

Impact of online advertising on consumer buying behavior



A Thesis Submitted to the

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In Partial Fulfillment of the Requirements for the Degree of

Master in Business Administration

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I hereby declare that this project is entirely my own work and that any additional sources of information have been duly cited.

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Acknowledgment

I would like to thank the specified personalities without whose guidance this destiny never complete.

First of all I am very thank full to my honorable teacher **Sir Muhammad Ali** who guide me thought the time when I need any kind of help regarding any issue, I learn a lot from this personality. He help me in studies as well as to learn good ethics, he is inspiration for me as a role model.

Secondly, I specially thanks to my father, mother for their support and financially cooperation as well. They encourage me to achieve that milestone they remind me every time about my ambition and pray for me. I also thanks to a special person who give me right direction to use my efforts in positive way that person always boost my moral. It is very important and unforgettable part of my life. What a glorious journey! I will miss this time always.

Research Scholar

M. Usman Khan

Abstract

This study check the relationship of online advertising on consumer buying behavior in Pakistan. In this research the collection of data from online companies in Pakistan, students and also from local customers. This data provide me information about online ad's, mobile advertising, digital advertising, and consumer buying behavior. After collection of data the spss application (statistical package for social science) and apply different test on it. This research shows relationship between variable that are included in my study. This study shows positive impact of online ad's which influenced the customer need and also get the customer satisfaction.

The active development of technology makes internet buyer continues to increase. The online advertisement is sustained by the easily use of access the internet through a laptop, mobile, phones, and other media sources are used in the online shopping. The increase of internet users makes a good impression through a proper promotional activities of online ad's with a larger scale and other medium of social media are actively perform to promote the online brands in Pakistan. On the other hand the rapidly increase the number of internet buyer it's directly affects the online purchase of brands. Occupying that the inspection of online advertising on consumer buying behavior its control the behavior of internet online users. The study makes ambition to analyze the evaluation and inspect the impact of online advertising on consumer buying behavior and its makes to create an interest online shopping, this survey is inspect the interest of online shopping and shows a positive results. The study was investigated on online users of universities and other local customers of Lahore city. The approach used was a quantitative analysis and its basic purpose to fill the questionnaire to get the views of 327 people about online advertising its

impact on consumer buying behavior. These significant results shows that in this study the online advertising bring the highest influence and its shows a positive significant results the attitude of people towards online advertising is positive. The buying behavior and satisfaction of customer is shows the appropriate significant dimensions.

Keywords: online ad's, mobile advertising, digital advertising, consumer buying behavior, customer satisfaction.

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Chapter 1

1.1 Introduction

This research is to investigate the impact of online advertising on consumer buying behavior. In which online advertisement plays a very important role to reflect the financial performance of online working companies. This research determine the relationship between online advertising and its effect on the mind of consumer buying behavior. Many researchers gives a different views on the effect of online advertising on consumer buying behavior to analyze the performance and satisfaction level of customers. In online advertising the business developed throughout the world this is a very important factor to increase the business activities in our country this business enhanced in Pakistan if the online websites developed the trust and satisfaction level of customers by providing a best quality product. The development of online advertising business which increased the financial performance and also its gains the customer credibility which is very beneficial for the internet business companies. In modern business culture the online ad's on social media is diverts towards a symbolic act to transmit their business intimation towards their desire customers. To determine the purchase behavior of blooming buyer moving to social media advertisement, this academic work chosen a sampling of 350 peoples to execute the fact finding. The total 350 peoples will participate in this survey and only 327 peoples bring their data the reason is behind that 15 of those respondents did not put back my questionnaire and 8 questionnaires cannot fill properly. In addition, the study also objective to check the impact of online advertisement on consumer buying behavior. Due to this research it is predict to submit new information in this specific appropriate comprehension field. In the modern era culture of technology the online advertisement is

show off a significant appearance to deliver an online product information to related spectators. To determine the buying behavior online client's moves to online advertisement, In addition the study also plans to settle the impacts of online advertising affects emotionally and provisional respond on buying behavior of online products. The research is also indulging the every sector of people and they actively provide new products of brands.

(Harfoushi, Alfawwaz, Obeidat, Obiedat, & Faris, 2013) Suggested that the concept of online shopping culture are increased rapidly worldwide. Furthermore the customers buying a product online they have the facility to get the best services only by a simple click which becomes very comfortable for the people. Comparatively the online systematic function for booking the travel ticket through internet market is very developed phase in European countries. In spite of this modern technology there are still many people in European countries who avoid from using an e-store. The main reason of this will be discussed here that is loss of trust is one of the most ordinary indications for buyers not to buy from the internet.

(Mazhar, Daud, Arz Bhutto, & Mubin, 2015) Stated that they achieved an analysis in which they let out the conclusion of different stages of environmental detail to major purchaser it is also scrutinized environmentally benign products versus those peoples who have negative environmental impacts. These purchasers think about the quality of product these type of positive information reported considerably lies with positive and negative views. They search out that product with negative environmental instruction were overall decrease than products with positive environmental point.

(Harfoushi et al., 2013) Argued that the statistics of internet users is increasingly immediately in Europe and overall worldwide. Moreover that the number of internet buyer in Europe is growing very vastly, thus the number of internet client is also increasing. According to the estimated average value the 80% of the internet purchaser in Europe have purchase the different products for their specifically personal use over the internet.

(Chovanová, Korshunov, & Babčanová, 2015) Explained that the customer attitude grant immediately pinpoint the product as one they are related to online advertisement. Accomplishment of recognition point permits the consumers to bring back the familiar instruction from consideration. This instruction might be about recent experience of the product, the information we have saved about variety of products is very difficult in handle our decisions.

(Harfoushi et al., 2013) Stated that in this modern world we talk about the internet advertisement some important factors have been watched on the internet world. The actual reason behind this which is due to economical and inexpensive source they have the high speed internet and the most important thing convenient facility of different products. The internet advertisement is becoming a very effective floor for the shopping purpose which is used by the different users for online shopping. Internet advertisement is becomes an innovative floor to bring up the consideration of online advertisement. The use of internet advertisement is becoming a big source of business activities which is very popular in the world.

(Malik et al., 2013) Suggested that emotionally attachment in the cultural assumption actualize in a variety of product. The emotional purchasing attitude is very largely efficient

to retain the customer feedback, conception and temperament directly created interlinked loyalty with the advertised brands.

(Harfoushi et al., 2013) Examined that the online advertisement is becomes a very popular and major source of internet marketing in today world in comparison of television and print media. In the modern world the internet advertisement is favorable dominant force in advancement of the internet business action and efforts in the modern world.

(Harfoushi et al., 2013) Argued that in the modern online advertisement ambiance, the purchaser do not need to assure the prediction of others. When peoples generating a purchase, and they all have instructive consequence pattern that is used to retail the products and services by the manufactured and non-industrial online organizations.

(Malik et al., 2013) Expressed that few organizations create the purchasers loyal forcibly the reason is due to their strategy rather the people do not like to become loyal with specific brand of any online website they change their planning to loyal their customer it is become when they low their prices, and provide a good quality in reasonable price, due to these efforts the sensitive websites makes a very high try to attain the customer satisfaction to originate the variety and they get very high response.

(Harfoushi et al., 2013) Explained that the online advertisement captured the overall internet market for which these facts the big online companies in the world are makes a different strategies for the accurate measure and calculated estimation to knows about the future online business requirements standing on the internet floor they basic purpose of this strategy is to make a future classification the customers which they response their online products or not. The online companies in the world they working for the exact planning

and makes a strategies for the expansion of retailing on the internet this is because it provide the facility to the consumers to buy a product easily and feels very comfortable with their specific online website. The internet advertisement provides the knowledge about different products. The online business has basic purpose to provide the facility and availability of products for which these internet online companies makes estimates for the growth of their internet shopping activities.

(Afzal & Khan, 2015) Asserted that the online products are advertised through radio, television, magazines, billboards and online social media are highly involved in this century. The online advertising is most effective tool for different online website companies, it is also affective for the local distributor who are directly and indirectly linked with advertisement of online products of different categories needed information provide through different social website pages, blogs, through online media ad's. Over all in this latest technological world market for any product cannot think of their appearance and market value cannot work without advertisement. The online advertisement create a market and it shows the ratio of 80% success of any online product category which is only be dependent on the advertising.

(Afzal & Khan, 2015) Suggested that in this research they talk about the creativity in cultural modern platform advertising technique adopt in Castellon (Spain) and Warrington (UK) these two places represents that basic strength of online advertising media they promote their online products and its power creatively accumulate this is the main idea to give their advertising message. In comparison of other medium like newspaper and magazines ad's the customers which need a basic information about their online products and the another best medium to promote the online products its name is tv commercials

which play an very important role to promote the product brands in the community of our targeted audience. In this modern world the most importantly different functions, it shows an important image of material which shows the quality of product, and it shows the strength of the specific product, for which the customer get satisfaction, in online advertisement the affective use of communication which has to be communicate to our target audience and for due to this the online branded companies provide a very different and modern communicating style.

(Afzal & Khan, 2015) Explained that impact of online and conventional advertisement on consumer buying behavior the aim of this research is to recognize of branded products and also to search out the significant factors of the both advertising medium which shows its effectiveness on consumer buying behavior. In the contrast of both segment they discussed about the advertising will not only help consumer in search out the leading way of capturing the basic instructions about their related quality features which is very necessary for the consumer to know about the products quality, features, its price and also it is very important for the online companies to provide this basic information about the product it is because without knowing the products the people were not familiar with product and without advertising they even don't know about the products, for due to make all the sense they understand that the advertisement of every product is very important to create their brand impacts on the mind of customers. The advertisement of product it is better to understand how consumer think, feel and it is very much needed to know about the influenced of environment, family and other cultural, social, personal these are the things which can affect the consumer think and perception about the online product shopping.

The online advertiser it is very much needed to understand the much difficult behaviors of customers.

(Chovanová et al., 2015) Suggested that the marketer having different exercise with the brand management empowerment to create loyal customers through accredit alliance and these alliances creates a strong affiliation of the online brand which they promote towards the community. In online advertisement the image of brand is the instant player of creating a brand equity, brand promotions which takes apart in promotion of the online products. The strategies is basically captured the familiarity of judgment and the feelings about an online branded products and it have an influence on consumer behavior. The marketers of online companies have different strategies and planning for which they captured the market through promotional activities influence the consumer perception and actions towards an online brands, its basic purpose is to build our online product different brand in the consumer mind and perception, and this purchasing behavior of the online brands and the facility towards the consumer in this modern century this online business is expanding and its increasing the sales, maximizing the market profit.

(Ragunathan et al., 2015) Asserted that in online advertising the promoting of online products the main source is social media and also the other social networks websites are involved to provide basic information and to provide the necessary information to buyer, its directly give the accurate information about the product and its features is easily communicate to consumers. Through social media the different ad's set on the websites about different products in this modern world the social media play a significant role in promoting the products throughout the world. Mostly the pages, blogs were created on social media and different apps were used by the people where they collect the information

about products and it is depends on the promotion which can definitely expands the online business.

(Asif, Abbas, Kashif, Hussain, & Hussain) Explained that the consumer much knows about the specific brand of products due to advertisement becomes a familiar with the online products. This familiarity with the brand increased the sale and product awareness is much revealed towards the consumers.

(Ragunathan et al., 2015) Suggested that occupying on the earlier communication of social media user allocate the advertisers can interpret the behavior of the purchaser to collect the data and statistics of the customers and due to for this it makes a strategies they create a plan to stock the proper advertisements to accommodate a best experience of the buyer. Overall the creative advertisement for which they develop a strategy in marketing promotional activities it will surely helpful to make sure the business of the post on social media websites.

1.2 Purpose Statement

Purpose statement means the reason why you are conducting the study. The basic purpose of this research is to investigate and determine the relationship between online advertising and consumer buying behavior. The online advertising companies in order to increase the online viewers the managers makes a strategies which attracts the consumer perception for which they enhanced the sales and consumer capacity through their online promotional activities for their related online firms. The aim of this study to determine the factor which affecting on online advertisement. This study will be very convenient for online

advertising websites the main focus to create a trust and developed the satisfaction level of their online customers when they purchase an online products.

- 1) What is the impact of online advertising on consumer buying behavior in Pakistan?
- 2) How can online advertising effect on consumer buying behavior in Pakistan?

1.3 Objective of the study:

The main objective of my study is as follows:

- To analyze the relationship between online advertisement and consumer buying behavior.
- To investigate the impact of mobile advertising on consumer buying behavior.
- To see the impact of digital advertising on consumer buying behavior.

1.4 Significance of the study:

The many research literatures based on the relationship between online advertising on consumer buying behavior. Different arguments explored on the relationship between online advertising and their consumer buying behavior but after so many research on this area there are still many areas are open for further research. This research is completing those specific areas which have never been focused and it is very important for the online advertising companies to work on it.

In addition to the academic importance and the significance of the paper is:

- This research increases the awareness and online advertising resolve the many problems which the online shopping business is faced due to low customers satisfaction level.

- This research enhanced the trust level through online advertising websites which faced an unsatisfactory environment.
- This research also provide the basic guidelines about the different category of products.
- This research developed the consumer mind for which they becomes more habitual for purchasing a products from different online websites.

1.5 Research Question

1.5.1 Main Question :

What is the impact of online advertising on consumer buying behavior?

1.5.2 Sub Question

1: Does online ad's affects the consumer buying behavior?

2: Does mobile advertising affects the consumer buying behavior?

3: Does digital advertising affects the consumer buying behavior?

4: What are the important elements which affects the consumer buying behavior?

1.6 Hypothesis of the Study:

Research hypothesis are anticipating phrase about the relationship between two variables.

Hypothesis 1:

H1: There is relationship between online advertising and consumer buying behavior.

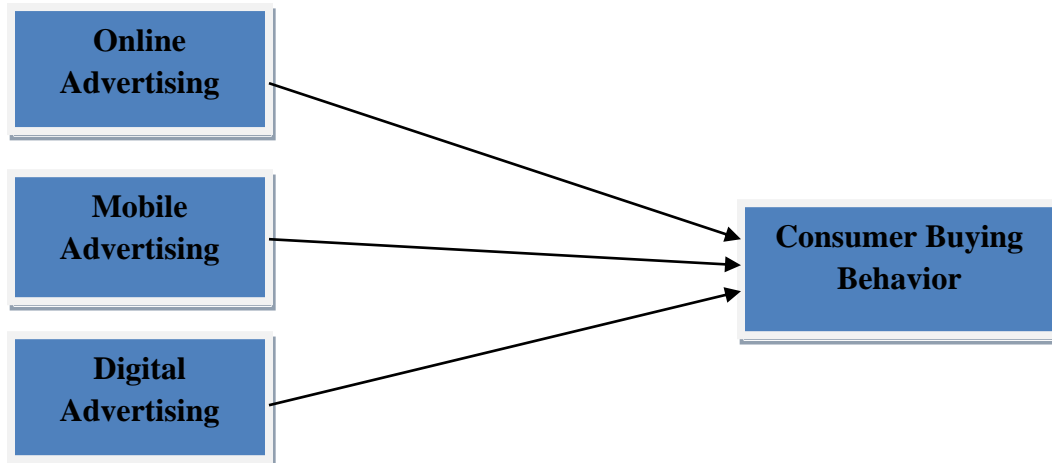
Hypothesis 2:

H1: There is a relationship between mobile advertising and consumer buying behavior.

