

Media Matters: A Comparative Analysis of Mass Media's Impact on Consumer Purchasing Decisions in District Mardan and Peshawar

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ABSTRACT

Keywords:

Consumer buying behavior, mass media impact, social media marketing, demographic considerations, traditional media, urban and rural consumers, impulse buying, celebrity endorsements, product discovery, market segmentation.

Given demographic elements including age, gender, income, education, and geography, this study investigates how mass media influences consumer-buying behavior in Mardan and Peshawar, Pakistan. With platforms like Facebook and YouTube driving product discovery, the mixed-methods study shows that social media dominates, especially among younger (21–40 year) urban and higher-income customers. Older and rural groups still find influence in traditional media. Men give pricing and practicality first priority; women respond more to emotive and celebrity-endorsized commercials. While lower-income groups act more quickly and impulsively, higher-income and educated consumers rely on internet platforms for thorough comparisons. Urban customers show spontaneous purchase; rural consumers depend on TV, radio, and community influence. The results highlight the importance of customized, platform-specific advertising tactics to involve different segments and provide actionable insights for legislators and businesses to maximize outreach and stimulate development.

INTRODUCTION

Consumer buying behavior is influenced by various factors, and mass media plays a significant role in shaping and guiding consumers' choices. Mass media refers to channels of communication that reach a large audience, such as television, radio, newspapers, magazines, and online platforms. It's essential to note that the impact of mass media on consumer buying behavior can vary based on factors such as culture, demographics, and individual preferences. Additionally, the rise of social media and online platforms has significantly increased the speed and reach of mass media, further shaping consumer attitudes and behaviors.

The impact of mass media on consumers' buying behavior has been a subject of extensive research and study within the field of marketing and communication. Scholars have explored various aspects of this relationship, examining how different forms of media influence consumers and shape their purchasing decisions. Numerous studies have focused on the persuasive effects of advertising in mass media.

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Researchers have examined how advertisements in print, television, radio, online platforms, and social media can influence consumers' attitudes, perceptions, and preferences. Researchers have investigated how mass media reflects and shapes cultural values, norms, and lifestyles, and how these factors, in turn, influence consumer behavior. Cultural studies and sociological perspectives are often employed in this context. Research often considers how different demographic groups and psychographic segments respond to mass media differently. Factors such as age, gender, socio-economic status, and cultural background can influence how individuals interpret and react to media messages. Overall, the field of mass media impact on consumers' buying behavior is multidimensional, encompassing various theories, models, and methodologies to provide a comprehensive understanding of this complex relationship. Ongoing advancements in technology and changes in media consumption patterns continue to shape the landscape of research in this area. Numerous studies have focused on the persuasive effects of advertising in mass media. Researchers have examined how advertisements in print, television, radio, online platforms, and social media can influence consumers' attitudes, perceptions, and preferences.

Types of Mass Media

There are different types of mass media. Every single day causes a lot of changes in its different site to make it more secure, convenient, faster, and better

- Print media (Newspaper, magazine, pamphlets vouchers etc.)
- Electronic or board coasting media (Radio, TV etc.)
- Outdoor media (Billboard, banners etc.)
- Transit media (Advertisement on buses, train etc.)
- Social media (WhatsApp, Facebook, Youtube, and Google etc.)

Uses of Mass Media

- Communication
- Collaboration
- Review and opinions
- Brand monitoring
- Entertainment
- Media sharing
- Political activity and news reporting
- Sell and purchase of goods
- Source of earning (online jobs)
- Source of information

Consumer Buying Behavior

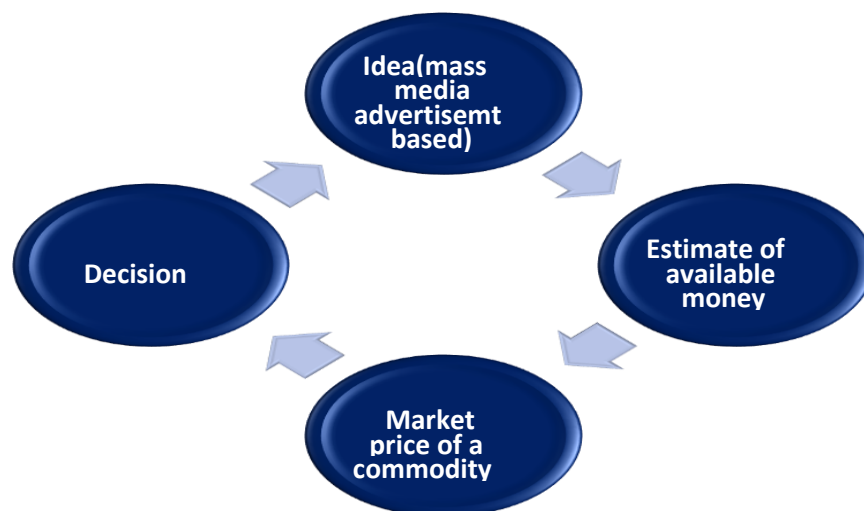
Consumer plays important role in market area, the one who purchase and consume the item is known as consumer. The behavior of the people with regards to selection, purchase and consumption of goods and services for satisfaction of their wants is known as consumer behavior. There are different types of consumer, broadly divided in to four categories e.g.

