Well organized, meaningful specification, sound conclusion, logical and concise explanation, highly structured paragraph reference cited	Wordy, unclear conclusion, spurious	Conclusion is not cited, unorganized, difficult to comprehend
References	Complete and correct format, well organized	Beside the point, Incomplete	Wrong format and structuring

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