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**“Impact of Online Advertisement on Consumer Buying Behavior in Apparel Industry”**



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### **Dedication**

I would devote this humble effort and hard-work especially to my dear and most respectable parents, siblings and friends who were there every time when I needed them and whose love and constant guidance enabled me to do this task of research and whose well wishes have always been a source of my success. I would also like to dedicate this study to my respectable supervisor and teachers who were always there to guide me and motivated me to accomplish this task. My supervisor supported and motivated me to conduct this research in most efficient way which not only helped me in completing this study but also enhanced my knowledge to greater extent.

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At completion of this task, I would like to humbly thank and acknowledge Almighty ALLAH from the core of my heart for the guidance and motivation He has shown me in my life in accomplishing this task. He has always given me the opportunity and power to deal with different problems that came in my life. I would really like to acknowledge my supervisor for her efforts, Dr. Sobia Shujaat, who has demonstrated her devotional contribution to this dissertation's achievement. Within a short period of time, her professional support and advice, encouraging attitude made this study a possibility. I am very obliged to my family for their constant love and support through every thick and thin period of my life. My family is sole factor behind my master degree's achievement and accomplishments. I owe my parents a great sense of gratitude for their ongoing support throughout my life and for being my inspiration. I would like to thank my friend's efforts that have supported me a lot in my graduate and master's degree. They were always there to support whenever I needed them. During this study, I learned a lot about consumers and their behaviors. Also what factors influence their behaviors regarding purchasing. I am now well aware of consumer and their mindset. How technology is influencing people and their choices.

# Declaration

I, Zarak Khalid, student of MBA enrolled in Marketing subject, the subject matter of this study is my own work and has not been printed, published and/or submitted in any form as a research work, dissertation or publication at any university in Pakistan or abroad.

# Abstract

This research work is focused mainly on identifying the effects of online advertisement on consumer buying behavior with mediating effect of consumer attitude within the cities of Islamabad and Rawalpindi. In this study, online advertisement has been considered as an independent variable. Whereas, consumer attitude is considered as a mediating variable. However, consumer buying behavior is considered as dependent variable. During Covid-19 peak tenure, people majorly started work from home or majority had a break from their work life. This enabled people to look beyond their work routine and have a look at social life. This shift in lifestyle dynamics of people forced organizations to consider more about advertising on digital platforms more often than on conventional platforms. Now, the area of concern is, are advertisement on online platforms effective and if they are effective, then to what extent? This study is of great importance for main-scale businesses and for small start-ups within Rawalpindi and Islamabad as they will exactly know what influences audience of twin cities. Economically, advertising on digital platforms is cheaper than conventional mean. So small businesses will find it even more feasible to advertise on digital platforms as it will not only target their target audience but also help them financially. As mentioned, this study is concerned with residents of Rawalpindi and Islamabad, mainly university students as they are more technology savvy and are exposed more to digital content. To prove this relationship between online advertisement on consumer buying behavior with effect on consumer attitude, a survey has been conducted through a structured questionnaire by involving residents of Islamabad and Rawalpindi of different ages including both male and female, as these respondents have been requested to share their experiences by filling the structured questionnaire on google doc. The respondents are mainly of young age i.e. below 35 years of age and it makes this study even more authentic as people below 35 are technologically more advanced and are active on online platforms. Hence, they are exposed more to advertisements that are aired online. After sufficient questionnaires are filled, they are processed further for conclusion. Therefore, data analysis has been done based on collected data through various statistical instruments including descriptive frequencies, reliability, correlation, regression, ANOVA, and coefficient and Andrew Hays' analysis process. Results have revealed that, there exists an important relationship between online advertisement (independent variable), consumer



attitude (mediating variables), and consumer buying behavior (dependent variable) in within Islamabad of Rawalpindi. Now, it solely depends on the organization who's going to advertise its products and services online that how they going to attract consumers and alter their attitude and perceptions about their product.

**Key Words:** Online Advertisement, Consumer Attitude, Consumer Buying Behavior, Digital Platform

# Chapter: 1 Introduction

In current times, companies have been monitoring the dynamic environment and behavior of customers. A drastic increase in amount of people spending time on online platform has increased. Pakistan's textile industry contributes in Pakistani economy in a large amount that is why it is considered as the backbone of Pakistan's economy. With the passing time and trends, firms have introduced branded clothing and it has changed the usual traditional clothing interest of people. Online advertisement can be described as offering consumers the promotional offers and convincing them to buy products through web and internet. The core difference between online advertisement and traditional advertisement is that online advertisement is published on web. This online publication of ad can be useful in creating awareness of products and services through internet (Aziz & Yasin, 2008).

In this technological era, the most essential tool for sellers to sell their products and services is through advertisement, without advertisement they can even sustain in the market. Online advertisement used different channels like email, websites, ad-supporting software etc. that are used to deliver seller's message to customers (Gupta & Bakshi, 2013). In this digital time, media and communication channels have excelled very swiftly and it has changed advertisement dynamics of businesses. Due to this technological advancement, online advertisement is considered as the key to grab consumer's attention (Mohammed & Alkubise, 2012). Mobile phones, tablets, laptops etc. are some devices that keeps a person connected on online platforms. The past decade revolutionized the advertisement business landscape. The growing database of internet made it an ultimate source of information and communication which made it a leading advertising platform. Companies are so conscious about their customer's satisfaction. Advertisement plays an important for the companies to gain profits and boost their performances as attracting customers is key target of firms (Malik, et al., 2013). In view of comparison among online advertisement, it is easier to recognize that online advertisement is much precise and targets more relevant audience. Online advertisement is a mass communication which itself is based on traditional form of advertisement but now with the passage of time online advertisement has built its own communication strategies in alignment of latest technically advanced requirements (G. Bakshi, & Gupta, S. K, 2013). Like the other countries, advertising is also becoming an important driving force for any business in Pakistan as it forces people to review behavior regarding their

buying pattern. It is an effective way to deliver and communicate your message to your audience in an attractive way and it's a promotional strategy for the promotion of their products and services. This consumer buying behavior can be positively influenced because of attractive ads. Advertisement has certain characteristics which are design, quality, duration of advertisement and location and content of advertisement. These traits can affect the effectiveness of advertisement because these traits are treated as important tool to impact target customers and marketers can make use of these characteristics to enhance impact (Mohammed & Alkubise, 2012).

Before empowerment of social media, the power was vested in marketers and they had the rights to market their products and services but democracy shifted power to consumers and made them connected like never before. Consumers can spread word of mouth the way they want on mass level. This shift in trend has forced marketers to change their pattern of marketing and urged them to build relationship with consumers. This way, marketers could better cater needs and wants of customers and deal with them on individual level. This is a mandatory step to take as consumers are more powerful than before and they can easily build or destroy goodwill of an organization through social media and electronic word of mouth (Ertemel & Ammoura, 2016). Advertising is an important weapon in marketing due to its effect on consumer's buying behavior. The whole buying pattern can be positively altered through appealing ads. In a much simpler world, online advertisement is being used by businesses to influence people's buying behavior and hence online advertisement is ultimately considered as one important tool in marketing. Marketing valuable strategies and tools can develop the brand of any product. If the brand is managed in efficient ways, a business can enjoy maximum number of customers and long term profitable relations with customers. Advertisement is essential for any business who needs to stabilize or boom its financial performance. This creates a strategy to attract customers to towards your product (Malik, et al., 2013)

### **1.1.1 Background of Study**

Due to advancement in technology, effectiveness of online advertisement is getting increased drastically and conventional advertisement is getting reduced in the same manner. Digital media has basically created knowledge and awareness in consumer regarding marketing and advertising (Afzal & Khan, 2015). Now consumers have got control over what they actually want (RAJU, RAJU, & KUMAR, 2013).

There are many factors that affect consumer's attitude and their purchase intention. The top-most factors are word of mouth that is spread by other consumers and personal experience that consumer has with a specific brand (Mohammed & Alkubise, 2012). Marketing dynamics are now changed, consumers are now more into graphic and visual oriented advertisements that could grab their attention and can be of their interest (Franch, Albiol, & Rutherford, 2013). The objective of this study is to explore the relationship between online and traditional form of advertisement on consumer buying behavior in context of apparel industry. This relationship will help organizations in identifying the factors through which consumers are influenced and their mindset regarding perceptions and choices, how they feel and to what extent they get affected by environment, family and cultural norms, society and most importantly the personal and psychological factors. To know the behavior of different types of consumers, marketers have to think out of the box and consider different factors (Brosekhan, Velayutham, & Phil, 2013). There's a separate industry of advertisements and around 80% of any industry's success depends on advertisements (Kanwal, Manj, & Bhatti, 2013). The characteristics of any advertisement that constitutes its effectiveness are its quality, duration and location and content of advertisement. These factors are considered as key characteristics as they are directly responsible to influence behavior of target customers (Mohammed & Alkubise, 2012). Marketing is directly linked with technology these days and the advancement in technology and shift towards digital medium has revolutionized the advertisement mechanism for firms. Lately, organizations have become curious of how they will tackle consumers to convince them in buying their products and services to achieve their goals. Consumer behavior is a whole separate subject that is of great value for marketers as by studying consumer behavior, marketers can explore the conditions by which consumers choose products and services for them and how they evaluate them. Keeping current dynamics in mind, organizations are now more attracted towards online advertisement as it has grown surprisingly since last 10 years (D. P. Deshwal, 2016). However, the growing dependency on internet as the ultimate source information and communication, make it a leading advertisement platform. The beginning of online advertising was in 1994 when Hot Wire sold first Banner on the company's own site, and later online advertising evolved to become a key factor in which companies achieve fair returns for their products and services (Gupta & Bakshi, 2013).