- Direct consumer
- Indirect consumer
- Consumer by exchange of product
- Modern consumer

Consumer encourage and creates demand for different commodities. They have limited amount of resources so they compare cost and benefits before making a choice. In short, their behavior can change according to their purchasing power. The motivation and behavior of consumers are of interest not only to economists. But also to sociologists, psychologists, advertisers and just about everyone who owns or manages a business. People in business hope to use the principles of consumer demand to increase their sales and profits.

Before buying a product in the market place the consumer make decision about to purchase the product, they kept in mind the money they have and the product they need the most. It is the complex stage. There are different factors which affects consumer buying behavior e.g. Personal factor, psychological, and social factors. Buying Process have different stages. Each stage is mostly affected by mass media as we know that every person is different from other their decision making process is different from other as such.

Consumer buying behavior is classified in two axes: high or low consumer involvement, and significant or few brand differences (Kotler and Armstrong 2014). The four types of variation in buying behavior they explained, summarized as complex buying, Dissonance-



reducing, Habitual buying, variety-seeking buying. The response of different consumers are different toward purchase. Income, class, culture, and knowledge can mostly change consumers' preferences to buy commodities.

Impact of mass media on consumer buying behavior

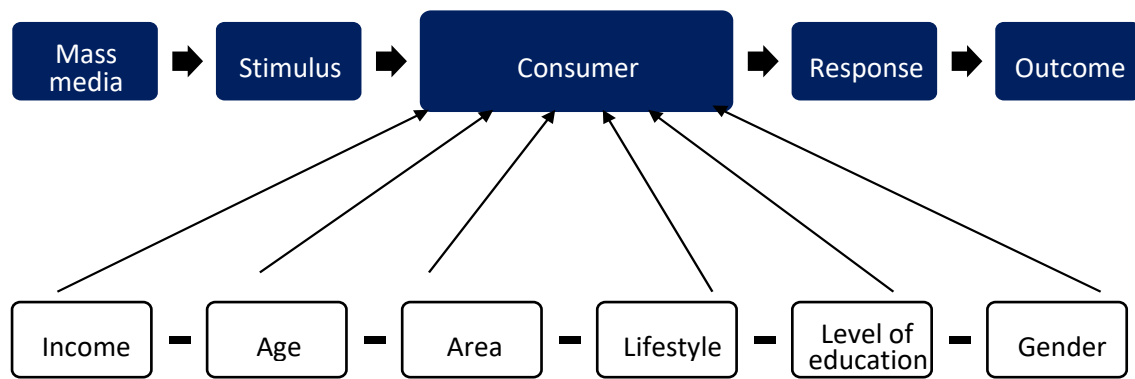
Market is a place where seller and buyer comes in contact, seller brings there product to sell and buyer comes to purchase it. Producer can only produce those product which is mostly demanded by consumer, centuries past when there were not any type of media exist to gain information about consumer preference. The invention of mass media makes it easier to gain information about consumer preference through their response towards product. Due to which new brands and version launched every year. Mass media provides an effective platform for the customer to communicate with each other and with companies to show their satisfaction level about product. Customers' reviews on different sites of social media change ones attitude about product. As we know that role of mass media increasing in every field. It is the great source of gaining information and communication. It is the nature of human being that their behavior effected by surrounding. As a consumer, advertisement and comments on social media mostly effect their decision making process. According to Silverman 2011 that there are five stages of consumer buying decision which are

- Exposure to product
- Problem recognition
- Search for the alternatives
- Evaluation of information
- Post purchase evaluation

In above all the stages the role of social media is high. Advertisement attract customer towards purchase of different product.

Theoretical Framework

The theoretical framework of the study is designed and developed after reviewing past literature, related model and theory. This theoretical framework is based on classical consumer buying mode land Engel-Blackwell Kollat model. Consumer buying behavior is dependent variable, while Mass media, age, income, area, lifestyle, education, time, and gender are independent variable included.



It is clear from previous studies that Mass media have positive impact on consumer during purchase. Mass media is independent variable while consumer buying behavior is dependent variable in this study which is affected by different variable, mass media (print, electronic, outdoor and social media) is one of them which greatly influence on consumer buying decision. Hence it is clear from evident that advertisement on mass media makes purchase decision easier. The aim of this research is to find out the impact of mass media on consumer buying behavior in district Mardan, Peshawar. The focus of this study is to find out that which factors are common and how much variations exist in consumer buying behavior among metropolitan and average districts of KP. Also focus on gender, age, education, income, lifestyle and effect of job status on buying decision in different districts of KP. This study also focus on that which type of mass media greatly influence on consumer buying decision.

