

Impact of E-marketing on Influencing Consumer Purchase Decision - Case Study of

Pakistan

[Research Paper]

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Chapter # 1: INTRODUCTION

1.1.INTRODUCTION

The advancement in the field of technology has completely transformed every aspect of human life whether it is entertainment, education, communication or socialization. Similarly, the business environment has also turned upside down with the advent of technology. Technological advancements have revolutionized the business operations and procedures. During the last decade, a fundamental shift in the traditional business operations has been witnessed by the global business community. Following this shift, the way of business operation and customers' engagement has completely changed over the course of time.

Moreover, during the time span, the explosion of mobile and internet technology has also enabled the organizations to access the potential targeted market across the world. In this way, the technological innovations have created new opportunities for the organization. Therefore, the organizations have to change their strategies and operations to engage the global customers to ensure the future success and revenue growth.

The online marketing has broadened the scoop and potential of marketing based the number of people who have easy access to the internet. In the modern world of today, almost every individual has got the access to the mobile and internet. With these technological revolutions, all the physical barriers have been removed, and unimaginable benefits have been achieved for both the consumers and organizations. Now people have the opportunity to purchase and bank any product from anywhere in the world using the internet facilities. Similarly, more customers are available to receive the message of marketers due to the always available environment created by the internet and mobile devices. In this regard, the marketing opportunities have increased up to an extraordinary level.

Therefore, to attract the potential customers from all over the world organizations have started using different techniques of E-marketing so that they can approach the maximum number of people at the same time. E-Marketing has also enabled the organizations to effectively advertise and promote their products to their potential customers across the globe within the lowest possible price range.

In regards to e-marketing, the social media marketing has emerged as one of the most effective and eminent marketing strategies. Social media marketing has the consumer to become participants instead of being silent observers. E-marketing has connected the consumers and brands without any limitations of boundaries, time and communication as it provides two-way communication facilities unlike the traditional approach of marketing.

1.2. Background of the Study

This revolutionary impact of technology has touched the whole world and Pakistan is either no stranger to it. During the last few years, there has been witnessed a rapid growth in Pakistan in the use of social media. According to the statics of 2017, there were around 44 million social media accounts in Pakistan (Geo , 2017). These statistics show the potential of e-marketing in Pakistan. Consequently, many organizations have started using e-marketing for the promotion of their products and services as well as engaging the customers in the business operation to ensure the success of the organizations.

1.3. Problem identification

E-Marketing has great potential for the businesses as well as for the consumers, but the problems are that the majority of the population in Pakistan is not aware of the importance and effectiveness of the E-Marketing. There are no proper rules and regulations have yet introduced to protect the E-marketing business. This concept has recently emerged into the Pakistan

business world. Therefore, there is need to create awareness, develop new rules and regulatory system to get the maximum from the E-marketing business.

1.3.1. Problem Statement

The E-marketing is rapidly growing all over the world as everything is going digitalize from transportation, information and communication, education and research and business practices. Therefore, there is need to create awareness among the people of Pakistan about the potential of E-Marketing by exposing the advantages and scope of E-Marketing in personal and professional life.

1.3.2. Research Purpose

The core purpose of this research is to evaluate the current influence of E-Marketing on consumer's decision making with an aim to realize the potential of E-Marketing for the business organization in the current market and the future. Developing E-marketing is the need of the hours because e-marketing has greatly expanded in the global world; therefore, to go on with the developing world Pakistan should adopt a strong e-marketing strategy to get maximum benefit from the digital world.

1.3.3. Research Questions

- Q1. What are the significance impacts of e-marketing on consumer behaviour?
- Q2. How does e-marketing has changed consumer purchase decision?
- Q3. In what ways social media has enhanced the impact of e-marketing on consumer behaviour in Pakistan?
- Q4. Does online businesses in Pakistan are dependent on e-marketing to influence and retain their consumer?

Q5. What is the impact of digital organizations have on consumer purchase decision in Pakistan (Gul Ahmed, Colgate Palmolive, Daraz.pk, Telemark, and Khaadi)?

