

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

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<b>Keywords</b>	<b>Abstract</b>
<i>Media, Decorative Paint, Consumer Buying Behavior</i>	<i>Digital advertisement is a comparative new medium for companies to reach their audience and target customers. The users of social media are increasing day by day and can count in billions of users worldwide. This research helps us to know the effect of digital advertising on consumer's buying behavior in the paint industry, particularly decorative paints. This research helps to understand how social media, like mass media, can be helpful 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, which a consumer looks into an online advertisement before making any decision for purchasing. Many paint companies have launched their online paint stores directly or associated with another popular online shopping portal. They are spending much budget on digital advertising in different social media network sites and apps.</i>

### **1. 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 engaged them with new innovative ideas.

Digital media and social networking applications are taking substantial and necessary place in everyone's life nowadays due to the increasing number of subscribers 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 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 their patter of usage of internet.

Social media allows users to interact and share their viewpoint about any issue related to ecommerce about any quality of any product and services 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 on the risk that they shall lose the brand loyalty of its consumers based on even the simplest of a mistake on their part. In the age of digital marketing and new media can be propagated as an unfortunate event where an individual encountered a specific service or product of a particular company or a brand. Saleem, Khalid and Sadiq (2022) conclude in their research that now businesses in the present era start noticing the advantages of social media in their business plans. They start developing their social media networking sites and websites so their consumer can exchange, complain, and inquire about their views and experiences. This integration of consumers has led advertisers to study and 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 out 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 benefited from social media more than traditional media (Briandana and 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 of their product or services (Kumar, 2020; Tiwari, 2022, Saleem at al, 2022).

Experts of e-commerce believe that digital media has a strong impact on consumers' purchasing decision starting from search to the post-purchase stage these days. Digital media engage 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 between consumers directly to a company or advertiser: this communication process influences the company target the end consumers. The company can interpret the message of consumer 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, apply them to their communications strategies to increase their market share on social media. The budget spending is rising on yearly bases 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 for online purchasing. Since Pakistan is a male-dominated society, the primary users are male as compare to females. Social media tools commonly used for social interaction, political discourse, and e-commerce (Ahmed, Alvi and Ittefaq, 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 its brand. The use of 4G and smartphone 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 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 the use 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, newspaper, 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 to different color shade. 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 placement on Facebook, Twitter, LinkedIn, YouTube, Google Ads, and Instagram. They are placing their ads image ads in the news feed 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's relation, it is essential to know about the customer and their needs and wants.

In other research by L.P. 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 buy. The finding of this particular research is that either consumer is buying 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 of Mehta (2020) reveals that Digital advertising on social media has effects on advertising attitudes, purchasing, and most crucial 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 think again before making any decision (Pasharibu, Purwatiand &Jie, 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 consumer's 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 consumer's social circle share or recommends any brand to their social networking sites, it helps the brand to change consumer's behavior and influence consumers to improve its decision-making. Social media advertising by companies affects both consumer brand attitudes and purchase intentions (Ukono and Agu, 2022).

### **1.1. 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 fastest 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 compare 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 brand promise as needed by the consumer. Advertising in social media will enable brands to deliver their message across the worldwide consumers (Simona, Citena, Dumitrescu& Tichindelean, 2013).

### **1.2. Problem Statement**

As the corporate sector is spending a significant budget on the 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, budgeting, and investment on social media, they are still searching for an answer, which is that how they can change the consumer's buying behavior on social media and with what are the tools.

### **1.3. Research Objective**

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

### **1.4. Research Questions**

**RQ<sub>1</sub>:** How does digital advertising increase consumer awareness regarding decorative paints?

**RQ<sub>2</sub>:** Do digital advertisements create positive perceptions regarding decorative paints in the minds of consumers?

**RQ<sub>3</sub>:** Will consumer's awareness and perception regarding decorative paints affect their purchasing behavior?

## **2. 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 method is 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 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.

### **2.1. Sample**

The semi-structured questionnaire 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 profile and department. They all belong to senior managerial positions. Respondents represent both gender male and female (Married/Unmarried). The age group of respondents is from twenty-eight years to fifty years. The income group is of the selected profile is from forty thousand and above. The sample of respondents is from Lahore premises.

