



IMPACT OF DIGITAL ADVERTISING ON CONSUMER BUYING BEHAVIOR WITH MEDIATION EFFECT OF CONSUMER PERCEPTION IN PAKISTAN

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Abstract

The online advertising has a foremost and vital impact on consumer buying behavior of consumers. With the growth of branding in Pakistan, the need for effective advertising has raised. Most of times, advertisements do not have an impact on purchase behavior on consumers due to ineffectiveness. The basic objective of this study is to examine how much responses are generated after watching effective add that persuade consumer purchase behavior. Data was collected using non-probability sampling (N=200) through a pre-tested questionnaire from lahore city of Pakistan. Collected data was analyzed using correlation, regressions, reliability analysis and descriptive statistics. Demographics such as gender and age were also included. Findings revealed that factors of digital advertising have a significant impact on consumer perception and buying behavior of Pakistani consumers. Future research and limitations of study were also included in study.

Keywords: Digital marketing, consumer buying behavior and consumer perception

Introduction

Initially, it is important to get an understanding of the Marketing and its evolution stages. Promotion is about an interaction the worth of an item or product to clients for the objective of advertising or promoting that item or product. The earliest and probably most basic and healthy type of selling is word of mouth approach as analyzed in different Advertising programs, which indicates that clients express their encounters of an item or product in time to time marketing and advertising communications with other people. These marketing communications can definitely be possibly good or bad. In latest periods, the World Wide Web has offered a system for huge digital advertising with clients positively involved in ranking on items. Advertisement through online is very eye-catching for customers due to the usage of promoting ideas by diverse website pop up ad or through social websites. It consists on all type of email, keyword advertising, banner as well as in games. As world convert into global village and internet is a universal medium for advertising (Aziz and Brown, 2013)

Ankita Shrivastava (2014) Companies operating on advantage foundation have the primary objective related to increasing of product sales and therefore, digital advertising plays a pivotal role. In the situation of digital marketing and advertising, the purpose has been to improve the taking up of the firm's options by its clients. In profit earning businesses, marketing and advertising frequently functions as assistance for the product sales reps by spreading the concept and facts

to the preferred focus on market. Marketing and advertising methods consist of choosing focus on markets through sector evaluation and industry sub-division as nicely as realizing customer actions and marketing an item's worth to the buyer. From a social perspective, digital advertising offers the association involving a community's content specifications and its financial designs of reaction. Digital Promotion meets the requirements and desires by means of the growth of change methods and the establishing of strategic interactions.

Digital Marketing and advertising will be regarded a wedding of skill and applied scientific research and creates utilization of technological know-how. Marketing and advertising is used in business and companies by means of advertising and administration methods. The center of organization achievements can be found in its promotion. Many factors of the organization rely on efficient digital advertising and marketing. The entire advertising large outdoor umbrella includes various factors such as promotion, advertising, campaigns and product sales. Promotion is a method through which items or solutions are being initiated and marketed to prospective buyers. Devoid of marketing and advertising, the organizations may provide the most effective items or solutions in the industry but nothing of the prospective buyers had knowledge about products. Devoid of marketing and advertising, product sales may lock up and organizations might have to shut (Ogedebe et al, 2013).

For an organization to be effective, the items or solutions it offers need to be recognized to audience. Except if the organization is recognized in the group and has interaction with clients conveniently accessible and important thing that comes into play is marketing and utilize promotion methods to make items or solutions attention. With no marketing and advertising, prospective buyers might certainly not be conscious of organization promotions and companies may possibly not given the possibility to improvement and be efficient. Utilizing marketing and advertising to enhance item, support and offers the organization for the possibility of founded by potential buyers. Without having marketing and advertising methods, these product sales may possibly not have possibly occurred devoid of product sales and organization cannot be work effectively.

The achievements of a company frequently are situated on a strong popularity. Digital advertising and Promotion develop product identity acknowledgement or item remember with an organization. When a business gets to the great objectives of the group, its popularity appears on stronger surface. As the popularity develops, the organization's profitability increases and product revenue improves as well. The popularity of an organization is designed by means of effective contribution in group packages, successful interaction outwardly and inside the camera and excellent items or solutions, which are designed or reinforced by advertising and marketing initiatives.