1.4. Research Objectives

The main aim of the study will be to study the influence of e-marketing in shaping the purchase decision of the consumers within the case digital organisations that are running successful business in Pakistan with active use of e-marketing strategies. The objectives of the study are as follows,

- To study the concept of e-marketing in Pakistan's digitalised business world
- To identify factors changing consumer purchase decision in Pakistan
- To analyze the influence of e-marketing on consumers purchase decision in case of digital business practices in Pakistan (Gul Ahmed, Colgate Palmolive, Daraz.pk, Telemark, and Khaadi)
- To suggest strategies for improving e-marketing to Gul Ahmed, Colgate Palmolive, Daraz.pk, Telemart and Khaadi for consumer purchase decision

1.5. Justification

The concept of e-marketing is growing in the business market of Pakistan; however the poor rules and regulations still resistance in the development of E-marketing. Consumer are using e-marketing just to get information about the features and price of the products. Still, people have many doubts and fear about purchasing at the online platform.

The government has to play its role in making e-marketing a safe mode of online business. For this aspect, developing new business and creating awareness among the population of Pakistan can play an important role in promoting E-marketing in Pakistan.

1.5.1. Significance of Research

This research will create understanding about the reader about the current status of e-marketing and its impact on the consumer behavior. Likewise, this research would be effective for the business persons and organizations to understand the factors that are resisting and encouraging the consumer to take part in the online business world.

1.5.2. Stakeholders

The stakeholders for this research are; business studies student, business organizations, online business users, the population of Pakistan and all the interested readers.

1.6.Limitations

The results of the study cannot be used to develop a general perception because this research is being done with short resources in short time. We depend on the previous research for the data collection that are authentic sources but might have some manipulated information. Likewise, the data collected through the interview is always challenging as it is based on the honesty and participatory interest of the participants.

1.7.Scope

This research has great scope for the students of business studies. Likewise, the local businesses organizations can also get some important information from this research to get an idea about the e-marketing status in Pakistan, its present, and its future aspects. This research can be used to understand the threats and opportunities associated with the E-marketing business sector of Pakistan.

Chapter#2: Literature Review

Considering the potential e-marketing, organizations from across the world have made a heavy investment in this field to attract as many customers as possible. According to the statistic, the world has invested 550 billion US dollars in the advertisement in 2017. In this regard, US has made the biggest contribution of 190 billion US dollar in 2016 on the products' advertisements. However, the world had collectively spent 161 billion US dollars on digital advertisement in 2015. As per the growth rate and potential of the industry the sectors are expected to reach above 335 billion US dollars in 2020. (Statista, 2018)

According to the statistic of online shoppers around 1.66 billion customers from all over the world have purchased line products in 2017. Furthermore, the global e-retail sales amounted around 2.3 trillion US dollars in the same year. Moreover, considering the trends of e-retailing, it is also estimated that by 2021, the online shopping revenues will reach \$4.48 trillion(Statista, 2018). However, the net retail sale in Pakistan has recorded 210.28 billion US dollars in 2018(Statista, 2018).

Despite the enormous benefits associated with the e-marketing, it is essential for the organizations to understand the factors affecting the purchasing behavior of consumers to develop the strategies accordingly. Therefore, to compete in the fast-growing online marketing, it has become a primary concern for the practitioners to understand the mechanism of consumers' behavior and e-marketing.

However, to figure out the consumer behavior affecting the e-marketing is very crucial. Moreover, in case of Pakistan, it is even more difficult, as very few studies are available on the consumers' behavior in the developing countries. Similarly, the factors influencing the consumer behavior and consumer perception are also very different in these countries as compare to other

developed countries(Gabriel, 2015). Furthermore, most of the people in Pakistan don't consider online shopping as a reliable source.

It can be seen in Pakistan that every other business organization is addressing the importance of growing digitalization. Therefore, they are focusing on the online business practices. According to the Osman Hussain (2017), it is exposed that the internet users in Pakistan have reached to 35.1 million which reflects the great opportunity for the online business in the growing digitalization in Pakistan (Hussain, 2017). Likewise, Tribune (2017) has exposed that *“Google puts Pakistan among the 4 countries that will give next billion Smartphone users”* therefore, the increasing number of Smartphone users also have increased the impact of the E-Marketing on the consumer behavior in Pakistan (Tribune, 2017).

Now, most of the Smartphone users in Pakistan prefer to visit the different site before deciding to purchase a product. However, some concerning issues are creating resistance to the growth of the E-marketing, i.e., a large number of people are unaware of the technology (Tribune, 2017). There is another concerning thing that is an issue for the online businesses in Pakistan is that the rules and regulations related to the digital world are not strong enough to protect the rights of the online buyer and seller. Therefore, people feel afraid of purchasing anything online. On the other hand, online purchasing gives easy access to the Pakistanis to improve their understanding of the prices and qualities of products available in the market (Tribune, 2017). Therefore, it seems more justifiable to say that e-marketing has greatly improved consumer behavior in Pakistan and people started to consider digital market before making their buying decision but still, there is need to improve the digital market by creating awareness and by introducing laws to secure the rights of online seller and buyer.

