

Effect of Digital Marketing Channels on Consumer Buying Intentions in FMCG Industry in Pakistan

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Abstract

Digital marketing and Advertising are pivotal in increasing customer information and awareness towards products and services and engaging them in decision-making. Digital mediums are persuasive advertising mediums, and due to the advent of technology and innovation, digital marketing and advertising are important. For instance, YouTube is used as a persuasive medium for advertising and shapes consumer decisions toward purchase. This research is based on the post-positivism research paradigm, and it is quantitative. For this purpose, the researcher used the questionnaires to collect data and performed hypothesis testing. The research was conducted based on FMCG product purchases and data collected from consumers of FMCG brands who are watching Digital advertising and are involved in purchase decisions. The data was collected through Google survey forms from the 385 respondents based on convenience sampling. The collected data was processed through Smart PLS and reliability tests, correlation analysis and regression analysis. The results were analyzed based on reliability; the results are consistent, and more than 70% accuracy was found in data collection. All the variables, including Digital Advertising, use of social media, Content Marketing, Product appeal, and Digital Display, have a significant impact on mediating variable customer satisfaction and interaction and this significant impact on consumer buying intentions. One hypothesis is rejected as content marketing in this case in significant variables, and all variables are significant with mediating and moderating impacts on consumer buying decisions.

Keywords: Digital Advertising; use of social media; content marketing; product appeal; digital display; product appeal & consumer buying intentions.

JEL Classification: M30, M31, M21

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1. Introduction

YouTube's capacity to reach customers who actively seek out information on new products, services, trends, and availability has made it a potent tool for advertising. Smith et al. (2012). By offering useful information about goods and services, social media advertising, particularly on websites like YouTube, affects consumers' intentions to make purchases (Tellis et al., 2019). The efficacy of YouTube advertising is ascribed to its ability to captivate consumers, provide product details, and provide user comments, thus molding customer attitudes and swaying purchasing decisions (Tan et al., 2018). YouTube is an essential platform for brands to interact with their target audience and efficiently market their products because customers are becoming more interested in discovering new items and trends (Wijaya et al., 2022).

1.1 Background of Research

Persuasive advertising is when businesses and marketers give customers comprehensive information, entertainment, knowledge of products and services, where to buy, and how to buy in a way that influences their purchasing decisions. (Aziza & Astuti, 2019). Particularly in the field of social media marketing, YouTube has become a powerful source of advertising. Social media advertising is now an essential tool for drawing customers, piquing their interest, and spreading knowledge about products, services, and brands because of how frequently internet users interact with fast-moving consumer goods advertisements on sites like YouTube. Dehghani and Tümer (2015). To increase brand visibility and draw in more customers, a lot of businesses use YouTube and other social media platforms as engaging advertising channels (Lee et al., 2018). Marketing techniques can be given a new dimension by the interactive nature of social media advertising, which is best demonstrated by platforms like Facebook. This allows for improved consumer involvement and may even influence their buy intentions (Lee et al., 2018). Every Internet user updates their information, sees different advertising on YouTube, and uses the platform to improve brand recognition, knowledge, amusement, and customization all of which are used by different businesses. (Priatni et al., 2019).

Many factors, such as digitalization, the accessibility of devices and PCs, the ease of use of websites, online content, and decreased costs due to usage, are to blame for the shift in perspective. On the other hand, print media is quite expensive, and it is difficult to survey every website visitor and the things they are interested in. Usability, configuration preference, and age shift—young people prefer online content, and even older people are increasingly drawn to innovation and online platforms. Print media's preference over internet publications can be attributed to a variety of factors, including integration into people's lives, deeper coverage of the news, and perceived legitimacy. Despite the trend toward online news consumption, some consumers continue to respect print media (Ariani et al., 2017). People

may continue to read and subscribe to print newspapers due to this desire, which could be based in habits and comfort with traditional information sources (Ariani et al., 2017). The cohabitation of print and online media reflects the varied tastes and habits of readers, with certain demographic groups continuing to prefer the tactile and recognizable nature of print publications.

The Digital Locals employ cutting-edge, sophisticated innovation to improve the lives of every young person by bringing about a total shift in perspective. News organizations can now concentrate on digital natives to shift people's perceptions of online news content and propel online sites to use digital material. (Verweij, 2019).

This exploratory study sheds light on how buyers' perceptions of the websites and the information they access have changed. Customers are turning away from print media in favor of easier-to-use internet platforms with more affordable and aesthetically pleasing designs. This investigation examines how new media impact print media and how news organizations shift from print to internet accessibility. (Xiaoge, 2018). Customers, or users, are comfortable browsing the online papers and exhibit flexibility when they feel comfortable enough to comprehend the papers. The ease of use and accessibility attract more online users and reduce the amount of print newspaper readers. (Rosenstiel & Mitchell, 2009). Print media is organized differently from online publications; the web format is easy to navigate and audit pages. On the other hand, many consumers use web design and gravitate towards online sites, and some people think print media is simpler. (Xin, 2019).

1.2 *Scope of Study*

The Research on FMCG (fast-moving consumer goods) brands was done in Karachi with consumers. The main subjects of this study were YouTube's persuasive advertisements and FCMG Brands' influence over consumer purchasing decisions. The study's focus is on Pakistani Karachi residents who purchase FMCG products. To engage customers and involve them in the purchasing process, this study focuses on efficient advertising channels and how marketers use YouTube as a channel for advertising.

1.3 *Significance of the Study*

This study has significance because it closes the information gap between academic research and the dynamic digital marketing sector in the real world. The study focuses on the effects of digital advertising on YouTube in the context of fast-moving consumer goods (FMCG), providing valuable information for marketers and brand managers. This research elucidates the effectiveness of digital marketing components such as content marketing, digital displays, social media, and product attractiveness, given that the FMCG sector faces unique challenges in obtaining prompt consumer decisions. These data may help marketers

better allocate resources and maximize the effectiveness of their YouTube advertising strategy as YouTube is a well-known digital platform among advertisers. In addition to adding to academic knowledge, the study serves as a useful manual for experts in the sector.

1.4 Statement of Problem

The Customers are participating in and engaged in online advertising, which is launched by social media and online advertising. For marketers, this is a big challenge, particularly in terms of where to place ads and how to draw in consumers to use advertising to grow and keep existing clientele. Companies look to YouTube for online digital ads and anticipate attracting new customers. The persuasiveness of digital marketing and advertising, as well as the ways in which advertising can engage customers and entice them to make purchases, will all be examined in this study. This research is focused digital marketing and advertng mediums and how marketers, organizations, brand managers use You Tube as medium to engage customers and gain value by changing consumer decisions.

