Influence of Digital Advertisement on Buying Behaviors of the Consumers: A Study of Decorative Paint Industry in Lahore, Pakistan

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Keywords	Abstract
Media, Decorative Paint, Consumer Buying Behavior.	*Digital advertisement is a comparatively new medium for companies to reach their audience and target customers. The number of social media users is increasing daily and now totals billions worldwide. This research helps us to know the effect of digital advertising on consumers' buying behavior in the paint industry, particularly for decorative paints. This research helps to understand how social media, like mass media, can be advantageous for advertisers to advertise. Social media has created virtual spaces where people share their real-life commercial experiences regarding any particular product or service. The research focuses on the elements that a consumer looks at in an online advertisement before making a decision for purchasing. Many paint companies have launched their online paint stores directly or in association with another popular online shopping portal. They are spending much of their budget on digital advertising on different social media network sites and apps.*

INTRODUCTION

The origin of social media advertising is one of the influential developments in the history of the corporate sector. This revolution during the last decade has changed the advertising medium and brought marketers to a new world and provides the advertisers with a brand-new concept and tools to communicate with consumers and engage them with new innovative ideas.

Digital media and social networking applications are taking a substantial and necessary place in everyone's life nowadays due to the increasing number of subscribers who are now focused and targeted by advertisers. According to researchers, a combination of web social media applications that allow users to interact and share their views has increasing importance for the advertisers for digital advertising. This term is known as the process of gaining traffic for their websites. Pakistan has more than 185 million social media users, which is a substantial number all over the world (PTA, 2021).

The unique characteristic of social media and its popularity highlighted new technology in the open related to marketing. Digital advertising changed the way the organization promotes its products and services. Through digital advertising, social media is also observed to have an impact on the behavior of a consumer from the acquisition of data from the behavior post purchasing a product, such as statements of dissatisfaction or their pattern of usage of the internet.

Social media allows users to interact and share their viewpoint about any issue related to

ecommerce and about any quality of any product and service offered by the different organizations. Social media helps to connect the business of an organization with its intended customers. It helps develop relations with existing and new customers both. Social media involved its influence and effect on the perception of the individual, their attitude, and their final behavior at the end. Social media provides the business with an opportunity to engage and interact with possible customers. That can help increase the close relationship between the company and the consumers.

In the current market situation, the business is at risk that they shall lose the brand loyalty of their consumers based on even the simplest of mistakes on their part. In the age of digital marketing and new media, it can be propagated as an unfortunate event where an individual encountered a specific service or product of a particular company or brand. Saleem et al. (2021) conclude in their research that now businesses in the present era are starting to notice the advantages of social media in their business plans. They start developing their social media networking sites and websites so their consumers can exchange, complain, and enquire about their views and experiences. This integration of consumers has led advertisers to study the impact of buying behavior of consumers regarding their products and services.

Advertisers have to understand how social media can influence consumer buying behavior. In advertising, this is an essential aspect of advertising, as this helps advertisers to set their strategy. Advertisers realize that social media influenced consumer buying behavior. Digital media plays a vital role in every person's life nowadays. Social media such as Instagram, Facebook, Twitter, or LinkedIn has millions of users, and that number is increasing day by day. Over 2.3 billion people are interacting with social media, and that number is rising (Ortiz-Ospina, 2019).

Social media is now involved in affecting and influencing perceptions, considering attitudes and end behavior by bringing like-minded people together. In the online environment, advertisers observed that consumers like the idea of contribution. Industry leaders engaged themselves to participate through different social media platforms. Business entities are trying to get more benefit from social media than traditional media (Briandana & Irfan, 2019).

The consumer's interest has been shifted from retail to e-markets. Tools of advertising have also been changed with a change in consumer's choice. The beginning of marketing through social media and digital advertising has revolutionized e-commerce. Various researchers witness that the utilization of technology for online purchasing is increasing from millions to billions. SNS is now a vital tool for advertisers to influence their targeted market on their decision influence in respect of online shopping for their product or services (Kumar, 2020).

Experts of e-commerce believe that digital media has a strong impact on consumers' purchasing decisions, starting from search to the post-purchase stage these days. Digital media engages its consumers and has become a growing marketing channel worldwide. Digital media play a vital role in receiving, giving, and exchanging information. The best part of this channel is that it enables two-way communication directly between consumers and a company or advertiser: this communication process influences the company to target the end consumers. The company can interpret the message of consumers and converge this action to purchase the response of consumers.

This increasing number of users and their interaction on social media networks attract advertisers, and they recognized the importance of digital advertising in their communication strategies. Any consumer can review or recommend the product to their friends or compare them before buying. Advertisers found the impact on consumer buying decisions through their communications on social media.

Mahesh and Thanushree (2020) found in their study that the advertiser found a new kind of consumer behavior on social media. Recommendations by friends or product reviews can help consumers with buying decisions. Such analysis and advice could help brand attitudes, buying attitudes, and communication attitudes. Most companies are studying those attitudes and applying them to their communications strategies to increase their market share on social media. The budget spending is rising on a yearly basis and leading social media to another path away from traditional media.

The government of Pakistan is concentrating on promoting the IT industry in the private and public sectors to boost the economic boost in the economy in the recent decade. According to the survey, there are more than 100 million mobile users in Pakistan. According to Gallup Pakistan, a vast majority of 92% of internet users exist in Pakistan who regularly interact with social media applications and do online purchasing. Since Pakistan is a male-dominated society, the primary users are male as compared to female. Social media tools are commonly used for social interaction, political discourse, and e-commerce (Ahmed et al., 2019).

There is no doubt that Pakistan is an emerging economy with great potential for many multinationals and national corporate sectors to explore new markets for their brands. The use of 4G and smartphones is increasing day by day. Different social media applications like WhatsApp, Facebook, Twitter, LinkedIn, TikTok, Instagram, and YouTube are popular. People are spending more time on these social media apps and more time in every day of life because of 4G and smartphone technology. Social media marketing is increasing its share in the advertising budget. Corporates are now growing their budget more than they used to spend on traditional and expensive media. Because of many options, such as targeted audience, timing, and gender preference, it is easier to deliver their message through social media, which is not possible in traditional media.