### **1.1.2 Problem Statement**

During COVID-19 times, it is seen that major brands are more aggressive on digital platforms and continues to remain active. The question rises that how much impactful digital platforms are in terms of apparel industry and which technique is being more impactful in terms of influencing consumer's buying patterns i.e. digital marketing or conventional marketing? Another factor is, studying what role did online marketing played during the multiple waves of COVID-19. What was the preferable way for the organizations to advertise themselves? The research question is important for the business purpose as it will provide the significance of online marketing in terms of consumer buying behavior. What impact does it have on consumer, is it significant enough that organization should opt online marketing? If organizations are not switching towards online marketing, are they obsoleting themselves? In the recent times, digital media's importance has increased exponentially. It is turning out to be one major source in influencing consumer's buying behavior in apparel industry. Whereas conventional advertising is still practiced by major brands, and it plays its part in creating awareness and influencing consumers in buying decisions. Keeping these things in mind, it is seen that teenagers are more active on digital platforms then on traditional mediums like television or radio.

### **1.1.3 Objective of Research**

1. To explore the cognitive relationship of online advertisement with consumers
2. To explore the impact of online Advertising on Consumer Behavior with mediation effect of consumer attitude
3. To understand the impact of online advertisement with businesses perspective

### **1.1.4 Research Questions**

1. How is consumer buying behavior effected by online advertisement in apparel industry?
2. Does consumer attitude play any part in influencing consumer buying behavior?

### **1.1.5 Significance of Study**

The study is critical to conduct as it will give a thorough answer to organizations regarding to what extent online advertisements are impactful on consumer buying pattern. It will provide a

great benefit to organizations who are hesitant to advertise digitally. Also, the entrepreneurial businesses who are new in apparel industry, can use this study as base for their decision in advertisement of their brand. If the results are not in favor of online marketing, clothing brands can decide how to advertise their products in future. The study is critical to conduct as it will give a thorough answer to organizations who are advertising their products on multiple channels regarding to what extent online advertisements are successful.

### **1.1.6 Scope of the Study**

This study is conducted within the premises of Rawalpindi and Islamabad. The reason of choosing these two cities is because of their interconnectivity and the reason they are known as twin cities. Islamabad and Rawalpindi has one of the highest literacy rate across the whole country. The study is of great value for businesses especially after multiple waves of COVID-19 and imposition of lockdown. We have seen shift in restaurant services during the lockdown time i.e. instead of eating at the restaurant, people started to order from different food delivery applications. The use of mobile applications and social platforms have really started engaging customers due to excess of time customers are spending at home on their electronic gadgets. This creates window for organizations to influence customers through social platforms and altering their buying pattern. Now, will this influence through online platforms be significant enough that organizations tend to advertise more on online platforms than conventional advertisements? This is a cross sectional study as people may change their thinking with the passage of time and with the advancement in technology, trends may shift dramatically. The data is gathered from the working class residents of Rawalpindi and Islamabad. The age bracket mainly lies below 35 years of age as people below this age are more technology savvy and are more active on social platforms. In current scenario, people of this specific age bracket have started to bring innovation in advertising. To keep the study authentic and valid, 380 questionnaires will be distributed as done by (Umme Habiba, 2020), among the working residents of Rawalpindi and Islamabad. This study will ultimately be beneficial to organizations who are advertising on both conventional platforms as well as online platforms for advertisement. Also, firms who are new and are not financially strong enough to advertise on television or on billboards, this study will give them insight on whether advertising on online platforms is equally or more beneficial to them as it will be on conventional platforms or conventional platforms have greater impact than online medium.

### **1.1.7 Research Gap**

As stated by (Malik, et al., 2013), the study he conducted is applicable in the area of Gujranwala and may be conducted with revised sample size in different cities as well. The demographics of Gujranwala is very different as compared with Rawalpindi and Islamabad. The living style of Islamabad and Rawalpindi is considered to be different than Gujranwala. Hence, same study conducted in twin cities may produce different results. People in Islamabad and Rawalpindi are more technology savvy and are active users of internet. The literacy rate in these two cities is higher than many other cities, for example people from other cities of Pakistan move in universities of twin cities for higher studies. Hence, for more precise and accurate results, sample size is increased here in Rawalpindi and Islamabad and no previous such study exist that is conducted in these two cities.

## Chapter: 2 Literature Review

This chapter of the study will explain the literature review regarding impact of online advertisement on consumer buying behavior with mediatory effect of consumer attitude in apparel industry. The theoretical viewpoints of other researchers have been discussed about these variables, before linking the relation between them that how organizations were using traditional media to showcase their products and services and influence consumer's buying pattern. With passing time and with technological advancement, a shift has been seen in organizations in recent times who have switched from traditional mediums to online platforms to interact and influence customers through more effective platforms. Advertisers always seek strategies and long term plans that are aimed at grabbing customer's attention to their products and services and differentiating their brand from competing brands. There are other factors that influence consumer's buying behavior within online marketing. While advertiser try to find more effective way in advertising in marketing communication, they also try to be more careful in selecting type of ad they are going to telecast so that they can appeal consumers in most efficient way. Marketers are always so interested in knowing the process through which customers process information they find in advertisement as their perception will eventually influence consumer's response. The factors to review for this study are online advertisement's impact on consumer buying behavior with mediatory effect of consumer's attitude. The question is, are they linked with each other or have a significant impact on each other. For this study, the independent variable for this study is online advertisement while dependent variable is consumer buying behavior that can be influenced if targeted efficiently and consumer attitude is the mediator. Mediator here is having a key role as it may play its part in enhancing the impact of online advertisement on consumer buying behavior. As explained by (Deshwal, 2016), The size and market of online advertisement is enhancing drastically on daily basis. Expenditure on advertisements by businesses is increasing and they are spending on online advertisements like they never spend before. It is important to get familiar with the factors that influence consumer buying behavior and alters consumer attitude. Businesses are now intending forward to make internet more like television and wants to create internet advertisement even more impactful than television advertisement. Businesses are trying to make internet advertisement even better and more impactful than television advertisement i.e. broadcast



will be traditional but with additional level of interactivity. The basic purpose is to enhance the involvement through online advertisement. Interactive advertisement basically consists of course of real time action in which customers give real time feedback and communicate directly and hence, may prove to be more beneficial. Brand attitudes are driven by the experiences consumer encounter through interaction. Organizations then look forward to give consumer a better experience to alter their attitude. The largest segment of this industry is the video game and is projected to rise with a volume of US \$194 million in 2021. The same growth is seen regarding online presence of people in Pakistan. As stated by (Rizvi, 2021), like any other country, COVID-19 pandemic has shifted consumer behavior in Pakistan as well. There has been a shift in routine in life of people. Change in their work life has enhanced people's more digitally present. Although retail shopping is being on a declining trend and online shopping is been on rising trajectory, the value and demand for online news, advertisement has been increasing with time. Online businesses majorly got boom during this time and businesses like food delivery and online shopping got great importance. People during pandemic shifted towards online platforms which created a marketing window for firms. As people who are digitally active on different platforms are the one who go for online shopping and the number of people who are digitally active increased drastically during lockdown time. According to (Kemp, 2021), there were 61.34 million internet users in Pakistan in January 2021. The number of internet users in Pakistan increased by million (+21%) between 2020 and 2021. Internet penetration in Pakistan is at 27.5% in January 2021. Afterwards, number of active social media users increased by 9 million (+24.3%). These numbers are clear signal for firms to understand consumer dynamics. People are moving towards digital era and hence, they are moving out of conventional advertisement. As the target market is now present on digital platforms and to capture those, firms have to move into digital arena. (Rizvi, 2021) continued to put light on changing trends in Pakistan's digital media industry and mentioned that the changing trend of consumer viewership forced major businesses across the country to re-allocate their budgets on marketing expenses. Marketing firms are now more interested in advertising on digital platforms as the effectiveness on digital medium is enhanced and comparatively less expensive. The revenue across the globe shrank visibly because of COVID-19, hence brands and businesses are now more prone to a digital oriented mindset when it comes to Pakistan. Digital advertising industry was booming even before COVID-19, pandemic just gave this industry a dramatic change in terms of growth. People at times are hesitant in believing quality of clothes that are being

marketed and advertised on online advertisements. ( Rizvi, 2021) further added in his article that during the past 5 years, conventional platforms of advertisements i.e. television, Radio and print etc. and digital grew most during 2017 and had a decline in following year 2018. Now, if we look at the growth trends, irrespective of previous year’s comparisons, it is quite evident from Aurora on Media Advertising Spend in Pakistan that digital advertising is the only segment of advertising in Pakistan which has been showing steady growth on yearly basis even before pandemic. In the past 5 years, share of digital advertisement in overall advertisement’s revenue is +30% which makes it quite emerging and dominating for coming years. Pakistan has the highest growth in terms of digital advertisement industry in South Asia.

