

# Investigating the Types of E-Advertising Strategy and its Influence on Consumer Buying Behavior

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## Abstract

Advertising is a way of communication to convince an audience for taking purchase decision about a product or service and delivering information to viewers. This paper examines the relationship between environmental response and emotional response which are independent variables with dependent variable i.e. consumer buying behavior. This research investigates the relationship between the variables involved, by taking the 120 responses in Iran country. And it shows that banner advertising is more effective than other ways of advertisements, and has a great effect on consumer purchase decision on internet. Findings of this study show the moderate relationship between independent variables and dependent variable. This study reports new results in the field of buying behavior of consumers' response. The extent and variety of online advertising is growing dramatically. Business are spending more than before on online advertising. Understanding that what factors in online advertising have effect on consumer purchasing behavior is vital. So, the purpose of research was to study the effect of online advertising strategy on the buying patterns of consumers and to see what factors influence a consumer's purchase.

**Keywords:** e- Advertising Strategy, *Environmental response, Emotional response, Consumer buying behavior*

## 1-Introduction

Of all marketing weapons, advertising has leading impact on viewers mind, as its exposure is much more (Katke, 2007). Marketing mix has four subsets i.e. product, price, place and promotion and advertising is a component of promotional mix, which is used to create awareness about product and services for taking purchase decisions. Marketers use these types of tool for communication purpose. Advertisement evolves date back in the ancient times. Different societies used different types of symbols for the promotion of the products and services for attracting consumers. However, these pictures were used for a limited area for promotion. In modern time, advertisement has become important way to promote products and services and is used for communication purpose. No company can become a market leader unless they invest lots of their investment in promotional purposes (Hussainy et al., 2008). The major aim of advertising is to impact on buying behavior; however, this impact about brand is changed or strengthened frequently people's memories. Memories about the brand consist of those associations that are related to brand name in consumer mind. These brand cognitions influence consideration, evaluation, and finally purchases (Romaniuk & Sharp, 2004). Most companies do analysis of consumer behavior. The major objective of consumer behavior analysis is to determine the factors that consumers behave in particular circumstances like in economics aspect (Ayanwale et al., 2005). Consumer behavior analysis is helpful for advertiser to understand the behavior of consumer in buying different situations. According to traditional hierarchy-of-effects models, advertising affect of advertising exposure leads to brand cognition and cognition about the ad, which then leads to the attitude towards the ad and the brand until their purchase intent (Mendelson & Bolls, 2002). As the market is surplus with several products or services, most companies make similar functional claim; so, it has become extremely difficult for companies to differentiate their products or services based on functional attributes. Differentiates based on functional attributes which are shown in advertisement are never long lasting as the competitors could copy the same (Hussainy et al., 2008). Therefore, the marketers give the concept of brand image. By introducing, the character of caring mother in ads through this marketer creates emotion in the mind of consumers (Jalees, 2006). Doing so advertiser creates those types of ads, which carry emotional bond with consumer. Therefore, that consumer is more likely to associate with ads of those brands, which have emotional values and messages. Today environment without advertising, marketers cannot deliver any information or message about their product or services to their viewers or buyers. In order to analyze this consumer buying behavior through advertisement. This research is based on attitudinal behavior of consumer in different buying behavior. Advertisement is a promotional tool that is available for marketers to create awareness about the brand and mould their customers' behavior towards that brand for taking final purchase decision.

This paper is interested to find out the attitudinal buying behavior of consumer in Iran, and determine the relationship between emotional response & environmental response with dependent variable i.e. consumer buying behavior. In the context of local scenario, the practices of advertisements are not mature as compare to

developed countries. The advertising institutions are not working as per the market of local scenario and it is very important to select the celebrities to advertise any product. So, in Pakistan there is need to conduct research on advertisement and it affect on consumer buying behavior. This study defines media, which provides information that is represented by the combination of sound, sight, and touch sources.