**Table 01: Respondents Demographic Characteristics**

<b>Person</b>	<b>Age Group</b>	<b>Gender</b>	<b>Income Group</b>	<b>Marital Status</b>
	Age	Gender	Income	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 to 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 attributes which attract 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 last question regarding the experience that influences them to repurchase decorative paint online.

## **2.2. Data Analysis**

In this qualitative study, semi-structured interviews were transcribed, and themes were developed through 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, reducing the imbalance between researchers and participants (O’Cathain and 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.



## 2.4. External Validity

External validity is the extent to which the results are generalized (Campbell and 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 or to another group that more accurately represents the characteristics of the population. Semi-structured interviews were taken to ensure external validity.

## 3. 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 in order to understand consumer buying behavior. The qualitative data analysis is based on semi-structured interviews and transcribed through NVivo 12 in order to determine the emerging themes. This chapter presents the results and analysis of the study.

### 3.1. 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 Male (66.67%) and Females are (33.33%) of total respondents.

### 3.2. Attributes Motivate Online Consumers

In different interviews and 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



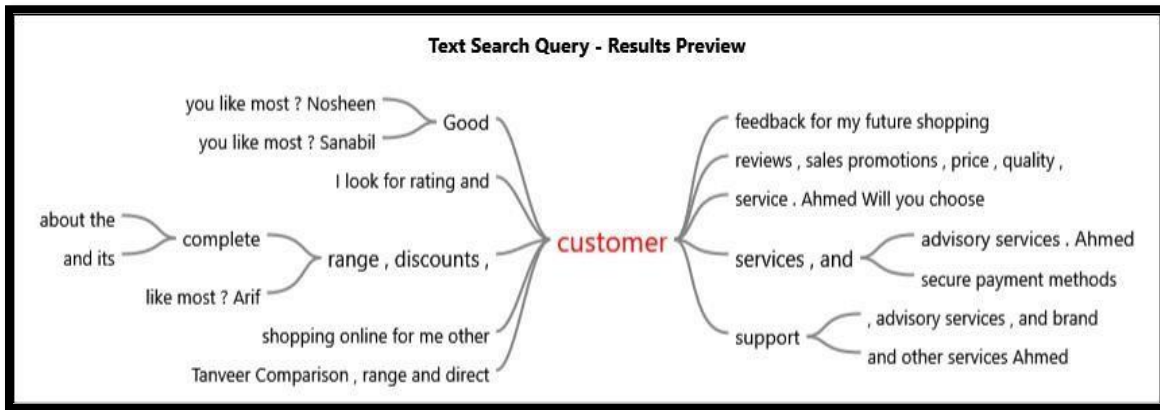


Figure 3: The reason or attributes according to the respondent's point of view

In the above mention 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.

### 3.3. 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 transcription of the interviewee helps to understand how advertisement placement influences the consumer regarding awareness and buying behavior.

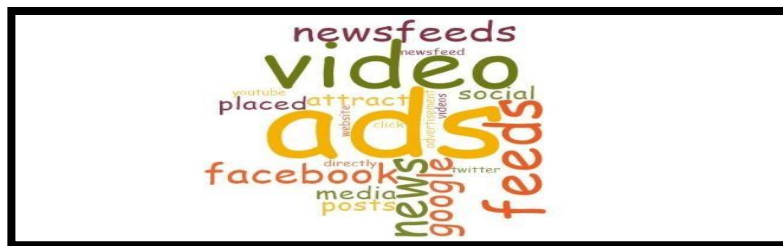


Figure:4 Attributes Motivates Respondents

Figure 4 is the cloud of placements of 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.