Pakistan's paint industry is growing every year. It is a market of 1.3 billion (*Berger Paints Pakistan Limited (KASE: BERG) Stock Price & Quote Analysis*, n.d). Major players are "AkzoNobel Pakistan", "Berger", "Jotun", "Kansai" and "Nippon" and local companies "Brighto", "Diamond", "Happilac", "Master" and "Nelson". Like other industries, the paint industry is also increasing their spending on social media to deliver their message to their audience. ICI Deluxe, Berger, and Master Paints advertise their campaign on traditional media such as television, newspapers, and radio. Now companies from paint industries are communicating to their target market through social media to change their buying behavior from walk-in to online selling, advisory services, videos, and browsing different color shades. Master Paints and Berger Paints have already started their online selling stores directly and through allied online portals such as daraz.pk.

AkzoNobel starts its Dulux Visualizer app. Where consumers can pick any color or shade with the help of their camera and, through Augmented Reality (AR), apply that color to any wall in

their house. All major paint industries are booming their advertising to different placements on Facebook, Twitter, LinkedIn, YouTube, Google Ads, and Instagram. They are placing their ads' image ads in the news feeds of social media networking sites. They are also setting the video commercial of their brand ads and sales promoting ads in video feeds of all networking sites and Google AdSense and Google Ads. To begin with, customer relations: it is essential to know about the customer and their needs and wants.

Other research by Forbes (2013) studied the factors which affect the buying behavior of a consumer while purchasing on social media sites like Facebook, Instagram, Twitter, and other relevant portals. He surveyed the sample size of 249 consumers to analyze the type of product purchased, the cost of the item, and numerous other products related to the purchase. The finding of this particular research is that consumers are buying either expensive or inexpensive products. One of the vital elements of buying is depending on the recommendation of their social media friends or circle. Another study by Mehta (2020) reveals that digital advertising on social media has effects on advertising attitudes, purchasing, and, most crucially, brand attitudes, which shows the intentions of the customer. This process will not affect the customer's buying behavior. However, we can expect minor effects to make us think again before making any decision (Pasaribu et al., 2013).

Arshad (2019) explored in her research that social media advertising did not force a consumer to make decisions with less information. With the help of social media, advertisers can educate and allow consumers to explore more. This brand awareness opportunity helps consumers' buying behavior towards that particular purchase.

Through digital advertising, companies can develop brand attitudes that can affect buying behavior positively. This effort to make the right brand image can help the consumer to change its decision or action towards that brand in a positive manner. When a consumer's social circle shares or recommends any brand to their social networking sites, it helps the brand to change the consumer's behavior and influence consumers to improve their decision-making. Social media advertising by companies affects both consumer brand attitudes and purchase intentions (Ukono & Agu, 2021).

Significance of the study

This study helps advertisers to plan their communication strategies on social media. Many companies use social media for advertising campaigns. It is an easy and fast way to communicate with millions of users in no time. Companies can reach and deliver their message to millions of users in the economical budget as compared to other traditional media. Companies advertise their brands and interact with their targeted audience. Where advertisers can have two-way communications with their potential consumers directly and allow consumers to interact with the brand to give feedback or suggestions to improve the brand promise as needed by the consumer. Advertising on social media will enable brands to deliver their message to consumers worldwide (Simona et al., 2013).

Problem Statement

As the corporate sector is spending a significant budget on social media advertisement to

keep their product on the shelf of their consumer's mind for a better brand image. Digital advertising has proven to be a modern tool for communication. Despite excelling at budgeting and investment on social media, they are still searching for an answer, which is how they can change the consumer's buying behavior on social media and what the tools are.

Research Objective

1. To identify the impact of digital advertising on consumer awareness.
2. To study the effect on purchasing behavior of consumer awareness and perception.
3. To identify how digital advertising increases consumer awareness regarding decorative paints.

Research Questions

RQ₁: How does digital advertising increase consumer awareness regarding decorative paints?
RQ₂: Do digital advertisements create positive perceptions regarding decorative paints in the minds of consumers?
RQ₃: Will consumers' awareness and perception regarding decorative paints affect their purchasing behavior?

METHODOLOGY

The present study adopted a qualitative research strategy to produce essential data and achieve the study purpose. The semi-structured open-ended questionnaire was prepared to gather data from the respondents through face-to-face and telephonic interviews.

The semi-structured interviews were conducted, transcribed, coded, and analyzed for triangulation. 'Triangulation' is a term for surveying activities or map-making; in each case, three known points or objects are used to draw sighting lines toward an unknown end or purpose. The best estimate of the exact location of the new position or target is the center of the triangle, assuming that the three lines are about equal in error. Although sightings could be done with two sighting lines intersecting at one point, the third line permits a more accurate estimate of the unknown location or object (Lune & Berg, 2017).

Qualitative methods are used to understand people's beliefs, behavior, interactions, attitudes, and experiences regarding consumer buying behavior as a result of digital advertising. The study used a qualitative method research design to explore the buying behavior of consumers for the decision-making for decorative paint products.

At the first stage, categories were created and defined. Secondly, the text was converted (by theme) into symbols defined by the code. Finally, subsets of themes or symbols were grouped in scales to determine the primary factors and their repetition.

Sample

The semi-structured questionnaire was presented to the respondent for an interview. A convenience sampling technique is adopted. Twelve respondents were selected for this interview. The interview was conducted in person and through a telephonic call. All are working in

different organizations with different working profiles and departments. They all belong to senior managerial positions. Respondents represent genders, male and female (married/unmarried). The age group of respondents is from twenty-eight years to fifty years. The income group of the selected profile is forty thousand and above. The sample of respondents is from Lahore premises.

Table 1: Respondents Demographic Characteristics

Person	Age Group	Gender	Income Group	Marital Status
Respondent 01	31 – 40	Male	51,000 - 60,000	Married
Respondent 02	28 – 30	Female	40,000 - 50,000	Married
Respondent 03	31 – 40	Male	61,000 - 70,000	Married
Respondent 04	51 – Above	Male	71,000 - Above	Married
Respondent 05	31 – 40	Female	51,000 - 60,000	Single
Respondent 06	41 – 50	Male	71,000 - Above	Married
Respondent 07	41 – 50	Male	71,000 - Above	Married
Respondent 08	28 – 30	Female	40,000 - 50,000	Single
Respondent 09	28 – 30	Female	61,000 - 70,000	Single
Respondent 10	28 – 30	Male	40,000 - 50,000	Single
Respondent 11	31 – 40	Male	51,000 - 60,000	Married
Respondent 12	41 – 50	Male	71,000 - Above	Married

At the start of the interview, the question asked about the personal profile of respondents, about their name, designation, age group, income group, and marital status. In data analysis, we convert the name and classification of the person to Respondent 1 for all twelve interviewees, which can be seen easily in Table – 1. The second part of the interview comprehends the respondent's attributes of their buying behavior as a consumer. The factors that influence them to change their behavior, either positive or negative, about any particular product. The third part of the interview contains a critical question about the placement of the digital advertising on social media network sites and the attribute which attracts respondents to see and click them to redirect to the main website for online shopping. The final part of the interview is regarding buying online the decorative paint from any particular company, features that fascinate them to buy online the decorative paints, and the last question regarding the experience that influences them to repurchase decorative paint online.

