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Abstract: Online advertising has become the most effective tool for having greater influence on consumer's buying behavior by providing instant access to product information, promotional offers, and interactive content. The chief purpose of this research is to assess the role of online advertisements and its impact on the behavior of the consumer. A quantitative research approach was employed, and required data sets were collected through online questionnaire using the Likert Scale (five point). Responses were gathered from a targeted group of internet users to analyze their perceptions, attitudes, and buying decisions related to online advertisements. The findings of the study show that people feel confident purchasing branded commodities and also provide more information about the product. Respondent has the convenience of online shopping increased the purchasing. The study also shows that the respondents have trust in the online shops promoted through advertisement. Moreover, people are satisfied with online shopping experience and social media ads help improve the lifestyle of the customer.

Introduction

Online advertising has become dominant in both the industry market and the purchasing network. As the twenty-first century approaches. The commercial has proven to influence buying habits and marketing desires globally. The possible impact of marketing on the buyer's behavior is significantly attracting visible attention in literary studies (Pareek & Pareek, 2022). Online advertising vividly plays a definite and leading role in both the advertising world and the other purchasing systems through which consumers mainly make purchases. This dominance is believed to be relevant in a digital age like today, where online platforms are integral to marketing and sales.

Online advertisement is developing at a fast pace, with millions of individuals all over the world creating and sharing information on a scale that was impossible just a few years ago. A highly competitive online environment has emerged as a result of the widespread creation and access to content, where many types of content media compete for the limited attention of the online audience. While some topics receive a lot of attention and gain popularity, these discussions may be violent fashion. These trending subjects inform people about what's going on in society and may even set the public agenda (Asur, Huberman, Szabo, and Wang 2011).

The means of communication is used to convey knowledge regarding products and consumers' services available within the source of producers and makes easily flow to the customer(s), who are believed to

be the achievable buyers of such items. Media advertising offers three purposes: it informs, connects, and entertains. It tells us about the items and offerings that are accessible for purchase and consumption. It frequently entertains us along the road through the use of delightful, smart, or unique words and pictures. It assists in connecting us with strangers as well as close friends (Katz, 2022).

Effective communication plays a crucial role in sharing details about products and services with potential customers. The primary objectives of media advertising are to inform, connect, and entertain. It provides valuable insights into available offerings, often capturing interest through imaginative and appealing content. Moreover, it helps build connections by uniting individuals whether acquaintances or strangers through shared messages and experiences (Katz, 2022).

Another study explained that a platform for initiatives related to advertising and marketing is social media. Designing social media ads that allow companies to bring in clients is an ongoing challenge (Alkharabsheh, Zhen, 2021). Similarly, Wright *et al*, (2010) stated that users grow less responsive to advertising messages, not considering and deleting them as a result of the constant change in behavior brought on by an excess of advertising messages on social networks.

In today's era, it is believed among the researchers and general public that various social media platforms are broadly acting as an instrument that utilizes internet to facilitate such debates and discussions. According to a research, social media involves a shift in mindset from a one-to-many environment to a multiple-to-one (Bowen, 2015).

In recent years, online sponsorships have grown from 24% to 37% of all new interactive media platforms. To provide the advertiser with visibility for their advertising goals, online sponsors appear on a particular website or in a designated area of the website (Rajalakshmi & Rani, 2017).

According to studies, search engines are used by at least 50% of Internet users. Because of this, more and more advertisers are using keywords to ensure their advertisements may appear or pop-up when any searcher searches his/ her required content on any website. A list of similar websites is displayed when a prospective customer enters a certain keyword into a search engine (such as famous searching engines including Google, and Yahoo, etc.) and such searching engines searches entire customer's base which is commonly believed pays for such terms. Sponsored links are the results that typically pop-up on top or side (Rajalakshmi & Rani, 2017).

An element of web page content known as an advertisement banner directs users to the advertiser's selected website upon clicking. These advertisements usually show up at the top, bottom, or edge of the page. They avoid getting in the way of surfers' activity in this way. Banners make up the majority of online advertising and are used by all advertising agencies. Banner ads are usually placed on businesses that receive a lot of traffic. Banner advertising can be classified as either an inactive advertisement or a living commercial (Manchanda, Dubé, Goh, & Chintagunta, 2006).

The banner doesn't hinder users' activity because it is primarily situated on the site's edges. The user doesn't have to work hard to avoid a banner ad; they can click on the banner to visit the chosen website and get more details about the goods (Riegner, 2007).

A floating ad is a kind of digital Web ad that shows up inexperienced on a page that the user has requested. After particular time period encompassing on five to thirty seconds, it generally disappears from the page or the website. Moreover, simple and floating ads generally appear on a website in a tiny rectangular window or full screen. They may or might not have a close button or other escape route. More complex forms with sound, animation, and interactive elements can be any size or shape (Rajalakshmi & Rani, 2017).

