

IMPACT OF ELECTRONIC MEDIA ADVERTISEMENTS (TV, INTERNET) ON CONSUMER BUYING DECISION FOR APPAREL BRANDS

By

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ABSTRACT

Purpose- The aim of this research is to prove that consumer's buying decision is affected by advertisements on electronic media, depending on the different platform i.e. TV and Internet. Particularly Social media consumers find it helpful to make a purchase decisions for the products. As we all know that it is the era of technology which has enables the customers to access to the information with ease, advertisers are carried out that advertisement on electronic media increases customer's interest, and help in better inclination towards a brand and retain recognition.

Methodology/sample- The exploratory type of research is selected, as this study will reveal the effects of electronic media advertisements on consumers buying decision and deductive approach is used as the hypothesis is developed on the base of existing literature. The study involved use of questionnaires filled and this data was analyzed through SPSS Software applying One Sample T-Test.

Findings- During this research it was found that advertisements play an important for an organizations product, as findings of this research show that consumer's purchase decision is affected by brand image build by advertiser and most preferred source of medium is television and social media. It was also determined that different offerings and promotions are more easily communicated to potential customers through the use of electronic media. Social media is widely used by consumers along with their attributes and their preferences

Practical Implications- There are certain limitations to research, as this research was targeted towards the population of Karachi only and towards people who are more towards branded fashion apparel. Moreover this research gives answers to a general question that whether the purchase decisions are affected by advertisements on electronic media or not. It does not look into the reasons behind the affects of advertisements.

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CHAPTER 1

1. INTRODUCTION

1.1 PROBLEM BACKGROUND AND AIM OF STUDY

In the age when customers are the main focus of organization efforts, it is necessary for companies to reach them effectively and make people aware of their products and offerings. Beginning from the consumer goods to the luxury car we drive are all decided by watching advertisements. This shows that communication technology has revolutionized all aspects of life. Various new innovations are introduced by the access of technology has given an aggressive stage to advertising.

Marketers believe that it is a need in today's rapid world to advertise on every device and forum that your customers are using to influence their behavior. It has been examined that displaying messages over electronic media channels experienced an increase. Advertising is used to create differentiation of products / services among customers' mind (Hussainy et al., 2008). The use of creative presentation and language of advertisements shown over electronic media can successfully convey the exact message, emotion, processes and value system regarding the product to the targeted audience. The rapid growth in the technology has come up with the new mediums of communication at a very fast pace for reaching different consumers and created it a basic need or want of our routine life without which one consider his life incomplete. With this intervention, marketers have utilized a collective approach to cater audience of different segments. The electronic media has turned into a significant medium that reach the target market directly giving little consideration to geographical or demographical limitations. In this highly competitive environment, marketers are aware of the importance of brand value development and the benefits it may offer by effectively influencing customers' mind. This urges the advertisers to create emotional values for their viewers through advertisement as consumers nowadays have high brand exposure on electronic media. This is because often customers have association with specific brands and emotional values.

In Pakistan, the market is surplus with several products or services with similar benefit, many companies are going through tough brand war among fashion apparel brands to be seen and be opted by consumers for gaining maximum market share and it has become extremely difficult for companies to differentiate their products or services based on functional attributes alone (Hussainy et al., 2008) therefore, marketers come up with the concept of

brand image. According to Keller (1993), to create brand positioning in the market, companies aim to develop various significant ways through which consumer's perception develops. This perception is called Brand Image, which is delivered by proper and adequate communication of brand positioning through advertisement.

The absence of any information or the improper way of conveying message may provide a wide gap and poor understanding of product so to reduce dissonance, marketers believe that the most common tactic to show adverts are on television. The choice of media plays a significant role to draw the attention of viewers and have deeper penetration in all societal segments. Lee and Brown (2003) found that fashion, look style and trend is the primary motivation to buy a particular brand in clothing. The advancement in communication technology has significantly changed the way marketers use different media channels for displaying adverts to their target audience. Electronic media have extent the consumer knowledge by providing information and vividly demonstrating the attributes of product in the advertisements so the consumer may experience the usage virtually, thus television has become a powerful source of awareness for masses by viewing games, broadcasted programs, culture, trends, behavior and lifestyle to finalize their purchase decision.

Electronic media advertising seems to work better over a longer period. That's way, when consumers are entertaining, browsing or buying, marketers want their product to be right there to be seen, this helps to decide and create a strong impact on buying behavior. Nowadays entire electronic media is affecting our lifestyle, desire for social appreciation, displaying our culture and shaping our attitude to follow that standard of living. Through the advertisements which accompany interesting information and adding eye catchy images, firms attempt to influence customers' buying behavior favorably. With the emergence of technology like the internet, mainly the World Wide Web (www) as an electronic medium of conducting business gives new chances for personalization and takes up the Internet as their alternative apparatus for marketing. As a result of dynamic changes in the environment, "new" customer and "new" markets are emerging and proving to be lucrative ("Assael, 2004," n.d.). Internet is also being used for the very reason as the firms believe that their advertisement on different formats may catch customers' attention and influence buying choices. Electronic media is playing an essential role in department of advertising.

Therefore, the aim of study is to find the impact of electronic media advertisements on consumer buying decisions in Karachi. As there are various media channels to advertise but the growing influence of television and internet particularly social media network is rapidly

increasing. The research tries to understand the changing nature of usage of electronic media by understanding audience attitude towards the adverts viewed on television and internet. Questionnaires are filled in order to collect data and study the advertising used by the Apparel fashion brands.

1.2 HYPOTHESES

- H₁. Electronic media advertisement effect consumer's purchase decision.
- H₂. There is a significant relationship between TV advertisements and consumer purchase decision w.r.t apparel industry.
- H₃. Brand Image through celebrity endorsement effect consumer buying decision.
- H₄. Brand memory of consumers is more likely to increase when exposed to advertisement on electronic media.
- H₅. Social media advertisements effect consumer purchase decision.

1.3 RESEARCH OBJECTIVE

The objective of the study is aimed

- To find whether electronic media advertisements have any impact on purchase decisions.
- To examine to what extent people watch advertisements on electronic media
- To find whether advertisements on electronic media are effective in terms of creating positive attitude towards the brand image and brand recall.
- To find the association between apparel industry and electronic media advertisement.

1.4 SCOPE OF THE STUDY

The research focuses on the attitude of the consumers of Karachi, who mostly belongs to the upper and upper middle class for gathering data through questionnaires to have a better understanding on the impact of electronic media advertisements of fashion brands, more specifically on television and social media on consumer purchase decision.

1.5 LIMITATIONS OF THE STUDY

The primary limitation in this research work is that population is very limited as consumers of Karachi city are targeted to participate and filled out the questionnaire. The sample size was kept small due to the limited time frame; if we take wide sample size it would result in more reliable and significant research. Responses gathered through questionnaire are not completely genuine as people may hold back true information or might answer unfairly about their consumer preferences. People sometimes are not aware of the fact that advertisements impact their behavior but though subconsciously they are involved in it and their decisions get influenced in their minds. The research is limited to finding whether electronic media advertisements affect purchase decision or not with respect to only branded fashion apparel.

REPORT LAYOUT

This research study “Impact of Electronic media advertising (TV, Internet) on Consumer buying decision” comprises of 6 chapters.

Chapter 1- gives introduction and background to study and clearly define the objective to conduct the research.

Chapter 2 - includes previous studies and research article available to support the hypotheses developed from literature review. The major purpose is to acquire the related information to meet the research objectives.

Chapter 3 - outlines the selection of research methodology to gather data related to research by filling out questionnaires by the respondents.

Chapter 4 - defines data analysis and interpretation including bar graphs of collected responses to get the results.

Chapter 5 - discusses the detailed relation between research findings and previous studies in order to understand the required result to acquire validity.

Chapter 6 - concludes with the analysis of core research findings and provides recommendations along with implications that how advertising campaigns helps for future research.

CHAPTER 2

2. LITERATURE REVIEW

2.1 Media and its Evolution

The recent advancements in technology and growing need for communication among people have altered the media setting. The old mediums of advertising are substituted and new media are preferred to that, online advertisements like web banner ads, pop ups, mobile advertising, click through and social media marketing are attaining progress and expanding quickly in the market. Marketers believe that it is a necessity for advertisers in today's rapid world to broadcast on every device and forum that your customers confront to influence their behavior (Beard, 2006). When a person is triggered externally by a TV ad for a product, this may enhance considerations or make individual thought regarding the purchase of a product (Kotler and Keller, 2009). There is a significant impact on the advertisement effectiveness, depending upon the media selection, as the message perceived most probably rely on the medium whether it is private or public. Advertisements is a main well spring of the data about the product therefore online advertisement tactics are perfect example as the most effective ads on the internet are easily shared and are viewed publically, this is done in order to make an ad go viral (Clow, 2007). With the emergence of number of private TV channels in Pakistan, the demand of the advertisement also grew substantially. The commercial breaks for television viewers also depend on the popularity of a television program. Like the rest of the world the continuous growth in advertising techniques and communication revolution has changed the face of advertising industry in Pakistan. Therefore it is the key to study the effect of these technological innovations on customer's behavior.

2.2 Advertising as a Brand Driver

When a consumer chooses a brand while making a purchase decision, two conditions must be satisfied: First, the brand must be in his choice set. Second, the brand must be preferred over all the other brands in his choice set. Depending on its role, advertising may facilitate one or the other of these conditions (Solomon, et al, 2010). Technology advancement had not given us new products and services, but as traditional mass media, had reduced. Now advertiser is looking for new and presumably less cluttered media. The current age of digital media had given consumer choices to opt in and opt out of marketing messages and advertising. Consumers are getting more control of what they want and when they want. Therefore advertisers are targeting customize ads, which are more towards the interactive marketing (Newell & Merier, 2007; Kondo & Nakahara, 2007).

It has been observed that congruent media will lead to more positive attitudes towards the advertisement and exercise the brand recall. Perhaps the most visible and best known way of personality creation is by means of celebrity endorsers. Becker et al analyzed that the impact on customer utility, the level of competition in the market for advertised goods and availability of multiple brands are some deciding factors to judge whether huge or little advertisement is required. Moreover Weilbacher et al (2003) elaborated that the main advertisement task is to present the whole advertisement idea in a way that product always stays fresh in mind of customers and affect consumer preferences.

