

PRIMARY RESEARCH

Antecedents of Social Media Platforms on Consumer Behavior: An Evidence from Islamic Banking Sector of Pakistan

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Abstract.

Purpose: The purpose of this study is to identify the Social Media Platforms influence on consumer buying behavior in which Islamic banks can successfully compete with conventional banks.

Methodology: Data is collected from the consumers of three conventional banks having Islamic banking divisions and three full-fledged Islamic Banks. These banks include “MIB, Askari Bank and Faysal Bank”, while the Islamic banks are “Dubai Islamic Bank, Meezan Bank and Al-Baraka Bank”. Out of the total social media users in Pakistan, about 400 different users were approached by us. Convenience sampling was used because during the pandemic situation it was the easiest option to collect the samples. The questionnaire used for the research was composed of a 5-point Likert scale.

Findings: The research concludes that effective social media platforms play a very important role in influencing Islamic banking consumer buying behavior. It finds that effective social media advertising keeps updating consumers about the latest trends, news, and e-services, attracting banking consumers.

Significance:

Practical Implication: This study will support the Islamic banking Industry in understanding their consumers’ buying behavior, different expectations, requirements, and interests while using different Social Media sites for purchasing or buying purposes. It will help to understand marketers using social media advertisements for Islamic banking consumers and what type and kind of information should be the input to attract the consumers. The results also help the Islamic banking sector marketers to recognize that consumers are using which social media sites most often; hence they can increase their platform activities on these sites.

KAUJIE Classification: H41, N0, N2, N3

JEL Classification: I22, L31

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INTRODUCTION

Islamic banking and finance systems were developed as a result of the Prophet Muhammad's (SAW) establishment of an interest-free economic system in the state of Medina. Similarly, when Dubai Islamic Bank first opened its doors in 1975, it laid the groundwork for Islamic banking in Pakistan. Since then, the Islamic banking and finance industry has grown significantly and gained recognition on a global scale ([Rammal & Parker, 2013](#)). Even though the interest-free banking system's compatibility with the current conventional banking system is dubious, Islamic banking and finance market share is growing. Social media use and the spread of technology in the twenty-first century have given rise to opportunities for both conventional and Islamic banks.

In recent years the social media boom has succeeded in causing people to shift their consumption patterns by purchasing/ordering goods and services online with ease. Social Media has become an important part of our daily lives as people are using it immensely for Information purposes and social networking sites to get easy access to products based on their needs and wants. Businesses worldwide have also invested more on social media platforms to attract more customers. This includes various social media activities like sharing images, ads, videos, and other attractive content that can effectively advertise a specific product ([Husain et al., 2016](#)).

As a result of social media, we are seeing an immense shift in customers' consumption patterns as people consume goods and availing various services with easy access. Social media creates an attraction for goods and services and builds interest among the customers to consume them. The consumption pattern of any consumer is totally based upon the decision he/she makes while buying or availing of the product or services to satisfy their needs. While deciding on online shopping, there are a few factors that effect the consumer behavior whenever he/she decides to consume any sort of product: the first is a need of that specific product, the second is the ease with which the customer can search for information related to that particular product, and the third is the comparison of this product with others by the customer. One these factors are taken care of when the customer decides to purchase or reject a particular product or service. Finally, after the purchase, the customer evaluates the product after using it to see whether it fulfilled his/her desire to buy that product, leading to ultimate satisfaction or dissatisfaction ([Ertemel & Ammoura, 2016](#)).

Social media is now becoming a huge market for corporate business as the business opportunities rise through it, and for that instance, it is fluctuating the control from marketers to consumers. This is happening because of social media advertising, as it spreads awareness among the masses of the specific product or service. Firms or organizations use social media platforms efficiently and effectively so that the content they make attracts the masses through ads and has useful information for consumers related to that product ([Alalwan, 2018](#)). Due to an increase in advertisements, customers' purchasing patterns change as advertisements have a huge impact on the individual's mindset and affect the purchase intention. The rise in social media usage, particularly that of Facebook, Twitter, and YouTube, greatly impacted how companies use the platform. This practice helps save their time by not having to visit shops and their money as social media helps in generating easy access to products and reduces the

cost of searching ([Vinerean et al., 2013](#)).