Searching various websites for desired products, or mere to develop reliable networking with the

producers or to assess consumers' satisfaction level, the advertisements of products or services play a vital role in building buyers' approach towards such products or services. This level of satisfaction actually plays a booster for enhancing revenue for the producers of certain products. Advertisements can disrupt visitors' browsing experiences and satisfy users' informational and emotional needs. According to an online survey, 57 per cent Europeans like to learn for their desired products online, and 27 per cent rely on advertisements when purchasing (Brajnik & Gabrielli, 2010).

Research Objectives

- To investigate the role of online advertisements on consumer behavior.
- To find out the consumers trust online shops for buying.

Research Question

1. What is the role of online advertisements on consumer behavior?
2. Do consumers trust online shops for buying?

Literature Review

The rapid development of technology in online advertisement delivery and display formats necessitates researchers assisting the media and advertisers in capitalizing on the new medium and society in understanding the medium's growing impact (Ha, 2008).

Bandara (2021) stated that clients are heavily influenced by those they know and trust when making purchasing decisions. Many online shoppers seek feedback before purchasing a new product. Internet social groups provide a platform for trusted contributors to interact, share reviews, and rate one another's viewpoints.

Websites that sell products online monitor consumer interactions to improve CRM, customer relationship management and sales. This includes identifying social influences on purchasing decisions. When buying products, people often rely on the opinions of those they trust. Many online shoppers look for reviews and feedback before trying something new. Social groups on the internet allow users to share reviews, opinions, and ratings with each other. E-commerce websites track these interactions to better understand customer preferences and improve customer relationships. This helps businesses identify how social influence affects buying decisions. By doing so, they can boost sales and enhance the shopping experience (Dia, 2024).

Several studies have been conducted to evaluate how nations are represented in multinational firms' advertisements in the Americas, Far East, China, where and India. Multinational television advertising in China encourages traditions that oppose the Eastern cultural norms of their native country. Furthermore, Frith noted that these corporations are believed to be fostering anti-Asian opinions in the marketplace through rapid consumer growth. Cheng concluded that this activity must result in cultural change (Shahid & Ashfaq, 2021).

Before making a buying decision, customers attempt to learn as much as possible about the products they primarily obtain information indirectly. These unofficial channels include YouTube and other social media sites. It has been discovered that social media is a better platform for giving clients detailed information (Ashraf, Rehman, & Maseeh, 2021).

For managers, our article demonstrates that packaging counts in the selection process, and that customers utilize information to look for integration between personal beliefs, other pro-environmental behaviors, and the circular features of packaging (Testa, Iovino, & Iraldo, 2020).

The use of content, social media marketing and internet convenience all have a huge impact on the customer purchasing process. This study provides data to business owners, advertisers, and academician researchers about what is effectively affecting the customer-acquiring decision process in

online advertisements in Malaysia so that they may manage their marketing budget appropriately (Alkharabsheh & Zhen, 2021).

For paid adv campaigns to reach the target demographic, social media advertising is a digital marketing channel. Through these frequently utilized platforms, marketers and advertisers may present their companies and increase sales. This type of marketing generally aims to enhance awareness about the brands, boost followers of social media, improve sales of a particular product(s) during the past has paved the ways for increasing visitors to visit certain desires websites thus giving them a significant push for purchasing online. Moreover, it is mandatory that when running advertisements on various platforms, it's crucial to utilize care because the target market is different, for instance, the audience on Twitter may differ from that on Facebook (Tehria, 2016).

Methodology

The key data needed to measure the impact of online advertisements on consumer behavior in Pakistan was gathered using the survey method. The online consumer's results are obtained through the questionnaire. Thus, this study has basically carried out using the quantitative method. The target population of the study consists of consumers who actively use the internet and are exposed to online advertisements. This comprises both male and female consumers who actively utilize digital platforms including social media web pages, search engines, and e-commerce applications, regardless of their age, educational background, or financial level. The size of the sample is selected is 864 in this research.

Findings and analysis

1. Do online advertisements increase your awareness of new products?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	512	59.3	59.3	59.3
	Agree	352	40.7	40.7	100.0
	Total	864	100.0	100.0	

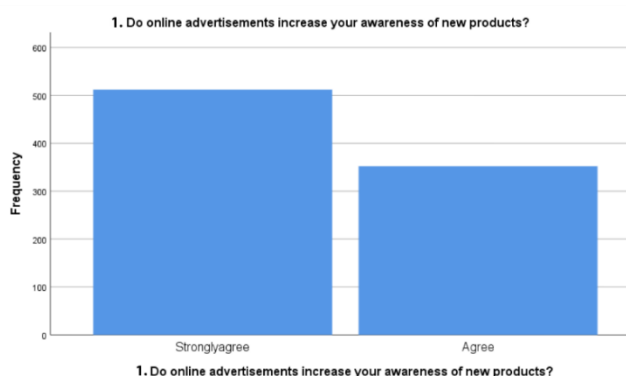


Figure 1: Online advertisements increase your awareness of new products

This table and Figure mentioned describing the finding of the participant regarding Online advertisement increase your awareness about the new products. It shows, that 512 (59.3%) is doing the Strongly agree that online advertisement increase your awareness about the new products on the other side 352 (40.7%)

Respondents are agreeing and nobody respondent toward disagree.

