

IMPACT OF ONLINE ADVERTISEMENT CHARACTERISTICS ON PURCHASE INTENTION IN KARACHI

By

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Statement

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Thesis Title	Impact of Online Advertisement Characteristics on Purchase Intention.

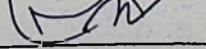
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No.	Date	Place of Meeting	Topic Discussed	Signature of Student
5	20-Nov-15	Cubicle	Questionnaire Discussion.	Urooj
6	10-Dec-15	Cubicle	Data Analysis.	Urooj
7	17-Dec-15	Cubicle	Discussion of Critical Debate & Recommendations.	Urooj

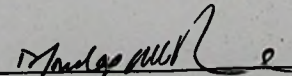
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Abstract

Purpose: Online advertising is a fresh channel for marketers and advertisers to create awareness recognition and build their brand image. The purpose of this study was to examine the effect of online ad characteristics on consumers' purchase intention in the city of Karachi. The online characteristics are Pictorial content, multimedia, written content and location/placement of ad on the desktop website.

Methodology: The sample size was 150. The data was collected through electronic questionnaires. For analysis, correlation technique was used.

Findings: The findings showed a positive relationship between the online ad characteristics and consumer purchase intention.

Keywords: Online advertising characteristics/features, Picture/Pictorial content , Multimedia, Written content, Location/Placement of Ad, Attitude towards online ad characteristics, subjective norm, Perceived behavioral control(PBC), Purchase Intention.

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