Brand image is the perception about the brand or the brand's impression in the consumer's mind. Social media platforms play an important role in building brand images among consumers. The brand image is one of the essential factors of consumer behavior as the consumer sees different kind of product and services through advertisement, and for that instance, different firms or organizations work hard to build a positive image in the minds of consumers to choose their product against all its competitors ([Sallam, 2014](#)). In short, the brand image defines the consumer feeling towards that specific brand, and the creation of the brand image is based upon the customer's experience with that specific brand or brand advertisements.

Subjective norms are the set of social factors or influences that affect the individual's mindset and behavior. Social factors that directly affect consumer behavior include family members and reference group (friends, relatives, coworkers, religious associations, political parties, clubs etc.). Before purchasing or buying on social media, consumers usually ask for the opinions and experiences of other people. The recommendation of the reference group, family members or relatives on social sites, online shopping of a product or brand is one of the key factors influencing Islamic banks' consumer behavior ([Gillani, 2012](#)).

This research paper is based upon the model presented by ([Engel et al., 1990](#)), also known as EBM Model. The EBM decision-making model is related to consumer behavior. The information input is the platform tool which is used in an efficient and effective based upon the needs and wants of consumers.

The first variable of our that face when is Social Media Advertisement which is the basic platform tool, providing information efficiently and effectively to the consumers. The information process is used to convey a message to the masses, aiming to convince them to avail the product or service. The 2nd variable of our model is Brand Image, which is the brand's perception or impression of the brand in the consumer's mind. The social media platform and advertising process provide information about a brand and play an important role in building the brand image in the minds of consumers. Thus proper communication builds brand image in consumer minds.

The next variable in the EBM model is the decision-making process. Consumers always consider the two variables mentioned above; specifically, they evaluate how the information was presented and how this helps them fulfil their specific demand. This also depends upon other choices available, prices, quality, quantity and whether these things satisfy them or not. So, the 4th variable of our model is Perceived Value in the consumer's decision-making process. The perceived value is the customer's own perception about the worth of a product or service in comparison to other competitors' products or services. The perceived value of the customers is linked with the value of products or services against which the customers have been charged.

The next EBM variable is External Influences which can affect customers' decision-making process and which can have a cause-and-effect relationship. The factors which affect this decision are social and cultural values, beliefs, intentions and attitudes.

These factors have a huge impact on the decision-making process and which the consumer

takes into consideration while purchasing or availing any sort of product or services.

LITERATURE REVIEW

Islamic banking, at its foundation, “is a prohibition-based business that arose from Islamic law’s prohibitions on *ribā* (interest), *gharar* (transactions entailing risk or speculative elements, such as derivative trading and insurance), and enterprises connected with specific vice industries, like alcohol, pornography, or gambling” (Khan & Khanna, 2010).

The perception that earning money without taking on risk is unfair is what places the most restrictions on “interest-based banking” (Siddiqui et al., 2001). Islamic banking has traditionally grown due to retail banking consumers’ interest and desire to invest as per their religious believes (Devlin, 2002). Muslims and non-Muslims both have recognized the value of Islamic banking, which has become one of the economy’s fastest-growing sectors (*Efficiency in Islamic Banking, author=Iqbal, Munawar and Molyneux, Philip, year=2005, institution=Palgrave Macmillan, n.d.*).

According to estimates, Islamic Banking is one of the fastest-growing industries in the financial world and is currently valued at close to US\$1 trillion. Because of the strict guidelines enforced by Islamic law, or “Sharī‘ah,” Islamic banks were able to weather the storm to a significant extent, even during the current global economic crisis.

