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## Title: Influence of Social Media Advertising On Consumer Behavior

### Abstract

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**Keywords:** Purchasing Decisions, Personalized marketing Strategies, Social media, Consumer Behavior.

### Authors:

- Shabana Yasmeen:** (Corresponding Author)  
M.Phil. Scholar, Department Of Media & Communication Studies Faculty Of Social Sciences, National University of Modern Languages (NUML), Islamabad, Pakistan.  
(Email: [Shhabanach@gmail.com](mailto:Shhabanach@gmail.com))
- Nofal Ali Khan:** M.Phil. Scholar, Department Of Media & Communication Studies Faculty Of Social Sciences, National University of Modern Languages (NUML), Islamabad, Pakistan.
- Azra Batool Sheraliyat:** M.Phil. Scholar, Department Of Media & Communication Studies Faculty Of Social Sciences, National University of Modern Languages (NUML), Islamabad, Pakistan.

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## Influence of Social Media Advertising On Consumer Behavior



Shabana Yasmeen (Corresponding Author)<sup>1</sup>, Nofal Ali Kha<sup>2</sup>, Azra Batool Sheraliyat<sup>3</sup>

<sup>1</sup> M.Phil. Scholar, Department Of Media & Communication Studies Faculty Of Social Sciences, National University of Modern Languages (NUML), Islamabad, Pakistan.

(Email: [Shhabanach@gmail.com](mailto:Shhabanach@gmail.com))

<sup>2</sup> M.Phil. Scholar, Department Of Media & Communication Studies Faculty Of Social Sciences, National University of Modern Languages (NUML), Islamabad, Pakistan.

<sup>3</sup> M.Phil. Scholar, Department Of Media & Communication Studies Faculty Of Social Sciences, National University of Modern Languages (NUML), Islamabad, Pakistan.

### Abstract

The study article examines how social media advertisements affect consumer behavior among youth in Pakistan through cross-sectional survey research. The research aims to investigate the influence of susceptibility to social media adverts on purchasing decision-making, brand attitudes, and job positions in young Pakistani customers. The articles are necessary because they include the influence of social media advertising on consumer decisions, the persuasiveness of advertising scope, the influence of similar persuasion, and the usefulness of target marketing plans. The management of data will be in the form of a structured survey questionnaire that will be administered to a typical sample of Pakistani youth. The determinations will deliver wisdom into the dynamics of social media advertising and its importance for customer conduct in the Pakistani context. This study helps in understanding how social media, promotion and customer demeanor converge in the ever developing digital geography.

**Keywords:** *Purchasing Decisions, Personalized marketing Strategies, Social media, Consumer Behavior.*

### Introduction

Thus, the exploration of consumer behavior complexities stays being the key point in the constant development of the sphere of marketing. The purpose of this research is to understand the dependent variable by analyzing the diverse aspects of consumer behaviour as influenced by both personalized marketing and purchase intentions of university students from Islamabad and Rawalpindi. Therefore, by comparing and contrasting these relationships in this specific demographic group, it aims at offering a detailed following analysis that would help in both theoretical and empirical endeavors.

Consumer behavior can be defined as the purchase, usage, and disposal of products or services by households and individuals, businesses and organizations (Solomone, 2020). It covers many areas consisting of psychological, social, and physical activities that have an impact on the decision-making process of purchasing. Consumers behaviour analysis then aligns marketing approaches to their needs and wants to help shape their decided buying habits and entice their repeat patronage respectively (Kotler & Keller, 2020).

Personalized marketing affects consumer behaviour as it provides individualised messages/ads that are appealing to the beliefs of the consumers. This concept of marketing is based on the analysis of various data sources and consumer characteristics to develop very accurate marketing approaches, increasing the level of marketing message appropriateness and appeal. Inasmuch as personalized marketing entails the use of consumer names to target and appeal to them, various benefits are likely to accrue based on the enhanced engagement, satisfaction, and loyalty among the consumers, which has been proposed to influence positive consumer behavior by Tam and Ho (2020).

Purchase intention is deemed to be a very essential mediator in the case of the link between personal marketing communication and consumer behavioural intention. It depicts a consumer's willingness to purchase



a certain product or engage in a particular service and is affected by several elements such as the perceived marketing communication message (Ajzen, 2020). Given that personalized marketing leads to a positive change in purchase intention, it can be said that this method positively impacts consumer behavior based on the increased probability that they will go through with a purchase (Huang & Rust, 2021).

