



IMPACT OF ONLINE ADVERTISING ON CONSUMER BUYING BEHAVIOR

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Abstract

This study check the relationship of online advertising on consumer buying behavior in Pakistan. In this research the collection of data from online companies in Pakistan, students and also from local customers. This data provide me information about online ad's, mobile advertising, digital advertising, and consumer buying behavior. After collection of data the spss application (statistical package for social science) and apply different test on it. This research shows relationship between variable that are included in my study. This study shows positive impact of online ad's which influenced the customer need and also get the customer satisfaction. The active development of technology makes internet buyer continues to increase. The online advertisement is sustained by the easily use of access the internet through a laptop, mobile, phones, and other media sources are used in the online shopping. The increase of internet users makes a good impression through a proper promotional activities of online ad's with a larger scale and other medium of social media are actively perform to promote the online brands in Pakistan. On the other hand the rapidly increase the number of internet buyer it's directly affects the online purchase of brands. Occupying that the inspection of online advertising on consumer buying behavior its control the behavior of internet online users. The study makes ambition to analyze the evaluation and inspect the impact of online advertising on consumer buying behavior and its makes to create an interest online shopping, this survey is inspect the interest of online shopping and shows a positive results. The study was investigated on online users of universities and other local customers of Lahore city. The approach used was a quantitative analysis and its basic purpose to fill the questionnaire to get the views of 327 people about online advertising its impact on consumer buying behavior. These significant results shows that in this study the online advertising bring the highest influence and its shows a positive significant results the attitude of people towards online advertising is positive. The buying behavior and satisfaction of customer is shows the appropriate significant dimensions.

Keywords: Online ad's, mobile advertising, digital advertising, consumer buying behavior, customer satisfaction.

Introduction

This research is to investigate the impact of online advertising on consumer buying behavior. In which online advertisement plays a very important role to reflect the financial performance of online working companies. This research determine the relationship between online advertising and its effect on the mind of consumer buying behavior. Many researchers gives a different views on the effect of online advertising on consumer buying behavior to analyze the performance and satisfaction level of customers. In online advertising the business developed throughout the world this is a very important factor to increase the business activities in our country this business enhanced in Pakistan if the online websites developed the trust and satisfaction level of customers by providing a best quality product. The development of online advertising business which increased the financial performance and also its gains the customer credibility which is

very beneficial for the internet business companies. In modern business culture the online ad's on social media is diverts towards a symbolic act to transmit their business intimation towards their desire customers. To determine the purchase behavior of blooming buyer moving to social media advertisement, this academic work chosen a sampling of 350 peoples to execute the fact finding. The total 350 peoples will participate in this survey and only 327 peoples bring their data the reason is behind that 15 of those respondents did not put back my questionnaire and 8 questionnaires cannot fill properly. In addition, the study also objective to check the impact of online advertisement on consumer buying behavior. Due to this research it is predict to submit new information in this specific appropriate comprehension field. In the modern era culture of technology the online advertisement is show off a significant appearance to deliver an online product information to related spectators.

To determine the buying behavior online client's moves to online advertisement, In addition the study also plans to settle the impacts of online advertising affects emotionally and provisional respond on buying behavior of online products. (Harfoushi, Alfawwaz, Obeidat, Obiedat, & Faris, 2013) Suggested that the concept of online shopping culture are increased rapidly worldwide. Furthermore the customers buying a product online they have the facility to get the best services only by a simple click which becomes very comfortable for the people. Comparatively the online systematic function for booking the travel ticket through internet market is very developed phase in European countries. In spite of this modern technology there are still many people in European countries who avoid from using an e-store. The main reason of this will be discussed here that is loss of trust is one of the most ordinary indications for buyers not to buy from the internet.(Harfoushi et al., 2013) Explained that the online advertisement captured the overall internet market for which these facts the big online companies in the world are makes a different strategies for the accurate measure and calculated estimation to knows about the future online business requirements standing on the internet floor they basic purpose of this strategy is to make a future classification the customers which they response their online products or not. The online companies in the world they working for the exact planning and makes a strategies for the expansion of retailing on the internet this is because it provide the facility to the consumers to buy a product easily and feels very comfortable with their specific online website.

The internet advertisement provides the knowledge about different products. The online business has basic purpose to provide the facility and availability of products for which these internet online companies makes estimates for the growth of their internet shopping activities.(Afzal & Khan, 2015)Suggested that in this research they talk about the creativity in cultural modern platform advertising technique adopt in Castellon (Spain) and Warrington (UK) these two places represents that basic strength of online advertising media they promote their online products and its power creatively accumulate this is the main idea to give their advertising message. In comparison of other medium like newspaper and magazines ad's the customers which need a basic information about their online products and the another best medium to promote the online products its name is tv commercials which play an very important role to promote the product brands in the community of our targeted audience. In this modern world the most importantly different functions, it shows an important image of material which shows the quality of product, and it shows the strength of the specific product, for which the customer get satisfaction, in online advertisement the affective use of communication which has to be communicate to our target audience and for due to this the online branded companies provide a very different and modern communicating style.