Hypothesis 3:

H1: There is relationship between digital advertising and consumer buying behavior.

1.7 Research Model:



Interpretation of the model

The research model is design to execute this study. The online advertising, mobile advertising and digital advertising is represent as an independent variable which means that proficient advertisement will increased the trust and awareness among the people. Due to this online advertisement people will knows more about the specific branded products. This model shows the consumer buying behavior as a dependent variable which means that online advertisement will change the perception and thoughts among the products. In this research model online advertisement is a major source from where people will connect and knows about the basic information of any branded products so this variable will increase the purchase behavior of online web shopping companies.

1.8 Limitations of the study:

The focus of this study is only a providing an online buying facility towards the customers like in Pakistan. The data of this research are basically depend on particular data for a specific span of time. The coming studies should use data with an extensive span of time to contain a much more authentic estimation of conclusion. We planned to take data from largest symbol of online companies but non availability of data bounded us to work with maximum number of online companies.

Chapter 2

Literature Review

2.1 Introduction:

This chapter brings a relevant literature required to find answers and connect to our research. Firstly we discussed the impact of online advertising on consumer buying behavior will be discussed. And in this research many researchers and their study will be presented with reference.

The basic purpose of this exercise is to bring a gap that exist in the literature and its main objective also been delivered to answer empirically the questions that arises during the literature survey.

2.2 Literature Review:

(Afzal & Khan, 2015) States that online advertisement provide an extensive aspect in the promotion of a commodity specifically this medium of social media provide an important information and awareness about different product to the people and this type of advertisement contain a unique role to change the perception and thoughts of consumer towards online advertisement and also it is change their buying behavior.

(Afzal & Khan, 2015) States that in this modern living environment our believes and self-satisfaction will be actively changed by mass media like internet, tv, radio, newspaper, magazines, digital led boards, will provide a new shape of life style and these things will change the taste and perception of our mind.

(Afzal & Khan, 2015) They discussed that many organizations get towards the online advertisement and they annually spend huge amount on advertisement on their company product categories. Before spending this huge budget on advertisement some companies cannot noticed and they do not have any alternative strategies of advertisement for which the advertiser faced a problems to make secure either the buyer engage towards our products or not so further they makes a strategies for their purchasing products.

Online advertising is a source of utilization the modern technology in the business sector and now in Pakistan it has well capture the online marketing and it is change the concept of people to purchase the product online and it will give the facility to the people.

(Afzal & Khan, 2015) Says that the dynamically environmental & emotional changes presented in the advertisement will be included all the advertising mediums according to this the one of the most effective mass medium is television because the researches shows that instant display of information about product, images will attract the targeted audience towards the specifically products, and the written text will show in the ad for this customers feels very good and it gives a satisfaction in the customer mind. According to this the ad which will display and shown in the television shows what the customers expecting. This mode of advertising captured a huge amount of targeted audience towards their products and it also give the facility for their customers that they bought a product through online which will affect the annual target of their company.

(Afzal & Khan, 2015) States that online print media the most popular acknowledged form of media which includes newspaper, magazines, and newsletters, these are the most effective mode of shifting the information, news and also they provide the entertainment

news to among their audience. The newspaper is the most effective way of advertising for readers and the magazines gives the pleasant effect in the eyes of viewers and its colors content is the eye catching themes which promote the consumer satisfaction and this will be the source of change the life style and it increased the purchase buying behavior of consumers.

In this modern era the online advertisement which will create a sense of shopping by displaying an interactive communication technology and online ads will increased an online purchase behavior of customers. The online advertisement provide a standard floor to whole the world to buy a product and this facility change the behavior of peoples and it increased the use of internet.

(Ahmed & Ashfaq, 2013) Stated that the basic objective of online advertising is to give something new, unique, creative, which is useful to get long term assistance of brand loyalty and due to this they want to create an image building of these specific products and from these tactics company establishing and emotional relationship for consumer buying a products. The another foremost negotiable problem that which type of impact of advertising effects directly the beliefs and the collective attitude of the consumer with respect to the buying behavior.

(Ahmed & Ashfaq, 2013) Argued that the television advertising where a specific product display on the screen which provide a pleasant effect on the consumer thoughts and now the online advertising have also demonstrated a great merger together and now they express as an much needed part of the present world. According to various researcher studies have proved that advertising show a very essential role in the opening of a new

product and it guides in the buying of a new product and furthermore its helps the better choices of shopping of suitable products. According to research studies majority of the television viewers reveal that advertising have always pushes them to buy that individual product about which they watch in the advertisement. Now due to this strong impact of advertising it is the necessary duty of advertising to perform the code of conduct, while the promotion of a product. Overall the basic objective of advertising should provide a better control about product to buyer slightly than extortion and by forward empathically to buy a product of the specific company. The appropriate and useful displaying constantly helps the organizations & companies and wholesaler to improve their products loyalty, brand image, brand perception, brand awareness, these all factors directly affect and it is increased the consumer buying behavior and it also increased the market share of the company.

(Ahmed & Ashfaq, 2013) Argued that most of the consumers give importance to the quality of the product at the same time some consumers are just attracted by the proper communication techniques and some consumers with impactful factors. This acceptability which is only created by the techniques and strategies by the advertisers which is placed with providing information and entertainment and involvement of the consumers is proximate becomes a much consolidated reason of creating a consumer buying intentions towards a product.

(Ahmed & Ashfaq, 2013) Explain that online advertising where the different types of products which is display for their consumers the important fact which is including their the liking of the product and disliking of the product is much important because its further advantage is to force and intention of the consumer to buy that online advertised product.

In relatively the quality of the product and the price of the advertised product also acknowledge very important in consumer buying behavior. After the likeability of a product another important factor is persuasiveness which could be brought in the advertising through creativeness & brand image and comparatively we perform through celebrity endorsement as well. Brand personality is considered as the key element of effective advertising.

(Hassan, 2015) Explained that the online advertising with the addition of new advancement and technology development now the organizations focused to use print and electronic media rapidly. The big companies use different marketing promotional strategies & activities has been identified as an effective tool of creating awareness among the consumer population. The famous celebrity attachment with the related advertisement is very effective and the online product become very promoted in the targeted audience. And in developing countries where most of the population live in main areas where the effect of television advertisement are on peak worldwide. In this time TV advertisement expand the satisfaction level of those product which companies provided their products to buy that one.

(Hassan, 2015) Argued that the online advertising the celebrity attachment with specific product is also very important which influenced the consumer buying behavior buyer of the product. Advertising with famous celebrity involvement promotes and raises the awareness of your product in the mind of the lead customers also directly influences the product purchase of products. Now a these days worldwide most of the organizations spend large amount on online marketing of a product for which they create a product awareness they used the medium use to promote their product in the market through

newspaper, social media, social networking websites, bill boards, brochures, and television. One of the most important thing is an effective advertisement that can meet your objective and can boost up your sales. And for this means the medium of TV is considered as the most effective influenced on the mind of customers. For this reason it can reach the maximum audience with efficient cost.

(Zourikalatehsamad, Payambarpour, Alwashali, & Abdolkarimi, 2015) Stated that the operative advertising conversation provides frequent connection to enhanced the purchasing behavior of consumer skill and to improve the item material possibility or maintenance instructions, for this thing the multi characteristics evaluations and it is for to reduce the buyer worth. In addition the operative advertising market have aspect like security, privacy, and the purchase recognition are important in affecting consumer decision purchase. However, the purchaser may be deals with automatic sales persons, and these products cannot be touched and felt. The traditional marketing plays a fundamentally relationship with concepts of consumer buying behavior for which they build a trust to purchase because it increases the high quality of product to maintain the self-satisfaction of consumers.

(Zourikalatehsamad et al., 2015) Stated that the online advertising helps to create a new opportunities for marketer to impel buyer moves to buying a product. Its effect on inspire of buyer behavior and to assist the business and promoting portion in Asian country like Malaysia. The basics of online advertising model on market business is high spreading of profit and to elaborate them in global business. The scholars discover online advertising are influence by supportive factor, cost saving factor, customize products and also online services factors.

(Zourikalatehsamad et al., 2015) Asserts that they design an excellent reasoning for those consumers instrument separately to purchase the product based on online advertising from market. On the other hand customers conducting within the system with preferred locations to impact of different time taking meetings in different shopping behaviors during different analysis based on individual aspect to more improve absorption, creativity, control and these strategies increased the satisfaction in business. Moreover the analysis on online purchase customer determinant and to revise if different shopping bonuses should influenced on online customer purchase behavior intention. The speculative illustrative progress division the consumer purchase analysis is to highly context of attachment charge in market partition.

(Zourikalatehsamad et al., 2015) Stated that online advertising companies give their much focused on future idea which they contains analysis on different factors like enjoyment, feelings, aesthetics, sentiment, and happiness to accomplish big advantage and buyer motivations. The analytical research shows that customer motivation shifted to utilitarian online advertising for the reason to improve the idea of marketing business through convince and develop understanding the customer, to enhance the cost saving process and make sure to integrate & customize the product which the different multinational companies provide their services globally.

(Zourikalatehsamad et al., 2015) Explained that the basic perspective in the mind of advertiser to analyze the thinking and psychological preferences of customer behavior as their goal organized and analyze the behaviors in business. The basic objective segment the customers must have a specific shopping plan in their mind as the customers give their focus on according to their mind determination of customer behavior which they integrate

the basic information about the product to create a much easier purchase of products in business for their regular consumer. On the other side the impulse customers do not have such a plan in their mind for shopping they just use an easy way of shopping to access the browser through internet and make their purchasing by sitting at their home. The impulse buying behavior of customer which means that the attraction of online advertisement captured the mind of customer and them buying a product significantly.

(Zourikalatehsamad et al., 2015) Argued that the online advertising basically they performed their business activity through facilitating the customer to make their shopping without any problem. This new facility provide the basic element which is customer motivation this thing is a cost saving for consumer and it is very convenient for consumer as well. This new type of technological facility helps customers to meet their necessary needs without any problem and this thing maintain the customer purchase behavior towards the online shopping websites.

(Zourikalatehsamad et al., 2015) Suggested that it explains the amount of perceived exposure is connected again then it's creates a consumer satisfaction, then they analyze of gift providing, they get purchaser intentions to interrelate the products and by enhanced the facilities trend of operative advertising trust. Consumer naturally have to spend by self-excitement to go to retail site, and also the advertiser create the motivation in the consumer for enhance the earning margin of online advertising in the social market. Now a day's people more preferably to engage in net surfing and to gather information like a window shoppers do they just checked the prices of different products beyond having any authentic bargain target in his mind. The advertising composition consumers provide the uneven connection to shop for the definite comfort in the market.

(Zourikalatehsamad et al., 2015) Argued that the consumer buying behavior theory it is basically determined that the actual potential customer behavior to convince them to purchase. After all the intense online advertising preparations like this trend change the look of people more convenient way this browsing medium increase the proficiency. So buyer attitude involve in purchase base product intimating the goal aligned in business organization.

(Pallav) Stated that the use of social media is changes the idea of people very fastly. People are increasingly move forward to using a social media to search for information instead of other media such as television, magazines, radio. These online companies much have need to construct effective online advertising layout because it is the time companies captured the interest of people towards their online shopping website till the people become habitual to buying a product over the year. For this reason the online advertisement plays arelevant role to establish a positive image of companies worldwide.

(Pallav) Explained that the television advertising is one of the fundamental source to interact with target audience. This is a perceptual way to give information about the product with audio and video display showing to the consumer which creates a greater effect on the sales of a product. Consequently television marketing is an important source to make people attached with the product of company. In this study we know that the impact of online advertising on the consumer buying behavior is most common and affective source of media advertising.

(Pallav) Examined that the television advertising is a part of online social media which is most effective source to occupy the purchase decision of consumers. The advertiser knows

that rural audience like the tv advertisement more than urban peoples. It's also investigate that both residents think well when they look at the TV advertisement to satisfy the need of people.

(Pallav) Explained that the online advertising construct that the consecutive development in technology increases the internet user greatly. The internet is operated through by different appliances like pc, laptop, mobile phones, tablets, and other source of media. So to attract this large strength of consumer's online advertising is very necessary. The study also found that however the online advertising is much effective now a days but it can only be targeted to those people who used the internet continuously.

(Pallav) Argued that this study found that there is a fast growth in a new communication technologies. Mass media and social media has been influencing the single level of thinking, feeling and action towards the different issues. In this study the researcher also knows that television advertising and online advertising both medium plays a relevant role for expansion of any product and online services.

(Singh, 2016) Stated that the research studies also move to banner advertisement of their specific product and the goals is to focused on promoting of their online web page to maintain the customer positive attitude towards their products. The basic reason of this standard ads shows the commitment with the website brand and their currently consumers attire much to be expressed. The creators give profitable opinion to brand administration it is publicized on the media.

(Singh, 2016) Explained that the consideration and a part of buyer in e-business the online business which is expand through online network the web sites characteristics significantly

puts its effects of trust in a web site. They consider that purchaser act in this study the online websites and consumer are much connected with showing a much better quality and build a trust level of the daily user. Now it is very important for the online web companies to protect their customer and safely delivered their desired product on time it is also a necessary part to take place and creating a trust which is much needed for every organizations.

(Singh, 2016) Argued that those who are connected in web publicizing, perceived web promoting as providing important product knowledge, which facilitate their social role and graph is going on high level and furthermore they saw that much interested participants performance display a positive attitudes towards web advertising and it is also valuable for those participants are more likely to perceive web advertising on promoting on the entire social media this thing puts a positive and very affective impact on sales.

(Rehman, Ilyas, Nawaz, & Hyder, 2014) Explained that in online advertising the famous source which empower the customers is face book is use to exchange their experience about the products, utilize their ideas and interest which provide very needed instructions of a brand. The face book advertising is very convenient in the sense that is very helpful in gather feedback and the demographic information of their target audience. In general business environment face book advertising is a compatible medium to capture the targeted customers.

(Rehman et al., 2014) Stated that the face book advertising bring the opportunity to get your brand on high level and to connect with customers on a booming social network. Face book advertising is brought likeness, attraction and influence buying behavior in a right

way. The consumer's attitude towards the online social media ads which give very interesting results and it can turned the consumer buying behavior trend in a positive way. Now a day the face book advertisement influences the behavior and attitude towards the brand and it is finally move towards the purchase intention. The online source of advertising face book is captured the people emotionally motivate towards the buying behavior of advertised products. Face book advertising consequences the liking of a product and attitude towards brand. The behavior of people towards the online ads is directly attracting the consumer feelings and it is also for the potential purchase committed.

(Rehman et al., 2014) Argued that the online social medium face book is a very appropriate source to market your products in an exclusive way. Face book has empower marketers to integrate their advertisements for a specific group of people. The marketers hit these specific individual on the basis of demographic information and including mutual interest. Face book has create it possible to compass these targeted people in a cost effective way the face book advertiser are including different techniques to properly convey a commercial messages to create a purchase decision. The face book introduced a new features of online advertising which name is smart advertising that has empower the advertiser to customize all the numbers of ads signer correspondent.

(Rehman et al., 2014) Argued that the actual motive of connected advertising ads on face book is to describe the elements that influence the consumer purchasing presence. The general research motive is to settle the element that influence the consumer buying attitude, also principally in common and experimental manners.

