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Role of Advertisement in Consumer Behavior: Mediating Role of Price

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ABSTRACT

The study looks into the link how advertisement affects price and consumer behavior. Further to identify how price mediates the relation among advertisement and consumer behavior Prior studies have investigated the role of advertisement in consumer behavior and contribution of price in consumer behavior separately. Quantitative techniques and Survey methodology was used. Results of the study shows that advertisement can affect positively consumer behavior and hence can win a favorable consumer response. With the increase in advertisement more customers will be attracted and buy products and services Advertisement can also affect the price perception and hence advertisement also affects the consumer price sensitivity favorably. With the improved advertisement customers will be convinced to by a product and ignore the price. Price can also affect the consumer behavior. With the decrease in price consumer will tend to buy more products or services. Results also proved that price significantly mediates the advertisement effect in consumer behavior. This study will help to understand the business organizers pricing strategies which will support the advertisement message to grasp the attention of consumer and mold the consumer behavior favorably.

Keywords : Price, Advertisement, Consumer Behavior, Mediating effect

INTRODUCTION

Some of the core strategies are applied by vendors to increase customer demand for their products and services and one of those is advertising. Understanding the definition, aim, and goal of advertising is essential for evaluating its influence on

customer purchasing behavior. The paid, impersonal, pre-sensational marketing of goods, and facilities by a selected promoter is called advertising. As a well-established component of the marketing-mix, advertising aids in both marketing as well as non-marketing information, such as announcing new products or services, opening up markets to new consumers, announcing changes to existing products, announcing the location of the stock list, educating customers, hiring new employees, luring investors with a special offer, and more. Magazines, newspapers, radio, television, outdoor displays, direct mail, directories, and other media are used for advertising (Kotler and Keller 2016).

Currently advertising is a multibillion dollar industry that impacts the lives of billions of people globally and employs hundreds of thousands of people. Companies must, however, set themselves apart from rivals by developing even more potent, engaging, and creative advertising messages and by supporting various events, given that the amount of advertising bunch has grown significantly and is further forceful than ever. Consumption is the ultimate goal of all manufacturing and production processes. Therefore, any good or facility that is created must sufficiently encounter the desires of the customer. When the utility of his money and the offer he received are equal, the customer is considered to be as satisfied as possible. Modern marketing demands more than simply creating a quality product or service, setting an appealing price, and making it available to customers (Nawaz, et al., 2024). Additionally, businesses need to connect with both their current and prospective clients. Unique of the core strategies applied by companies to reach consumers and purchasers with persuasive messages is advertising. Businesses, museums, professionals, and social organizations that promoted their interests to different target audiences are all included in the Customer.

The markets are distinct and distinguished by intensified rivalry, ongoing invention in the range of goods and facilities presented, and a greater number of companies working within the identical market. Knowing the customer properly is crucial in this situation(Varadarajan 2020). It is reasonable to develop and fulfil customer anticipations by investigating the components that directly affect their behavior. For marketers to enhance their campaigns and more successfully reach the target demographic, this research is crucial(Ding, et al. 2020). Over the past several years, there has been a rise in empirical research on consumer behavior (Anisimova 2016; Domina, et al. 2012)To affect the supply and demand of their products and services, marketers employ a range of techniques. Marketers are familiar with this idea and use it to recognize the benefits and drawbacks of the product. Market demand and supply are continually being re-aligned, whereas the marketing mix's goal is to influence client buying behavior(Jain and Han 2012).

One of the common strategies applied by several firms to endorse their goods is an advertisement. The objective of mass marketing is to draw consideration to the merchandise, guaranteeing a extended relationship with customers, or to support consumers remember their product. The majority of commercials nowadays contain "celebrity endorsements," which assist as a legitimate excuse to use money. Their social status may be the reason of this. People want to purchase "right" durables, wear

"right" clothing, use "right" perfumes, and consume "right" drinks. According to research on consumer attitudes, if a consumer sees advertisements for two different companies' products, one of which has a better advertisement than the other, they will assume that the product with the better advertisement will undoubtedly have more features and therefore be worth more (Rai 2013). A promotional marketing method applied to draw responsiveness to a good or facility is advertising. Consumers support brands that emotionally connect with them (Fennis and Stroebe 2020).

Advertisements are a useful technique for influencing people's opinions in a good way and drawing them to a product (Shareef, et al. 2019). An advertisement is a form of marketing communication that uses print or electronic media to influence a consumer to take a certain action or continue using sponsored content (Shareef, et al. 2019). Advertising is a non-personal method of disseminating information about a product that a sponsor produces with the aid of the media (Sofi, et al. 2018). It is suggested that advertising is a non-personal, paid method of promoting ideas, concepts, goods, and information through spoken, visual media that identifiable promoters have an impact on behavior (Ayanwale, et al. 2005). A firm needs the mass media to accomplish its communication and marketing goals and to give the target market as much information as possible about the product (Zhang, et al. 2020). It is claimed that advertisement objective is well-liked all around the world. The majority of businesses invest a lot of money in advertising to draw clients to their goods and services (Rehman, et al. 2017). An advertisement is advantageous for many advertising media and consists of a picture that conveys the entire story or written content that the reader cannot ignore (Lichtenthal, et al. 2006).