Data Analysis

In this qualitative study, semi-structured interviews were transcribed, and themes were developed through the NVivo 12 qualitative data analysis computer software package in order to synchronize the responses about the construction of gender, marital status, age group, and income group identities from members of each respondent. Responses were recorded and later transcribed. This may authorize and motivate respondents with open-ended questions, giving more control to respondents and reducing the imbalance between researchers and participants (O'Cathain & Thomas, 2004).

In present research, for data collection, semi-structured interviews were conducted due to two key considerations. First, they were well suited for the exploration of the perceptions and opinions of respondents regarding digital advertising and their buying behavior for the

decorative paint and enabled searching for more information and clarification of answers. Secondly, the different professional, educational, and personal backgrounds of the sample group did not allow for the use of a standardized interview schedule.

The interview schedule was developed to elicit abstract concepts such as perceptions to facilitate comparability between participants during analysis. A review of the literature assisted the construction of the interview protocol in the early stages by delineating areas of interest to be included in the interviews. These broad areas were then divided into more manageable groupings before developing the questions.

The interview protocol was tested internally through an initial assessment by colleagues in which ambiguities, leading questions, and general criticisms were reviewed, discussed, and corrected.

Themes were developed from the transcribed semi-structured interviews through NVivo 12, a qualitative data analysis computer software package designed for qualitative researchers. NVivo supports researchers in organizing and analyzing non-numeric or unstructured data, allowing users to classify, sort, and arrange information, examine relationships, and combine analysis.

In the second step, the transcribed data was shared with the respondents to remove any ambiguity or discrepancy. This data was scanned and categorized using NVivo software. The findings showed the following emerging themes that are discussed in the interview about digital advertisement and consumer buying behavior of the respondents:

 1: Theme 1 (Consumers' Buying Behavior)
 2: Theme 2 (Brand Image)
 3: Theme 3 (Attribute of Ads)
 4: Theme 4 (Placement of Advertisement)
 5: Theme 5 (Decorative Paint)

Figure 1:

Internal Validity

   The following aspects were controlled to maintain internal validity. The study was limited to a single session, as respondents are working professionals, and they could not spare time for the interview. Additionally, the measuring instruments were not changed during the study, as semi-structured interviews were kept the same. It was also ensured that all participants

were homogeneous at the beginning of a study because if the participants are different from one another at the beginning of the study, the results of the study are biased. Internal validity should omit any biasness that can result in invalid results (Campbell & Stanley, 2015).

External Validity

External validity is the extent to which the results are generalized (Campbell & Stanley, 2015). Efforts were made to make the research externally valid by choosing the participants from the same demographic characteristics so it may not cause bias in their performance, and the results may be applicable to another group that more accurately represents the characteristics of the population. Semi-structured interviews were taken to ensure external validity.

RESULTS

The study explored the creation and communication of the influence of digital advertisements on the buying behaviors of the consumers. The research design for qualitative analysis of the consumer's buying behavior in the result of digital advertising, especially for the decorative paint industry. The research is based on flow theory to understand consumer buying behavior. The qualitative data analysis is based on semi-structured interviews and transcribed through NVivo 12 to determine the emerging themes. This chapter presents the results and analysis of the study.

1. Demographic Profile and Coding of Respondents: The following demographic profile of the respondents indicates their gender, marital status, age group, income group, and their percentage. Who uses social media for online shopping? It is clearly shown that from twelve respondents, we have males (66.67%) and females (33.33%) of total respondents.

2. Attributes Motivate Online Consumers: In different interviews coded by NVivo 12, it is observed that there are reasons for the consumer as a result of online advertising which motivate and influence the consumer to purchase online for any product. There are many reasons from different respondents which motivate them to go online and purchase their desired product. In the case of this decorative study, paint as well.

Figure 2: Motivational Attribute of Respondents
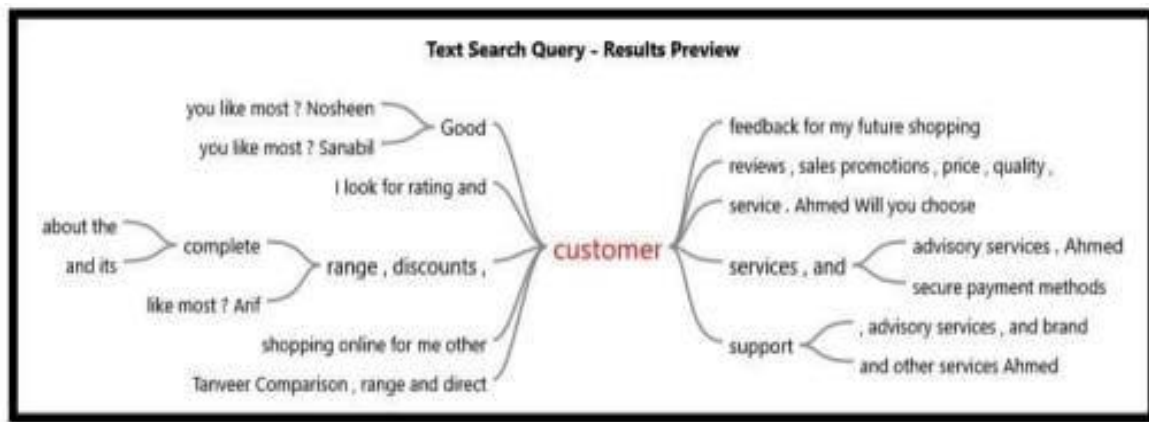
Figure 3: The reason or attributes according to the respondent's point of view

In the above mentioned cloud (Figure 2) and text search query (Figure 3), it is clear there are other attributes besides advertising which motivate consumers to change their buying behavior. Such elements are like rating, review, range, price, sales promotion, quality, direct customer services, discount, comparison, and adversary services. These external elements are besides digital advertising on social media, which supports businesses to influence consumer buying behavior to purchase their products or services. Figure 7 includes the motivational attributes for decorative paints too.