1.5 Objectives of Research

1. To analyze the impact of Digital Advertising on Customer Attraction and Awareness.
2. To analyze the impact of Usage of Social media on Customer Attraction and Awareness.
3. To analyze the impact of Content Marketing on Customer Attraction and Awareness.
4. To analyze the impact of Digital Displays on Customer Attraction and Awareness.
5. To analyze the impact of Product Appeal on Customer Attraction and Awareness.
6. To analyze the mediating impact of Customer Attraction and Awareness with relationship of digital marketing and consumer buying intentions.
7. To analyze the moderating impact channels and mediums in relationship of Customer Attraction and Awareness with consumer buying intentions.

1.6 Research Questions

1. What is impact of Digital Advertising on Customer Attraction and Awareness?
2. What is the impact of Usage of Social media on Customer Attraction and Awareness?
3. What is the impact of Content Marketing on Customer Attraction and Awareness?
4. What is the impact of Digital Displays on Customer Attraction and Awareness?
5. What is the impact of Product Appeal on Customer Attraction and Awareness?
6. What is the mediating impact of Customer Attraction and Awareness with relationship of digital marketing and consumer buying intentions?
7. What is moderating impact channels and mediums in relationship of Customer Attraction and Awareness with consumer buying intentions?

1.7 Hypothesis

H1: There is significant impact of Digital Advertising on Customer Attraction and Awareness.

H2: There is significant impact of impact of Usage of Social media on Customer Attraction and Awareness.

H3: There is significant impact of Content Marketing on Customer Attraction and Awareness.

H4: There is significant impact of Digital Displays on Customer Attraction and Awareness.

H5: There is significant impact of Product Appeal on Customer Attraction and Awareness.

H6: There is significant impact of impact of Customer Attraction and Awareness with relationship of digital marketing and consumer buying intentions.

H7: There is significant impact of impact channels and mediums in relationship of Customer Attraction and Awareness with consumer buying intentions.

1.8 Delimitations of Research

The purpose of the study is to examine how digital advertising influences consumer purchasing behavior. YouTube is the internet advertising platform, and the research will only look at advertising in the FMCG sector. At its height, social media marketing is a significant driver of consumer engagement and appeal. Marketers and advertisers use YouTube to promote their goods and services through social media marketing.

The focus of the research is restricted to Karachi customers because of time and funding constraints. Only YouTube, Facebook, and Instagram are considered when evaluating the impact of social media marketing on customer buying intentions in the research, which was done on products in the FMCG sector. YouTube viewers who make online purchases of FMCG brands provided the data via survey questionnaires.

2. Literature Review

2.1 Consumer Purchase Intentions

The Consumer purchase decision is based on the set of consumer characteristics, purchase pattern, and advertising of various brands. The advertising can impact consumer decisions and enhance consumer attraction by increasing brand awareness for consumers to purchase the product (Shevchuk, 2020). There are various platforms through which consumers can be attracted. Advertising, sales promotion, direct selling, personal selling, discounts and so forth through which customer's attraction increases. The online marketing is the one medium through which consumer's shows attention and increase customer attraction, advertising on social media affects the purchasing decisions of consumers. Today, most of consumers available online and view the advertisements on You Tube, face book, Instagram, advertisers promote their brands, add information regarding new features and packages and so forth (Monroe, 2016).

The rapid expansion of internet movies and ads has had a big impact on customer behavior and purchase choices. Nowadays, there are around 2 billion users on YouTube, thus online video content and ads are essential for drawing in viewers and increasing consumer value (Firat, 2019). Seven out of ten consumers use mobile phones and the internet, demonstrating the pervasiveness of these technologies among consumers and the importance of online advertising in swaying their purchasing decisions (Firat, 2019). Online platforms such as YouTube are very effective tools for brands to interact with consumers, promote their products, and attract new customers because of their accessibility and reach (Firat, 2019). Communications content distributed through brand channels, television advertisements, and online marketing and advertising are all on the rise. Since ads can be published for free and viewed by millions of people, YouTube brand channels that serve as cost-effective platforms for spreading advertisements are created (Nafees et al., 2021).

The media is risen up out of the Communalistic bundle plan by British and Pakistan received the media as far as newspapers and magazines. Muhammad Ali Jinnah initially began the DAWN Newspaper in 1941 propelling the job of Journalism in Pakistan. The Role of Media is to get out the word and increment individuals’ data towards recent concerns of nation and become the voice of individuals. The reason for existing is to make mindfulness and spread a word for data and related news to individuals to improve news viability. The consumer exhibits flexibility at whatever time they feel comfortable enough to grasp the documents and feels comfortable browsing the online versions. (Hussain e t al., 2009) The ease of use and accessibility draw in more online customers while decreasing the number of print newspaper readers. By assessing clients’ accessibility and focusing on them where they are, news channels and print media publications can benefit from the investigation. Reduced costs, increased customer service and business participation, and achieving real news content are critical. (Zaheer et al., 2023) In this context, the true nature of news casting is scrutinized as people become aware of and employ new media. Nonetheless, producers and channels are considering having a comparable interest in it.

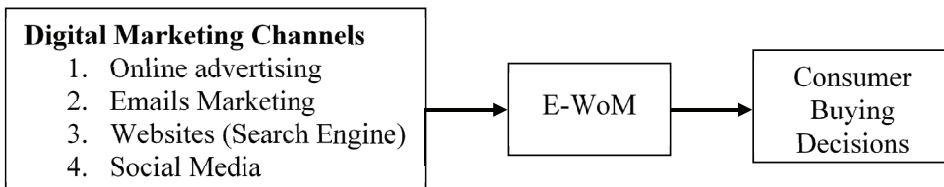


Figure 1: Frame work

The Newspapers online availability is easy now days and people prefer the online format and ease in reading of newspapers. (Jalees e t al., 2015) The Online newspapers are useful and easy to read, access and understand. (Jalees e t al., 2023) The elements of media showcasing and news has been changed as move in computerized media and vehicles of advanced promoting and publicizing has been changed. The Print media lost their significance due

to customer move towards to online media, online papers, papers sites and simplicity in accessibility and access of information substance(DeWaal & Schoenbach, 2010).