This study covers various areas of the video messages that are presented in media through which people take information. The verbal and visual information affects individual's perception of the environmental stimuli. The result of this study will add new information and knowledge in the existing knowledge and provides new areas for future researchers. This paper is based on theoretical model, which is used to examine the relationship between variables. Hypotheses are developed for applying tests. Then results, discussion and conclusion are presented. The basic objective of this research is to examine the influence of emotional advertising through attitudinal buying behavior consumer and further to determine the influence of environmental advertising through attitudinal buying behavior consumer.

## **2-Definiton of online advertising strategy**

marketingMarketing or e-marketing, is the marketing and promotion of products or services over the internet. Examples of online advertising include contextual ads on banner ads, blogs, rich media ads, social network advertising, interstitial ads, online classified advertising, advertising networks, dynamic banner ads, cross-platform ads and e-mail marketing, including e-mail spam. Many of these types of ads are delivered by an ad server.

The internet has become an ongoing emerging source that tends to expand more and more. The growth of this particular medium attracts the attention of advertisers as a more productive source to bring in consumers. A clear advantage consumers have with online advertisement is the control they have over the product, choosing whether to check it out or not (Wakolbinger, Lea; Michaela, Denk Oberecker, Kluas, 2009). Online advertisements may also offer various forms of animation. In its most common use, the term "online advertisement" comprises all sorts of banner, e-mail, in-game, and keyword advertising, including on platforms such as Face book, Twitter, and MySpace. Web-related advertising has a variety of ways to publicize and reach a niche audience to focus its attention to a specific group. Research has proven that online advertising has given results in growing business revenue (Wakolbinger, Lea. 2009). For the year 2012, Jupiter Research predicted \$34.5 billion in US online advertising spending ([www.e-sourceglobal.com/online\\_advertising](http://www.e-sourceglobal.com/online_advertising)).Online marketing has taken the business world by storm. Some of the standard online advertising strategies consist of banner ads, newsletter ads and website link exchanges. These methods can be effective, but you need to get out of the box and find new and clever ways to advertise your business.

Social Media Relationships-Use your social media sites to connect with people and build relationships. Social media is for networking and bonding with people, not just making the sale. (Terriseymour, 2013)

## **3-Type of online advertising strategies**

Advertising banner: advertising banners are the most common form of internet advertising. They rent advertising space in websites and are usually visible on the upper or lower section of a page. Most banners are click-through, linking to the web page of advertiser. While planning, attention must be paid to file size, as it affects the time necessary for an advertisement to load on the user's computer. The size of image files should be between 7KB and 10KB (dabner, 2004). Typically, advertising banners contain a short text or a graphical message promoting a product. thus, the following types of banner advertising emerge (dimitriadis&baltas, 2003) .

**The animated banner** includes motion and rotation of graphic. They attract user attention more effectively than static banner.Interactive banner support bidirectional communication with users, who can add data,Select from a menu, answer a question or even carry out a transaction.

**Transactional banners** form a significant development merges advertising and selling and uses impulse buying by consumers.

**-Advertising banner** contains links that, when click on, they redirect visitors to the advertisers websites. There are two type of advertising banner: key word banner and random banner. Key word banner appear when a search engine is used to make a search using a keyword. It is an effective means for companies that wish to limit their target groups. Random banner appear randomly. Companies that wish to launch their new product use random banner.

**Email advertising:** electronic mail is the most common activity that internet users are engaged, and like conventional mail, it may be used for advertising and communication purposes. Newsletters may be sent by advertisers through electronic mail to those interested in their activities or products (kotller, 2003).

**Pop-up ads:** an advertisement that loads between two content pages. These types of ads can create resentment in users and lead to low click-through rates.

**4-Text ads:** sometimes text advertising may be more appropriate than the other advertising format. An example of text advertising is a commercial message sent to mobile device users. This type of ad downloads quickly and is not affected by ad blocking software.

#### 4. Literature Review

Advertising is a non-personal paid form where ideas, concepts, products or services, and information, are promoted through media (visual, verbal, and text) by an identified sponsor to persuade or influence behavior (Ayanwale et al., 2005 and Bovee, et al. 1995).