The Engel-Blackwell-Kollat Model of consumer behavior consist of four major stages:

1. Information input stage
2. Information processing stage
3. Decision processing stage
4. Variables influencing the decision process

With a help of literature review it is evident that mass media positively affects consumer buying behavior. But it is inconclusive that for different area it must be positive or not. A lot of work done on mass media impact on consumer buying behavior from different angle and for different area. This is the only study which shows a comparison of mass media impact on consumer buying behavior in district Mardan and Peshawar. This study will helpful for future studies on consumer buying behavior perspective.

Mass media play important role in shaping consumer buying decision. It is not just used for communication purpose, but also it is the great source of gaining information. Advertisement and views of people on mass media about product can attract costumer to purchase a product. In short mass media provide effective platform for new products. After seeing advertisement on TV, or in newspaper etc. the consumer search for more information about product on social

media. Producer also in search of better platform where they represent their product so mass media make it easier for producer to present and sell their product at reasonable price and earn profit. Producer gets information about consumer preference toward product through mass media.

It is logical that mass media have positively affect consumer buying decision. It is clear that one who uses mass media different sites can mostly collect information about product before purchase and also search for its alternative which is better than that product.

Research Question

1. Does mass media impact on consumer buying behavior?
2. How much income level affects purchases of consumer based on mass media advertisement?
3. Which gender is more affected comparatively in their buying decisions by advertisement?
4. Does living in certain peripheries carry different ramifications on consumer buying behavior affected by advertisement?

Objectives of the Research

This study aims to achieve the following objectives:

1. To examine the impact of mass media on consumers' (Gender and status wise) buying behavior in both rural and urban area of Mardan.
2. To examine the impact of mass media on consumers' (Gender and status wise) buying behavior in both rural and urban area of Peshawar.

LITERATURE REVIEW

The literature study investigates several research on consumer purchase behavior as well as the effects of social media, branding, and commercials. Using partial least square (PLS) analysis on data from 154 online consumers, Cheung et al. (2008) investigated how consumer reviews online affect buying choices in Hong Kong. By means of a regression analysis of 400 surveys, Zeb et al. (2011) investigated brand influence on Pakistani women's clothing purchases and found that brand attitude, status, and reference groups favorably affected behavior. In Pakistan's cold drink market, Sheeraz et al. (2012) investigated brand credibility and consumer values and found that purchase intentions were much influenced by trustworthiness, experience, and appeal. Using SPSS to expose that celebrity endorsements significantly affected buying behavior, Shoaib et al. (2012) investigated the impact of Indian film star ads on customers in Lahore.

Through descriptive study, Sonkusare (2013) underlined how TV commercials affect women in Chandrapur and how they might influence purchasing decisions. Malik (2014) examined

Gujranwala customer behavior and found that purchase decisions were more influenced by ads than by consumer opinion. Analyzed using regression and ANOVA, Hameed et al. (2014) looked at children's purchase behavior in Punjab and found that TV advertising, age, and viewing hours had a significant effect. employing Pearson's correlation, Ahmed et al. (2014) investigated product packaging in Karachi and found that, employing color, material, design, and innovation, consumer decisions were much impacted.

With results from regression analysis, Anjum et al. (2015) investigated the representation of women in TV advertising and their impact on consumer behavior, finding that religiosity mitigated the link. By use of regression models, Salman and Aslam (2015) investigated the influence of socioeconomic factors and advertising on purchase intentions in Pakistan and revealed notable results. Stronger effects on rural and female consumers were found when Hassan (2015) examined gender and regional variations in TV ad impact. Using structural equation modeling (SEM) to show notable links between ad content, brand loyalty, and past experiences, Afzal and Khan (2015) investigated how conventional and internet ads affected garment buying decisions.

Using regression and correlation analysis, Awan et al. (2016) investigated FMCG ads in Southern Punjab and found favorable impacts on customer behavior. Using chi-square analysis, Shabbir (2016) examined how media commercials affected children's purchase choices, hence stressing the part parents and friends play. Shaheen and Lodhi (2016) concentrated on social media marketing and demonstrated via university student survey data its favorable impact on consumer behavior. Using correlation and regression models, Chaudhary et al. (2017) studied print media ads in Gujranwala and found notable effects on brand image and consumer behavior. Using correlation studies, Karim and Batool (2017) examined emotional and online commercials in Pakistan's cellular industry and found favorable results.

Using regression analysis to show that perceived worth and usefulness influenced purchases, Sharma and Bhatt (2018) looked at how social media influences online shopping behavior. By means of regression and correlation, Kazi et al. (2019) investigated how social media influences impulse purchase in Hyderabad and found favorable results. Neupane (2019) investigated ad effects on demographics in Kathmandu and found TV commercials had a more influence than radio or print media. Sama (2019) looked researched how different media advertisements affected consumer behavior in Gujarat and found that although newspapers and magazines shaped purchase decisions, TV and internet marketing raised awareness and interest. By means of a descriptive study comprising primary and secondary data, Pooja et al. (2020) discovered that ads generated awareness but failed to develop enduring impressions.