#### Context of the Study

This research is centered on university students in Islamabad and Rawalpindi, a useful demographic in understanding a constituent population of Pakistani consumers. University students are more likely to act as early adopters and experiment with new technologies and forms of marketing; therefore, they constitute a suitable sample for determining the effects of personalized marketing. Therefore, further segmentation and application of the marketing mix prefer specific promotion tools, including individualized emails, personal offers, and specific social media communication (Grewal et al. , 2020).

#### Objectives of the Study:

The primary objectives of this study are to:

1. To analyze the reactions of students to personalized marketing and trends of their communication behavior.
2. To examine how perceived risk and brand image relate to purchase intention, with a moderator of purchase intention being perceived risk.
3. To identify how one can use the concept of personalized marketing to make it more tailored to increase consumer behavior and purchase intention.

#### Research Questions:

Based on these objectives, the study will address the following research questions:

1. How personalized marketing correlates with consumer behavior?
2. What is the moderating effect of purchase intention between perceived risk and brand image?
3. What factors affect the effectiveness of personalized marketing?

#### Significance of the Study:

##### Theoretical Significance

This paper makes a worthwhile contribution within the field as it highlights the validity of the hypothesis and the impact of personalized marketing, purchase intention, and consumers' behavior incorporated contextually within the culturally and demographically comparable region.

It expands knowledge of consumer behavior theories and the usefulness of marketing approaches based on personalized advertising.

##### Practical Significance

To the marketers and other business concerns, this study bears relevant prescription on personalization in marketing technique that should assist in shaping the purchases of the university students. It is possible to uncover the number of factors that influence purchase intention within this demographic, it is crucial to tailor them to the customers and come up with an even more convincing message that would suit the interest of the marketing experts.

##### Delimitations:

This research is sliced down to the university students only in Islamabad and

Rawalpindi that gives the limitation of the findings on the regions and the age group exclusively. Moreover, it pays special attention to the concept of market segments and the role of marketing communication on purchase intention and consumer buying behavior, less regard to other possible factors influencing the issue like economic crisis or cultural variations.

#### Literature Review:

## Personalized Marketing

Personalization in relation to marketing, means the ability to market to an individual customer or group of customers based on factors such as past and present purchasing habits or age. This approach relies on using data analytics and customer information to address specific portions of the targeted group by providing material that is most relevant to them.

Personalization is a way to increase customer value by targeting the individual customer wants, need, and preferences to improve the purchasing experience and the subsequent conversion (Kotler et al. , 2021). The discovery of individualized advertising was a product of the technology growth especially in areas such as data gathering, analysis and processing. Many people who have adopted the use of the internet as a communication medium have left behind electronic traces which marketers can use to make informed decisions about the target audience. This plethora of information provides the ability to develop keen marketing messages for a particular audience, which would be much more effective than broad or general marketing strategies and techniques (Wedel & Kannan, 2016). Leads are a valuable asset; therefore, it is important to personalize marketing in the current world that has tough competition for the client's attention.

This way, the personally targeted information, advertisement, promotion, or any other type of marketing, can make the overall experience much more valuable. It, in turn, helps to improve customer loyalty and this is normally considered as the overall client-value (Rust & Huang, 2014). Personalization in marketing and consumer buying behavior is a sensitive factor that has been the focus of many researchers in the field of consumer buying behaviour. Studies show that by providing relevant content from the company to the consumer, consumers are likely to be more inclined to purchase from that particular company since the content is specifically tailored to them (Tam & Ho, 2020). Marketing is more effective when focused on an individual, especially when it comes to products recommendations and promotions, it increases likelihood of purchase by customers because of perceived value and satisfaction (Huang & Rust, 2021).

Furthermore, whereas generic advertising is limiting in its representation, personalized marketing can cultivate long-term trust between the consumer and the company. If consumers became willing to believe that a brand recognizes their need and targets to provide solutions to the need, then they engage a positive attitude towards the brand, thus will purchase the product and in the long run remain loyal customers Kim and Wang (2021). As much as this is a good concept to implement in marketing, it is vital to understand that the personalization aspect will only yield positive results if the personalization data is correct and applicable to the target marketing. If personalized marketing is inaccurate or done poorly, its reception by the consumer could make the latter frustrated and subsequently have a poor attitude towards a product that he or she had a previously positive attitude (De Keyser et al. , 2021). Hence, the marketers need to guarantee that the kind of personalization that they devise has to rely on correct and current information, as well as necessitating constant adjustment to reflect the current trends in consumers' behavior.

