EFFECTIVENESS OF ONLINE ADVERTS ON THE PURCHASING BEHAVIOR AND CULTURAL CHANGE AMONG UNIVERSITY STUDENTS

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ABSTRACT

This research article is an analysis of the Effectiveness of Online Adverts on Purchasing Behavior and cultural change among Students at the University of Central Punjab, Lahore, Pakistan. The main research hypothesis is, “It is perceived as online adverts help in promoting purchasing behavior among Students of the University of Central Punjab, Lahore.” This study is conducted on a quantitative survey research design, for this purpose representative sample size of 160 undergraduate and graduate students are drawn using a stratified sampling technique. To document and analyse the research objectives of purchasing behavior of students and the role of online adverts in promoting new trends and glamour which resultantly become agents of social change, distinct statistical tests i.e. ANOVA and one sample t-test are used. The findings of the study reveal that there is a significant relationship between online adverts and purchasing behavior of students moreover online adverts also promote new trends and glamour which helps in bringing and maintaining social change.

Keywords: Online adverts; Purchasing behavior; Social change; New trends

1. INTRODUCTION

Online adverts are a form of marketing activity that helps businesses offer their products to customers who are already using the internet for their everyday activities and who are also interested in learning more about the things they may buy by reading advertisements on the internet. In order to persuade or sway an audience, advertisers pay for impersonal, mass-media placement of promotional messages (Burns, 2007). Only a handful of the various types of advertising communications exist: sponsored content, sponsoring, underwriting, and sales promotion. These messages are disseminated by a variety of media, including billboards, radio, television, movies, magazines, and newspapers. By contrast to the traditional, passive paradigm of communication, with interactive advertising the user (rather than the advertiser)choose how much or how quickly to absorb the content being advertised. The recipient can read a message in as little as one second or as long as fifteen minutes. It's as if he or she is having a silent "conversation” with the advertising message. With the click of a button, the user can ask for more details; this interactive method of communication between the user and the commercial information provider replaces the traditional one-way flow of data (Shimp, 2002).

The most popular distribution routes for advertisements are websites, email, ad-supported software, and mobile devices that can connect to the internet via smart phones.

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Internet advertising was created with the intention of enticing customers in a particular demographic to enthusiastically learn more about a company's products and services with the ultimate goal of persuading those customers to make a commitment to purchasing those products and services. The Internet is viewed as a helpful method of promotion since customers can easily do searches on the criteria for a product and save money and valuable time in the process. The company's sales volume can increase as a direct result of the effective online promotion of the company's goods and services (Robinson, 2015).

Pashkevich, et al., (2012) investigated the effectiveness of online advertisements as, information about products can be effectively distributed to consumers through advertising. In addition to performing a number of other tasks, advertising also generates demand, supports the marketing system, aids intermediaries, and projects the organization's image. Without advertisement, no producer can consider sales. Only when there is advertising may salespeople and sales managers anticipate some outcomes. Advertisement connects buyers and sellers. In comparison to other means of marketing, advertising has become more cost-effective. The basic goals of advertising are to inform, convince, and remind consumers of the desirable qualities of the marketed goods. Advertisements can be seen almost anywhere that visual or audible communication can be shown, including on the seats of grocery carts, the walls of airport walkways, the sides of buses, and also in phone hold message or store PA systems.

It aids in increasing audience awareness of their goods and services. Online advertising combines traditional media advertising with cutting-edge internet strategies to increase brand memory. Today's Internet advertising includes a number of websites designed to increase sales and foster customer connections, empowering the target market to make wiser purchasing decisions. Because of this, the current study set out to discover the beliefs, behaviors, and preferences of those who view online advertising. The study's findings revealed that while brand loyalty increases and attitudes towards online advertising are positively impacted, opinions about the website's quality are unaffected. The top three places in terms of features drawn to online advertising and the time-saving, user-friendly, and convenience of utilising internet ads for their aims received the top rankings in factors influencing online advertising viewers. Overall, this has had a favourable effect on internet consumers' perceptions of online advertising (Wolin & Korgaonkar, 2013).