All things considered, the research shows repeatedly that customer buying behavior is much influenced by advertising—TV, social media, or product packaging included. While socioeconomic demographics, religiosity, and geographic disparities attenuate these impacts, factors including brand reputation, celebrity endorsements, and emotional connections further shape customer decisions. The studies taken together highlight the strong influence marketing techniques have on customer decisions in many different environments. Tell me whether you would want me to hone or enlarge on this overview.

METHODOLOGY

Population, Sampling Technique and Proportional Allocation

The study showed the comparison between metropolitan and average district of KP, Mardan and Peshawar. Therefore, all the residents of Mardan and Peshawar. Both male and female whether rich or poor and from rural or urban area considered as the population for the study. Using the stratified sampling method, the study divided the total population into two sub group or stratum on the basis of relevant strata size and cost. One stratum composed of district Mardan and other stratum was district Peshawar. Both the stratum homogenous (internally) and heterogeneous (externally). Furthermore the stratum divided on the basis of area type (rural and urban), gender and class such as rich and poor

Sample size, taken from each strata is based on the following procedure.

$$n_i = n (N_i/N)$$

n_i : Sample size to be taken from each stratum

n : Total sample size

N_i : Size of n^{th} stratum

N : Total population

Sample Size from Mardan and Peshawar

As discuss above that sample was selected through stratified random sampling technique. A sample size of 300 divided in Mardan, Peshawar on the basis of population size and cost.

A. Mardan

$$n_m = n (N_m/N)$$

N : 300

N_m : 2373061

N : Mardan population+ Peshawar population

$$= 2373399 + 4267198$$

$$= 6640597$$

Now putting these value in formula we get

$$n_m = 300 (2373399/6640597)$$

$$= 107.224 \approx 107$$

B. Mardan

$$n_p = n (N_p/N)$$

$$N : 300$$

$$N_p : 4267198$$

$$N : \text{Mardan population} + \text{Peshawar population}$$

$$= 2373399 + 4267198$$

$$= 6640597$$

Now putting these value in formula we get

$$n_m = 300 (4267198/6640597)$$

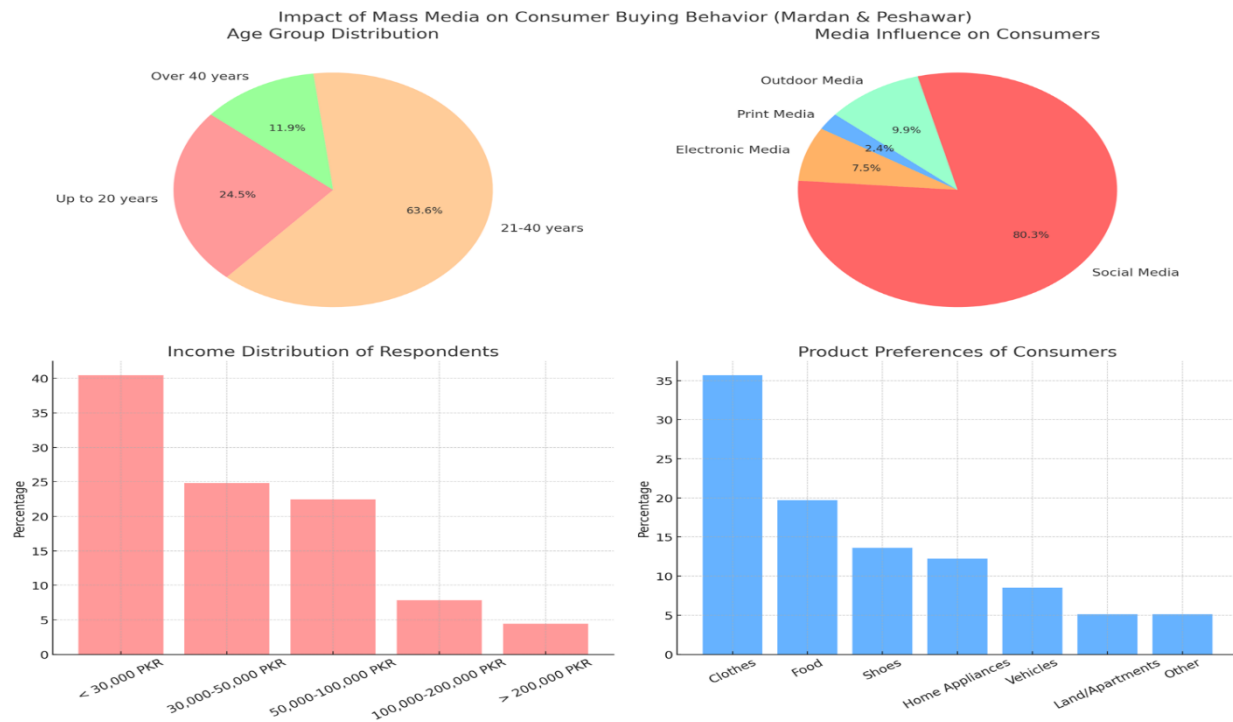
$$= 192.77778 \approx 193$$

Both primary and secondary data used for the study, primary data collected through well-structured questionnaire which were consist of 22 questions related to the study and secondary data collected through internet web sites.