(Beevi, 2014) Stated that this study we discuss about the importance of adverting on consumer behavior and advertising plays a very important role then consumer buys a product. And the largest consumers are attentive in brand products which is influenced by the online advertisement. We knows that from this research the discount ads is much influenced to consumer buying behavior and the sales of the products is much increased due to this strategy and most of the consumers attend the different expo & exhibition this thing attracted towards the new products. These type of exhibitions give knowledge to consumer about the product which is a very beneficial strategy for the online companies to give awareness about their variety of online products.

(Beevi, 2014) Stated that the online advertising that takes a part in change the thoughts and perception in buying behavior of working and non-working women. The house hold women have the multiple responsibilities of her own and also for their family members buying behavior. On the other hand that the working women have different thoughts about price, quality and they were brand conscious these working women give highly preference in shopping than non-working women.

(Beevi, 2014) Suggested that the online advertising also including in relationship between environmental and emotional response with consumer buying behavior. They conclude that the common consumer purchase those such brands from which emotionally attached. This study conclude that there is a positive relationship of emotional and consumer buying behavior this research observe that the consumer purchase buying behavior in online websites by emotional response except that the environmental response.

(Beevi, 2014) Argued that the effect of television advertising which is display on the screen the consumer buying behavior measured the different factors in decision making which influenced on buying behavior. Although the different social media spread awareness about the online variety of products and the television marketing plays a very central role in buying behavior of women consumers. The social media ads puts a positive impact about the product and also this medium which provide awareness about the features, price & quality of a products this thing provide a positive image in the worldwide.

(Beevi, 2014) Stated that the online advertising shows the impact of visual media advertisements on women consumer buying behavior. We knows about this research the women consumers perception, thoughts and attitude towards observed media advertisement and the women consumer buying behavior are directly connected with each other. Advertising creates a positive image which is related with women consumer attitude towards social media attributes of advertisement.

(Beevi, 2014) Suggested that the sense of consumer buying behavior of Indian women and their concerns shows that they focused on purchase those things which is fulfilled the basic needs and wants of family. At this time the perception of Indian women move towards the online shopping due to this facility they plays a vital role in the sales of web companies. The discount offers advertisement which is display on TV, magazines and in newspaper puts a very effective role in the online markets. The women gets very well aware they takes a part on high scale in advertising market and the advertiser knows that women consumer is a very big segment that have the potential to increase the sale of their products.

(Asif et al.) Stated that estimate capacity related to expand the variety of products are occupying on the interlinked with product brand expansion. The prominence of outside reminder which is prominent and their comparability as well. They used a famous variety of products of online companies the related products are interconnected with enlarging the brand product and non-similarities decreases the outstanding difference on evaluations.

(Chovanová et al., 2015) Stated that brand awareness through online websites and social media is one of the most main pillar to create a consumer purchase decision about the products. The advertiser have the strategy to make the perception of consumers and they makes a plan to reduce the risk during the purchase decision of a product. The creation brand awareness have classified important impact in the consumer mind the expansion of consumer can easily classify a specific product and service just by examine the product logo, punch line, or packaging.

(Shih, Yu, & Tseng, 2015) Stated that demographically age is very meaningful element that access on the determination making process on the steal the attitude due to universal consideration, accessible to figure and it is used in the social science. People of different age have verdict needs and wants and buy specifically different goods and services over their life time.

(Malik et al., 2013) Stated that the main aim of any firm that they make the choice of purchaser of a specific brand due to its specialty, appearance, presence, looks, and price they normally bound to buy and introduce to other people. Due to variety of products occasionally purchase of products becomes very rare by expanding the ratio of buyers. Loyal consumers are the very important assets of any organization to enlarge the profit

ratio to cover up their purchaser comparatively to lose the buyer. The strategy and planning to maintain their customers is very important asset to boost up the sale of their listed items.

(Sen, 2014) Stated that the major aim is to achieve the object of altering the purchaser attitude, marketers and organizations should give their attention to provide the offers on different products in an achievable way. In advertising campaigns this will very useful to exchange the buying attitude in a respective way. In this modern world the company's moves towards the green marketing they choice the green marketing movement it is needed to grab the economic built up companies.

(Zhang, 2015) Stated that the consumer loyalty could be analyzed as the expansion of buyer satisfaction. In recent study shows the customers loyalty as the buyer purchase again and again in a concise way. Normally the buyer axis from buyer the authentication of brands which lay down their continuously purchasing attitude and it will develop profits for the company.

(Chou, 2013) Stated that it is picked up from social recognized theory recognition is actually a perception of unity with combine people works in an organization together. To promote the concept, brand recognition can be classified as a single person who determine the ratio in which one explain the equivalent specialty which created by the specific brand. Gradually the recognition involve in the authorized component, despite this they could be important operator of their participants behavior.

(Malik et al., 2013) Stated that purchase impulsion based on the variety of perception for specific brand the interest of people to make a purchase of a particular product is facilitate though delivered their service. The perception of people consist on identify the need, get

the basic instruction of product, classify the substitute, generate the purchase, and after sales services is contain the behavior of consumer which act as a path towards the sale. Occasionally the consumer purchase the product in the outlet that looks more attractive to put their decision on the time the perception of customers buying might be impulse buying behavior the purchaser take imperative declaration this thing make a purchase of products is more fascinating to buyer, in this procedure the perception of consumer is fully planned to purchase the product.

(Harfoushi et al., 2013) Stated that additionally the research intimate and they represents the classified advertisement are most unique and ideal concept in this modern world this set an effective domination on the customer perception for that specific products and their services are on the internet as a related description of the advertisement. The online advertisement shows openly the major and brief description of all the related products and services which they provided for their online shoppers. This strategy will contain the major part of new consumer will entertain with this facility.

(Harfoushi et al., 2013) Highlights the further fundamental internet advertisement characteristics are the exploration and confidential advertisement which becomes more attractive and it's engaged with the customers who shows their desire for online shopping purpose. The online shopping is a unique concept for people and it provide a facility to buy needed and desirable products at home.

(Harfoushi et al., 2013) Stated that the basic reasons of companies give their attention towards the enhancement of digital advertisement on the interactive media to captured the attention of consumers towards their products more and more. The online companies that

create the online associations flanked by the game and the products which create the unique and this modification motivate and analyze the consumer reachable approach towards the specific brands of online shopping brands.

(Cong & Zheng, 2017) Stated that research begin with buying interest of peoples was straight affect the uncommon separation of the recommender, on the other hand trust act as an arbitrating role in different prestigious aspect of the recommender the consumer inclination on buying decision process. On this supporting floor the trust on specific product the buyer behavior and its estimation range revolve around the mode of instructions and conversation between them held with full of freedom and large evolvement, which can adequately reduce the emotional contingency and it is also reduce the uncertainty.

(Cong & Zheng, 2017) Stated that large evolvement of buyer which have forceful capability to analyze the moderate phase of online system the word of mouth instructions from other side, On the other hand the recommendation approach act in a leading way in the online advertisement through digital media and electronic media also participate in this medium. The highest evolvement which represents the most convincing aftereffect on anticipated use of electronic media which grasp the perception of consumers with providing their products and service. This becomes the cause of recognition resolved the problem of decision during purchase procedure. Overall the evolvement has an electrifying effect on buyer buying interest.

(Cong & Zheng, 2017) Explained the buyer chain evolvement which demonstrate the strength of buyer acquaintance with interest and it's initiate to accumulate the major

instructions providing through internet which resonate the emphasis of internet to buyer. This study established the dimension of involvement act as compelling the personification on buying behavior interest, the higher involvement represents the supremacy in chain which fulfillment the competence and the intolerance aptitude of orientation attribute and have influence on their buying interest.

(Broutsou & Fitsilis, 2012) Stated that the online shopping has exclusive contents, uncertainty, anonymity, conceivable experience, and lack of online end user are needed to share their personal data such as contact number, email address, the consumer also have the facility during online their shopping which credit card system so due to this they must provide their financial data. The online websites provide a basic information through their layout content, website description they also tell the delivery process content.

(Broutsou & Fitsilis, 2012) Stated that a number of researches have focused during the anticipated component towards end user decision making process and the effective environment of web shopping which increased the online shopping. There are some other conclusion are very expressive during the web environment. The website outlook display design are very fascinating and it provides an information content are much significant in order to stimulate the initial customers will be preferred to other prospect of website. Furthermore the same channel inclination and the given retail information of different products which shows the customer shopping adaptation is also a significant factors. Recognized the contingency and it is observed the usefulness, the end user will become habitual during the adoption of product facility. It recognized the financial advantage and interest would highly affect the web shopping through social medium. The awareness

increased the shopping intentions towards the products this facility makes it easier to give their decision.

(Manzano, Rivas, & Bonilla, 2012) Expressed that according to buyer observance encircle all the movement which comes first, accompany and displace buying decision in which the organization or individual are actively participate in order to make learned choices. In social marketing the actions that needs to carry out an important ramification. The ramification means the dimension of evolvment in a specific act of buying style and it is measured the observed risk that such purchase may be interlinked with all the time.

(Diniz & de Medeiros Moreira, 2015) Explained that this sort of incorporate the present inclining is to be always connected to other sites, On the other hand the advanced world connected with higher level of technology through sharing information and conversation that need to recognized and they exchange the important activities. Rather than it needs to be in contact might be the only end to accomplish while the conversation becomes the major thing itself.

(Diniz & de Medeiros Moreira, 2015) Stated that the advertisement experience provide two objectives which is self-exposition and the process of self-recognition. The recognition which allows the end users to be identified by other people through online advertising by taking continuously feedback from our regular consumers, their perspective also connected themselves on his own. The web users distribute the organized association in order to exchange the same intentions, experience and viewpoint towards their specific purpose. Due to this strategy they receive the feedback by broadcast the items ability and quality transfer into advantage, sensibility of humor, and the daily working activities are included

during their participation. The most famous advanced technologies represents the mechanism for online advertising the social media participate actively in the social era like Face book, Instagram, and twitter this social medium becomes the transparent choice for people is to make contacts using the websites. The people enjoy the facility through advanced technology where they contact at a time when they need or desire about anything. In other words the geographical extension allows the system and the written words and images fulfill the satisfactory desire to interact with targeted consumers. This appearance call also be regarded with the entrance of cell phone which allows the continuous messaging this activity will becomes a reminder for our end users.

(Guercini, 2009) Stated that commercial television in many advanced countries is facing a lack of advertising budgets but its continuation does not exist near in the future. The electronic media is established the advertising activities for the local and famous brands which is started through internet, electronic working operators which is straight towards a correspondent business. These business only they have the opportunity to provide an advertising campaigns to millions of audience in a fell sweep. It is also an appropriate facts however, the google desire to expand the advertising which becomes better and it is still underway.

(Guercini, 2009) Stated that the advantages of research are to be connected to signal which includes the ease of use which is an important factor, the performance of research and the achievement of user are countable. The perceived speculation expense of getting information through systematic sources in a periods of time the economical and psychological effect is indeed during the research and it is compute its relation these factors have the ability and they have their related experience, knowledge, education, and

preparation from people this is actually a team work which is performed during the process.

(Ruhrberg, Kirstein, & Baran, 2017) Stated that recently advertiser believes on different phase of interactive technology such as social network services. Television advertising promote vastly their product services. Online companies gives the offer on different variety of items which will be provided through online shops which expand the online trade as a new channel, consumer takes the facility to order the clothes and food easily from their homes. If we compare the marketing promotional strategy especially with electronic media such as TV, radio, print media, on the other end the internet advertising is much cheaper and also very famous through social media which is much faster to provide the information about product which can be adjustable or replaced. Additionally this concept puts away the description which is modified and entertaining could get the end user to collaborate rather than the respective advertiser. Customer attitude towards online advertising usually understood incorrectly due to lack of knowledge and they have constrained research which is based on consumer behavior towards online advertising. So the advertiser choose the inefficient source so due to this they faced ambiguous identification of targeted audience.

(Mohammadpour, Arbatani, Gholipour, Farzianpour, & Hosseini, 2014) Stated that currently online shopping is becomes the major source of business it needs to improve the communication and create an open economy at national and international level, reveal in business concept and the change becomes in conventional market for its new firms as well. The Introduce of online shopping process now the majority of agreement are completed through this business all over the world. According to the different research studies half of the pioneer companies makes their balances through electronic selling of their products.

(Mohammadpour et al., 2014) Stated that the recognition of compelling variable which create the decision of consumers to utilize the online shopping is important for many organizations as it represents the contingency of decreasing charge and it increased the profit in an efficient way. Social media marketing act as a modified component of significant aspect the tendency of online shopping consumers. In modern research few studies are related to the effect of social media marketing for online customers. The major factor of this research is the estimation of mediating the role, the value of investment, relational and brand investment this shows the less intensity in any study. On the other hand furthermore the increase development of internet access in too many countries which becomes the cause of increasing in online business trade.

(Mishra, 2015) Stated that buildup of convenience procure intimation from cognitive style and the utilitarian value in this context the advertising strategy behavior on supportive point. Mobilization which ensures largely anticipated actions which handle the user and interact with the device more successively and comfortably as well as assuring the user determination in one cognitive capacity in turn they makes a product and enjoy the comfortable experience.

(Mishra, 2015) Stated that another main object of this research which lies in the way the whole source of data being contain. The sample source of work which will be available for interactive mode of devices such as smart phones which is the best possible sample to introduce the new technology the social media Face book was chosen as main source of medium for the real end user of smart phones. So, rather than based on the students sample used the convenience sampling in a way where they implemented our real data collection

through Face book, in this process demonstration efficiency of social media advertisement a very fast medium of source in a very small amount and it is very effective in their future.

(Asif et al.) Stated that in his recent studies the loyal customers incorporate both the attitude and behavior of different element will be admirable in terms of their anticipating competence to consideration of loyalty that are essentially behavior based structure will suggest that loyalty look to increase the market profit share, except this the out dated loyalty go towards the maximize the relative pricing.

(Asif et al.) Argued that the consumer attitude towards online products is the beneficial for these firms these will be the loyal customers which will decrease the marketing promotional cost for running their business. Moreover the loyalty can takes the advantage through proper planning expanding the brand and the market entrance. When there are huge number of humble customers they will be the asset for that appropriate brand they are also determinate as large stimulation of brand.

(Chovanová et al., 2015) Explained that this basic research measured that the people get emotionally attached with specifically brands in the same means like the people have some personal relationship in the social relation. The advertiser mainly focused during their ads to get the people emotionally attached with the brand and they get used to with their product so this strategy makes a positive image in the society and this habit of people directly increased the sales of organization.

(Mazhar et al., 2015) Highlights the online advertising on websites the advertiser of a company focusing on the high level packaging pattern of a product to captured the online consumer buying behavior the basic purpose of this planning to attain and satisfied the high

society class. The reason behind this the high class consumers are much able to recognize of their self-perception in the society due to this reason these type of consumers demand full care from any brand of product. So this type of consumer perception and demand will be fulfilled by this and it is beneficial for company to increase the profit of a company.

(Pallav) Stated that the advertisement which will be telecast on television the main focus in their ad which is specially on a male brand due to this strategy the female brands sale becomes very low. The educated people thinks that they were completely knowing about the new & latest variety of brands so the complete advertisement is very needed to catch those people who do not know about their different brands for this sake the company sale will automatically increases high.

Chapter 3

Methodology Research

3.1 Introduction of Methodology:

This research is entirely engaged on quantitative study situated with the help of questionnaire survey. In this chapter of research methodology, i will discuss about the research design, data collection and data analysis. The basic objective of this chapter is to justify the research methodology that has been implemented in this study. I will also discuss that how results and data collection during survey have been used in the study to meet basic objective of this study.