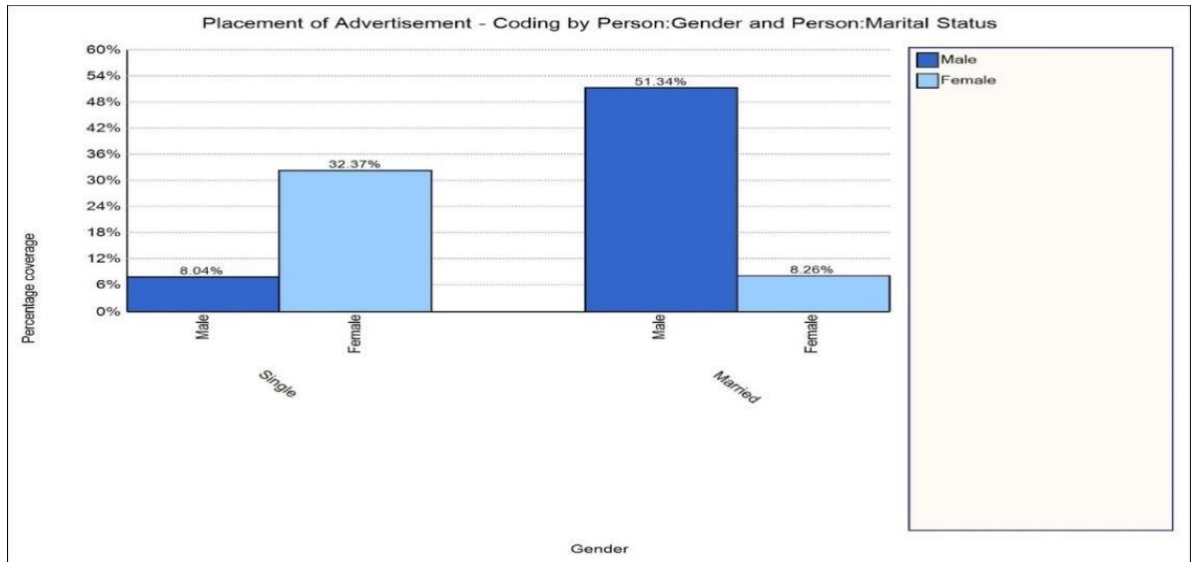


Figure 5: Placement of Ads Coding by Gender and Marital Status

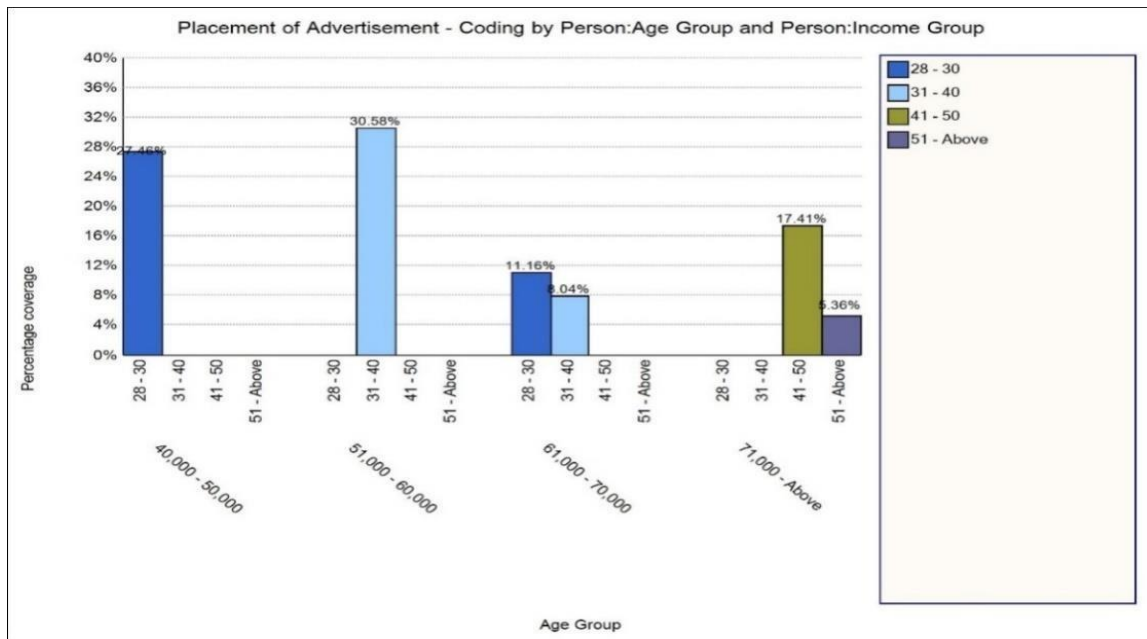


Figure 6: Placement of Ads Coding by Age Group and Income Group

### 3.4. Attributes of Ads

Attributes of ads mean the characteristic of advertisement, which creates 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.