2.1. *The moderating effect of online shopping on consumer purchase behavior*

In an article, the writer Chang (2011) has discussed the effect of digitalization on the consumer behavior and exposed that the digitalization is increasing in every passing moment. Therefore, almost internet user has received change in his shopping behavior (Chang, 2011). In this research, the writer has set his focus on to evaluate the impact of electronic services in perceiving customer value and customer satisfaction. In this research, the writer has performed two studies in which he has tested the moderating effects on customer value and customer loyalty and in the second study he has evaluated the self-regulating process. On the base of the research, the writer has found that customer perceived value sand e-service quality both have a direct impact on the satisfaction of customer and in the like manners, the satisfied customers turned into loyal customers. Therefore, the writer has stated that when customers receive high perceived value, then they show more loyalty towards the organizations. Likewise, it is concluded that the customers tend to receive the impact of the online platform, but their buying decision from the online market is based on their experience and perceived value from that specific online platform.

2.2. *Determinants of consumer retention in the cellular industry of Pakistan*

In this study, the writers Ali & Afzal (2010) have analyzed the role of consumer retention in the cellular industry of Pakistan. It is described in the research that in recent few years, the cellular industry of Pakistan has received immense growth that also attracted new companies to become a part of the cellular industry. This rapid growth has set new challenges for the cellular organization, and under this competition, it becomes hard to retain customers (Ali & Afzal, 2010). Further, it is exposed in the research that the role of e-Marketing has great importance for the organizations in retaining customers as they are using the digital marketing industry as a

strong tool to influence consumer purchase behavior. It can be seen in Pakistan that with the support of strong e-marketing promotions, the companies have attracted their potential customers and won the market even in the presence of some market giants. In this process, to take advantage over the market giants such as Mobilink has received great success in the Pakistan cellular industry in which it has made a great investment on digital marketing to grab the attention of its consumers.

2.3. The impact of technological developments and innovation on SMEs in Pakistan

In this research, the writers have addressed the impact of technological developments and advanced innovations on the performance of Small and Medium Enterprises' in Pakistan (Hassan & Ahmad, 2018). SME's has great importance for the economy of every country. Likewise, the importance of SME's cannot deny for the economic development of Pakistan. In this research, the writer has exposed that in recent years, the internet technology has widely spread in most urban areas of Pakistan where it has brought great changes for the economic development of the country by enabling the small organizations to expand their target market. Further, the writer had described that before the spread of internet, the SMEs were working in a specific small market, therefore, companies also had limited range of customers. Now with the availability of internet and increasing impact of digitalization, a large of some organizations are using social media as a source to market their products and services that have expanded their target market and increased their sale (Hassan & Ahmad, 2018). Following this, the SMEs owners have exposed that they are more concerned about e-marketing because now in Pakistan the concept of online shopping is increasing and almost every person has Smartphone. Therefore, the e-marketing plays a vital role in creating awareness about a product and attracting new customers with new promotions.

Overall, from this research, the writers have found that the e-marketing influence is increasing, therefore, not merely the retailers but also the SMEs are using e-marketing to improve their business sales (Hassan & Ahmad, 2018). Therefore, this research is well supported and can be used as an answer for our research question that in the retail industry and SMEs the significance of e-Marketing is increasing and it has great potential because people's shopping behavior is changing and they are getting engaged in online purchasing.

2.4. The impact of e-marketing on consumers' purchase decisions in Pakistan

In this research, the writers have discussed the role of online review on consumers buying decision. The writers have stated that the world is rapidly moving toward the digitalization and it can be prominently seen such as instead of buying books and newspapers; people prefer to read online books. It is not only an economical way of getting information, but at the same time, it enables the readers to get latest information and knowledge (Shao & Hu, 2014). Further, the writers have described that traditional buying process requires consumers to invest their time and energy to go to the market and visit different shops to get their required product. However, on the other hand, the online market enables the consumers to consider various factors before making a final purchase decision (Shao & Hu, 2014). The writers have explained that the online reviews enable the consumers to compare the same product offer by different companies as well as the consumer can compare the product or service features, prices and promotions and then finally decide to buy the most suitable product according to his interest, need and capacity. Following this, the writers have explained that the consumers not only use the online review to make online purchasing but they also use the online review to find that which tradition store or selling point is near to his location and offering the best services.