**Growth in Digital Ad Sales (South Asia)**

Country	2020	2021 (predicted)
Pakistan	+18%	+21%
Sri Lanka	+14%	+21%
India	+10.3%	+19%

*Figure 2.1 ( Rizvi, 2021)*

Above figure 2.1 interprets that Pakistan’s digital media industry growth is being highest in the South Asian region since 2020 and is expected to dominate the region in 2021 as well. Businesses want every single dollar of their spending to make a difference. Online advertisement is not that expensive than traditional advertisements so economically if businesses achieve their goals while advertising themselves on digital platforms then they will not only achieve greater profitability but also save cost as well. For that, they are understanding through multiple ways to study how consumer buying behavior is changing in Pakistan. According to (Deshwal, 2016) the major benefit of online advertisement for businesses is that it can be tracked. On television, businesses can’t really judge whether their advertisement is being delivered to target audience and what is their feedback on the advertisement they are being exposed to. On contrary to this, online advertisements provide businesses with real time feedback. They provide firms the impressions

and engagements and hence, ad performance can be monitored. The effectiveness and flaws of online advertisements can be analyzed in real time. While there are numerous advantages, there are some disadvantages as well. As explained by (Albasir, , Alsabaan , & Kshirasagar, 2019), the major drawback which entails is that the pop-ups are source of irritation and frustration for users. Target audience do get annoyed and irritated by constant pop-up in the middle of what they are doing. Although traditional media's advertisements i.e. television, radio and billboards etc. is considered to be annoying too by target audience and same is the case with online advertisements too. Now the thing comes up, which type of advertisement is more effective and impactful on consumer's mind in convincing to buy a particular product. As quoted by (Albasir, , Alsabaan , & Kshirasagar, 2019), Jupiter research paper showed that 23% of people claimed that they would not return to the site just because of annoying advertisement. In conventional marketing, the reliability to deliver message becomes unreal as the message sent is redundant and is being sent to mass audience. Since, it is being sent to a mass audience irrespective the audience viewing that advertisement is interested or not. On the other hand, online way of advertisement gives businesses an edge over traditional platforms as the message and target audience can be customized and its performance can be tracked. After assessing the importance of online advertisements and marketing, (Galletta, Polak, Everard, & McCoy, 2007) elaborated that the certain importance of online advertising makes it pretty clear that firms must closely focus and strategize the impact of their advertising techniques i.e. advertising on online platforms also require strategizing and planning to deliver your message effectively to right people at right time. They further explained that some research has showed that audience find content useful and interesting when presented in an enjoyable and visual context, many of these researches report that audience develop such negative attitudes toward the advertisement that they avoid them whenever possible. These negative impressions and attitudes are resulted to affect brand perceptions, leading to ad avoidance. In comparison of both ways of advertisements, (Abernethy & Avery M., 1991) added that in traditional means of advertisements, consumers have the option to change the channel or switch to some other medium but online advertisements are a more deterred than traditional channels. As stated by (Bakshi & Gupta, 2013), the internet is giving business advertisements world with enhanced rich media tools, advertisements that can provide interactive services, and a wider reach. Organizations just need to understand the target consumers and then strategize accordingly in order to get maximum out of this well-developed technological platform. As elaborated by (Hanna,

Rohm, & Crittenden, 2011), the immense popularity and acceptance of social media has transformed marketing industry by changing the dynamics of advertising and promotions. Now every other platform is showcasing advertisements of different organizations. Young entrepreneurs find it effective and cost efficient to advertise their start-ups at different social media channels through which they can deliver their message to right people at right cost. (Mangold & Faulds, 2009) further claimed that social media has influenced consumer behavior from information acquisition to post purchase behavior through which consumer can also respond with feedback. The key function of social media now is brand endorsement and advertisement showcasing. Out of many functions, social media's one essential responsibility is to influence perceptions, attitudes and behavior of consumers (WILLIAM & Cothrel, 2000). The Internet's high speed, user-friendliness, low cost, and wide accessibility have contributed to its commercialization in the form of online marketing. A new platform for generating attention and awareness among consumers through online advertising (Rowley, 2001). Organizations need to create effective online advertising strategies to tap on this profitable market segment and to strategize features in their online advertisement. It is also important to calculate the effectiveness of online advertisements and how well consumers respond to them. Online advertising is widely used by companies and advertisers to promote their products and services. It is crucial that online advertising be effective in order to generate favorable responses from consumers. Online advertising features, therefore, play a significant role (Hawkins, Best, & Irwin, 1992). For a long time, television, radio, newspapers, and magazines have dominated the advertising media. The remained sole dominating force of industry. With the passage of time, online advertising is now becoming the key force in many advertising initiatives and efforts (Kotler & Armstrong, 2010). The Internet basically contains worldwide interconnected computer networks that offer companies inexpensive and convenient tools for advertising and communicating with their customers. This is known as online advertising. There are different classifications of online advertisements that are available on the Internet. According to (Rodgers & Thorson, 2000), online advertisements can be shown in the shape of banner advertisements, sponsorship, hyperlinks, and websites. Although online advertising is an effective tool to reach larger audiences and deliver message on a mass level but it is important for advertisers to know how efficiently they are delivering their message and to incorporate sufficient features to make it more effective. According to (Tsang & Tse, 2005), online advertising is only considered to be effective if it is able to generate a desired response from

consumers. As quoted by (Armstrong, 2001), Online Publishers Association in (2008) found that 66% of online consumers are sensitive about content advertisements and they do remember advertised messages on content websites and on the basis of that they are most likely to form opinion about brand favorability and further purchase intention. A major point to consider for marketing teams in recent decades has been understanding and exploring the impact of advertisements on consumer's attitude towards the advertised product/ service or organization advertising it. The motto of doing all this is that the positive or negative interpretation of the advertisement that is linked to the brand being advertised. Therefore, there are chances of a causal relationship among the attitude towards an advertisement and behavior towards the product, service or organization that is promoted in the advertisement. Nonetheless, it has been observed that companies that focus solely on content may attract a sufficient number of potential customers. This advantage is mainly of online advertisement as potential customers are also targeted with geographic filters on, on contrary to it, traditional mediums targets large number of people which also includes geographical areas that are not listed in organization's target customers. According to (Yoo, Kim, & Stout, 2004), animation is one of the innovative and advanced feature that improve the showcase and interaction level of online advertisements, specially banner advertisements. Animation includes moving images and enhanced graphics to improve the presentation of the subject on screen. It consist of various technological tools involving plug-ins, JAVA script, Flash, and streaming media (Yoo, Kim, & Stout, 2004). (Tsang & Tse, 2005) found that consumers respond positively towards animated colors, text, and graphics on websites. Organizations therefore, create digital video advertisements to increase consumer involvement with their brands. Digital video can be in different forms like streaming video, gaming, or music video (Rosenkrans, 2009). According to (Wise, Bolls, Kim, Venkataraman, & Meyer, 2008) companies that create thematic connections between the game and the product's brand would inbuilt a positive relation on consumer's attitude toward the brand. For any organization, connecting with its target audience is its core purpose. People should be well aware of the platforms where an organization advertises its product and services. (Brahim , 2016) said that evaluation of online advertising value is a major element in shaping consumer attitudes towards it. The value perceived and the resulting attitude in turn, have an important impact on the purchasing behavior. Organizations intend to create such kind of advertisements that could connect and relates with consumer's personality traits even if that customer is engaged with some other brand, he

should be captured with such impactful advertisement. According to (Kejriwal & Chakwavority, 2014) our way of life is being revolutionized by media like TV, newspaper, radio and internet and it largely impacts user's taste and trends. These all were great innovation of their time but digitalization is need of the hour. People Online advertisement is keeping your presence digitally (Kejriwal & Chakwavority, 2014). Using digital platforms to showcase your products so that more and more people could engage with it and find the relevance with their personality traits.

Young people who are technology savvy are the one who usually move around and interact with each other as consumers who are new viewer of online advertisements generally lack trust issues as when it comes to apparel, quality is customer's top most priority which may differ in real to what is actually shown in online advertisement. Here, consumer socialization theory is applied by (Ward, 1974) as socialization theory seconds word of mouth and clearly states that communication and interaction among consumers highly influence their behavior and attitude towards different products and services. (Vinerean, Cetina, Dumitrescu, & Tichindelean, 2013) related consumer socialization theory here as social media is itself an interaction platform which provides a virtual space for people to communicate with each other through internet.

According to (Kacen & Lee, 2002) emerging e-commerce has provided consumers with so many instant purchasing opportunities but some cultural aspects effects consumer's impulsive purchasing attitude. (González, 2000) also explained that informative advertising is designed when consumers are capable of assess quality of product, and they give consideration to quality of product and cost of advertisement is high. (Li, Kuo, & Rusell, 1999) analyzed that demographics, channel knowledge, shopping orientations and perceived channel utilities are the important factors that must be taken into account while analyzing consumer online buying behavior. Also the education, convenience and experiences are important to consider too while discussing online shopping attitude. According to (Hoch & Ha, 1986) advertisement plays a significant role in deciding product's quality when the physical evidence provided for the product is somewhat ambiguous. (Tsang, Liang, & Ho) also stated that mobile advertisement is not so affective medium to convey the message to consumers unless consumer himself has subscribed to any kind of mobile advertisement service as no consumer can receive any promotional or advertisement message till then.

## 2.2 Consumer Buying Behaviour

In the view of this study, Consumer buying behavior being the dependent variable, depends on independent variable i.e. consumer's buying behavior depends on type of online advertisement consumers are exposed to. According to (Khasawneh & Hasouneh, 2010) customers prioritize brands over non-branded products and customer's demographic characteristics have no impactful relation and effect on brand awareness. According to (Khan, 2006) we all are consumers, we use different items on daily basis depending upon on the desires and needs we have and the buying power we possess to accomplish our desires. This fulfilment of desires raises many questions about buying pattern of consumers and dynamics of how we are going to buy. There are basically two different types of consumers which comprises of the organizations and large entities that buys on a larger scale with different dynamics as a consumer. Second type of consumers are the families and household individuals that are mainly targeted by firms as a target audience (Al- Jeraisy, 2008).