Businesses get their advertising in a variety of methods. Advertising agencies are utilized in small businesses. Large corporations establish their own advertising department, which creates advertising strategies, approves advertising agencies, creates ads and campaigns, and manages dealer displays, direct mail advertising, and other types of advertising that are typically handled by agencies. The majority of businesses use outside advertising, as well as media selection and acquisition. A defined conveying and achievement position that must be achieved by a certain viewers within a specific time limit is known as an advertising aim. The product must be good and acceptable to the consumer; advertising must be carefully planned ahead of time; relevant appeals and claims must be adopted; the appropriate media type must be used; the cost must not be excessive; a reasonable frequency must be provided; the appropriate distribution channel must be chosen; and the commodity price must be appropriate if the intended results are to be obtained (Nartey 2010). Advertising, according to some is incredibly dishonest and encourages people to purchase low quality goods (Yelbert 2010).

Consumer behavior is the analysis of persons, groups, or businesses and the approaches they use to select, obtain, apply, and abandon goods, services, or concepts to fulfil desires, and the effects these techniques have on society and behavior of consumer. This is a more comprehensive perspective on consumer behavior than the conventional one, which places a greater emphasis on the buyer and the causes and effects of the purchasing processes (Nordhielm 2002). Behavior of consumer is the

action of exchanging products and facilities (Shah, et al., 2025; Imran, et al., 2023). The consumer's show behavior when searching for, using, and weighing goods, amenities, and ideas that they have confidence in will meet their needs is frequently used to define consumer behavior. In essence, the definition given above explained that consumer behavior encompassed the full process by which individuals choose and utilize different goods and facilities to properly comprehend the significance of behavior of consumer, we should closely consider all parties engaged in the process. There are at least three possible pressures on the purchasing side of the transaction in each given buying scenario. They are consumers and the impact of buyers. While the customers use the goods or services, the buyer makes the purchases(Dodds, et al. 1991).

Research Objectives

The main research aims of the study are;

1. To investigate the concepts of advertisement, price and consumer behavior.
2. To investigate the effect of advertisement and price on consumer behavior.
3. To explore the impact of advertisement on price sensitivity.
4. To investigate how price mediates the advertisement effect on consumer behavior.

Problem Statement

There is a cut throat rivalry between businesses to attract customers by communicating their offerings. According to traditional marketing concept organizations were production oriented. Mass production was not based on customer needs and wants. Modern marketing concept has been transformed from production oriented to customer oriented. Organizations compete on product characteristics and the value which will be offered against price. Now a days customers have alternate choices so there is a need to recognize the reasons that can affect customer's needs and wants. So there is a need to communicate the message related to product and price clearly to customers through advertisement so that his attention can be acquired. So there is a requirement to identify the advertisement effect and price effect on behavior of consumer so that strategies can be formulated to attract customers. Prior research has explored the relation between advertisement and price, price and consumer behavior separately. In this study mediating link of price between advertisement and consumer behavior has also been investigated.

Significance of the study

The research will provide business organizers to formulate and implement comprehensive advertisement and pricing strategies to attract positive customer behaviors to compete with rivals. It will also result in long term stability in terms of customer attractiveness as well as retaining which will outcome in improved revenue and better performance.

LITERATURE REVIEW

Advertisement Effect on Consumer Buying Behavior

Advertising is a method of communication that informs viewers and persuades them to make a buying choice regarding a good or service(Niazi, et al. 2011).

According to the Azhar, Iqbal and Imran (2025) an advertisement is a means of audience communication. They held that because everyone has varied needs and choices based on their way of life, culture has a substantial influence on people's buying decisions. Therefore, it wouldn't be untrue to argue that advertisements work like magic because they do, in fact, alter people's needs and desires and occasionally even generate new ones(Rasool, et al. 2012).Advertising is an effort at originality that modifies or alters the consumer's opinion of the merchandise and influences the buyer's motivation to purchase a specific product. Appealing advertisements serve as a tool to encourage a purchaser's psychological stimulus for buying. Both emotional and logical arguments are used in advertisements. Emotional appeals satisfy the psychological, emotional, and social needs of the customer, whereas rational appeals focus primarily on the product's advantages and the issues it can resolve(Baheti, et al. 2012).

People are persuaded to buy a thing at least once in their lives by advertisements. People's purchasing intentions may be positively influenced by celebrities or personas in advertisements (Shanahan, et al. 2019). In order to impact buyers to make purchases through persuasive advertising, marketers are utilizing a variety of strategies. In order to promote their product image, marketers also use celebrities in their ads (Alalwan 2018).Because effect of an advertising is 80% caused by viewers viewing the commercial seven times, advertisers also need to think about how often their ads appear (Azhar, 2024; Azhar, et al., 2022). After seven repetitions, product qualities and awareness continue to improve, but the rate of growth slows down(Broussard 2000). People may not be aware that they are seeing advertisements outside of their primary concentration region, which makes it difficult for them to remember or identify the advertising messages. For this reason, the position of the advertisement is crucial(Acar 2007). An empirical test found that purchase intentions are positively influenced by the consumer's attitude about the advertising(Wu 2006).