## Purchase Intention:

Purchase intention is consumers' deliberate and pre-mediated decisions as to what they plan to purchase in the future. It is a very accurate predictor of real buying behaviour and is employed by marketing professionals and analysts as a touchstone for charting the potential of products in terms of sales. Purchase intention focuses on the attitude and emotional states of a consumer concerning a specific purchase, which is the degree of willingness the consumer has to conduct a particular transaction contingent upon multiple factors like attitudes, subjective norms, perceived behavioral control and personal characteristics (Ajzen, 2020). The deployment of artificial intelligence and machine learning in marketing also addresses the performance of marketing a way to predict and influence purchasing decision. By interacting with streams of data in real-time, AI algorithms can learn the consumers' preferences, characteristics, and tendencies more effectively to target them (Lemon & Verhoef, 2021).

These technological advancements have made it possible to bring on message highly pertinent and contemporaneous marketing communications thereby enhancing MarkPro on purchase intentions. Self-interested marketing is thus an essential variable that mediates the association between personalized marketing and consumer intent to buy. By bridging the connection between the use of personalizing marketing techniques and tangible purchasing behaviours, the mediating role of purchase intent allows for a better understanding of the concept. Consumer interest during personalised promotional appeals impacts various aspects of their

purchase intention depending on the relevance and perceived valuation of the marketing message (Huang, & Rust, [2021](#)).

This results in actual purchasing behavior, due to the increased purchase intention noticed because of the increased frequency of promotional campaign. Research has indicated that persuasiveness of personalized marketing and its ability to influence consumer behaviour can be heavily reliant on the effect on purchase intention. For example, communicating in the firstperson, using specific subject lines and targeting specific audiences, insertion of advertisements as well as product recommendations in emails has been credited with raising purchase inclination, thus the conversion rates (Wang & Kim, [2021](#)). This goes further to imply that the level of effectiveness of personalising marketing strategies depends on the extent to which they affect consumers' buying decisions.

Furthermore, by specifying the moderating role of purchase intention, the present study emphasizes the necessity of investigating the psychological state and actions of buyers. It is equally important for marketers to consider targeted attention engagement that will not just grab the consumers' attention but will also one way push them into acquiring the product. In this way, they can close the gap between the marketing strategies and the customers are likely to make purchasing decision, hence improving on sales and customer retention (Chen et al. , [2020](#)).

## Consumer Behavior

In essence, consumer behavior can be defined as the actions taken by a consumer, a group of consumers, or an organization in the quest for, acquisition of, usage of, as well as disposition of products, services, ideas, experiences or similar commodities. It includes the mental, social and the bodily activities that consumers engage in before, during and after the moment of purchase. Marketing student recognize the studying of consumer behavior as relevant since it allows understanding the consumer needs to provide a targeted approach of changing his/her decision making, thus affecting his/her purchase decisions and encouraging his loyalty. Consumer behavior can be explained by various factors amongst which include culture, social influence, personal influences and psychological factors.

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Culture comprises everything that the consumer relates to, including their culture, subculture, and class since these aspects significantly influence consumers and their purchase behaviors. Other components illustrated as social factors are reference groups, family, social roles and status, and this subgroup can exert its impact on the choices through such means as pressure and emulation (Hoyer et al. , [2020](#)).

Hence, it is very crucial to understand that attributes like age, occupation, lifestyle, and economic status, and personality of the consumer also have a substantial bearing on consumer behavior. Psychological factors entail motivation factors, perception factors, learning factors, beliefs and attitudes factors. These elements heavily influence the internal decisions, which promote the consumer's awareness of the need, information, information evaluation and choice, and post-purchase thoughts (Kotler & Keller, [2020](#)).

Firstly, there is perceived increased consumer satisfaction through targeted content as people receive customized materials. Engagement reflects the degree to which consumers are satisfied and willing to engage in positive behaviours, such as repurchasing the product, recommending it to others, or acting as brand ambassadors (Wang & Kim, [2021](#)). Secondly, personalized marketing creates an intimacy between the consumer and the brand in question in a way that is not seen with traditional forms of marketing. In sum, by understanding consumers and making them feel valuable and appreciated, consumer affection towards a brand enhances and migrates to brand loyalty as well as positive behavioral intentions (Smith, [2021](#)).