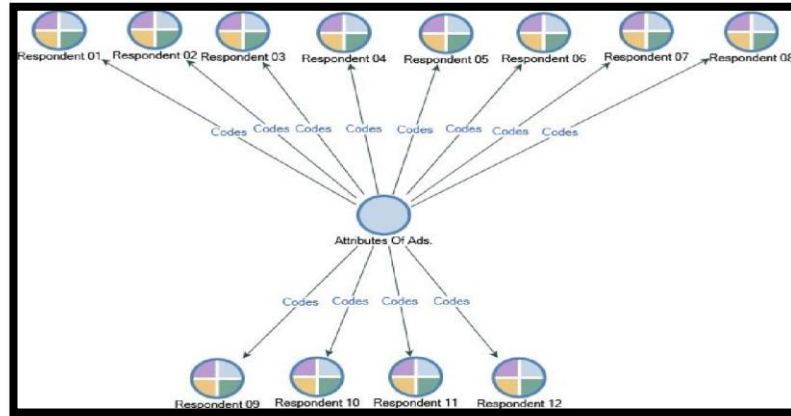


Figure 7: Coding Attributes of Ads with Every respondent

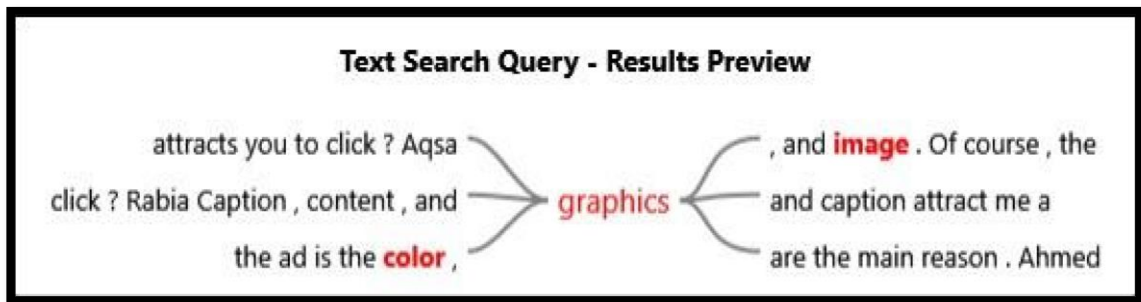


Figure 8: Respondents Views About the Attribute of Ads

According to the results, 78.50% of male and 21.50% female respondents are positive that the attributes of advertisement influence them to read the ad. The age group of 28-30 (26.43%), 31-40 (45.96%), 41-50 (22.88%), and 51-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 in the opinion that features of ads like, caption, color, body, content, image are essential aspects of advertisement to change consumer buying behavior.