Purpose statement

Purpose statement means the reason why you are conducting the study. The basic purpose of this research is to investigate and determine the relationship between online advertising and consumer buying behavior. The online advertising companies in order to increase the online viewers the managers makes a strategies which attracts the consumer perception for which they enhanced the sales and consumer capacity through their online promotional activities for their related online firms. The aim of this study to determine the factor which affecting on online advertisement. This study will be very convenient for online advertising websites the main focus to create a trust and developed the satisfaction level of their online customers when they purchase an online products.

- 1) What is the impact of online advertising on consumer buying behavior in Pakistan?
- 2) How can online advertising effect on consumer buying behavior in Pakistan?

Research Question

What is the impact of online advertising on consumer buying behavior?

- 1: Does online ad's affects the consumer buying behavior.
- 2: Does mobile advertising affects the consumer buying behavior?
- 3: Does digital advertising affects the consumer buying behavior?
- 4: What are the important elements which affects the consumer buying behavior?

Objective of study

To analyze the relationship between online advertising on consumer buying behavior.
To investigate the impact of mobile advertising on consumer buying behavior.
To see the impact of digital advertising on consumer buying behavior.

Hypothesis of study

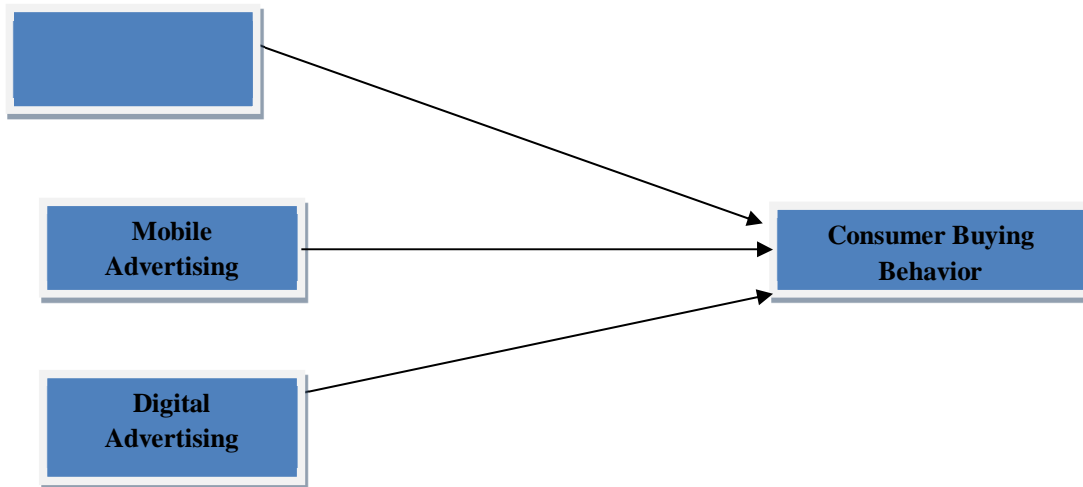
H1: There is a relationship between online advertising on consumer buying behavior.
H2: There is a relationship between mobile advertising on consumer buying behavior.
H3: There is a relationship between digital advertising on consumer buying behavior.

Literature Review

(Afzal & Khan, 2015) States that online advertisement provide an extensive aspect in the promotion of a commodity specifically this medium of social media provide an important information and awareness about different product to the people and this type of advertisement contain a unique role to change the perception and thoughts of consumer towards online advertisement and also it is change their buying behavior. (Afzal & Khan, 2015) States that in this modern living environment our believes and self-satisfaction will be actively changed by mass media like internet, tv, radio, newspaper, magazines, digital led boards, will provide a new shape of life style and these things will change the taste and perception of our mind. (Afzal & Khan, 2015) They discussed that many organizations get towards the online advertisement and they annually spend huge amount on advertisement on their company product categories. Before spending this huge budget on advertisement some companies cannot noticed and they do not have any alternative strategies of advertisement for which the advertiser faced a problems to make secure either the buyer engage towards our products or not so further they makes a strategies for their purchasing products. (Ahmed & Ashfaq, 2013) Argued that the television advertising where a specific product display on the screen which provide a pleasant effect on the consumer thoughts and now the online advertising have also demonstrated a great merger together and now they express as an much needed part of the present world. According to various researcher studies have proved that advertising show a very essential role in the opening of a new product and it guides in the buying of a new product and furthermore its helps the better choices of shopping of suitable products.