4. **Advertisement Placement:** The placement of the advertisement also has a vital role in consumer buying behavior. Placement of ads means when a business decides to show their advertisement in a specific place, as if they want to show image ads on Facebook, Instagram, Twitter newsfeed, or if they decide to show certain video ads in video streaming on Facebook or YouTube. Google Ads have their placement. Such placement allows the business to build awareness of its product, sales promotion, and brand building. NVivo coding of the transcription of the interviewee helps to understand how advertisement placement influences the consumer regarding awareness and buying behavior.


Figure 4: Attributes Motivates Respondents

Figure 4 is the cloud of placements of the advertisement which attract respondents to click the ads on Facebook, Google, YouTube news feeds, and video ads. In the following charts, it is clear that Single Males (8.04%), Single Females (32.37%), Married Males (51.34%), and Married

Females (8.26%) out of twelve respondents get influenced and see the advertisement before purchasing the product or services. Most of them voted for Newsfeeds and Video streaming ads.
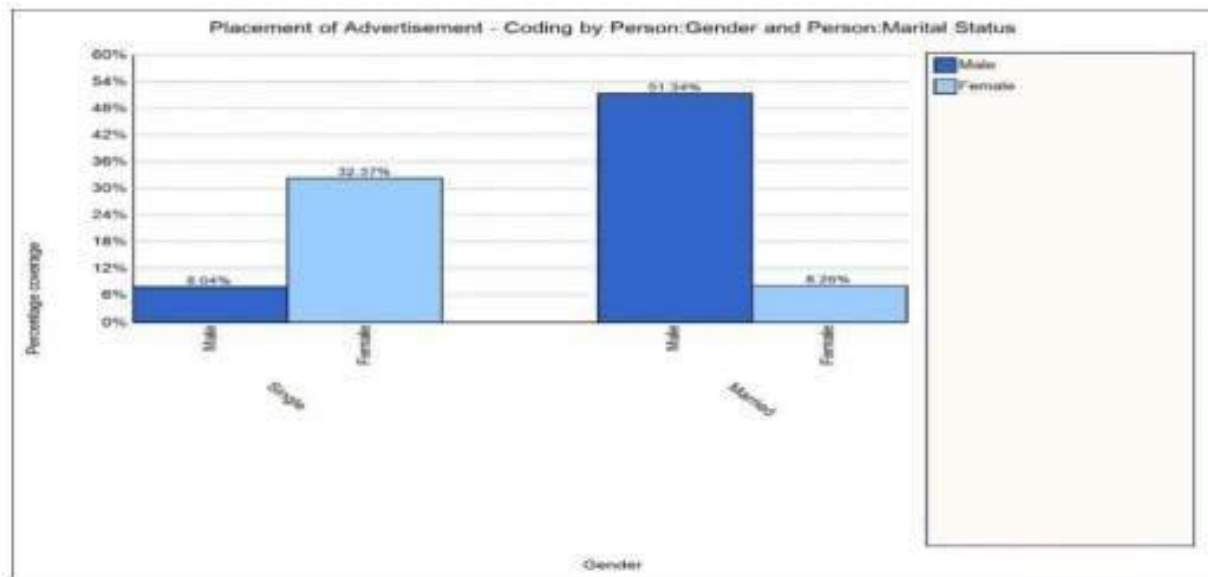

**Figure 5:** Placement of Ads Coding by Gender and Marital Status
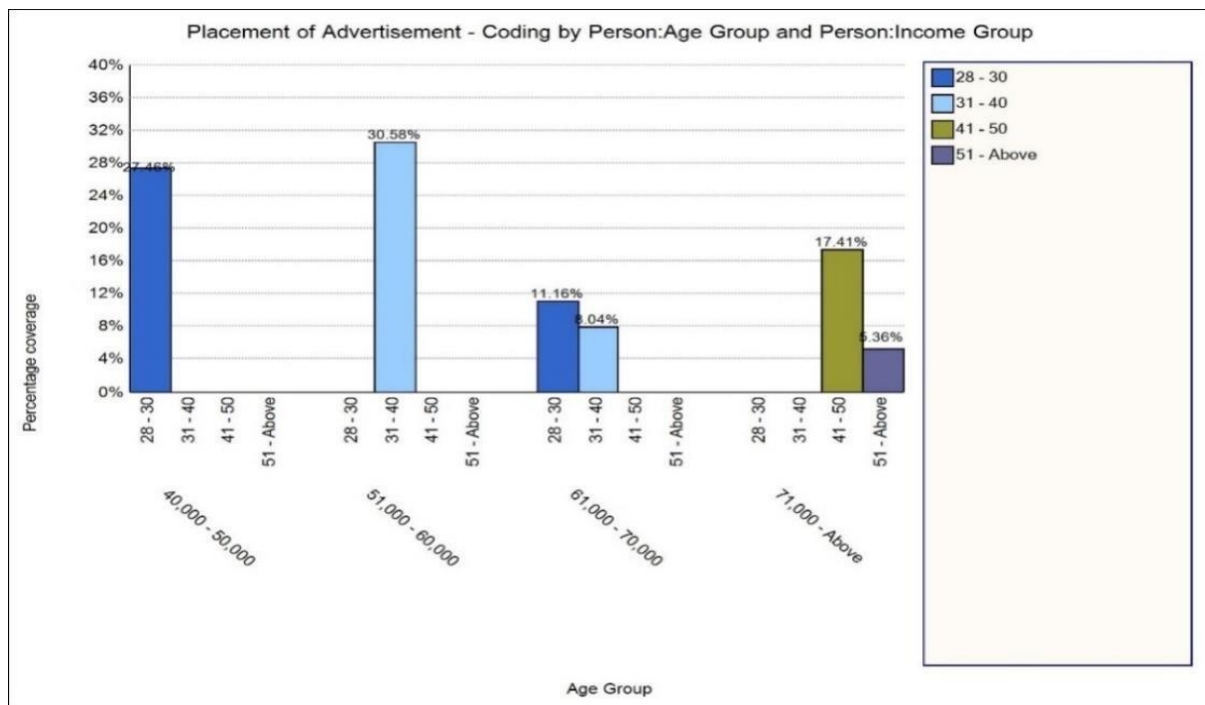
Figure 6*: Placement of Ads Coding by Age Group and Income Group

