

AN ANALYSIS OF INTERNET ADVERTISEMENT EFFECTS ON CONSUMER PURCHASING BEHAVIOR. AN EMPIRICAL STUDY OF KHAIRPUR DISTRICT

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ABSTRACT

Nowadays, advertisers anticipate to change and consume billion in internet advertisement in the upcoming years than TV, print media and other conventional advertisement. With the fast growth in technology, the internet is seemly an essential one stop stage for consumers in outcome most of their desires. Internet advertisement encourages in communication, amusement, shopping, exploration of information, internet promote as a remedy for all their requirements. The existing research examined the effectiveness of internet advertisement on consumer purchasing behaviour by directing a case study of Khairpur district, Sindh. The research pursued to define the effectiveness of internet advertisement on extent and design of awareness; to establish the consistency of internet advertisement through recall; and to analyse the relationship between internet advertisement and buying decision. The research is conducted as a case study research design. The target population was the respondents of Khairpur district. The research focus on convenient sampling technique to select 400 respondents in the Khairpur district. The primary data was gathered through questionnaires. Qualitative data was evaluated through content analysis although the quantitative data was evaluated using descriptive statistics with the help of SPSS. Regression analysis was conducted to measure the relationships among the variables. The data was arranged in tables and graphs and also in percentages, means, standard deviations & frequencies. The research showed that internet advertisement was effective on reach and formation of awareness because of multiform usage. Internet advertisement has important relationship with purchase decision of the consumers and hence is an essential determinant in impelling consumer purchasing behaviour.

Keywords: Internet advertisement, Consumer Purchasing Behaviour, Recall, Purchase decision

INTRODUCTION

Globally, internet is raised immensely at equally own function and users because of own exceptional softness features and connectivity. Internet is a quite beneficial device in gathering information, transmitting, amusement, electronic learning, and e-commerce [Ko-et-el;2004 and Alvin & lien; 2003]. Fundamental modifications has been carried, internet enjoy essential influence on the day-to-day liveliness. Internet create changed in manner people are doing occupational activities by permitting merchants to produce indefinite variety of goods to

entire users concerning with all over the globe from any place. Internet is arisen as an advertisement channel. [Silk-et-al; 2001]. Numerous corporations are transformed towards Internet for advertisement their goods & services; Internet has judged as utmost important straight advertisement medium globally [Faber-et-al, 2004; Ko-et al, 2004]. Businesses have been spending huge amount of money towards Internet advertisement for gaining better profit which is invested for advertisement [Edwards; 2005 & Joines in 2003].

Internet is assumed buyers more govern for getting facts and figures about different kinds of goods and services. Various element which assist to buyers in recalling on-line material—buyers have to determine commercial theme they desire to look [Wolin; in 2002]. Internet empower buyers to allow limitless varieties of products and services from businesses globally, and it has shortened the time and strength which are consumed on purchasing (Ko et al., 2004). Consumers of Khairpur district are being mainly showed for conventional advertisement practices applied by promoters as key source to furnish facts and figures. Nevertheless, marketing policies have developed regarding technology primarily in internet producing extraordinary chances towards electronic salespersons which are associated with buyers to make concentration towards electronic atmosphere, encouragement and initiative buying, inspire recent progress and generate further market portion. Online advertisement is progressed equally important in sense of globally and locally exceeding offline advertisement. Although advertisement which is made outdoor is inclining gain, so it decreases at same rate as Internet advertisement. So in this Research study, scholar attempt to observe the impact of internet advertisement with consumer purchasing behavior, so all samples of consumers are taken from Khairpur district to examine association among internet advertisement and consumer purchasing behavior in connection with some other variables like purchase decision, consumer awareness and recall online ads.

RESEARCH PROBLEM

Internet has been turning an essential only place where customers are getting facts and figures whatever they need to search, with the help of internet people gather information, making shopping, getting amusement, and fulfilling their all requirements what they want. Internet advertisement deliver right message that attract the consumers for purchasing decision through products and quotation. Information technology increasing rapidly and making users globally near about three billion and increasing profit revenues streams. The users of internet growing day by day, they are using supplementary devices such as mobile phones for getting more internet connectivity. The problem is that for what research is designed that volumes of

online users are increased nowadays and they spend their time for personal engagement, but then user's attention is also diverting towards the online ads, banners etc. most significant is that how much user's keep in mind, it means that whether they remember or not. Researcher find out that how consumers get awareness from internet and how internet ads recall consumers?

OBJECTIVES OF STUDY

This research study has following objectives, on which further study is based;

- i. To describe the relationship between internet advertisement and consumer purchasing Behavior.
- ii. To express the association between internet advertisement and consumer purchasing decision.
- iii. To analyze the effectiveness of internet advertisement in formation of consumer awareness.
- iv. To determine internet advertisement through recall on ads.