The study of how people or groups choose, pay for, utilize, or discard goods, services, concepts, or experiences in order to fulfill needs and desires is known as consumer behavior (Brosekhan and Velayutham 2013).Consumer behaviors are the actions and procedures people take to select and make use of concepts, goods, services, and experiences (Li, et al. 2021).Consumer behavior involves choosing a product depending on the time, money, and effort that are accessible(Chiang, et al. 2018). The decision-making and physical actions people take when assessing, purchasing, utilizing, or discarding goods and services are referred to as consumer behavior(Manandhar 2018). The decision to purchase a product should be referred to as consumer buying behavior(Sundararaj and Rejeesh 2021).Consuming and buying goods and services are two aspects of consumer behavior(Sundararaj and Rejeesh 2021). Additionally (Tsao, et al. 2019) put up a comprehensive theory of consumer purchasing patterns (Azhar, 2024; Azhar, et al., 2022). However research showed that interactive advertising causes today's consumers to be kept in the dark about what and when they want(Sumi and Kabir 2018). Behavior of consumer encompasses the decision-making processes that lead up to and follow the acts directly related to acquiring goods or services (Khosro, et al., 2024; Ahmed, & Imran, 2024; Sultana,

Ahmed, & Imran, 2024). Therefore, it seems that the advertising message may have a psychological effect that encourages people to want and, as a result, purchase a particular good or service (Varadarajan 2020). Customers' purchasing habits and relationships with one another influence the goods, services, and businesses they choose (Kotler, et al. 2005). Since 95% of the thoughts, feelings, and knowledge that influence our purchases take place in the unconscious mind that is without our awareness (Bashir, Saba & Hussain, 2023; Fatima, & Saba, 2020; Fatima, et al., 2020). Consumers frequently have deep-seated mental reasons for their purchases. As a result, they are unaware of the factors that influence their decisions (Armstrong and Kotler 2005). It has been examined seven stages of the consumer purchasing choice that require acknowledgment: information gathering, repurchase, assessment, purchase, consumption, post-consumption assessment, and divestment (Anetoh, et al. 2020).

In order to learn about advancements and developments related to meeting the requirements and wants of consumers, businesses must accelerate their research and development efforts (Janjua, et al., 2025; Faisal, Qureshi & Shah, 2025). Understanding consumers and their behavior is one way to get consumer happiness, which is generally acknowledged in industrialized nations and is becoming more and more significant every day (Yakup and Jablonsk 2012). Significant changes have occurred in the study of consumer behavior in recent years, primarily in the decision-making process and, as a result, in the factors influencing purchase intention (Stankevich 2017). The core aim of behavior analysis of consumer is to identify the elements that effect behavior of consumer, particularly the social, psychological, and economic components (Feng, et al., 2023; Hafeez, et al., 2011). It aims to explain why customers behave in specific ways under specific circumstances (Ayanwale, et al. 2005). The focus is on identifying the elements influencing consumer behavior in order to identify the market and its behavior, especially in the consumer goods sector, given the significance and breadth of its application in determining marketing tactics (Manandhar 2018).

Marketers today are concentrating on the customer rule, which states that the customer comes first. The organization's main duty is to learn about its consumers in order to maintain close monitoring of them. Marketers will be able to successfully satisfy consumer demands and desires and look for better market prospects in this way. Researchers discover that in order to commendably serve their customers, marketers must understand these four ideas (Ali, et al., 2024; Yousaf, et al., 2021). First and main, marketers essential to recognize that consumers make rational selections in order to acquire the best product in the market. Second, customers are also prone to impulsive behavior, illogical decision-making, and attraction to promotional activity. Similarly, customers' thoughts are influenced by emotional associations. In the end, buyers also purchase products to solve problems; they look for items that can do just that (Shallu and Gupta 2013). Advertisement plays a vital part in the recent time as a device to shape societal attitudes toward items. Advertisement plays a vital part in the modern era as a tool to shape societal approaches toward items. Advertisements assist consumers in gathering information and deciding what to buy (Vargas-Bianchi and

Mensa 2020). It has been noted that advertisements play a vital function in the modern day as a tool to shape societal attitudes about goods (Vargas-Bianchi and Mensa 2020). People use advertisements to get statistics and choose what to buy. When making a purchase, people's behavioral, emotional, and psychological characteristics are significant (Wirtz, et al. 2018). Relevant brand awareness in the marketplace helps forecast consumer purchasing behavior (Alalwan 2018). Advertisement shouldn't be overly complicated. It will be harder to comprehend and recall an advertisement that is more complicated, and vice versa (Jemal and Melese 2025). Technology has advanced remarkably in the present time, and promoters are now taking into account the abundance of mass media outlets and communication channels that give them quick and easy access to consumers (Nadeem, Khan & Atta, 2024; Kahtoon, et al., 2023; Khan, Farooq & Kamal, 2023). Another benefit of this technological development is that consumers have access to a wealth of information and can choose the option that best fits their needs. Therefore, as consumers are acquiring more control over the products and information, it becomes extremely challenging for advertisers to increase brand awareness and shape consumers' minds to make final purchase decisions (Kumar and Raju 2013).

Advertisements might help establish credibility. If a consumer is probing for the products' excellence and charges, he is significantly influenced. Brand recognition and product appraisal are additional ways to improve purchase attitude (Rai 2013). Customers worldwide are attracted to brands and goods that evoke strong feelings in them through their actions. Due to people's tendency to identify with a brand, studies have shown that emotional attachments have a significant impact on consumers and their purchasing decisions (Fatima and Lodhi 2015). Through their cognitive effects, advertisements influence people's behavior. The greatest strategy to draw in clients is to comprehend their psychological and cognitive needs (Jakstiene, et al. 2008). The advertisement aim is to spread the word over extensive distances. Targeting the dispersed mass audience is another purpose for it. Advertising contributes a significant part in sales volume. It has been shown to be a highly important instrument for increasing brand sales. Product sales are directly correlated with advertising (Abiodun 2011). Advertisements influence consumer behavior and encourage the purchase of such goods. Researchers discovered that when advertisements are repeated, consumers are more likely to remember the product and make repeat purchases (Pope 2003). Numerous elements, including cultural, social, personal, and psychological characteristics effect consumers' buying decisions, some of which marketers have no control over. However, in order to properly reach target consumers, these elements need to be taken into account (Kotler, et al. 2005). Customers typically consider an advertisement to be a part of their interest if it closely aligns with their lifestyles. The advertisement and the promoted goods may benefit from their interest (Lewis and Porter 2010). The size of advertising is frequently the main factor that consumers consider (Rouse 1991). In general, large ads are better at grabbing attention and improving memory than small ones. (Hendon 1973). When an advertisement is larger than rivals, recall of the advertising content and opinions and assessments of the product or service also tend to improve (Homer 1995).