The key aim of advertisements on electronic media is to accomplish an influential brand message that interest people so that a brand can be easily recognized and remembered to stimulate reaction of the customers.

2.3 Brand Awareness, Association and Recall

An advertisement task is to catch consumers' attention and increase brand awareness (Biswas et al., 2006) they can easily memorize the brand when they are intended to buy the product. Brand awareness means that consumers chose to buy a familiar and well known brand and have an overall recognition (Fang, 2004) whereas widely available knowledge regarding a product creates more awareness than directly interact with certain product category, the results show that knowledge effect of electronic media has a noticeable impact. The formation of brand awareness is created with the help of brand image. Laroche et al., Wang (2006) observed that the higher the brand image is, the higher will be the purchase intention. Recognition, preference, and action are the core drivers when choosing advertising medium.

Previous researchers observed that Brand Association signifies that anything that is associated with brand is impressed deeply in consumers mind. Therefore the most common way to build brand image through personality creation is actually the celebrity endorsement. The use of celebrities and common citizens as endorsers in the advertisement has the positive effect on the consumer attitude toward the product. Once a celebrity wears a particular look or dresses differently it immediately becomes the new trend in fashion Jing Hu et al., (2010). Brand appreciation makes a customer efficient enough to authenticate a certain brand affectively when a number of other homogenous brands are available. Lee, and Lim (2008) said that advertisements on electronic media are more appealing and they improve remembrance of the brand, and helping customer's impression better by convincing buying plans. Content analyses have found that celebrity endorsement was the most frequently used appeal in television commercials for youth products (Chan, 2010) advertisers often choose celebrity endorser who matches up with the desired brand image (Hakimi et al., 2011)

To evaluate brand awareness brand recall is a tool by which a consumer can easily measure and predict brand awareness (Franz-Rudolf Esch et al. 2006). When a brand possesses a strong personality that is consistent with the consumer's image, the consumer will have greater preferences towards the brand. Positive brand attitude has a direct impact on consumer involvement in branded clothing. Thus, it is postulated that brand attitude has a significant impact on consumer involvement in fashion clothing (Benzin 2001). A high persuasive advertising endorser can stimulate consumer purchase intention and promote brand recognition and product value to dominate the fashion uniqueness. Chi, et al. (2009) points out when a product has a well known brand name, it can win consumers' preferences and increase their purchase intention.

People are now more conscious and involved in branded fashion clothing. TV commercial advertising spend mostly on endorsement marketing to give a preferable image to customers and further increase product recognition (Chi, Yeh, & Huang, 2009). Celebrities used in ads have greater positive influence on consumers. Individuals use cue in different buying situation for recalling the brand and advertisers make use of media penetration and influences the consumers final buying decision, there is a greater chance of brand to be retrieved of any buyer, when different attributes are attached to the brand, which creates brand association (Romaniuk & Sharp, 2004). (Aaker, Keller and Yasin et al. 2007) recognized the significance relationship between brand association, awareness and memory which contribute to a specific brand image. As the brand association increases, there is an optimum chance of recalling the particular brand.

When consumer place attention to an advertisement that produce feelings toward brand and those individuals who have favorable and good feelings regarding brand have favorable attitude toward brand, promoted in the advertisement (Teng, Laroche and Huihuang, 2007). We consider brand image as an important factor because it adds to the consumer's decision process either he should purchase the brand or not (Paurav, 2009)

Lynch, (2002) highlighted that advertisers like creating effective commercials to draw customers' attention; all people enjoy it but the major problem rise that they like and then forget about it and electronic media is an effective source to convey advertising message. Brand remembrance is the customer's capability to recall the brand's name, making the grouping of products within a collection of consideration set. Brand association has a positive relation with buyer purchasing intention and willingness to accept extension in brands.

2.4 The relationship of Brand Image with Advertisement

Kamins and Marks suggest that if consumers have a good and preferable brand image to a product, they will have higher purchase intention, and if a product is familiar to consumers, they will have more confidence to buy it (Laroche, Kim, & Zhou, 2005). Companies depict their positive brand image with the help of adequate and proper brand positioning through advertisement.

Agarwal et al. (2009) analyzed that there is a positive influence of brand image and advertisement on purchase preference and decision. Previous research results reveal that advertisements play a vigorous role in familiarizing a new product and taking right decision during shopping.

Muhammad Ehsan Malik et al. (2013) examined that through advertisements, companies create their image and their brands in the minds of customers. They discovered that consumers of urban cities are becoming more conscious branded products as the personality symbol. Brand image has significance relation with advertisement as the research sum up that if people are well aware of the product and they have positive brand perception and association ensuring brand image will be more and stronger in the consumers mind and hence that brand will be the essential part of their buying behavior. Hence advertisements act a marketing tool to make brand awareness.

When consumer watches an advertisement about the brand and develops likeness for the brand and then eventually willing to purchase it (Goldsmith & Lafferty, 2004). Based on previous study, consumers strongly recommend the brand, and can associate themselves with a brand, that generates positive attitude toward the brand (Keller, 2003). In addition, Wu and Lo (2009), through their study explained that the consumers place value on a brand by associating it image with different aspects such as personal identification, status, and social activities which are seen to have a positive relation with consumer decision making for buying clothes.

As the consumer place attention to an advertisement that produce feelings toward brand which is promoted in the advertisement and those individuals who have favorable and good feelings regarding a brand have favorable attitude toward brand (Teng, Laroche and Huihuang, 2007). Wu and Lo (2009) reports that Marks and Spencer, for decades had a brand image of being able to clothe sophisticatedly and elegantly even when the competitors entering the same arena such as Mango, consumers viewed the brand image of both differently and

therefore were able to differentiate. As a result, brand image has seen to have power over the attitudes and habits of the consumers which can be translated in a positive purchase intention, loyalty to brand, and purchase of other complementing accessories of the same brand (Khor, 2010).

Fashion brands are considered more of a social symbol in the society of today. People have shown paying more attention to advertisements, and be more interested in products and shopping and thus are of great interest to marketers (Eastman et al., Rindfleisch, Sprott et al., 2009). With this influence, involvement with clothing is an enduring interest in displaying the self to the world through the way they dress. Advertisers nowadays have come up with new tactics of making ads with greater internet and electronic media access, since clothing is considered as a highly symbolic product category.

However, in their original study Sprott et al. (2009) used fashion brand names and found that subjects higher in advertisements, consumers recalled more brand names after being shown people wearing identifiable, branded clothing in television ads. Clothing is a way representing how an individual portrays (and) tells others how much status an individual has (O’Cass and Frost, 2004, p. 67). More recently, Truong et al. (2008) highlighted fashion brands used advertisements that subject easily to rank them in terms of the status each conveys. Consumers are gratified by displaying status through consumption, hence advertisers create brand image by positioning the clothing is a logical choice and knowing which brands convey the proper status is imperative.

Brand name clothing have become a definition to display status and are immediately recognized for their style and it makes a good sense to expect that people who are more likely to use brands are encouraged by having the ‘right’ image and being well known socially. The advertisers frequently link these values by having good-looking, well known celebrities sell products by utilizing right media selection enabling to get viral. The underlying message is that owning these products will enhance our image and ensure our popularity among others by living a certain lifestyle. (Kasser, 2007, p. 9).

2.5 The changing face of Pakistan Clothing Fashion

Textile sector of Pakistan is experiencing dramatic changes and competition is increasing day by day and these continuous changes are affecting consumer’s personal choice in clothing (Hasan, 2008). The concept of branding is emerging now days due to which brand awareness has been generated among consumers. Resulted in high brand consciousness and encouraging them to wear famous fashion brand. The growth of fashion industry in recent years could be

contributed to consumers' changing habits towards fashion. Consumers are becoming more fashion-oriented and keeping themselves updated with the latest fashion trends (D'Aveni, 2010). Many advertisers are utilizing this boom in the textile industry and therefore come up with new ideas according to consumer requirements and changing designs as per their needs. Consumer market for fashion apparel has become more varied by in surge of designer brands, by maintaining modern looks as well as traditional looks with vibrant colors in order to create new fabrics, designs and embroideries.

Fashion can be assumed as a paramount part on an individual's way of life and can show one's personality and image by the addition of style and colors. If a person can associate himself on a specific image created by an advert for a particular brand, he would have a greater preference towards that brand. According to Morimonto (2006) brand is used to express consumer's lifestyle, which is especially prominent in fashion.

Taylor and Cosenza (2005) emphasized that generation Y have peculiar characteristics relating to their spending habits and a major part is spend by them on apparels. To cater different customers demand, these brands advertise on various platforms and electronic media play vital role in it, displaying online ads including a variety of colors, style, prices as everyone have their own fashion preference.

Renowned fashion brands in their ads are using light background music, a pleasant aura, a model that bring the joy of colors by portraying distinctiveness on electronic media. As per Malik et al., (2012) they showcase different aspects of Pakistani culture in television ads.

There are different groups in Market Segmentation which are observed by few advertisers for instance Demographics (age, gender, social class), geographic (area, nation contrasts), psychographic (identity, lifestyle) and behavioral (user status, relationship and brand dedication). (Solomon, et al, 2010). Our fashion industry is gaining rapid fame and Pakistani clothes are introducing globally on a large scale.

Advertisers mainly target young female as they are the most important consumers of clothing and apparel, buying not only for themselves, but also for their children and male partners (Mintel 2007). Change in social behavior of people i.e. today, a large number of females have started working for some organizations that impact on product choice and other related decisions (Wut and Chou, 2009).

2.6 The Impact of Electronic Media Advertisements on Purchase Intention

In today's world to market a product and to make it reach the target audience on time, it is done through advertisements where media is the one of the means that can reach out to mass target consumers on time and to make the product famous among the consumers

Today, television and online access are firmly anchored in consumers' daily communication and have assumed an important position. Through television, advertisers can reach a wide variety of consumers (Abideen et al., 2011).