Methodology means the rules or methods to conduct a study and to solve out the problems. Methodology is a systemic way to analyze the methods applied in a study. Methodology is the systematic way to study the methods or rules of a study. It is also can be said that the study of methods is called the methodology. It has keen importance in conducting a study because when we have to collect the data to conduct a study, we select that which method of data collection we should adopt. Methodology also help us to choose the data collection technique. We cannot interchange the words methodology and methods. Methods means the ways through which we test our collected data or choose the way for the data collection. The procedure of inquiring the information is also called the methodology. The methods applied to get the information about the inquiry of the research problem is also called methodology. The techniques to understand a problem and to analyze a problem are called methodology. When you select the method of collecting a data, it becomes easy for

you to describe the research question. The methods should also be described in the sufficient detail to understand. Methodology analysis the body of the methods you apply. Methodology does not provide the solutions of the problems that you face in your research that's way it is different from the method because the methods provide the solution for the problem. To meet the objectives of this research, I have selected four variables are as follows, independent variable, dependent variable. Online ad's, mobile advertising, and digital advertising has been selected as a independent variable and on the other side consumer buying behavior is selected as dependent variable. The accurate information about the targeted audience is not available for due to this reason advised population is unlimited. So the population volume is infinite it will use the quantitative survey technique with the help of questionnaire survey with five scaled as strongly agree, agree, neutrals, disagree, and strongly disagreed also shown with a numeric numbers 1,2,3,4,5 appropriately. As 350 peoples selected from the population as my target segment from whom it supervise the survey. Out of 350 questionnaire the 327 questionnaire in return receive from my respondent and 23 questionnaire fill not properly. This survey is combined with local customers, students, and online companies who are currently actively performed and using the online advertisement activities through their websites in Pakistan.

This research based on quantitative approach and this will be used for disciplined questionnaire to identify the online advertisement effects on consumer buying behavior. Quantitative approach used the leading technique in the world to analyze the accuracy of the impact of online advertisement on consumer buying behavior. For selecting this method basically it have some important reasons firstly this survey provide a complete description of all the component of online advertising on consumer buying behavior. And

another reason for selecting this quantitative method it provide all the data information individually which will be easily calculated specifically. The last reason for selecting the quantitative survey as we see in the back so many analyst used this method to examine the impact of online advertising on consumer buying behavior. So due to all these basic speculations the method is choose in this study.

The fundamental objective of my study is to analyze the relationship between two variables as online advertising and consumer buying behavior. The questionnaire is concluded on the 4 major departments so the first one is online ads, mobile advertising, digital advertising, consumer buying behavior, Our initial step the attendant were asked to mentioned their brand name where they mostly go for online shopping and also were ask about the accuracy of visited websites for this we capable to analyze the reviews and this step very helpful to check the accuracy of our online shopping website. Subsequently in this survey the attendant were asked about our different perceptual questions about the online ads and customer satisfaction about quality of product. The different questions were asked in this questionnaire survey to analyze the views of the company's availability and delivery of product this will be asked about our different discount offers and many other related questions. After collecting all the analytical test we will come to know the fundamental results of this research even if it is positive or negative it will depend on the feedback from the participants. I collect this survey data from students who also used this online shopping and get aware from this service.

Currently there are many companies will develop their online business advertising activities in Pakistan. Now we are going to choose the major online companies which will operate majorly in Pakistan for the collection of secondary data collection purpose.

There are some famous Pakistani online shopping companies which involves in online advertising activities are as follows Daraz.pk, homeshopping.pk, symbios.pk, ishopping.pk, shopdaily.pk, styleshop.pk, the warehouse.pk. These are the some Pakistani online companies which can be permitted me to collecting a primary data and also a secondary data in a ways.

3.2 Types of Data

3.2.1 Primary Data:

In primary data the questionnaire size will be based on 350 participants who give their views about the online advertising the basic purpose of primary data is to get the significant and authorized new data which is completed through a survey questionnaire.

3.2.2 Secondary Data:

The secondary data is already collected from different articles specifically for this research. The secondary data plays an indicative role in this research considering to support the work in this research. The secondary data helps in findings these two variables give a chance to improve the research about the impact of online advertising on consumer buying behavior in Pakistan. The secondary data also guide the hypothesis relationship whether it is exist or not so this data from past makes better understanding by examine the previous researches and in present situations for the customers.

3.3 Data Collection Method:

The data collection method is the further step for the research design fundamentally there are two types of data primary data and secondary data. In this study we utilized both form of data primary data and secondary data. The literature review is completed through a

study of different articles of so many various authors to capture the views and get accomplishments to understand the concepts and also their specific methodology. On the other hand the secondary data is being used for covering the variables of my study on advertising and consumer buying behavior and particularly functioning as a model for the additional work. The study which I conduct in literature review is not satisfactory to claim the specific area of research and the culture of market and trends will be moderate and technology will be implemented in the business and this addition will change the mind and its effect the purchasing behavior of customers towards online business. So due to this reason it is very imperative to collect the primary data to study the past experiences and after then we will be able to develop the sufficient information it is very important to collect the fresh data and analyze the reviews of participants. Our major target audience is both male and female for which we analyze through questionnaire survey to get currently updated feedback from participants. In this method the organized questionnaire survey consists of 17 scaled questions. The structured questionnaire was used in this study to get information about the survey is used as 17 scaled based questionnaire and this study also get the demographic information also. This data collection has been used 5 point-likert scale has been used to evaluate the questions. In this questionnaire has been asked a closed ended question from respondents. So this survey model is very convenient to attain the effective and significant results. The another way like e-mail it will take time to get the response from participant and it depends on attendant to give answer of my questions so it is much better to fill the questionnaire face to face it is very convenient and suitable to get more occupied results.

3.4 Population:

In the population segment this study conduct a survey at Lahore to analyzed the trends for the online shopping websites who are currently working in Pakistan. So due to this the sample size is based on 350 participants and the age of candidates in between from 18 to 32 years. In this survey mostly students male and female are included as a participants to give their feedback about the survey.

3.5 Sample Size:

The sample size regarding on the impact of online advertising on consumer buying behavior in Pakistan the questionnaire survey have multiple different question to knows the thoughts and views about this business in online media industry. The sampling procedure which will be prefer to non- probability sampling they choose random sampling for this they collect data from those people who get used to from online shopping and they have experience in this regard. The questionnaire survey which is developed and based on many different questions it will helps to collect a much needed and basic information which is required. In this method the targeted population size is unlimited but in this research questionnaire sample size is 350 its means that these 350 questionnaire are filled from the consumers of online shopping buyer mostly. This is not only from those specific customers but also collected from the other consumers who are attached and knows about the online advertising and its effects on consumer mind.

3.6 Administration of Questionnaire:

In the management of survey sampling this study based on the primary data to collect the different views of online shoppers. The questionnaire survey is used to collect a data from

the respondent. The total strength of questionnaire is 350 in this study which is distribute into different universities and other professional working staff as well.

3.7 Response Rate:

In this response rate segment the assigned questionnaire to respondents it is basically for to get their views about online advertisements the total questionnaire were 350 and 327 questionnaire will received after filling the questionnaires.

3.8 Data handling Management:

The total distributed 350 questionnaires out of 327 were returned, 23 questionnaires were missing due to in completed and some of the questionnaires were not fulfill appropriately. In consequence 327 questionnaires are examined for this study. For this research the questionnaires distributed to respondent and get the feedback from respondent through questionnaires. The questionnaires is circulated and after few days questionnaires collected from different respondents. The total questionnaires were 350 out of 327 returned after filling it properly.

3.9 Statistical Analysis:

In this segment we collect a data from questionnaire survey which play as a major part in our research. To conclude the feedback questionnaire survey from customers we used a software SPSS (statistical package for social sciences) which will be used to get results for the quantitative analysis research. This software is used for the analysis and shows the results in graphical representation. Another point in this software inferential statistics explains the relationship between dependent and independent variables. In this research my independent variable is online advertising, mobile advertising, digital advertising and the

dependent variable is consumer buying behavior. This software helps to find the actual results in current scenario which will really effects the further study. This is the basic tool that shows the satisfaction level of consumer mind, perception and thoughts about the online products for this we collectively identify the impact of independent and dependent variable that is consumer buying behavior for this purpose the quantitative research method will be tested.

3.10 Descriptive statistics:

Descriptive statistics a set of brief descriptive coefficients that summarizes a given data set, which can either be a representation of the entire population or a sample. In that descriptive statistics aim to summarize a sample, rather than use the data to learn about the population that the sample of data is thought to represent this generally means the descriptive statistics. Some measure that are commonly used to describe a data set are include mean, median and mode, the standard deviation and the minimum and maximum values of variables. Descriptive statistics analysis is the term given to the analysis of information that aides represent, show or outline information in a dynamite manner such that, for instance. The overall analysis and results shows good and positive relationship between variables.

3.11 Reliability and validity:

This study investigate the relationship of online advertisement and consumer buying behavior through descriptive method with the combination of online advertisement variables. This study utilized the investigative method for check the reliability and validity by the linear regression to online advertisement and consumer buying behavior. Instantly

the analysis of the collected data will be conducted in the chapter of data analysis after the methodology. So after applying these tests it will give the real impact of the online advertisement on consumer buying behavior. Further, verify the reliability and validity through Cronbach's alpha to check the data which is collected through questionnaires.

3.12 Ethical Consideration:

All the participants belong to any area so they all have their own thinking and perception about the brand and the brand advertisement. Integrity of participants is very important and it should always remain in the mind of the researcher because it is mandatory to give original research more than error. The statistical tools used to get the accurate results of this study will be more reliable for further researches. But it is mandatory for all the participants to give the answer of every question right because the result will impact on my overall study. The ethical discussion is also a very important substance of research. All fulfilled questionnaires were any personal information and names of respondents did not come into view to ensure the safety which is very important to take care of this. Additionally, more things to get accurate and easily information. Firstly, the basic thing will be kept in my mind, the ethical issue, in order to ethical standards to be implemented throughout the survey of collected data process in order to work out with social and legal binding as well considered in this study. First of all, I present myself to respondents as a researcher. I told about the basic cause and process of this research. It is promised with respondents to keep data confidentially. It is ensured to respondents that the data should only be used for the research purpose. All the participants in my research are independently taking part in it and all the information of the attendant is very confidentially for me.

Chapter 4

Data Analysis

4.1 Background of Analysis:

This chapter is concerned to the analysis of data which accumulate from the research. Over all distributed 350 questionnaires to the respondents in sample population. The overall collected questionnaires which is received that was 327 respondent it is both from male and females from different universities and local people are also included in my survey who they belongs Lahore and these were considered for the study. Most of the respondent were student in this survey and were below to the age of 32 years. The questionnaire mechanism lie on demographic information along with some other important variables used in this study. The results of the data analysis are presented in this chapter. It was also conveyed to the respondent that specifically data is used for research purpose and it will be kept confidential. The study is basically anticipated get to know the influence of online advertisement on consumer buying behavior and this study also knows the satisfaction of customers. A sample of questionnaire in the form of given to respondent is found in appendix 1. In this questionnaire has the five optional answers: 1. Strongly agree, 2. Agree, 3. Neutral, 4. Disagree, 5. Strongly disagree. In this chapter the data which was collected from respondents was implemented with the help of statistical software program Spss_16. In this research apply the correlation test, regression test, descriptive statistics test, and also check the reliability and validity of the questions which will be ask to the respondents through questionnaire. This software is used to check whether examine the all collected data to analyze that it is accepted or rejected.

4.2 Descriptive Statistics:

Descriptive analysis used to describe the data by using descriptive statistics test in which we used mean median and mode for analysis the penal data in this study. In descriptive test we also used standard deviation to check how much data different from other data. In this study we used the primary source of data for analysis and those tests will be applied.

Table 4.1 Qualification

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Intermediate	15	4.3	4.6	4.6
Graduation	185	52.9	56.6	61.2
Master	127	36.3	38.8	100.0
Total	327	93.4	100.0	
Missing System	23	6.6		
Total	350	100.0		

Interpretation:

The above given table 4.1 shows the table of qualification of respondent the respondent of intermediate holders its frequency is 15 out of 350, its percentage is 4.3, its valid percentage is 4.6 and its cumulative percentage is 4.6, the graduation holders its frequency is 185 out of 350, its percentage is highest in this research which is 52.9, its percentage is 56.6 and its cumulative percentage is 61.2, the masters holders its frequency is 127 out of 350, its percentage is 36.3, its valid percentage is 38.8, and its cumulative percentage is

100.0, the total respondent in this test is 350 its accumulated ratio is 327 its percentage is 93.4, its valid percentage is 100, and the missing ratio shown in this section is 23, its percentage is 6.6.

Table 4.2 Gender

	Frequency	Percent	Valid Percent	Cumulative Percent
Male	245	70.0	74.9	74.9
Female	82	23.4	25.1	100.0
Total	327	93.4	100.0	
Missing System	23	6.6		
Total	350	100.0		

Interpretation:

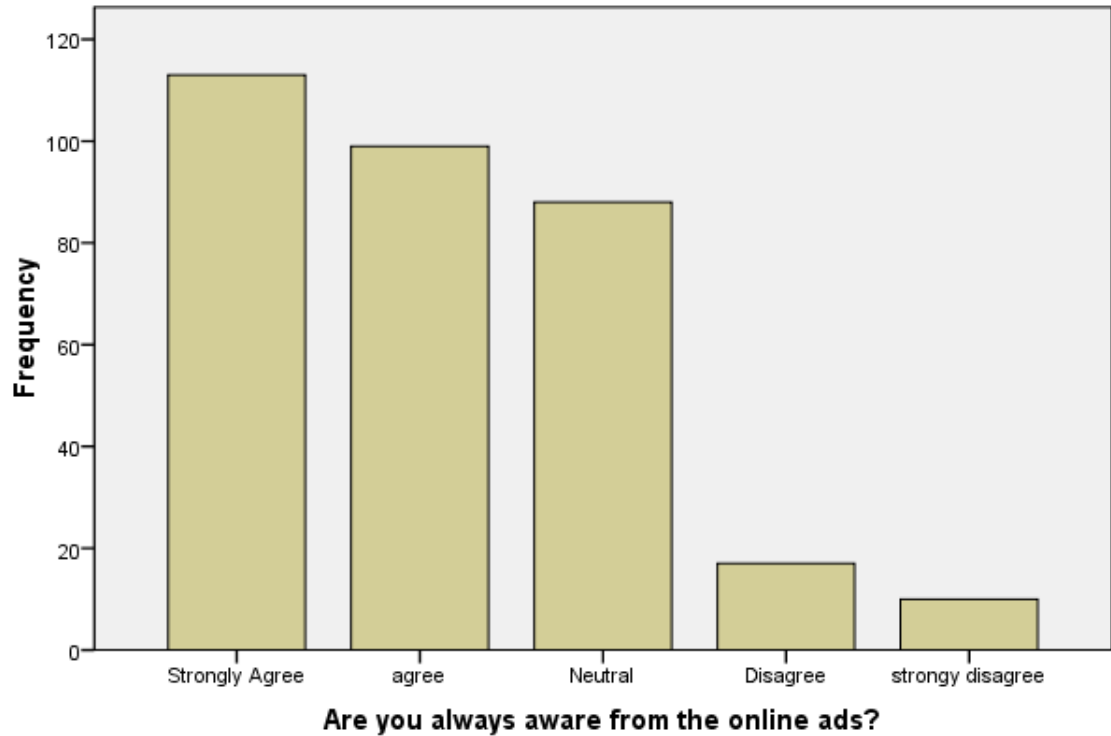
The above given table 4.2 of gender of respondent male shows its frequency 245 out of 350 and its percentage 70.0, its valid percentage cumulative percentage is 74.9 and female its frequency is 82 out of 350 which percentage is 23.4, its valid percentage is 25.1, its cumulative percentage shows 100.0. The gender of respondent is 350 and the accumulated data which shown in this section is 327 while the 23 questionnaire is missing, its total cumulative percent is 100 percent.