2. Do online advertisements have a positive influence on your purchasing decisions?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	448	51.9	51.9	51.9
	Agree	288	33.3	33.3	85.2
	Neutral	96	11.1	11.1	96.3
	Disagree	32	3.7	3.7	100.0
	Total	864	100.0	100.0	



Figure2: Online advertisements have a positive influence on your purchasing decisions

This table and figure represent the data of the participants who strongly agree that online advertisements have a positive influence on their purchasing decisions. In this regard, the respondents strongly agree 448 (51.9%) with this point of view, 96(11.1%) are neutral, 288 (33.3%) are agree, and 32(3.7%) disagree

3. Do you find online advertisements convenient for exploring product options?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		1	.1	.1	.1
	Strongly agree	448	51.9	51.9	52.0
	Agree	320	37.0	37.0	89.0
	Neutral	63	7.3	7.3	96.3
	Disagree	32	3.7	3.7	100.0
	Total	864	100.0	100.0	

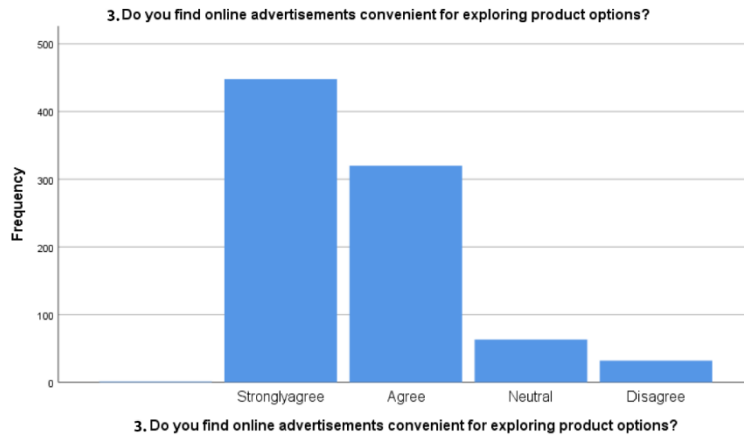


Figure 3: Online advertisements convenient for exploring product options

The table and figure show the result of online advertisement convenient for exploring product options in this result, 448 (51.9%) are strongly agree. Moreover, 320 (37.0%) are agree, 63(7.3%) are neutral and 32 (3.7%) are disagree.

4. Do online advertisements often match your preferences and interests?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	480	55.6	55.6	55.6
	Agree	288	33.3	33.3	88.9
	Neutral	96	11.1	11.1	100.0
	Total	864	100.0	100.0	

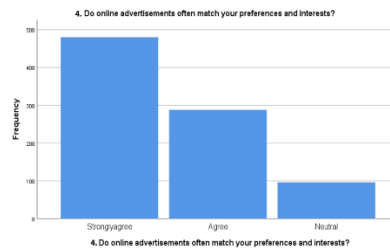


Figure 4: Online advertisements often match your preferences and interests

This table and figure represent that online advertisement often matches your preference and interest. In this result 480 (55.6%) are strongly agree, 288 (33.3%) are agree. Moreover, the figure shows 96 (11.1%) are neutral, 26(7.8%) strongly agree with this 28(8.4%) strongly disagree.

5. Do online advertisements showcase branded products in a way that attracts you?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	480	55.6	55.6	55.6
	Agree	224	25.9	25.9	81.5
	Neutral	128	14.8	14.8	96.3
	Disagree	32	3.7	3.7	100.0
	Total	864	100.0	100.0	

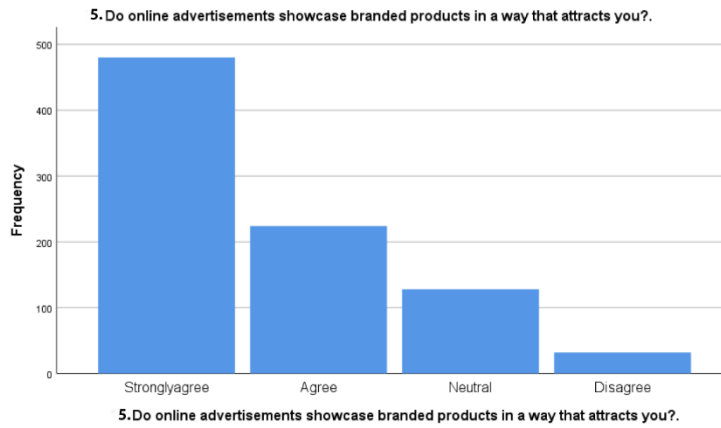


Figure 5: Online advertisements showcase branded products in a way that attracts you

Table 5 and Figure 5 represent the result of the respondent regarding 480(55.6%) are strongly agree. 224 (25.9%) are agree. whenever, 128 (14.8%) are neutral with this 32(3.7%) are strongly agree.