Businesses use advertising as a key tactic to maintain profitability and increase sales (Jobber and Fahy 2006). Establishing a favorable brand image and raising awareness of their goods and services are equally crucial for companies. One element of the promotional mix that marketers employ to reach their target demographic is advertising. (Butkowski, et al. 2020) defines advertising as a strategic communication strategy that is used to market products or services to the general public in an effort to change consumer behavior and increase sales. When customers look for, purchase, use, assess, and discard goods that they believe will meet their requirements, they are engaging in consumer purchasing behavior (Haider and Shakib 2018). The way that consumers view an item's advertising influences their purchasing decisions (Sharma, et al. 2021). A product is more likely to be purchased by an audience when it is promoted well (Jemal and Melese 2025). Consumer behavior must be studied for effective advertising in order to comprehend why consumers behave in specific ways in different contexts (Chukwu, et al. 2019). Any business's final aim is to convince its targeted market to purchase its goods and services. Attracting clients and meeting their wants in this day of advanced technology is far more difficult than creating goods or services (Tehria 2016). This is a result of the growing quantity of merchandises and amenities on the market, in addition to the various elements that affect how customers behave. One of the most important commercial endeavors in the cutthroat and internationalized economic world of today is advertising. To thrive in the multicultural world, multinational corporations must adjust to cultural differences in global marketplaces. Success requires intercultural communication and an understanding of many cultures (Sinclair and Wilken 2009; Usunier 2000; Wilhelms, et al. 2009). Careful planning and execution of cultural customization in various markets are necessary when making advertising selections (Elbashier and Nicholls 1983).

A few empirical studies have looked into how advertising affects consumers' purchasing decisions for various companies in developing nations (Rahman 2018; Rehman, et al. 2017; Shareef, et al. 2019). Consumer purchasing behavior is a complicated and multidimensional phenomenon that significantly influences market trends and corporate strategy (Kumar, et al. 2017). Researching consumer purchasing patterns is still essential to succeeding in the market and maintaining client loyalty (Asmara, et al. 2019). Because it has the power to mold consumer attitudes, perceptions, and purchasing decisions, advertising is essential in influencing consumer behavior (Jones, et al. 2020; Smith 2019). Literature shows that advertisements might influence customers' brand preferences. Professionals defined advertisement as a strategy for conveying knowledge and influence as well as economics, marketing, social interactions, and public relations (Chukwu, et al. 2019). Promoting a product can increase its visibility and put potential customers in the appropriate state of mind to make a purchase. In marketing, using a private, paid communication channel to promote concepts, ideas, goods, and information through the media is standard procedure. Broadcasting is one of the most effective ways to advertise, especially for products and services, businesses, and ideas, since it enables information to reach a wide range of audiences or consumers (Jemal and Melese 2025).

The advertiser must choose the response they want after defining their target audience. Advertisers frequently aim for a buy response, yet the purchase is the consequence of a protracted customer decision-making procedure. The target audience's current position and the stage at which they need to be moved must be known by the advertiser (Kotler, et al. 2010). Advertisement is a critical element of the marketing plans that companies employ to convince and attract customers to their products. One must acknowledge how advertising helps consumers make better purchasing decisions by providing them with important product information and news (Xiong and Bharadwaj 2013). Advertising that is stunning has a big impact on purchase intention, according to research done on Indian social media users (KV, et al. 2021). Causal investigation demonstrated that advertising impressiveness had a favorable and significant impact on Pakistani university students' purchase intentions (Hussain, et al. 2020). There is a slight but favorable impact of ad impressiveness on consumer purchasing behavior (Hermawan and Matusin 2023).

Promotion affects consumer behavior by influencing their thoughts. Customers' perceptions of any brand or product are influenced by the information presented in advertisements. Sales promotions are impacted by a variety of promotional strategies, including as advertising and public relations. Along with brand image, sales promotions and advertisements affect customers' purchasing decisions (Chukwu, et al. 2019). Using sales promotion tactics, especially flash sales, helps businesses reach their objectives by drawing in more customers and inviting them to try the offered goods or services. Offering incentives, free samples (Pacheco and Rahman 2015; Pembi, et al. 2017). On the basis of discussion hypothesis can be supposed, Hypothesis H1: Advertisement has a positive effect on consumer behavior.

Advertisement Effect on Price

The entire sum of currency a client must pay in order to purchase a good or service. Successful businesses have placed a lot of emphasis on it in their marketing tactics to draw in various client kinds (Armstrong 2009). According to the information view non-price advertising informs consumers about a brand's existence or quality. One As a result, buyers become more conscious of qualities of accessible brands, lower search expenses, and broader consideration sets, all of which contribute to more elastic demand. According to this theory, advertising can improve customer welfare by lowering price markups over marginal cost and creating stronger connections between the preferences of consumers and the qualities of selected brands (Grossman and Shapiro 1984; Nelson 1970; Nelson 1974). According to the market power perspective, advertising either increases or creates the perceived level of brand distinctiveness (Raja, et al., 2022, Raja, 2022; Raja, et al., 2021). This will boost brand "loyalty," which will lower consumer welfare, raise price markups over marginal cost, decrease demand elasticities, and raise obstacles to entry. Whether advertising truly raises barriers to entry is debatable, though, as it relies on how well new companies can utilize promotion to get brand-loyal customers to try them (Shum 2004).