Internet advertising has grown increasingly compelling to viewers, say Wells et al. (2006), because it gives them an animated impression of the products and services being offered to net viewers. Online ads can be displayed in a variety of different formats, including banner, mail, throughout, and keyword ads. These kind of advertisements can be seen on websites like Twitter and Facebook in addition to other web-related content, demonstrating that advertising can employ a variety of strategies to expose and connect with a target audience and concentrate on a certain demographic. This study made an effort to investigate into the opinions, preferences, and attitudes of internet users in order to evaluate the impact of internet ads among it.

Consumer behavior refers to a customer’s actions and decisions made before to, during, and following the purchasing process. To better understand the elements that affect a consumer's buying patterns and the items and services they select, researchers, businesses, and marketers study consumer behavior. Kotler (2003) asserts that a number of factors, such as economic standing, values, culture, temperament, age, and education level, have an impact on how customers behave. The research on consumer behavior is used to create strategies and products that will boost an organization’s performance and sales. Every element of society around the world is impacted by or is characterised by the causes of social change listed below. On a large scale, they influence all of our important social institutions, including our economy, politics, religion, family, educational system, science and technology, military, and judicial
They influence our values, attitudes, beliefs, and behaviors on a micro level. Overall, they have an impact on our way of life.

In the upcoming years, advertisers are anticipated to alter their focus and spend millions more on internet advertising than on TV, print ads, and other conventional advertising mediums. As technology advances quickly, customers increasingly use the internet as a one-stop shop to meet the majority of their needs. The internet meets all of their needs for communication, entertainment, commerce, and information search. Every day, a large number of consumers use the internet for personal tasks, but how many of them pay attention to the commercials, banners, and—most importantly—the memory value of those adverts?

1.1 Objectives
1. To document the role of Online adverts in promoting purchasing behavior
2. To understand the role of Online Adverts in bringing Change in society
3. To investigate the tendency of respondents in following new Trends and Glamour from Online Adverts

With the use of vr interfaces, internet ads is also able to offer the consumer with an experiential environment. This allows the consumer to interact with some of the features of the products before choosing whether or not make a purchase. The consumer has the ability to supply the company and other customers with content in the form of comments regarding the product. A nice promotion for the marketer can come from receiving great comments. Even negative feedback can be used to a marketer's advantage if the difficulty the customer is having can be resolved and it can be demonstrated that the company is committed to meeting the customer's requirements. Additionally, customers can add "collective content" to the media via online forums and online worlds (Ducoffe, 1996).

For parts of his research dissertation, Osewe (2013) examined the impact on internet advertising on customer behavior. He accomplished this by conducting both quantitative and qualitative assessment of University of Nairobi students. In the study, a stratified sampling method was utilized to choose one thousand study participants. Questionnaires were used throughout the collection process to gather primary data. For the purpose of analyzing qualitative data, content analysis was utilized, whereas descriptive statistics, regression analysis, and correlation analysis were utilized for the purpose of analyzing quantitative data. The findings of the study suggested that advertising on the internet was successful in terms of reach and the generation of awareness owing to the various usage; however, it established that the reliability of the internet as an advertising medium was poor in comparison to TV. Advertising on the internet has a substantial association with the purchasing decisions made by customers, and as a result, it is one of the most important factors in determining how customers behave.

According to Gaber et al. (2019), about 21% of Internet users believe that Internet advertising is the most pertinent ad format. The sector surpasses conventional media, including radio, newspapers, and magazines. The channel is appealing because of metrics and behavioral targeting. "Advertisers may increase your ad target ability and obtain greater outcomes because the Internet is a dynamic and versatile platform that delivers extensive consumer usage data," according to Parks Associate research experts.

The coming together of many types of data will shape the future of interactive advertising. The information is favourable for both customers and business marketers. Consumers will have a lower chance of coming across advertisements for things that they do not require, reducing the likelihood that they will do so. Consumers have the ability to control the information that is offered to them as well as the format in which the information is presented. The advertisement will be tailored to the specific person viewing it. On the other side, marketers will give consumers enticements in exchange for their personal information...
and the opportunity to contact them in extremely personal ways. Consumers could be enticed with free or reduced Internet service provider (ISP) service or cell phone time or even free wireless gadgets. Once customers have given their consent to receive tailored messages, those messages will find their way to them regardless of location. Advertisements will be tailored to the tastes of the target audience by marketers. To put it another way, advertisers will tailor distinct advertisements to each of their clients (Baek & Morimoto, 2012).