6. Do you perceive branded products as higher quality due to online advertising?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	352	40.7	40.7	40.7
	Agree	288	33.3	33.3	74.1
	Neutral	192	22.2	22.2	96.3
	Strongly disagree	32	3.7	3.7	100.0
	Total	864	100.0	100.0	

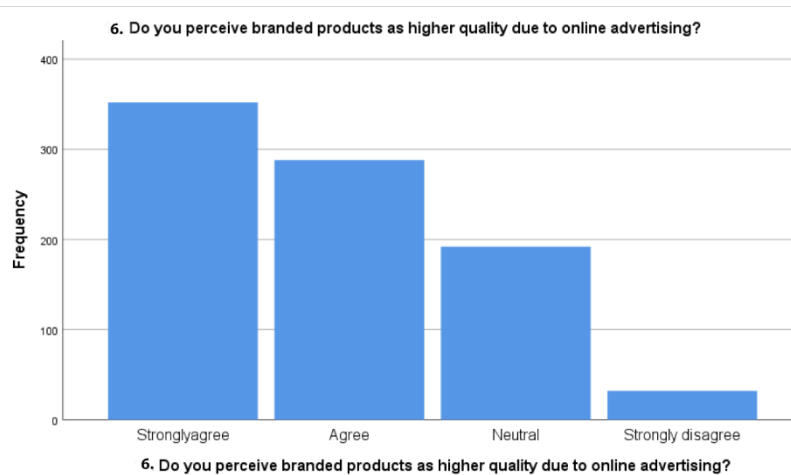


Figure 6: Perceive branded products as higher quality due to online advertising

This table and figure show that the result of the respondent regarding they perceive branded products as higher quality due to online advertising. 352 (40.7%) are strongly agree, 288 (33.3%) are agree 192(22.2%) are neutral. whenever 32(3.7%) are strongly disagree.

7. Do social media and online advertisements influence your preference for branded products?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	416	48.1	48.1	48.1
	Agree	224	25.9	25.9	74.1
	Neutral	128	14.8	14.8	88.9
	Disagree	96	11.1	11.1	100.0
	Total	864	100.0	100.0	

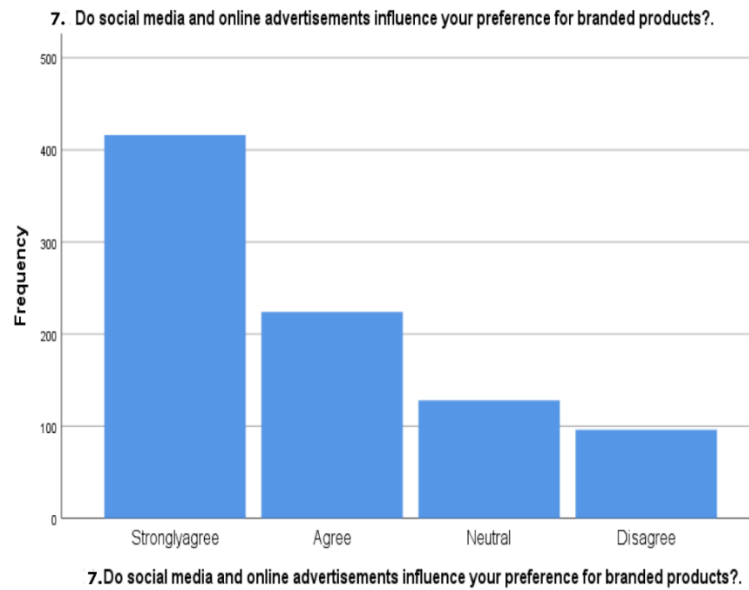


Figure 7: Perceive branded products as higher quality due to online advertising

The above table and figure represent the frequency distribution regarding the respondent that 384(44.4%) are strongly agree they prefer for branded products. ones when shopping online 256(29.6%) are agree. 32(3.7%) are neutral. With this notion 128 (14.8%) are disagree 27(8.1%).

Table 8. Do you feel confident purchasing branded commodities online?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	384	44.4	44.4	44.4
	Agree	288	33.3	33.3	77.8
	Neutral	32	3.7	3.7	81.5
	Disagree	160	18.5	18.5	100.0
	Total	864	100.0	100.0	

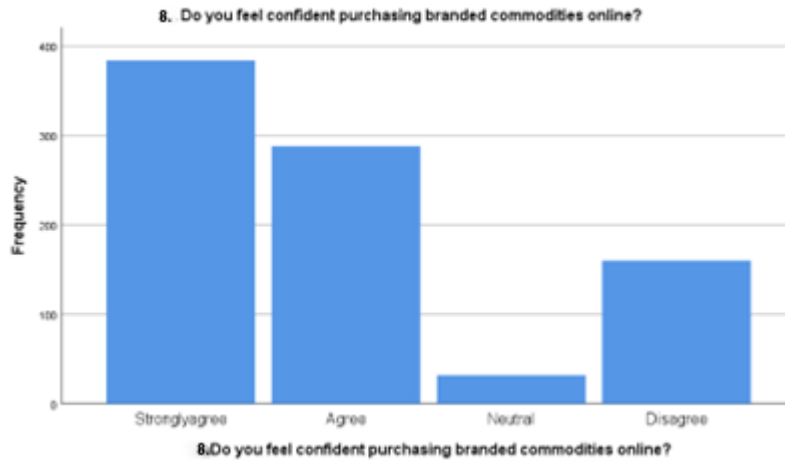


Figure 8: Feel confident purchasing branded commodities online?