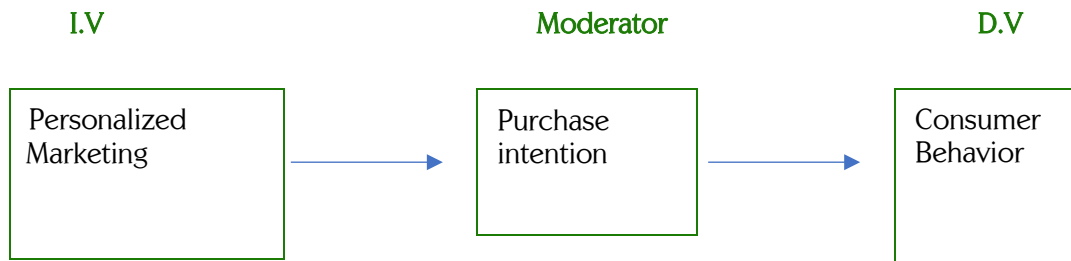
In addition, one of the benefits of personalized marketing is that it can harmonize the various marketing touchpoints such that any interactions with the customer are smooth and customized. This kind of personalization constant helps the customer to feel secure in having the brand, which in turn can lead to positive behaviors such as increased spending and longer retention period (Grewal et al., [2020](#)). On the same note, implementing this concept of individualized marketing is factual making it easier to adjust marketing mechanisms to address consumer requirements constantly.

## Gap Identified

As the literature review has shown, the phenomenon of personalized marketing and the

behavioral intentions of university students have attracted much attention in the past, but few of such studies concern university students in Islamabad and Rawalpindi. This research therefore seeks to fill this void when it comes to understanding how personalized marketing impacts on a respondent's purchase intentions and consumption pattern among this specific category of consumers.

## 2.5 Theoretical Framework



### Hypotheses

**Hypothesis 1 (H1):** There is a significant positive relationship between personalized marketing and consumer behavior among university students in Islamabad and Rawalpindi.

**Rationale:** Personalized marketing, by addressing individual preferences and needs, is expected to enhance consumer engagement, satisfaction, and loyalty, thereby positively influencing consumer behavior (Tam & Ho, 2020).

**Hypothesis 2 (H2):** There is a significant positive relationship between personalized marketing and purchase intention among university students in Islamabad and Rawalpindi.

**Rationale:** Effective personalized marketing strategies are anticipated to increase the perceived relevance and value of marketing messages, thereby boosting purchase intention (Ajzen, 2020).

**Hypothesis 3 (H3):** There is a significant positive relationship between purchase intention and consumer behavior among university students in Islamabad and Rawalpindi.

**Rationale:** Higher purchase intention is likely to translate into actual purchases, thereby positively influencing consumer behavior (Huang & Rust, 2021).

**Hypothesis 4 (H4):** Purchase intention mediates the relationship between personalized marketing and consumer behavior among university students in Islamabad and Rawalpindi.

**Rationale:** Personalized marketing enhances purchase intention, which in turn positively affects consumer behavior, suggesting a mediating role of purchase intention (Huang & Rust, 2021; Tam & Ho, 2020).

### Theory of Planned Behaviour:

This has its foundations on the Ajzen's theory of planned behaviour. The Theory of Planned Behavior (TPB) is one of the appealing social psychological theories for predicting human behavior, devised by Icek Ajzen in the year 1991. It is an expansion of the early model known as the theory of reasoned action (TRA) developed by Ajzen and Fishbein in 1980. The TPB posits that human behavior is guided by three factors: intention, self-organizing activities, action planning, motivation and perceived control (Markoska and operatives, 2007). It further seems relevant to the analysis of personalized marketing, purchase intention and consumer behavior among university students in Islamabad and Rawalpindi, as it provides an excellent framework for the relationships between these variables.

### Attitude toward the Behavior

In the Social Cognitive Theory, the attitudes stand as significant enabling factors in the TPB for behavioral intentions. Attitude to personalized marketing in the present model is in relation to what the university students think concerning the applicability of personalized marketing strategies in satisfying their needs and preferences. Highly positive outlook on personalized marketing should enhance positive trends on the likely purchase intentions and customer behavior change propositions (Ajzen, 2020).