Digital Advertising also encourages an atmosphere in the industry for healthier achievement. Digital Advertising initiatives get the phrase out on costs of items and solutions, which not solely gets to the designed clients and also gets to other businesses contending for the customers'. As compared to organizations that have domination on items and solutions that can demand almost at any cost, advertising allows holding costs and its aggressive for an organization to attempt to succeed through clients prior to its competitors. Without having competitors, properly recognized organizations shall keep on to offer although smaller recognized organizations or new organizations would take a position and small probability of possibly getting effective. Promotion encourages the healthier competitors that enables tiny companies and new companies to be effective and allows a competitive entrance into the market and growth in the marketplace.

In spite of the fact that online advertising and marketing has become greatly significant for an organization to be effective, as it is also considered to be extremely costly. In its initial season, an organization may invest as 50 percent of its product sales on advertising applications. After the initial year, an advertising fund can achieve as considerably as one fourth of the total budget and in some cases much additional of the yearly product sales. A marketing and advertising system that provides organization the most effective opportunity is a proper and balanced mix of various types of selling, such as web growth, marketing, create and transmitted marketing, styling and publishing for all created components, business exhibitions and various exclusive occasions.

Problem statement

What is impact of digital advertising on consumer buying behavior with mediation of consumer perception in Pakistan?

Purpose of Study

The purpose of this research is to analyze the impact of digital advertising on consumer buying behavior. Digital advertising is independent variable and consumer buying behavior is dependent variable. Consumer perception is mediation variable. These days, promotion or advertising through internet have increased and extended themselves geographically such as OLX, Amazon, Pak Wheels etc or new products through social media. There are certain things that come into play while making the purchase decision and that are certain attributes associated with the products. This study would investigate that what role of digital advertising while making a purchase decision during the purchase decision is being made by the user on a website

Hypothesis

Hypothesis 1

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

Hypothesis 2

H1: There is relationship between digital advertising and consumer perception

Hypothesis 3:

H1: There is relationship between consumer perception and consumer buying behavior

Literature review

Digital Advertisement

Wikipedia (2012) said that a promotional tool that makes usage worldwide web and internet to convey message regarding the availability of product to fascinate consumers is known as digital advertising. According to Wikipedia, online advertising's instances are consist on circumstantial advertisements on blogs, interstitial ads, rich media ads, banner ads, online classified advertising, banner ads, search engine results pages, advertising networks, special networking advertising and e-mail marketing consisting of e-mail spam. A diverse type of promotional ads is presented through ad server.

Consumer Behavior

Solomon (2011) in a commercial word, Behavior of customers is related with responses of human. He stated that individuals make consumption of products as well as purchase goods consistent with their preferences, buying power and needs. Products can be industrial, consumable, specialty and durable. He mentioned that in how much quantity an individual purchase, what an individual purchase, where an individual purchase, when an individual purchase relies on individual social class, perception, age and family cycle, social as well as cultural background, self-concept, personality, beliefs values, motivation, attitudes and supplementary determinants that are both external and internal to consumers. Additionally, Solomon point towards that behavior of customers contains the psychosomatic approaches that customers experience in recognizing requirements and needs as well as identifying techniques to tenacity these needs and requirements over and done with making purchase decisions.

Consumer Perception

According to Kavita Singh (2009) said that a psychosomatic determinant that have impact on purchasing procedure of customers is known as perception. It is one of major factor that plays an important role in buying process. It is the progression of assortment and environmental stimuli of firm and understanding them to deliver expressive skills for the perceiver. In

addition, he mentioned that Perception involves accomplishment for processing and obtaining in order. It is also signifies the psychosomatic procedure whereby an individual take information from the environment and make sense of their world.

Theoretical Framework

The purpose of this research is to analyze the impact of digital advertising on consumer buying behavior. Digital advertising is independent variable and consumer buying behavior is dependent variable. Consumer perception is mediation variable.