One important aspect is that there are two basic ways in which advertising can impact a brand's price elasticity of demand (ul Haq, 2019; ul Haq & ur Rehman, 2017). First, advertising may have an impact on the parameters of individual consumers'

demand functions, making them extra or fewer sensitive against price. Secondly the demographics of the customers who purchase a brand may be impacted by advertising. The price elasticity of demand facing a brand will rise if advertising attracts more price-sensitive consumers who are prepared to pay for that brand (Erdem, et al. 2008). It has been discovered that price elasticity of demand was lower for highly publicized brands for twenty-two Western European brands (Lambin 1976). Promoted items often cost more than comparable non-advertised ones (Rusch 1981). Additionally it has been discovered a favorable relationship between advertisement and concentration. However, different patterns are found in other investigations (Strickland and Weiss 1976). By affecting several cost and demand elements, advertising can have an impact on pricing. For instance advertisement cost can discourage entrants and reduce price rivalry because the majority of them are sunk. On the other hand, when advertising boosts business demand and significantly reduces marginal cost because of scale economies, prices may drop (Sutton 1991). Significant ways that demand may be influenced by advertising. First, by producing fictitious or subjective product differentiation, advertising may persuade consumers to modify their preferences. Consumer brand loyalty is increased by this type of promotion, which typically leads to less competitive pricing and more inelastic demand functions. Second, advertising could give customers helpful details regarding costs and features of products. Finally, advertising may be viewed as simply a complement to output (Bagwell 2007; Becker and Murphy 1993).

Although advertising may offer information, its main impact in this instance is the development of a specific image that is associated with the product; consumers who value these images will be more prepared to pay a premium price for promoted goods (Iwasaki, et al. 2008). Empirical research results of the relationship between pricing and advertising are mixed and seem to differ between industries, which is not surprising given the range of theoretical possibilities. Numerous studies demonstrate that prohibiting advertising raises market prices, indicating that advertising serves largely as informational and/or enables businesses to take benefit of economies of scale. However, the fact that strongly advertised brands are more costly than similarly advertised ones supports the persuasive argument. However, this finding is problematic since slight quality changes may result in extensively advertised items being more expensive. Recent research by a group of psychiatrists supports the idea that advertising is a supplement to output by showing that consumers actually benefit from the pictures produced by advertising (McClure, et al. 2004).

The association among price and advertisement in markets with imperfect competition has been somewhat clarified by developments in economic theory. For instance, when businesses compete in a strictly super modular game, the game's structure is adequate to guarantee that price and advertising have a positive connection (Milgrom and Roberts 1990). It has long been disputed how advertising affects costs. Advertising's persuasive elements and product differentiation effects have been said to drive up product pricing for customers. On the other side, advertising may tend to cut prices for customers by informing them about products and alternatives in the market, enabling them to save money on searches and find low-

priced suppliers more easily (Kayani, et al., 2023; Khan, et al., 2021). By enabling producers or sellers to take benefit of economies of scale and save money on other merchandising expenses, it may also result in lower prices. Therefore, it is impossible to make a solid prediction about the overall impact of advertising on pricing based just on theory.

On the basis of discussion hypothesis can be supposed, Hypothesis H2: Advertisement effects the price sensitivity.