4. Attributes of Ads: Attributes of ads mean the characteristics of the advertisement, which create attention for the consumer to see the advertisement. It can be a catchy caption, body copy, sales promotion announcement, image, color, or brand name. From the following illustration, it is clear that the software coded every respondent with the attribute of ads.
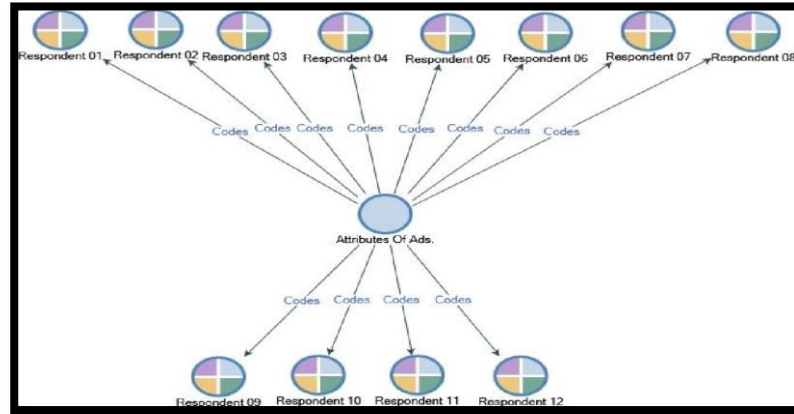
**Figure 7:** Coding Attributes of Ads with Every respondent
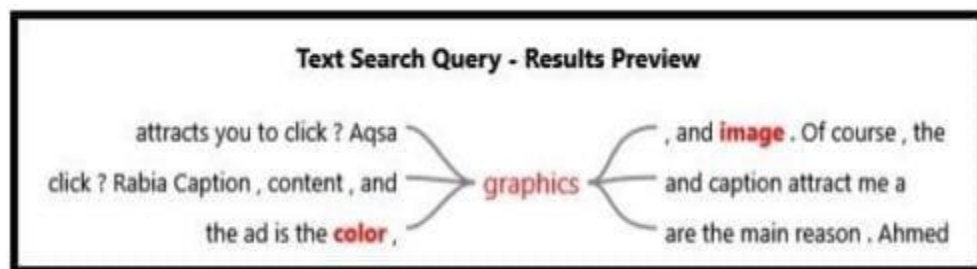
Figure 8: Respondents Views about the Attribute of Ads

According to the results, 78.50% of male and 21.50% of female respondents are positive that the attributes of advertisement influence them to read the ad. The age groups are 28-30 (26.43%), 31-40 (45.96%), 41-50 (22.88%), and 51 and above (4.54%). The income group response is like 40,000 – 50,000 (20.51%), 51,000 – 60,000 (23.67%), 61,000 – 70,000 (28.21%), and 71,000 – above (27.42%); all are of the opinion that features of ads like caption, colour, body, content, and image are essential aspects of advertisements to change consumer buying behavior.
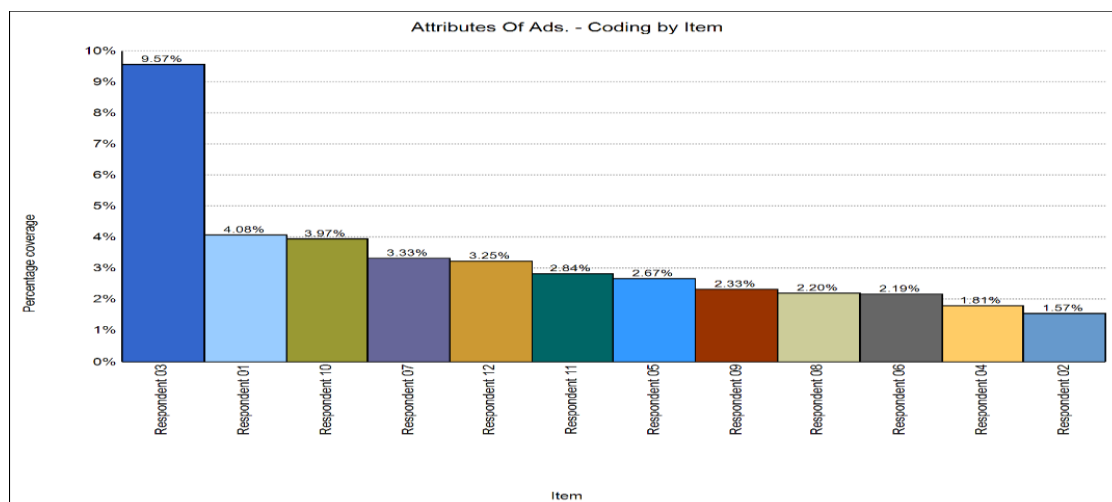

Figure 9: Respondents Individual Views about the Attribute of Ads

5. Consumer Buying Behavior: Consumer buying behavior is the main reason for conducting this study. With the positive response of respondents to the placement and attributes of the advertisement, the third step in the process of purchasing is the consumer's buying behavior. Where a consumer changes their behavior towards any product or service. This behavior can be either positive or negative. In this study, the attributes and placement response towards consumer behavior, 55.87% male and 44.13% female. The age groups are 28-30 (44.13%), 31-40 (30.00%), 41-50 (20.53%), and 51 and above (5.33%). The income group response is like 40,000 – 50,000 (31.20%), 51,000 – 60,000 (15.33%), 61,000 – 70,000 (27.60%), and 71,000 – above (25.87%). This buying behavior also depends on the reviews of friends and other customers, discounts, sales promotions, and brand image, as elaborated in the following text query on consumers' buying behavior.
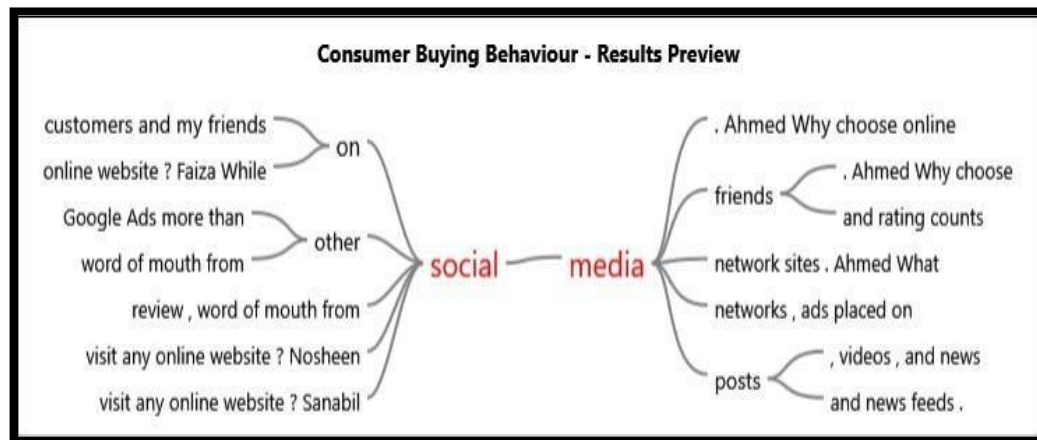

