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Abstract

Advertising is the epitome of modern marketing, utilized as a tool for shifting consumer behavior in favor of an advertised product and plays a major role in shaping the purchase intention.

Visual ads allow the advertiser to create awareness, benefits and perception of a product through images, videos and banners on social media, websites and blogs to create a willingness in the viewer to purchase that product. This research was conducted on a sample size of 200 male and female demographic who use cosmetic items in their daily life to assess the importance of visual ads and how they impacted their purchase intention. Several statistical tools including correlation and regression were utilized to assess the relationship between the said variables. The results suggest that visual ads are a significant tool that helps in shaping the purchase intention of the viewer positively. Ads shape the perception of the viewers which in return motivates the consumer to purchase a certain product. Marketers and managers can use this research as a guideline and devise suitable strategies to market cosmetic products in Pakistan.

Keywords: Cosmetics, Consumer Behavior, Pakistan, Visual Ads, Online Advertising, Buying Behavior.