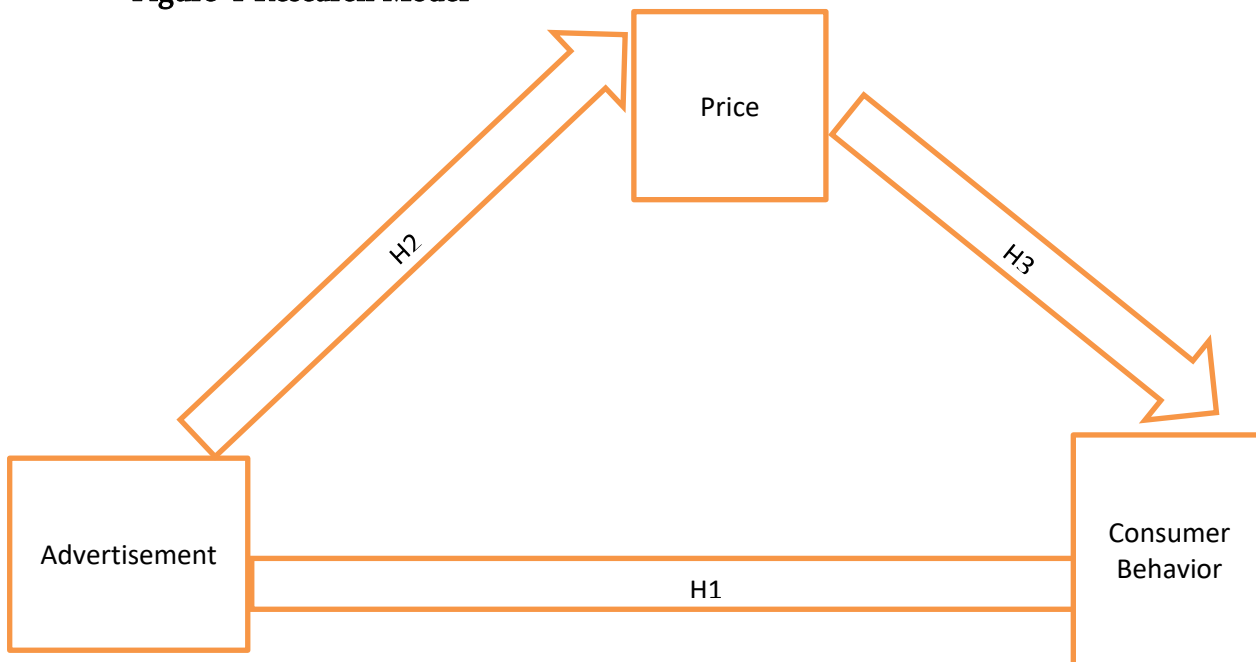
Price Effect on Consumer Behavior

The effect of buying and pricing Behavior is determined by the decisions made, but other elements, such brand loyalty, price insensitivity, and testimonials, can also have an impact (Story and Hess 2006). When two products are alike required, purchasers evaluate whether a campaign is offered before making a purchase. This is one way that sales promotion strategies influence consumers before they make a decision (Alvarez Alvarez and Vázquez Casielles 2005). Price frames have an impact on how people view the value and promoted price of products (DelVecchio, et al. 2007). Because consumers may quickly switch brands by comparing prices, pricing has a big influence on their purchasing decisions (Gikonyo 2020). Value-based pricing boosts the success of unique products (Ingenbleek, et al. 2003). Value-based pricing may increase competitive advantage and profitability (Füreder, et al. 2014). Penetration pricing strategy is used by businesses to come into a new market by offering a produce at a price below the profitable rate. The strategy was applied by stores to lower their prices relative to the industry norm. This would boost the company's market share, attract new clients, and prevent possible rivals (Matano 2016). Prior research has demonstrated how pricing affects customer purchasing decisions (Al-Salamin and Al-Hassan 2016; Aschemann-Witzel, et al. 2017; Huck and Wallace 2015; Waheed, et al. 2017).

There is no discernible difference between the two forms of price reductions in terms of how they affect customers' views and intentions to buy (Teng 2009). Price consciousness only affects search intention, whereas customers' degree of sale proneness affects how they evaluate all three outcome variables. Furthermore, noteworthy interaction effects between price consciousness and sale proneness as well as between discount level and price consciousness were discovered (Teng 2009). Research and marketing for lodging can benefit from the typical customer value approach. Furthermore, it was discovered that the principles of price justice and brand awareness were important in the customer value process (Oh 2000). Variations in this price consciousness across categories are a major factor in why consumers purchase private label brands (PLBs) more in some categories than in others (Sinha and Batra 1999). Pricing is the market offering's monetary value that customers can exchange (Salgado-Beltrán, et al. 2013). Price-conscious consumers display the behavior of refusing to buy specific goods and services from a brand if they are supplied at exorbitant or discriminating costs. According to the authors, when customers are searching for specific offerings to meet their demands, they tend to avoid brands that do not consider their interests and purchasing power and instead have a negative reputation (Martín-Consuegra, et al. 2007). The primary criterion for consumers'

overall assessments of brands is pricing (Peter and Donnelly 2004). These assertions are consistent with research by which confirmed that customers' decisions to repurchase from a particular service provider are largely influenced by their prior purchasing experiences in terms of perceived value (Mahmood and Khan 2014). Customers' decisions to buy are significantly influenced favorably by pricing (Akbar, et al. 2020; Amelia 2015; Astuti, et al. 2015; Devi and Harjatno 2019). On the basis of discussion hypothesis can be supposed, Hypothesis H3: Price effects the consumer behavior. Hypothesis H4: Price mediates the relationship between advertisement and consumer behavior.

Figure-1 Research Model



RESEARCH METHODOLOGY

The aim of this research was to define whether or not advertisement significantly influences consumers purchasing behavior and advertisement effect on sensitivity of price, price sensitivity outcome on consumer buying behavior while considering the mediating effect of price. To attain the specified goal quantitative research approach was used. The target population was general customers. Sample size was 320. Overall 282 responses were received which are 88%. Additionally other studies also employed the survey method to gather the needed customer data (Sekaran 2016). Therefore, it is thought that using a survey instrument to gather customer data is sufficient for this investigation. Because it appears to allow the investigator to readily reach the respondents at a lesser budget and in a few time period than other sampling methods. The convenience sampling option was chosen during the data gathering process. A number of studies also used convenience sampling to gather consumer data (Bouzaabia, et al. 2013; Clemes, et al. 2010; Dadzie and Nandonde 2019). For data collection scale was adopted from (Ndaghu, et al. 2017)

Data Analysis and Results

The data was statistically processed using correlation, regression, and ANOVA

(Analysis of Variance). Correlation technique was used to examine the correlation between the strength and direction of advertisement, price and consumer behavior. By using these methodical quantitative techniques, this research was able to offer factual information about the contribution of advertisement in behavior of consumer and price, price role in consumer behavior and mediating effect of price on advertisement and consumer behavior.

Gender Profile Table-1

Gender Profile		
Gender	Frequency	Percent
Male	128	45.4
Female	154	54.6
Total	282	100

Table-1 shows gender profile which shows that there are 282 responses received. Male respondent are 128 which are 45.4 % of sample while females are 154 which are 54.6 % of sample.