4.3 Frequency Distributions

Are you always aware from the online ads?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	113	32.3	34.6	34.6
	agree	99	28.3	30.3	64.8
	Neutral	88	25.1	26.9	91.7
	Disagree	17	4.9	5.2	96.9
	Strongly disagree	10	2.9	3.1	100.0
	Total	327	93.4	100.0	
Missing	System	23	6.6		
Total		350	100.0		

Are you always aware from the online ads?



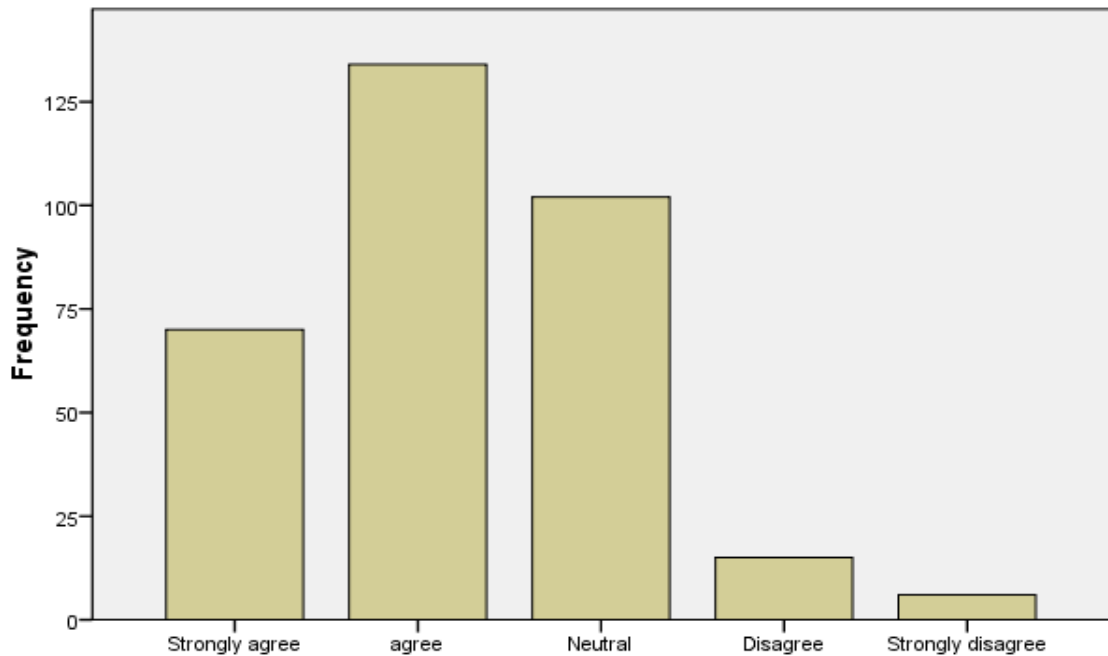
Interpretation:

This table represent the results of the question which is "Are you always aware from the online ads"? The results of this question represents that 32.3% respondents are strongly agree, 28.3% are agree, 25.1% are neutral, 4.9% are disagree, 2.9% people are strongly disagree with this question. This results shows that most of the people are strongly agree with this question.

I recognized all the online ad's which display on the online website.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	70	20.0	21.4	21.4
	agree	134	38.3	41.0	62.4
	Neutral	102	29.1	31.2	93.6
	Disagree	15	4.3	4.6	98.2
	Strongly disagree	6	1.7	1.8	100.0
	Total	327	93.4	100.0	
Missing System		23	6.6		
Total		350	100.0		

I recognized all the online ad's which display on the online website.



I recognized all the online ad's which display on the online website.

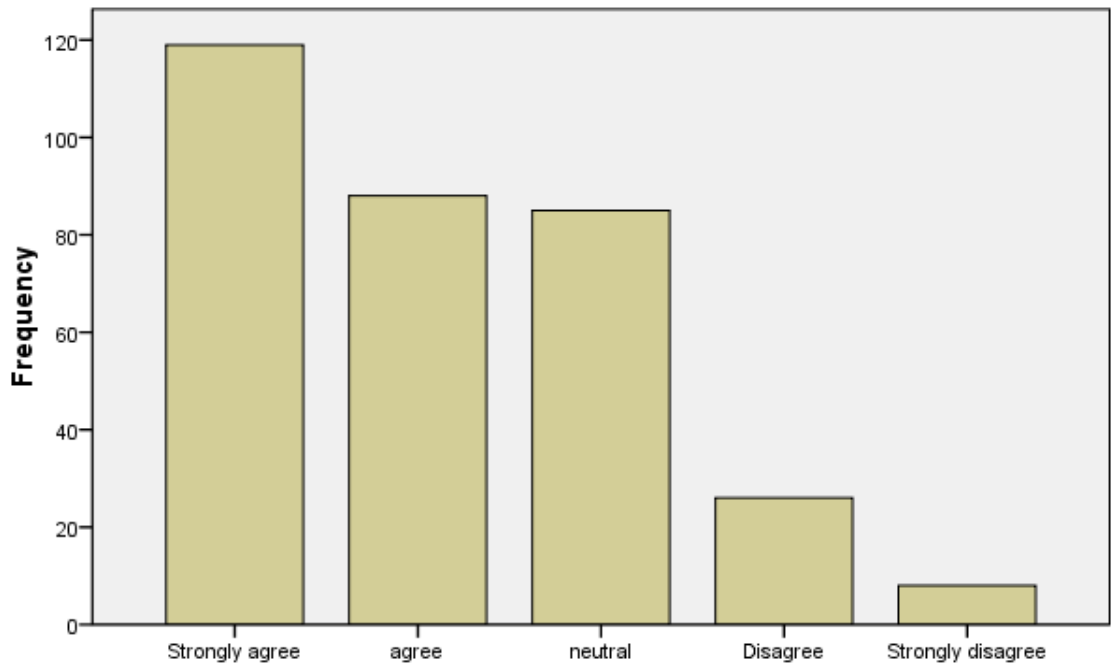
Interpretation:

This table represents the results of the question which is " I recognized all the online ad's which display on the online website"? According to the results of the question it shows that 38.3% people are agree with this opinion, 29.1% people give their opinion as neutral, 20.0% people shows that they were strongly agree with this statement, 4.3% people disagree with this question, and 1.7% people are strongly disagree. So the highest percentage shows that people are agree with this question.

The online ad's sum up my knowledge and awareness about the online shopping website.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	119	34.0	36.5	36.5
	agree	88	25.1	27.0	63.5
	neutral	85	24.3	26.1	89.6
	Disagree	26	7.4	8.0	97.5
	Strongly disagree	8	2.3	2.5	100.0
	Total	327	93.1	100.0	
Missing System		23	6.9		
Total		350	100.0		

The online ad's sum up my knowledge and awareness about the online shopping website.



The online ad's sum up my knowledge and awareness about the online shopping website.

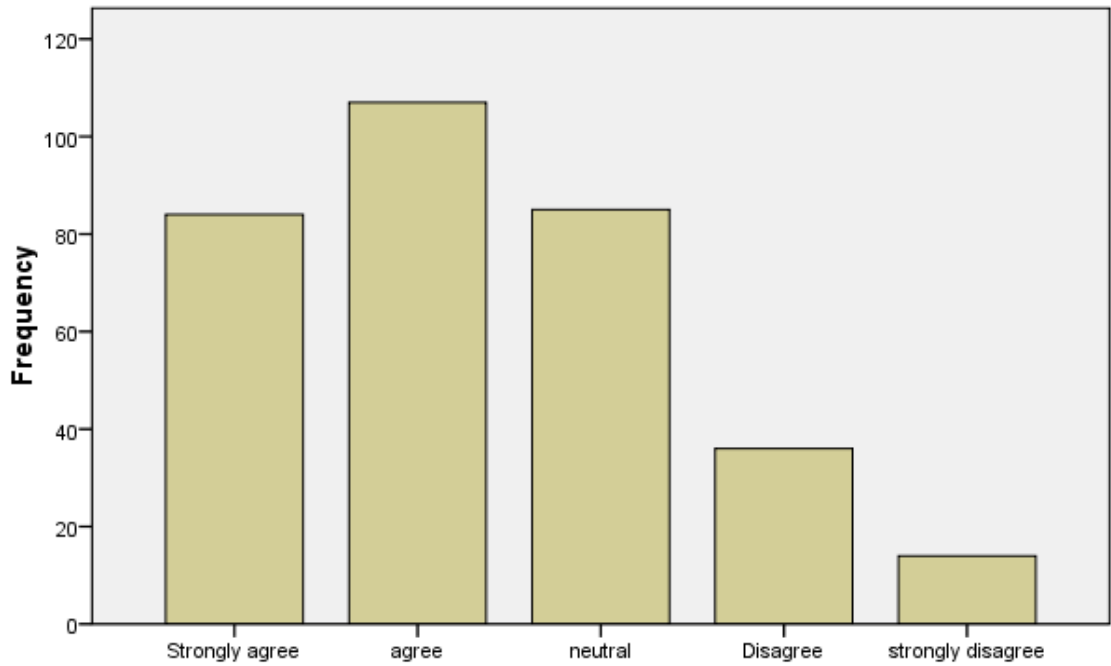
Interpretation:

This table represent the results of the question which is "The online ad sum up my knowledge and awareness about the online shopping website"? The results of this table shows that 34.0% people are strongly agree with this question, 25.1% people are agree with this question, 24.3% people shows there results as neutral, 7.4% people are disagree, and 2.3% people are strongly disagree with this statement. So, the overall conclusion shows the positive results with this question.

Do you think the online advertising will influenced your perceptions about a specific brand?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	84	24.0	25.7	25.7
	agree	107	30.6	32.7	58.4
	neutral	85	24.3	26.0	84.4
	Disagree	36	10.3	11.0	95.4
	strongly disagree	14	4.0	4.3	99.7
Total		327	93.4	100.0	
Missing System		23	6.6		
Total		350	100.0		

Do you think the online advertising will influenced your perceptions about a specific brand?



Do you think the online advertising will influenced your perceptions about a specific brand?

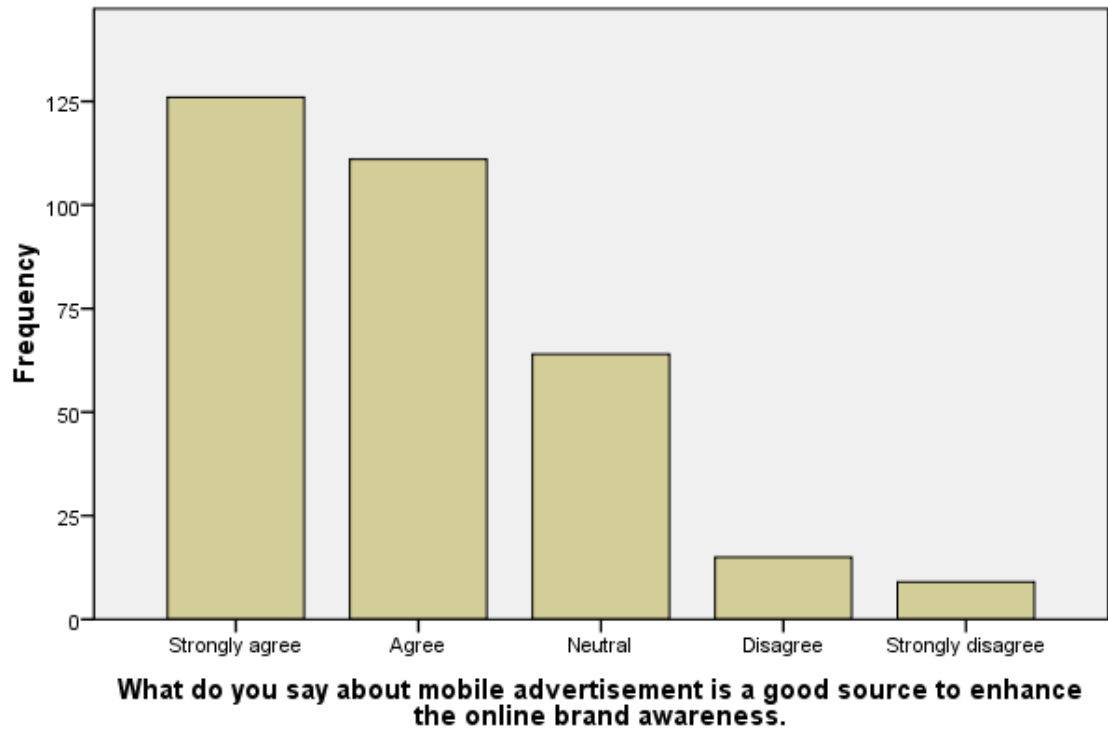
Interpretation:

This table represents the results of the question which is "Do you think the online advertising will influenced your perceptions about a specific brand"? The results of this question shows that 30.6% peoples are agree with this statement, 24.3% people give their opinion as neutral, 24.0% are strongly agree with this question, 10.3% people are disagree, and 4.0% people are strongly disagree with this question. So, the overall results shows that mostly people are agree with this question.

What do you say about mobile advertisement is a good source to enhance the online brand awareness.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly agree	126	36.0	38.5	38.5
Agree	111	31.7	33.9	72.5
Neutral	64	18.3	19.6	92.0
Disagree	15	4.3	4.6	96.6
Strongly disagree	9	2.6	2.8	99.4
Total	327	93.4	100.0	
Missing System	23	6.6		
Total	350	100.0		

What do you say about mobile advertisement is a good source to enhance the online brand awareness.



