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**PROSPECTS OF ADOPTING ON-LINE ADVERTISING: FIRMS PRACTICING E-
BUSINESSES IN PAKISTAN**

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Growing awareness in Business community of Pakistan for adopting technology to expand businesses in-land and overseas has made place for utilizing various e-advertisement models. Thus using technology advancement that produced wide range of advertisement models which offer benefits to business such as interactive and personalized e-ads and reaching target customers precisely in advertisement campaigns. There are variety of advertising models available i.e. search engine marketing, permission marketing, affiliate marketing etc each with its own unique features. This study is focused on marking the trend for the adoption of such models in Pakistan business industry and effectiveness of such models. It is apparent that specific economic, socio-technical & cultural factors has their impact on devising electronic advertisement practices of organizations in Pakistan. The core benefits of electronic advertisement are measured in terms of creating brand awareness, attracting customers and improving brand loyalty. The e-advertisement adoption framework will be helpful for organizations in Pakistan who wish to exploit the exciting features of e-advertisement such as feedback of e-advertisement campaigns or just in time advertisements.