The contrasts between the utilizations of paper sites and non-paper news sites have additionally been discovered in this examination. Because of the increment in the quantity of paper site clients, there has been abatement in the course of print papers. In any case, among the people who utilize non-paper news sites, there has been an expansion in the dissemination of print papers. Customary print papers and other news destinations satisfy various necessities. Thus, the knowledgeable young people and guys lean toward other news destinations to print paper. Be that as it may, because of the expense of the print papers, a large portion of the people have begun to utilize paper sites.(Khanji et al., 2022) . It is clear that print and online newspapers coexist, with each format meeting the requirements and preferences of a distinct readership (Firmansyah et al., 2022).

The advertising is the source of income for media channels they can do advertising but not sake of profitably and increase profits for organization, Media Ethics does not allow that. Government advertising on social issues includes the Polio, virus and disease and so forth (Thoronton, 2002).The media channels in Pakistan completely ignored the political debates of parliaments parties and on issues of Political figure. It is seemed as media is sold out and people who have strong political background and wealth purchased the channels and even few business people and political person started channels of media to promote their parties and development in the country.(Agha et al., 2021) The components of media exhibiting and news has been changed as move in automated media and vehicles of cutting edge advancing and publicizing has been changed. The Print media lost their importance because of client move towards to online media, online papers, papers destinations and effortlessness in availability and access of data substance(Bertrand, 2010).

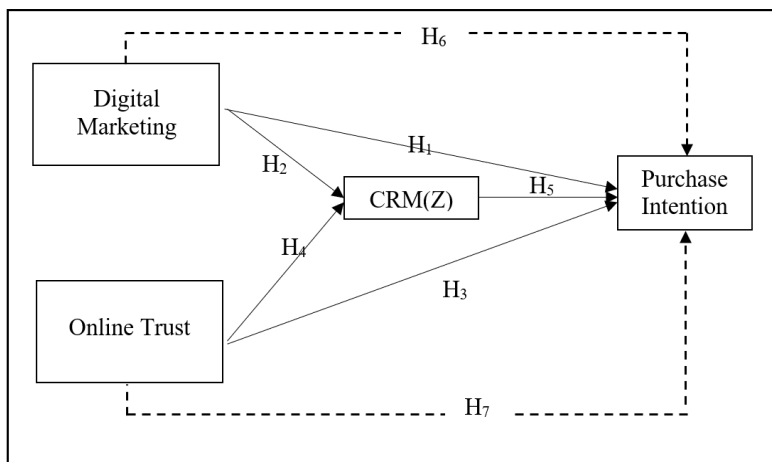


Figure 2: Frame work hypothesis framework

The differentiations between the uses of paper destinations and non-paper news locales have furthermore been found in this assessment. Due to the augmentation in the amount of paper site customers, there has been reduction throughout print papers. Regardless, among individuals who use non-paper news locales, there has been an extension in the dispersal of print papers.

2.2 *Entertainment*

Online media has an impact on print media. With the introduction of the internet and smartphones, online media make it easier for customers to download and read newspapers, and news channels have grown in significance. The internet and smartphones are user-friendly, and readers' abilities are improved by greater flexibility. The number of "digital natives" has also increased. As the population grows, more and more people who grew up in the technological age are using gadgets and technology, which improves consumer satisfaction and feedback regarding technology use.(Wahl-Jorgensen & Hanitzsch, 2019).

The print media has its importance in the mind of consumers and people, through the online technology cause change and online mediums change the mindset of people. Though, overall increase in use of online mediums and online industry increased, as due to change and usage of online media the pattern of living also changed and overall shift in the demand online websites. Many newspapers started operating online, develop websites and usage has been increased, and people enhance their experience. The dynamics of media marketing and news has been changed as shift in digital media and mediums of digital marketing and advertising has been changed. The Print media lost their importance because of consumer shift towards to online media, online newspapers, newspapers websites and ease in availability and access of news contents(Verweij, 2019). Online media impacts print media because it facilitates customers' downloading and comprehending of newspapers and news channels. It also increases the importance of these media through PDAs and the internet. Both the web and PDA are comparatively simple to use, and increased flexibility enhances reading abilities. As the population grows, more and more people born in the innovation era use technology and become digital natives. This enhances the user experience and encourages the use of innovation.(Xiaoge, 2018).

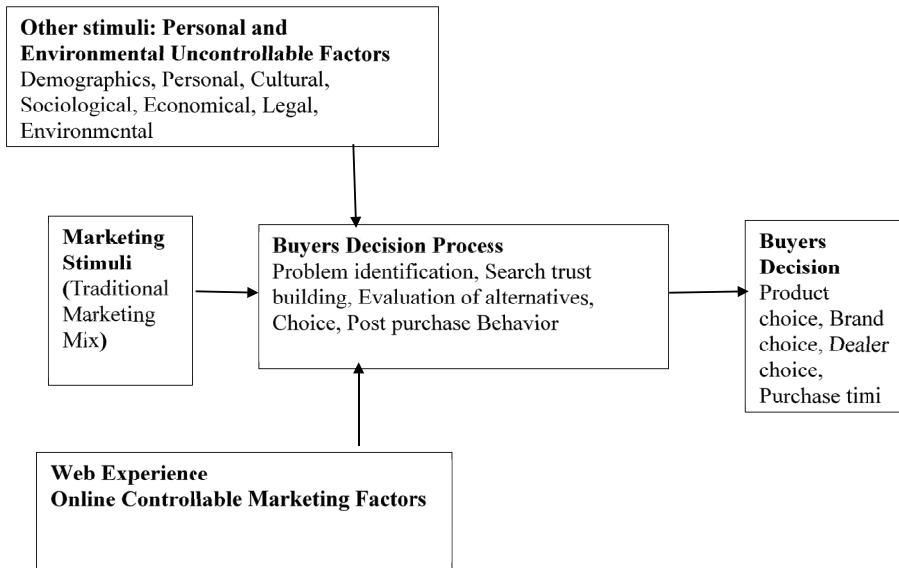


Figure 3: Theoretical framework

The print media has its significance in the brain of shoppers and individuals, through the online innovation cause change and online mediums alter the attitude of individuals. However, by and large expansion being used of online mediums and online industry expanded, as because of progress and utilization of online media the example of living additionally changed and generally speaking change in the interest online sites. Numerous newspapers began working on the web, foster sites and their use has been expanded, and individuals upgrade their experience. The elements of media promoting and news has been changed as change in computerized media and vehicles of advanced showcasing and publicizing has been changed. The Print media lost their significance in view of shopper shift towards to online media, online papers, papers sites and simplicity in accessibility and access of information substance (Kopano, 2018).

