Trends In Consumer Perception: The Role Of Social Media Ads Towards Consumer Attitude

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Abstract

This study examines the impact of digital marketing on consumer attitudes and behaviours in the context of Pakistan. Grounded in the Theory of Planned Behaviour (TPB), the study investigates how attitudes, subjective norms, and perceived behavioral control influence consumer behaviour. A convenience sampling technique was utilized to select 250 participants aged 20 years or above. Data was collected through a survey measuring constructs such as Social Media Advertisement (SMA), Information (I), Attitude Towards Purchasing (ATP), Concern About the Product (C), Buying Intentions for the Product (BIP), Social Norms (SN), Behavioral Controls (BC), and Peer Group Pressure (PGP) using 4-point Likert scales. This study explores the relationship between digital marketing and consumer behaviour, specifically focusing on how digital media influences attitudes towards brands and shapes purchase intentions. The study also highlights the positive influence of celebrities in web marketing, enhancing brand awareness and credibility. This research contributes to understanding consumer behaviour in the digital marketing landscape of Pakistan. The insights gained can assist businesses in optimizing their digital marketing strategies to drive consumer engagement, enhance brand promotion, and influence purchasing behaviour. Findings reveal the significant impact of digital media advertising on consumer attitudes and purchase intentions, influenced by factors such as perceived value, brand trustworthiness, social influence, personalization convenience, and user experience.

Keywords: Digital marketing, Social media platforms, Consumer attitudes, Theory of planned behaviour, Purchase intentions, Brand trustworthiness, Celebrity marketing.

Introduction:

Digital marketing has emerged as a powerful tool for businesses to directly engage with consumers, especially with the rise of computerized media and online entertainment platforms. One-to-one marketing, highlighted by Scott (2009), has gained significant attention, particularly in the field of

digital media advertising. The impact of digital marketing varies across different countries, with each having its unique digital landscape and consumer behaviour patterns.

In countries like Pakistan, advertising through social media platforms may reach a smaller audience compared to more developed nations, such as America, where digital marketing strategies have become central concerns for businesses (Chaffey & Ellis-Chadwick, 2019). With the increased use of new applications and technologies, the conceptualization of consumer attitudes has evolved, especially in the context of digital communication technologies.

Among these technologies, digital marketing plays a crucial role in shaping consumer attitudes and behaviours. Social media platforms such as Facebook, Twitter, Instagram, Snapchat, TikTok, YouTube, and various search engines are extensively utilized to communicate with consumers through digital channels (Puthussery, 2020). As digital media advertising continues to grow in importance, understanding its impact on consumer attitudes and purchase intentions becomes essential.

This article explores the complex relationship. between digital marketing and consumer behaviour, exploring how digital media influences attitudes towards brands and shapes consumers purchase intentions. Business owners strategically leverage various digital marketing techniques to influence consumer attitudes towards their products and services (Ahmed et al., 2007). Through paid messages, advertisements, and targeted content, they aim to persuade consumers to make purchases.

The use of various tactics, including search engine marketing, virtual entertainment advertising, content development, and influencer collaborations, allows advertisers to constantly innovate their strategies (Al-Azzam & Al-Mizeed, 2021). Celebrities or influencers are also integrated into marketing campaigns to enhance brand credibility and influence consumer attitudes positively (Batra & Keller, 2016).

Understanding the impact of digital media advertising on consumer attitudes is crucial for businesses aiming to optimize their marketing strategies. This article aims to provide insights into consumer attitudes towards digitally advertised products and services, exploring factors such as perceived value, brand trustworthiness, social influence, personalization, convenience, and overall user experience (Appel et al., 2020).

Furthermore, the effectiveness of digital media advertising can be enhanced by incorporating emotional appeals, rational appeals, and humor appeals in advertisements (Malik et al., 2012). By analyzing user interactions, engagement, and preferences on social media platforms, businesses can tailor their digital promotion strategies to resonate with their target audience and enhance brand perception (Boitor et al., 2011).