According to research studies majority of the television viewers reveal that advertising have always pushes them to buy that individual product about which they watch in the advertisement. Now due to this strong impact of advertising it is the necessary duty of advertising to perform the code of conduct, while the promotion of a product. Overall the basic objective of advertising should provide a better control about product to buyer slightly than extortion and by forward empathically to buy a product of the specific company. The appropriate and useful displaying constantly helps the organizations & companies and wholesaler to improve their products loyalty, brand image, brand perception, brand awareness, these all factors directly affect and it is increased the consumer buying behavior and it also increased the market share of the company.

Research Model



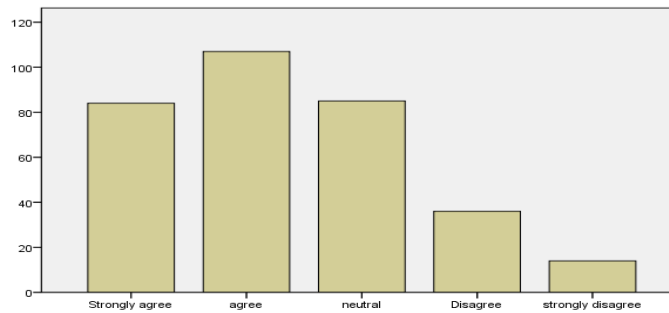
Methodology

This research is entirely engaged on quantitative study situated with the help of questionnaire survey. The accurate information about the targeted audience is not available for due to this reason advised population is unlimited. So the population volume is infinite it will use the quantitative survey technique with the help of questionnaire survey with five scaled as strongly agree, agree, neutrals, disagree, and strongly disagreed also shown with a numeric numbers 1,2,3,4,5 appropriately. As 350 peoples selected from the population as my target segment from whom it supervise the survey. Out of 350 questionnaire the 327 questionnaire in return receive from my respondent and 23 questionnaire fill not properly. This survey is combined with local customers, students, and online companies who are currently actively performed and using the online advertisement activities through their websites in Pakistan. The fundamental objective of my study is to analyze the relationship between two variables as online advertising and consumer buying behavior.

The questionnaire is concluded on the 4 major departments so the first one is online ads, mobile advertising, digital advertising, consumer buying behavior, Our initial step the attendant were asked to mentioned their brand name where they mostly go for online shopping and also were ask about the accuracy of visited websites for this we capable to analyze the reviews and this step very helpful to check the accuracy of our online shopping website. Subsequently in this survey the attendant were asked about our different perceptual questions about the online ads and customer satisfaction about quality of product. The different questions were asked in this questionnaire survey to analyze the views of the company's availability and delivery of product this will be asked about our different discount offers and many other related questions. After collecting all the analytical test we will come to know the fundamental results of this research even if it is positive or negative it will depend on the feedback from the participants.

Data Analysis

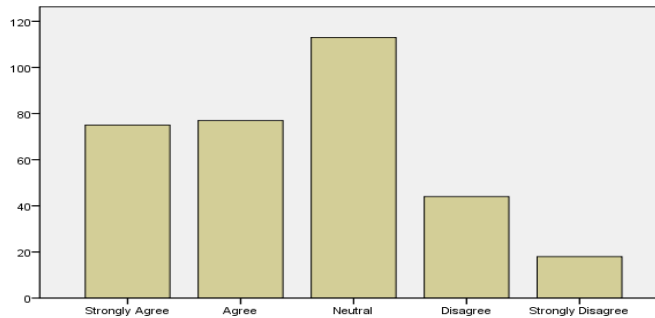
Do you think the online advertising will influenced your perceptions about a specific brand?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	84	24.0	25.7	25.7
	agree	107	30.6	32.7	58.4
	neutral	85	24.3	26.0	84.4
	Disagree	36	10.3	11.0	95.4
	strongly disagree	14	4.0	4.3	99.7
	Total	327	93.4	100.0	
Missing	System	23	6.6		
Total		350	100.0		



Do you think the online advertising will influenced your perceptions about a specific brand?

The mobile advertisement will give you a basic information about the brand

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	75	21.4	22.9	22.9
	Agree	77	22.0	23.5	46.5
	Neutral	113	32.3	34.6	81.0
	Disagree	44	12.6	13.5	94.5
	Strongly Disagree	18	5.1	5.5	100.0
	Total	327	93.4	100.0	
Missing	System	23	6.6		
Total		350	100.0		



The mobile advertisement will give you a basic information about the specific brand.