According to the table and figure show the result that 384(44.4%) are strongly agree the respondent feel confident purchasing branded commodities online. 288 (33.3%) are agree. Whenever 32(3.7%) are neutral and 160 (18.5%) are disagree.

9. Do online advertisements motivate you to shop online more frequently?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	352	40.7	40.7	40.7
	Agree	320	37.0	37.0	77.8
	Neutral	64	7.4	7.4	85.2
	Disagree	96	11.1	11.1	96.3
	Strongly disagree	32	3.7	3.7	100.0
	Total	864	100.0	100.0	



Figure 9: Online advertisements motivate you to shop online more frequently

This table and figure describe the findings of the participants regarding online advertisement motivate to shop more frequently. In this result, 352 (40.7%) strongly agree, 320 (37.0%) agree, 64 (7.4%) are

neutral, 96 (11.1%) disagree, and 32 (3.7%) strongly disagree.

10. Has the convenience of online shopping increased your purchases?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	480	55.6	55.6	55.6
	Agree	224	25.9	25.9	81.5
	Disagree	96	11.1	11.1	92.6
	Strongly disagree	64	7.4	7.4	100.0
	Total	864	100.0	100.0	



Figure 10: Convenience of online shopping increased your purchases

This table and figure describe the findings of the participants regarding online advertisement motivate to shop more frequently. In this result, 352 (40.7%) strongly agree, 320 (37.0%) agree, 64 (7.4%) are neutral, 96 (11.1%) disagree, and 32 (3.7%) strongly disagree.

11. Do you find online shopping more appealing than shopping in physical stores?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	352	40.7	40.7	40.7
	Agree	352	40.7	40.7	81.5
	Disagree	160	18.5	18.5	100.0
	Total	864	100.0	100.0	



Figure 11: Find online shopping more appealing than shopping in physical store

This table and figure explained the result the convenience of online advertising motivates people to shop more frequently. In this result, strongly agree are 448 (51.9%), 224 (25.9%), are agree, 96 (11.1%) are disagree. With this notion 64 (7.4%) are strongly disagree.

12. Do you often explore products online before deciding to buy?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	448	51.9	51.9	51.9
	Agree	224	25.9	25.9	77.8
	Neutral	96	11.1	11.1	88.9
	Disagree	96	11.1	11.1	100.0
	Total	864	100.0	100.0	



Figure 12: Do you often explore products online before deciding to buy?

This table and figure reveal the result that the online shopping more appealing than shopping in physical

stores. In this table, strongly agree are 352 (40.7%) are strongly agree, 352 (40.7%) are agree, 160 (18.5%) are disagree.

13. Do you trust the online shops promoted through advertisements?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	352	40.7	40.7	40.7
	Agree	224	25.9	25.9	66.7
	Neutral	64	7.4	7.4	74.1
	Disagree	192	22.2	22.2	96.3
	Strongly disagree	32	3.7	3.7	100.0
	Total	864	100.0	100.0	



Figure 13: do you trust the online shops promoted through advertisements?

This table and figure show the result that the respondent trust online shops promoted through the advertisement. In this table. It shows that are 352 (40.7%) are strongly agree, 224 (25.9%) are agree. 64 (7.4%) are neutral, 192 (22.2%) are disagree whenever, 32(3.7%) are strongly disagree.

Table 14. Do online shops provide accurate information about their products?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	256	29.6	29.6	29.6
	Agree	352	40.7	40.7	70.4
	Disagree	224	25.9	25.9	96.3
	Strongly disagree	32	3.7	3.7	100.0
	Total	864	100.0	100.0	



Figure 14: Online shops provide accurate information about their products

The above table mentioned the result the respondent 256 (29.6%) are strongly agree, 352 (40.7%) are agree, 224 (25.9%) are disagree. Moreover, 32 (3.7%) are strongly disagree.

15. Do online shops generally deliver what they advertise?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	288	33.3	33.3	33.3
	Agree	224	25.9	25.9	59.3
	Neutral	224	25.9	25.9	85.2
	Disagree	64	7.4	7.4	92.6
	Strongly disagree	64	7.4	7.4	100.0
	Total	864	100.0	100.0	



Figure 15: Online shops generally deliver what they advertise

This table and figure represent the frequency distribution regarding the respondent that the 288 (33.3%) are strongly agree, 224 (25.9%) are agree. 224 (25.9%) are neutral. In this result, 64 (7.4%) are disagree, 64 (7.4%) are doing strongly disagree.

16. Do you believe that customer reviews and ratings make online shops more trustworthy?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	320	37.0	37.0	37.0
	Agree	320	37.0	37.0	74.1
	Neutral	128	14.8	14.8	88.9

	Disagree	96	11.1	11.1	100.0
	Total	864	100.0	100.0	



Figure 16: Customer reviews and ratings make online shops more trustworthy

This table and figure describe the results that respondents believe customer reviews and ratings make online shops more trustworthy. Its show that 320 (37.0%) strongly agree, similar to 320 (37.0%) are agree, 128 (14.8%) are neutral and 96 (11.1%) are disagree.