The Digital natives include every youngster uses the modern digital technology and complete paradigm shift cause due to usage of new technology. Now the news organizations can target the digital natives to change the mind set of people towards the online news content and development of online websites to use the digital content. The researcher evaluates the better business model whether they continue the Print newspapers as the sales is declining and continuous shift towards the online websites cause the increase in cost of print media, but there are still consumers prefer the print media those who are in old age and those who are less educated and literate and also those who prefer the newspapers for study and Jobs. In this case media organization continues the production of Print media newspaper as well to fulfill the needs of consumers (Chyi & Lewis, 2019).

The media is emerged from the Communalistic parcel plan by British and Pakistan adopted the media in terms of newspapers and magazines. Muhammad Ali Jinnah first started the DAWN Newspaper in 1941 advancing the role of Journalism in Pakistan. The Role of Media is to spread news and increase people's information towards current issues of country and become the voice of people. The purpose is to create awareness and spread a word for information and related news to people to enhance news effectiveness Graybeal (2011). Many newspapers started operating online, develop websites and usage has been increased, and people enhance their experience. The dynamics of media marketing and news has been changed as shift in digital media and mediums of digital marketing and advertising has been changed. The Print media lost their importance because of consumer shift towards to online media, online newspapers, newspapers websites and ease in availability and access of news contents(Verweij, 2019).

Online media impacts print media because it facilitates customers' downloading and comprehending newspapers and news channels. It also increases the importance of these media through PDAs and the internet. The web and PDA are comparatively simple, increase flexibility, and enhance reading skills. Since many people are from the technological era and use gadgets and innovation, the number of digital locals also increases as the population grows. This enhances the user experience and encourages the use of innovation.(Xiaoge, 2018).

2.3 Information

The Information is the source through which consumer can be attracted, as many consumers are rational and looking for features, value added benefits, pricing information, after that make decision for purchase. Advertising is the source of consumer information and through this information could be provided to consumer to attract the consumer decisions. You Tube advertising also includes the product related information, features to increase customer attraction and mold their decisions towards purchasing power (Tsao, 2019).

Clients would have the option to depend more on promoting when the publicizing was viewed as close to home and pertinent to their ways of life. In this manner, publicists ought to follow their client needs, profiles, and utilization designs. The advertisers accepted that promoting works adequately when it's worth was traded among clients and the publicist through the publicizing message. As such, clients may see separated advertisements to be closer to home and stay away from promotions that are considered less tweaked.

The Information is the source through which customers can be drawn in, as numerous buyers are objective and searching for highlights, esteem added benefits, valuing data after that settle on the choice for procurement. Publicizing is the wellspring of purchaser data and this data could be given to customers to draw in shopper choices. YouTube promoting

likewise incorporates item related data, highlights to expand client fascination and shape their choices towards buying power (Mosse, 2021). This investigation examination explains the adjustment of viewpoint of buyers towards the online substance of data and visits the locales. The value of print media declines as consumers gravitate towards more user-friendly, satisfying, and reasonably priced online channels. The study looks at how news affiliations affect print media and how new media affects print practices by shifting them to online transparency. (Chyi & Lewis, 2019).

The customers or clients feel ease in scrutinizing on the web papers and shows versatility whenever they feel free they can get papers. The availability and straightforwardness increase the online customers and reduction the examining of print papers. The Print media has unmistakable association then online papers, the online course of action basic, and straightforward pursuit, easy to review pages, two or three people really consider print media is easier and various purchasers use online plan and lean toward online locales (Bertrand, 2010). The Consumers pay lower cost in online mediums, and online destinations are not hard to use and people have receptiveness in using the online mediums and they consider negligible exertion while using the online modes for sees. The high-level media improvement changes the technique for purchasers and customers are considering the lease being utilized, have insignificant exertion and they favor the plan. The Digital media improvement carries out buyers to use modernized development and less focus on print media. Progressed local people explain that youngsters who are in this world when imaginative advancement showed up and those clients use the online mediums easily (Ushe, 2010).

2.4 Customization

Advertising on YouTube combines information, allure, and the ability to attract a large audience, enhancing customer satisfaction. The ability to provide the public with all available information about goods or services is known as data. While disruption is a bad aspect that affects shoppers, data is a positive indicator of buyer fascination. Many promotions cause buyers to become agitated. Depending on the choices and interests of the buyer, customization is the source from which notice can be created. In the same way, as they publicize the products based on buyer accessibility and time, the market and promoter assess the consumer's needs. (Tsao, 2019).

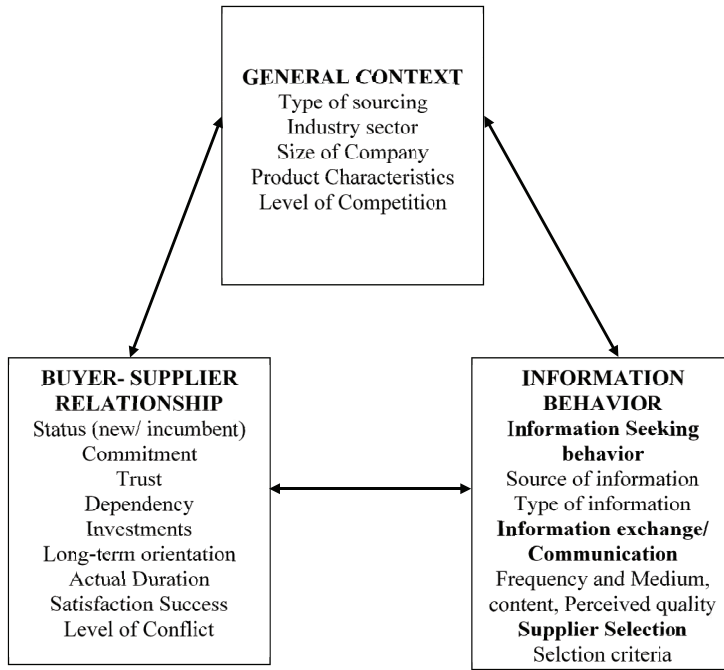


Figure 4: “Media Landscape and Consumer Behavior: A Comprehensive Overview”

In advertising, customization refers to adjusting marketing messaging to the target audience’s interests and preferences. In order to effectively supply desired satisfactions and improve customer and social well-being, advertisers and marketers must have a deeper understanding of the requirements, wants, and interests of their target audiences than their rivals (Vrontis & Thrassou, 2007). Despite this complexity, columnists nevertheless must provide readers with accurate information. Following this route, discover that although the role of columnists in news content has decreased in the first ten years of the twenty-first century due to the media industry’s most recent ownership and mechanical changes, writers continue to hold the most prominent position in news content. Columnists play a more significant role in establishing public policy and agendas as news coverage becomes more interpretive, which affects how audiences view and convey information (Wanja & Muna, 2021).