Discussion of results

In this chapter we discuss the results which we found during the research. In this research used basically four variables online ads, mobile advertising, digital advertising, consumer buying behavior. The analysis present that these variables show that there is a positive and significant relationship between them. These variables have effect on online ad's which is used during the online advertising. The methodology in this research used a primary data which is collected from students, and local customers through questionnaire survey. The basic aim of this research is to check how online advertisement give their effect on consumer buying behavior and to check the customer trust which will be built for online companies operates in Pakistan. In this research analyze the results of internet usage ratio in Pakistan. The customer satisfaction is an also very important element to enhanced our business specially in online business totally depends on the customer satisfaction and the another important key factor which is trust of online customer because the organizations knows the importance of this factor this factor completely based on the online business sector.

The objective is to promote the online business through an effective online advertisement through providing guidance to customers about their product, quality, pricing strategy, discount offers which is the needed information with respect to the online ads for their customers. The online ad's promotional techniques used in the social media, tv commercial, newspapers, 3d boards is measured by online quality assurance, product delivery on time, safe online transaction method, and profit margins. The basic purpose of this study is to check the effects of affiliation with online customers and the result shows that there is a positive and significant interconnection between all the variables. In Pakistan the consumer buying behavior will be increasing and this business well established and it's develop a dynamically change in the perception of customers. The trust of consumer buying behavior towards the online advertising companies is build up after increasing the

by spending on online ad's which attracts the customer mind. The online ads, mobile advertising, digital advertising, and consumer buying behavior all these variables have positive relationship with consumer buying behavior.

Summary

The aim of this research this segment shows the effect of operative advertisement on buying attitude the online users actively indulge with latest technology through different types of accessories will be used which increased the sale of online items which will be provided on online websites. These accessories used for online shopping purpose this trend shows the promotional activities of products this put much influenced on the customer mind. People knows very much about different online famous brands through commercial on TV and social media which becomes very relevant. The online ads puts a significant impression and the website display deserve the attention of people the online advertisement gives a message through his display of products quality, price, availability they also provide the necessary data this strategy catch the feelings and judgment this will create a consumer attitude towards specific products and due to for this the trust is also engaged with online advertising. Overall the online ads build up the confidence and trust of people through commercial on TV and social media ads.

To sustain the success in the market online websites give their focus to build up the trust and emotionally attached the people with their advertisement. The online websites give priority towards the product quality and delivered the product on time. In the current scenario everyone needs to get more and more facilities the online products ordered and it is delivered on time this facility will encourage the sale of products on top and the people will become habitual to order the products through online websites. Through all this research the online commercial media advertising will be make with proper planning and strategies to capture the mind set of online buyers. The online websites will be develop the presentation style of different online products will also attract the attention of buyers. The descriptive statistics shows the positive and significant relationship between all variables. Descriptive analysis a set of brief descriptive coefficients that summarizes a given data set, which can either be a representation of the entire population or a sample. Correlation is a term that suggest to the quality of a relationship between two variables. And in number, association implies that two or more variables have in number association with one another while a flat, connection implies that the variables are hardly identified.

It define online ads as independent consumer buying behavior as dependent variables. The main objective of this research to knows about the relationship between online advertisements its effect on consumer buying behavior. This research based on the primary and secondary data, collect data from respondent through a questionnaire to know about the reviews and perception about the online shopping. The basic purpose is to increase our knowledge about online advertisement and its impact on consumer buying behavior this study it creates a positive perception about online shopping and this research also shows the positive results.

Conclusion

Conclusion means the final collected results that have been derived from a research. The conclusion have basic purpose that helps the other people to understand it easily. In this section it is actually highlight the main point of this research this will help others to conduct study on the same topic of the related area. It is very basic and important section of this study where the conclusion directly relate the data of the research. The results of this study has been derived by applying spss software. Frequency distribution, correlation and regression analysis, reliability test were applied on collected data in this study. These tests results shows a positive and significant relationship between independent and dependent variable the results also showed that if there is an online advertisement to create the permanent customer for a specific product, then customer will become more loyal and consumer behavior with specific product will positive this will be a very good sign for that specific company to gain a real capital.

Recommendations

This study will very helpful for those who are researcher of marketing and sales also it is beneficial for those who are professional as well on the topic of impact of online advertisement on consumer buying behavior. I did this research specifically from students, and from other local respondents who takes apart in this survey. This survey is very beneficial for the further research finds the positive results from this study will suggest that this research will be very helpful for an increasing the sales and check the analysis for all the variables of online advertising. In this latest world the online companies should prefer the interests and taste of buyers because the buying attitude of purchaser changes very rapidly in current scenario. In the end I must recommend that online advertisement is the only effective path to give their message to purchaser it is important for the online companies to show their proper display on the websites with necessary instructions and detail of products. The efficient advertisement must meets the needs and interests of consumers.

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