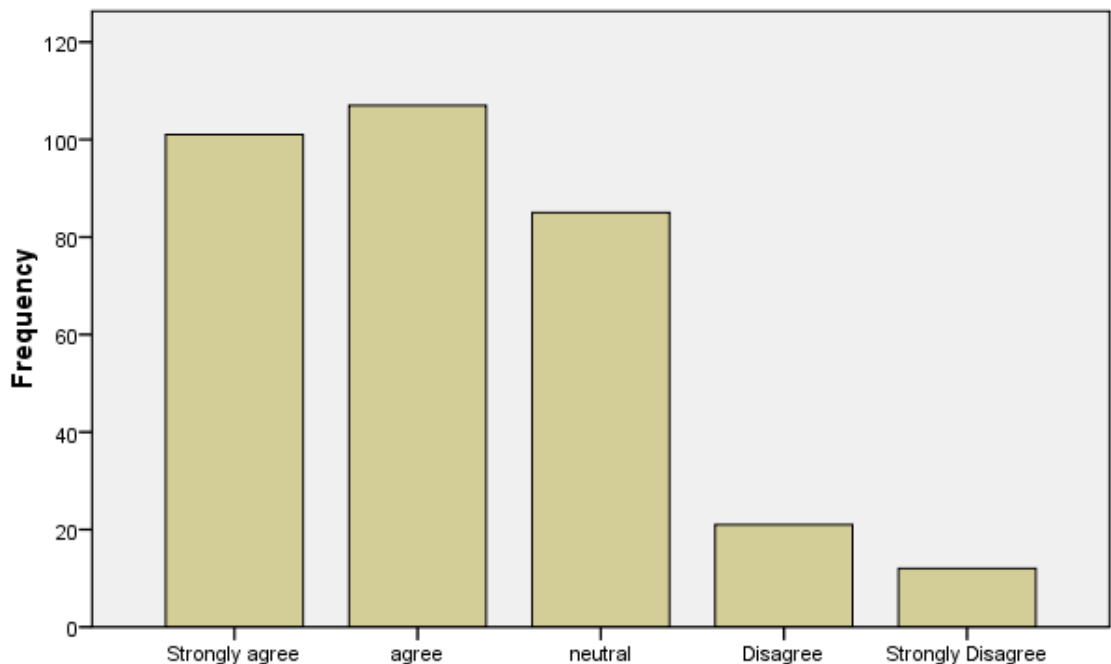
Interpretation:

This table represent the results of the question which is "What do you say about mobile advertisement is a good source to enhance the online brand awareness"? According to the results of the question 36.0% people are strongly agree with this question, 31.7% people are agree with this statement, 18.3% give their opinion as a neutral, 4.3% people are disagree, and 2.6% shows strongly disagree with this question. So, the overall conclusion of this question shows highest positive results of this question

After seeing the online ads on social media it stays longer in the mind about the online brands.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	101	28.9	30.9	30.9
	agree	107	30.6	32.7	63.6
	neutral	85	24.3	26.0	89.6
	Disagree	21	6.0	6.4	96.0
	Strongly Disagree	12	3.4	3.7	99.7
Total		327	93.4	100.0	
Missing System		23	6.6		
Total		350	100.0		

After seeing the online ads on social media it stays longer in the mind about the online brands.



After seeing the online ads on social media it stays longer in the mind about the online brands.

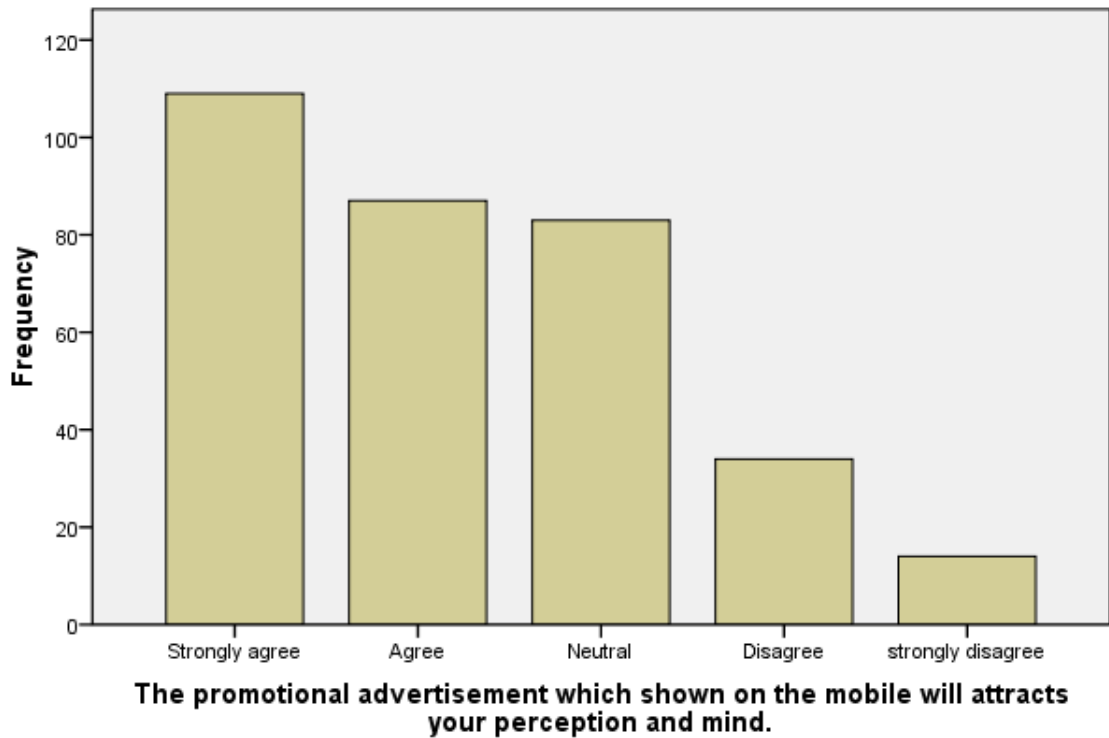
Interpretation:

The table shows the results of the question is "After seeing the online ads on social media it stays longer in the mind about the online brands"? According to this table 30.6% are agree with this question, 28.9% are strongly agree, 24.3% shows their views as neutral of this question, 6.0% are disagree with this statement, and 3.4% are strongly disagree with this question. So, the overall highest ratio shows the positive results of this question.

**The promotional advertisement which shown on the mobile will attracts
your perception and mind.**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	109	31.1	33.3	33.3
	Agree	87	24.9	26.6	59.9
	Neutral	83	23.7	25.4	85.3
	Disagree	34	9.7	10.4	95.7
	strongly disagree	14	4.0	4.3	100.0
	Total	327	93.4	100.0	
Missing	System	23	6.6		
Total		350	100.0		

The promotional advertisement which shown on the mobile will attracts your perception and mind.



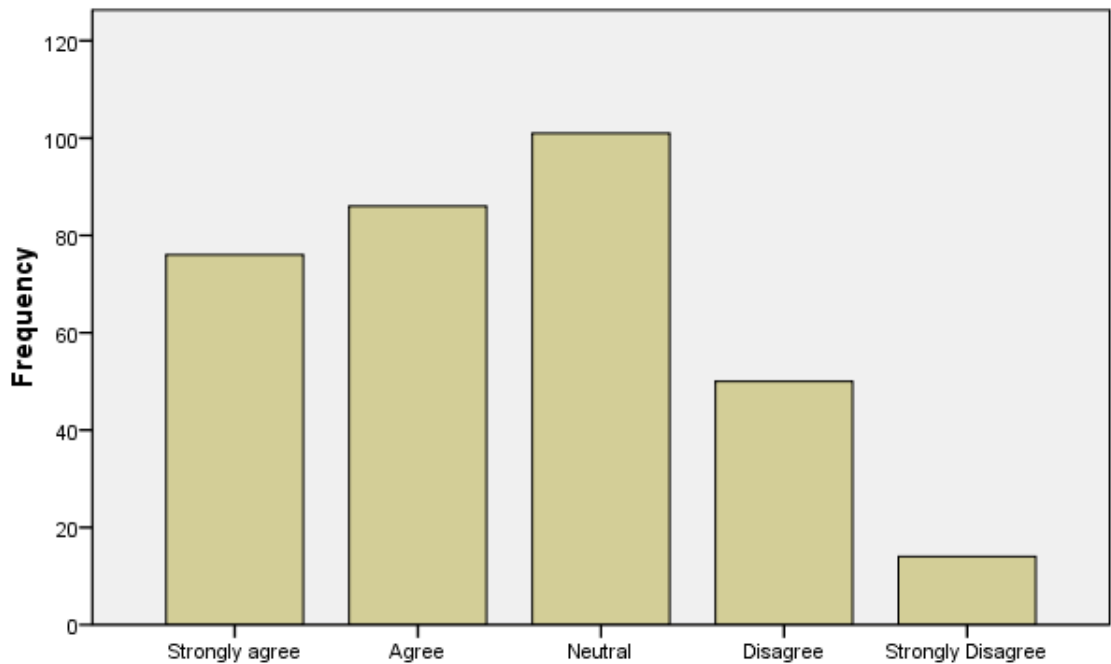
Interpretation:

The table represent the results of this question which is "The promotional advertisement which shown on the mobile will attracts your perception and mind"? According to the results shows that 31.1% people are strongly agree with this question, 24.9% people are agree, 23.7% people are neutral with this statement, 9.7% people are disagree, and 4.0% people are disagree with this statement. So, the overall results shows the positive results of this question.

Through mobile advertisement different shopping brands will stay in our mind after seeing it during the use of mobile.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	76	21.7	23.2	23.2
	Agree	86	24.6	26.3	49.5
	Neutral	101	28.9	30.9	80.4
	Disagree	50	14.3	15.3	95.7
	Strongly Disagree	14	4.0	4.3	100.0
	Total	327	93.4	100.0	
Missing	System	23	6.6		
Total		350	100.0		

Through mobile advertisement different shopping brands will stay in our mind after seeing it during the use of mobile.



Through mobile advertisement different shopping brands will stay in our mind after seeing it during the use of mobile.

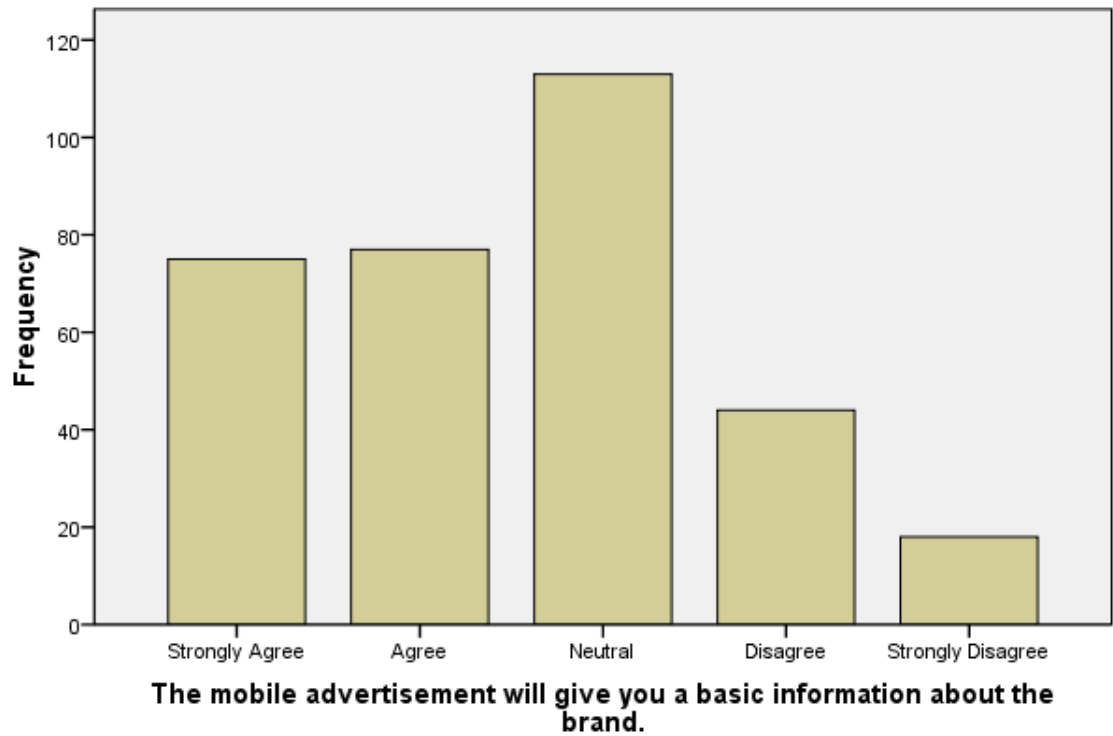
Interpretation:

This table represent the results of this question "Through mobile advertisement different shopping brands will stay in our mind after seeing it during the use of mobile" The conclusion of this table shows that 28.9% people shows the results as neutral, 24.6% people are agree, 21.7% people are strongly agree, 14.3% people are disagree, and 4.0% people are strongly disagree with this statement. So, the conclusion of this results shows the positive aspects of this question.

The mobile advertisement will give you a basic information about the brand.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Agree	75	21.4	22.9	22.9
Agree	77	22.0	23.5	46.5
Neutral	113	32.3	34.6	81.0
Disagree	44	12.6	13.5	94.5
Strongly Disagree	18	5.1	5.5	100.0
Total	327	93.4	100.0	
Missing System	23	6.6		
Total	350	100.0		

The mobile advertisement will give you a basic information about the brand.



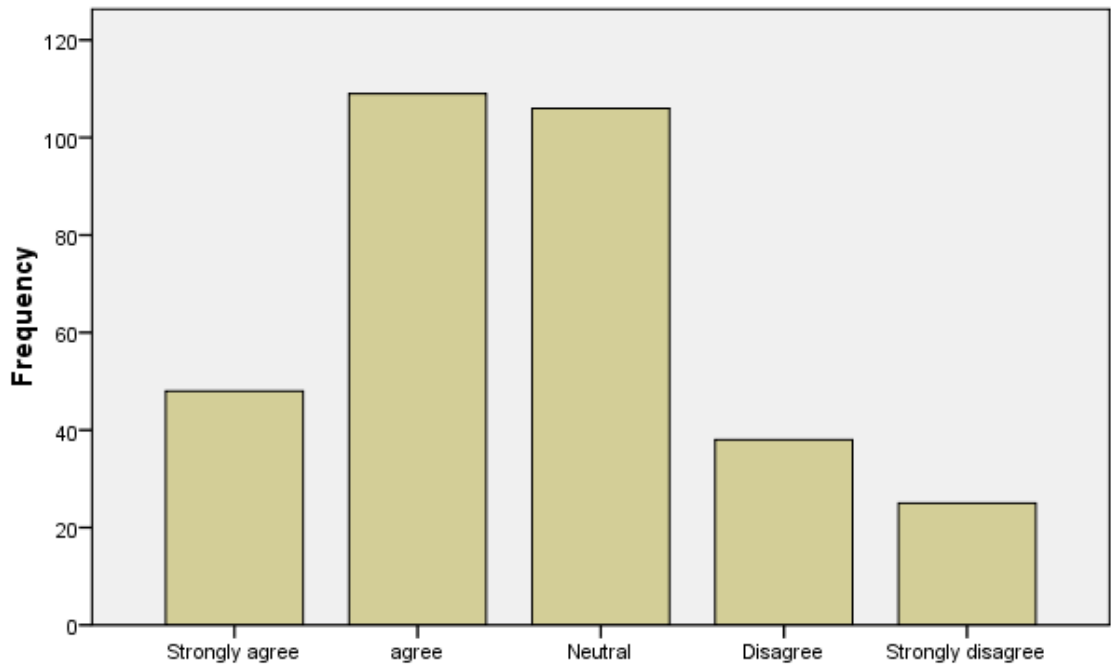
Interpretation:

This table shows the results of this question which is "The mobile advertisement will give you a basic information about the brand"? The concluded results of this question shows that 32.3% respondents are neutral, 22.0% respondents are agree with this question, 21.4% people are strongly agree with this question, 12.6% people are disagree, and 5.1% people are strongly disagree with this statement. So, the overall results represents their opinion as neutral.

Is the online website create a positive image of products in the mind of customers?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	48	13.7	14.7	14.7
	agree	109	31.1	33.3	48.0
	Neutral	106	30.3	32.4	80.4
	Disagree	38	10.9	11.6	92.0
	Strongly disagree	25	7.1	7.6	99.7
Total		327	93.4	100.0	
Missing	System	23	6.6		
Total		350	100.0		

Is the online website create a positive image of products in the mind of customers?



Is the online website create a positive image of products in the mind of customers?