17. Are you satisfied with your online shopping experiences?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	224	25.9	25.9	25.9
	Agree	448	51.9	51.9	77.8
	Disagree	160	18.5	18.5	96.3
	Strongly disagree	32	3.7	3.7	100.0
	Total	864	100.0	100.0	



Figure 17: Satisfied with your online shopping experiences

This table and figure show the result that the respondent satisfied with online experience. In this table. It shows that are 224 (25.9%) are strongly agree, 448 (51.9%) are agree, 160 (18.5%) are disagree, 32 (3.7%) are strongly disagree.

18: Do the products you receive match the descriptions and images shown online?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	256	29.6	29.6	29.6
	Agree	416	48.1	48.1	77.8
	Disagree	160	18.5	18.5	96.3
	Strongly disagree	32	3.7	3.7	100.0
	Total	864	100.0	100.0	

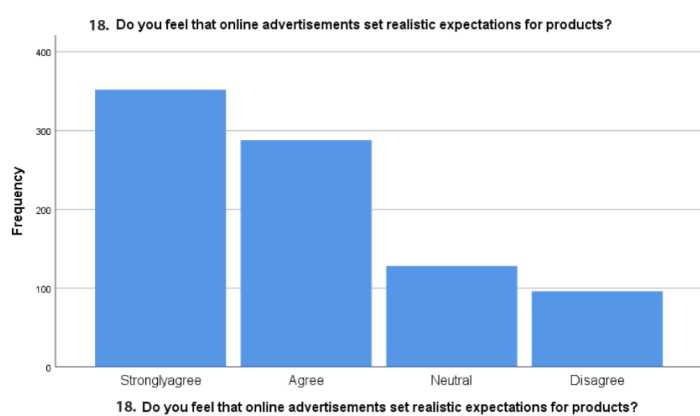


Figure 18: The products you receive match the descriptions and images shown online

This table and figure show the result that the respondent the product you receive match the description and images shown online. In this table. It shows that are 256 (29.6%) are strongly agree, 416 (48.1%) are agree, 160 (18.5%) are disagree, 32 (3.7%) are strongly disagree.

19. Do you feel that online advertisements set realistic expectations for products?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	352	40.7	40.7	40.7
	Agree	288	33.3	33.3	74.1
	Neutral	128	14.8	14.8	88.9
	Disagree	96	11.1	11.1	100.0
	Total	864	100.0	100.0	



Figure 19: Online advertisements set realistic expectations for products

This table and figure explained the respondent that feel online advertisement set realistic expectations

for products. In this table. It shows that are 352 (40.7%) are strongly agree, 288 (33.3%) are agree, 128 (14.8%) are neutral, 96 (11.1%) are disagree.

20. Do you rely on online reviews before finalizing your purchase?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	384	44.4	44.4	44.4
	Agree	320	37.0	37.0	81.5
	Disagree	160	18.5	18.5	100.0
	Total	864	100.0	100.0	

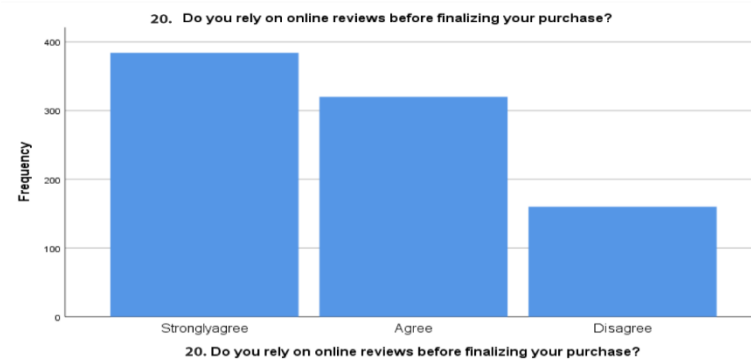


Figure 20: Online reviews before finalizing your purchase

This table and figure show the result that the respondents rely on online reviews before finalizing your purchase. In this table it shows that are 384 (44.4%) are strongly agree, 320 (37.0%) are agree, 160 (18.5%) are disagree.

21: Do you feel a sense of convenience when purchasing through online advertisements?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	224	25.9	25.9	25.9
	Agree	416	48.1	48.1	74.1
	Neutral	128	14.8	14.8	88.9
	Disagree	64	7.4	7.4	96.3
	Strongly disagree	32	3.7	3.7	100.0
	Total	864	100.0	100.0	