Overall, in this research, it is concluded by the writers that online reviews have made a great contribution to the purchasing behavior of the consumers. They use the online review to gather up to date information about the product or service, to know about the features, prices, packages, promotions, and availability of the product on nearest location. This research reflects that the retailing company that is more active in the digital world and provide up to date information to its customers have more opportunities to sustain its business in future where digitalization will be everywhere.

2.5. *How digital advertising is influence consumer attitude*

In this study, the emphasis has given on the developing world and its impact on the consumers. The writers have exposed that in recent few decades, the new technology and advanced innovations have spread all over the world that influenced almost every sectors as well as it has changed the ways of doing business. The writer has stated that there are many cases of the world organizations that have embraced opportunities offered by the advanced technological innovations as well as many traditional organizations have integrated their businesses under the influence of technology. Likewise, the writer has described that in India, the digitalization has reached a little later than the developed countries but now businesses are considering the digital world as a great source to increase their business without putting any considerable investment. In this regards, many small and large organizations in India are using digital advertising method to reach a large market and to influence their consumer (Rajul Dutt & Salim, 2017).

Subsequently, in this research, the writer has found that in India, the organizations are using digital marketing promotions with an aim to create the need of the product among the consumers and to convince them to purchase their product as a way to add value in their life. This research has great importance for our research because the Indian and Pakistani culture has a great

resemblance and it is expected that the Pakistani consumer receives the same influence of digital marketing on their purchasing attitude.

2.6. The effect of mobile retailing on consumers' purchasing

After the computerized technology and internet service, the Smartphone technology is regarded as the most influential technology that has greatly changed this world. Subsequently, in this research, the writers Eleon & Priporas (2016) has decided to analyze the effect of increasing use of mobile retailing on the purchasing behavior of the consumers. The writer has stated that from the online purchasing, now the world is moving toward the mobile retailing and many retailers have introduced a mobile application for their consumers where they can purchase goods. The writer has exposed that the increasing use of mobile has influenced the cultural aspect by increasing connectivity between the organizations and consumer that has given a new experience of shopping to the consumers. Moreover, the writers have described that the mobile applications have enabled the consumer to separate the moment of effective consumption from the moment of purchase and in this aspect, the consumer can buy good through mobile phone apps. Following this, the writer has exposed that in the developing countries consumer behavior is changing as people are moving from traditional purchasing to e-channels whereas in developed countries the consumer behavior is changing from e-channels to mobile channels.

(Eleonora Pantanoa & Priporas, 2016)

2.7. How does social media influence consumer buying behavior

In last few years, some technological advancement has changed the consumer behavior in which the social media impact is most influential (Enrique & Ruiz, 2014). In social media, there are billions of users, and this number is increasing with rapid pace. Likewise, the social media gives great assistance to the retailing organizations to influence the consumer behavior by using the big

data that enables them to consider the interest, need and activities of the target market. Following this, the writer has exposed that the retailing organization are psychologically using the social media to target the right market at the right time in the right place. Subsequently, in Pakistan, the social media trend is increasing as well. Therefore, retailing organizations are also tending to use social media to reach their target market as well as to influence the buying behavior of the target market.

Overall, in this literature review, it is found that in the current business world, the e-Marketing trends are rapidly growing and this growth has sped up in developing countries. In like manners, the e-Marketing is also growing in Pakistan (Enrique & Ruiz, 2014). In Pakistan, people are using the digital world to get information about the product that helps them to make their buying decision. However, due to lack of cyber security and cyber crimes, the retailing organizations are facing challenges in convincing consumers to buy online, but it is expected that in future this buying attitude will change and people will start to take part in online purchasing as well.

Likewise, it is found that the increasing usage of Smartphone is also an influencing factor in changing consumers' buying decision and attitude towards e-Marketing. Overall, it is expected that shortly, e-Marketing will give a great boom to the retailing business in Pakistan. Therefore, it is expected that it is golden time for the retailing organizations of Pakistan to develop their online businesses to get maximum advantage from it in the future. Likewise, it is also found that the mobile retailing is also growing in Pakistan and it has the great business potential for the retailing industry and other business organizations. In the near future, it can be stated that the consumers' in Pakistan market will change their buying decision and with improved cybersecurity and privacy policies, they will start to take part in online decision making. Likewise, the organizations have to win the trust of the consumer by ensuring them about the

security and privacy of their information as well as by delivering the high-quality goods to make the digital platform a reliable resource of purchasing.