ANALYSIS AND DISCUSSION

The results of the data analysis have been provided along with interpretation. The collected data was analyzed using descriptive statistics. For descriptive analysis and interpretation of the collected data, percentages of various categories of variables were calculated and the results have been shown graphically.

To identify the mass media impact on consumers' buying behavior in district Mardan and Peshawar. Using stratified sampling, data were collected through well-structured questionnaire distributed among two district randomly. There are different variables which affect consumers' buying behavior some of them were added and graphically result was shown. Through stratified sampling method, the two district considered as stratum "1" and stratum "2". Stratum "1" consist of Mardan population while stratum "2" consist of Peshawar population. Total sample size was 300. Through proportional allocation 107 questionnaire distributed in rural and urban area of Mardan and 193 questionnaire were distributed in rural and urban area of Peshawar. So out of 300 questionnaire 294 were returned. Emphasizing the interaction among demographic elements, media preferences, and consumer buying behavior, this part offers a thorough study of the data. The results are arranged topically with statistical insights and regression analysis serving a strong basis for interpretation.



Media Engagement: Demographic Factors

Age became clear as a major factor influencing media response. With most of the respondents (63.6%), falling between the ages of 21 and 40, this group is most open to media commercials. Comparatively to 60% in Peshawar, 68.22% of this age group actively engaged with media for product information in Mardan. This implies that younger people—often more tech-savvy and connected—are more prone to base purchases on media. On the other hand, elderly consumers—above forty—made only 11.9% of the sample, and media impact clearly dropped. Younger generations show more interaction with digital platforms, hence this tendency corresponds with worldwide trends.

Gender and Media Engagement

The two districts clearly showed gender-based variations in media impact. 71.32% of Mardan's respondents were men, showing more male media consumption especially for technology and home goods. This can be ascribed to cultural elements that inspire males to be leaders in high-value goods purchase. Peshawar, on the other hand, had a higher percentage of female respondents (64.24%), with women particularly sensitive to media impact notably for fashion, clothes, and leisure products. This result emphasizes the need of gender-specific marketing techniques since males give product functioning and pricing top priority while women react more to emotionally laden commercials and celebrity endorsements.

Income and Purchasing Power

Consumer behavior was much influenced by income ranges. Although less than PKR 30,000, almost 40.48% of respondents said media advertising for reasonably priced goods like food

and clothes had an impact. This shows how well focused advertising reaches low-income consumers. Higher-income groups—that is, those earning more than PKR 100,000—used media to evaluate brands, quality, and reviews before making high-end purchases including autos and devices. This implies that while media influence is ubiquitous across income levels, its function changes from motivating impulse purchases among lower-income individuals to supporting smart selections among wealthier consumers.

Education and Information-Seeking Behavior: Media involvement was rather strongly predicted by education. Those with higher degrees (21.43%) and graduates (47.62%) were more likely to investigate products online, weigh alternatives, and peruse reviews. This kind of conduct fits the idea of "information-rich" consumers who use digital channels to make wise selections. Less informed customers, on the other hand, made quick, more impulsive selections depending on TV or outdoor ads. This paradox emphasizes the requirement of customized media plans that fit different degrees of consumer sophistication.

Media Preferences and Consumer Action

Type of Media and Consumer Preferences: Affecting 80.27% of the respondents, social media turned up as the most powerful channel. Main sources of product information, reviews, and brand recognition were sites including Facebook, WhatsApp, and YouTube. Driven by its accessibility, interactivity, and capacity to provide tailored information, this dominance mirrors the worldwide move toward digital media. While print and outdoor advertising had little effect (2.38% and 9.87%, respectively), traditional media—TV and radio—infused only 7.48% of consumers. These results highlight how less relevant conventional media is in a society going more and more digitalized.

Most bought items were clothing (35.71%), food (19.73%), and shoes (13.61%). Particularly for female responders, social media trends and celebrity endorsements significantly affected what clothes one bought. This fits the idea of "aspirational consumption," in which consumers copy the way stars and bloggers live. Food purchases reflected the universal demand for survival since they were equally divided among income levels. Higher-income consumers, who used media for thorough product comparisons, bought high-cost things like homes appliances and cars mostly. This implies that even if media influence is somewhat common, its effect differs depending on the customer segment and product category.