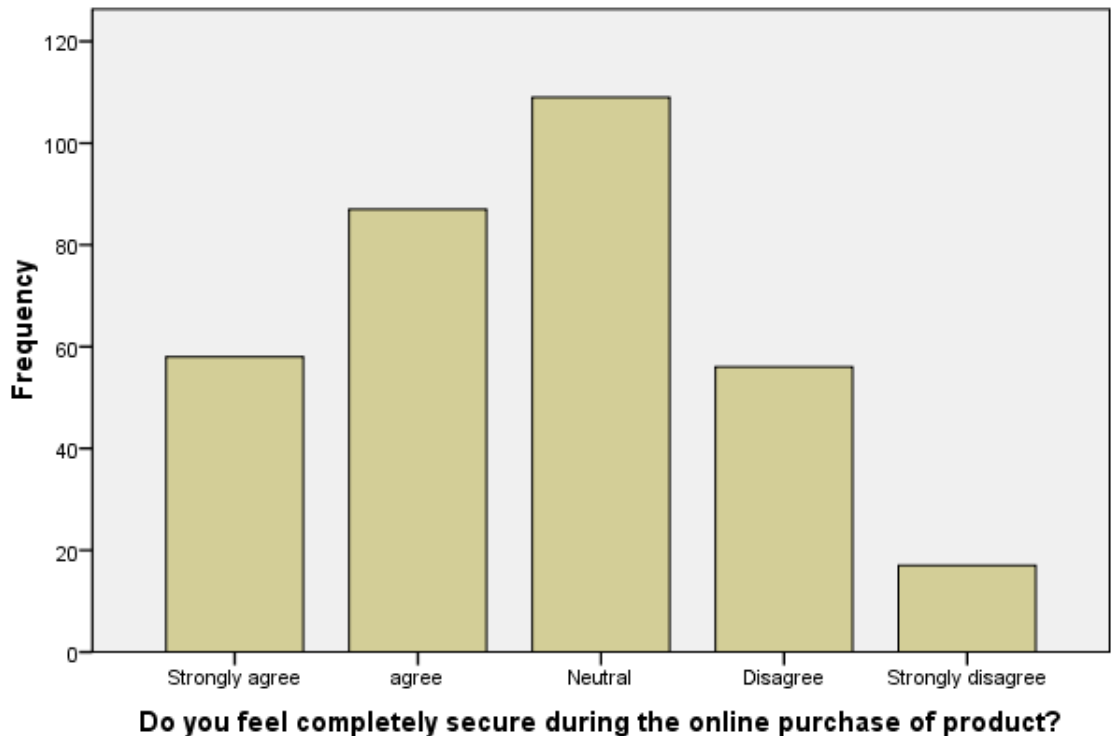
Interpretation:

This table shows the results of this question which is "Is the online website create a positive image of products in the mind of customers"? According to this table results shows that 31.1% are agree with this question, 30.3% people becomes neutral, 13.7% people are strongly agree, 10.9% people are disagree, 7.1% are strongly disagree with this question. The conclusion of this results shows a positive results of this question.

Do you feel completely secure during the online purchase of product?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	58	16.6	17.7	17.7
	agree	87	24.9	26.6	44.3
	Neutral	109	31.1	33.3	77.7
	Disagree	56	16.0	17.1	94.8
	Strongly disagree	17	4.9	5.2	100.0
	Total	327	93.4	100.0	
Missing System		23	6.6		
Total		350	100.0		

Do you feel completely secure during the online purchase of product?



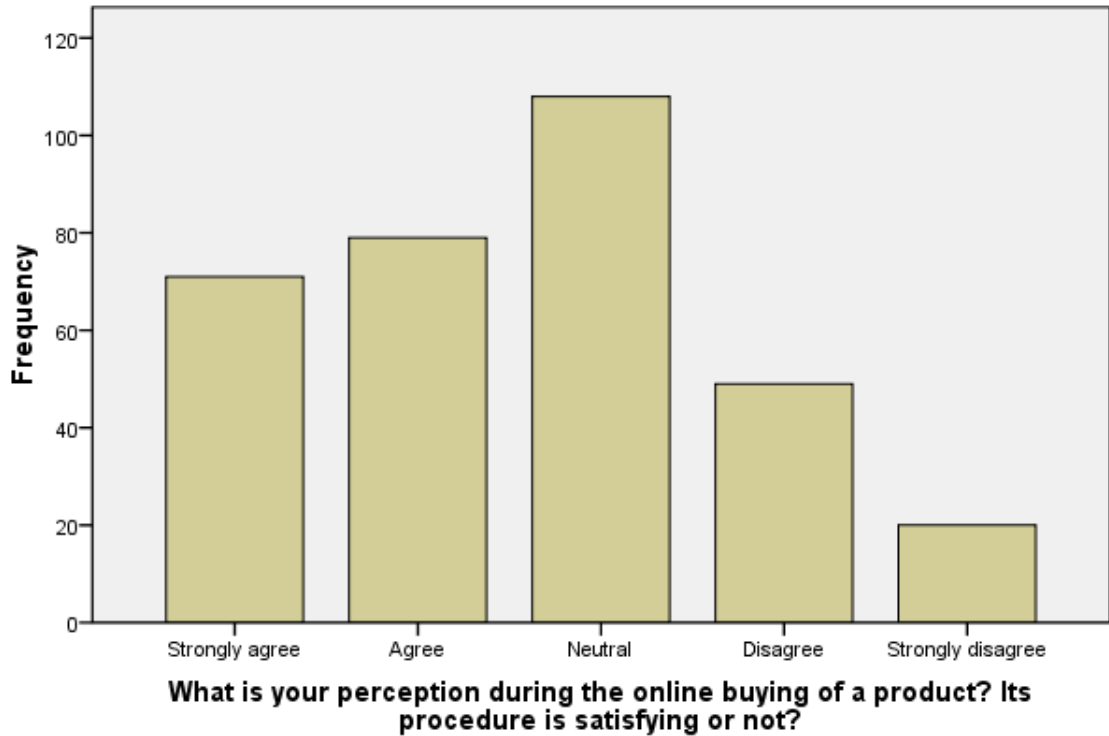
Interpretation:

This table shows the results of the question is "Do you feel completely secure during the online purchase of product"? The results of this table shows which is 31.7% respondent are neutral, 24.9% respondents are agree with this statement, 16.6% people are strongly agree with this question, 16.0% people are disagree, 4.9% people are strongly disagree with this question. So the highest ratio results of this question shows a neutral.

What is your perception during the online buying of a product? Its procedure is satisfying or not?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly agree	71	20.3	21.7	21.7
Agree	79	22.6	24.2	45.9
Neutral	108	30.9	33.0	78.9
Disagree	49	14.0	15.0	93.9
Strongly disagree	20	5.7	6.1	100.0
Total	327	93.4	100.0	
Missing System	23	6.6		
Total	350	100.0		

What is your perception during the online buying of a product? Its procedure is satisfying or not?



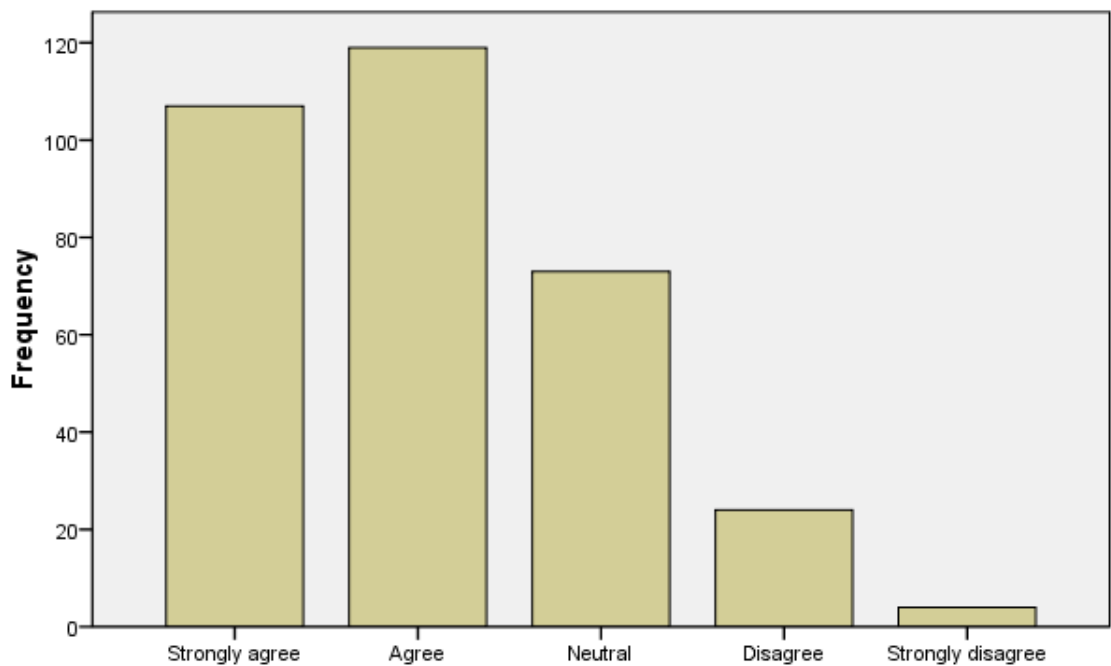
Interpretation:

This table shows the results of this question " What is your perception during the online buying of a product? Its procedure is satisfying or not? The results of this table shows that 30.9% respondent shows their opinion as a neutral for this question, 22.6% respondent are agree, 20.3% respondent are strongly agree, 14.0% people are disagree, and 5.7% people are strongly disagree with this question. So the results of this question shows the highest ratio of respondent as a neutral for this question.

Consumer buying behavior is the most important element to create brand affection.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	107	30.6	32.7	32.7
	Agree	119	34.0	36.4	69.1
	Neutral	73	20.9	22.3	91.4
	Disagree	24	6.9	7.3	98.8
	Strongly disagree	4	1.1	1.2	100.0
	Total	327	93.4	100.0	
Missing	System	23	6.6		
Total		350	100.0		

Consumer buying behavior is the most important element to create brand affection.



Consumer buying behavior is the most important element to create brand affection.

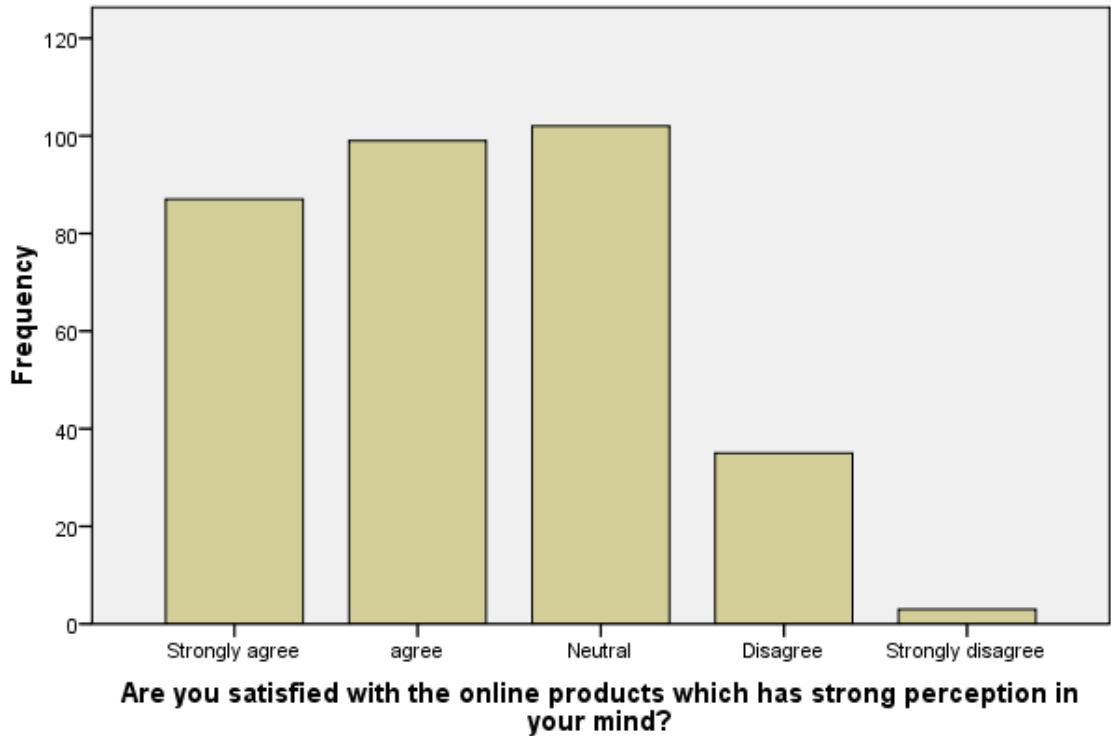
Interpretation:

This table represents the results of the question which is "Consumer buying behavior is the most important element to create brand affection"? The result of the table shows that 34.0% respondent are agree with this statement, 30.6% respondent are strongly agree, 20.9% respondent are becomes neutral, 6.9% respondent are disagree, and 1.1% respondent are strongly disagree with this question. Overall results of this question shows the highest ratio of respondents are agree with this statement.

Are you satisfied with the online products which has strong perception in your mind?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly agree	87	24.9	26.6	26.6
agree	99	28.3	30.3	56.9
Neutral	102	29.1	31.2	88.1
Disagree	35	10.0	10.7	98.8
Strongly disagree	3	.9	.9	99.7
Total	327	93.4	100.0	
Missing System	23	6.6		
Total	350	100.0		

Are you satisfied with the online products which has strong perception in your mind?



Interpretation:

This table shows the results of the question is "Are you satisfied with the online products which has strong perception in your mind"? The results shows that 29.1% respondent becomes neutral, 28.3% respondent are agree with this question, 24.9% respondent are strongly agree, 10.0% respondent are disagree, 0.9% respondent are strongly disagree with this statement. The overall conclusion derived from this question most of the respondents are neutral with this question.

Variable Names:

Variable is derived from the word vary which means the value which can be change. Variables have two types the first one is independent variable and the second one is dependent variable. The dependent variable is the variable which changes its values by the effect of independent variable. Moreover we can say that the value of dependent variable alternate when a change is occur in the value of dependent variable. The value of independent variable does not change due to the change in the value of another variable. To conduct this research, i have taken four variables. Three variables are independent variables which are online ad's, mobile advertising, and digital advertising. One variable has been selected as dependent variable which is a consumer buying behavior. To conduct this research, variables were constructed with the estimated average values of their respective question.

Reliability Analysis

Online Ad's:

In online ad's N shows the no of question which is 4 and it is an independent variable of this study. The reliability statistics shows the value of Cronbach's alpha right below here

Reliability Statistics

Cronbach's Alpha	N of Items
.671	4

Mobile Advertising:

In mobile advertising the value of N shows the no of question which is 5 and it is an independent variable of this study. The reliability statistics shows the value of Cronbach's alpha which is given as below.

Reliability Statistics

Cronbach's Alpha	N of Items
.611	5

Digital Advertising:

In digital advertising the value of N shows the number of question which is 3 and it is also an independent variable of this study. The reliability statistics shows the value of Cronbach's alpha which is mentioned right below there.

Reliability Statistics

Cronbach's Alpha	N of Items
.743	3

Consumer Buying Behavior:

In consumer buying behavior the value of N shows the no of question which is 5 and it is a dependent variable of this study. The reliability statistics shows the value of Cronbach's alpha which is given as below.