Methodology

In this research, Positivism is selected to analyze the impact of digital advertising on consumer behavior in Pakistan. Deduction approach has been taken for this research study as we are going to verify theory. Data is collected in form of numbers by using quantitative research method. A customer of online product is target population of this research. Sample size is 150. Primary data source is used. Questionnaire is used as data collection method and analysis are performed in SPSS.

Methodology

Research Paradigms

There are three kinds of paradigm in research. These paradigms are named with Interpretivism, positivism and pragmatism.

Positivism

Past theories are confirmed with evidences in positivism. It is also leads to an approach named with quantitative research. In positivism we make verification of existing theory. Positivism is the type of research paradigms that is based on the previous exist study or work (Cresswell. 2003)

Interpretivism

Another name of Interpretivism is qualitative research approach. In Interpretvisam, theories are generated (Hydre, 2000).

Pragmatism

This is the last research paradigm named with Pragmatism and it mixes both paradigms

Paradigm used

Positivism research paradigm is applied in research as this exploration is performing verification of theory. In such kind of paradigm, explorer is bound either to accept hypothesis or reject hypothesis. It leads to quantitative data collection. In positivism we make verification of existing theory. So, to accept or reject hypothesis, previous exist study or work would be take along this investigation. Close ended questionnaire and survey is used to perform data collection to check relation among digital advertising and consumer buying behavior. So, In this study, positivism Paradigm is applies The research on

this topic totally based new or fresh responses of target population. There is no new inspiration in this study as well as whole study support the previous studies and explains the impact of digital advertising on consumer buying behavior.

Data Analysis

We use Spss 16.0 software for the purpose of analysis of data as to analyze the data through test and produce outcomes. To interpret the quantitative data, this software can be used as all the tests are applied on SPSS. Two kinds of test are applied in this exploration. These tests are descriptive and inferential analysis. Bar chart, scatter plot, frequency table, reliability and histogram are the part of descriptive statistics which are applied in a lot of exploration. Mediation, KMO, correlation and regression are part of inferential analysis which is applied in a lot of exploration. For the analysis of the data we have used the SPSS software. The response of the questionnaires was measured by using the Likert scale. These responses were put in the SPSS to get to have the descriptive and inferential analysis of the data. Reliability of the data is essential in each and every research. For any research it is important to have the data that is accurate. If the data is not reliable and the researcher is not confident that the data is accurate or not then the research is of no avail. I have taken a very well care of the reliability. The questionnaires were got filled by the respondents to whom are brand consciousness and I am applying these test because the Cronbach's alpha value is greater than 0.7 reliability is valid so that m using Cronbach alpha value.

Results

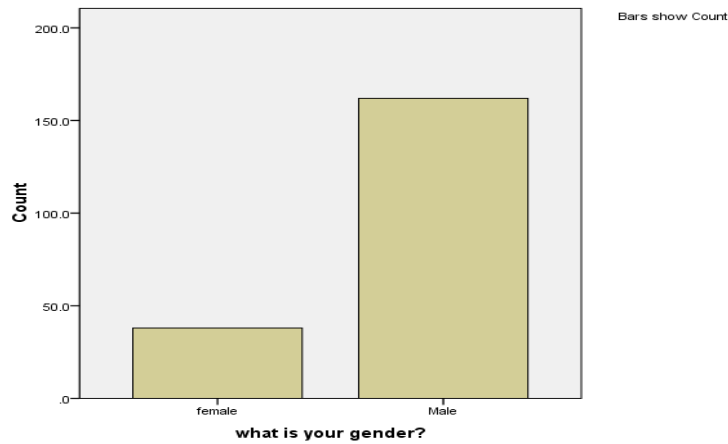
Table 1: Demographic Profile

Respondents' Demographics	Frequency	Percentage
Gender (N=200)		
Male	162	81.0%
Female	38	19.0%
Age (N=200)		
Under 25	69	34.5%
26-35	44	22.0%
36-45	75	37.5%
45 and above	12	6.0%

Interpretation

The table 1 shows demographic profile of respondents. The sample size was based on 200 respondents. For this, 200 questionnaires were distributed in users including: The results show that out of 200 respondents there were 162 males and 38 females. Most of respondents were from age group below 20 age were 69, Most of the respondents were from age group 20 to 30 years old 44, Most of respondents were from 30 to 40 years old 75 and remaining were from the age group 40-50 were 12 out of 200 items from conducting survey and it is valid percentage because there is no missing value and no invalid frequency.