Pakistani media is contemplated progressively blunt and objective in South Asia, anyway it does not have the notification inside the utilization of decisions and derivations in data content, the variables which add to the degree of objectivity. They investigated measurements objects, publications, articles and previews, and found that more inductions and decisions have been applied in articles and articles. Their discoveries instruct that tendency inside the course with respect to judgment sentences added to a low level of objectivity and declined the dependence of the inclusion (Lee & Jin, 2019).

The Online newspapers are easy to read and easy to download and have access at any time. The Ease and flexibility increase due to increase internet promotion, availability of devices and increase in smart phones. The people who are using online newspapers are easy to use and flexible to read and thus importance has been increased. The consumer feel ease in reading online newspapers and shows flexibility whenever they feel free they can read newspapers. The availability and ease increase the online users and reduce the reading of print newspapers (Banker et al., 2014). Print media and print paper material are explored, along with the importance of online paper sites and their impact on print media use. But few customers choose print media, where learning and skill levels are low, and older people lean towards a lifestyle more akin to their own.

The Digital Locals use state-of-the-art computerized innovation to integrate every teenager, resulting in a total shift of perspective due to the application of new technology—news content. The analyst assesses the better plan of action whether they proceed with the Print papers as the deals is declining and persistent shift towards the online sites cause the increment in cost of print media, however there is still purchasers favor the print media the individuals who are in advanced age and the individuals who are less instructed and proficient and furthermore the individuals who lean toward the papers for study and Jobs. For this situation media association proceeds with the creation of Print media paper also to satisfy the requirements of buyers(Chonko, 1995).

Customers spend less for goods and services purchased online, and because websites are user-friendly and accessible, they are more likely to consider low cost when placing adverts online. The Cost is very low by using the online mediums of newspapers, as people who are education and literate the use of smart phones are very easy and newspapers reading can also be easy. The cost of pint newspaper on daily basis is high and internet services and smart phones also be utilized for other purposes and people can have low cost and have good use. The newspapers need to store and maintain record is also difficult, the use of online network is easy to use(Xin, 2019).

Consumers find it easy to peruse documents online and exhibit flexibility in obtaining papers whenever it suits them. Its ease of use and accessibility draw more online customers while reducing the number of print paper inspections. Some organizations genuinely believe that print media is simpler, and various customers use internet arrangements and lean towards online areas. Print media is affiliated with online papers, the online game plan vital and direct pursuit, simple to audit pages.(Chyi & Lewis, 2019).

2.5 Brand Awareness

The Advertising is the source to create Brand awareness, through advertising brands awareness increases. The advertising provides information to consumers, increase motivation

to buy the products and services, thus this increase the level or intensity to buy the product. The advertising also increases brand awareness, as continuous advertising via online channels like You Tube create brand awareness' like Pepsi Cola, Coca Cola adverting their products and services. The role of persuasive advertising is to increase customer attraction and enhance the motivation of consumers towards online buying.

Brand Awareness depicted as the consciousness of a brand or memory of a brand. In the meantime, the buyer goal incorporates positive and negative practices that could be displayed by the client toward the brand or organization. This addresses the level or probability the client will actually want to purchase. Clients procure brand mindfulness through viable promoting correspondence stations like TV, cell phones, and internet publicizing as they give data on item quality confirmation and believability that assist with diminishing danger in item assessment and choice when clients buy items. Consumers aim to purchase something relies upon how much consciousness of a brand or a specific brand the client has likewise discovered that there was a connection between publicizing worth and brand mindfulness, and between brand mindfulness and buy expectation.

The digital locals employ state-of-the-art computerized innovation to integrate every teenager, and this innovation has resulted in a total shift in perspective. News organizations can now concentrate on cutting-edge locals to alter people's perceptions of internet news and enhance websites to use computerized content. The analyst assesses the better plan of action whether they proceed with the Print papers as the deals is declining and persistent shift towards the online sites cause the increment in cost of print media, however there is still purchasers favor the print media the individuals who are in advanced age and the individuals who are less instructed and proficient and furthermore the individuals who lean toward the papers for study and Jobs. For this situation media association proceeds with the creation of Print media paper also to satisfy the requirements of buyers (Chonko, 1995).

Media Ethics is explained by that two Popular Newspapers in Pakistan includes the Jang and Dawn explain the critical issues of race, ethnicity and social issues to increase awareness of Pakistani People and aware people regarding this issue. They are actually the core promoters of ethical journalism in Pakistan(Sabir, 2011).

The research elaborates the media is promoting the four religions on media channels and ignoring the minorities on media channels. The newspapers are largely focused on public sector corruption rather than focuses on overall corruption by Corporation in taxes and evasion of taxes that's affects the development. The research Elaborates that Government must emphasis on media channels to promote the Government and tax payment to people to increase awards and revenues to Government for development and growth. The role of media is increasing people are not only used the newspapers and TV channels but also uses the social media for promotion of values. The media channels are purchased by business people

and all are focusing on creating sensational and breaking news and present not relevant content and present same content over all channels and even many times in news after every hour(Ushe, 2010).

Media should be illustrative of the general society. Media morals require a reasonable inclusion to immensely significant parts of the general public. In this regard, a few investigations have valued the job of Pakistani media, while others have referenced significant, be that as it may, overlooked regions. Media has a huge activity in establishment working by lighting up and educating the lion's share. Media Coverage refers to explanation of news coverage and increase information to people and create awareness. Since its inception role of media is to enhance capacity and increase people information and awareness, the media purpose is to establish the role and increase people information and awareness towards specific issue. Pakistan faced Political pressure and media channels spread the word of political parties and promoting election campaign rather than promoting the social issues of poverty, inflation and issues faced by people(Chyi & Lewis, 2019).

3. Research Methodology

3.1 Research Design

The selection and techniques for data collection and analysis are explained in detail by the study design, considering the research paradigm. This means that the study is explanatory in nature, quantitative in nature, and grounded in post-positivism. To generalize about the same industry and customer type, the research was done using a deductive technique.