Lifestyle and socioeconomic elements

Consumer behavior was much shaped by lifestyle and living standards as well as by other factors. In Mardan, 60.47% of respondents were categorized as "rich," more sensitive to media advertising since they had more disposable income and less dependents. Driven by a need for

status and lifestyle betterment, this group showed a taste for upscale goods and brand devotion. Lower-income respondents in Peshawar nonetheless found influence from social media, most likely via aspirational purchase behavior motivated by online content. Often referred to as "symbolic consumption," this phenomena emphasizes how greatly media shapes consumer desires and self-identity.

Employment position had a little effect on consumer behavior. Buying decisions also varied somewhat. Whereas in Peshawar 52.73% of respondents had jobs, in Mardan 63.57% of respondents were working. Reflecting their larger spending power and need for social recognition, employed people were more likely to buy goods for status or lifestyle enhancement. Though more frugal, unemployed respondents still found social media promotion to be important, especially for reasonably priced goods. This implies that media power goes beyond job level, even if financial limitations control its effect.

Statistical Interpretation

Descriptive statistics

The descriptive statistics offer a picture of the media influence and sample dispersion over important demographic criteria:

Age Group: Variance = 727.13; Mean = 33.33

Media response highest among the 21–40 age range (63.61%).

Mean = 20%, variance = 209.96; income range

Though they earned less than PKR 30,000, the biggest proportion of respondents (40.48%) still found influence from media commercials.

Education Level: mean = 20%; variance = 268.59

Reflecting the link between education and information-seeking activity, graduates (47.62%) were the most research-driven.

Mean = 14.29%, variance = 115.90; product preferences driven by media influence, clothing (35.71%) and food (19.73%) were the most bought categories.

Employment Situation: Mean = 50%; Variance = 127.73

Employed respondents—63.57% in Mardan, 52.73% in Peshawar—were more inclined to buy with status in mind.

Chi-Square Tests

Chi-square analyses were performed to evaluate variations between Mardan and Peshawar in important demographic areas:

Chi-Square Test Results

Category	Chi-Square	Statistic	P-Value	Significant	Difference
Age Group	1.49		0.47	No	
Gender	0.00		1.00	No	
Income	0.00		1.00	No	
Education	0.00		1.00	No	
Media Influence	0.00		1.00	No	

Chi-Square Statistic = 1.49, p = 0.47 for age group.

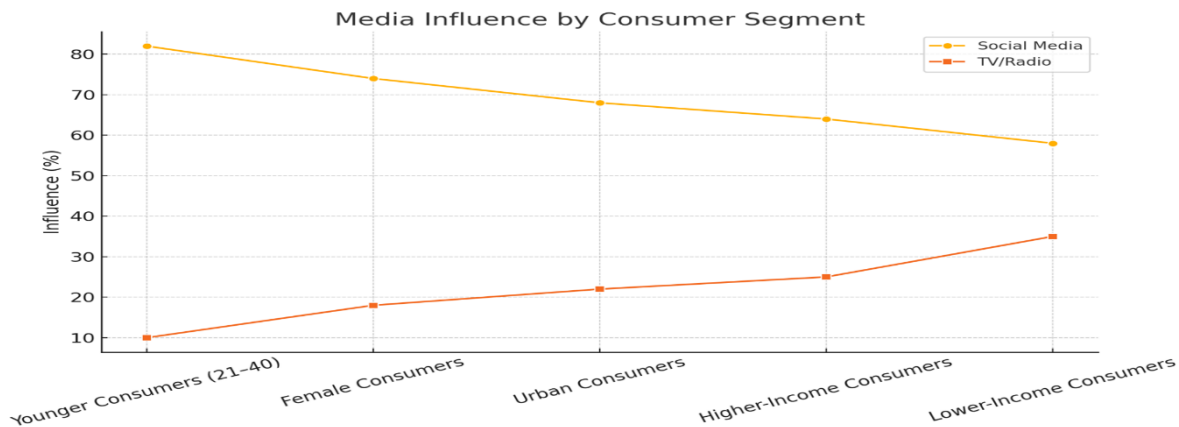
Gender: Chi-Square Statistic = 0.00, p = 1.00

Income: Chi-Square Statistic = 0.00, p = 1.00

Education: Chi-Square Statistic = 0.00, p = 1.00

Chi-Square Statistic = 0.00, p = 1.00 Media Influence

The findings show no appreciable variations between the two districts, implying that media impact on consumer behavior is constant over different areas.



The "Media Influence by Consumer Segment" graph shows how TV/radio and social media shape customer purchase behavior across many demographic groupings. Younger consumers between the ages of 21 and 40 rely most on social media for product information, reviews, and influencer recommendations; 82% of them use Facebook, Instagram, and YouTube. By comparison, just 10% of this age range finds influence in TV or radio commercials. Female consumers follow a similar trend; TV/radio influences 18% while social media shapes 74% of them. Particularly for fashion, beauty, and lifestyle products, women often react more powerfully to emotionally charged commercials and celebrity sponsorships on internet platforms.