According to Kuppuswamy and Narayan (2010), advertising can have a widespread influence on young people, and this influence can have some negative impacts on those young individuals. Despite this, it was observed that there had been relatively little primary research conducted that was solely focused on the aspects that influence the perspective that young people have regarding online advertising. This idea was made clear both in the studies that were chosen for further investigation and in all of the other articles that were reviewed during the screening process. No single study looked specifically at young individuals across the entire age spectrum, from 10 to 24 years old. Nonetheless, Dao et al., (2014), indicated that a number of research concentrated on varying age groups within the young people bracket. Despite this, there were only six studies that included participants younger than 16 years old. It was shown that children between the ages of 10 and 15 receive the least amount of research. For instance, Daems et al. (2019) researched the effects of targeted advertising in an online environment, specifically on young teenagers between the ages of 11 and 14, with a particular focus on the effects of advertising integration and interactivity and how they affect their memories. This research was conducted on young teenagers between the ages of 11 and 14.

Advertising is still crucial for the development the societal expectations, moral codes, and public consciousness in today's digital age, especially during pandemics. The study of advertising's impact on social processes is nevertheless important despite the existence of a large spectrum of literature dedicated to various elements of advertising. The effectiveness of diverse marketing channels, consumer behavior influencing strategies, and novel kinds of advertising aimed at boosting audience trust were the main topics of earlier study in this area (Kumar et al., 2011).

Atkin and Rice (2012), indicated that while promoting a public welfare programme can have a positive effect on society, inappropriately showing a lady in an ad can have the opposite effect and have a bad impact on society. One method of mass marketing is known as advertising. When it comes to advertising, many strategies are utilised in order to convince customers that they have a need for the product that is currently being marketed to them. They concentrate not so much on the product itself, but rather on the advantages that will accrue to the customer as a result of using the product. The public can get more familiar with items through advertising, which in turn leads to an increase in the amount of those products that are consumed and, as a consequence, the demand for such products.

According to the findings of a study titled "The dynamics of persuasion: Communication and attitudes in the 21st century" conducted by Perloff (2010), social repercussions of advertising include the fact that there are multiple accusations that advertising has a detrimental effect on people's lives. It is not possible to rule out the possibility that advertising also has some negative effects on society, despite the fact that it has a great many positive effects. It plays on the feelings of the general population and leads them to believe that purchasing and using up resources are the activities of life. Posters advertising contemporary films, particularly those in which sensuality is depicted to a greater extent than the actual content of the film, have the potential to significantly divert society's attention. The advertising industry is playing a major role in the glorification of materialism, which can have potentially harmful effects. Because we are so preoccupied with the goal of gratifying our newly generated desires, society is developing a growing ignorance about social and global challenges. Our goal is to increase our income to the point that we can purchase happiness in the shape of various
goods that are marketed to us with the promise that they would fulfil all of our needs and fulfil all of our desires. Because we always want to have more, we are thirsty for material goals, but we can't seem to find them. Products that receive a great deal of advertising typically come with a higher price tag because of the money that is spent on advertising. It is true that advertising drives up consumer spending, but it is also true that the more we spend, the more damage we do to the environment. This is because when there is a higher demand for something, more of that thing is produced. This results in an increase in the demand for raw resources.

An and Kim (2007) found that respondents had negative opinions about receiving internet commercials or seeing online advertisements, based on their study across Asia and North America. These conclusions are based on the outcomes of the individual investigations conducted in the two regions. Wang and Sun (2010) conducted research to investigate the beliefs and perspectives of young Chinese people on advertising. The notion that one is looking for information was proven to be an excellent predictor of one's stance toward online advertising, whereas the beliefs regarding amusement and legitimacy did not seem to be important. It turned out that knowledge and entertainment were the best predictors of how people felt about web advertisements. When customers believe that an advertisement is truthful and credible, it not only has an effect on their attitude, but it also intensifies the effect. The trustworthiness of a company, the degree to which an advertisement might be seen as entertaining, and how informative it is are all factors that influence how consumers feel about advertisements.