Female consumers buying behavior is mainly effected by status of branding, their attitude towards a brand and opinion of others. Different factors have different impacts on female consumer's buying behavior (H. Zeb, Rashid, & Javeed, 2011). As of now, in this study, we are going to discuss on the consumers who are buyers of apparel and related to apparel industry. Consumers are attracted towards advertisement which they consider are most relevant and appealing to their personality. As explained by (Cohen, Webb, Sharp, & Pant, 2007), consumer behavior is best described as process by which individuals, household and organizations perceive, select, purchase and dispose product and services of different brands. This process also describes experiences of different consumers that they have after using a product. This whole study of consumer behavior describes the factors that explains consumer satisfaction and attitude. This process is what organizations look to tap on and capture consumer's attention to flourish sales of their product or services. (Keller & Kotler, 2012) explained that consumer buying behavior can be defined as the factors on the basis of which consumers buy, when consumers buy and how consumers buy. Moreover, this buying behavior ranges from individual level to households to organizations. This whole behavior depends on stimuli. Stimuli may be internal or external. The three most common types of stimuli are based upon different factors which are societal and cultural norms and personal values of consumers. Besides, the consumer's factors such as attitude, stimuli and word of mouth leads to alter consumers on their point of view an mindset of different

marketing campaigns (Kotler & Armstrong, 2010). According to (Keller & Kotler, 2012), consumer buying behavior depends on a process which is called consumer buying decision process and its steps are, Problem Recognition, Information search, Evaluation of Alternatives, Purchase Decision, Post-Purchase behavior. (Salem Mohamed S. & Mohamad, 2016), in his study laid emphasis on the relevant factors of online advertising in the relationship between perception regarding advertising value and consumer purchase intent. The results depict that online advertising value depends positively on its information, credibility and entertainment value they also indicate that credibility and online advertising value affect consumer's attitude towards this type of advertising. Consumer buying behavior usually differs from one individual to another but it can be altered by producing an appealing online advertisement targeting specific group of people. Females want dresses depending upon type of occasion they are having. It's the brand's strategy on how to capture that specific event and engage with the target audience. Women during the different waves of COVID-19, became more digitally present on different social platforms and preferred to order more clothes through online websites. This gave an opportunity to the brands as they now have that option to showcase their products digitally and grab customer's attention. In this manner, customers had that facility to choose the product/ dress they want and order it from the same site as well. Now the question arises, was traditional advertisement good enough for brands to showcase themselves or brands had to switch towards online platforms to remain intact in such competitive environment?

### **2.3 Online Advertisement**

According to (Aziz & Yasin, 2008), online advertising is a medium which is used to deliver messages and communicate promotions to target audiences but through digital medium and internet. This type of advertising is also used to spread awareness by an organization. As said by (Usman, Ilyas, Hussain, & Qureshi, 2010), advertisements play an important role in promotion of product and services, the information provided through advertisements about products influences consumer's purchase behavior. For any organization, connecting with its audience is its core purpose. People should be aware of the mediums where that organization advertises its product and services. Organizations tend to develop such advertisements that could connect with consumer's personality traits even if that customer is engaged with some other brand, it should be captured with such impactful advertisement. According to (Kejriwal & Chakwavyoty, 2014), our way of life is being revolutionized by media like TV, newspaper, radio and internet and it largely



impacts user's taste and trends. (Wegert, 2004) stated that online advertising ways for example banners, pop-ups, and pop-under are very much salient to Internet users. Some studies have concluded that consumers often get irritated by these annoyances and even feel violated by their presence. According to (Vihonen, 2013), in the last decade, marketing has transformed and has digitized itself on digital platforms. For instance, if you are doing some business and you are not online, you probably do not exist. In today's world, consumers go online and browse regularly through different companies, web pages while looking for enhanced information which affects buying decisions of consumers as it majorly saves their time and travelling cost. Now, an efficient e-marketing strategy and planning is almost a crucial part of a company's marketing plan. The detailed information of what consumers do and about their preferences is vital for developing effective marketing plans. He further added that well-designed webpage and social media page helps organization to build strong digital presence and build long term relationship with consumers. Companies knowing what customers are looking for and offering them with wide range of online content can significantly increase sales significantly. Detailed and clear online content of advertisement may lead people into the purchasing process. (Chaffey & Smith, 2005) has given a precise and basic definition of online marketing is the electronic version of marketing. It consist of digital presence of organizations that delivers organizations message to consumers in an efficient way. (Reppel , 2010) laid emphasis on the evolution of the World Wide Web in context of businesses which concluded in an environment where consumers are directly in contact with businesses in different ways.

In today's world, internet is now a necessary tool to run businesses. Every business, be it at a small scale or large, uses internet to run day to day operations. Marketers who are unable to make use of internet to form their marketing strategies will ultimately get obsolete and face loss in the larger context. (Yannopoulos, 2011) has explained how internet has revolutionized the marketing teams of organizations and helped them think out of the box to influence organizations. (Tobi, Ayodele, & Akindede, 2020) further adds that online advertising may be categorized into different sub fields which may be creating awareness, visuals, images and slogans. Online advertising is a type of advertisement that uses digital platforms to deliver messages and promote marketing offers to attract and grab customer's attention. According to ( Brahim , 2016) companies benefit themselves by calculating the effectiveness of online advertising and by evaluating their investment in these advertisements. A huge number of firms have spent large amounts of money

on online advertisements. Online advertisement is keeping your presence digitally. Using digital platforms to showcase your products so that more and more people could engage with it and find the relevance with their personality traits.

As per report, there were 76.38 million people in Pakistan who were present on internet till January 2020. This number was achieved after a drastic hike i.e. it enhanced by 17% in just one year and increased by 11 million. Internet penetration in Pakistan has a good number too. In the same report, internet penetration was recorded around 35% till January 2020 (Kemp, 2021). Online advertising is being adopted fiercely by major brands. Due to ease of internet access in cities specially cities with high literacy rate. As per recent study by (Haq, 2019), Digital advertising's expected revenue is expected to grow long by 32% in 2019 to PKR. 10.8 billion (\$103 million), 12% of total National Advertising Revenue (NAR), with immense increase in usage of electronic gadgets encourages advertisers and firms to make strong feet on digital platform and influence their target audiences. The increasing numbers are a sign of confidence for the organizations who opt for advertising their products on digital platforms. During COVID-19, major brands tend to advertise their products digitally as the people become more present on digital platforms. According to an article by (News, 2021), The import of mobile phones surged by 56 percent during the first seven months of the current fiscal year when compared with Rs118.67 billion in the corresponding months of the last fiscal year. The payment in terms of the US dollar, the import recorded a growth of 49.32 percent to \$1.13 billion during July–January 2020-21 as compared with \$760 million in the corresponding period of the last fiscal year.

## **2.4 Consumer Attitude**

(Salem Mohamed S. & Mohamad, 2016), in his study laid emphasis on the factors of online advertising and the role of the mediating variable i.e. attitude towards online advertising in the relationship between perceived advertising value and consumer purchase intent. Finally, the study shows that attitude proves to play a mediating role between assumed advertising value and intention to purchase. Consumer's attitude if influenced in positive manner, proves to become a source to purchase intent. Indeed, (Mehta, 2000) and (Wang & Sun, 2010) found that a positive attitude favorably alters purchase behavior and can result in frequent purchases.

Advertisement of any kind i.e. traditional or digital, plays a crucial role in providing consumers with enough knowledge to change their choices and influence their buying pattern

(Usman, Ilyas, Hussain, & Qureshi, 2010). He further explained that our everyday life is immensely influenced by the type of mass media we are exposed whether it is Television or internet. According to (Kejriwal & Chakwavyorty, 2014) Internet certainly has the power to shape and transform viewer's taste, trends and opinions. Organizations spend a large amount of their budget on marketing and advertisement to create value in front of consumers. Before any advertisement, prior efficient strategy is required. As explained by (Eze, Chin, & Lee, 2012), the organizations who are hesitant to conduct any research before initiating any campaign are unable to connect with consumer's attitude and mindset. This is another reason why marketers think they cannot influence consumer's buying behavior. This less impactful advertising is because of lack of research marketers do. Attitude towards online advertising is defined as the consideration and perceptual interpretation of perceived attributes. People go for perceived value with the organizations they find themselves most associated with. (Ducoffe, 1995) showed that online advertising value positively relates to attitude towards it. The field of consumer attitude is an essential part of advertising. (Arens, Schaefer, & Weigold, 2009) laid emphasis on understanding consumers, profile, behavior, and attitude are major factors in developing effective advertising strategy. Since different consumers possess different attitudes toward advertising, it is important to form theoretical frameworks or models to standardize the measurement of these attitudes (Edell & Burke, 1989). One of the most influential models to examine the relationship between consumer attitude and advertisement is the attitude-toward-the-ad model (Edel & Burke, 1987). According to (Edell & Burke, 1989), consumers build attitudes toward traditional means of advertising such as television and magazine. Such attitudes will then alter their perception and mindset toward the organization. The context (information) and body (entertainment) of ads are essential evaluators of their value and are critical to the effectiveness of digital advertising. Online Advertisement's advertising can be risky as the advertisement consumers see also proves to be irritating and it may work adversely by negatively impacting consumers.