Islamic banks work harder to align their key features with client needs, which necessitates close monitoring of customer preferences for their investment and borrowing options in order to develop effective business strategies (Chong and Liu, 2006).

Consumer Buying behavior

Consumer Behavior is defined as “how individuals, groups and organizations select, buy, use and dispose of goods, services, ideas or experiences to satisfy their needs and wants” (Thangasamy & Patikar, 2014). Consumer buying behavior depends upon several ways of conducting specific research for buying a product. The most important and authentic method for consumer buying behavior is to use the approach related to the decision-making process of how the decisions are made based upon what the consumer perceives of the product and how the consumer follows to purchase that product (Karimi, 2013).

The consumer decision making can be defined as the behavior patterns of the consumers, that precede, determine and follow on the decision process for the acquisition of need-satisfying products, ideas or services (Du Plessis, 1990). The EBM model has explained consumer behavior into four characteristics, i.e. information input, information processing, and decision-making stages and decision process variables affecting the decisions (Engel et al., 1990). While purchasing online a customer’s decision not only depends upon the time, cost, or the cognitive cost of attaining and processing the available information, but there are other factors too which influence the decision making like the perceived risk of product, the knowledge and trustworthiness of the product (Jepsen, 2007).

The main difference while taking the decision is based upon the quality that can be taken against the online and offline setting, which the technology can recognize as it includes the various information sources and the decision aid, which results in helping the consumers to

take the decisions based upon the quality [Punj et al. \(2021\)](#).

Determinant Factors of Customer's Bank Selection

In the context of the banking industry, the determinant factors of a customer's bank selection have received significant attention in recent years. [Kaufman \(1967\)](#) found that the most influential factors in customer's selection of a bank were convenient location to home or place of business, length of bank-customer relationships and quality of services offered by the bank. [Mason & Mayer \(1974\)](#) suggested that among other important selection criteria used by the customer, convenient location came as the top priority, followed by other important factors like friendly personnel, favourable loan experience, advice of friends and influence of relatives' opinion. Another study by [Arora et al. \(1985\)](#) found that customer selection of banking services is mainly determined by the dependability of institutions, accessibility, "easiness" of processes for transactions, variety of services offered and availability of loans at competitive interest rates. [Laroche et al. \(1986\)](#) found that the friendliness of staff plays a major role in the bank decision process, followed by hours of operations, size of waiting lines, the convenience of location and efficiency of personnel.

The Islamic Principles of Using Social Media in Islamic Banks The is the fundamental principle Islamic banks have their practices in line with the Shariah principles. As Aallah says in Holy Qur'ān: "O you who have believed, enter into Islam completely [and perfectly] and do not follow the footsteps of Satan. Indeed, he is to you a clear enemy. (*Al Baqarah* (2): 208)". In this verse, Allah Almighty has commanded His servants to embrace Islam in its entirety and to avoid abandoning any part of it. Since Islam provides guidance in all spheres of our lives, it naturally follows that the usage of social media would not be different. Therefore, regarding the role of social media, the shariah principles should be fully reflected in the practices of Islamic banks in order to maintain their goodwill. So that their practices can exemplified as "*da'wah*" to both believers and non-believers. There are numerous ways of "*Da'wah*". For instance, promoting education via writing research articles, books, and short message through recording with the help of various social media channels. Few of these social media platforms are Facebook, Twitter and youtube. Islamic banks can use this rapid growth of social media to disseminate the truth or news. Moreover, the Islamic banks must be careful while using social media in in order to fulfil the responsibility of "obedient to Allah" by putting filter on fake use of social media. The Allah will award him/her according who will be providing fact based correct knowledge to others. The Islamic banks can use social media to counter the spread of negative/false information about Islamic financial institutions in order to highlight the utmost truth and reality;. It is a '*tabayyun*.'