Joo, Wilbur, and Zhu (2010) construct an empirical model to investigate the impact of television advertising, advertisement might increase brand salience, prompting the user to choose a branded keyword rather than a generic one and ensure continuity of advertising.

Advertisements on TV have an impact on the trial of the product by the customer and convince them to use product once. "Hence, melodies and soothing jingles play an important role in advertising." ("(Lindstrom 2005;2010)," n.d.) Advertisement acts as a motivator therefore advertisers use these tools to position their brand properly in consumer minds. They repeat their advertisements on television consisting of different tunes and jingles so that consumers can associate their music with the product. This works in favor as customer minds can be targeted and they can recall the brand when they visit fashion retail stores, and message responsiveness is high in these audience.

Male and female both equally influenced by advertising for brand choices. TV ads are most preferred by people. Celebrities used in ads have greater positive influence on people and TV ads play a vital role to enhance the involvement of people in product selection and purchase decision. However, Levis found that individuals who deny being influenced by advertisements unconsciously bought widely television advertised products. Cheskin came to the conclusion that the effectiveness of television advertisement is mostly below the threshold of consciousness, but unconsciously, we are affected by them.

Previous studies have also investigated that advertisers observe their market segment for example; older people implicitly use television for processing fashion related trends. Greco and Paksoy found that fashion conscious segment rely more on electronic media. Surprisingly the mature market represents the second fastest growing population segment engaged in internet usage, having women primarily involved in activity. Therefore, the internet has also become a viable source of latest fashion information (Ross, 2000).

The outcome indicates that consumer's dependency on electronic media advertisement is a pre purchase behavior. Despite this, the impact of advertising on electronic media including national television, internet, and social media is still considerable and is growing and

influence fashion awareness among consumers. Mohammad Raza Iravani et al. research findings show that there is a meaningful relationship between electronic media and fashion brands illustrating consumers have more access to electronic media which could describe that most of the fashion oriented advertisements are watched on electronic media. The results indicated that there is a strong and positive correlation between economical, psychological, cultural conditions and fashion.

Therefore it is a very important tool for fashion apparel brands to utilize the platform.

Internet is the latest addition into the element of electronic communication and multifaceted advertising medium through online social platform. In current scenario advertisers are more into online ads with a view to additional worth of interactivity in ads. Interactivity in ads lead to more people involvement and this interaction will drive to create feedback, which is an effective marketing tool. Customers settle on their purchase decisions based on data they counter on media through advertising, the choice can be affected by the collected data from various sources in this way Internet is a convincing device in this stage. (Hawkins & Mothersbaugh, 2010). However these days, online social network can have noticeable influence buyers' buying decision.

There are distinctive Social Network segments that have the ability to impact buyers' buy choices (Evans, et al, 2009). Facebook encourages a "richer lifestyle" for everyone by representing personal activities of individuals into public by showcasing their shopping lists, recent activities, interest, reading habits. As pointed by Kozinets (2010) electronic media increases more and more consumer choices by deciphering the advertising content, marketers use different formats to share ideas. Purchasing behavior of the consumers are changing rapidly because of social networking and these changes are outstanding amongst the most fascinating angles in the modern marketing

Marketers focus more on Need Recognition because it is the first venture of customers' buying choice process which occurs when the purchaser has an aspiration for doing something different or new (Kardes, et al, 2011) and advertisers tap that market by throwing their attention towards it. Buyers' buying choices start with the result of problems. There are those decisions which adequately recognized, determined, and resolved. There are diverse variables that impact problem recognition step, for instance, social components, social parts, reference get-togethers, and environmental elements (Hawkins & Mothersbaugh, 2010). Individuals use cue in different buying situation for recalling the brand ad and greater chance of brand to be retrieved of any buyer, when different attributes are attached to the brand, which creates brand association (Romaniuk & Sharp, 2004).

One of the principal aims of consumer behavior toward fashion apparel is the dominance of social connections. The involvement of consumers in fashion products depends not only on their own perceptions but also on peers' response. Advertisement affects purchase decisions by invoking internal seek that integrates buyer's memory about the product, knowledge, trial, involvement, and communication (Hawkins & Mothersbaugh, 2010).

2.7 Social Media Advertising Cannibalizing Traditional Media

Most of the fashion target audience is from the age group 20 – 40 years. Teenagers are more inclined to use fashion advertising to get inspiration (Intel 2007). The advertiser keeps in mind the age group and make the advertisements which will be liked by the group and catch their attention.

Youth are heavy media users and early adopters of newer technologies, marketers are exploring how to reach this age group online using mobile advertising, game platforms, and social media marketing. Web banner ads which resemble traditional billboard ads but market a product across the top of an Internet page, appear on most webpages. Another technique is “advergames” that integrate products advertising into video games to sell products to youth. This has increased with the rise of internet making people more approachable to the product. It can serve to increase brand awareness and as a reminder to existing brand users. The chances of sharing an advertisement are higher if it the advertisers utilize the advertising media to persuade the customers about the brand they market. (Ahuja, 2009) added that be seen by customers at the very moment that they're searching on Google for the things you offer. Govoni et al mentioned that the most images of well-liked brands are established by successful advertising.

The advent of technology in the twentieth century have impacted our existing way of life, where electronic medium has given new chances for marketing practices with the emergence of new customer and new market in today's rapidly changing environment with the technological innovation.

The key lies not only in the attractiveness of the advertisements, but also the interest of the target and channel to reach the target (Dubey and Patel 2004). Social associations bring noticeable change in consumer preferences with the involvement of each other through their own outlook, personal experiences and views posted on internet related to a product, reviews are being shared by customers and influence the choices of others. Dahlen concluded that the increase in advertisement exposures results in an increased brand awareness and also the attitudes of non-consumers

In this current era, it is noted that effectiveness of ads are increased by connecting them with social media. Social networking sites has become the most essential channel of communication for marketing practices with its distinctive features and deep penetration among customers (Denegri-Knott,2006).

Social networking sites offer advertisers with a better move to focus on their customers more efficiently. This is the group that advertisers need to look on because this segment is more tech-savvy and pay close attention to peer recommendations, and sharing is only a click away. Building up a brand page to reach audience and providing a platform to the followers who share similar traits and interest to interact with the brand by the provided options like Follow us, Share, Like us, User ratings and Reviews (Pirolli, 2011). With the assistance of social media, targeted advertising can also be done as advertisers have an access to a great deal of information about users and their interests, through which they can customize and target their ads to a degree not yet seen in any other advertising medium. There are certain ads that appear on the user profile are relevant to their personal interest and users quite often access the ads on their social media profile (Trottier, 2012). Therefore social media plays an influential role in making choices by comparing several brands.

Brand page serves as a wide medium of advertisement, when people like the page it conveys the message to the friends who have more likely interests. When an individual clicks the Like option to show positive sentiment, advertisers easily observe that user connections and behavior and suggest other related offerings. Another unique feature is the marketplace ads that are displayed on the right side column of the Facebook which comprises of attractive offers and targeted adverts for different audiences of a particular brand. Some companies market their products through their own customers, where they believe word of mouth is more than enough to promote, which only helps to reach out a small group of people where the mass consumers won't be aware of their latest collection. (Solomon, et al, 2010). Many choices of consumers are made within different social groups because Word-Of-Mouth from other people can influence them (East, et al, 2008).

CHAPTER 3

3. RESEARCH METHODOLOGY

3.1 Nature and Type of Research

The exploratory study has been conducted since my research aims at finding out the impact of electronic media advertising on consumers when making purchase decisions. Questions will be asked regarding any practice, particularly through TV and internet advertisements, that consumers carry while making purchase of clothing. The study area selected for this research is Karachi.

The deductive approach is followed for the research work; a researcher begins from examining hypothesis and collect data through questionnaire. In other words, when a deductive approach is being used in the research the author formulates a set of hypotheses by discovering the link between variables that needs to be tested and interpreted. Then, through implementation of relevant methodology the study is going to prove formulated hypotheses accepted or rejected.

3.2 Sample Size

The population for the research work includes people, who use electronic media belonging to upper and upper middle class, both male and female and are the resident of Karachi. These are the potential consumers of fashion brands who want to buy the latest or most trendy designs. The sample size will range from 150-200 people to collect data primarily who are electronic media user, regardless of their profession and their age must be above 18 years, whereas the correct responses were 162. The selected sampling technique for the research work is Non-probability sampling, and data collection method of Convenience Sampling was used among selected sample size as well as Cascading technique (snowballing technique) was also used for sampling.

3.3 Data Collection Method

Two main methods for data collection were used to conduct the research i.e. primary data and secondary data.

Secondary Data Collection

Secondary data has been gathered through various research articles and websites in order to develop Introduction and Literature review regarding the impact of electronic media advertisements on consumer while purchasing fashion brands. Data from online journals and past researches were very helpful to analyze the relevant data on the selected topic. Other reliable sources include published research work and online material related to media communication and advertising are used.

Primary Data Collection

Primary data is collected through detailed Questionnaire which is related to the previous research literature and objective of the study from the population in Karachi.

Research Instrument

It comprises of close ended questions, including demographic as well as dichotomous question (Yes/No), different rating scales are used i.e. from highly effective to least effective, and Likert scale ranging from strongly agree to strongly disagree. These questionnaires are filled by the respondents posted on social networking sites and at shopping mall from the most frequent consumers of fashion brands.

3.4 Data Type

The data obtained from the information gathered through a detailed survey questionnaire used for analysis is in Quantitative form which was based on primary data for the research.

3.5 Data Integration

The quantitative data collected from the survey response is assembled in SPSS software. Frequency distribution and One Sample T-test are used to analyze the relationship between the variables and to test the hypothesis.

CHAPTER 4

4. DATA INTEGRATION AND ANALYSIS

The instrument used to collect research data was Questionnaire, and the analysis of its findings are interpreted through statistical test in SPSS software by using frequency tables and bar charts.

Analysis of the given 5 hypothesis in this research has been obtained by using One Sample T-test.