## **2.5 Research Framework**

The study is done to explore the significant impact of online advertisement on consumer buying behavior with reference to apparel industry. The hypothesis is intended that online advertisement is having significant relationship with buying behavior of consumer. Marketing dynamics are now changing and a simple advertisement that used to happen through magazines and television is now shifted towards online advertisement i.e. through internet and social

networking websites. (Nasir, Vel , & Mateen, 2012) conducted a research according to which females in Pakistan prefer word of mouth more effective medium than social networking sites or advertisement on social media.

As consumers are now more exposed to online platforms than televisions, so it is assumed that the influential effect consumers used to have through televisions, radio and magazines is being diverted to digital advertisement. According to (Scott, 2009), before the time of internet and global connectivity, marketers did not have much space to market. They were either supposed to pay channels to run their advertisement on television in return on a handsome amount or pay a good amount to media to write good about them. These were considered efficient ways to persuade consumers to buy their product. Then trends evolved and marketing shifted from selling to creating awareness to building relationships. The transformed concept of marketing is about building direct long term relationships with the customer. Now, if a company is doing great offline business and is not present on digitally, it will be obsolete and will eventually get blurred in customer's mind. (Scott, 2009) further added that now advanced rules of marketing are applied in business. First of all, it is clear that marketing is more about creating awareness and explaining consumers that their needs and wants are being taken care of and it's not just a mere advertisement. Everything that is being published on social media or World Wide Web shows the company's image and its values. Knowing the target audience is major factor in online marketing. Digital marketing must be build according to needs and wants of consumer firm is targeting to move consumer towards the buying process and tackle their purchase intent. The online presence of organization shows its dedication and seriousness towards competitors, consumers and industry they are working in. This eventually leads towards brand building of organization.

The truthfulness of this assumption is tested through answers of questionnaires which is recorded from relevant audiences. (Arshad, Noor, Ahmad, & Javed, 2014) conducted a research and found that consumers are more comfortable and attracted to advertisements that are on aired on television. Its imagery, visuals and music makes it catchy and fun to watch. So consumers are more into visuals and imagery advertisements. This modern day era of online advertisement is competing with television advertisement. Online media on a positive side for organization can be more repetitive and convincing for target audience. Visual advertisements are more interaction base than a mere still image. Newspapers have dominated advertisement industry for a long time and still used by many firms who opt to deliver a message to a larger scale (Kejriwal &

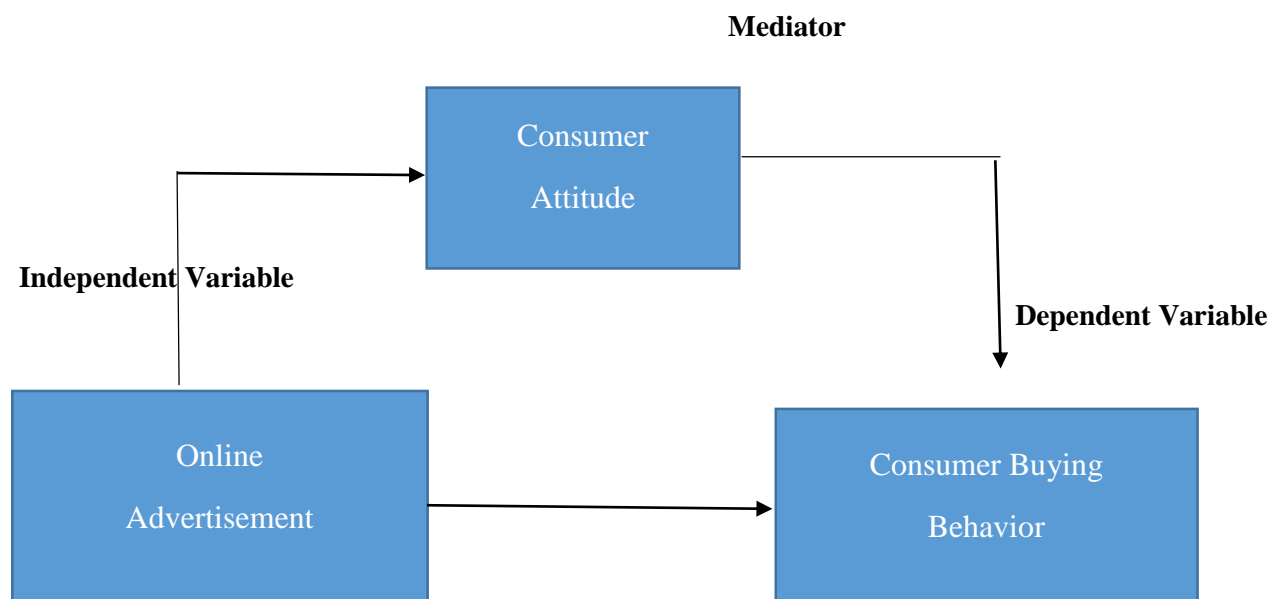
Chakwavy, 2014). Newspaper being in business since 1605, hasn't has much to innovate but is still much used by organizations but it has limited area to be advertised and large conventional organizations complete for the front page and only a few gets the hotspot areas of advertisement. Moreover, if the target audience is getting advanced with time and moving into digital era, then it becomes difficult for organizations to deliver their message and influence people through a newspaper advertisement. In the past 2 decades with the rise of internet, we have seen number of advertisements in newspapers going down and rising up in online platforms simultaneously just because of consumer's attitude and changing trends in the society. According to (Ducoffe, 1995) with the change in time and trend advertisement style is now more preferred and communication plays an important part in influencing consumers buying decisions. Due to dramatic and sudden hike in increase in scope and variety of online advertisement companies would like to spend more on online advertisement than conventional as the reach and effectiveness is way greater in online platforms (Bakshi & Gupta, 2013). Now companies widely use online advertisement on frequent basis for the promotion of their products and services but it is not easy and even difficult for advertisers to make digital advertisements more efficient and financially good enough to generate positive response from customer (Jerome, Shan, & Khong, 2010). As with growing digital market, people are changing their preferences and ways of living. According to an article by (Din), The Pakistan Bureau of Statistics noted that the average combined daily circulation of Pakistani newspapers fell from 9.9m in 2007 to 6.1m in 2008. This included a circulation of 4.6m for Urdu, 670,743 for English and 640,897 for Sindhi newspapers and periodicals. So the tangent has been on a declining trend from the past decade. This decrease in user's readability trend in newspaper proves to be a clear sign for organizations who advertise their product and services on newspapers that the reach of newspaper is getting lessened and hence they have to move towards the booming trend i.e. digital means. As mentioned by (Din), the number of broadband subscribers in the country grew from 5.1 million in 2013-14 to 44.5 million in 2016-2017. Now these figures are a clear indication about the significance of digital media. This shows the acceptance and shift of people towards digital media with the passing years. Apparel brands have to decide about which medium and platform to advertise themselves. This decision can be made easier if certain relations and lifestyle patterns of target audience are known. Consumer buying behavior regarding apparel products was evaluated by three dimensions gender, family influence and belief which are one of the cultural, social, personal and other psychological factors (Durmaz & JablonskÄ, 2012). Online

advertisement being independent variable, is mainly explored through two factors. (Jerome, Shan, & Khong, 2010) explained that pictures and multimedia are important factors about why online advertisement is getting more popular and due to these two factors, online advertisement portrays a positive influence on purchase intention. (Eze, Chin, & Lee, 2012) after working, presented the fact that organizations now spend large amount of budgets annually for advertisement just to attract their large audience and to assess young adult's attitude towards advertising. (Mohammed & Alkubise, 2012) defined that consumer attitude is being influenced by factors which are utility, and word of mouth. They are highly influenced on other people opinions and previous purchase experiences and loyalty. (Mohammed & Alkubise, 2012) gave explanation about advertising characteristics as they were measured through quality, design, duration and location of content of advertisement which may influence the effectiveness of advertisement as these are important determinant to influence target audience. According to research framework, following are the research hypotheses of this study.

**H1:** Online advertisement has positive impact on consumer buying behavior.

**H2:** Consumer attitude positively mediates the relationship between consumer buying behavior and online advertisement

**H3:** Consumer attitude is positively related to consumer buying behavior



## **2.6 Underlying Theory**

The model of “theory of reasoned behavior” correlates with the study as the behavior of consumers is being influenced by specific online advertisements which will be according to their personality traits. The advertisement effects stimuli and influences consumer attitude which alters their buying behavior resultantly. So there’s a reason behind the resultant behavior. Basically, consumers may expect some future outcome after getting influenced by online advertisements, or some celebrity endorsement on social media platform. This possible outcome in future after getting that particular product will create the reason to buy it and hence will be the reason behind that purchase. The advertisements that advertising agencies make is according to the personality of consumers. Online advertisement always works in a repetitive mode as they try to soak in consumer’s mind and it kind of forces them to think of the reasoned behavior. The question arises that can traditional advertisement have that same or even more impact than online advertisement as it gets difficult for organizations in traditional advertisements to remain repetitive in consumer’s mind. As traditional advertisements can be easily ignored and avoided as compared with online advertisement. We see major apparel brands in Pakistan showing advertisements at various spots through online platforms by reading consumer’s mind and their online activity. The advertisements widely include top most models and highly admired actresses which may give consumers a reason to purchase that particular product and the reason to get influenced is the enhanced interaction level which happened because of association of people with their admired personalities on online platforms.