Allah says in Qur'an "And when there comes to them information about [public] security or fear, they spread it around" (*An-Nisa'* (4): 83). "But if they had referred it back to the Messenger or to those of authority among them, then the ones who [can] draw correct conclusions from it would have known about it". "And if not for the favor of Allah upon you and His mercy, you would have followed Satan, except for a few (*An-Nisa'* (4): 83)". As in modern era many of the consumers prefer to have short videos and pictures to better understand about practices of Islamic banks. So, to grab the attentions of customers Islamic banks can cash this

opportunity by providing verified and correct information through social media platforms. While the using of social media the Islamic banks must be more careful about the information they are disseminating. For instance, they must filter their adds, there should be no subliminal messages in the advertisement and last but not the least the use of inappropriate images must be avoided. By doing so, the Islamic banks can win the public confidence which may cause the general public to take more interest in the products and services offered by Islamic banking.

Social Media Advertisement

Social media advertising as any piece of online content designed with a persuasive intent and/or distributed via a social media platform that enables Internet users to access, share, engage with, add to, and co-create (Alhabash et al., 2017). It has removed the boundaries between corporations, individuals and companies, who have had to adapt to new tactics in engaging users on a more personal level (Sinclair & Vogus, 2011).

Social media advertising can be grouped as paid, owned, and earned media (Hurtle & Postatny, 2015). Paid advertisement includes platforms like Google, Facebook, and YouTube, which charges companies to advertise on their page in various ways while providing some options to target specific demographics. Alternatively, companies may choose to interact directly with their customers, and lastly, the companies may hire brand ambassadors, influencers, and content creators to generate content or electronic word of mouth on their behalf (Alhabash et al., 2017).

Another unique aspect of social media is that consumers may interact with social media at any stage of the consumption process, i.e., information gathering, evaluation, review, purchase, usage, and disposal (Filo et al., 2015). It is also evident that the emergence of social media has redistributed the power dynamics and control that corporations once held towards consumers as consumers are no longer complacent and in turn, want corporations to “listen, appropriately engage and respond” (Kietzmann et al., 2011). As a result, organizations are constantly looking for ways to improve their relationship with their customers using these platforms, attracting more customers (Alalwan, 2018). There has also been considerable interest by platform researchers in testing and discussing the related issues of social media platform and the value it generates (Van Dijck & Poell, 2018).

H1: Social media advertisement has a positive impact on Islamic bank’s consumer buying behavior.

Brand Image

The worth of a brand or the face value of a brand in consumers’ mind is defined as a brand image (Yuan et al., 2016). When consumers have a strong image of a brand in their minds, it influences them so that they become willing to pay higher prices, which gives huge advantages to such businesses and leads to their market success (Aranda et al., 2015). Therefore, it is the priority of marketers to build strong images of their brands (Liu et al., 2017).

A strong image of a brand is the key factor in enhancing its performance of that brand (Barreda et al., 2016). In order to build a strong brand image, blogs, Consumer reviews,

effective communication, or oral advertisements are mostly used (Berger & Iyengar, 2013). Successful brands usually interact with their consumers through different social networking sites (Neirotti et al., 2016). A consumer's purchase decision usually depends more on the brand image rather than the physical attributes of the brand (Graeff, 1997). Therefore, in the current competitive environment, the role of brand image becomes more important (Amstutz, 1970).

H2: Brand image has a positive impact on Islamic bank's consumer buying behavior.

Perceived Value

The concept of perceived value is described "as the consumer's overall assessment of the utility of a product based on perceptions of what is received and what is given (Zeithaml, 1988)". The perceived value concept can be elaborated into two strategies: the unit-dimensional and the multidimensional. The concept of a unit-dimensional measure of perceived value is an overall perception of the customer regarding a specific product or service, and the multidimensional measure of perceived value is based upon the benefit the customer gets from and the sacrifice he/she makes in availing a product or service (Lin et al., 2005).