- **H₁ = Electronic media advertisement affect consumer purchase decision**

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
Electronic media advertisement affect consumer purchase decision	163	1.82	.841	.066

One-Sample Test

	Test Value = 3					
	T	Df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Electronic media advertisement affect consumer purchase decision	-17.983	162	.000	-1.184	-1.31	-1.05

Result: P-value < 0.05, significant result.

Interpretation: Since the one sample t test with the test value 3 was run. The t test value is -17.983 and P-value is 0.000 which is less than 0.05 (significance level) it reflects the result is significant and hence we could say that people are drawn to buy clothes by watching advertisement because of high electronic media exposure and significant group of people are affected by electronic media advertisements therefore H₁ is accepted.

The 95% confidence interval represents the lower and upper bound of the mean i.e. (-1.31,-1.05).

- H_2 = There is a significant relationship between TV advertisement and consumer purchase decision w.r.t clothing industry

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
Purchasing of product seen on TV most	163	1.93	.943	.074

One-Sample Test

	Test Value = 3					
	T	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Purchasing of product seen on TV most	-14.410	162	.000	-1.068	-1.21	-.92

Result: P-value < 0.05, significant result.

Interpretation: Since the one sample t test value is -14.410 and P- value is .000 which is less than 0.05, it reflects the result is significant. Hence H_2 is accepted, so we can conclude by saying that significant people used to prefer products to buy which they have seen on TV. Use of television ads is a strategic approach in today competitive markets where homogenous products are available and so many competitors are present in this industry, leading saturation at its peak. Therefore grabbing attention is of great demand, people are easily persuade and eventually attracted on television adverts.

H₃ = Brand image through celebrity endorsement affect consumer purchase decision

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
Brand image affect consumer purchase decision	162	2.05	.908	.071

One-Sample Test

	Test Value = 3					
	t	Df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Brand image affect consumer purchase decision	-13.261	161	.000	-.947	-1.09	-.81

Result: P-value < 0.05, significant result.

Interpretation: Since the one sample t statistics value is -13.261 and two tailed P-value is .000 which is less than 0.05, shows the result is significant. Hence most of the participants prefer influence of celebrity endorsement which proves H₃ is accepted.

H₄ = Consumer's brand memory is likely to increase when exposed to adverts on electronic media.

	N	Mean	Std. Deviation	Std. Error Mean
Consumer's Brand memory increases when exposed to ads on electronic media	162	2.05	.908	.071

	Test Value = 3					
	t	Df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
consumer's Brand memory increases when exposed to ads on electronic media	-13.261	161	.000	-.947	-1.09	-.81

Result: P-value < 0.05, significant result.

Interpretation: Since the above result shows that the one sample t test value is -13.261 and P- value is 0.000 which is less than .05 (significance level), it reflects the result is significant. When we are amused with a commercial, we tend to share it with others for making them viral so that others may also see with same interest, and when an advert is frequently watched, subconsciously our mind recalls the ad representing the brand. Hence H₄ is accepted.

H₅ = social media advertisements affect consumer purchase decision

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
Social media advertisements affect consumer purchase decision	162	1.82	.778	.061

One-Sample Test

	Test Value = 3					
	t	Df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Social media advertisements affect consumer purchase decision	-19.334	161	.000	-1.182	-1.30	-1.06

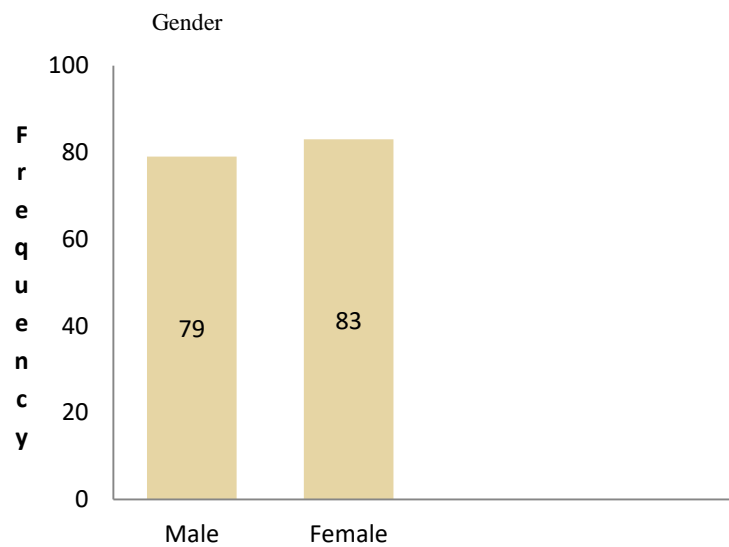
Result: P-value < 0.05, significant result.

Interpretation: Since the one sample t test value is -19.334 and P-value is .000 which is less than 0.05 that shows the result is statistically significant. Social media has a great impact on the purchase decision and advertisement influence the participants for apparel products as there is more choice of brands are available. Hence H₅ is accepted.

Detailed analysis of responses on the research study is discussed as:

Gender

		Gender			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	79	48.5	49.0	49.0
	Female	83	50.9	51.0	100.0
	Total	162	99.4	100.0	
Missing	System	1	.6		
Total		163	100.0		

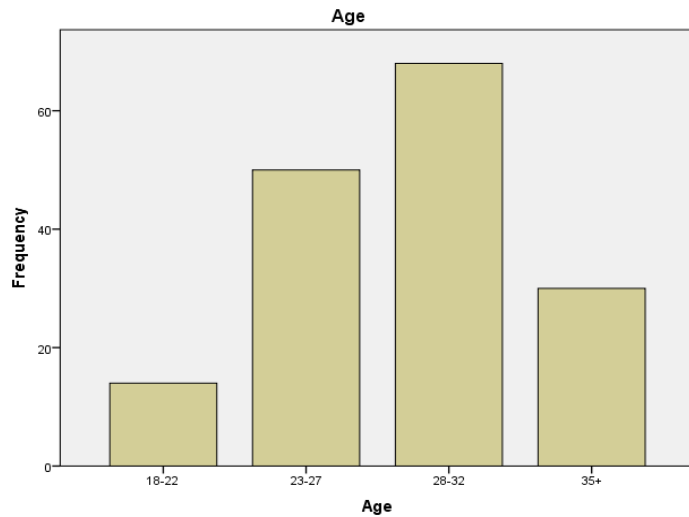


Interpretation: Out of 163 respondents, 79 are male and 83 are female which shows majority of female participated in the research.

Age group

		Age			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-22	14	8.6	8.6	8.6

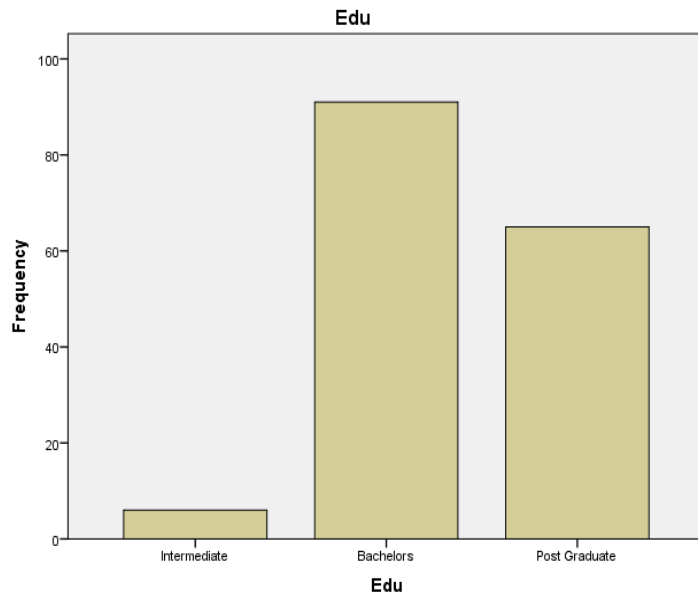
	23-27	50	30.7	30.9	39.5
	28-32	68	41.7	42.0	81.5
	35+	30	18.4	18.5	100.0
	Total	162	99.4	100.0	
Missing	System	1	.6		
Total		163	100.0		



Interpretation: Out of 163 respondents 14 respondent are between the age of 18-22, 50 respondents are between the age of 23-27, 68 respondents are between the range of 28-32, and 30 respondents are between the range of 35+.So we can say that majority of the participant that took part in the survey were from the age group of 28 – 32 representing the opinion of mostly young population.

Education level

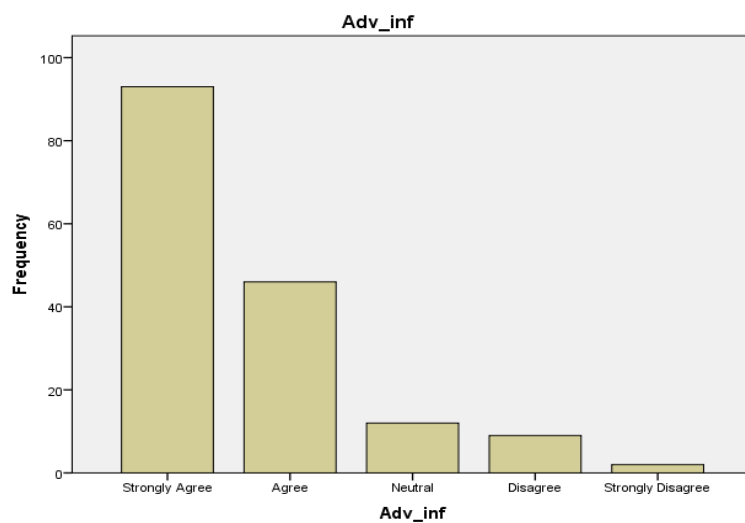
		Edu			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Intermediate	6	3.7	3.7	3.7
	Bachelors	91	55.8	56.2	59.9
	Post Graduate	65	39.9	40.1	100.0
	Total	162	99.4	100.0	
Missing	System	1	.6		
Total		163	100.0		



Interpretation: Out of the total this survey comprises of 6 intermediate participants, 91 are bachelors, and 85 are post graduate, which shows majority of the respondents are bachelors degree holder.