## **2.7 Definitions**

### **2.7.1 Consumer Behaviour**

(Pant & Himanshu, 2007) stated that consumer behavior can be defined as the study of individuals, groups or organizations and the processes by which they use to opt, buy, use and dispose of products, services, or experiences to satisfy needs and the impacts that these processes have on the consumers and society.

### **2.7.2 Online Advertisement**

As explained by (Deshwal, 2016), online advertisement is actually technological advanced advance form of traditional advertisement which targets consumers on a much larger audience in

a precise manner. Online advertisement is now self-dependent in terms of dynamics and communication methods. Online advertisement in short is delivering organization's message through websites, social networking sites and other digital platforms.

### **2.7.3 Consumer Attitude**

Attitude is explained as a cognitive position taken towards a person, topic, or an event that influences that person's perceptions, feelings, learning processes and immediate behavior (Clow & Baack, 2013). While explaining attitude of consumer, (Sallam & Algammash, 2016) said that the consumer's attitude show their individual values or beliefs about an object, hence influencing their behavior. According to (Lee, Lee, & Yang, 2017), attitude regarding the advertisement is defined as consumer's favorable or unfavorable reactions or responses to a certain advertisement based on different advertisement factors. It is the emotional response right after viewing the advertisement.



# Chapter: 3 Research Methodology

Research methodology is the way researchers ought to do their work. How the work is done and what findings researcher is going to look for and how during the specified time duration of study. To know the results precisely questionnaire was designed and floated among the target audience. Audience was asked to submit their responses. The questions that are added in questionnaire are collected from different reliable articles which are given at the end of this topic.

## 3.1 Research Approach

Main purpose of this research was to identify the impact of online advertisements on consumer buying behavior with mediatory effect of consumer attitude. The impact mainly depends on consumer buying behavior. Customer behavior was formed by few factors which are word of mouth and that's the strongest indicator, previous experience and loyalty (Mohammed & Alkubise, 2012). What behavior they possessed as their behavior will be influencing their buying pattern. The research was conducted in Rawalpindi and Islamabad. Moreover, this research has been a cross sectional study following the quantitative approach by using primary data. This study is done in a specified frame of time. The data that was gathered through google doc is primary and it is first-hand information.

## 3.2 Research Philosophies

The research philosophy will be based on post-positivist approach. The research's result will depict the influence of online advertisement on consumer's buying behavior with mediation effect of consumer attitude. Basically the result will explain whether online advertisement is taking the charge over traditional advertisement or traditional advertisement is still influencing over consumer's behavior and attitudes.

## 3.3 Research Design

The research will be following a quantitative approach. The data will be gathered through surveys. Questionnaires will be floated among population through google doc and research conclusion will be deduced on the basis of answers given on those questions. The data will be inserted in SPSS and after running the tests, results will be assessed. Respondents are given option

to record their answer on a scale of 5 which includes from highly disagree to highly agree with being neutral at the center point.

### **3.4 Target Population**

The target population will be teenager's male and female of Rawalpindi and Islamabad. The reason to target this population is mainly due to usage of online platforms and the literacy rate of twin cities. The targeted population audience will be the residents of twin cities who are frequent users of online platforms and are largely exposed to online advertisements. During the initial Covid-19 tenure, people tended to spend more time on digital platforms as lockdown was imposed and people were mainly working from home were having more free time to be present on online platforms. This made exposure of people to online advertisements than conventional platforms. Normally, people who are exposed to online advertisements of apparels, go for online shopping immediately. People tend to use online platforms and went for online buying.

### **3.5 Sample**

The working-class residents of twin cities, mainly of young age will be targeted for the study. As youth in cities tend to use more online platforms and go for apparel shopping. Questionnaires will be floated among working class residents of different areas of Rawalpindi and Islamabad. Audience will be selected on the basis of their usability of digital platforms. Pakistan is having major portion of its population as youth and advertisers are mostly interested in finding attitude of audience when advertising, to enhance impact of advertisement (Eze, Chin, & Lee, 2012).

### **3.6 Sampling Unit**

The audience selected out of the total population will be working class residents who live in different areas in Rawalpindi and Islamabad. The number of respondents chosen are 400 at least. 380 questionnaires will be floated out of which at least 380 respondents are required for a conclusive research. According to (Umme Habiba, 2020) and a survey will be conducted from which result will be deduced. As (Malik, et al., 2013) explained that their research can be carried forward with more precision and accuracy with increased sample size. The sample size in their study was 200 which is not sufficient for a comprehensive research.

### **3.7 Sampling Technique**

The technique chosen for sampling is non probability sampling. The audience chosen to respond will be random and there will be no probability in taking response of respondents. The sampling technique will be convenient sampling as middle and young age citizens of twin cities will be contacted to give their response based on their experience.

### **3.8 Research Instrument**

The instrument used to conduct research is questionnaires. Research of respondents will be recorded by questionnaires on a Likert scale of 5 and conclusions will be made on its basis. The independent variable chosen is online advertisement while the dependent variable will be consumer buying behavior and consumer attitude is the mediator. The variable's relationship with each other will be tested based on the responses collected on google doc. If the study proves hypothesis right, then online advertisements will make consumers review their buying pattern and hence online advertisements stands as the independent variable. The location of the research will be in the twin cities i.e. Rawalpindi and Islamabad.

*The questions and the sources through which it is taken is given below in table.*

<b>Variable</b>	<b>Question</b>	<b>Author</b>
Independent Variable	Which media do you prefer to receive advertisement information?	(Tang & Chan, 2017)
Independent Variable	I often remember the clothes that I have seen through online advertisements.	(Tang & Chan, 2017)
Independent Variable	When an online advertisement appears or pops up, I frequently click on it for further details.	(Tang & Chan, 2017)
Independent Variable	Online advertisement often influences my purchase decision to buy particular clothing brand.	(Tang & Chan, 2017)
Independent Variable	I usually search apparel brands through online platforms before I do my purchase decision	(Tang & Chan, 2017)
Independent Variable	I will be more likely to view television or magazine ads to get the brand's information.	(Tang & Chan, 2017)
Independent Variable	Online advertisement influences me to search more about any brand immediately.	(Tang & Chan, 2017)
Independent Variable	I think that the product information in online advertisement is credible and attractive.	(Tang & Chan, 2017)

Independent Variable	I will remember the online advertisement if there is a dominant endorser inside the advertisement	(Tang & Chan, 2017)
Independent Variable	I would like to expose myself to apparel online advertisement rather than print advertisement.	(Tang & Chan, 2017)
Dependent Variable	I spend over 2 hours daily on the internet.	(Ahmed, Su, Rafique, Khan, & Jamil, 2017)
Dependent Variable	Online advertisement enables to compare variety easily	(Ahmed et al., 2017)
Dependent Variable	I have visited online apparel shopping websites before.	(Ahmed et al., 2017)
Dependent Variable	I think about purchasing clothes after watching online advertisement	(Ahmed et al., 2017)
Dependent Variable	Online advertisement often influences me in purchasing	(Ahmed et al., 2017)

Dependent Variable	I think quality of apparel advertisement online is better than offline channels	(Ahmed et al., 2017)
Dependent Variable	When I purchased clothes online, they were just like the way they were advertised	(Ahmed et al., 2017)
Mediating Variable	I believe online advertisement is very useful and save my time	(Singh & Verma, 2017)
Mediating Variable	I am always interested in watching clothing advertisement on online platforms than on conventional	(Singh & Verma, 2017)
Mediating Variable	I make my purchase decision based on blogger's reviews on the product.	(Singh & Verma, 2017)
Mediating Variable	I will make my purchase decision based on Word Of Mouth (friends, family and peers) rather than online advertisement.	(Singh & Verma, 2017)
Mediating Variable	Online advertisement influences me to try new brands.	(Singh & Verma, 2017)

### 3.9 Data Analysis Techniques

The data that was taken in form of questionnaire was collected on google doc and was processed further. Data was analyzed by using SPSS. The relation among variables was defined on this stage and SPSS helped us in concluding our study. Recorded data was inserted in SPSS and results were obtained depending upon the data entered. For mediation analysis, Andrew Hayes process was done and the impact of mediator on independent and dependent variable's relation was assessed. The tests that were performed on collected data are, the frequency of data collected, Descriptive Stats, correlation analysis, regression analysis, reliability analysis. We evaluated the value of Cronbach alpha and to find the impact of mediator, Andrew Haye's process was performed.

## CHAPTER 4: Data Analysis

### 4.1 Data Analysis

Once collected data is formulated, multiple tests have been run on it through SPSS software to get the results and find the direction of study and explore the relationship among variables used in study. Whereas, statistical instruments used for data analysis includes frequency and descriptive analysis, Cronbach's alpha for reliability statistics, Pearson correlation coefficient for validity, and simple linear regression analysis.

#### 4.1.1 Reliability

This section will discover the Cronbach alpha. The tested result, which is coefficient of reliability that tells us to what extent do selected items have relationship with each other. A commonly accepted rule is that 0.6-0.7 alpha indicates an acceptable reliability level, and a good level of 0.8 or greater. In table 4.1, It is mentioned that the value of Cronbach's alpha is deduced based on 378 responses as 2 were excluded. The value of Cronbach's alpha shown by reliability statistics in Table 4.1, is 0.855 for Online advertisement (Independent Variable), 0.879 for consumer attitude (mediator) and 0.899 for consumer buying behavior (Dependent Variable) for given number of items i.e. 10,5 and 7 respectively. Since the outcome value is greater than 0.7, therefore we can say with certainty that questionnaire and responses are completely reliable and possess a strong relationship with each other.