Figure 10: Consumer's Buying Behavior
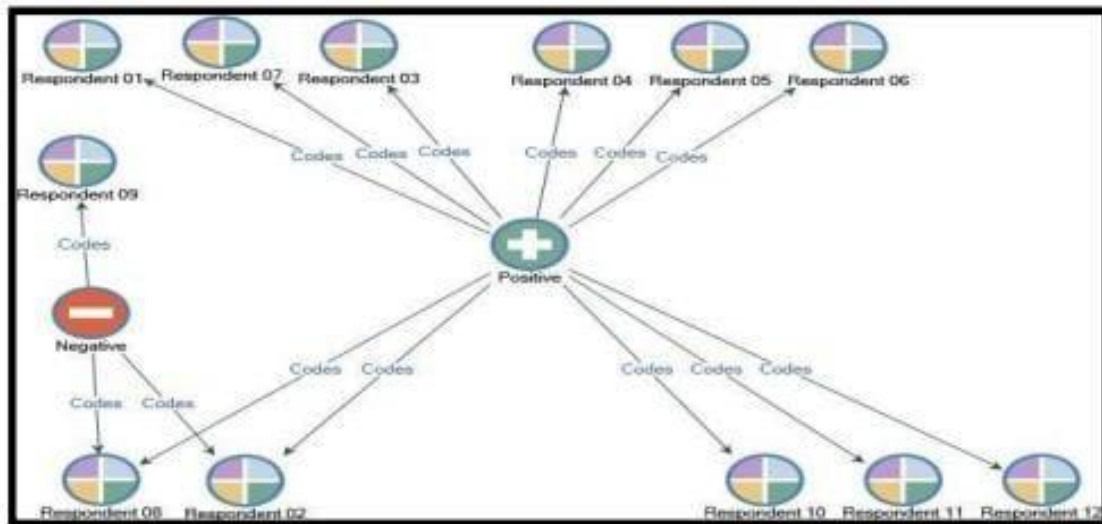
Figure 11: Respondents Positive and Negative Behavior towards Digital Advertising

In figure 11, it is clear that respondent 09 has a very negative effect on consumer behavior with no further action of online purchasing. Respondents 08 and 02 also have moderate negative behavior, but action can be observed from their behavior.
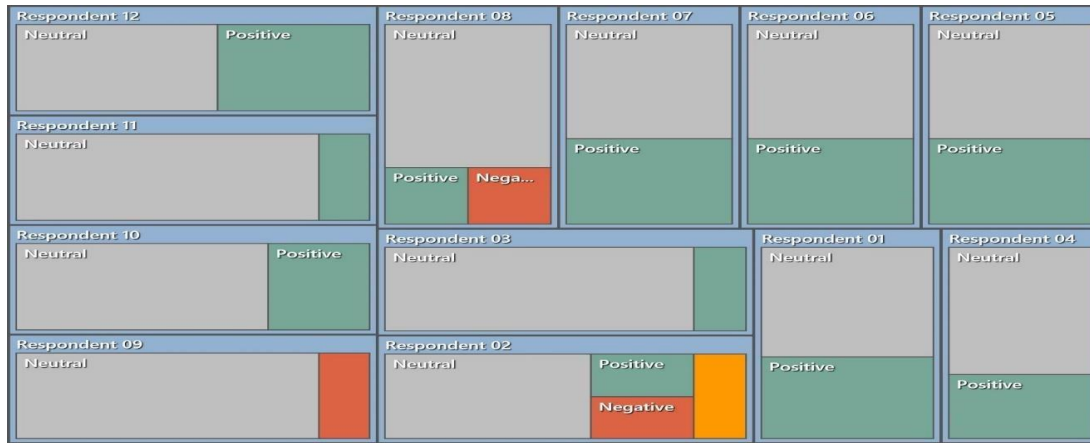
Figure 12: Coding Reference by Sentiments

After conducting the interviews and run through NVivo, the positive sentiments of behavior are 72.24% male and 27.76% female respondents. The age groups are 28-30 (25.90%), 31-40 (32.32%), 41-50 (33.16%), and 51 and above (8.61%). The income group response is like 40,000–50,000 (25.90%), 51,000–60,000 (29.45%), 61,000–70,000 (2.87%), and 71,000–Above (41.78%).

The negative response is calculated by 0% of male and 100% of female respondents. The age group was 28-30 (100%). The income group response is like 40,000 – 50,000 (87.50%), 51,000 – 60,000 (0%), 61,000 – 70,000 (12.50%), and 71,000 – above (0%). It clearly indicates that all females at the age of 28-30 are 100% negative about buying online and do not trust digital advertising.

6. Online Buying Behavior towards Decorative Paints

Figure 13*: Cloud - Buying Behavior towards Decorative Paints

The tendency of coding behavior towards decorative paints shows that 72.49% of males are ready to buy online decorative paints as compared to females (26.76%). The age groups are 28-30 (30.55%), 31-40 (33.59%), 41-50 (26.76%), and 51 and above (8.35%). The income group response is like 40,000–50,000 (30.55%), 51,000–60,000 (33.59%), 61,000–70,000 (0%), and 71,000–above (35.10%).

Respondents agreed that through the digital advertisement of the paint companies, they buy paint online because it saves time, offers easy access, range, and ensures product availability; comparison of paints with another company helps them to decide decorative paint buying.

7. Repeat Online Purchasing: At the end of the question, respondents were asked about repeat sales starting from advertising to purchase behavior. The total is 73.10% of male and 26.90% of female respondents. The age groups are 28-30 (33.53%), 31-40 (26.12%), 41-50 (27.88%), and 51 and above (12.48%). The income group response is like 40,000 – 50,000 (23.00%), 51,000 – 60,000 (16.96%), 61,000 – 70,000 (19.69%), and 71,000 and above (40.35%).