Influence of advertising

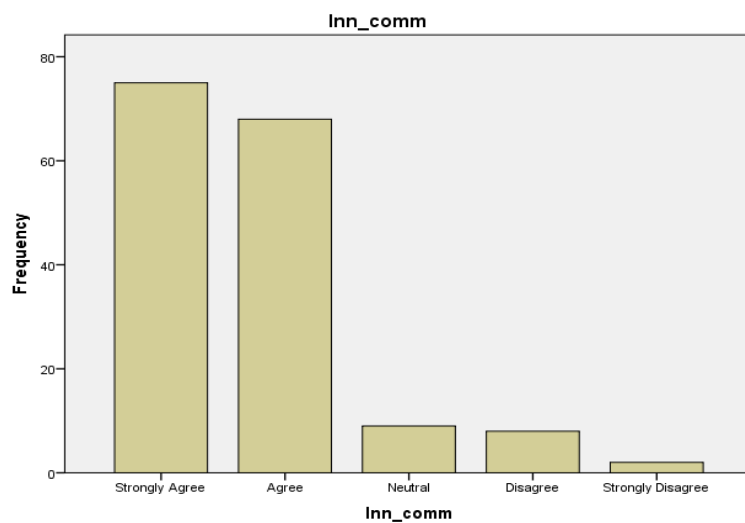
		Adv_inf			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	93	57.1	57.4	57.4
	Agree	46	28.2	28.4	85.8
	Neutral	12	7.4	7.4	93.2
	Disagree	9	5.5	5.6	98.8
	Strongly Disagree	2	1.2	1.2	100.0
	Total	162	99.4	100.0	
Missing	System	1	.6		
Total		163	100.0		



Interpretation: Out of the sum, 57% agreed that advertising has an enormous impact on our lives. While 7% did not give a definite answer. Only 1% of the total participants disagreed with the statement. So we can say that majority of the participant agreed that our lives are affected by advertisements.

Way of communication innovativeness

		Inn_comm			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	75	46.0	46.3	46.3
	Agree	68	41.7	42.0	88.3
	Neutral	9	5.5	5.6	93.8
	Disagree	8	4.9	4.9	98.8
	Strongly Disagree	2	1.2	1.2	100.0
	Total	162	99.4	100.0	
Missing	System	1	.6		
Total		163	100.0		

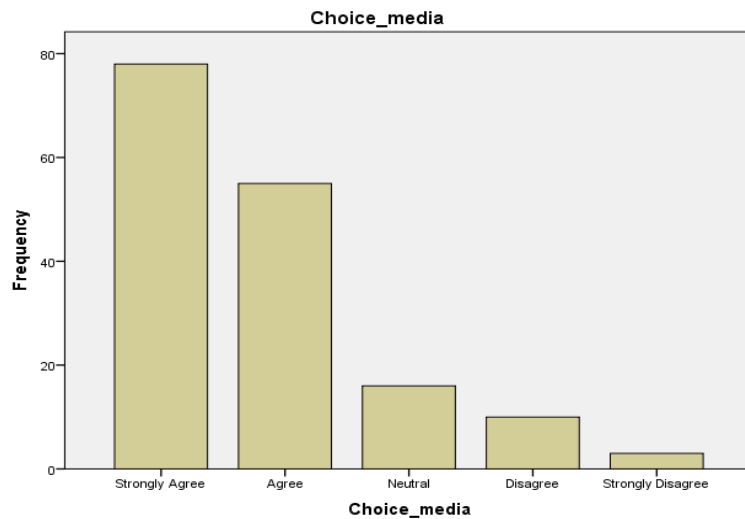


Interpretation: The chart shows the response of the 163 participants that were inquired whether they think Innovation in communication has greatly changed the way advertising was done traditionally or not. Out of the total, 46% agreed that Innovation in communication has seriously changed the way advertising was done usually, while 6% of the participants neither agreed nor disagreed. While only 1% of the participants disagreed that Innovation in communication has greatly changed the way advertising was done traditionally. So we can say that majority of the participants believe that Innovation in communication has greatly changed the way advertising was done traditionally.

Media choice for advertising

Choice_media					
		Frequency	Percent	Valid Percent	Cumulative Percent

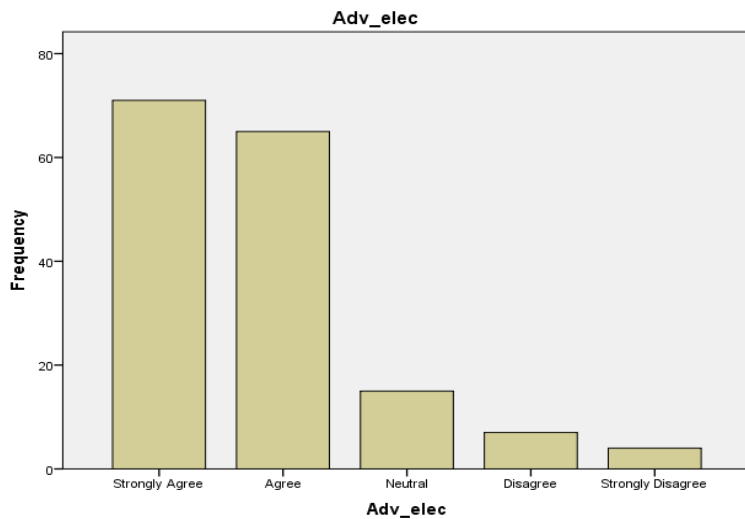
	Strongly Agree	78	47.9	48.1	48.1
	Agree	55	33.7	34.0	82.1
Valid	Neutral	16	9.8	9.9	92.0
	Disagree	10	6.1	6.2	98.1
	Strongly Disagree	3	1.8	1.9	100.0
	Total	162	99.4	100.0	
Missing	System	1	.6		
Total		163	100.0		



Interpretation: Out of the total, 48% participants strongly agreed that preference of media can have a extensive influence on the effect of the humor, while 10% did not give a exact response. Only 6% of the total participants disagreed that Choice of media can have a substantial influence on the effect of the humor. So we can say that majority of the participants thought that Choice of media can have an extensive influence on the effect of the humor.

Advertising on electronic media affect my purchase intention because of high brand exposure

		Adv_elec			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	71	43.6	43.8	43.8
	Agree	65	39.9	40.1	84.0
	Neutral	15	9.2	9.3	93.2
	Disagree	7	4.3	4.3	97.5
	Strongly Disagree	4	2.5	2.5	100.0
	Total	162	99.4	100.0	
Missing	System	1	.6		
Total		163	100.0		

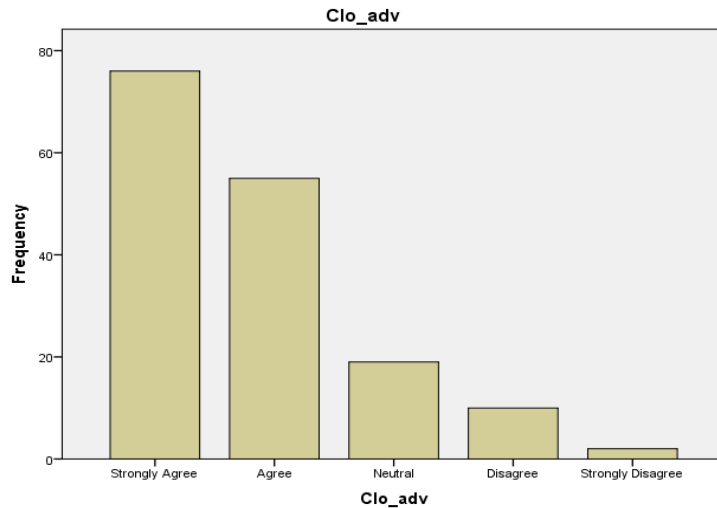


Interpretation: Out of the total survey, 44% participants agreed the view that advertising on electronic media affect purchase intention because of high brand exposure. While 9% did not give a definite answer. Only 2.5% of the total participants disagreed that the Advertising on electronic media affects purchase intention. So we can say that the majority of the participant thought that advertising on electronic media affect purchase intention. The respondents are mostly young people who are active user of electronic media but advertisement provide brand awareness and leads to trial but has not been effective in repeat purchases to shop more than usual.

Clothing Industry today depends on the volume of advertising over electronic media for marketing of their products

Clo_adv

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Agree	76	46.6	46.9	46.9
Valid Agree	55	33.7	34.0	80.9
Valid Neutral	19	11.7	11.7	92.6
Valid Disagree	10	6.1	6.2	98.8
Valid Strongly Disagree	2	1.2	1.2	100.0
Total	162	99.4	100.0	
Missing System	1	.6		
Total	163	100.0		



Interpretation: The awareness about fashion apparel is increasing through advertisements as electronic media being one of the most prominent medium of knowledge for the consumers to know about fashion trends that increases fashion consciousness. According to the above table, 81% respondents are saying that electronic media is playing a significant role in bringing familiarity of brands and advertisers build belongingness between fashion brands and consumers through advertisements. And 1% was off the view.

Which media of advertising influence your purchase decision?

Friedman Test was applied in order to find out the frequency of those factors which are mostly used or considered by the respondents when making the buying decisions for the apparel products. Rating scale was used ranging from 1 to 5 i.e. (1 = Highly Effective, 5 = Least Effective)

Ranks

	Mean Rank
Tv_inf	2.13
Inter_inf	2.05
News_inf	3.25
Social_inf	2.57

Test Statistics^a

N	162
Chi-Square	119.006
Df	3
Asymp. Sig.	.000

a. Friedman Test

Interpretation: From the above analysis, result shows the significance value is 0.000 which is less than 0.05 proves that most of the people consider the above mentioned different electronic media types for advertisement in their buying decisions. It has been observed that respondents give high priority to newspaper advertisement, then social media advertising influence the people, television and internet are also the factor that contributes to make purchase decision for apparel. Hence all factors are not equally effective on consumer purchase.