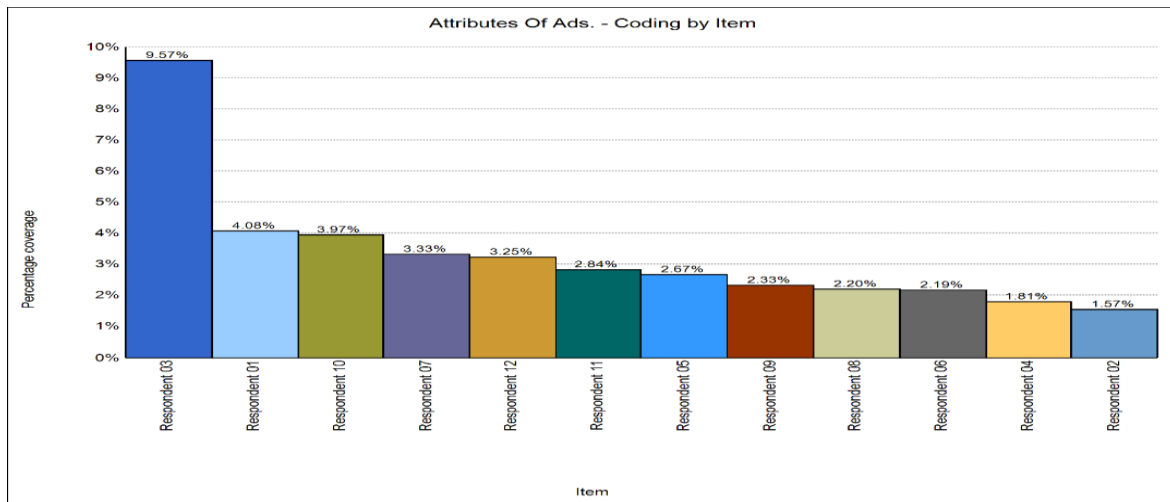


Figure 9: Respondents Individual Views about the Attribute of Ads

### 3.5. Consumer Buying Behavior

Consumer buying behavior is the main reason for conducting this study. With the positive response of respondents of placement and attributes of advertisement, the third step in the process of purchasing is consumer's buying behavior. Where consumer changes his or her behavior towards any product services. This behavior can be either positive or negative. In this study, the attributes and placement response towards consumer behavior, 55.87% of males and 44.13% female responded. The age group of 28-30 (44.13%), 31-40 (30.00%), 41-50 (20.53%), and 51Above (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 review of friends and other customers, discounts, sales promotions, and brand image as elaborate in the following text query on consumer's buying behavior.