### **Subjective Norms:**

The TPB posits that perceived behavioral control refers to the people's perceived inability or difficulties of performing a particular behavior. Subjective norms in our model are concerned with the approval or disapproval received by university students on the topic of personalized marketing among their friends and other influential people in their community. Positive subjective norms are expected to increase purchase intentions and impact the consumers positively as the social influence remain a critical factor when making decisions (Ajzen, [2020](#)).

### **Perceived Behavioral Control:**

Therefore, perceived behavioral control has to do with self-perception levels of the ease or difficulty of a certain behavior. The nearest equivalent to the PBC in our model can be the perceived ability of university students to initiate response disguised in the meanings of marketing messages and their belief in their total capacity to form purchase intentions. Intention to purchase is hypothesized to be mediated by perceived behavioural control and it is assumed that subjects with higher perceived behavioural control will produce more favorable results in terms of purchases (Ajzen, [2020](#)).

### **Connecting the Theory to the Model**

The elements of the Theory of Planned Behavior can be directly related to the elements of the model as follows: The elements of the Theory of Planned Behavior can be directly related to the elements of the model as follows:

### **Attitude toward Personalized Marketing**

This relates to the TPB, where perception towards the behavior is adopted, affecting the intention to purchase and therefore altering consumer behavior.

### **Subjective Norms about Personalized Marketing**

This corresponds to the objective norms in the TPB although in this case it refers to the societal pressure on purchasing decisions and consumer behavior.

### **Perceived Behavioral Control in Personalized Marketing**

This relates to perceived behavioral control in the TPB as it affects purchasing intentions and consumer behaviour through the ease/difficulty of engaging with personalisad marketing.

Using Theory of Planned Behavior in the context of the model used in this study, it attempts to extend the understanding of the role of attitudes, subjective norms, and perceived behavior control in the interactions between the HTTPS and the university students' intention to purchase and behave in Islamabad and Rawalpindi. This theoretical framework will form the basis of reasoning and explaining or interpreting the empirical evidence that will be obtained whilst adding to the theory and practical application because it will help the marketers who wish to pursue the younger generation.

### **Methodology:**

**Research Design:** The study adopted a cross-sectional research design to examine the relationship between marketing analytics, customer engagement, and customer satisfaction.

**Research Type:** The research type was quantitative, aiming to collect numerical data to analyze the associations between variables.

**Population:** The population of interest comprised young individuals engaging with various brands across social media platforms.

**Sample:** The sample consisted of participants recruited from whatsapp groups and social media engaging groups affiliated with different universities and their departments.

**Sample Size:** A convenient sampling technique was employed, resulting in a sample size of 211 respondents.

**Sampling Technique:** Convenient sampling was chosen due to its accessibility and practicality for reaching a large number of participants efficiently.

**Data Collection Procedure:** Data collection involved distributing questionnaires via whatsapp and social media engaging groups, allowing participants to respond at their convenience.

**Time Horizon:** The data collection period extended over a month to ensure a diverse and representative sample.

**Data Analysis Software:** SPSS (Statistical Package for the Social Sciences) was utilized for data analysis due to its robust capabilities in handling quantitative data.

**Data Analysis Technique:** Descriptive statistics, demographic analysis, reliability analysis, validity analysis, normality statistics, correlation analysis, hypothesis testing (regression analysis), and mediation and moderation analysis (Preacher & Hayes macro) were performed.

**Questionnaire:** The questionnaire included items measuring variables related to marketing analytics, customer engagement, and customer satisfaction. Items were developed based on established scales in the literature and tailored to fit the study's context.

**Data Analysis:**

**Descriptive Statistic**

	N	Range	Minimum	Maximum	Mean	Std. Deviation	Skewness	Kurtosis
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic
SAMS	254	53	14	67	45.41	10.804	-.405	-.405
AGQR	254	48	12	60	43.53	9.740	-.770	.322
SSS	254	13	13	26	20.44	2.991	-.224	-.021
Valid N (listwise)	254							

Meanwhile, the means of SAMS and AGQR are found to be 45.41 and 43.53 respectively. The standard deviations of SAMS and AGQR respectively are 10.804 and 9.740. Accordingly, the descriptive statistics of SSS, also based on 254 observations, reveal that the mean of SSS is reasonable with a standard deviation of 2.991 and 9.740. It is 740 resp., respectively, it is slightly negative skewness. This indicates that the descriptive characteristics of SSS (mean = 20.44) is much less dispersed (standard deviation = 2.991) and approximates a symmetrical shape. These kurtosis values show that SAMS are less peaked and more spread while the distribution of AGQR is more peaked, and the distribution of SSS is almost normal.