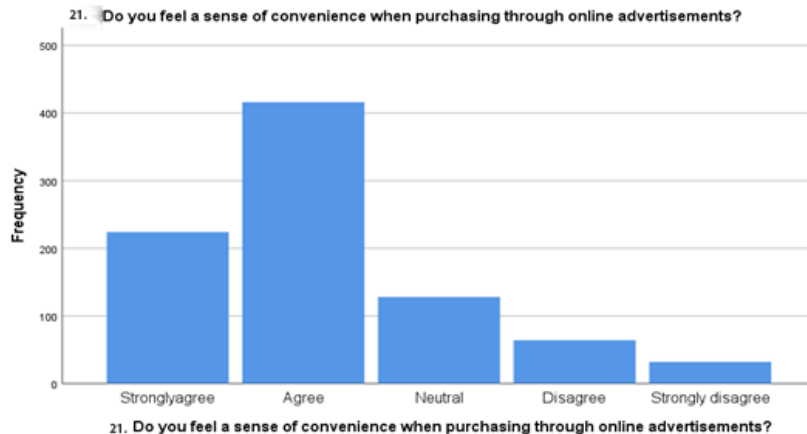


Figure 21: A sense of convenience when purchasing through online advertisements

This table and figure show the result that the respondent feels a sense of convenience when purchasing through online advertisements. In this table. It shows that are 224 (25.9%) are strongly agree, 416 (48.1%) are agree, 128 (14.8%) are neutral with this notion 64 (7.4%) are disagree and 32 (3.7%) are strongly disagree.

22: Do you feel that your loyalty to certain brands has increased because of online ads?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	256	29.6	29.6	29.6
	Agree	352	40.7	40.7	70.4
	Neutral	160	18.5	18.5	88.9
	Disagree	96	11.1	11.1	100.0
	Total	864	100.0	100.0	

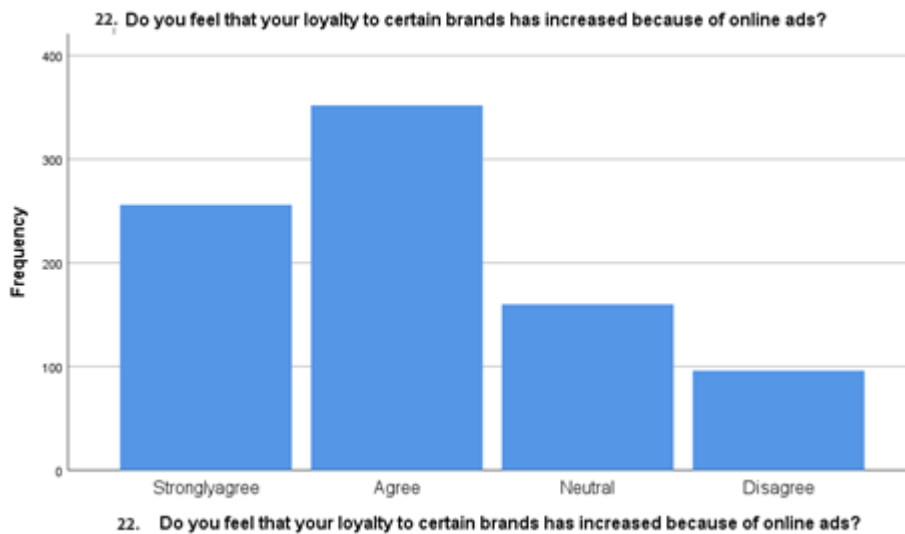


Figure 22: Your loyalty to certain brands has increased because of online ads

This table and figure show the result that the respondent feel that your loyalty to certain brands has increased because of online ads. In this table. It shows that are 256 (29.6%) are strongly agree, 352 (40.7%) are agree, 160 (18.5%) are neutral with this 96(11.1%) are disagree

23.: Do you give a second chance to the same company after having a bad experience?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	192	22.2	22.2	22.2
	Agree	320	37.0	37.0	59.3
	Neutral	96	11.1	11.1	70.4
	Disagree	192	22.2	22.2	92.6
	Strongly disagree	64	7.4	7.4	100.0
	Total	864	100.0	100.0	



Figure 23: A second chance to the same company after having a bad experience

Table 23 and Figure 23 could be interpreted that they give a second chance to the same company after having a bad experience. 192 (22.2%) are strongly agree. 320 (37.0%) are agree whenever 96 (11.1%) are neutral. 192 (22.2%) are disagree 29(8.7%). Moreover, 64 (7.4%) are strongly disagree.

24. Do you often compare online prices before making a purchase?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	352	40.7	40.7	40.7
	Agree	448	51.9	51.9	92.6
	Neutral	64	7.4	7.4	100.0
	Total	864	100.0	100.0	



Figure 24: Compare online prices before making a purchase

The table and figure show the result that 352 (40.7%) are strongly agree they compare online prices before making a purchase. It reveals that 448 (51.9%) are agree and 64(7.4%) are neutral.

25. Do you trust online purchasing for the future as well?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	256	29.6	29.6	29.6
	Agree	448	51.9	51.9	81.5
	Neutral	96	11.1	11.1	92.6
	Disagree	64	7.4	7.4	100.0
	Total	864	100.0	100.0	