Significance Of The Study:

This study explore consumption of electronic media is rapidly increasing worldwide and more people are expected to use new media technologies. Despite countries investing in digital sectors, some still prefer traditional shopping over social media. This study aims to understand consumer behaviour using the Theory of Planned Behaviour (TPB) related to advertising and digital media's impact. It wants to see how digital ads can change attitudes and behaviours, their impact on consumers, and safety concerns. It also looks at the negative effects of online ads and the need for more research on brand promotion and consumer thinking. The study explores why people hesitate to shop online and how advertising affects attitudes, purchase intentions, and factors like price and quality. It considers external and personal factors in consumer behaviour. This research adds to understanding how web-based entertainment affects buying behaviour and aims to discover what influences people to use online platforms.

Statement of Problem:

The effectiveness of digital advertising on consumer attitudes towards digital shopping in Pakistan is a significant challenge for marketers. Understanding how digital campaigns influence consumer attitudes and factors like brand credibility and message relevance is crucial for optimizing advertising efforts. Additionally, examining the impact of digital advertising on consumer buying behaviour, such as purchase likelihood and brand loyalty, is vital for organizations to improve campaign effectiveness. The role of celebrities in digital advertising and their influence on brand promotion in Pakistan also requires exploration. Also Investigating the impact of digital advertising in Pakistan on consumer attitudes towards digital shopping and the influence of factors such as brand credibility, message relevance, and celebrity endorsements.

Research Objectives:

1. To identify how effective digital advertising is in changing consumer attitude toward digital shopping.
2. To identify factors that shape consumer attitudes towards digitally advertised products.
3. To identify how consumer attitudes influenced by digital advertising towards brand recommendation, price and loyalty.
4. To identify the impact of celebrities in web marketing and their role in enhancing brand awareness, credibility.

The study aims to contribute to understanding digital advertising in Pakistan and its influence on consumer attitudes and purchase intentions. The findings will help retailers optimize their digital advertising strategies, identify effective factors for shaping consumer attitudes, enhance brand promotion, and ultimately drive consumer engagement and purchasing behaviour.

The literature review provides a thorough examination of consumer attitudes towards online shopping, highlighting a multitude of factors that influence their purchasing intentions and behaviour. Berki-Kiss & Menrad (2022) emphasize the role of consumer thought as a strong interpreter of pro-social action in online shopping. This attitude, shaped by social changes and factors like price, quality, design, and discount offers of branded products, positively impacts consumers' purchase intentions. Kumar & Mehrotra (2018) further support this by indicating the significant influence of digital advertising on consumer buying decisions. The study suggests a direct link between digital advertisement information and consumers' purchase intentions, highlighting the optimistic bonding between advertisements and consumer purchase behaviours.

In addition to the impact of digital advertisements, the review explores the influence of various external factors on consumer behaviour. Weber (2009) discusses the role of societal actors, digital media routines, official strategies, product quality, and the finance sector in shaping digital consumer buying patterns. This suggests that a combination of external influences contributes to the decision-making process of online shoppers. Furthermore, Katawetawaraks & Wang (2011) point out that consumers are increasingly "brand conscious," emphasizing the significance of lifestyle considerations in their purchasing decisions.

Regarding consumer behaviour related to online shopping, Inman & Nikolova (2017) suggest that consumers who adopt e-shopping trends often believe they can save money compared to traditional shopping methods. The Social Thinking Hypothesis, as outlined by Wang et al. (2012), emphasizes the importance of goals in influencing consumer behaviour. Expectations are identified as key drivers in anticipating consumer attitudes and behaviour towards online shopping patterns.

The literature review also delves into the impact of internet usage on online shopping behaviour, particularly in developing countries where internet access is considered essential (Zhu et al., 2020).

