

EXAMINATION OF CRITICAL SUCCESS FACTORS IN CREATING EFFECTIVE ONLINE BANNER ADS FROM CONSUMERS' PERSPECTIVE

BY

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MBA THESIS

2nd Half-Semester Progress Report

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Supervisor-Student Meeting Record

No.	Date	Place of Meeting	Topic Discussed	Signature of Student
1.	25 th Nov 2016	BUKC, Sir's Cubicle	Data collection	<i>[Signature]</i>
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3.	13 th Dec 2016	BUKC, Sir's Cubicle	Finalization of report	<i>[Signature]</i>

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I hereby certify that the above candidate's thesis has been completed to my satisfaction and, to my belief, its standard is appropriate for submission for examination. I have also conducted plagiarism test of this thesis using HEC prescribed software and found similarity index at 2% that is within the permissible limit set by the HEC for the MBA thesis. I have also found the thesis in a format recognized by the Department of Management Sciences.

Supervisor's Signature: *[Signature]* Date: 3 Feb 2017

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Abstract

Purpose- This Thesis research examines thoroughly the Critical success factors of an ecommerce website, in consumer perspective. The factors that were chosen include, Ad Relevance, Creativity, Landing Page Experience, Call to Action Button and Adequate Information. These factors were further divided into sub factors to examine them more carefully. Advertising on social media is more profitable and popular than ever before and everyday marketers are trying to put forward ads that are effective and provide value for money.

Methodology/Sample - The research methodology of this Thesis research was adapted from various research papers and questionnaire was also adapted from these researches and in depth examination of the five factors was conducted to identify which of them was the most important, individually and with respect to gender perspective as well. The total sample size was set above 300, 281 responses were recorded. Amongst those 274 were valid, 7 of them were discarded. The questionnaire can be found in the Appendix.

Findings- This research provides statistical evidence of the acceptance of the entire hypothesis the researcher had put forward and the previous literature supports those findings. After the analysis it was concluded Adequate Information given in online ads was the most important factor in consumer perspective. The female population had a larger impact on all the factors and Facebook is the most used social network among the general population of Pakistan.

Practical Implications- The outcome of this research can help marketers and retailers who want to design ads that result in profitability and give them the idea of placing them rightfully on social websites that have maximum users and to apply the findings in improving the designing of their online banner ads.

Keywords: Banner Ads, Social Media, Critical Factors, Ad Relevance, Creative Advertising, Landing Page Experience, Call to Action Button, Informative Ads, Online Shopping, Facebook Ads.

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