Perceived value of products and services is an important part of markets as it has made firms realize the importance of creating the value of their products or services for the masses. In the world of the platform the product or services, the customer's perceived value is the strategy that must be adopted by the firms and pay much attention to that so that the customers shall be attracted more towards the product or services and the firm can go further in the direction to achieve the set targets (Parasuraman & Grewal, 2000).

The perceived value of a product or service has always been related to satisfaction which needs to be understood as the perceived value is only providing value to the product or services, whereas the satisfaction shall always relate towards the meeting, the needs of the customers based upon those products or services (Sweeney & Soutar, 2001). The notion of perceived value becomes relevant at different stages of the purchasing process, including the stage before the purchase of a product or service (Woodruff, 1997). A customer becomes satisfied with a product or service after he/she has purchased and evaluated it based on his/her usage (Hunt, 1977).

Consumers always know the exact price they wish to pay for a product or service, which is usually based on payments made for previous purchases. It helps consumers assess whether the product or service to be currently purchased is expensive or inexpensive relative to earlier purchases. This directly affects the perception of the value of the product or service so it could be said that the things which the consumer receives from the purchaser must have quality, the response of the service and reputation of the product or services (Petrick, 2002).

H3: Perceived value has a positive impact on Islamic Bank's consumer buying behavior.

Subjective Norms

Subjective Norm is defined as a “person’s perception that most people who are important to him think he should or should not perform the behavior in question”. It shows how much a consumer’s behavior is influenced by important perceptions like family, colleagues, friends, and others of their behaviors (Schofield, 1975). Consumers usually think that their family, friends’ groups, and their peer groups favor some behaviors, and the beliefs of these groups influence their own behaviors and intentions (Pavlou, 2002).

Every individual receives different levels of pressure, according to his/her own social level in the society that person lives in (Taylor & Todd, 1995). The reference group of a consumer is a group that mostly stimulates the consumer to follow or represent the way of their behaviors (Al-Jeraisy & Mohamed, 2008). A reference group of a consumer has a powerful influence over the consumer’s aim to purchase (Panthura, 2011). In addition, consumers’ thinking can be affected by their observance within the reference group (Gillani, 2012).

There is a significant effect of subjective norms on people; mainly, it has an influence on consumer purchase or buying behavior. Byon et al. (2014) have found that there is a significant effect of subjective norms on consumers’ behavior to purchase products in the sports field as well. Subjective norms and perceptions are also considered one of the most powerful factors in women’s decision-making processes (Venkatesh et al., 2000).

H4: Subjective norms have a positive impact on Islamic bank’s consumer buying behavior.