Urban consumers also tilt mostly toward social media; 68% of them are affected by digital channels instead of 22% by TV/radio. Urban areas' easy access to internet information and trend exposure raises the possibility of impulse buying. Higher-income consumers exhibit a

somewhat lowered but still high inclination for social media; TV/radio influences 25% of them while digital content influences 64% of them. Before buying luxury goods, this group usually depends on web research, brand storytelling, and peer evaluations.

Social media continues to have a major influence for lower-income consumers; 58% of them use it for product discovery. TV and radio, however, have more influence in this category (35%), since they stay relevant and accessible for local events and basic items. Though conventional media still has value for some groups, especially rural and lower-income communities, overall the graph shows that social media is the most dominating element affecting purchase behavior across all sectors. This emphasizes the changing media environment in which companies must strike a mix between digital and conventional approaches to properly target various customer markets.

Thematic Analysis

Thematic Analysis Summary

Themes	Key Insight
Media Influence	Social media is the strongest driver of consumer behavior, especially for younger consumers.
Gender-Based Differences	Females are more influenced by emotional ads and celebrity endorsements, while males are price-sensitive.
Urban vs Rural Dynamics	Urban consumers make more impulsive purchases, while rural consumers rely on TV/radio and community influence.
Socioeconomic Factors	Higher-income consumers show brand loyalty; lower-income groups respond to pricing and promotions.
Stages of Consumer Decision-Making	Consumer decisions progress through stages influenced by media exposure, reviews, and post-purchase evaluations.

Media Influence by Consumer Segment

Consumer Segment	Social Media Influence (%)	TV/Radio Influence (%)
Younger Consumers (21–40)	82	10
Female Consumers	74	18
Urban Consumers	68	22
Higher-Income Consumers	64	25
Lower-Income Consumers	58	35

Media Effect on Decision-Making

Particularly for urban consumers and younger (21–40 year) consumers, social media rules consumer behavior. Platforms like Facebook and YouTube drive product discovery, reviews, and peer recommendations, therefore confirming the part digital media plays in influencing buying decisions.

Gender Based Variations

Men give price and product facts first priority; women are more swayed by emotive commercials and celebrity endorsements. This emphasizes how urgently gender-specific marketing plans are needed.

Rural versus Urban Dynamics

Urban customers motivated by digital media show impulsive purchase behavior; rural consumers depend on TV/radio and community influence. This contradiction emphasizes the need of localized media approaches.

Socioeconomic elements

Lower-income groups react to pricing and promotions; higher-income consumers display brand loyalty. Education level also influences media involvement; more research-driven consumers from more educated backgrounds.

Five stages of consumer decision-making

From problem recognition to post-purchase analysis, media shapes every phase of the buying process. Peer referrals, brand storytelling, and customer feedback loops on social media magnify every phase.

CONCLUSION AND RECOMMENDATIONS

Research is always done with the main aim of contribute to the betterment of the society. The purpose of this research is to find out the relationship between mass media and consumers' buying Behaviour in two district of KP, Mardan and Peshawar. We know that technology changed the market situation. In simple words mass media and yellow press changed the thinking of the people especially as a consumer. Consumer behavior affected by three factor such as personal, psychological and social. This study only focus on these three factor. The result showed that there is positive relationship between mass media advertisement and consumers' buying behavior. This study was carried out to test a comparison of mass media different sites impact on consumers' buying behavior in district Mardan and Peshawar.

Mass media provide better platform for consumers to communicate with companies and also with each other. Producers upgrade their product according to the consumers' need, and these information provided by print media, electronics media, social media and outdoor media to the producers. The study only focus on print, electronic, social and outdoor media advertisement effect on consumers. So it is clear from evidence that mass media advertisement has great impact on consumers' buying behavior in both districts and producers also increase the sale of different products. The overall conclusion of the research are:

Age

One of the main factor which greatly effects the buying decisions of consumer. It can be concluded that mass media advertisement has great impact on consumer lies in the age group 21-40 years because of they are considered young energetic and having sound financial position. It can also be concluded that use of different mass media site such as print, electronic, social and outdoor media changes with respect to different age group. 63.61% respondents from Mardan and Peshawar were belong to age group 'b' which consist of 21-40 years.

Gender

Gender have also great influence on person decision while purchasing product. Female purchase decision were different from male purchase decision. Total 48.61% were female respondents while 51.36% male respondents from district Mardan and Peshawar. The result shows that female mostly purchase due to mass media advertisements. Advertisements on mass media attracts female more than male respondents in district Mardan and Peshawar.