3.2 Research Type

The study assesses how digital marketing and advertising influence consumer purchasing decisions. The study used positivism as the research paradigm and epistemological philosophy. (Bryman, 2011). Analysis founded on theory and underlying presumptions is referred to as positivism. The study used quantitative research methods and hypotheses derived from the variables or factors chosen. The study will examine how online advertising influences consumers' purchasing decisions and will be done in the media sector. The positivist research paradigm will serve as the foundation for the primary study, and particular theories and hypotheses will serve as the basis for quantitative research. (Saunders, 2013).

3.3 Population of the Study

According to Saunders (2013), the research population is chosen using a 5% margin of error and a 95% confidence interval. To finish, 385 samples will be used. Based on a sizable user base of more than 100,000 individuals who read newspapers online, the research's demographic is consumers.

3.4 Sampling Technique and Sample Size

The target population informs the sampling strategy. The method used to gather the data was convenience sampling. Due to the size of the target population, convenience sampling will be used to include clients from a range of demographic groups in Karachi, Pakistan. 385 Pakistani consumers of FMCG brands from Karachi will make up the sample size.

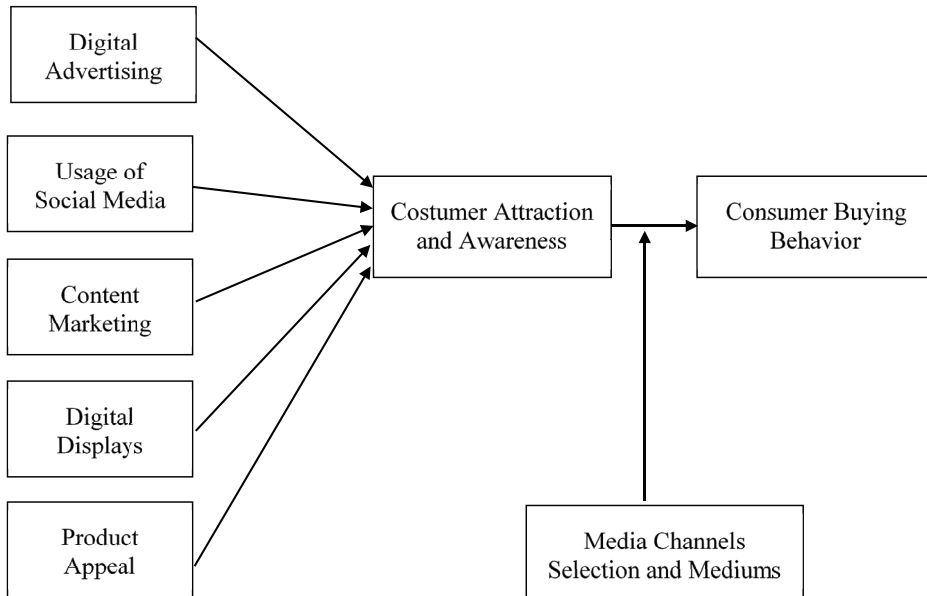


Figure 5: Conceptual Framework

Source: Adapted from; Aziza (2019), Astuti (2019) and Duffett (2020)

Research Instrument

The research conducted based on Questionnaire and survey will be conducted from consumers of consumer’s tool filled online via Google documents, and questionnaire designed based on Likert scale and statements adopted from the research articles and authors who already conducted study on this topic.

3.5 Data Collection & Analysis Techniques

The data will be collected from Consumer who are using FMCG Brands and online Google forms filled from customer to have review on consumer buying decisions as whole. The data will be collected from 385 respondents; through primary data research will analyze the effect of YouTube Advertising and other digital mediums on consumer buying decisions.

The research results will be analyzed through SPSS Software and collected data will be analyzed based on reliability analysis, demographic analysis, Regression Analysis, Correlation Analysis, Hypothesis testing will be performed to evaluate the results.

3.6 *Data Analysis*

The research conducted to analyze the impact of digital marketing channels on consumer buying intentions. The digital mediums increase customer attraction and enhance buying behavior. The research conducted to analyze the impact of various digital marketing strategies on consumer intentions to buy products and services. Social media advertising has an impact on consumers' purchasing inclinations. YouTube is the origin and medium of digital advertising on the internet, and it works well these days since customers are interested in the newest styles and details about goods and services. Persuasive advertising is when businesses and marketers give customers comprehensive information, entertainment, knowledge of products and services, where to buy, and how to buy in a way that influences their purchasing decisions. The research conducted based on new data collection and data collected from 385 consumers who are using digital marketing mediums and purchase various products and services.

3.7 *Demographics of Respondents*

Table 1

Demographics - Gender

	Gender	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	260	67.5	67.5	67.5
	Female	125	32.5	32.5	100.0
	Total	385	100.0	100.0	

There were 385 responses overall, with 260 men and 125 women identified by the demographic data gathered from customers of different brands via digital media. Table Table2

Table 2

Demographics - Age

	Age	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-25	115	29.9	29.9	29.9
	26-35	219	56.9	56.9	86.8
	36-45	39	10.1	10.1	96.9
	Above 45	12	3.1	3.1	100.0
	Total	385	100.0	100.0	

The age range of the responders is as follows: 115 are between the ages of 18 and 25, 219 are between the ages of 26 and 35, 39 are between the ages of 36 and 45, and 12 are over the age of 45.

Table 3
Demographics – Education

	Education	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Intermediate	11	2.9	2.9	2.9
	Graduate	141	36.6	36.6	39.5
	Masters	233	60.5	60.5	100.0
	Total	385	100.0	100.0	

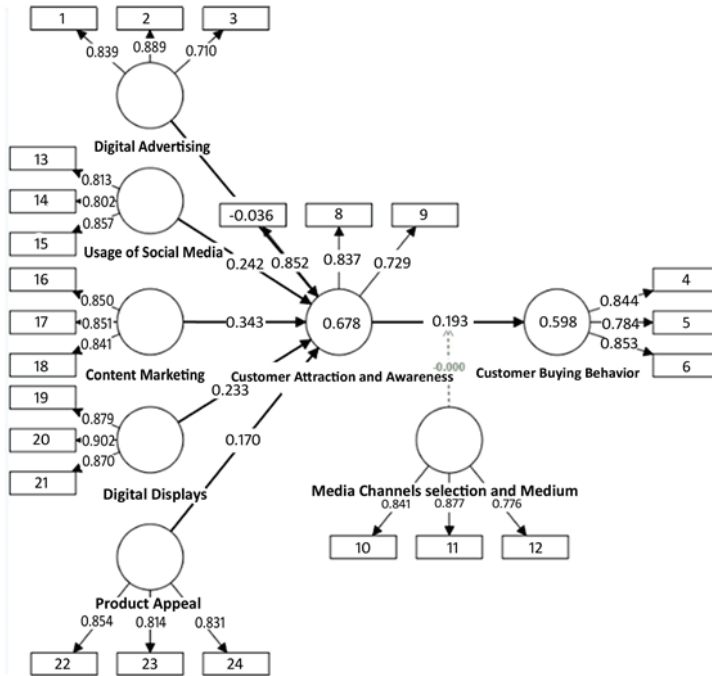
The research includes respondents with varying educational backgrounds and job experiences; of the respondents with Intermediate 11, 141 are graduates, 233 are postgraduates, and 385 total respondents have Masters level education.