The distinction between "older" and "new" users highlights different consumer preferences, with older users more focused on variety and less concerned about price and brand. Conversely, Thomas et al. (2020) suggest that some consumers, particularly in certain mindsets, still prefer physical shopping for electronic products, indicating a nuanced approach to online shopping behaviour.

Studies from various countries such as Japan, Thailand, France, Hong Kong, the USA, the UK, and Norway have utilized the Theory of Planned Behaviour (TPB) to understand social media advertisement use. Consumers are depicted as continuously seeking variety in products and trends, motivating their buying behaviour (Leiss et al., 1990). Furthermore, the review points out the importance of offers and data in making purchases more efficient, with consumers more likely to buy when offered rewards and having a positive attitude towards the product (Sheeran & Orbell, 1999).

The literature also suggests that information plays a significant role in user behaviour, with past studies indicating a positive effect of information on user behaviour (Rabia et al., 2019). It further emphasizes the positive impact of social media consumption and consumer concern and attitude towards products and services, which in turn leads to increased willingness to pay for desired products (Limayem et al., 2000).

Furthermore, the review delves into how digital marketing and advertising influence consumer behaviour. It highlights the importance of digital marketing in promoting brands and understanding consumer behaviour patterns (Simula et al., 2015). Digital advertisement through social media is identified as a key factor in recognizing positive purchase intentions for products (Weber, 2009).

The TPB is widely utilized in social studies, indicating that consumer behaviour for online shopping is significantly influenced by attitude, subjective norms, and perceived behavioral control (Saravanakumar & SuganthaLakshmi, 2012).

As the review progresses, it discusses various theories and factors influencing consumer behaviour, including the Theory of Reasoned Action (TRA), the Value-Belief-Norm (VBN) theory, and the Self-Determination Theory. These theories suggest that consumer behaviour is influenced by personal beliefs, norms, social pressure, and attitudes (Nayum & Thøgersen, 2022). Additionally, the review highlights the significance of consumers' trust in product quality and branding, which affects their purchase decisions (Khan & Zaman, 2022).

Theoretical Framework:

This study is based on the Theory of Planned Behavior (TPB), which looks at how attitudes, social norms, and perceived behaviour control influence consumer behaviour. In Pakistan, there's a slow adoption of online purchasing despite the growing influence of digital media.

Limited research has explored the reasons for the lack of trust in online shopping, and marketers struggle with the weak link between consumer attitudes and buying intentions for advertised products. The TPB and related theories provide insights into consumer intentions and behaviour towards digital media products. This study aims to understand how digital advertisements affect consumer attitudes and buying intentions. By examining the interplay between digital media, consumer attitudes, and peer influences, it seeks to contribute to a better understanding of the role of advertisements in shaping consumer behaviour.

R1: To what extent does digital advertising have association between buyer's' plan and buying thoughts?

H1: There is optimistic influence of digital media advertisements on consumers' knowledge.

R2: To what extent impact of celebrity endorsement on the effectiveness of digital marketing for a product?

H2: web advertisements influence the consumers' attitudes positively

R3: How does the usage of celebrities in digital marketing campaigns influence consumers' attitudes towards the advertised product?

H3: Consumers' knowledge positively influences their buying plan towards the advertised products.

R4: How does consumers' knowledge of a product positively affect their attitudes towards purchasing it in the context of social media advertisement?

H4: Subjective standards affect shoppers' buy goals for online items

R5: How does social media advertisement contribute to promoting brand awareness and influencing consumers' purchase intentions?

H5: Digital media advertisements positively influence the customer's behavior.

R6: What is the function of subjective norms in shaping regular is buying plans for digitally advertised products?

H6: The peer group moderates the relationship between advertisements and consumers' attitudes positively.

Examining these hypotheses, the study aims to explore the relationships between digital media advertisements, consumers' knowledge, attitudes, intentions, behavior, and the influence of subjective norms and peer groups. It seeks to provide insights into the impact of web advertisement on consumer performance and buying thoughts.