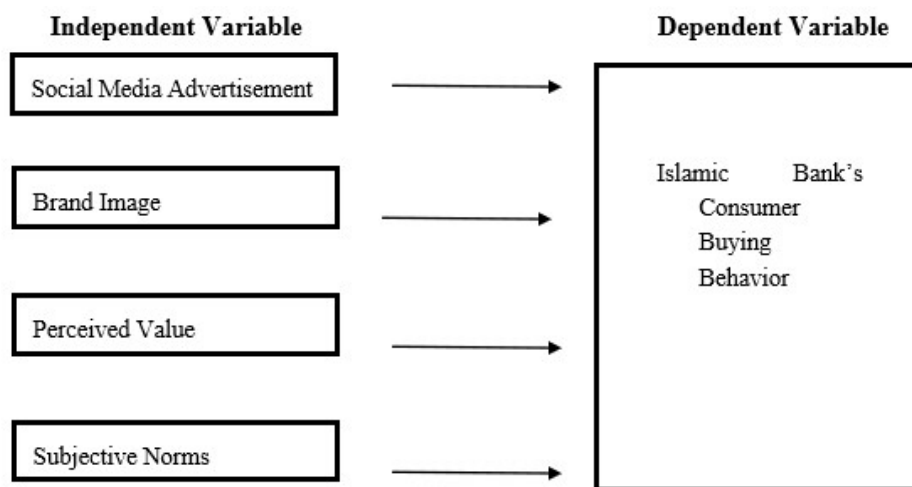


FIGURE 1. Theoretical Framework

RESEARCH METHODOLOGY

This section explains the methodology which is used to examine how social media advertisements, brand image, perceived value, and subjective norms impact consumer buying behavior in the Islamic banking sector. The study was conducted by using convenient sampling by sending google form on their emails and WhatsApp. Due to Covid 19, data collection couldn't be done in person, as a result of which Google Forms questionnaires were used. The questionnaires were sent through email and social media platforms to a total of 350 people, out

of which 208 responded back. 8 of these were incomplete, so 200 responses were considered. The data for this research were collected in a time period of two months. Cross-sectional method was used while conducting this study. For the analysis of the data collected to test the hypothesis, SPSS version 23.0 software was used. Moreover, details of the population, sampling, data collection, analysis and measurement instrument are mentioned below.

Population

Social Media users of Islamic banks of Pakistan are considered the population in this research.

Sampling

We gathered data from the consumers of three conventional banks having Islamic banking divisions and three full-fledged Islamic Banks. These banks include MIB, Askari Bank and Faysal Bank, meanwhile, the Islamic banks are Dubai Islamic Bank, Meezan Bank and Al-Baraka Bank. Out of the total social media users in Pakistan, about 400 different users were approached by us. Convenience sampling was used because, during the pandemic situation, it was the easiest option to collect the samples.

Data Collection

About 400 different users of Mobile Apps were approached through different social media platforms and only 208 valid responses we received. Our analysis results showed multi-collinearity; therefore, we deleted some invalid responses.

Data Analysis

Data were analysed through SPSS version 23.0. Using SPSS, we tested our hypotheses, correlation and regression as well.

Measurement Instruments

The questionnaire used for the research were composed of 5-point Likert scale where 1 indicates strong disagreement with the given statement and 5 indicates strong agreement. There were two sections in the questionnaire, the first consisting of name, social media site used, age and educational level and the second consisting of items related to the variables being measured.

Measures

To measure the buying behavior of consumers, we adopted the 4 items scale from the study of [Le & Hoang \(2020\)](#). Likewise, a 27 items scale developed by [Venkatesh et al. \(2000\)](#) has been used to measure social media usage. Brand image and perceived value have been measured using the scales of [Aaker \(1996\)](#) and [Valvi & West \(2013\)](#), respectively. Lastly, the scale developed by [Shih \(2004\)](#) has been used to subjective norms, which is 6 items scales.

Sampling Characteristics

Table 1 shows the demographic variables of the data. As shown in table 1, out of the 190

responses, 44.7% were male and 55.3 female. The demographics show that maximum responses were received from the age group 20- 25 i.e., 48.9%. 35.8% of respondents belonged to the age group 26-35, 6.3% belonged to the age group 36-45, 4.7% people were from age group 46-55, and lastly only 4.2% of respondents were above the age of 55. Regarding respondents' educational level, 34.7% were undergraduates, 41.6% were graduates, and postgraduates were 23.7%. The data received from the responses show that Meezan is the most used App, as it has the highest percentage of 48.9%. The next is MCB, with 18.9% of users and Faysal, with 15.8% of users. Al-Baraka and Dubai Islamic Bank have 6.8% and 5.3% usage, respectively, whereas Askari has the lowest usage rate of 4.2%.