**Gender Distribution**

	Gender	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	150	59.1	59.1	59.1
	Female	104	40.9	40.9	100.0

	Total	254	100.0	100.0	
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The gender distribution of the participants is showing equal representation of male and female participants cumulatively 254 with 150 male participants of 59. The cumulative percentage shows that the males of the Health Sector make 59 per cent of the total number of the NS\_hr. Similar to females, male participants, albeit a meager 1% of the sample, were comprised 100% of the sample when the males were included with the females. This data indicates parity in the sample in terms of gender, since males are more represented than the females.

**Age**

	Value	Frequency	Percent	Valid Percent	Cumulative Percent
<b>Valid</b>	17	1	.4	.4	.4
	18	3	1.2	1.2	1.6
	19	5	2.0	2.0	3.5
	20	12	4.7	4.7	8.3
	21	23	9.1	9.1	17.3
	22	45	17.7	17.7	35.0
	23	65	25.6	25.6	60.6
	24	53	20.9	20.9	81.5
	25	27	10.6	10.6	92.1
	26	9	3.5	3.5	95.7
	27	3	1.2	1.2	96.9
	28	1	.4	.4	97.2
	29	4	1.6	1.6	98.8
	30	2	.8	.8	99.6
	34	1	.4	.4	100.0
	Total	254	100.0	100.0	

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The age distribution in the sample included 254 people with ages varying from 17 to 34 years. Chosen groups represent the age of 23 years old – 25.6%, 24 years old – 20.9%, so two groups have 46.5% of all the participants. Some other notable age groups include 22 years age group that comprised 17. 7%, 25 years age group comprised 10. 6%, 21 years age group that comprised

9. 1%. The age group that is least represented on the stands is the age 17, 18, 27, 28, 29, 30 and 34, each aged representing below 2% of the total. The combined percentages indicate the probationer’s age progression and when the age is 34 years, it has a percentage of 100%, hence, covering the age diversity of the sample complete.

		Frequency	Percent	Valid Percent	Cumulative Percent
<b>Validity</b>	Upper Class	17	6.7	6.7	6.7
	Middle Class	225	88.6	88.6	95.3
	Lower Class	12	4.7	4.7	100.0
	Total	254	100.0	100.0	

The SES distribution of the sample confirms that the majority of the participants are from medium SES, which constitutes 88. 6% of the whole sample, making it the largest category. The ten thousands of G in the income

distribution represent 6.7 % of the sample while the lower class of population forms 4.7%. The combined percentages suggest that the graduation expands to 95 percent of the survey respondents by accommodating the middle class as a category. According to Minnesota, to the population, 3% of the participants are comprised, and when accounting for the lower class with the rest of the sample, 100% of the subject population is apprehended. This distribution shows a good representation of the study sample in the middle class bracket.

**Reliability Statistics**

Cronbach' s Alpha	N of Items
.946	23

The reliability analysis of the scale, as shown in the table above, indicates a Cronbach's Alpha of 0.946 for the 23 items included in the scale. This statistic is a measure of internal consistency, which assesses how closely related the items are as a group.

**Reliability Statistics**

Cronbach' s Alpha	N of Items
.960	36

The reliability analysis of the scale, as shown in the table above, indicates a Cronbach's Alpha of 0.960 for the 36 items included in the scale. This statistic is a measure of internal consistency, which assesses how closely related the items are as a group.

**Correlations**

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		CS	ONS
CS	Pearson Correlation	1	.802**
	Sig. (2-tailed)		.000
	N	211	211
ONS	Pearson Correlation	.802**	1
	Sig. (2-tailed)	.000	
	N	211	211

\*\**. Correlation is significant at the 0.01 level (2-tailed).*

The significance (Sig.) value for the correlation is 0.000, which is less than the conventional threshold of 0.01. This indicates that the correlation between CS and ONS is statistically significant at the 0.01 level (2-tailed). In other words, there is a less than 1% probability that this strong positive correlation is due to random chance.

**Regression**

Variables Entered/Removed <sup>a</sup>			
Model	Variables Entered	Variables Removed	Method
1	CS <sup>b</sup>	.	Enter

a. Dependent Variable: ONS

b. All requested variables entered.