Friedman Test

	Mean Rank
Vis_effect	2.00
cele_admire	2.16
brand_name	1.84

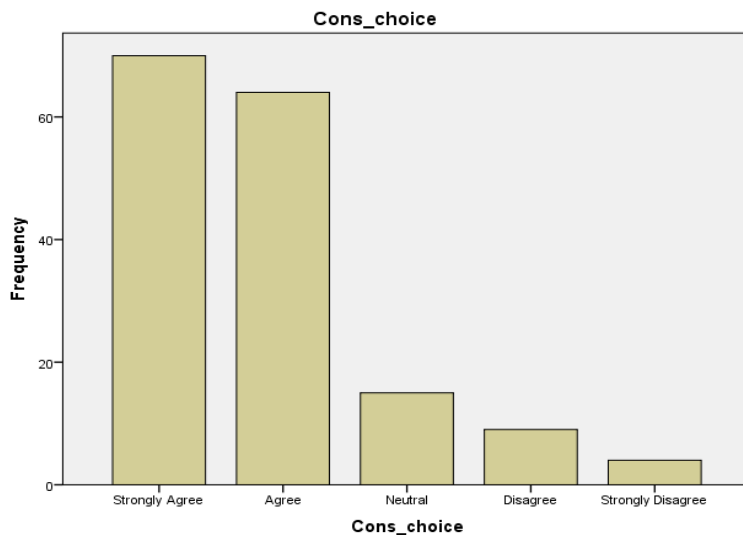
N	162
Chi-Square	13.037
Df	2
Asymp. Sig.	.001

a. Friedman Test

Interpretation: From the above analysis, result shows the significance value is 0.001 which is less than 0.05, indicates that the respondents pay high consideration to celebrity endorsement, then to visual effect and less number of respondents to brand name in an advertisement which influences their purchase decision for the apparel.

Consumer's choice of brand for clothes is related to exposure to TV advertisements as it effectively persuade

		Cons_choice			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	70	42.9	43.2	43.2
	Agree	64	39.3	39.5	82.7
	Neutral	15	9.2	9.3	92.0
	Disagree	9	5.5	5.6	97.5
	Strongly Disagree	4	2.5	2.5	100.0
Total		162	99.4	100.0	
Missing	System	1	.6		
Total		163	100.0		



Interpretation: Thus fashion apparel brands utilize television medium to influence the decision of its consumers in buying their product, making their product known or act as a catalyst to positively influence its audience and convincing the consumers to spend more on their brands rather than on competitors. The table above shows the views of the 163 participants that were asked whether they believe that Consumer's choice of brand for clothes is related to exposure to TV advertisements as it effectively persuades. Out of the total, 43% participants agreed that Consumer's choice of brand for clothes is related to exposure to TV advertisements as it effectively persuade, while 9% did not give a definite answer. Only 3% of the total participants disagreed the view. So we can say that majority of the participants thought that Consumer's choice of brand for clothes is related to exposure to TV advertisements as it effectively persuade.

When I go to shopping, I prefer to buy that brand which I have seen on TV most

		Shop_prefer			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	68	41.7	42.0	42.0
	Agree	49	30.1	30.2	72.2
	Neutral	26	16.0	16.0	88.3
	Disagree	13	8.0	8.0	96.3
	Strongly Disagree	6	3.7	3.7	100.0
	Total	162	99.4	100.0	
Missing	System	1	.6		
Total		163	100.0		

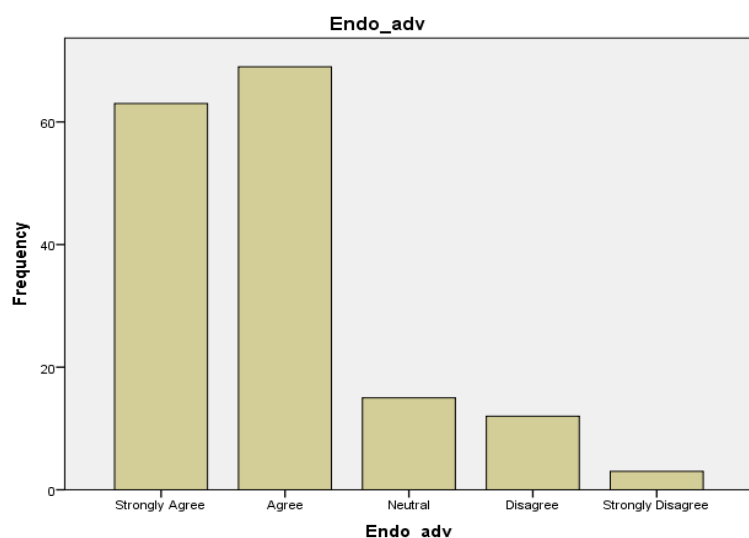


Interpretation: The table above shows the views of the 163 participants. Out of the total survey, 42% participants agreed that When I go to shopping, I prefer to buy that brand which I have seen on TV most , while 16% did not give a definite answer. Only 4% of the total participants disagreed the view. So we can say that majority of the participants are in favor that adverts on television may lead the brand into consideration set, that also acts as a reminder.

Adopting celebrity endorsement in electronic media advertisement can significantly increase consumer interest and concern

		Endo_adv			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	63	38.7	38.9	38.9
	Agree	69	42.3	42.6	81.5
	Neutral	15	9.2	9.3	90.7

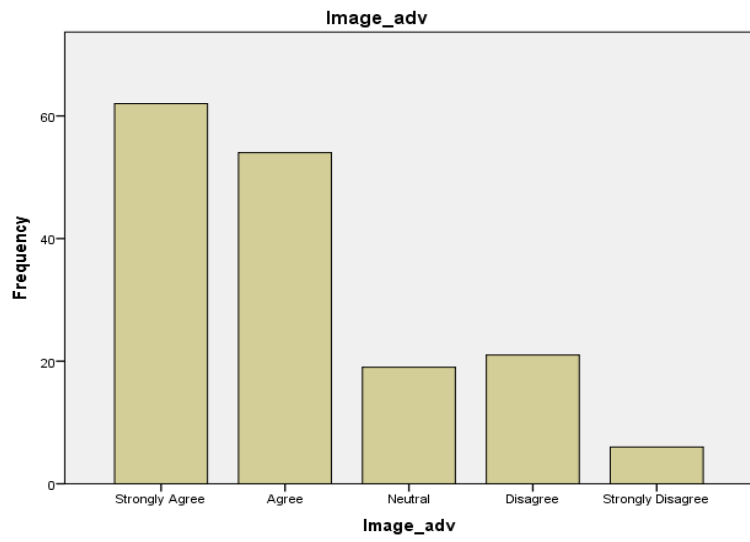
	Disagree	12	7.4	7.4	98.1
	Strongly Disagree	3	1.8	1.9	100.0
	Total	162	99.4	100.0	
Missing	System	1	.6		
Total		163	100.0		



Interpretation: The table above shows the views of the 163 participants. Out of the total survey, 42% participants agreed that Adopting celebrity endorsement in advertisement on electronic media significantly increase consumer interest and concern, while 9% was unsure. Only 1% of the total participants disagreed the view. So we can say that majority of the participants are in favor that popularity of celebrity endorsement can be attributed to grab audience's attention thus giving a better chance for attracting customers.

Association with the brand image shown in advertisement

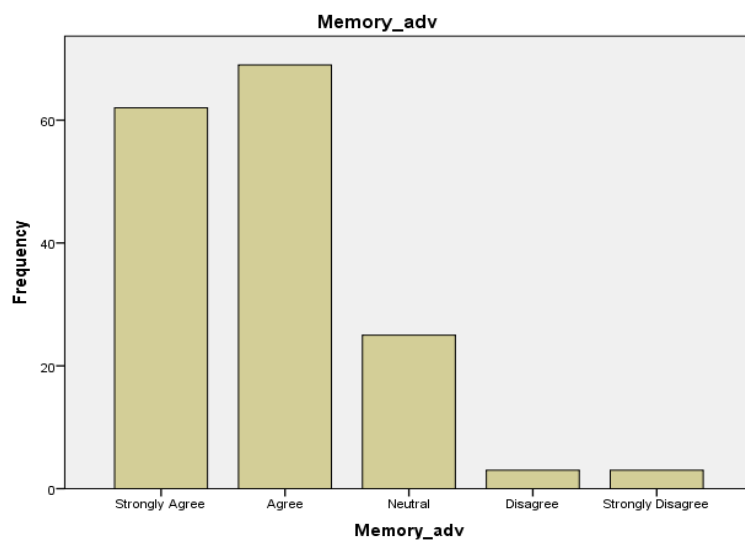
		Image_adv			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	62	38.0	38.3	38.3
	Agree	54	33.1	33.3	71.6
	Neutral	19	11.7	11.7	83.3
	Disagree	21	12.9	13.0	96.3
	Strongly Disagree	6	3.7	3.7	100.0
	Total	162	99.4	100.0	
Missing	System	1	.6		
Total		163	100.0		



Interpretation: As the bar chart represent 63 are in favors, 6 participants are not in favors of the view and 9 participants don't gave exact answer.

Effectiveness of high brand exposure in ads

		Memory_adv			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	62	38.0	38.3	38.3
	Agree	69	42.3	42.6	80.9
	Neutral	25	15.3	15.4	96.3
	Disagree	3	1.8	1.9	98.1
	Strongly Disagree	3	1.8	1.9	100.0
	Total	162	99.4	100.0	
Missing	System	1	.6		
Total		163	100.0		

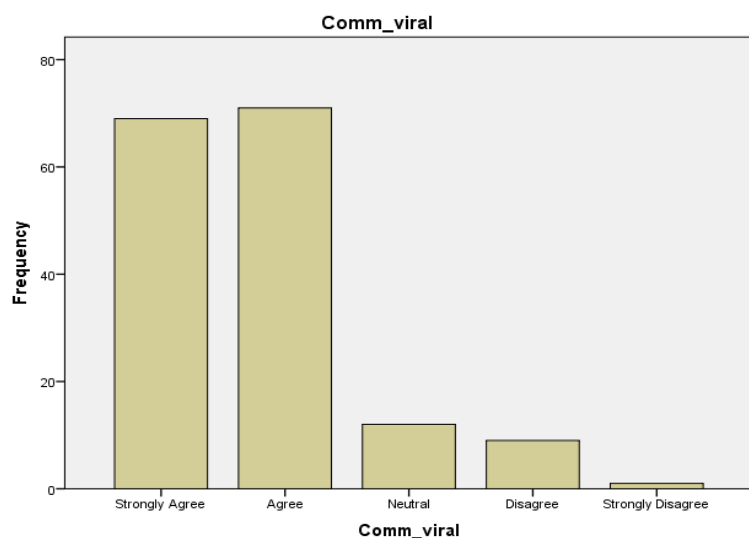


Interpretation: Out of the total survey 38% members agreed that when an ad play frequently on electronic media it increases the consumer's brand memory. Repetition is the key to memory. It creates familiarity, understanding and connection. While 15% neither agreed nor disagreed to it. While only 2% of the participants disagreed that testimonial. So we can say majority of the participants believe that Brand memory of consumer is more likely to increase when exposed to advertisement frequently over electronic media.