The role of advertising in a company's success cannot be overstated. Business introduction, brand development, and competitive positioning in the buyer's mind versus existing competitors are all goals of advertising. Kushagra, (2019), in his research study highlighted the purpose of the research as to analyse the way in which advertisements influence people to make purchases. The study selected a sample size of 100. To measure the impact of the ads on customer behavior, a thorough questionnaire was developed. The data demonstrates that advertisements are effective in raising consumers' levels of awareness, but fail to produce lasting impressions. There is a positive correlation between customer views of a product and the consumer's familiarity with the brand associated with that product, both of which play a role in influencing the consumer to make a purchase. According to research by Dehghani et al. (2016), personalization was a major predictor of informativeness, which in turn was a substantial predictor of entertainment and believability. The brand interaction employed in advertising messaging and how it linked to preteens were the main topics of Daems et al. (2019) study. Their findings support the idea that interactivity causes consumers to be aware of the advertisement's underlying commercial aim. It encourages young people to "analyse stimuli less critically and to adopt a less positive product attitude and share more personal data."

According to the findings of a study by Mir (2012), brand advertising has a significant effect on the image of the brand and significantly affects consumer purchasing behavior. It was also determined that ads have a considerable impact on consumers' final purchases. Customers are more likely to purchase things that are heavily promoted in advertisements as opposed to those that are not advertised at all or only sparingly.

The purchasing behaviors of users of social and digital media in relation to online advertisements continue to be a topic of intense interest all over the world. Young people in Pakistan, particularly college students, have exhibited a significant amount of interest in the advent of social media and digital media. As a direct result of this, the Pakistani society has seen an increase in consumerism as well as new cultural trends. Ashraf, Rehman, and Maseeh (2021) explore the influence that four aspects of YouTube advertising, namely enjoyment, informativeness, the ability to customise the experience, and aggravation, have on users' intentions to make a purchase. A structured questionnaire was used to collect data from the 315
student respondents who were recruited from a public institution in Pakistan for the aim of achieving this research objective. SPSS was used to perform the analysis on the data. The findings point to the fact that advertising on YouTube has a favourable influence on consumers' intentions to make a purchase.

In a research study, Aybike and Ertike (2011) looked at how advertisements affected people between the ages of 17 and 25. Three hundred college boys were chosen, and they were exposed to 20 different product-related advertising. The survey was divided into two parts, the first of which involved gathering data on the student's profile. The second phase looked at people's attitudes toward and comprehension of TV advertising. The research found that advertisements promoted more than just a commodity; they also promoted lifestyles and social standing.

1.2 Research Questions
1. Does online adverts helps in promoting purchasing behavior among Students of University of Central Punjab, Lahore, Pakistan?
2. Does online adverts increase the tendency of respondents in following new Trends and Glamour?
3. Does online adverts helps and supports in bringing change in the society?

1.3 Research Hypothesis
1. It is perceived as online adverts helps in promoting purchasing behavior among Students of University of Central Punjab, Lahore, Pakistan.
2. It is perceived as online adverts increase the tendency of respondents in following new Trends and Glamour.
3. It is perceived as online adverts helps and supports in bringing change in society

The theoretical basis of the present study is based on the cultivation theory of George Gerbner (1969). The long-term effects of media consumption on viewers' views of social reality are examined under the cultivation theory. The main premise of cultivation analysis would be that people who watch more TV are more highly probable to perceive the real world as it is most frequently portrayed in media messages than people who watch less television, despite the fact that their significant demographic characteristics are otherwise comparable (Gerbner, 1969).

According to Mosharafa (2015), "cultivation" is not the same as "TV effect" because both the public and television have a hand in influencing TV programming and public opinion. The social, private, and cultural components seen on TV's screen are neither created nor reflected by it. First off, since these components do not come into existence in a vacuum but rather result from a dynamic process in which society, the general public, media institutions, and interest groups shape the production and dissemination of mass-produced messages, television cannot be said to be a creative medium. The public's needs, values, and ideologies would then be generated, influenced, and satisfied by these messages. In order to help viewers define and establish numerous distinct identities, it may be useful to provide a reasonably realistic image of an adolescent female member of a particular social class. Second, because interest groups and media organisations shape the content displayed on television, it doesn't reflect these social, personal, and cultural aspects. The huge flow of media messages, for instance, is controlled and directed by gatekeepers in media institutions.