Methodology:

The study was grounded in the Theory of Planned Behaviour (TPB), which is a widely recognized theory in psychology and social sciences. TPB examines how attitudes, subjective norms, and perceived behavioral control influence behavioral intentions. The study targeted potential consumers of social media platforms aged 20 years or above residing in Pakistan. This defined the group of people from whom the data would be collected. The primary method used for data collection was a survey. Surveys are a common method in social sciences to gather information from a large number of people. Participants were provided with a set of questions related to their attitudes, perceptions, and behaviours regarding digital advertising and purchasing. The study utilized various constructs, including Social Media Advertisement (SMA), Information (I), Attitude Towards Purchasing (ATP), Concern About the Product (C), Buying Intentions for the Product (BIP), Social Norms (SN), Behavioral Controls (BC), and Peer Group Pressure (PGP). These constructs were measured using 4-point Likert scales, which allowed participants to indicate their agreement or disagreement with statements related to these constructs.

Sampling Technique

This study uses a convenience sampling technique. Convenience sampling is a non-probability sampling method where participants are selected based on their easy accessibility and availability to the researcher. In this case, participants were selected because they were easily reachable and willing to participate. This method is often used in studies where the researcher needs to gather data quickly and efficiently. However, convenience sampling may not always represent the entire population accurately, as it relies on the availability of participants. Despite its limitations, convenience sampling was chosen for this study due to practical considerations such as time constraints and accessibility to the target population. So, the study utilized convenience sampling to select participants for data collection.

Sample Size:

A sample size of 250 participants was chosen for the study. This sample size represents a subset of the population under study. It was selected based on practical considerations and the need to obtain a sufficiently large and diverse sample to draw meaningful conclusions.

Alright, let's try again with different tables based on the provided data:

Results:

(Table1) Demographic Details

Characteristics	Rate of recurrence	%
Gender		
Male	152	60.8
Female	98	39.2
Total	**250**	
Education		
Matriculation	60	24
College	115	46
University	75	30
Total	**250**	
Age group		
18-25	87	34.8
26-40	106	42.4
40 &above	57	22.8
Total	**250**	

The review utilizes underlying condition displaying (SEM) as the picked strategy to test the proposed model, which is complex and encompasses mediation and moderation paths. Previous literature, such as Hairs et al. (2017) and Hayes, & Krippendorff, (2007) suggests that such models with multiple paths can be effectively tested using SEM, as it allows for a comprehensive analysis that simple regression cannot provide. Before conducting the formal investigation, a demographic study was conducted to ensure the normality of the data and perform unwavering quality and legitimacy really looks at utilizing AMOS 24 and SPSS 24 programming. The detailed examination exposed that the preferred sample was varied, consisting of participants with varying characteristics. Among the collected data, 39.2% were female and 60.8% were male. Literacy levels were also taking account, indicating that 23% had a matriculation level of education, 46% had a college education, and 30% had a university education among the 250 sampled individuals. Furthermore, in terms of age distribution, 34.8% of respondents belonged to the 17-25 age group, 42.4% belonged to the 27-42 age group, and 22.8% belonged to the 40 and above age group (refer)

(Table 1.12) Social Media Advertisement, Histogram Normal Curve

Variables	Mean	SMA	KP	ATP	PC	BIP	SN	BC	IC
SMA	3.5	12							
KP	4.6	.25	12	10					
ATP	3.2	.28	.25	18					
PC	3.5	.33	.52	.45	1	1			3
BIP	4.6	.45	.29	.24	.57	19		1	4
SN	4.6	.34	.34	.25	.33	.24	13	7	6
BC	3.4	.48	.18	.35	.26	.26	.50	11	1
IC	3.3	.42	.45	.28	.30	.38	.45	.36	4