Advancement in communication makes advertisement viral on electronic media

		Comm_viral			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	69	42.3	42.6	42.6

Agree	71	43.6	43.8	86.4
Neutral	12	7.4	7.4	93.8
Disagree	9	5.5	5.6	99.4
Strongly Disagree	1	.6	.6	100.0
Total	162	99.4	100.0	
Missing System	1	.6		
Total	163	100.0		

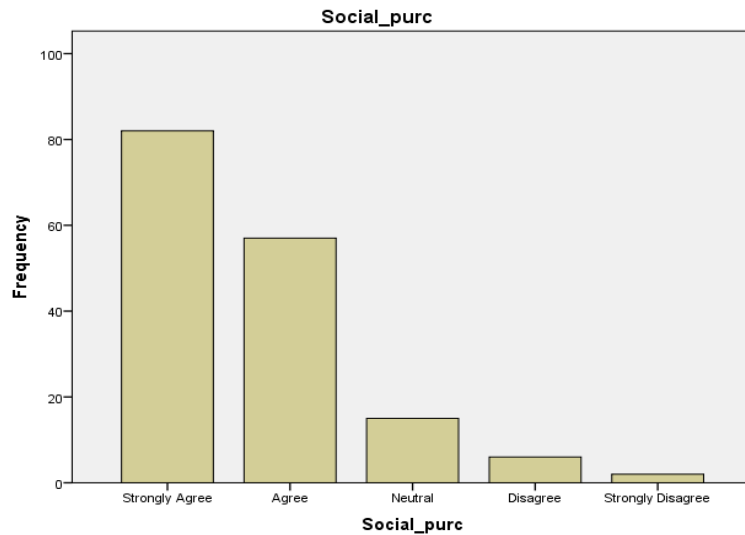


Interpretation: Electronic media dramatically have changed the way consumers respond to advertisement. The table above is a reflection of the opinion of the 163 participants that were asked whether they think Advancement in communication makes advertisement viral on electronic media. Out of the total, 43% of the participants agreed that Advancement in communication makes advertisement viral on electronic media, while 7% of the participants were undecided about it. Only 1% of the total participants disagreed that Advancement in communication makes advertisement viral on electronic media. So we can conclude that most of the participants agreed that Advancement in communication makes advertisement viral on electronic media.

Social media is helpful in making purchase decision due to high internet usage

Social_purc				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Agree	82	50.3	50.6	50.6
Valid Agree	57	35.0	35.2	85.8
Valid Neutral	15	9.2	9.3	95.1
Valid Disagree	6	3.7	3.7	98.8
Valid Strongly Disagree	2	1.2	1.2	100.0
Total	162	99.4	100.0	

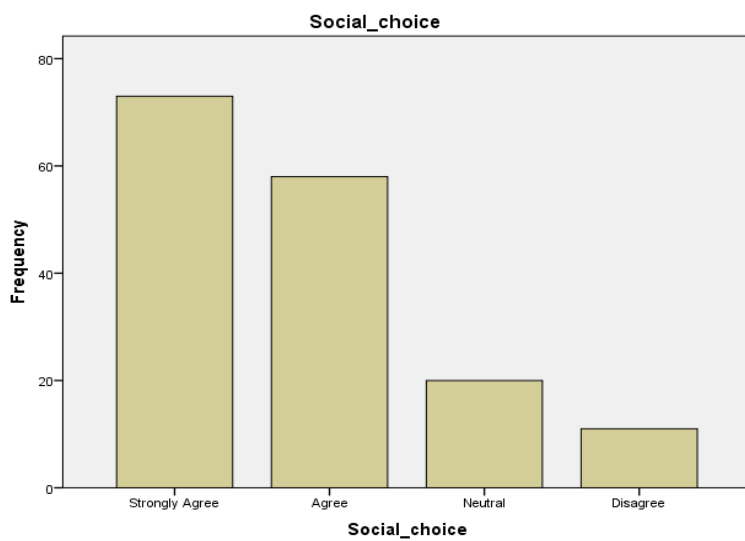
Missing	System	1	.6
Total		163	100.0



Interpretation: A staggering 85% of the respondents said in favor of the Social media is helpful in making purchase decision due to high internet usage that shows a comprehensive coverage of population and the strong use of social media to advertise effective. While 9% did not give requisite respond. Only 1% of the total participants disagreed that the view. So we can say that majority of the participants are in favor that Social media is helpful in making purchase decision due to high internet usage.

Advertisement on social media affect choice of brand purchasing

		Social_choice			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	73	44.8	45.1	45.1
	Agree	58	35.6	35.8	80.9
	Neutral	20	12.3	12.3	93.2
	Disagree	11	6.7	6.8	100.0
	Total	162	99.4	100.0	
Missing	System	1	.6		
Total		163	100.0		

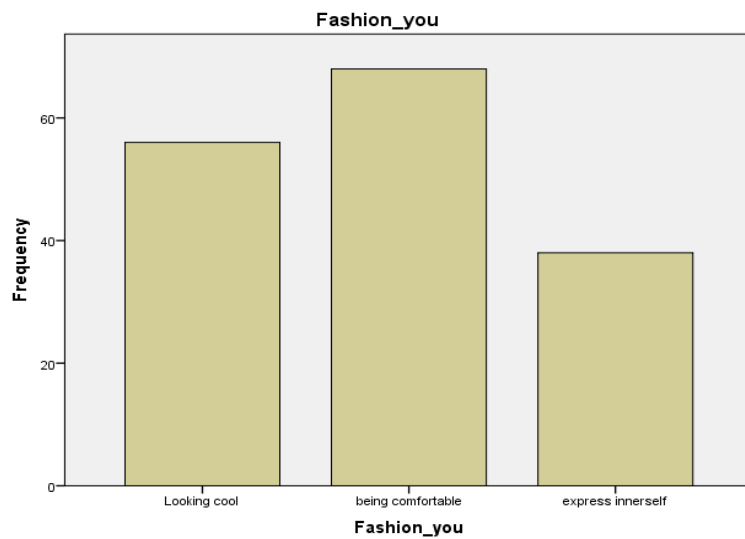


Interpretation: Out of the total survey 73 participants agreed the statement, while 20 participants did not give required answer and only 11 participants disagreed that Advertisement on social media affect my choice for brand when making purchase. This response clearly shows that social media provide better choices to compare and to know about the new offerings in the market and they comfortably get an insight, this also comes as a reminder for a large number of respondents

Different meanings of fashion

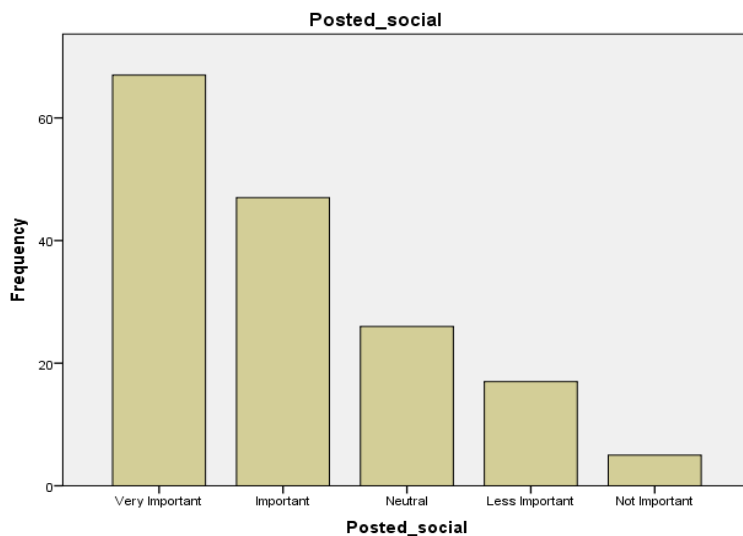
		Fashion_you			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Looking cool	56	34.4	34.6	34.6

	being comfortable	68	41.7	42.0	76.5
	express innerself	38	23.3	23.5	100.0
	Total	162	99.4	100.0	
Missing	System	1	.6		
Total		163	100.0		



Interpretation: Almost 42% of the participants feel fashion makes them feel comfortable, whereas 23% describe fashion as a way to express their inner conscience. People of Karachi consider shopping for clothes as a vital part of their lives and routine and they reflecting their socially class.

		Posted_social			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Important	67	41.1	41.4	41.4
	Important	47	28.8	29.0	70.4
	Neutral	26	16.0	16.0	86.4
	Less Important	17	10.4	10.5	96.9
	Not Important	5	3.1	3.1	100.0
	Total	162	99.4	100.0	
Missing	System	1	.6		
Total		163	100.0		



Interpretation: Out of the total 79% contributor said that the number of likes and positive comment on the posted ad on social media are very important for us and 3% deny this statement.

This reflects that it somewhat helped them in forming a buying decision to some extent. Respondents did prove that positive public comments or brand activation advertisements encouraged them to buy a product which proves that the public relation campaign and consumers reviews do play a role in influencing a consumer while purchasing as they provide a testimony to the product and a positive result would mean that the chances of purchase have increased. At the same time if a product suffers from negative fame and disapproval by customers a larger number of customers are moved away from buying thus result in creating the need for continuous check in order to excel in the market.