According to respondents, time-saving, convenience, feeling special when purchasing online, secure home delivery, and the fact that companies pay special attention to their online consumers are the main factors that make them go for a second or repeat online purchase.


**Figure 14:** Cloud – Repeat Online Purchasing

8. Brand Image: Usually, in the consumer's perception, the brand image always matters. However, after conducting this survey, it was found out that there are only three respondents out of twelve who look for a brand image in advertising before making any decision. The rest of the respondents look for sales promotions, discounts, reviews, and ratings before making any desired purchases. As shown in Figures 15 and 16.
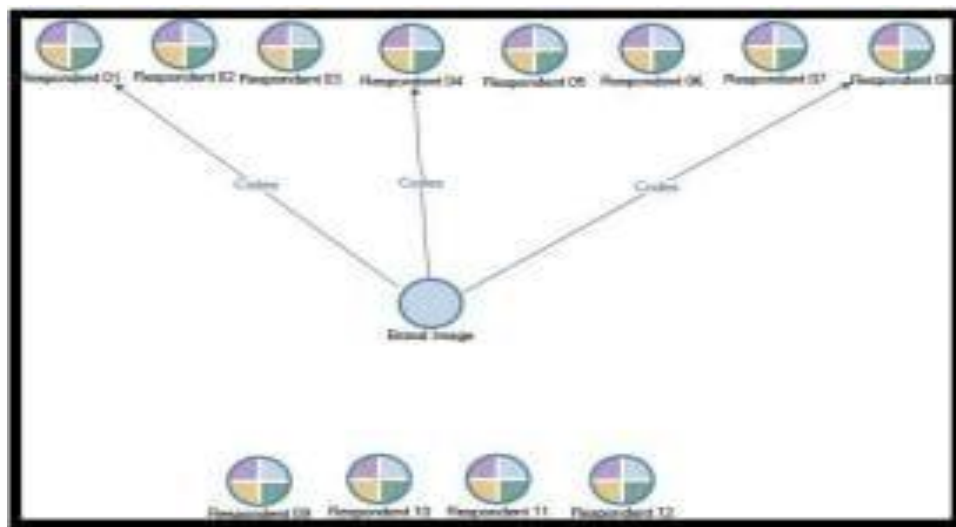
Figure 15: Respondent's Response towards Brand Image
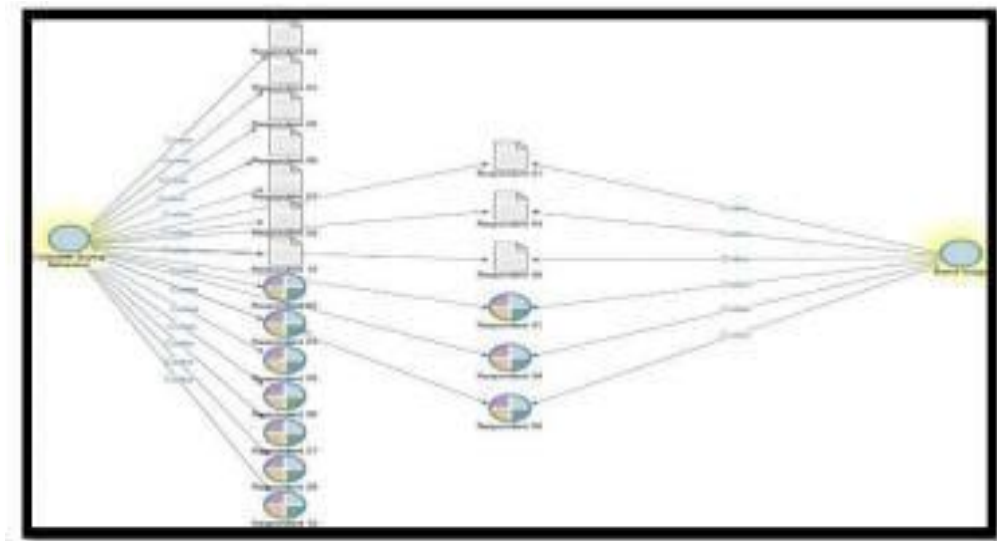
Figure 16: Relation between Consumers Buying Behavior and Brand Image
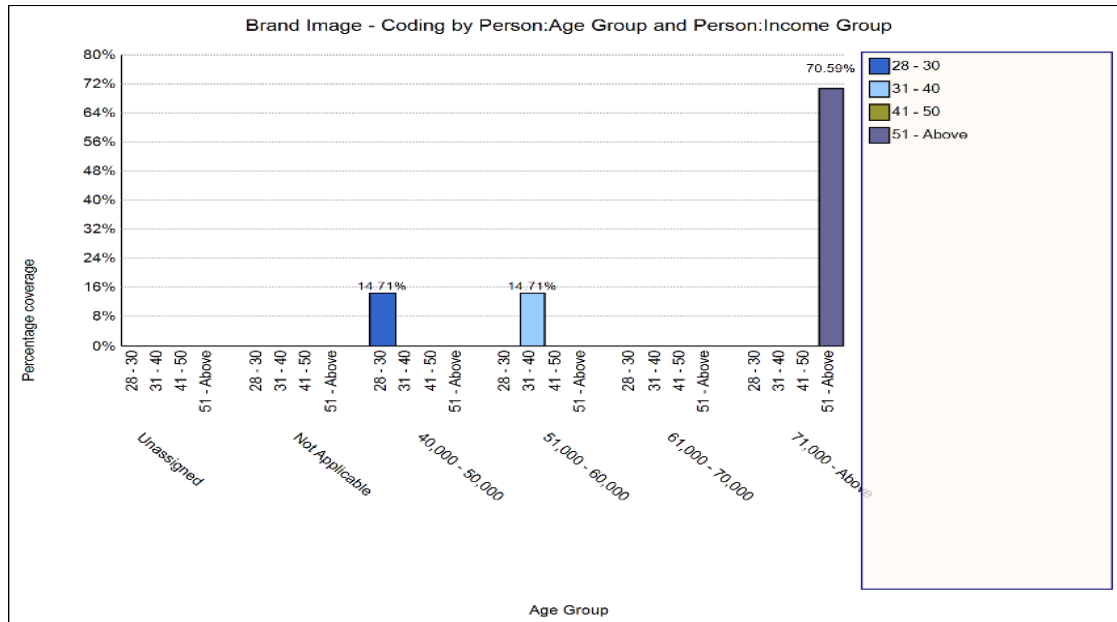
Figure 17: Coding by Person: Age Group and Income Group

Themes

1. Theme 1 (Consumer Buying Behavior): Consumer buying behavior is the main reason for conducting this study. With the positive response of respondents to the placement and attributes of the advertisement, the third step in the process of purchasing is the consumer's buying behavior. Where a consumer changes his or her behavior towards any product or service. This behavior can be either positive or negative. In this study examined the attributes and placement response towards consumer behavior.