Bar Charts of Frequency Distribution

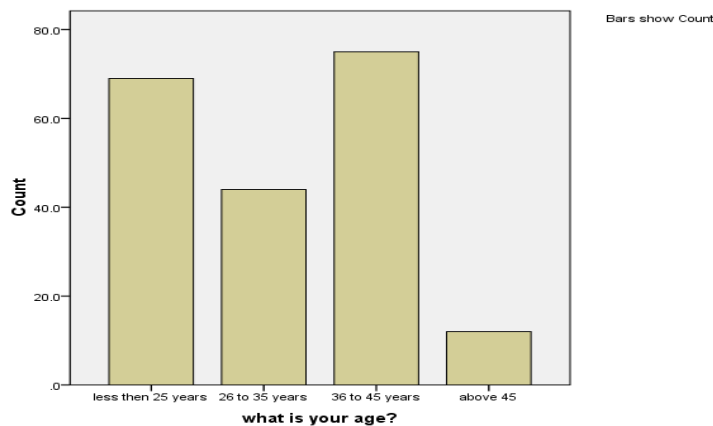


Gender

Interpretation

Age

Above table and bar graph shows the data of Gender of consumers. The results show that out of 200 respondents there were 162 males and 38 females out of 200 items from conducting survey after completion of frequency table we drag a Graph which shows verification of frequency table. This bar graph verifies the frequency distribution of gender.



Interpretation

Above table and bar graph shows the data of Age of consumers. Most of respondents were from age group below 25 age were 69, Most of the respondents were from age group 26 to 35 years old 44, Most of respondents were from 35 to 45 years old 75 and remaining were from the age group 45 and above were 12 out of 200 items from conducting after completion of frequency table we drag a Graph which shows verification of frequency table. This bar graph verifies the frequency distribution of Age of consumers.

Table 2: Descriptive Statistics

Variables	Minimum	Maximum	Mean	Std. Deviation
Digital Advertising	1.00	5.00	2.6875	1.12741
Consumer Perception	1.00	5.00	2.7271	.87223
Consumer Buying Behavior	1.00	5.00	2.7742	.96735

Interpretation

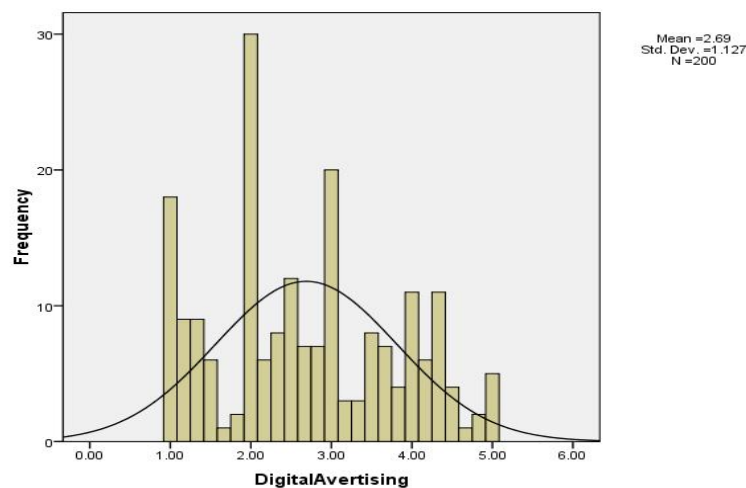
There are three scale variables in this research. There were scales of 5 responses that lead to the options (strongly disagree, disagree, neutral, agree, and strongly agree). Number of respondents of each variable is 200. Digital advertising mean (2.68), consumer perception mean (2.72) and purchase behavior (2.77).