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Chapter#3: Research Methodology

The research methodology is an action plan used by the researcher to solve the key research problems. Research methodology has immense importance for every research as it is also used by the researchers to convince their readers that the data has been collected through reliable resources. Research methodology consists of different strategies, interventions, and plans that are selected according to the research problem. This plan of actions is a composite of research philosophy, approach, design, data collection, and analysis methods. The appropriate and effective research methodology enables the researchers to solve the specific research problem systematically and derive the results that can be used to eliminate the causes and effects of the research issues. Similarly, to assess the impact of E-marketing on the purchasing behavior of the consumer the following research methodology is used.

3.1. Research Philosophy

The research philosophy consists of the source of knowledge, its nature, and development. The research philosophy provides a base for the collection of the data and data analysis to derive the research results. Selecting an appropriate research philosophy is the first step of research methodology. There are four main types of research philosophy that the researcher can use for their research work. However, in this research study, Interpretivism is selected as the research philosophy for data collection.

3.1.1. Interpretivism

The interpretivism is based on the interpretation of the researchers about the elements of the study. In this way, the interpretivism research philosophy integrates the interest of humans in the study of research. Interpretivism is based on the view that the access to reality is only possible through the social construction such as shared meanings and consciousness.

3.2. Research Approach

The selection of appropriate research approach is a vital step of any research project. There are two main types of research approaches that can be used for the research studies. The selection of the research approach is based on the relevance of the hypothesis (Bryman, 2015). However, in this research study, inductive research approach is used.

3.2.1. Inductive Approach

This research study is intended to access the E-marketing impact on the consumer purchasing behavior and try to prove the research statement so that the results can be generalized. Therefore, inductive research approach is selected for this research project.

3.3. Research Design

The research design is based on the overall strategy that is intended to be used for integrating different component of the research study logically and coherently. The research design is used to ensure that the research problem will be effectively addressed.

3.3.1. Qualitative

The qualitative research design is primarily exploratory research that is used to create understanding about the underlying reasons any research problem. Therefore, qualitative research design is used to derive the accurate results of this research work.

3.4. Data Collection

Data collection is a vital as well as a critical part of the research study. To ensure the authenticity and accuracy of the research, it is essential to collect the data from the relevant and reliable sources by using appropriate data collection method. In this research study, both the primary and secondary data collection methods are used.

3.4.1. Primary Method

For this research study, the primary data is collected through interview. In this regard, primary data is generated to support the research. The research participants are interviewed to collect their responses and the data collected from the participants is analysed. Their responses are used to analyze the link between E-marketing and consumers purchasing behaviors.

3.4.2. Secondary Method for the Literature Review

For various research, the secondary data collection method is used in which the relevant literature about the topic is reviewed and studied to create a better understanding about the topic as well as the secondary sources can also be used to support the argument in the research. The secondary data is used in the section of a literature review to support the research statements. However, only authentic sources are used for the data collection. In this regard, the secondary data is collected through different journal articles, official websites, and book.

3.5. Research Instrument

Research instrument is a crucial part of data collection methods. It is very important to select the appropriate research instruments to collect the relevant data. The right choice of research instrument enables the researcher to gather the desired data and used the information to derive the desired results.

3.5.1. Semi-Structured Interviews

In this research study, the semi-structured interview is used as the selected research instrument. The semi-structured interview enables the respondents to answer the question freely. On the other hand, the semi-structured interview also ensures that the researcher is not using the leading question. Therefore, the responses of the participants are actual and based on their perceptions or experiences.

3.6. Sample Size

Determine the right size of sampling is an important feature of a research study. The aim of selecting the sample is to make inferences regarding population from its sample as the sample represents the whole population. In this research study, two members from each company are selected as a sample to access the perception and opinions of the respective companies regarding the impact of E-marketing on the purchasing behavior of the consumer.

3.7. Data Analysis

Data analysis is a procedure of inspecting, analyzing and transformation the collected data into useful information to derive the results to justify the research statement. In a research study, data is collected from different selected sources and then analyzed to conclude the findings. In this regard, different methods are used for analyzing the collected data. The Thematic data analysis method is used in this research study for analyzing the collected data.

3.7.1. Thematic Analysis

The thematic data analysis method is one of the most common and widely used forms of analyzing the qualitative data. Thematic analysis is a cluster of methods that are used to identifying patterns and their meaning across the data sets. This analytical method emphasizes on the pinpointing, recording and examining the patterns to describe the phenomenon associated with the research questions.

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