TABLE 1
Demographics

Demographic Variables	Type	Percentage (%)
Gender	Male	44.70%
	Female	55.30%
	Transgender	-
Age group	20 – 25	48.90%
	26 – 35	35.80%
	36 – 45	6.30%
	46 – 55	4.70%
	Above 55	4.20%
Educational Level	Undergraduate	34.70%
	Graduate	41.60%
	Postgraduate	23.70%
Banks	MCB	18.90%
	Meezan	48.90%
	Faysal	15.80%
	Dubai Islamic	5.30%
	Askari	4.20%
	Al-Baraka	6.80%

RESULTS

Correlation and Regression Analysis

We analyzed our data using SPSS software. Correlation and regression analysis were performed to test the goodness of fit of the theoretical model and variables and to empirically test the hypotheses of the study. Table 1 below shows the descriptive statistics (Means and Standard Deviation) and the correlation between the variables. Reliability Analysis was conducted to ensure the stability or consistency of the items. For analyzing the reliability of the items, Cronbach's alpha test was used. The values of Cronbach Alpha for all the variables were above the standard, i.e., 0.7. Reliabilities for Consumer buying behavior were .890. For

Social Media Advertising, the value was .980; for Brand Image, it was .932, for Perceived Value and for Subjective Norms, the value was .929 and .948, respectively. These results prove that there is a significant correlation between our dependent and independent variables. A positive relationship is found between Social Media Advertisement and Consumer buying behavior with a correlation coefficient of .455**; Brand Image and Consumer buying behavior are also showing a significant relationship with a correlation = .580**. There is a positive relationship between Perceived Value and Consumer buying behavior with a correlation coefficient of .542**) and ($r=.890^{**}$) negative relationship between Subjective Norms and Consumer buying behavior.

TABLE 2
Correlations

	M	S.D	Social Media Advertising	Brand Image	Perceived	Subjective Norms	Consumer Buying Behavior
Social Media Advertising	3.7855	1.0426	-0.98				
Brand Image	3.5522	0.98501	.399**	-0.932			
Perceived Value	3.8643	0.74394	.361**	.491**	-0.929		
Subjective Norms	3.7039	0.98577	.564**	.689**	.549*	-0.948	
Consumer Buying Behavior	3.7018	0.88172	.455**	.580**	.542**	.685**	-0.89

The values reported in the parenthesis are Cronbach's alphas values, ** $p \leq 0.01$ (2-tailed)

Regression Results

We conducted a linear regression to observe the impact of all independent variables i.e., Social Media Advertising, Brand Image, Perceived Value and Subjective Norms on Consumer buying behavior (the dependent variable). Table 3 depicts the coefficient estimates of Social Media Advertising, Brand Image, Perceived Value and Subjective Norms. The estimates of β explain how strong the connection between an independent variable and the dependent variable is. R -squared demonstrates about "goodness of fit" and the significant use for showing accuracy is (***). It shows that Social Media Advertisement has a positive impact on Consumer buying behavior with ($\beta = .399^{***}$) and $p < 0.001^{***}$, respectively, and R -squared is .159. This proves that our first hypothesis is correct.

Brand Image has a significant impact on Consumer Buying behavior with ($\beta = .361^{***}$) and $p < 0.001^{***}$ respectively and the value for R -squared is .130, hence proving our second hypothesis is correct. Perceived Value also has a positive impact on Consumer buying behavior with ($\beta = .564^{***}$) and $p < 0.001^{***}$ and R -squared 0.318, proving that the third hypothesis is also correct. Finally, Subjective Norms has a positive impact on Consumer buying behavior with ($\beta = .455^{***}$) and $p < 0.001^{***}$ and R -squared 0.207, proving that the fourth hypothesis is correct as well.

TABLE 3
Regression Table

Variables	β	R^2	Adjusted R^2
Social Media Advertising	.399***	0.159	0.154
Brand Image	.361***	0.13	0.126
Perceived Value	.564***	0.318	0.314
Subjective Norms	.455***	0.207	0.202

*** $p < 0.001$ ** $p < .05$

TABLE 4
List of Hypothesis

	Hypothesis	Results
H1	"Social Media Advertising has a positive impact on Consumer Buying Behavior"	Confirmed/Significant
H2	"Brand Image has a positive impact on Consumer Buying Behavior"	Confirmed/Significant
H3	"Perceived Value has a positive impact on Consumer Buying Behavior"	Confirmed/Significant
H4	"Subjective Norms has a positive impact on Consumer Buying Behavior"	Confirmed/Significant

All our independent variables are having positive impact on our dependent variable, i.e. Consumer buying behavior, as clearly stated in Table 3.