2. METHOD

Surveys are currently used in almost every aspect of life. They are used in everyday decision-making by businesses, consumer organizations, politicians, and advertisements. According to Babbie (2016), "surveys can be utilized for descriptive, explanatory, and exploratory objectives." They are most commonly employed in investigations that use individuals as the units of analysis." According to the same author, it is the best way available to researchers for data collecting in order to describe a population that is simply too huge to observe directly.
The goal of this study was to ascertain how exposure to online marketing affected consumer behaviors and societal changes in particular. A survey research design was utilised to examine the nature of relationships between student users’ exposure to the internet and digital media, as well as the watching of internet advertising, and their influence on them, given the nature and breadth of the current study. The students registered in various departments at the University of Central Punjab, Lahore, make up the current universe.

In order to fulfil the requirements of this study, a stratified approach for defining the demographic features and a convenience method for gathering information from the target group were both employed. The researcher was unable to collect data from a large population due to time and cost constraints; as a result, 160 respondents from the University of Central Punjab in Lahore were chosen, with a balance of male and female respondents. The information is provided below. In order to fulfil the requirements of this study, a stratified approach for defining the demographic features and a convenience method for gathering information from the target group were both employed. The researcher was unable to collect data from a large population due to time and cost constraints; as a result, 160 respondents from the University of Central Punjab in Lahore were chosen, with a balance of male and female respondents. The information is provided below.

For data collecting purposes, the target population of 166 respondents was divided into groups based on their level of education. To ensure fair representation of students enrolled in bachelor's programmes, the instructional departments were carefully chosen. The sample has been further separated into males and females based on gender. There were 80 male and 80 female respondents. The age range was between 18 and 30.

Some students declined to complete the questionnaire since they lacked the time to complete the lengthy form. Some declined because they weren't in a mood to respond to the questionnaire with information. As the poll was performed in August, heat and humidity severely hindered productivity.

3. ANALYSIS & FINDINGS
A substantial number of people get their knowledge, entertainment, shopping habits, and rising social and cultural trends through online advertisements. Additionally, it has an impact on the young viewers' cultural habits. The majority of pupils encounter internet adverts, the researcher discovered while responding to some research questions posed earlier in the study. Exploring people’ online ad viewing patterns and perceptions is one of the study's main focus areas.
Table 1

**Online adverts helps in promoting purchasing behavior**

<table>
<thead>
<tr>
<th></th>
<th>t</th>
<th>df</th>
<th>Sig. (2-tailed)</th>
<th>Mean Difference</th>
<th>95% Confidence Interval of the Difference</th>
</tr>
</thead>
<tbody>
<tr>
<td>Online adverts helps in promoting purchasing behavior</td>
<td>21.759</td>
<td>160</td>
<td>.000</td>
<td>1.534</td>
<td>1.39 - 1.67</td>
</tr>
<tr>
<td>Time spent on Digital Media</td>
<td>34.048</td>
<td>159</td>
<td>.000</td>
<td>1.200</td>
<td>1.13 - 1.27</td>
</tr>
</tbody>
</table>

The table 1 indicates highly significant value 0.000 which supports the research hypothesis, “It is perceived as online adverts helps in promoting purchasing behavior among Students of University of Central Punjab, Lahore which is also in lines with the study, conducted by Nidhi et al., (2008), on Impact of advertisement on the buying pattern adolescent girls in this study media and advertising together present a deadly mixture and has become an essential part of contemporary society. It is the most suitable way to reach not only adult consumers but also the teenagers.

Table 2

**Online adverts helps in bringing Change in society**

<table>
<thead>
<tr>
<th></th>
<th>Sum of Squares</th>
<th>df</th>
<th>Mean Square</th>
<th>F</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Between Groups</td>
<td>1.232</td>
<td>1</td>
<td>1.232</td>
<td>7.017</td>
<td>.009</td>
</tr>
<tr>
<td>Within Groups</td>
<td>27.743</td>
<td>158</td>
<td>.176</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>28.975</td>
<td>159</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Table 2 indicate that online adverts helps and supports in bringing change in society. The purpose of advertising has changed significantly in the current environment. Advertising facilitates the process from providing product and service information to encouraging product acquisition. The media has significantly altered the scenario. TV, mobile, internet, and other social networking sites have largely replaced print and traditional published media as the primary channels for promotions and advertisements.