Reliability Statistics

Table-2

Total Scale Reliability Statistics	
Cronbach's Alpha	No. of Items
0.885	20

Table 2 shows reliability statistics of scale. The consistency of a study or assessment tool is referred to as reliability ((McLeod 2007), 2007). Research findings are considered reliable if they can be reliably reproduced. Because participants and circumstances differ, it is frequently not possible to achieve the same results. On the other hand, reliability is shown if there is a substantial positive correlation between the same test findings (Balkin 2017). The degree to which a test, questionnaire, observation, or other measurement process yields consistent results after multiple attempts is known as reliability (Bolarinwa 2015) . To put it briefly, it refers to the consistency or stability of scores throughout time or among raters (Miller 2015). One of the most popular methods for determining the internal consistency of reliability is the Cronbach's coefficient alpha (Dimitrov 2002). The reliability of the scale is measured by Cronbach's Alpha. Cronbach's Alpha can take value from 0.70 to 0.95 (Bland and Altman 1997; Nunnally 1994; Streiner 2003). If the value of Cronbach's Alpha equal to or greater than .9 is excellent, equal to or greater than .8 is Good, equal to or greater than .7 is acceptable, equal to or greater than .6 is questionable, equal to or greater than .5 is poor and less than or equal to .5 is unacceptable (George and Mallery 2019). The value of Cronbach's coefficient alpha for total scale all items is 0.885 which is good and shows that all constructs measure what it should measure.

Table-3

Individual Scale Reliability Statistics		
Variable	Cronbach's Alpha	No. of Items
Advertisement	.798	8
Consumer Behavior	.704	6
Price	0.710	6

Table-3 shows reliability statistics of individual scales. The value of Cronbach's Alpha for Advertisement is 0.798, Consumer behavior is 0.704 and price is 0.710. All values of Cronbach's Alpha are in acceptable range (George and Mallery 2019).

Correlations

The extent of a linear association between two variables is quantified by the Pearson correlation coefficient. Known also as the product moment correlation coefficient, the Pearson correlation coefficient is denoted by r in samples and by ρ in the respective population from which the sample originates. This coefficient is a numerical value that varies between -1 and +1 on a unit less scale. There would have been a positive association if the correlation coefficient's sign had been positive. There would have been a negative connection if the correlation coefficient's sign had been negative (Sedgwick 2012). Table-4 represents data related to correlation between different variables. Data indicates that Pearson correlation among advertisement and consumer behavior is 0.675, Advertisement and price is 0.704 and Price and consumer behavior is 0.675 which shows that advertisement can effect consumer behavior, advertisement can effect price and price can also effect consumer behavior.

Table-4
Correlations

		Consumer Behavior	Advertisement	Price
Consumer Behavior	Pearson Correlation	1	.675**	.678**
	Sig. (2-tailed)		.000	.000
	N	282	282	282
Advertisement	Pearson Correlation	.675**	1	.704**
	Sig. (2-tailed)	.000		.000
	N	282	282	282
Price	Pearson Correlation	.678**	.704**	1
	Sig. (2-tailed)	.000	.000	
	N	282	282	282
**. Correlation is significant at the 0.01 level (2-tailed).				

Regression Analysis
Advertisement Effect on Consumer Behavior

Table-5

Model Summary									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.675 ^a	.455	.451	1.48891	.455	111.035	1	281	.000

a. Predictors: (Constant), Advertisement

The R square value of 0.455 which is shown in the Model Summary table indicates that while there is a relationship between the independent variable advertisement and dependent variable consumer behavior, it is not very strong because the value is substantially less than +1. It can be concluded that 45% of change in consumer behavior is explained by advertisement. We can also conclude from this data that there is a favorable correlation between the advertisement and the consumer behavior.

Table-6

ANOVA						
Model		Sum of Squares	Df	Mean Square	F	Sig.
Regression		246.149	1	246.149	111.035	.000 ^b
Residual		294.843	281	2.217		
Total		540.993	282			

a. Dependent Variable: Consumer Behavior

b. Predictors: (Constant), Advertisement

Analysis of Variance (ANOVA) helps to know how the regression model is fit enough to explain the predicted variable, and the overall goodness of fit of the model is displayed in Table-6. The ANOVA above shows the F-statistics value of 111.035 (df = 1, p = 0.000). Our hypothesis is proved since the ANOVA table shows that the significance level is $0.000 < 0.05$. The findings indicate that advertisements has an effect on consumer behavior.

Table-7

Coefficients				
Model		Unstandardized Coefficients		Standardized Coefficients
		B	Std. Error	Beta
1	(Constant)	3.366	.754	
	Advertisement	.672	.064	.675

a. Dependent Variable: Consumer Behavior

Table-7 explains coefficient of correlation. Value of coefficient of Correlation B is 0.672 which indicates that 1 unit change in advertisement will cause a 0.672 unit change in consumer behavior.

Hence Hypothesis H1: Advertisement has a positive effect on consumer behavior is proved.

Advertisement Effect on Price

Table-8

Model Summary									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.704 ^a	.496	.492	1.48392	.496	132.645	1	281	.000

a. Predictors: (Constant), Advertisement

The R square value of 0.496 which is shown in the Model Summary table indicates that while there is a relationship between the independent variable advertisement and dependent variable price, it is not very strong because the value is substantially less than +1. It can be concluded that 49% of change in price is explained by advertisement. We can also conclude from this data that there is a favorable correlation between the advertisement and the price.

Table-9

ANOVA						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	292.086	1	292.086	132.645	.000 ^b
	Residual	297.272	281	2.202		
	Total	589.358	282			

a. Dependent Variable: Price

b. Predictors: (Constant), Advertisement

Analysis of Variance (ANOVA) helps to know how the regression model is fit enough to explain the predicted variable, and the overall goodness of fit of the model is displayed in Table-6. The ANOVA above shows the F-statistics value of 132.645 (df = 1, p = 0.000). Our hypothesis is proved since the ANOVA table shows that the significance level is $0.000 < 0.05$. The findings indicate that advertisements has an effect on consumer behavior.