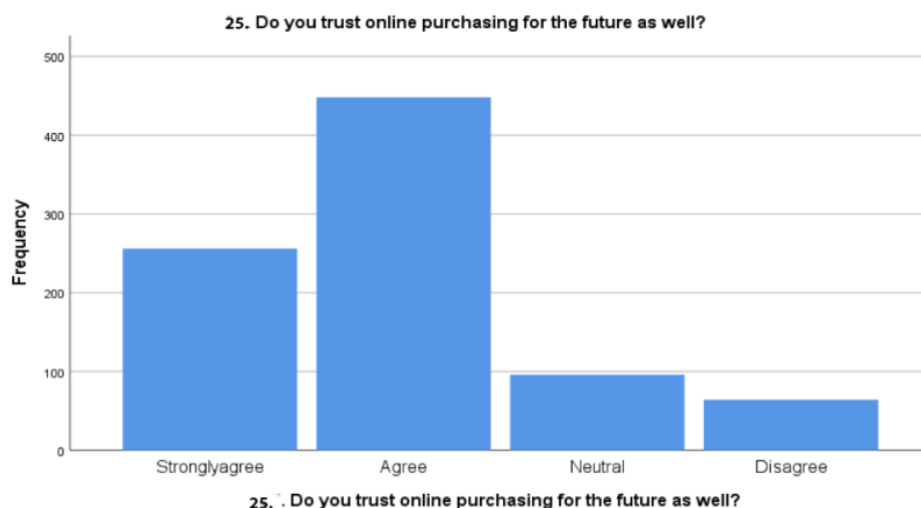


Figure 25: Trust online purchasing for the future as well

The table above represents the frequency distribution of the respondents, where 256 (29.6%) strongly agree that they trust online purchasing for the future, and 448 (51.9%) agree. 96(11.1%) are neutral with this notion 64 (7.4%) disagree.

1: Gender * 26 Do you trust the online shops promoted through advertisements?

Count		26 Do you trust the online shops promoted through advertisements?					Total
		Stronglyagree	Agree	Neutral	Disagree	Strongly disagree	
1: Gender	Female	197	112	39	106	17	471
	Male	155	112	25	86	15	393
Total		352	224	64	192	32	864

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	3.267 ^a	4	.514
Likelihood Ratio	3.272	4	.513
N of Valid Cases	864		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 14.56.

This table shows that the P-value is less than 5% and the degrees of freedom are 14. The result shows that the gender and trust the online shops promoted through advertisements increased your purchases. The study showed that 197 females are strongly agreeing. Whenever 155 males have strongly agreed, and the minimum expected count is 14 among the gender & trust the online shops promoted through advertisements

1: Gender * 27. Are you satisfied with your online shopping experiences?

Count		27. Are you satisfied with your online shopping experiences?				Total
		Strongly agree	Agree	Disagree	Strongly disagree	
1: Gender	Female	122	245	86	18	471
	Male	102	203	74	14	393
Total		224	448	160	32	864

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	.082 ^a	3	.994
Likelihood Ratio	.082	3	.994
N of Valid Cases	864		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 14.56.

This table shows that the P-value is less than 5% and the degrees of freedom are 14. The result shows that the gender and satisfied respondent with online shopping experiences. The study showed 245 females are strongly agreeing. Whenever 203 males have strongly agreed, and the minimum expected count is 14 among the gender and satisfied respondent with online shopping experiences

Discussion and analysis

Online advertising plays a significant role in shaping consumer behavior by influencing awareness, attitudes, and purchasing decisions. Through online advertisements, consumers are exposed to product information, promotional offers, and brand messages that affect their preferences and buying intentions. Features such as attractive visuals, persuasive content, and repeated exposure help create interest and trust in a brand. As a result, consumers are encouraged to consider advertised products while making purchase decisions.

To investigate that role of online advertisement its impact on consumer behavior following the analysis of data collection from the 864 respondents. This outcome shows that 471 (54.5%) are females and 393 (45.5%) are males. Whenever, 416 (48.1%) among the age of above 30 with this point of view 160 (18.5%) among the age of 26-30. Furthermore, 256 (29.6%) between the age of 21-25 and 32 (3.7%) among the age 16-20.

This study represents the result of the respondent regarding the online media ads advertisement have a positive influence on their purchasing decisions. In this research majority of the respondent, 448 (51.9%) are strongly agree. That's why role of online advertisement has a positive influence on your purchasing decisions whenever 32(3.7%) are disagree who think that online advertisement is not playing a positive role. According to this research, online media advertisement help improve lifestyle and have a positive impact and also create the awareness of new product.

Conclusion

This study concluded that the role of online advertisement and its impact on consumer behavior in Pakistan. According to the participants, the findings of this research indicate that individuals from diverse age groups and varying educational levels took part in the study. This study shows majority of respondent are found PhD, who are effective in social media ads. After that, the education level is found as PhD. In this research, the number of unemployed is more compared to the employed status. Interestingly, mostly women prefer the mobile phone rather than other electronic devices for online purchasing as compared to men.

According to the result, the first hypothesis can be completely verified that online advertisements play a positive role in consumer lifestyle and easement. It further shows the result majority of the respondent while 480 (55.6%) are agree while 288 (33.3%) have strongly agreed, 32 (3.7%) are neutral, with this notice 64 (7.47%) are disagree. The study showed 105 respondents agree between the age of 16-20 years. Whenever 7 respondents have disagreed on the age of 16-20 years. On the other hand, the social media ads help you improve your lifestyle. The study showed 32 respondents agree between the age of 16-20 years. Whenever 0 respondents have disagreed between the ages of 16-20 years.

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