Table 3: Reliability

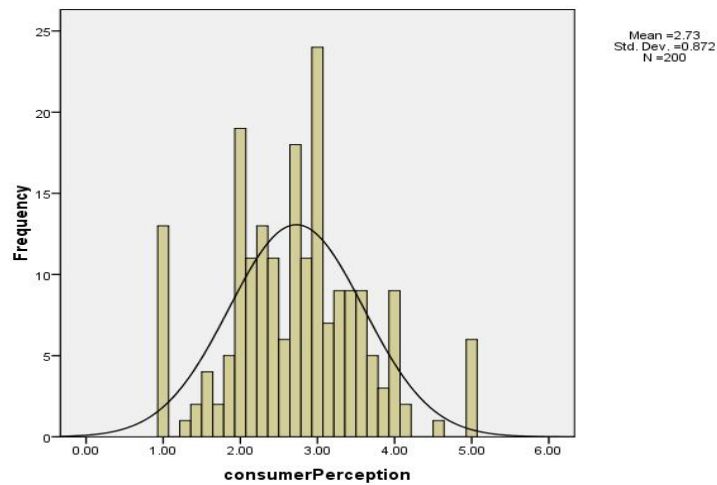
Sr. No	Variable	Cronbach's Alpha
1	Digital advertising	0.915
2	Consumer perception	0.771
3	Consumer buying behavior	0.804

The table shows that the reliability of the dependent and independents variables. The variables is reliable when the value of cronbach's alpha is greater than 0.7. Digital advertising is an independent variable and its value is .915 its show that the vale is greater than 0.7 so it's reliable variable. The second mediating variable is consumer perception and its cronbach's alpha value is 0.771 and this value is greater than 0.7 so this variable is reliable. The third dependent variable is consumer buying behavior and its cronbach's alpha value is 0.804 and this value is greater than 0.7 so this dependent variable is t reliable. The entire above variable are reliable because as we see that all the above value of cronbach's alpha is greater than 0.7.

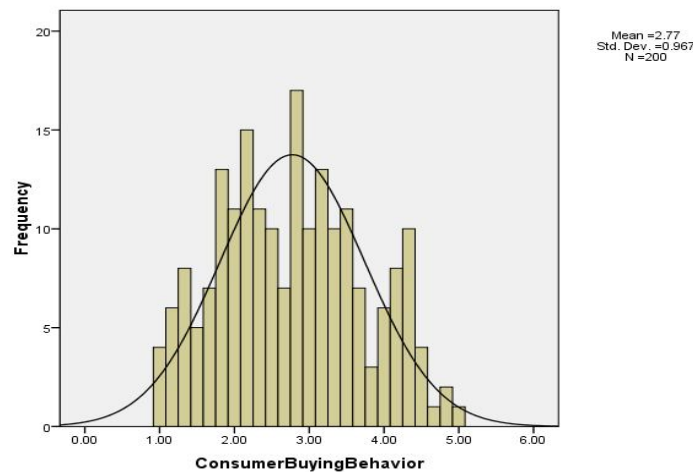
Histogram



This is histogram for Digital advertising variable which has data of 200 questionnaires. In this graph our mean is 2.69 and standard deviation is 1.127 and bell curved shows that data is not normally distributed.



This is histogram for consumer perception which has data of 200 questionnaires and data is normally distributed. In this graph our mean is 2.73 and standard deviation is 0.872 and bell curved shows that data is normally distributed



This is histogram for consumer buying behavior variable which has data of 200 questionnaires and data is normally distributed. In this graph our mean is 2.77 and standard deviation is 0.967 and bell curved shows that data is normally distributed

Table 4: Correlation

		Consumer Perception	Consumer buying behavior
Digital Advertising	Pearson Correlation	.879**	.577**
	Sig. (2-tailed)	.000	.000
	N	200	200
Consumer Perception	Pearson Correlation		.422**
	Sig. (2-tailed)		.000
	N		200