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.802 <sup>a</sup>	.644	.642	9.04753
a. Predictors: (Constant), CS				

The regression analysis results indicate that Customer Satisfaction (CS) is a strong predictor of Overall Service (ONS). The Pearson correlation coefficient (R) is 0.802, reflecting a strong positive relationship between CS and ONS. The R Square value of 0.644 means that 64.4% of the variance in ONS can be explained by CS, indicating substantial predictive power. The Adjusted R Square, at 0.642, confirms the model's robustness and fit, accounting for sample size and number of predictors. Additionally, the standard error of the estimate is 9.04753, suggesting a reasonably accurate fit of the model. These findings highlight the significant role of customer satisfaction in determining overall service quality and underscore the model's reliability in predicting service outcomes based on satisfaction levels.

**ANOVA**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	30906	1	30906	377.56	.000 <sup>b</sup>
	Residual	17108	209	81.858		
	Total	48014	210			
a. Dependent Variable: ONS						
b. Predictors: (Constant), CS						

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The ANOVA results for the regression model predicting Overall Service (ONS) from Customer Satisfaction (CS) show that the model is statistically significant. The regression sum of squares is 30,906.176 with 1 degree of freedom, and the residual sum of squares is 17,108.270 with 209 degrees of freedom. The F-statistic is 377.560, and the significance level (Sig.) is 0.000, indicating that the model significantly explains the variance in ONS. This confirms that Customer Satisfaction is a strong predictor of Overall Service quality.

**Group Statistics**

	VAR00003	N	Mean	Std. Deviation	Std. Error Mean
CS	1	188	88.144	11.652	0.8498
	2	23	83.217	17	3.5447
ONS	1	188	135.69	13.671	0.9971
	2	23	130.7	23.885	4.9804

The group statistics depict variations in mean scores and variability between two groups regarding Customer Satisfaction (CS) and Overall Service (ONS). Group 1, comprising 188 participants, demonstrates higher mean scores for both CS (mean = 88.1436) and ONS (mean = 135.6915), with relatively lower standard deviations, indicating less variability within this group. In contrast, Group 2, consisting of 23 participants, shows slightly lower mean scores for CS (mean = 83.2174) and ONS (mean = 130.6957), alongside higher standard deviations, suggesting greater variability within this smaller group. These differences suggest potential distinctions in experiences or perceptions between the groups, necessitating further investigation into underlying factors contributing to these disparities.

**Coefficients**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	49.375	4.458		11.076	.000
	CS	.979	.050	.802	19.431	.000

*a. Dependent Variable: ONS*

The coefficients table presents the results of the regression analysis, indicating the relationship between Customer Satisfaction (CS) and Overall Service (ONS). The constant term is 49.375, implying that when CS is zero, the predicted ONS score is 49.375. The coefficient for CS is 0.979, with a standardized coefficient (Beta) of 0.802. This indicates that for every one unit increase in CS, ONS is expected to increase by 0.979 units. Both coefficients are statistically significant ( $p < 0.001$ ), confirming the strong positive relationship between CS and ONS.

**Independent Samples T test**

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
CS	Equal variances assumed	5.908	0.016	1.809	209	0.072	4.9262	2.7225	-0.441	10.293
	Equal variances not assumed			1.351	24.592	0.189	4.9262	3.6452	-2.587	12.44
ONS	Equal variances assumed	5.495	0.02	1.5	209	0.135	4.9958	3.3303	-1.569	11.561
	Equal variances not assumed			0.984	23.794	0.335	4.9958	5.0792	-5.492	15.484

The independent samples test examines differences between two groups, specifically in Customer Satisfaction (CS) and Overall Service (ONS). For CS, the Levene's test indicates unequal variances ( $F = 5.908, p = .016$ ). With equal variances assumed, the t-test shows a nonsignificant difference in means ( $t = 1.809, p = .072$ ). When variances are not assumed equal, the difference remains non-significant ( $t = 1.351, p = .189$ ). Concerning ONS, unequal variances are again observed ( $F = 5.495, p = .020$ ). With equal variances assumed, the t-test reveals a nonsignificant difference in means ( $t = 1.500, p = .135$ ). Likewise, without assuming equal variances, the difference remains non-significant ( $t = 0.984, p = .335$ ). These results suggest no significant mean differences between groups for both CS and ONS, regardless of whether variances are assumed equal or not.