Table 4
Demographics – Income

	Income	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Rs. 40,000 - 60,000	110	28.6	28.6	28.6
	Rs. 60,001 - 80,000	172	44.7	44.7	73.2
	80,001 - 100,000	103	26.8	26.8	100.0
	Total	385	100.0	100.0	

The respondents' income varies according to their business and profession: 110 make between Rs. 40,000 and Rs. 60,000, 172 make between Rs. 60,000 and 80,000, which is a significant portion of their income, and 103 make between Rs. 80,000 and 100,000.

MEASUREMENT MODEL:



Structural Model

Figure 6: Structural Model of SEM

According to Hair Jr et al. (2016), the PLS-SEM measurement model was examined to verify the correlation between the items and their corresponding constructs. The integrity of the gathered data is also confirmed by it. Within the measurement model, each model construct’s validity and reliability have been evaluated. These three basic constructs are all of second order because that is the foundation of this investigation. Therefore, in order to validate the measurement model of each second-order construct with its first-order sub-construct individually, we first run the measurement model of each second-order construct with its first-order sub-constructs. Following validation, the study’s structural or primary model was run using the latent scores of the second-order construct. Using statistics and model analysis to determine which variables are significant and which are not, the model describes the relationship between the variables’ moderation and mediation and the values of each component loading.

3.8 Reliability and Validity Tests

Table 5
Reliability and Validity

Constructs	Items	Loadings	Cronbach's Alpha	Composite Reliability	AVE
Digital Advertising	DA1	0.71	0.61	0.77	0.46
	DA2	0.78			
	DA3	0.75			
	DA4	0.81			
Usage of social Media	SM1	0.68	0.72	0.85	0.58
	SM2	0.78			
	SM3	0.72			
	SM4	0.45			
Content Marketing	CM1	0.45	0.72	0.77	0.47
	CM2	0.66			
	CM3	0.67			
	CM4	0.69			
Digital Displays	DD1	0.72	0.66	0.72	0.54
	DD2	0.80			
	SM3	0.75			
	SM4	0.73			
Product Appeal	PA1	0.75	0.75	0.76	0.57
	PA2	0.81			
	PA3	0.68			
	PA4	0.71			
Customer Awareness and Satisfaction	CS1	0.771	0.873	0.902	0.569
	CS2	0.782			
	CS3	0.787			
	CS4	0.743			
Media Channels	MS1	0.81	0.77	0.74	0.57
	MS2	0.75			
	MS3	0.81			
	MS4	0.68			
Consumer Buying Behavior	CB1	0.796	0.882	0.911	0.631
	CB2	0.808			
	CB3	0.861			
	CB4	0.833			

The results of the reliability and validation tests carried out in Smart PLS, which is based on structural equation modelling (SEM), the values of the factors loading and Cronbach’s alpha indicate the consistency of the responses across the scale for each statement and variable, respectively. A higher degree of consistency is shown by the variables over 0.7. These variables include digital advertising, social media use, content marketing, product appeal, digital display, moderating variables (choosing media and channels), mediating variables (customer satisfaction and interaction), dependent variables (buying intentions of consumers), and composite reliability (reliability greater than 0.7). All of these variables are significant.

3.9 Measurement Model Analysis

Table 6
Results of Measurement Model

	Quality of Services	Perceived Trust	Attitudes towards AI Usage	Security of Mobile Data Services	Customer awareness and Interaction	Adoption of Robo Advisors
DA	0.71					
SM		0.795				
CM			0.78			
DD				0.732		
PA					0.81	
CB						0.75

They show a relationship between the organizational culture’s second-order constructions and the three variables. All six of the sub-constructs have a major impact on organizational culture, as the table shows. All three variables have AVE values greater than 0.7, indicating consistent results and variable variance; as a result, the variables were chosen with significance.

Table 7
Path Coefficients – Direct Effects

				Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics	P Values
DA> CS				0.088	0.094	0.027	3.188	0.002
Mediation Effect	1	->		-0.013	-0.013	0.015	2.841	0.040
DA>CS>CB								
Moderating Effect	1	->		0.019	0.012	0.005	2.91	0.029
DA>CS>CB								
CM -> CB				0.013	0.019	0.015	0.846	0.398
CS -> CB				0.011	0.011	0.021	3.147	0.012
DD>CS>CB				0.102	0.012	0.001	2.212	0.002
PA>CS>CB				0.102	0.012	0.001	2.212	0.002
Mediation Effect	1	->		0.101	0.011	0.012	3.121	0.001
CS>CM>CB								

The tables show the analysis of each independent and dependent variables, the results show that the variables are significant and there is significant moderating and mediating impact of variables. All the variables include Digital Advertising, use of social media, Content Marketing, Product appeal, Digital Display having significant impact of mediating variable customer satisfaction and interaction and this significant impact of consumer buying intentions. Only one variable content marketing is insignificant having t value less than 2 and probability value not less than 0.05.

Table 8
Hypothesis Testing

Hypothesis	T values	Sig. Value	Decision of Hypothesis
H1: There is significant impact of Digital Advertising on Customer Attraction and Awareness.	3.188	0.002	Accepted
H2: There is significant impact of impact of Usage of Social media on Customer Attraction and Awareness.	2.841	0.040	Accepted
H3: There is significant impact of Content Marketing on Customer Attraction and Awareness.	2.91	0.029	Accepted
H4: There is significant impact of Digital Displays on Customer Attraction and Awareness.	0.846	0.398	Rejected
H5: There is significant impact of Product Appeal on Customer Attraction and Awareness.	3.147	0.012	Accepted
H6: There is significant impact of impact of Customer Attraction and Awareness with relationship of digital marketing and consumer buying intentions.	2.212	0.002	Accepted

The Table of hypothesis testing shows the acceptance and rejection of hypothesis. The criteria are values of t statistics obtained from path coefficients, t statistics value should be greater than 2.0 and probability values should be less than 0.05. The Table shows all the hypothesis are accepted and variables includes Digital Advertising, use of social media, Content Marketing, Product appeal, Digital Display, mediating variables customer satisfaction and interaction, moderating variables selection of mediums and channels and dependent variables consumer buying intentions, only one hypothesis of impact of content marketing on consumer satisfaction.