Digital advertising A and Consumer buying behavior

The presentation of correlation shows the relationship between two scale variable. In fig, the Pearson's test is calculated for digital advertising and consumer buying behavior because these variables have liner relationship between each other, $r = .577$ which shows the positive relation between digital advertising and consumer buying behavior. The sig. is 0.01 which was less than 0.05 shows that there is strong relation between them

Consumer perception and Consumer buying behavior

The presentation of correlation shows the relationship between two scale variable. In fig, the Pearson's test is calculated for consumer perception and consumer buying behavior because these variables have liner relationship between each other, $r = .422$ which shows the positive relation between consumer perception and consumer buying behavior. The sig. is 0.01 which was less than 0.05 shows that there is strong relation between them

Digital advertising and Consumer perception

The presentation of correlation shows the relationship between two scale variable. In fig, the Pearson's test is calculated for digital advertising and consumer perception because these variables have liner relationship between each other, $r = .879$ which shows the positive relation between digital advertising and consumer perception. The sig. is 0.01 which was less than 0.05 shows that there is strong relation between them

Regression Analysis

Table 5: Digital advertising and Consumer buying behavior

Adjusted R Square	.329
F	98.606

Table 6: Consumer purchase Decision is dependent variable

Regressor	Coefficient	Standard Error	Sig
(Constant)	1.445	.145	.000
Digital advertising	.495	.050	.000

Regression equation

$$Y = a + bx_1$$

$$Y = 1.445 + 0.495X_1$$

Regression is applied to determine relation among digital advertising and consume buying behavior. A correlation between the observed values of digital advertising and consumer buying behavior is 32.9% percent. The value of the adjusted coefficient of determination (adj. R2) is not too much affected. The value of the adjusted coefficient of determination (adj. R2) is .329, which shows that 32% variations in buying behavior. Sig value is also less than 0.05 which showed that hypothesis is supported. There is small effect is found in positive direction.

Table 7: Consumer perception and consumer buying behavior

R	R Square	Adjusted R Square	F
.422 ^a	.178	.174	42.916
Regressor	Coefficient	Standard Error	Sig
(Constant)	1.498	.205	.000
Consumer perception	.468	.071	.000

Consumer purchase Decision is dependent variable

Regression equation

$$Y=a+bx_1$$

$$Y= 1.498+0.468X_1$$

The value of the adjusted coefficient of determination (R²) is .178. This shows that the correlation between the observed values of consumer perception and consumer buying behavior is 17% percent. The value of the adjusted coefficient of determination (adj. R²) is not too much affected. The value of the adjusted coefficient of determination (adj. R²) is .174, which shows that 17% variations in consumer buying behavior. Sig value is also less than 0.05 which showed that hypothesis is supported. There is small effect is found in positive direction.

Table 8: Consumer perception and consumer buying behavior

R	R Square	Adjusted R Square	F
.422 ^a	.178	.174	42.916
Regressor	Coefficient	Standard Error	Sig
(Constant)	1.498	.205	.000
Consumer perception	.468	.071	.000

Consumer purchase Decision is dependent variable

Regression equation

$$Y=a+bx_1$$

$$Y= 1.498+0.468X_1$$

The value of the adjusted coefficient of determination (R²) is .178. This shows that the correlation between the observed values of consumer perception and consumer buying behavior is 17% percent. The value of the adjusted coefficient of determination (adj. R²) is not too much affected. The value of the adjusted coefficient of determination (adj. R²) is .174, which shows that 17% variations in consumer buying behavior. Sig value is also less than 0.05 which showed that hypothesis is supported. There is small effect is found in positive direction.

Table 9: Digital advertising and consumer perception

R Square	Adjusted R Square	F	
.772	.771	670.671	
Regressor	Coefficient	Standard Error	Sig
(Constant)	.900	.076	.000
Digital Advertising	.680	.026	.000

Consumer purchase Decision is dependent variable

Regression equation

$$Y=a+bx_1$$

$$Y= 0.900+0.680X_1$$

The value of the adjusted coefficient of determination (R^2) is .771. This shows that the correlation between the observed values of digital advertising and consumer buying behavior is 71.7% percent. The value of the adjusted coefficient of determination (adj. R^2) is too much affected. Sig value is also less than 0.05 which showed that hypothesis is supported. There is small effect is found in positive direction.