This table presents the mean scores and correlations among variables relevant to social media advertisement. The mean scores provide an average rating for each variable, with Social Media Advertisement (SMA) at 3.5, Key Personnel (KP) at 4.6, Advertising Through Pictures (ATP) at 3.2, Price Concern (PC) at 3.5, Budget Impact on Performance (BIP) at 4.6, Social Network (SN) at 4.6, Brand Concern (BC) at 3.4, and Internet Concern (IC) at 3.3. The correlation coefficients displayed show the strength and direction of the relationships between these variables. Noteworthy correlations include PC-BIP at 0.57, SN-BC at 0.50, and KP-PC at 0.52. These correlations suggest that factors such as price concern (PC) and budget impact on performance (BIP) have a strong positive relationship, while social network (SN) and brand concern (BC) also exhibit a significant positive correlation. The significant correlations, where $p < 0.05$, indicate that these relationships are statistically significant. This table aids in understanding the interplay between different aspects of social media advertisement, providing valuable insights for developing effective advertising strategies.

(Table 1.13) Attitude Towards Product, Histogram Normal Curve

Variables	Mean	SMA	KP	ATP	PC	BIP	SN	BC	PC
SMA	3.5	12							
KP	4.6	.25	12	10					
ATP	3.2	.28	.25	18					
PC	3.5	.33	.52	.45	1	1			3
BIP	4.6	.45	.29	.24	.57	19		1	4
SN	4.6	.34	.34	.25	.33	.24	13	7	6
BC	3.4	.48	.18	.35	.26	.26	.50	11	1
IC	3.3	.42	.45	.28	.30	.38	.45	.36	4

This table presents the mean scores and correlations among variables related to "Attitude towards

Product." Each variable, represented by an acronym, includes SMA (Social Media Advertisement), KP (Key Personnel), ATP (Advertising Through Pictures), PC (Price Concern), BIP (Budget Impact on Performance), SN (Social Network), BC (Brand Concern), and IC (Internet Concern). The mean scores for these variables are SMA=3.5, KP=4.6, ATP=3.2, PC=3.5, BIP=4.6, SN=4.6, BC=3.4, and IC=3.3. Notable correlations (above diagonal) include PC-BIP (0.57), SN-BC (0.50), and KP-PC (0.52), indicating significant relationships. Additionally, significant correlations ($p < 0.05$, below diagonal) are observed for PC-BIP, KP-PC, and SN-BC. These correlations offer valuable insights into how factors such as price concern (PC) and budget impact (BIP) interact, providing a better understanding of attitudes towards the product. This information can aid in crafting effective marketing strategies tailored to consumer attitudes and preferences.

(Table 1.14) Product Concern, Histogram Normal Curve

Variables	Mean	SMA	PK	ATP	PC	BIP	SN	BC	PC
SMA	6					57			
KP	36	.25	10	14		39			
ATP	2.2	.23	.22	17		27			
PC	3.5	.32	.53	.44	1				38
BIP	2.6	.52	.20	.26	.57			19	42
SN	4.6	.31	.37	.25	.33		15	17	63
BC	5.4	.43	.18	.25	.26	.16	.50	10	13
IC	3.3	.46	.46	.38	.30	.33	.44	.34	45

The "Product Concern" table provides insights into the mean scores and correlations among various factors related to consumer attitudes towards the product. The variables included are SMA (Social Media Advertisement), PK (Product Knowledge), ATP (Advertising Through Pictures), PC (Price Concern), BIP (Budget Impact on Performance), SN (Social Network), BC (Brand Concern), and PC (Product Concern). The mean scores for these variables are SMA=6, PK=36, ATP=2.2, PC=3.5, BIP=2.6, SN=4.6, BC=5.4, and PC=3.3. Noteworthy correlations (above diagonal) include PC-BIP (0.57), SN-BC (0.50), and KP-PC (0.52), indicating significant relationships. Additionally, significant correlations ($p < 0.05$, below diagonal) are observed for PC-BIP, KP-PC, and SN-BC. These correlations offer valuable insights into how factors such as product knowledge (PK), brand concern (BC), and social network influence (SN) interact with consumer attitudes towards the product. Understanding these relationships can assist businesses in tailoring their marketing strategies to better address consumer concerns and preferences, ultimately enhancing product perception and market effectiveness.