Table 3

**Online adverts as Influential**

<table>
<thead>
<tr>
<th></th>
<th>t</th>
<th>df</th>
<th>Sig. (2-tailed)</th>
<th>Mean</th>
<th>95% Confidence Interval Difference</th>
</tr>
</thead>
<tbody>
<tr>
<td>online adverts as Influential</td>
<td>36.668</td>
<td>159</td>
<td>.000</td>
<td>1.238</td>
<td>1.17 - 1.30</td>
</tr>
<tr>
<td>Online Adverts helps in bringing social change</td>
<td>36.668</td>
<td>159</td>
<td>.000</td>
<td>1.238</td>
<td>1.17 - 1.30</td>
</tr>
</tbody>
</table>

Table 3 shows that online advert as influential and they helps in bringing social change. Many observers have noted that the twentieth century saw a dramatic quickening in the rate of social development. In comparison to earlier in the century, the latter half saw accelerated rates of
industrialisation, demographic shifts, and environmental degradation due to human activity. Despite numerous assertions to the contrary, relatively few studies have attempted to explain the supposedly rapid pace of societal change and role of advertisements (Sharma, 2019).

Table 4

<table>
<thead>
<tr>
<th></th>
<th>Sum of Squares</th>
<th>df</th>
<th>Mean Square</th>
<th>F</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Between Groups</td>
<td>2.503</td>
<td>1</td>
<td>2.503</td>
<td>12.558</td>
<td>.001</td>
</tr>
<tr>
<td>Within Groups</td>
<td>31.491</td>
<td>158</td>
<td>.199</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>33.994</td>
<td>159</td>
<td></td>
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</tbody>
</table>

Table 4 indicates the acceptance of new trends and glamour portraying in online adverts, which validates the research hypothesis, “It is perceived as online adverts increase the tendency of respondents in following new Trends and Glamour, that is in lines with the study of Awan and Arif (2015) on the adoption of new cultural I-cons through the excessive viewing of media. Digital and online media have become so pervasive in today's society that it is impossible to avoid their effects. Advertising stands out among all other marketing techniques because of the longer-lasting impression it leaves on the mind of the observer. These days, advertising is a fantastic way to spread the word about a company to potential customers all around the globe. With each passing year, advertising’s repercussions become more severe. The purpose of advertising is to create a favourable impression of the product in the minds of potential buyers. According to Awan and Arif (2015), using a celebrity's name in an ad is a sure-fire way to get people to pay attention to it. Moreover, people are more prone to follow new trends and fads after seeing them advertised on the internet. The advertising that we see online profoundly affects how we live and what we value. We make conscious efforts to alter our ways of thinking, our lifestyles, and our actions as a result of advertising.

4. DISCUSSION & CONCLUSION

This paper is exploratory study of online adverts and its influence on the young graduate and under graduate students, comprehensive review of literature raised peculiar research questions that intended to analyse empirically the facts and observations about the Effectiveness of Online Adverts on the Purchasing Behavior and cultural change among the Students. As a result significant relationship between buying behavior and online adverts is indicated. Moreover Online adverts influence the users in following new Trends and Glamour, which undoubtedly helps and supports in bringing change in society. Online advertisements have a significant impact on how customers perceive products. Customers are being encouraged to buy the product as a result. Additionally, it aids people in remembering why they require the goods. Online advertisements are also assisting businesses in forging a brand identity for their goods. They can thereby reach a huge audience with their particular goods. There is a trust issue, but it only affects a small portion of the audience. A consumer's repeated exposure to advertisements leaves an impression in his mind. The findings show that attitude, the most crucial aspect, has a considerable and advantageous influence on consumers' purchasing decisions. Therefore, it is crucial to comprehend the consumer's mentality before recommending any online advertisement.

Luxury items, which were once only available to those from more affluent groups, are becoming increasingly available to more people (Danziger, 2014). What was once a privilege reserved for the wealthier is now becoming more accessible for younger consumers and for a wider audience in general? This is in part due to social media and the opportunity they provide.
to "like" and "buy" a small part of the dream. In other words, social media is making what was once out of reach more available.

REFERENCES