Discussion on findings

This specific research was directed to discover the effect of online commercials on the purchasing conduct of the general population in Pakistan. Study uncovers that there are two vital factors which can impact the purchasing practices of the general population yet these two components are not exclusively motivation to change the practices of the shoppers rather they can contributing in changing the practices of the customers. Research was directed under the premises of the Lahore limits and 200 respondents were focused on who utilize different sorts of brand clients. Results tell that promotions are valuable in covering the mindfulness among the customers. Web, TVCs and bulletins are broadly utilized by the diverse showcasing divisions of the organizations which are focusing over the line through these medium. Their promotions contain enough data to pull in the shoppers and in addition make the mindfulness in the psyche of the clients. Initially speculation should check the connection between the advanced publicizing and buyer purchasing conduct.

Results showed that there is relationship present between these two variables. A correlation between the observed values of digital advertising and consumer buying behavior is 32.9% percent. The value of the adjusted coefficient of determination (adj. R^2) is not too much affected. The value of the adjusted coefficient of determination (adj. R^2) is .329, which shows that 32% variations in buying behavior. Sig value is also less than 0.05 which showed that hypothesis is supported. There is small effect is found in positive direction. Individuals get mindfulness through notice in regards to the brands careful web now a days. Our second theory should check the connection amongst observation and advanced promotions. relationship between's the watched estimations of purchaser recognition and customer purchasing conduct is 17% percent.

The value of the adjusted coefficient of determination (adj. R^2) is not too much affected. The value of the adjusted coefficient of determination (adj. R^2) is .174, which shows that 17% variations in consumer buying behavior. Sig value is also less than 0.05 which showed that hypothesis is supported. There is little impact is found positive way. In this we acknowledge theory which demonstrates that there is relationship introduce between the computerized ads and purchaser discernments. This is a result of the way that commercials can't make the observations in the brain of the clients. Discernment drive from the utilization of the item essentially and different alternatives incorporate proposal of the companions, companions, partners and so on. One thing is additionally imperative to specify that clients of the brands are extremely faithful to their brands and they can't be effortlessly moved towards different brands.

In this respects our third speculation which has point that there is relationship exhibit between shopper recognition and purchaser purchasing conduct with that of purchasing conduct was acknowledged and we dismiss invalid theory. The correlation between the observed values of consumer perception and consumer buying behavior is 17% percent. The value of the adjusted coefficient of determination (adj. R^2) is not too much affected. The value of the adjusted coefficient of determination (adj. R^2) is .174, which shows that 17% variations in consumer buying behavior. Sig value is also less than 0.05 which showed that hypothesis is supported.

There is little impact is found positive way. In spite of the fact that the effect of these two factors on the purchasing conduct was low yet at the same time they are two noteworthy factors which can shape the purchasing practices of the buyers while buying the brand. At last we infer that organizations should utilize appealing and useful substance to make the mindfulness in the customers and they ought not depend on the commercial for changing the view of the buyers rather they should utilize better approaches for deals advancement or other medium to change the impression of the general population. It will be simple for any organization in corrective industry to change the purchasing conduct of buyer by making mindfulness and building solid recognition in the psyche of their clients.

The investigation reasons that buyers depend upon more than one medium to upgrade their image related information. It implies that they utilize the mix of different hotspots for settling on conclusive buy choice. Alongside the conventional sources, they vigorously depend on present day advertising device i.e. web based publicizing. Shoppers do require nitty

gritty data about the brand in order to assess its qualities and shortcomings; this adequate measure of data at that point spares their opportunity by enabling them to settle on the buy choice rapidly. The contemplate additionally uncovers that principle explanation behind developing significance of web based promoting is the expanding proficiency about web among individuals. They have distinguished that web is genuinely worthwhile through which they can fill their different needs essentially long range informal communication, web based shopping and media sharing (photograph, music, video). This viability of web has escalated their propensity of being on the web. The present purchasers unequivocally feel that each organization must utilize this adequacy to reinforce its promoting endeavors. So they will get persuaded to utilize web based showcasing with the aim of accessing selective substance about the brand and getting markdown and imparting their criticism about brand to the sponsor .