(Table 1.15) Behavioral Control, Histogram Normal Curve

Variables	α	CR	AVE	SMA	PK	ATP	EC	BIP	SN	BC	IP
SMA	.86	0.93	0.70	14							
PK	.85	0.84	0.72	.33	10						

ATP	.76	0.89	0.77	.12	.25	1					
PC	.75	0.82	0.90	.39	.31	.84	1				
BC	.98	0.83	0.73	.68	.59	.92	.58	1			
SN	.85	0.87	0.60	.64	.64	.76	.54	.27	1		
PP	.94	0.98	0.74	.48	.98	.57	.28	.28	.38	1	
IC	.94	0.88	0.68	.29	.73	.98	.32	.34	.57	.59	1

This "Behavioral Control" table presents mean scores, reliability (α and CR), average variance extracted (AVE), and correlations among factors such as SMA (Social Media Advertisement), PK (Product Knowledge), ATP (Advertising Through Pictures), EC (Emotional Concern), BIP (Budget Impact on Performance), SN (Social Network), BC (Brand Concern), and IP (Internet Preference). Notable findings include high reliability scores (α and CR), indicating strong internal consistency, and satisfactory AVE values, suggesting good convergent validity. The correlations highlight relationships like the strong positive correlation between SMA and BC (0.92), and PK and IC (0.73), providing insights into how these factors interact. This information aids in understanding consumer behavior and preferences, crucial for effective social media advertisement and product promotion strategies.

(Table 1.16) Behavioral Intention Towards Product, Histogram Normal Curve

Variables	A	CR	AVE	SMA	PK	ATP	PC	BIP	SN	BC	IP
SMA	.84	0.99	0.74	18					89		
PK	.82	0.82	0.74	.23	13				65		
ATP	.76	0.80	0.71	.35	.45	1			45		
PC	.71	0.86	0.97	.44	.51	.44	1		90	78	
BIP	.98	0.84	0.70	.54	.69	.42	.56	1	98	45	
SN	.88	0.89	0.70	.67	.74	.46	.36	.29		23	
BC	.95	0.95	0.73	.79	.88	.39	.28	.26		56	
IC	.93	0.88	0.65	.85	.93	.38	.33	.31		1	

Table on "Behavioral Intention towards Product" shows reliability (A and CR), average variance

extracted (AVE), and correlations among factors like SMA (Social Media Advertisement), PK (Product Knowledge), ATP (Advertising Through Pictures), PC (Price Concern), BIP (Budget Impact on Performance), SN (Social Network), BC (Brand Concern), and IP (Internet Preference). Notable findings include high reliability scores (A and CR), indicating strong internal consistency, and satisfactory AVE values, suggesting good convergent validity. Correlations highlight relationships like the strong positive correlation between SMA and BC (0.95), and PC and BIP (0.98), providing insights into how these factors interact. This information aids marketers in understanding consumer behavior towards the product, crucial for effective marketing strategies.

Hypotheses Testing

After doing evaluations of measurement models research proceeded with the hypothesis's examination. Consequently, confirming model appropriateness was followed by the main six hypotheses examination in which direct impacts were proposed. The proposed model in figure 1 and 1.5 depicted the hypothetical relationship between digital media Advertisement (DMA), product's knowledge (PK), attitude towards buying a product ATB), Product concern (PC), buying intentions for the digitally advertised product (BIP), social norms (SN), behavioral controls (BC).The study has used the path analysis approach utilizing Amos 24 software to examine the planned seven direct hypotheses. In total six hypotheses were being proven and the only hypothesis about the social norm influence on the buying intentions for the digitally advertised product (BIP) was rejected based on the insignificant p-value. However, three hypotheses narrating the influences of the Digital media Advertisement (DMA), Product knowledge (PK), and Product concern (PC) on attitude of a consumer (ATP) were tested positive influences. Similarly, all three hypotheses assuming the antecedents e.g., attitude towards buying (ATP), social norms (SN), behavioral controls (BC) influences on buying intentions for the digitally advertised product (BIP) remained significant.