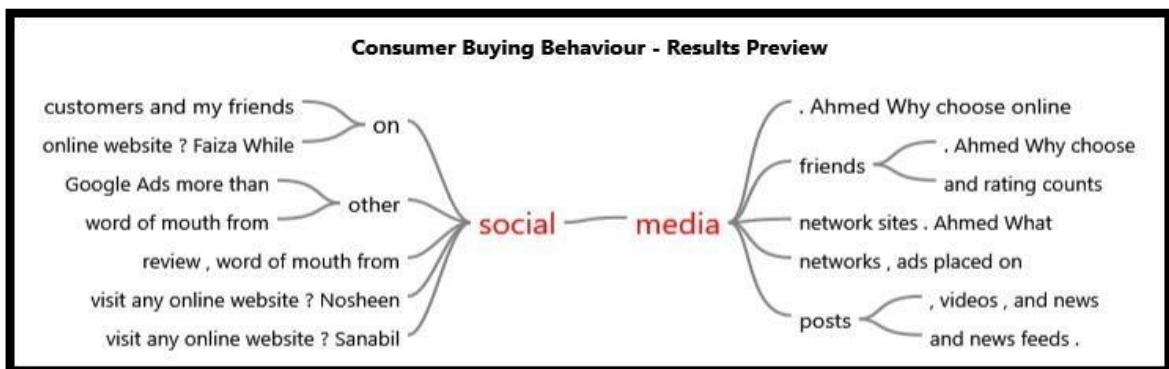


Figure 10: Consumer's Buying Behavior

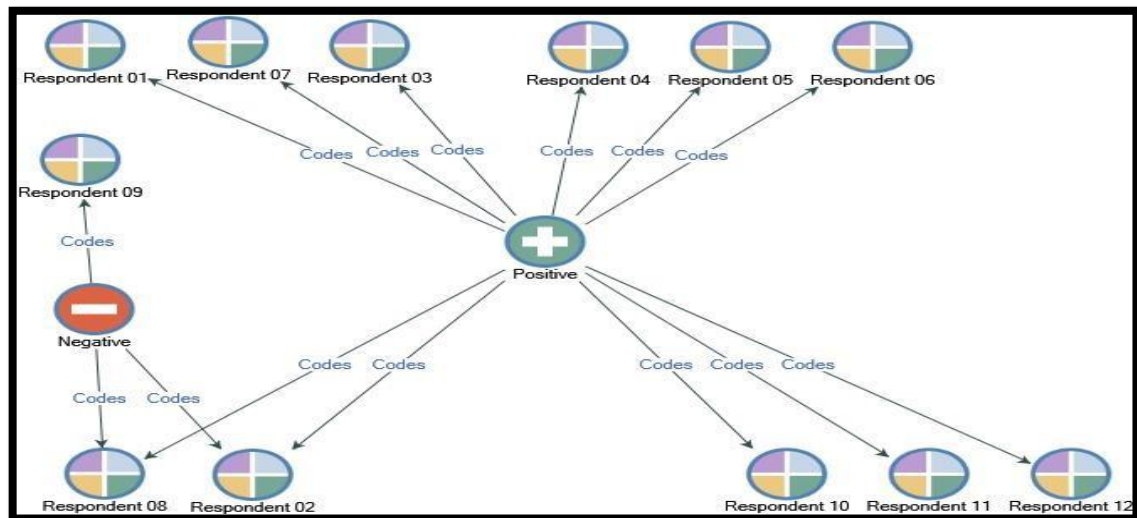


Figure 11: Respondents Positive and Negative Behavior towards Digital Advertising

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



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

### 3.7. Repeat Online Purchasing

At the end of the question when asked to respondents about repeat sales starting from advertising to purchase behavior. 73.10% of male, and 26.90% female respondents. The age group of 28-30 (33.53%), 31-40 (26.12%), 41-50 (27.88%), and 51-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 – Above (40.35%).

According to respondents, as it is time-saving, convenient, feel special to purchase online, secure home delivery, and they companies pay special attention to their online consumers are the main factors that they will go for a second or repeat online purchasing.



Figure 14: Cloud – Repeat Online Purchasing

### 3.8. 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 promotion, discount, review, and rating before making any desired purchasing. As shown in Figures 15 and 16.