Koyuncu and Lien (2003) By and large in an examination on effect of web based publicizing on shopper conduct, the results which originated from the overview which is directed over the quantity of individuals from Lucknow (Raja ji Puram and Alambagh) city. In an exploration, they found that the Internet clients (all age bunches individuals) have a similar recognition towards the sites ads. Yet, they all age bunch individuals (22 respondents) concurred that the web based publicizing is extremely enlightening, however in the meantime these notices makes disturbance among all age assemble people(18 respondents), people(18 respondents) have done acquiring through Internet i.e web based business. As per 16 respondents, the web commercials have intelligence. Believability part of the online notices is surveyed by 14 respondents. Finally 12 respondents concurred that online notices are engaging. Besides they examine the connection between Age of the respondents and the sites that are most clicked at, are autonomous. In a study of 100 respondents, 33 individuals utilized web for Access E-mail, 23 respondents utilized web for window shopping, 22 respondents utilized web for downloading, and comparably 22 respondents utilized net surfing. At last they inferred that the web based publicizing is useful for all age gathering of individuals and fundamentally it is utilized for getting to E-mail.

Conclusion

The above table of coefficient shows the P value that is .000 less than 0.05. The results are highly significant. The null hypothesis is rejected and alternate hypothesis is accepted. It means there is relationship between independent and dependent variable and from the results it is shown that they have positive relation among them. Ho is rejected therefore conclude that digital advertising has positive impact on consumer buying behavior. The above table of ANOVA shows the P value that is .000 less than 0.05. The results are highly significant. The null hypothesis is rejected and alternate hypothesis is accepted. It means that digital advertising has positive impact on consumer perception and consumer buying behavior and from the results it is shown that they have positive relation among them. Ho is rejected therefore conclude that digital advertising has positive impact on consumer perception and consumer buying behavior.

The Internet has developed hugely in the two its applications and number of clients because of its interesting attributes of adaptability, intuitiveness, and personalization. It has been an extremely helpful device for correspondence, amusement, training, and electronic exchange (Ko et al., 2004; Koyuncu and Lien, 2003). The progressive change delivered by data innovation importantly affects the day by day lives. On the business side, the Internet has changed the way we work together. It enables retailers to offer boundless scope of items and administrations to all purchasers from around the globe anytime. The Internet has developed as a promoting medium (Silk et al., 2001).

Many organizations have swung to the Internet to promote their items and administrations; and the Internet is esteemed to be the most huge direct showcasing channel for the worldwide commercial center (Ko et al., 2004; Korgaonkar and Wolin, 2002; Faber et al., 2004). Organizations are emptying billions of dollars into Internet publicizing to get more prominent rate of return on advertisements (Joines et al., 2003; Edwards, 2005). On the buyer side, the Internet has given customers more control in getting to data on items and administrations. There are a few factors that add to customers pull for online substance buyers are the person who choose when, where, what, and how much business content they wish to see (Korgaonkar and Wolin, 2002). The Internet empowers purchasers to get to a boundless scope of items and administrations from organizations around the globe, and it has decreased the time and exertion they spend on shopping (Ko et al., 2004). Shoppers play a substantially more dynamic part in hunting down data online on account of some objective, and that objective can impact singular practices and reactions to online data and ads (Smith, 2002). With the fast progression in the PC business, many organizations have influenced the Internet as a major aspect of their publicizing media to blend to exploit the online advances (Calisir, 2003).

Future Research

After having research on digital advertising impact on buying behavior of an online buyer and considering the limitation time and resources that we have been facing we need to examine the our research topic further more. Below we have discuss some deductions for future research

- It would be interesting if we conduct the survey on another universities if it would be done and results could be same then one could be apply the generalizability to the results.
- Conduct survey on a large sample not only a students also including peoples from different locations and segments then this could find new segments with new analytical possibilities.
- This research conducted only for the consumer point of view there should be need to great focus toward the online retailer

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