

# **FACTOR IMPACTING CONSUMER BUYING BEHAVIOUR: A STUDY OF DECEPTIVE ADVERTISMENT ON SOCIAL MEDIA, KARACHI**

**BY**

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## MBA Thesis 2nd Half-Semester Progress Report & Thesis Approval Statement

### Supervisor – Student Meeting Record

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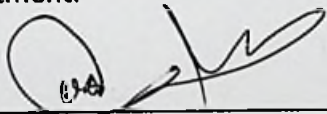
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## ABSTRACT

### **Purpose**

The purpose of the study is to see the impact of deceptive advertisement, unethical advertisements and social media advertisement on consumer buying behavior.

### **Methodology & Design**

The research being conducted for this paper will be based on the sources being used to support the main argument. The research is conducted on a sample size of 341 and a convenience sampling was done to collect the data from respondents. The survey forms are circulated on online medium through googles forms a linked is generated and distributes for data collection.

### **Findings**

Overall the result of or findings after running these tests are different which means not all the independent variables deceptive advertisement, unethical advertisement and social media advertisement have an impact on dependent variable which is consumer buying behavior and influence the buying pattern of consumers by these factors

### **Limitations**

Limitation this study encounter is that purchase intention and buying behavior mainly depends on consumer's beliefs, culture, experience and values. Time is also a factor which limits this study. Lack of resources and limited area are also reasons of this study limitations.

### **Recommendations**

Identify gap and add more variables to study more about factor influence consumer buying behavior

### **Keywords**

Consumer buying behavior, deceptive advertisement, unethical advertisement, social media advertisement.