Reliability Statistics

Cronbach's Alpha	N of Items
.769	5

Table 4.3 Inferential Correlation Statistics

	OA	MA	DA	CBB
OA Pearson Correlation	1			
Sig. (2-tailed)				
N	327			
MA Pearson Correlation	.115*			
Sig. (2-tailed)	.039			
N	327	327		
DA Pearson Correlation	.214**	.030		
Sig. (2-tailed)	.000	.589		
N	327	327		
CBB Pearson Correlation	.116*	.050	.079	
Sig. (2-tailed)	.036	.368	.153	
N	327	327	327	

*. Correlation is significant at the 0.05 level (2-tailed).

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

Interpretation:

The inferential correlation statistics the variables is continuous we use Pearson correlation analysis. In this case if the value of correlation is near to 1, it shows positive correlation between variables and the value of correlation is near to -1 it shows there is a negative relationship between independent and dependent variables. If the value of Pearson Correlation is equal to 0, it will show that there is no correlation between variables. The significant value of the correlation means that the relationship between independent and dependent variables are statistically valid. Statistically 2-tailed sign is also called p-value and it shows that it has the probability of rejecting the value of the correlation. If the value of 2-tailed is less than 0.05, it will result to reject the null hypothesis which means that there is no correlation between variables and will lead to accept the alternative hypothesis which means that there is a correlation between independent and dependent variables.

Regression Model 1**Variables Entered/Removed^b**

Model	Variables Entered	Variables Removed	Method
1	OA ^a	.	Enter

a. All requested variables entered.

b. Dependent Variable: CBB

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.116 ^a	.013	.010	3.58022

a. Predictors: (Constant), OA

ANOVA^b

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	56.618	1	56.618	4.417	.036 ^a
	Residual	4153.029	324	12.818		
	Total	4209.647	325			

a. Predictors: (Constant), OA

b. Dependent Variable: CBB

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	10.560	.743		14.219	.000
	OA	.169	.080	.116	2.102	.036

a. Dependent Variable: CBB

Interpretation:

The above table of regression test is conducted to investigate how well online ad's affects consumer buying behavior. In this stats the online ad's is independent variable and the

consumer buying behavior is a dependent variable. The results were statistically shows the value of F is 4.417 its significant value is 0.036 this shows a positive and significant relationship between variables. The value of R is 0.116, the value of R square is 0.013 and the adjusted R² value is 0.010 and the value in between 0 to 1. The coefficients of online ad's in B the value is 0.169, standard error value is 0.80, and the value of beta is 0.116, its T value is (14.219, 2.102), which have significant values is (0.000, 0.036) and these values are probability less than 0.05.

Regression Model 2

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	MA ^a		Enter

a. All requested variables entered.

b. Dependent Variable: CBB

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.050 ^a	.002	.000	3.60152

a. Predictors: (Constant), MA

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	10.553	1	10.553	.814	.368 ^a
	Residual	4215.564	325	12.971		
	Total	4226.116	326			

a. Predictors: (Constant), MA

b. Dependent Variable: CBB

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	11.385	.766		14.857	.000
	MA	.057	.063	.050	.902	.368

a. Dependent Variable: CBB

Interpretation:

The above table shows the regression test was conducted to investigate the mobile advertising as independent variable and consumer buying behavior as a dependent variable.

The results were statistically significant value of F is 0.814, its significant value shows which is 0.368 in regression. The value of R is 0.50 and the adjusted R² value 0.002, its

standard error estimate value is 3.601. The value of coefficient in this stats shows the value of B is 0.057 and the value of beta mobile advertising which is an independent variable in this test the beta value is 0.50, the value of T (14.857,0.902), the significant value shows which is (0.000, 0.368). This test shows a positive and significant value between variables.

Regression Model 3

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	DA ^a		. Enter

a. All requested variables entered.

b. Dependent Variable: CBB

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.079 ^a	.006	.003	3.59473

a. Predictors: (Constant), DA

ANOVA^b

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	26.448	1	26.448	2.047	.153 ^a
	Residual	4199.668	325	12.922		
	Total	4226.116	326			

a. Predictors: (Constant), DA

b. Dependent Variable: CBB

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	11.136	.670		16.619	.000
	DA	.115	.080	.079	1.431	.153

a. Dependent Variable: CBB

Interpretation:

The above table of regression test was conducted to interpret the independent variable is online ad's and the dependent variable is consumer buying behavior. The results were statistically significant F value is 2.047. The value of R is 0.079 the value of R square is 0.006 and the adjusted R² value is 0.003, the estimated error value is 3.59. The value of coefficients of B is 0.115 its beta value is 0.79 and its T value is (16.619, 1.431), its significant value is (0.000, 0.153) this value shows the positive and significant value between the both variables.

Chapter Five

Discussion of Results

In this chapter we discuss the results which we found during the research. In this research used basically four variables online ads, mobile advertising, digital advertising, consumer buying behavior. The analysis present that these variables show that there is a positive and significant relationship between them. These variables have effect on online ad's which is used during the online advertising. The methodology in this research used a primary data which is collected from students, and local customers through questionnaire survey. The basic aim of this research is to check how online advertisement give their effect on consumer buying behavior and to check the customer trust which will be built for online companies operates in Pakistan. In this research analyze the results of internet usage ratio in Pakistan. The customer satisfaction is an also very important element to enhanced our business specially in online business totally depends on the customer satisfaction and the another important key factor which is trust of online customer because the organizations knows the importance of this factor this factor completely based on the online business sector. The objective is to promote the online business through an effective online advertisement through providing guidance to customers about their product, quality, pricing strategy, discount offers which is the needed information with respect to the online ads for their customers. The online ad's promotional techniques used in the social media, tv commercial, newspapers, 3d boards is measured by online quality assurance, product delivery on time, safe online transaction method, and profit margins. The basic purpose of this study is to check the effects of affiliation with online customers and the result shows

that there is a positive and significant interconnection between all the variables. In Pakistan the Consumer buying behavior will be increasing and this business well established and it's develop a dynamically change in the perception of customers.

The trust of consumer buying behavior towards the online advertising companies is build up after increasing the by spending on online ad's which attracts the customer mind. The online ads, mobile advertising, digital advertising, and consumer buying behavior all these variables have positive relationship with consumer buying behavior. Likewise, we found that the online ad's performance depends on the worth of company spends financially on their promotional and advertising activities, as suggested by few researchers analyzed in the literature review section. All the results describes that there is positive relationship between all variables. The small online companies spend small amount of money on their advertising budgets than average size ones while large and huge companies makes their strategy to have better performance across all the online variables. The result discussion direct that online ad's affect the consumer buying behavior in Pakistan. The big online companies uses the promotional develop a planning to take competitive advantage for due to this strategies they enhanced accountability performance. The online companies in the developed countries are considering online ad's as their strategic planning and gaining long term benefits. The online buying concepts much developed in Pakistan its directly affects the income of the companies and they get benefits financially. The finding data of this study shows that there is positive and significant relationship between online ad's and consumer buying behavior which authenticate that there is positive impact of online ad's on consumer buying behavior of online companies in Pakistan. This positive relationship between online ad's and consumer buying behavior realized that change in perception and

behavior on online purchasing of products. The online Pakistan companies share as much as they can contribute in social well-being of society to promote to advancement towards the use of internet technology, they give the facilities to improve their standards of living style and through this they modified their perception and actions. The online advertisement put very good effects on their online business activities it enhanced the awareness of online shopping through this they build the trust and confidence of people towards their specific online brands.

Frequency distribution test was applied on the data collected process to contain the results of the research. Correlation and regression tests were also applied to determine the reliability and validity of the data collected. The collected results represents that there is a positive and relationship between online advertisement and consumer buying behavior. This results also showed that there is a significant relationship between both these variables. According to these collected results it is concluded that the owners of the companies should make the better rules and regulation to enhance the online advertisement by using mobile and digital advertising to makes customer buying intention towards their products. Due to these kind of policies the online advertisement get the maximum level of income which increased the market share. The online purchase of products give the unique to purchase the products for which they provide the facilities the online advertisement give necessary information. Organizations in the developed countries show themselves as society responsible firms and enjoy it positive financial affects. The customer satisfaction is the most important factor to create a brand affection through online ad's they provide a proper source of information to facilitate the community. Another important factor finding in this study is the online ad's live longer time in the mind of customers. The mostly user of

online buying products will recommend the products to others which is the another positive impact of online advertisement.

Chapter Six

Findings, Conclusion and Recommendations

6.1 Introduction

Findings means the concluded results that have been showed after conducting a research. After collecting all the analysis it is very important to contain a reasonable answer of this research. In this chapter of findings, recommendations, suggestions it will be discussed that all those analysis. This research will help the online advertisement companies to increase the profit ratio if they follow the objective for their business this will help out to expand the capital of their companies. These findings develop from the independent variables which are online advertisement, mobile advertising, digital advertising, and dependent variable is consumer buying behavior are as follows.

6.2 Summary of Findings

The aim of this research this segment shows the effect of operative advertisement on buying attitude the online users actively indulge with latest technology through different types of accessories will be used which increased the sale of online items which will be provided on online websites.

These accessories used for online shopping purpose this trend shows the promotional activities of products this put much influenced on the customer mind. People knows very much about different online famous brands through commercial on TV and social media which becomes very relevant. The online ads puts a significant impression and the website display deserve the attention of people the online advertisement gives a message through his display of products quality, price, availability they also provide the necessary data this

strategy catch the feelings and judgment this will create a consumer attitude towards specific products and due to for this the trust is also engaged with online advertising. Overall the online ads build up the confidence and trust of people through commercial on tv and social media ads. To sustain the success in the market online websites give their focus to build up the trust and emotionally attached the people with their advertisement. The online websites give priority towards the product quality and delivered the product on time. In the current scenario everyone needs to get more and more facilities the online products ordered and it is delivered on time this facility will encourage the sale of products on top and the people will become habitual to order the products through online websites. Through all this research the online commercial media advertising will be make with proper planning and strategies to capture the mind set of online buyers. The online websites will be develop the presentation style of different online products will also attract the attention of buyers.

The descriptive statistics shows the positive and significant relationship between all variables. Descriptive analysis a set of brief descriptive coefficients that summarizes a given data set, which can either be a representation of the entire population or a sample. Correlation is a term that suggest to the quality of a relationship between two variables. And in number, association implies that two or more variables have in number association with one another while a flat, connection implies that the variables are hardly identified. It define online ads as independent consumer buying behavior as dependent variables. The main objective of this research to knows about the relationship between online advertisements its effect on consumer buying behavior. This research based on the primary and secondary data, collect data from respondent through a questionnaire to know about

the reviews and perception about the online shopping. The basic purpose is to increase our knowledge about online advertisement and its impact on consumer buying behavior this study it creates a positive perception about online shopping and this research also shows the positive results.

6.3 Conclusion

Conclusion means the final collected results that have been derived from a research. The conclusion have basic purpose that helps the other people to understand it easily. In this section it is actually highlight the main point of this research this will help others to conduct study on the same topic of the related area. It is very basic and important section of this study where the conclusion directly relate the data of the research. The results of this study has been derived by applying spss software. Frequency distribution, correlation and regression analysis, reliability test were applied on collected data in this study. These tests results shows a positive and significant relationship between independent and dependent variable the results also showed that if there is an online advertisement to create the permanent customer for a specific product, then customer will become more loyal and consumer behavior with specific product will positive this will be a very good sign for that specific company to gain a real capital.

6.4 Limitations of the study:

In this study the limitations that will be used only one city for the research. I can't implemented these results on the whole populations it is because of online ad's depends on area of the social media users, internet it is depend on the usage of peoples, and the consumer buying behavior it depends on the environment people likely to buy online

products and a people who live outside of the Lahore city where people were not aware of this service, and where they do not having facilitating service, so they have migrate in some other cities, so it is depend on the awareness where people need to get to know about the facility of online shopping.

6.4.1 Delimitations of the study

- Delimitation of this study is that population size is very big and the basic aim of this study it is not possible to fill the questionnaire from every customer. So due to this reason I have selected a sample of population size from these results.
- Research was conducted only in Lahore city.
- Data was collected only from 350 peoples from students of different universities and other related persons.

6.5 Recommendations:

This study will very helpful for those who are researcher of marketing and sales also it is beneficial for those who are professional as well on the topic of impact of online advertisement on consumer buying behavior. I did this research specifically from students, and from other local respondents who takes apart in this survey. This survey is very beneficial for the further research finds the positive results from this study will suggest that this research will be very helpful for an increasing the sales and check the analysis for all the variables of online advertising. In this latest world the online companies should prefer the interests and taste of buyers because the buying attitude of purchaser changes very rapidly in current scenario. In the end I must recommend that online advertisement is the only effective path to give their message to purchaser it is important for the online

companies to show their proper display on the websites with necessary instructions and detail of products. The efficient advertisement must meets the needs and interests of consumers.

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Appendix 1

QUESTIONNAIRE

"Impact of online advertising on consumer buying behavior"

Respected Respondent:

My name is Usman khan I am the student of MBA MARKETING superior university Lahore and I am going to conduct a survey the basic objective is to interpret the data from your side on the topic of "**Impact of online advertising on consumer buying behavior**". So for this objective I need your reviews and suggestions. So please give me your sincere response in this survey and I promise that the information will be only use for the purpose of research and also it will be safe and this information will be only use for this research.

Name: _____

Age: _____

Qualification: **Metric** **Intermediate**

 Graduation **Master**

Gender: Male Female

Online Ad's		1	2	3	4	5
		Strongly Agree	Agree	Neutral	Dis- agree	Strongly dis- agree
1	Are you always aware from the online ads?					
2	I recognized all the online ad's which display on the online website.					
3	The online ad's sum up my knowledge and awareness about the online shopping website.					
4	Do you think the online advertising will influenced your perceptions about a specific brand?					
Mobile Advertising						
5	What do you say about mobile advertisement is a good source to enhance the online brand awareness.					
6	After seeing the online ads on social media it stays longer in the mind about the online brands.					
7	The promotional advertisement which shown on the mobile will attracts your perception and mind.					
8	Through mobile advertisement different shopping brands will stay in our mind after seeing it during the use of					

	mobile.					
9	The mobile advertisement will give you a basic information about the brand.					
Digital Advertising						
10	Is the online website create a positive image of products in the mind of customers?					
11	Do you feel completely secure during the online purchase of product?					
12	What is your perception during the online buying of a product? Its procedure is satisfying or not?					
Consumer Buying Behavior						
13	Consumer buying behavior is the most important element to create brand affection.					
14	Are you satisfied with the online products which has strong perception in your mind?					
15	The creation of consumer buying behavior helps me to remind a product for a longer time.					
16	I am satisfy with my branded products and I am continue to using it for a longer time.					
17	Will you recommend the online shopping to others?					

Thank You!

Plagism Report:

Plagism Report

ORIGINALITY REPORT

7 %	3 %	1 %	6 %
SIMILARITY INDEX	INTERNET SOURCES	PUBLICATIONS	STUDENT PAPERS

PRIMARY SOURCES

1	Submitted to Higher Education Commission Pakistan Student Paper	1 %
2	Submitted to Universiti Teknologi MARA Student Paper	1 %
3	Submitted to University of Greenwich Student Paper	1 %
4	Shoukat Malik, M., and Muhammad Nadeem. "Impact of Corporate Social Responsibility on the Financial Performance of Banks in Pakistan", International Letters of Social and Humanistic Sciences, 2014. Publication	1 %