LITERATURE REVIEW

Dominick [2009:342] observed that “online advertisement started in 1994 when Hotwired, electronic equivalent regarding stylish wired magazine, begun a website with the help of some promoters those hired banners advertisement and fixed them all over the places.” Wikipedia in [2012] explained web advertisement is kind of advertising campaign which practices the internet and website to provide promotion information to invite consumers. Some kinds of internet advertisement according to Wikipedia, comprise interstitial ads, banner ads, e-mail marketing, blogs, contextual ads on search engine results pages, special networking advertisement, contextual ads on search engine results pages, rich media ads etc. Belch & Belch [2001:506] expressed the internet is an advertisement channel, Belch & Belch observed that online advertisement are in a various kinds, like interstitials, banner ads, pop ups, push technologies, floating ads, sponsorships, etc.

Lima-Turner & Gordon in [1997] urged that advertisement through internet is observed like a common bond between internet users and advertisers, Rifon & Choi in [2002] pointed out that

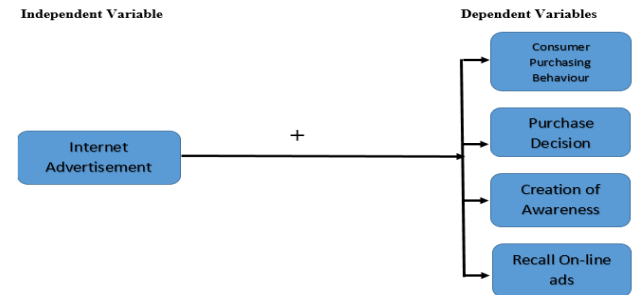
“sharp increase in internet advertisement revenues shows the sustainability of worldwide online advertisement as a substitute to that of traditional channel examining online advertisement increase, there had been slight fluctuation because of internet is a potent and workable substitute to conventional way of advertisement.” Lee & Hwang, McMillan in [2003] insisted that “Online advertisement is additional than pop ups and banners ads. Lee & McMillan said, the commercial web notes an essential performance which is not usually present in conventional commercial advertisement. Several websites which are used commercially helping in advertisement information and delivery of product medium. Moreover, website presents matchless chance in associating numerous information directed for numerous beneficiaries which had not just imaginable while commercial promoters had confined through limitations of period. So internet is influential in raising and developing chances of commercial advertisement.”

Korgaonkar & Wohn in [2003] believed “men and women change meaningfully in various modes. Korgaonkar & Wohn said that “men display more affirmative beliefs about online advertisement and more affirmative attitudes regarding online advertisement than women. Moreover, men are used internet more than women for buying purpose and also men use more internet for amusement purpose, while women are using internet for purpose of shopping” Kanfer & Schlosser [1999] described the idea that “advertisement which is showed on internet has various kinds of content commercially from online advertising like billboards, banner ads to layouts which are various form of conventional advertisements like as commercial sites on internet.” Snyder-Duch & Combard [2001] analysed that “internet tools and interactive equipment prepared it likely making advertisement which was more specific, even more particular, in that advertisement is a practice that buyers contribute and more involved.”

Thorson and Rodgers [2000] was also observed that “we recognize already related to usual advertisement is related to online advertisement... other difficulties of interactivity and more nearness for fact presented through internet, extra stipulations of task and arrangement are essential.” Biocca & Daughterty [2002] gave their view that “banner ads are usually

diverse from abundant media advertisement, in that it commonly associates strong influence with highly interactive and video form.”

RESEARCH MODEL



METHODOLOGY

Quantitative methodology of research is adopted in this research for analyzing the relationship of internet advertisement with consumer purchasing behavior. It includes data collecting that express phases and later classifies, presents, illustrates, and defines that data collection. Correlation and Regression analysis is conducted to prove hypothesis of the research.

SAMPLE DESIGN

Convenient sample method is adopted to prefer the samples of research. 400 Likert-type scale questionnaires, sample of study is used as eight talukas of Khairpur district to show the consumers’ population. Convenient sampling is used from internet users from different education level, gender, age, status etc.

DATA COLLECTION

This research is focused on using of primary data, Research instrument (questionnaire) was adopted and modified (Adekoya Olusola Abiodun [2011] & George Otieno Osewe [2013]) which was gathered adopting structured Likert type questionnaire circulated to the 400 respondents sampled from Khairpur district, found outside shops, inside libraries, from classes, within different markets and at different recreational spots. The managed questionnaires were received after fill out from that persons who responded on the spot and these feedbacks were further analysed. The questionnaire consists 30 questions with options of disagree, strongly disagree, agree, strongly agree and neutral, so guidance is also provided to respondents and prepared them for questionnaire filling and also

investigate them for more facts about study of research.

DATA ANALYSIS

Research adopted in two ways which are ordinal and nominal scale to analyze elements range by creating validity of online advertisement regarding behavior of customer purchase and connection of online advertisement with behavior of customer purchase is also examined by interval scale. The data is interpreted with the help of descriptive statistics too. Statistical technique like the standard deviation and some other significant techniques of statistics is used for understanding the data in better way. For analyzing logical irregularities in gathered data, researcher collected data and corrected it and further codifying it according to the feedbacks. Relationship between different variables is measured with the using of correlation analysis techniques in SPSS from the data in this research.