Discussion and Conclusion

The focus of this paper was to investigate the influence of social media platforms on the consumer of Islamic banking buying behavior. Nowadays, In the competitive marketplace, consumers play a very significant part. They can be simply defined as the individuals in the marketplace who purchase or may consume different types of products or different services either from online or offline markets ([Hamari et al., 2016](#)). Mostly, the choices made by consumers are the result of the influence of online branding or other consumers' choices and suggestions. Therefore, nowadays, Consumers are more rapidly turning towards social media to get updated information that would influence their decisions ([Ramsunder, 2011](#)). The results of our regression analysis show that Social Media Advertisement, Brand Image, Perceived Value and Subjective Norms all have a strong positive impact on Islamic banking Consumer buying behavior We find that social media plays a very important role in shaping consumers' behaviors, since a majority of our respondents stated that they mostly purchased products or avail services that they had seen in social media advertisements. Similarly, we find that the good image of a brand will strongly impact the buying behavior of consumers in a positive manner. Thus, when the consumer is in the process of making any buying decisions, one of the main factors that positively impacts their buying behavior is brand image ([Adenain, 2018](#)). Thirdly, our estimates show that Perceived value also has a positive impact on Consumer buying behavior. The predictor of a consumer's decision to buy or not to buy any product is the Perceived Value ([Monroe, 1990](#)). Finally, we find that Subjective Norms also have a significant positive impact on consumer buying behavior, which is in line with the findings of extant literature ([Crespo & del Bosque, 2008](#)).

The focus of the study is to find out the relationship between effective social media platform and Islamic banking consumer buying behavior. The research concludes that effective social media platforms play a very important role in influencing Islamic banking consumer buying behavior. We find that effective social media advertising keeps updating the consumers about the latest trends, news, and e-services which attract Islamic banking consumers. Social media platforms create awareness about different products, facilitates, and services, which create value and an image of the Islamic bank in the consumers' minds, influencing the consumer's purchase decision. Therefore, we can conclude that the stronger the brand image the greater the chances that consumers will purchase or avail the services of that bank.

Limitation

Our research faces some limitations related to the surveys which we conducted online due to the Covid 19 Pandemic and the resultant lockdown. The response rate was low due to time constraints. The other problem was that the research showed a big gap showed among male and female responses, and no response was received from any transgender because surveys were conducted online, and it was not possible for us to specify the number of males, females, and transgender respondents that would be required.

Practical Implications

The findings of this study are in line with the prior literature (Parveen & Khan, 2014; Wang & Kim, 2017), which support the view that the use of social media may be advantageous for Islamic banking sectors' marketing and promotion, enhances client interactions and services, buying behavior, and information dissemination to the general public.

Islamic banks can use social media as a low-cost extra channel to reach a wider audience and advertise their product and service offerings. Social media could also help networks and outreach, boost hiring for highly talented people, and improve promotion processes. Social media also enables banks to exchange and share information frequently and continuously, access public domains, create new products, take part in and collaborate on supporting shared social ideals, improve an organization's reputation, and affect consumer buying behavior.

To become a really "social bank," its connection with the public needs to become a more two-way process. Using technologies like Mention, Google Alerts, or similar services, experts advise businesses using social media to track down comments made about them or about their products and services (Shukla, 2015). By incorporating Instagram, which can enhance a company's customer contact and personal approach, Islamic banks can make use of social media's capacity to efficiently service clients, reach new consumers, and get feedback from existing customers and followers (Parveen & Khan, 2014).

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