Table-10

Coefficients				
Model		Unstandardized Coefficients		Standardized Coefficients
		B	Std. Error	Beta
1	(Constant)	2.611	.749	
	Advertisement	.726	.063	.704

a. Dependent Variable: Price

Table-13 explains coefficient of correlation. Value of coefficient of Correlation B is 0.762 which indicates that 1 unit change in advertisement will cause a 0.762 unit change in Price.

Hence Hypothesis H2: Advertisement effects the price sensitivity.

Price and Consumer Behavior

Table-11

Model Summary									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.678 ^a	.459	.455	1.48384	.459	112.983	1	281	.000

a. Predictors: (Constant), Price

The R square value of 0.459, which is shown in the Model Summary table, indicates that while there is a relationship between the independent variable advertisement and dependent variable consumer behavior, it is not very strong because the value is substantially less than +1. It can be concluded that 45% of change in consumer behavior is explained by price. We can also conclude from this data that there is a favorable correlation between the price and the consumer behavior.

Table-12

ANOVA						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	248.763	1	248.763	112.983	.000 ^b
	Residual	292.837	281	2.202		
	Total	541.600	282			

a. Dependent Variable: Consumer Behavior

b. Predictors: (Constant), Price

Analysis of Variance (ANOVA) helps to know how the regression model is fit enough to explain the predicted variable, and the overall goodness of fit of the model

is displayed in Table-6. The ANOVA above shows the F-statistics value of 112.983 (df = 1, p = 0.000). Our hypothesis is proved since the ANOVA table shows that the significance level is $0.000 < 0.05$. The findings indicate that advertisements has an effect on consumer behavior.

Table-13

Coefficients				
Model		Unstandardized Coefficients		Standardized Coefficients
		B	Std. Error	Beta
1	(Constant)	3.891	.699	
	Price	.661	.062	.678

a. Dependent Variable: Consumer Behavior

Table-13 explains coefficient of correlation. Value of coefficient of Correlation B is 0.661 which indicates that 1 unit change in price will cause a 0.661 unit change in consumer behavior.

Hence Hypothesis H3: Price effects the consumer behavior is proved.

Mediating Effect of Price

The indirect effect or mediating effect or mediating effect was calculated by using the technique defined by (Sobel 1982). The mediating effect was also confirmed by using method developed by (Preacher and Hayes 2004). For this purpose SPSS processor was used and confirmed the results mentioned in table.

Table-14

Independent Variable	Dependent Variable	Mediating Variable	Mediating Effect
Advertisement	Consumer Behavior	Price	$0.726 * 0.661 = 0.48$

Table shows that when price factor is considered, the effect of advertisement on consumer behavior is significantly reduced. It means that price sensitivity of a consumer can diminish the effect of advertisement on the consumer buying behavior. Hence Hypothesis H4: Price mediates the relationship between advertisement and consumer behavior is proved.

DISCUSSION

The study is conducted to find out the link between advertisement and consumer behavior as well as considering the effect of price. The result of our study shows that advertisement plays a key role to attract and change the consumer behavior which in return benefits the organization in the form of more customer, better return and increase in profits which is supported by previous studies (Nawaz, et al., 2024). Study conducted by (Soti 2022) demonstrated the persuasive potential of advertising in forming consumer perceptions and influencing their decision-making process by finding a positive link between advertising exposure, consumer attitudes, and purchase intentions. The study conducted by (Ali 2021) conclusions showed that the

ads were highly successful in attracting consumers. The results of the study (Hanaysha, et al. 2021) showed that advertising has a favorable and statistically significant influence on consumers' purchasing decisions. The result also shows that advertisement can reduce the price sensitivity which means due to efficient advertisement strategies consumer will be less responsive to change in price. Study conducted by (Erdem, et al. 2008) shows that advertisement lessens the market share loss that a brand would experience from a price rise, advertising is profitable. (Popkowski Leszczyc and Rao 1990) concluded that depending on the nature of advertising, the price-advertising interaction effect can be described as either enhanced or decreased price sensitivity. The results also depict that price can affect the consumer behavior which means with the increase in price it will appeal the customer and tendency to buy product or service will decrease while with the decrease in price it will appeal the customer and tendency to buy a product will increase. The results of the study are in accordance with previous studies as study conducted by (Ali and Anwar 2021) findings demonstrate that competitive pricing significantly improves customer behavior. According to the study's (Zhao, et al. 2021) findings, product managers should use pricing strategies in conjunction with product packaging to affect consumers' purchasing decisions. The findings indicated that reduced prices are less significant than product quality. Lower prices, however, continue to be a crucial determinant of where and how much customers will purchase (Alnahhal, et al. 2024). The findings demonstrate that competitive pricing significantly improves customer behavior (Ali and Anwar 2021). On other hand price can support the advertisement if according to consumer perception, consumer favorable price will be charged or diminish the effect of advertisement on consumer behavior if consumer perceives that unfavorable prices are charged. So to be effective through advertisement there is a need to supportive pricing strategies.

CONCLUSION

The results of the study concluded that advertisement can be useful to attract and retain customers by considering the efficient advertisement and pricing strategies. If price factor will be ignored in designing, developing and implementation of advertisement strategies the consumer will not be influenced to the desired extent and the advertisement benefit will be limited. So there is a need to coordinate between the department responsible for advertisement strategy and pricing strategy so that advertisement plan can be developed and have a significant impact on consumer behavior.

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