4. Conclusion, Recommendations and Implications of Research

This study focuses on digital and advertising platforms, specifically YouTube, and how marketers, companies, and brand managers can utilize it to engage consumers and create value by influencing their purchasing decisions. Customers pay attention to online and social media advertising, and they participate in and engage with it. (Miao et al., 2020) This is a big obstacle for marketers, particularly in terms of where to place ads and how to draw in consumers to increase the number of new and existing clients. Companies can find online digital adverts on YouTube, and they want to draw in more customers. (Ali et al., 2023) This study looked at the persuasiveness of digital marketing and advertising as well as how to engage consumers through advertising to get them to make more purchases. (Hameed et al., 2022). Social media advertising is one of the many channels via which advertisers may draw in customers. Social media advertising is a method for drawing in customers, keeping them interested, and disseminating details about brands, goods, and services. All internet users watch and consume fast-moving consumer goods adverts, and these days, YouTube videos featuring goods are used as effective forms of advertising. The criteria used in the research are variables such as t statistics values that are derived from path coefficients, probability values that are less than 0.05, and t statistics values that must be more than 2.0. The table displays the variables that support each hypothesis, including digital advertising, social media use, content marketing, product appeal, digital display, moderating variables that affect customer satisfaction and interaction, dependent variables that reflect consumer buying intentions, and only one hypothesis that examines the relationship between content marketing and customer satisfaction. With the help of statistics and model analyses that identify which variables are significant and which are not, the model describes the link between the variables' moderation and mediation as well as the values of each component loading. (Zaman et al., 2023)

4.1 Implications of Research

The study on how YouTube's persuasive advertising affects consumers' purchasing decisions has important real-world ramifications for the FMCG sector. Since YouTube is one of the most powerful digital advertising channels for swaying consumer decisions, marketers should carefully deploy resources to prioritize it. To maximize impact on digital platforms, content must be tailored to fit with known persuasive aspects, such as information, entertainment, personalization, and brand awareness. Using YouTube and other social media platforms as a persuasive tool can increase consumer happiness and engagement. Prioritizing consumer satisfaction and carefully selecting media and channels are important tasks for marketers, who should also adjust their tactics based on ongoing variable monitoring. To ensure that organizations remain relevant and effective in the dynamic market, educational programs for marketers, an emphasis on innovation, and collaboration with influencers align with the research findings.

4.2 *Recommendations*

The research conducted to analyze the impact of You Tube Persuasive advertising on consumer buying decisions.

- The research is significant for FMCG industry and marketers to analyze the data and researches guides for digital mediums are effective for decision making.
- The Digital mediums used as persuasive mediums for adverting and increasing customer attraction.
- The Digital mediums used as source of persuasiveness, with increase in Entertainment, Information, Customization and Brand Awareness.
- The factors are significant and marketers can analyze these factors as sources of persuasiveness and enhance the impact on consumer-based decisions.

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Appendices

Appendices 1: Questionnaire

Questionnaire

We are PhD Scholar at Different University conducting a research on “Effect of Digital Marketing Channels on Consumer Buying Intentions in FMCG Industry in Pakistan”. You are invited to participate in this research. Survey responses will be strictly confidential and data from this survey will be reported only in the aggregate. Your understanding and cooperation for this academic exercise will be highly appreciated.

<u>Gender</u>	<u>Age (years)</u>	<u>Education</u>	<u>Monthly Income</u>
<input type="checkbox"/> Male	<input type="checkbox"/> 18-25	<input type="checkbox"/> Intermediate	<input type="checkbox"/> Rs. 25,000 to 50,000
<input type="checkbox"/> Female	<input type="checkbox"/> 26-33	<input type="checkbox"/> Graduate	<input type="checkbox"/> Rs. 50,001 to 75,000
	<input type="checkbox"/> 33-40	<input type="checkbox"/> Post graduate	<input type="checkbox"/> Rs. 75,001 to 100,000
	<input type="checkbox"/> Above 40		<input type="checkbox"/> Above 100,000

Scale: Please tick the most appropriate items that best describe you (5=strongly Disagree, 2= Disagree, 3= Neutral, 4=Agree, 5= Strongly Agree

Statements	5	4	3	2	1
Digital Marketing					
Digital Marketing has effects on selection of products					
I prefer to view advertising through Digital mediums					
Social media are effective tools for advertng the brands					
Advertng through Digital mediums provides current information and effective for making product purchase decisions					
Usage of Social Media					
Consumers give more importance for celebrity and consider brand advertising					
Celebrities are remembered more than the brands being endorsed by them.					
Consumers often get attracted towards the celebrities but not towards the brand being endorsed by them.					
Celebrity image is reflected on brand					
Content Marketing					
Advertisement Content Provides me direction and frequency for purchase					
Advertising Content appeals me for Product category and exposure					
Advertising Content provides me helpful information					
Advertising Content effective information and increase shopping enjoyment					
Digital Displays					
I think hue and brightness used by my retailer which fit me to Build my appearance					
Mostly my FMCG retailer display varieties of products based on color					
The brightness of color will change with lighting used by my retailer					
I feel greater attention towards proper color scheme and design by Brands.					
Product Appeal					
I prefer someone whom I can turn to for advice about product buying decisions					
I prefer products with social popularity among the people					
I rely on intimate person whom I interact online/physically make me interested to buy any new clothing brand					
I prefer products that as good ranking					

Table to be continued

Customer Attraction and Awareness					
Digital Marketing has positive influence on me liking advertised products					
Digital Marketing is a good source of knowledge					
Digital Advertising provides me with valuable product knowledge					
Digital Advertising is effective in stimulating my preference in brands					
Media Channels and Selection of mediums					
I think Advertisement should be focused on consumer needs and demands					
I think Advertisement must includes complete information regarding brands					
I think Advertisement focused on customer attraction towards brands					
I think Advertisement focus on new offers and increase brand awareness					
Consumer Buying Intentions					
I will buy products that are advertised on digital mediums in the near future					
I desire to buy products that are promoted on digital mediums Advertising					
Digital Advertising increase purchase intent of featured brands					
I would buy products that are advertised on digital mediums					
I like the offers promoted on digital mediums					



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