Variables	Alpha Value	No. of Items
Online Advertisement	0.855	10
Consumer Attitude	0.879	5
Consumer Buying Behaviour	0.899	7

(Table 4.1)

#### 4.1.2 Descriptive Analysis

Here, the data collected in been placed in different categories so that it can be processed and analysed in a much simpler way. As shown in table, sample size consists of gender of respondents, age and income of respondents and the area where they live in. These questions if answered as per the expectations, then those people were included in the study.

## Frequencies

### Statistics

		Gender of respondents	Age of respondents	Income of Respondents	Area where Respondents live
N	Valid	380	380	379	380
	Missing	0	0	1	0

## Frequency Table

### Gender of respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	197	51.8	51.8	51.8
	Female	183	48.2	48.2	100.0
	Total	380	100.0	100.0	

### Age of respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-22	50	13.2	13.2	13.2
	23-27	224	58.9	58.9	72.1
	28-32	102	26.8	26.8	98.9
	33 and above	4	1.1	1.1	100.0
	Total	380	100.0	100.0	

(Table-4.2, 4.3 ,4.4)

**Income of Respondents**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less Than 25,000	48	12.6	12.7	12.7
	26,000-50,000	94	24.7	24.8	37.5
	51,000-75,000	27	7.1	7.1	44.6
	76,000-100,000	96	25.3	25.3	69.9
	Above 100,000	114	30.0	30.1	100.0
Total		379	99.7	100.0	
Missing	System	1	.3		
Total		380	100.0		

**Area where Respondents live**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Urban	341	89.7	89.7	89.7
	Sub-urban	27	7.1	7.1	96.8
	Rural	12	3.2	3.2	100.0
Total		380	100.0	100.0	

**Descriptive Statistics**

	N	Minimum	Maximum	Mean	Std. Deviation
Gender of respondents	380	1.00	2.00	1.4816	.50032
Age of respondents	380	1.00	4.00	2.1579	.64674
Income of Respondents	379	1.00	5.00	3.3536	1.44623
Area where Respondents live	380	1.00	3.00	1.1342	.42406
Valid N (listwise)	379				

*(Table-4.5, 4.6, 4.7)*

**Descriptive Statistics**

	N	Minimum	Maximum	Mean	Std. Deviation
OA	378	14.00	49.00	38.8492	7.78089
CA	378	5.00	25.00	21.2460	4.37624
CBB	378	7.00	35.00	28.4683	6.43105
Valid N (listwise)	378				

*(Table-4.8)*



Out of 380, on gender basis, 183 respondents having percentage of 48.2 were females. 197 respondents were male having percentage of 51.8 respectively. On the basis of data collected on age, 50 respondents were aged from 18 to 22 years with percentage of 13.2 years. Similarly, 224 respondents were having their age from 23 to 27 years with the percentage of 58.9. Furthermore, 102 respondents were aged from 28-32 years with the percentage of 26.8, 4 respondents were above 33 years and their percentage was 1.1.

### 4.1.3 Correlation

The relationship between two variables is called as correlation. In case of a stronger bond between two variables, the correlation will be higher and if the relation is low, the correlation will be lower. This evaluation and exploration of relationship between variables is known as correlation analysis.

The window and range of a correlation-coefficient ranges from -1 to +1. If the correlation value is negative, i.e. -1, this means that variables are having inverse relationship with each other. i.e. if the value of one variable decreases, the value of the other variable increases, on contrary to this, if the correlation value is positive, i.e. +1, then it means the relationship between two variables is directly related. and the value of another variable also increases when the value of one variable increases. Correlation coefficient is denoted by Pearson r, which is often used.

**Correlations**

		OA	CA	CBB
OA	Pearson Correlation	1	.831**	.863**
	Sig. (2-tailed)		.000	.000
	N	378	378	378
CA	Pearson Correlation	.831**	1	.795**
	Sig. (2-tailed)	.000		.000
	N	378	378	378
CBB	Pearson Correlation	.863**	.795**	1
	Sig. (2-tailed)	.000	.000	
	N	378	378	378

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

(Table-4.09)

Table 4.9 shows relation between independent and dependent variable i.e. online advertisement and consumer buying behavior is directly related and their significance of relation is 0.01 level with a magnitude of .831\*\*. The relationship between online advertisement and consumer buying

behavior is positively related and directly proportional to each other with significance of 0.01 and magnitude of .863\*\*. Likewise, the relationship between consumer attitude and online advertisement is also directly related to each other with a positive direction and significance of 0.01 level with a magnitude of .831\*\*. Similarly, the relationship between consumer attitude and consumer buying behavior is also positively related with directly proportional to each other, the significance among them is 0/01 level with a magnitude of .795\*\*. In a similar fashion, there's a relationship positive and direct relationship between consumer buying behavior and online advertisement and is highly significant at 0.01 level with a magnitude of .863\*\*. Furthermore, there exist another positive direct relationship between consumer buying behavior and consumer attitude with a significance level of 0/01 and a magnitude of .795\*\*.

#### 4.1.4 Regression Analysis

A further concept, called regression analysis, this analysis is used to evaluate the data collected. This is used to prove or reject hypothesis developed and to know the relationship between different variables i.e. either the direction is directly related or inversely related to each other. For our variables in this sample, we used a linear regression study. The most important and accurate data can be given by such findings when obtained from this whole process.

**Variables Entered/Removed<sup>a</sup>**

Model	Variables Entered	Variables Removed	Method
1	OA <sup>b</sup>	.	Enter

a. Dependent Variable: CBB

b. All requested variables entered.

(Table-5)

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.863 <sup>a</sup>	.745	.745	3.24901

a. Predictors: (Constant), OA

(Table-5.1)

As value of R in table-5.1 shows the evident correlation. According to findings, value of R is 0.863 (86.3%) gives prominent proof of high degree correlation between online advertisement (independent variables) and consumer buying behavior (dependent variable). Similarly,  $R^2$  gives an idea to what extent “consumer buying behavior” can be explained by “online advertisement”. Additionally,  $R^2$  may also be regarded as the percentage of change in the dependent variable induced by the independent variables. In explanation to table 5.1 above, this test conducted clearly depicts that  $R^2$  is 0.745 (74.5%) which is high and gives a significant outcome. The value explained in table above i.e. adjusted  $R^2$  shows how fit our model is.

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	11623.035	1	11623.035	1101.076	.000 <sup>b</sup>
	Residual	3969.084	376	10.556		
	Total	15592.119	377			

a. Dependent Variable: CBB

b. Predictors: (Constant), OA

(Table-5.2)

The level of significance of this model in table-5.2 is .001, since the value we have in result is less than .05, hence the relationship is highly significant.

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.745	.852		.875	.382
	OA	.714	.022	.863	33.182	.000

a. Dependent Variable: CBB

(Table-5.3)

As shown as a result, this table-5.3 shows relationship between independent and dependent variables. The relationship constitutes the significance and magnitude of relationship. The effectiveness of online advertisement comes out to be 86.3% and a significance of 0.01.

consumer buying behavior. Since, the value of beta is +1, hence there's a direct and strong relationship between the two variables.

#### 4.1.5 Mediation Analysis

Model : 4  
 Y : CBB  
 X : OA  
 M : CA

Sample  
 Size: 378

Effect of IV on Mediator						
Effect	se	t	R-Seq	P	LLCI	ULCI
.4671	.0162	28.9171	.6898	.0000	.4354	.4989

(Table 6)

#### Interpretation

This table above shows that the independent variable i.e. online advertisement has an effect of approximately 69% on mediator i.e. consumer attitude and has a highly significant relation. The coefficient value denotes that a one unit of change in online advertisement will bring a change of around 46% in consumer attitude.

Effect of X on Y						
Effect	Se	t	R-Seq	P	LLCI	ULCI
.5413	.0372	14.5707	.7650	.0000	.4683	.6144
Effect of Mediator on Y						
Effect	Se	T	R-Seq	P	LLCI	ULCI
.3688	.0661	5.5831	.7650	.0000	.2389	.4987

(Table 6.1)

**Interpretation**

In table 6.1, the combine effect of online advertisement (independent variable) and consumer attitude (mediator) on consumer buying behavior (dependent variable) is 76.5% with an almost 100% significance. Change of 1 unit in online advertisement brings 54% change in consumer buying behavior with significance of almost 100% and change of 1 unit in consumer attitude brings 36% change in consumer buying behavior with high significance.

Effect of X on Y						
Effect	se	t	R-Seq	P	LLCI	ULCI
.7136	.0215	33.1825	.7464	.0000	.6713	.7559

(Table 6.2)

**Interpretation**

This table 6.2, shows that the online advertisement (independent variable) has an effect of approximately 74.5% on consumer buying behavior (dependent variable) and has a significant relation of almost 100%. Above table further explains that 1 unit of change in online advertisement brings 71% of change in consumer buying behavior and the value of P denotes that the relation is highly significant.

Direct effect of X on Y					
Effect	Se	T	P	LLCI	ULCI
0.5413	.0372	14.5707	.0000	.4683	.6144
Total effect(s) of X on Y					
Effect	SE	T	P	LLCI	ULCI
.7136	.0215	33.1825	.0000	.6713	.7559
Indirect effect of X on Y					
Effects	Se	LLCI	ULCI		
.1723	.0374	.1015	.2467		

(Table 6.3)

### **Interpretation**

The total effect of online advertisement on consumer buying behavior and through consumer attitude on consumer buying behavior. While direct effect shows effect of online advertisement on consumer buying behavior. It shows online advertisement has an effect of 54% on consumer buying behavior with significance of almost 100% and significance of 0.1.