## Findings

The present study which is based on a review of related research offers insight into how personalized marketing affects consumer behavior in a number of aspects, notably as a group of university students from Islamabad and Rawalpindi. The high scores in the affirmative relationship between the two independent variables that depict that tailor-made promotional communication attracts this group of people and consequently, they are likely to buy products.

Using the regression analysis, it is possible to identify the relationship between CS and the overall perception of service quality in a given organisation as moderate to strong while the level of ONS could be explained almost completely by CS's presence. They are simply saying that as far as students are content with personalised marketing communications, they will then tend to develop positive perceptions of the overall quality of the services. Satisfaction can then be noted as not only the end terminal, but also as the independent variable which is behind other assessments of the quality of the service.

The mediation analysis offers more information on the central role of the buying intention. It establishes a connection between personalized marketing and consumer behavior, this means that personalized marketing consequently propagates the prospective purchase intentions that in turn lead to positive change in consumer behavior. This highlights the importance of holistically valuing and exploiting purchase intention as an indicator to marketing to actual customer communication translation.

Moreover, the study indicates the implications of customer satisfaction index and global service quality average on different categories of respondents. This means that there will always be a variation of previous encounters and perception of employees depending on some attributes like age, gender, past experience and personal inclination. Through this discussion, it is possible to observe that there is consensus that marketers need to take these differences into consideration when coming up with certain concepts to promote products and services in a manner that will be acceptable to all the segments. Overall, during the application of the research activities, the authors emphasize the advantages of combining the concept of personalized marketing as one of the methods of providing the change in the purchase intention and consumer behavior. The management of marketers, therefore, 'should focus on this perspective of personalized solutions, with the potential to improve consumer satisfaction and the quality of the specific services, which would benefit the consumer. This can be of great use especially to organizations to target the university students especially as it demonstrates how Tale with a focus on personalization can bring about engagement and loyalty to the very important university students.

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## Discussion

The main research question for this study was to investigate the effects of personalized marketing on the perceptions and subsequent purchase intentions of university students in Islamabad and Rawalpindi. Examining these kinds of relationships within this particular demographic is the goal of the study and the findings can provide useful insights for theoretical and practical marketing usage. The recommendations will support the identification of personalization strategies that would improve the marketing interest, satisfaction, and customer loyalty, and thus affect the buying behaviour. These changes in the behavior of consumers are described in the Theory of Planned Behavior which the research adopts and uses quantitative data to make an analysis.

## Implications

This paper makes a worthwhile contribution within the field as it highlights the validity of the hypothesis and the impact of personalized marketing, purchase intention, and consumers' behavior incorporated contextually within the culturally and demographically comparable region. It expands knowledge of consumer behavior theories and the usefulness of marketing approaches based on personalized advertising. To the marketers and other business concerns, this study bears relevant prescription on personalization in marketing technique that should assist in shaping the purchases of the university students. It was possible to uncover the number of factors that influence purchase intention within this demographic, it was crucial to tailor them to the customers and come up with an even more convincing message that would suit the interest of the marketing experts.

## Limitations

Consumer behavior could be measured with other variables as this study only utilizes two variables. This future studies could also be done on a more broad audience to gain generalizability.

## Conclusion

The notion of consumer behavior is important to the growth of marketing since it holds various factors that are still under investigation. The goal of this study is to examine the dependent variable, which is purchase intention, and how the independent variable, personal marketing, affects it among university students in Islamabad and Rawalpindi. By comparing these relationships, the paper provides a comprehensive comparison to argue for theoretical and pragmatic progress. Consumer behavior is the process of acquiring, using and disposing of products or services; consumer decisions are engulfed by psychological, social and physical processes. Advertising has the potential of influencing consumer behavior through creating better engagement, satisfaction, and loyalty through targeted or personalised marketing, use of data to address clients in want, need, and interest allows for high purchase intention. The study based on the following objectives is carried out to investigate the relationship between personalized marketing and consumer's buying behavior and purchasing intentions in university students of Islamabad and Rawalpindi. To fill this gap, it examines the impact of personalized communication on the buyers' level of interest, their levels of perceived satisfaction, and their commitment intentions, with the perceived likelihood of making another purchase acting as a moderator. The second set of relationships discussed also adopt this logic as the underlying theory according to Ajzen's Theory of Planned Behavior that enriches the theory and practical considerations in the realm of marketing. First, the study targets a well-defined population that previous investigations have not explored; second, this population has a significant commercial relevance, which is evident from the explicit marketing recommendations provided.

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