CHAPTER 5

4. DISCUSSION

H₁ states that there is an impact of electronic media advertisement on consumer purchase decision. Frequencies show that most of the respondents say that advertisements utilizing electronic media create strong impact on customer's opinion and choices that enable them to have much awareness of the product, and can recall when they buy hence the brand clicks in their consideration set. 71% people said that they decide not to purchase a product if it unable to attract their interest. This explains that there is an association among advertisement and electronic media. Ads that are viewed on electronic media get better response as they have a tendency to ease the viewer by demonstrating usage imagery and are better appreciated than ads that don't get chance to notify. The ad message becomes more efficient with media selectivity leading to increase advertisement exposure. Sound and moving images are better striking and are also shared more commonly (Ramalingam te al., 2006). One of the primary reason that electronic media is a perfect combination of platform for advertisers is to make the brand visible when there are multiple brands are available. It has become the most important channel of communication that grasps more audience attention by its capability and these options also target different market segments. In this manner we are subject to various electronic medium when settling on purchasing choices, as in today's world there is not even a single thing which is not advertised on the television and on web. Major source of awareness is the combination electronic media.

Many researchers found that commercial on television increases the inclination of consumers towards advertisement and consequently to the brand. Hence H₂ states that there is a significant positive relationship between TV advertisement and consumer purchase decision when it comes to buy clothing. And not just growing number of TV ads influence but it also encourages brand recall, recognition and helps in purchase decision. The result of the study showed that television is seen as the most potent and effective medium which most of the respondents cited. This implies that TV, as a medium of advertising for clothing has more impact when compared with any other media. Generation Y has immense purchasing power they spend more on clothing. Females are more towards making purchase decision and encounter television therefore advertisers focus on this segment very much. Previous studies support that advertisements on TV have an impact on the trial of the product by the customer.

Consumers feel good about themselves when they depict their favorite celebrity look which enhance their confidence towards the brand and are more likely to be shared on online forum with others. The buying behavior is strongly influenced by image of the product which is build by the advertisers

A study by Sharma (2007) finds that nowadays consumer is not easily swayed by a celebrity in an ad but he needs full information regarding the product also, followed by brand name, overall appeal, and music/ jingle. Advertisements being endorsed by celebrities are found to be less attractive and that the use of celebrities may not change the buying behavior of consumers significantly. On the contrary, some of the researchers say consumer preferences may develop for certain brands because they are perceived as reflecting their own self-image or projecting an image that they aim to possess. If the meaning of a product is not associated with the consumers' self image, it is likely to have little influence on purchasing behavior.

Results found that people were best able to recall celebrity endorsers whom they considered attractive and expressive. They identified popularity, a good image, and congruence between the celebrity's image and that of the brand as important to consider in selecting branded clothing. A majority of the interviewees perceived that using a celebrity in an ad would increase brand awareness, attract his fans, encourage trial, and enhance purchase confidence (Chan, 2010). For some fashion is an aesthetic way of presenting their personality and style that affect their purchasing decision in different ways.

As discussed, the relative importance of brand recall will depend on the extent to which consumer makes product related decisions, which leads to the brand awareness (Keller, 2006). This brand exposure help in ensuring to recall the ad, which has the competitive advantage over those brands that are not recalled easily. Buying habits can be formed on basis of the brand preference which means that a consumer regards a particular brand favorably.

With the emergence of social media consumers can like, comment on and prefer sharing experiences. This channel bridges the gap between people through communication and involvement. Most of the users have showed their interest in apparels and they have other friends in their list having same interests and Facebook tap this opportunity of showing the ads of apparels on the side of the wall. Though male clicked on social media ads more, but females made significantly higher number of purchases. Social media ads appear along the right side of the screen and some are in between the content.

CHAPTER 6

CONCLUSION AND RECOMMENDATIONS

From the results of the study, it is analyzed that advertisements on electronic media increases the consumer preferences towards the advertisement and thus to the brand. The messages of the majority ads are communicated using electronic media are better appealed and understood by the viewers and enhances responsiveness that when they will to buy, they can easily recall the product. However, most of the results obtained were significant to the literature review and all hypotheses are accepted.

The study predicts positive impact of TV advertisement on customers' attention to advertisement and creates greater interest for purchasing. Adoption of well known designer name and lavish lifestyle in an ad of clothing is to create female consumer involvement. The reach of brands is associated with the effectiveness of the advertising. The research findings contribute to the literature of fashion clothing and presence of brand related variables in an ad including brand status, social appreciation and the most important element as consumers use branded fashion apparel that matches with their own personality. Advertising on electronic media is a useful channel for any company to advertise its product creating the awareness among the people about their product and make the consumer responsive to create the purchase intention.

Therefore it is imperative to invest on the advertisements which show the quality features of the product. Celebrities are very useful in building the brand image which is more likely to create the purchase intention in the minds of the customer. In branded clothing there is the influences of this construct also which is focused by advertisers i.e. Gul Ahmed was using various popular Pakistani actors and actresses in their advertisements with soothing background music, creating the likeliness for their brand. Advertisers must use such advertisement to establish their brand identity.

In the light of previous literature and analysis conducted on the subject, brand image in the clothing sector is seen an exclusive design that portrays reliability, style, and surety of its products. The repetition helps the consumer to recall the product if have seen the advertisement and make them easy to remind due to advert. In branded clothing there is a considerable importance of this construct as many of the new brands are being launched advertisement is the best medium to create the awareness of their brand to buy this newly advertised brand once just to try it. They might be able to recognize the brand out of the

competition. The advertisements are of many types yet the most important rated is of TV advertisements and social media ads. It is that much popular due to the accessibility of reasonable number of consumers and they are more likely convinced.

The respondents reported that advertisements on electronic media positively influence the purchase intentions when choosing to buy clothes. Analysis and interpretations states that current generation aged 20-35, which is the focus of this research, is a very important segment and is more fashion conscious which in turn influenced consumer confidence in making purchase decisions. The purpose of an ad is to modify customer's opinion by acquiring brand recognition. The outcome indicates that consumer's dependency on electronic media advertisement is a pre purchase behavior.

Consumers may behave differently when responding to other product categories. The importance of each individual medium is reflected as a tool to conquer the attention of customers for the brand like clothing that are required to be marketed through media.

While to make an advertisement effective it should be telecasted only 3 or 4 times in a day, otherwise it creates boredom.

The quality of advertisements should be attractive and good because for clothing ads it keeps great impression on the consumers mind.

In Pakistan each celebrity appears in dozens of brand result in a failure to create a genuine affinity with a brand.

Today Internet provides us a new mean to implements the motives of promotion. Social media ads are targeting a younger audience, when in reality people with more income are not using social media as much. Social media can be used to build strong brand image therefore it can be a rich forum for companies to use and invest in it. The interactive approach helps companies to improve their product reputation as people mostly prefer online reviews, rating, user experience describing their lifestyle and what brands they prefer before buying than relying only on ads. Online ads may lead to online shopping.

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APPENDIX

Online Survey

What is your gender ? *

- Male
- Female

What is your age group? *

- 18-22
- 23-27
- 28-32
- 35 & above

What is your education level? *

- Matric
- Intermediate
- Bachelors
- Masters & above

Advertising has a great influence on our lives. *

1 2 3 4 5

Strongly Agree Strongly Disagree

Innovation in communication has greatly changed the way advertising was done traditionally *

1 2 3 4 5

Strongly Agree Strongly Disagree

Choice of media can have a substantial influence on the message the advertising product conveys. *

1 2 3 4 5

Strongly Agree Strongly Disagree

Impact of Electronic Media advertisement on consumer purchase decision. *

I have been drawn to buy apparel by watching ads on TV/internet/social media

- Yes
- No

*

Advertising on electronic media affect my purchasing decision because of high brand exposure

1 2 3 4 5

Strongly Agree Strongly Disagree

Clothing Industry today depends on the volume of advertising over electronic media for marketing of their products *

1 2 3 4 5

Strongly Agree Strongly Disagree

Which media of advertising influence you most *

Rate on the scale of 1 to 5 (1=Highly Effective, 5=Least Effective)

	1	2	3	4	5
Tv	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Internet	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Newspaper	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Social media	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Consumer's choice of brand for clothes is related to exposure to TV advertisements as it effectively persuade *

1 2 3 4 5

Strongly Agree Strongly Disagree

When I go to shopping, I prefer to buy that brand which I have seen on TV most *

1 2 3 4 5

Strongly Agree Strongly Disagree

What appeals to you while watching television advertisement of apparel *
 Rate on the scale of 1-5 (1= Highly Effective, 5= Least Effective)

	1	2	3	4	5
Visual effect of clothes (color, trend)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
the celebrity you admire the most is wearing the dress in the ad	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Brand/ Designer Name	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Adopting celebrity endorsement in electronic media advertisement can significantly enhance consumer interest and concern. *

1 2 3 4 5

Strongly Agree Strongly Disagree

I pay out money on trying to purchase a brand that makes me feel good due to the influence of a certain celebrity *

1 2 3 4 5

Strongly Agree Strongly Disagree

I purchase a certain brand because I find myself associated with the brand image shown in advertisement. *

1 2 3 4 5

Strongly Agree Strongly Disagree

Brand memory of consumer is more likely to increase when exposed to advertisement frequently over electronic media *

1 2 3 4 5

Strongly Agree Strongly Disagree

I recall my favorite advertisement at the time of buying *

1 2 3 4 5

Strongly Agree Strongly Disagree

Advance modes of communication such as mobile internet and social media environment are good tools for making advertisement on electronic media viral *

1 2 3 4 5

Strongly Agree Strongly Disagree

Social media is helpful in making purchase decision due to high internet usage *

1 2 3 4 5

Strongly Agree Strongly Disagree

Advertisement on social media affects my choice for brand when making purchase *

1 2 3 4 5

Strongly Agree Strongly Disagree

I usually get to know about the latest fashion brand through the advertisement on social media *

1 2 3 4 5

Strongly Agree Strongly disagree

What is fashion for you? *

- looking cool
- being comfortable
- way to express inner self

How important the number of likes and positive comments are for you on the posted ad on Social media *

1 2 3 4 5

Very Important Not important

I purchase fashion brand impulsively by an ad running on TV screen display at point of purchase *

1 2 3 4 5

Strongly Agree Strongly Disagree