Furthermore, indirect effect of online advertisement on consumer buying behavior with mediation impact of consumer attitude. Here, table shows that consumer attitude has an effect of 17% on relation of online advertisement and consumer buying behavior. Since, the values of LLCI (lower limit class interval) and ULCI (upper limit class interval) lies above 0 and is a positive value. Hence, it shows that relationship is significant.

# Chapter No. 5: Implication of Results, Discussions, Conclusions and Limitations

After conducting different tests and their interpretation above, the hypothesis designed can be answered and its justification is given below.

## 5.1 Implication of Results

Hypothesis	Status
<b>H1:</b> Online advertisement has positive impact on consumer buying behavior.	Accepted
<b>H2:</b> Consumer attitude positively mediates the relationship between consumer buying behavior and online advertisement	Accepted
<b>H3:</b> Consumer attitude is positively related to consumer buying behavior	Accepted

**Hypothesis 1** was ‘Online advertisement has positive impact on consumer buying behavior.’ After running multiple tests, has been validated according to test results of regression and correlation analysis. The relationship between independent and dependent variable has been validated i.e. it showed a positive relation with significance of 0.01 and magnitude of 0/863 which is high for a strong relation. It has been shown in regression analysis that there is a substantial relationship between online advertisement and consumer buying behaviour, which indicates that increase in online advertisement, positively impacts consumer buying behaviour.

**Hypothesis 2** was ‘Consumer attitude positively mediates the relationship between consumer buying behavior and online advertisement’. To test this hypothesis, multiple tests have been run and it is validated through correlation and regression analysis. As per results of correlation analysis, the mediator (consumer attitude) has a direct and positive relation with dependent variable (consumer buying behaviour) with a significance of 001 which is highest and a magnitude of .795. The relation between both variables is validated according to regression analysis. It has shown in regression analysis that there is a vital relationship between consumer attitude and consumer buying behaviour, which indicates that consumer attitude positively mediates the relationship between consumer buying behaviour and online advertisement.

**Hypothesis 3** was ‘Consumer attitude is positively related to consumer buying behavior’, has been accepted in correlation and regression analysis. Both correlation and regression analysis has shown the mediatory effect of consumer attitude on the relationship between online advertisement and consumer buying behaviour. Based on the findings, it has been proved that consumer attitude positively is positively related to consumer buying behaviour.

## **5.2 Discussion**

This study is intended to explore the relationship among online advertisement (independent variable), consumer attitude (mediator) and consumer buying behavior (dependent variable), as people of Islamabad and Rawalpindi have been selected for deducing the relationship between the above variables. To gather the audience’s response (residents of Islamabad and Rawalpindi), an adaptive standardized questionnaire is used. The maximum significance that is acceptable is below 5% and any percent at 5 or above results in rejection of study. H1, H2 and H3 were accepted on the basis of the significance standard, as significance level of online advertisement, consumer buying behavior, consumer attitude has been less than 0.05. Therefore, all research hypotheses (which were developed relevant with theoretical framework) have been accepted and proved significant. Hence, a positive relation is proved between positive relationship between online advertisement (independent variable), consumer attitude (mediator) and consumer buying behavior (dependent variable).

By interpreting the results of this research, we concluded that online advertisement has a vital positive effect on consumer buying behavior and effect is even enhanced with mediation effect of consumer attitude. As all of our hypothesis are accepted and proven, this shows that independent and mediator variables positively effects the consumer buying behavior of youth of Rawalpindi and Islamabad.

## **5.3 Conclusion**

As per the results mentioned above, it may be concluded that online advertisement seems to have a significant positive impact on consumer buying behavior within the limits of Islamabad and Rawalpindi. Furthermore, the research has also proved that consumer attitude positively mediates the relationship between online advertisement and consumer buying behavior within Islamabad and Rawalpindi. As explained in (Chapter 1), the major objective and purpose of this study is to



explore the relationship and impact of online advertisement on consumer buying behavior with mediating effect of consumer attitude within boundary of Islamabad and Rawalpindi. Structured questionnaires have been designed on google doc and have been floated amongst the residents of Islamabad and Rawalpindi for data collection, impact of each variable has been specifically assessed in this research, for demographics including gender, age, income and area of living have been assessed. To examine the relationship, online advertisement has been tested with consumer buying behavior through multiple tests and found positive correlation between them. Furthermore, correlation analysis has shown that online advertisement is positively correlated with consumer buying behavior and consumer attitude with the magnitude of .863, .831. As a result, regression analysis has shown a significant relationship between Online advertisement (independent variable), consumer attitude (mediating variable), and consumer buying behavior (dependent variable). In the sum up, it can be said that online advertisement has positive impact on consumer buying behavior with mediating effect of consumer attitude.

#### **5.4 Recommendations and Future Research**

In view of overall study, all major aspects have been covered in this study. After running all essential tests and their interpretation, all three hypotheses are successfully validated and approved. The consumer shift towards online platform is seen and organizations must move towards online advertisement to capture more audience and reach to the one who most align with their product and services. This study is precise as within the cities of Rawalpindi and Islamabad. Firms working within these two cities can use this study to advertise further. However, there is always space for betterment for precision. We live in a dynamic environment and in future, things may change and so does consumer's frame of mind. So, for that time, different parameters can be used to conduct even accurate study. The parameters may include more time i.e. researcher must be having enough time to cover every minute aspect of study and comes up with comprehensive results. Another parameter can be different industry, this study is solely conducted with aspect of apparel industry and apparel buying. To conduct a research on broader scale, industry may be changed and a unanimous study may be conducted to benefit firms on a greater scale. In terms of target audience, a specific segment of society may be target, other than the one target in this study. Every segment of society has a different life style and living standard so shift in living pattern may show different results. The conducted in future may use longitudinal time frame, as people may

have different perceptions and point of view which may get influenced and altered with passing time. To tackle that and conduct an accurate research, longitudinal study may be conducted to have a lasting study and benefit firms at large. In terms of variable, variables may get replaced or new variables may be added to have a precise and comprehensive result. In this study, no moderator is used and moderator do plays a significant part among independent and dependent variable. In future, moderator may be added and it may alter the results deduced now.

## **5.5 Limitations**

Limitations are the barriers and constraints that are applicable on a study for instance, a study conducted on a specific class and region may not produce similar results if conducted in another region. There are few limitations regarding this study. The study is conducted in the premises of Rawalpindi and Islamabad. According to (FinanceGovt, 2016), urban areas of Punjab, in Pakistan, is the province with highest literacy rate i.e. 76% so the people in low literacy rate areas got less digital presence and hence impact gets lessened as well even in the rural areas of province. So the findings of this study are not applicable to other rural and sub-urban areas and cities with different literacy rate as well. A major limitation was limited time frame and different geographical region may produce different results keeping demographics and literacy rate in mind. This study is cross sectional and is conducted in a specific time. Sufficient time must be provided to researcher to have a comprehensive study. Also literacy rate of Islamabad and Rawalpindi my slightly differs with other regions of the country and other parts of the world, so similar study conducted anywhere else will produce different results. With passing time, people may shift their opinions and amount of exposure towards online advertisement.

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RC-04

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Enrollment No.	01-321202-021
Thesis/Project Title	Impact of online advertisement on consumer Buying behavior in apparel industry

**Supervisor Student Meeting Record**

No.	Date	Place of Meeting	Topic Discussed	Signature of Student
1	20/11/21	BS-10	METHODOLOGY	
2	27/11/21	BS-10	Questionnaire Review	
3	04/12/21	BS-10	How to run SPSS	
4	18/12/21	BS-10	How to conduct different analysis	

Progress Satisfactory

Progress Unsatisfactory

Remarks: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Signature of Supervisor:  Date: \_\_\_\_\_

Name: Dr. Sobia Shujaat

Note: **Students attach 1<sup>st</sup> & 2<sup>nd</sup> half progress report at the end of spiral copy.**



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RC-04

MBA/BBA

**2<sup>nd</sup> Half Semester Progress Report & Thesis Approval Statement**

Name of Student(s)	Zarak Khalid
Enrollment No.	01-321202-021
Thesis/Project Title	Impact of online advertisement on consumer Buying behavior in apparel Industry

**Supervisor Student Meeting Record**

No.	Date	Place of Meeting	Topic Discussed	Signature of Student
5	01/01/22	BS-10	Interpretation of tests	
6	08/01/22	BS-10	Conclusion, Results Discussed	
7	15/01/22	BS-09	How to do proper referencing	

**APPROVAL FOR EXAMINATION**

Candidates' Name: Zarak Khalid Enrollment No:01-321202-021

Project/Thesis Title: Impact of Consumer Behavior on Consumer Buying Behavior in Apparel Industry

I hereby certify that the above candidates' thesis/project has been completed to my satisfaction and, to my belief, its standard appropriate for submission for examination. I have also conducted plagiarism test of this thesis using HEC prescribed software and found similarity index at \_\_\_\_\_ that is within the permissible limit set by the HEC for thesis/ project MBA/BBA. I have also found the thesis/project in a format recognized by the department of Business Studies.

Signature of Supervisor:  \_\_\_\_\_ Date: \_\_\_\_\_

Name: Dr. Sobia Shujaat