Job status

The result explored that job status effect purchase decision of male more than female. Mostly respondents from district Mardan both male and female were employed and their purchase decisions effected by mass media. But from Peshawar percentage of male employed were higher than female in urban area while in rural area female employment level more than male but their decision about purchase equally effected by mass media. Female respondents from district Mardan and Peshawar whether employed or unemployed they were easily victim of advertisement and purchase unnecessary products may be they dependents on man earnings so that's why their job status didn't have any effect on their purchase. 57.48% were employed from both district.

Area

This study shows the comparison of mass media impact on consumers' buying behavior in district Mardan and Peshawar. It can be concluded that area also matter while purchasing a product for that purpose bifurcation was made on the basis of rural and urban in both district. 37.98% from rural area while 62.02% respondents from urban area Mardan and from rural area Peshawar 26.67%, urban area 73.33% respondents participated in a study and their purchase behavior effected by mass media advertisement. The collected data shows that area matters a lot during purchase means consumers' purchase decisions effected by their surrounding but mostly the response of these two district people almost same there were little bit variation existed.

Mass media sites effectiveness, uses and its effect on youth

There are different mass media sites which attracts people to use it for different purposes such as communication, gaining information, source of advertisement etc. The result explore that social media sites such as WhatsApp, Facebook, Google and Youtube mostly used by respondents from district Mardan and Peshawar. Social media considered as effective and has great impact on youth compare to other media such as print, electronic, and outdoor which were included in the study.

Life style

Life style has mostly impact on consumers' buying behavior. The person from elite class spend more to stay in touch with fashion. For that purpose bifurcation made on the basis of rich and poor. The collected data shows 65.31% rich and 34.69% poor respondents from both districts. The rich having enough money to spend on purchasing different products but results shows mild variation existed in rich and poor female response towards advertisements on mass media.

Level of education

Level of education considered also a responsible factor which effect consumers' buying behavior during purchase. The data shows that educated persons search for related information before purchase. The overall level of education in both districts increases rapidly there were 47.62% graduate and 21.43 were higher studied. They considered that mass media has great impact on consumers' buying behavior.

Category of products

Different category of products included in the study among these different categories clothes and food mostly preferred by respondents. 35.71% clothes, 19.73% food, 13.61% shoes, 12.24 home appliances, 8.51% vehicles, 5.1% land and apartments and 5.1% other things purchased by people of district Mardan and Peshawar. The other things mentioned by respondents were mobile phone, perfume, books, instruments, makeup and ladies bag etc.

Gaining information

Mass media considered as the great source of information. Respondents search for related information after seeing advertisement on different mass media sites but they mostly preferred Google to research for related information. It is the only site which is mostly use for gaining information. All the respondents from both district using Google for gaining information about products All the objectives of study were satisfied.

RECOMMENDATIONS

There are different variable such as area type, age, gender, job status, education income and many more which effect consumers' buying behavior.

- Mass media uses for different purposes such as communication, source of information, source of earning, and for education purposes etc. but the mostly focus of this study is on information and communication purpose which influence buying behavior of consumer.
- Mass media provides effective and powerful platform for consumer to communicate with companies and with each other. So owner or producer of product should give positive response to the grievances and demands of costumer for better consumer- producer communication or correspondence.
- The social media different sites such as WhatsApp, Facebook, and Instagram etc. gets popularity over recent years. Therefore, advertisers must focus on the use of social media, to make future advertisement on social media more fruitful. The outdoor media at some extent effective as social media especially billboard has positive impact on consumers' buying behavior. Female population is comparatively attractive more toward social media advertisement. So steps be taken to make it more attractive for male population.
- The use of social media advertisement manipulate the buying decisions of age bracket (21-40) more in comparison to other groups. Therefore, the companies should focus their advertisement on social media for the age group of 21-40 years.
- It is concluded that social media is more effective platform in comparison to other media in molding consumer buying behavior. Therefore, advertisement agencies should focus more on the use of social media as better advertisement strategy.
- Online shopping is comparatively lower because of mistrust.. In comparison to last 10 year consumers' purchase pattern changed due to mass media. Only 9.52% always purchased through online forms means frequency of online purchase low in both district. But in district Mardan the frequency of online purchased relatively higher than district Peshawar. To promote online business companies should upgrade their policy and provide item which shown on their web sites.

Future Scope Of Research

Due to lack of time and cost, this study is limited to the two district of KP, Mardan and Peshawar. There are a lots of other factors which affects consumers' buying Behaviour but this study only limited to the mass media. There are many mass media sites which effects consumers' buying Behaviour, but few of them were added which are mostly using in Pakistan such as print, electronic, social and outdoor media.

In this domain, enough research is done and hitting a new coin is quite difficult a task. Still the subject has multidimensional frame of factors which can effect Consumers' Behaviour in numerous ways. Moreover, the time and space considerations are vitally important in analyzing

Consumers' Behaviour in a specific time, in specific area and for specific product. Thus, this research domain carries potential room for future research with new horizons.

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