2. Theme 2 (Attributes of Ads): Attributes of ads mean the characteristics of advertisements, which create attention for the consumer to see the advertisement. It can be a catchy caption, body

copy, sales promotion announcement, image, color, or brand name. From the following illustration, it is clear that the software coded every respondent with the attribute of ads.

3. Theme 3 (Placement of Advertisement): The placement of the advertisement also has a vital role in consumer buying behavior. Placement of ads means when a business decides to show their advertisement in a specific place, as if they want to show image ads on Facebook, Instagram, Twitter newsfeeds, or if they decide to show certain video ads in video streaming on Facebook or YouTube. Google Ads have their placement. Such placement allows the business to build awareness of its product, sales promotion, and brand building.

4. Theme 4 (Brand Image): Brand image is the perception of the customers about any specific product offered by any business brand. It is a unique set of connotations within the minds of target customers. It indicates the value of the product in the mind of the consumer; this value set products as a brand in the mind of the consumer.

5. Theme 5 (Decorative Paint): Consumers agreed that through the digital advertisement of the paint companies, they buy paint online because it saves time, is easy to access, and has a wide range and product availability. Comparison of paints with another company helps them to decide on decorative paint buying. There are many reasons from different consumers which motivate them to go online and purchase decorative paints; it is clear there are other attributes besides advertising which motivate consumers to change their buying behavior. Such elements are like rating, review, range, price, sales promotion, quality, direct customer services, discount, comparison, and adversary services. These external elements, in addition to digital advertising on social media, help businesses to influence consumer buying behavior and encourage them to purchase their products or services.

DISCUSSION

The purpose of the study was to explore the influence of digital advertisements on the buying behaviors of consumers. In this instance, the focus was on the online purchasing of decorative paint. To explore this study, twelve respondents were selected for the interview. Advertisement convinces people to use the product at least once in their lives. Celebrities used in ads have a more significant favorable influence on people. Most of the time, people rely on advertisements rather than other sources or any income level, but it has no more considerable influence on expensive products. The World Wide Web is becoming a standard advertisement platform gradually. The Web is offering a business advertisement world with more rich media tools, interactive services, and global reach. The need is to understand the target consumers and then strategize wisely to gain the maximum out of this new medium. Social media networks like Facebook and others are becoming stronger platforms as they gather millions of users from different cultures, societies, and social groups onto one platform.

Major players are (AkzoNobel Pakistan, Berger, Jotun, Kansai, Nippon) and local companies (Brighto, Diamond, Happilac, Master, and Nelson) establish their presence on the internet. They started their digital advertising from word of mouth WOM to interact with the consumers. Later on, they start advertising on different websites, like web banners, floating ads, and pop-up ads, and now they are going to Google Ads, Facebook ads, Instagram ads, and YouTube ads for their selected audience, profile, and locations. Like other industries, the paint industry is also

increasing their spending on social media to deliver their message to their audience. They developed their online website, where anyone can order any time by selecting their product range and advisory service, which is a new trend in decorative paint.

This study is to understand the buying behavior of different genders, marital statuses, age groups, and income groups working in managerial positions. This study focuses on the decorative paint industry to investigate online behavior after their advertising on various social media networks and websites. The advertisers are always thinking about whether that brand image is sufficient for the consumer to motivate his behavior, or whether they need to improve their creative ads by image, more glamor, and more appeal. They also questioned if better placement helps them to win the market share. However, they also find out that reviews and ratings from consumers' personal and network friends help them to finalize the buying decision quickly too.

The finding from the interviews suggests that the placement and attribute of ads help in awareness of the brand. The consumer knows about the campaign and its offering. They build a particular image of that company and a specific brand. The consumer needs a review and rating of the product to finalize its decision.

The managerial perspective of the study was to test whether digital advertisement and social media environments influence buying behavior. The results show that Facebook advertisements can be used to influence the buying behavior of consumers.

The results showed that digital advertisements have more influence on single males and married females. In terms of placement. Whereas attributes of ads like more influence single females and married males. These attributes can be color, image, star appeal, caption, and body copy.

The study examined differences between males and females using social networking sites. The study found out that 55% of males are more interested in online shopping than females. The study examined the interest of gender and identified that female has a moderating effect on the digital advertisement.

CONCLUSION

The study assessed the effects of digital advertisement on the buying behavior of consumers and the moderating effects of code, like gender, age group, and income group. The study used a semi-structured qualitative research method to collect data and stepwise regression for data analysis. The analysis of the study indicates that digital advertisement has a maximum positive effect, with the possibility of a minor negative effect on the buying behavior of consumers in some cases. Further, the female has a moderating effect on a digital advertisement. From the study, a significant number of users showed up in the range of satisfaction with the ads and their placement. Whereas a minimal number of users showed up in the range of disagree. This shows that they understand the reason for ads and trust the content it displays. Also, the results showed that a large number of users after seeing the ads try to access them, and very few ignore them. Finally, a significant number of users agreed that ads appearing on social networking sites helped them in recalling brands and made an impact on them. Moreover, very

few disagreed with this. It is also agreed by the maximum number of participants that advertisement helps them to create awareness regarding any product, service, or promotion.

Limitations and Future Directions

Limitation of time is the primary restriction faced by the researchers, and the researcher covers the behaviors of the respondents at a particular time. In the future, the study should be done on different days at a different time with different respondents. Secondly, another limitation observed in this research was the limited area, as this research comprises only the Lahore premises, so it does not represent the whole population. In the future, the demographic locations should spread to different metro cities. The third limitation was that resources prohibited taking the large sample size. In the future study, the sample size should increase with a different demographic profile. Moreover, the fourth limitation was that brands chosen for this research were limited. For future reference, the brand's selection should be commonly desired by a large number of consumers.

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