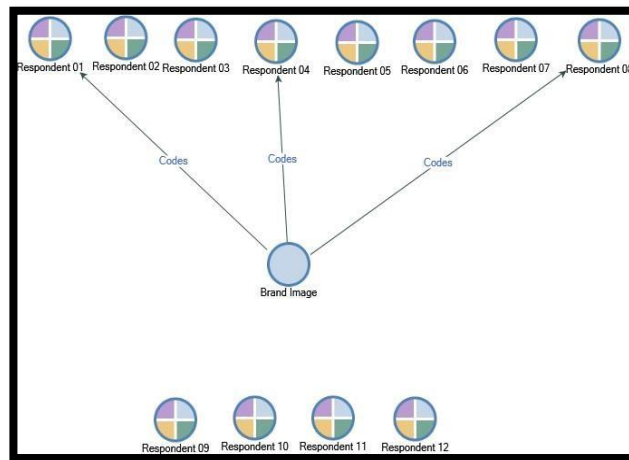


Figure 15: Respondent's Response towards Brand Image

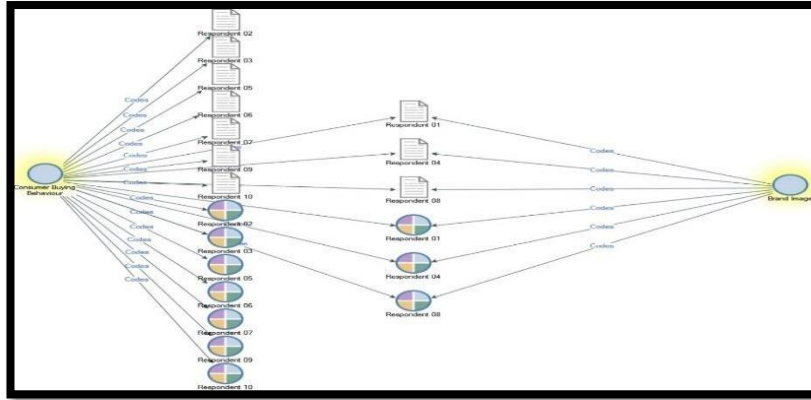


Figure 16: Relation between Consumer Buying Behavior and Brand Image

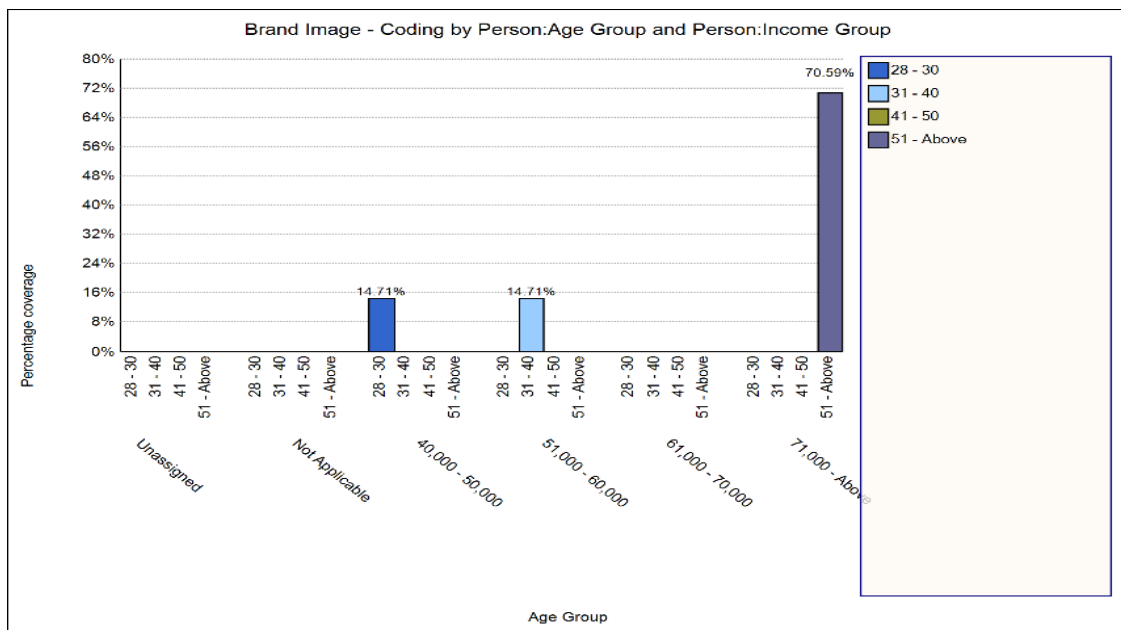


Figure 17: Coding by Person: Age Group and Income Group

### 3.9. Themes

#### 3.9.1. Theme 1 (Consumer Buying Behavior)

Consumer buying behavior is the main reason for conducting this study. With the positive response of respondents of placement and attributes of advertisement, the third step in the process of purchasing is consumer's buying behavior. Where consumer changes his or her behavior towards any product services. This behavior can be either positive or negative. In this study, the attributes and placement response towards consumer behavior.

#### 3.9.2. Theme 2 (Attributes of Ads)

Attributes of ads mean the characteristic of advertisement, which creates 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.

### **3.9.3. 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 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.

### **3.9.4. 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 product as a brand in the mind of the consumer.

### **3.9.5. Theme 5 (Decorative Paint)**

Consumers agreed that through the digital advertisement of the paint companies, they buy paint online because it saves time, easy access, range, and product availability, comparison of paints with another company helps them to decide 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 are besides digital advertising on social media, which supports businesses to influence consumer buying behavior to purchase their products or services.

## **4. DISCUSSION**

The purpose of the study was to explore the influence of digital advertisements on the buying behaviors of consumers. In this case, regarding the online purchasing of the decorative paint. To explore this study, twelve respondents 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. 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 in order to gain maximum out of this new medium. Social media networks like Facebook and others are becoming stronger platforms as they gathered millions of users from different cultures, society, and social groups to 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 banner, floating ad, pop up ads, and now they are going to Google Ads, Facebook ads, Instagram ads, and YouTube ads to 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 gender, marital status, age group, and income group working in a managerial position. 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 is that brand image is sufficient for the consumer to motivate his behavior, or they need to improve their creative ads by image, more glamor, and more appealing. They also questioned if better placement helps them to win the market share. However, they also find out that reviews, ratings from consumer's 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. Consumer needs 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 more influence single male and married females. In terms of placement. Whereas attributes of ads like more influence single female and married male. 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.

## **5. 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 maximum positive, 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, services, or promotion.

### **5.1. Limitation 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 future research, the study should be done on different days and at a different time with respondents. Secondly, another limitation was observed in this research was of the limited area as this research comprises only in 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 to take the large sample size. In the future study, the sample size should increase in sample size with a different demographic profile. Moreover, the fourth limitation was that brands chosen for this research were limited. In future reference, the brand's selection should be commonly desired by a large number of consumers.

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