REGRESSION ANALYSIS

H1. Internet advertisement Characteristics are positively and significantly affect the consumer purchasing behavior.

Table: 02

ANOVA of the Regression (IA & CPB)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3.435	1	1.572	8.54	.000 ^a
	Residual	10.308	398	2.731		
	Total	13.743	399			

Predictors: (Constant), IA

Dependent Variable: CPB

As it is clearly showed in above table that the significance value is 0.000 and it is less than 0.05, hence model of the research is significant statistically in observing that how internet advertisement effects the behaviour of consumer purchase. The value of F at 5% is the level of significant that was 3.23. But here in above table number [02], F value is [8.54] which is greater than significant value of the F, it shows that over all research model is acceptable.

Table: 03

Coefficient of Determinant (IA & CPB)

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.278	.000		6.243	0.000
	IA	0.815	.000	0.104	8.347	0.000

Dependent Variable: CPB

The regression analysis was conducted to determine the impact of internet advertisement on dependent variable (CPB). According to results that significance level is 0.000 so it shows positive impact of independent variable on the dependent variable that is 0.815

H2. Internet advertisement is positively associated with purchasing behavior decision.

Table: 04

ANOVA of the Regression (IA & PD)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4.504	1	1.504	6.86	.003 ^a
	Residual	8.981	398	2.113		
	Total	13.485	399			

Predictors: (Constant), IA

Dependent Variable: PD

The significance value is 0.003 which is not greater than 0.05, so the research model is significant in determining that how internet advertisement impact the purchase decision. Since F critical (value = 6.86), it indicates that research model not insignificant.

Table: 05

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.856	0.965		6.532	.000
	IA	.723	0.049	0.123	8.462	.004

a. Dependent Variable: CA

Coefficient of Determinant (IA & PD)

Dependent Variable: PD

The regression technique was adopted to measure the impact of internet advertisement on dependent variable [purchase decision (PD)]. Results reveals that significance level is 0.003 and independent variable has positive impact on the dependent variable because value is 0.776.

H3. Internet advertisement is positively associated with creation of awareness.

Table: 06
ANOVA of the Regression (IA & CA)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2.091	1	1.191	5.21	.001 ^a
	Residual	7.191	398	2.284		
	Total	9.282	399			

Predictors: (Constant), IA

Dependent Variable: CA

The significance value of regression analysis is 0.001 which is not greater than 0.05, so the research model is acceptable in analyzing that how internet advertisement effect the consumer awareness. Since F critical (value = 5.21), it is disclosed that research model is acceptable.

Table: 07
Coefficient of Determinant (IA & CA)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.889	.973		7.416	.000
	IA	.632	.049	.103	8.659	.002

a. Dependent Variable: R

The regression technique was used to analyze the impact of independent variable (internet advertisement) on dependent variable [consumer awareness (CA)]. Results indicates that significance level is 0.004 and independent variable has positive influence on the dependent variable because value is 0.723.

H4. Internet advertisement is positively and significantly linked with recall on-line ads.

Table: 08
ANOVA of the Regression (IA & R)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3.539	1	2.539	9.43	.005 ^a
	Residual	6.832	398	3.444		
	Total	10.371	399			

Predictors: (Constant), IA

Dependent Variable: R

The significance value of regression analysis is 0.005 so result is acceptable, in determining that how internet advertisement effect the recall ads at the time of shopping. Since F critical (value = 9.43), it is revealed that research model is significant.

Table: 09
Coefficient of Determinant (IA & R)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.217	1.009		4.876	.000
	IA	0.776	0.055	0.168	5.367	.003

The regression analysis was measured to view the impact of IA on dependent variable (R). Here, results reveal that significance level is 0.002 and independent variable has positive influence on the dependent variable because value is 0.632.

CONCLUSION

The main goal of the research is to measure the impact and effectiveness of online advertisement on behaviour of consumer about purchase with selecting sample of Khairpur district customers. Afterward findings of research analysis, the study was concluded that the effectiveness and impact of internet advertisement on consumer purchasing behavior is shown strongly positive in regression analysis table number 32, which is more than 80%. In correlation, table number 30, also indicates that relationship of internet advertisement with consumer purchasing behavior is strongly positive with value of (.188**). Researcher is also try to find out the influence of internet advertisement on purchase decision of customer, that how it is effecting while purchasing any product or service. The information is collected by people of selected area, using regression technique, shown in (table 34) with beta value (0.776) that impact of internet advertisement on purchase decision is significantly positive. In correlation (table 30) with value (.016), it visibly tell that internet advertisement has positive relationship with purchase decision variable. In this research, relationship and impact of internet advertisement is also observed with consumer awareness and recall online ads. Correlation reveals positive relationship as value of (.060) and (.069); consumer awareness and recall respectively with internet advertisement. Regression analysis indicates positive impact of internet advertisement on as beta value (0.723) of consumer awareness and beta value (0.632) of recall online ads. Nevertheless, the diverse internet usage and extensive relations with several online advertisements, but some customers were in a

position that they recall the internet ads which they were seen before. Internet advertisement initiatives being executed to the targeted markets for improving product purchases

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