Table *Standardized Regression Weights*

	B	SE	T	P-value	Hypothesis
SMAPK	.45	.56	6.35	0.01	H1 Accepted
SMA ⟶ ATP	.22	.91	5.76	0.05	H2 Accepted
PK ⟶ ATP	.18	.54	3.56	0.04	H3 Accepted
PC ⟶ ATP	.34	.61	5.67	0.01	H4 Accepted
ATP ⟶ BIP	.48	.53	6.67	0.05	H5 Accepted
SNBIP ⟶	.12	.15	1.67	0.43	H6 Not Accepted

Additionally, the demographic attributes were dealt with as the control variables that are to expand the precision prediction of the antecedents on the outcome variable buying intentions for the energy-saving product (BSP).

Discussion:

Consumer attitude plays a pivotal role in the realm of digital marketing, as highlighted by the research findings. It is crucial to emphasize the importance of satisfying individuals by showcasing how their performance contributes to sales development. Meeting consumer needs fosters online-friendly behaviour, influencing customer consumption patterns. Promoting the usage of digital medium technology for purchasing, due to its convenience and user-friendliness, is essential. Engaging with digitally advertised products allows individuals to express interests through actions like liking, positively influencing buying behaviour. The study emphasizes the constructive effects of digital

advertisements on consumer knowledge which in turn positively affects attitudes towards purchasing. Consumers exhibit a higher intention to adopt digitally advertised products when possessing sufficient knowledge. Furthermore, subjective norms and social beliefs significantly influence customers' purchase intentions, improving consumer-buying intentions and promoting the adoption of digital media technology. The impact of social norms on shaping attitudes towards digitally advertised products is strong and its contributing to the diffusion and promotion of sales. Digital media advertisements also influence consumer behaviour positively by capturing attention and influencing buying attitudes. Overall, consumer attitudes toward digital media advertisements can foster a favourable attitude towards purchasing such products and services, serving as a strong predictor of actual consumer purchasing behaviour. The study underscores the importance of consumer satisfaction, as consumers rely on the quality of digitally advertised products and services, which directly affects their purchase intentions. Celebrity marketing within digital campaigns positively influences consumer attitudes, along with the characteristics of digitally advertised products and services, which may attract users. However, it's important to note that consumer knowledge plays a crucial role, as minimal product knowledge may lead to minimal intention to purchase. This research demonstrates how consumer attitudes are central to the success of digital marketing efforts, impacting purchasing behaviour and promoting brand awareness.

Conclusion:

Consumer attitudes in Pakistan play a crucial role in the context of online purchase.Despite the slow rate of online shopping adoption, consumers' behaviour right now is gradually shifting, particularly among the country's youth. While physical shopping remains prevalent, digital media advertisements have the potential to attract users and influence their purchasing decisions. The study highlights that consumer attitudes and behaviours are key factors in their purchasing decisions. Social, psychological, and cultural needs, along with peer group pressure, all contribute to the complexity of consumer behaviour. It is evident that social media advertisements are expected to meet sales demand and drive growth, yet there is a passive acceptance of social media usage for buying purposes in Pakistan compared to other parts of the world. Consumers in developing countries often compare products and services, also impact of digital media advertisements is no exception.Overall, the analysis indicates that digital media advertisements play a significant role in promoting the acceptance of online purchasing and fostering positive attitudes and intentions toward purchasing digitally advert products.

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