**Emotional Response:** Advertising is to create understanding, liking, and selection of product or services. The most influencing theory in marketing and advertising research is attitude-towards-the-ad . However, the attitude that is formed towards the ad help in influencing consumer's attitudes toward the brand until their purchase intent (Goldsmith & Lafferty, 2002). Consumer buying behavior is based on the concept and idea that he/she simply decided to purchase a product or service at the spot (Adelaar et al., 2003). The major aim of advertising is to create positive attitude towards the ad and the brand until consumer purchases that product and through this positive attitude create emotional response in the mind of consumer (Goldsmith & Lafferty, 2002). That is why basic aim of advertising to encourage people to buy things and creates awareness(Bijmolt et al., 1998). According to the traditional attitude theory consumer, behavior is predicted from consumer attitude when consumers buy the brand, which they like the most. An attitude may be defined as "acquire behavioral disposition" (Smith & Swinyard, 1983). However Adelaar et al. (2003) explained that behavior is produced by emotional response, which is created by three factors:

*Pleasure:* the state in which person feel good, happy, or joyful in a particular situation.

*Arousal:* the state of feeling that is varying from person to person in different situations i.e. feeling of excitement, active, bored, or sleepy.

*Dominance:* this defines individual feelings, which are in control of or free to act in a particular situation.

When consumer watches an advertisement about the brand and develops likeness for the brand and then eventually willing to purchase it (Goldsmith & Lafferty, 2002). The terminology for 'actual buying behavior' is that consumer in real sense purchase the product or services (Adelaar et al., 2003). The objective of consumer buying behavior is to determine the factor that influence consumer to act in a particular way but in different situation (Ayanwale et al., 2005). Another component of effective advertisement that creates emotional response is the consumer ability to recall the brand ad (Goldsmith & Lafferty, 2002). Thus, the relative importance of brand recall will depend on the extent to which consumer makes product related decisions, which leads to the brand awareness (Keller, 2006). This brand awareness helps in ensuring the recall ad, which has the competitive advantage over those brands that are not recalled easily. Thus positive attitude towards ads have more ability to recall the ads then those having negative attitude (Goldsmith & Lafferty,2002). Brand knowledge through advertisement helps in influencing brand salience in an away that the quantity and sparkle of the memories about the brand thought to be in buying situation that creates emotional response towards ads (Holden & Lutz, 1992). However, individual uses cue in different buying situation for recalling the brand ad and greater chance of brand to be retrieved of any buyer, when different attributes are attached to the brand, which creates brand association (Romaniuk & Sharp, 2004). As emotional advertising is considered most effective tools, so that consumer ultimately gives emotional response to that product (Brassington & Pettitt, 2001). Normally, a positive

relationship between visual, verbal and text intensity of media and emotional response has been found (Bezjian et al., 2008).

**H1:** There is a significant association between emotional response and consumer buying behavior in Iran.

**Environmental Response:** Environmental attitudes are defined by attitude theory, which is based on beliefs. Environmental attitude is based on those belief and norms, which are constructed through individual perception and this perception, should be taken as individual's opinion rather than an attitude (Heberlein & Wisconsin, 1998). Environmental variables might affect on buying behaviors of consumer (Stern, 1962). As marketing related research proposed that environment provides certain type of experience for consumer, which are used for promotion and selling product or services (Adelaar et al., 2003). Specially, marketing research has conducted to describe the effect of different emotional condition at the time of purchasing (Morris & Boone, 1998). The purchasers who cannot decide what to purchase, use the process of purchase intent (Goldsmith & Lafferty, 2002). Purchase intent means customer purchase the product unintentionally and unplanned (Adelaar et al., 2003). Shopping lifestyle of consumer describes the behavior of consumer who wants to purchase and give positive responses towards the product (Tirmizi et al., 2009). In this condition consumer, take only information from retail store for purchase decision (Stern, 1962). However, the environmental psychology model provides better concept of emotional response rather than traditional marketing research (Hitchon, 1994). Sense modalities and information rates make the environmental psychology model. Sense modalities are sound, sight, and touch that can affect user experience. The information rate can affects user for gaining information from advertisement. So that in advertisement video, picture, and songs are strongly correlated. The environmental psychology model proposes an environment (such as retailing store) that produces an emotional feeling in an individual's mind, which is divided into pleasure, arousal or dominance in different buying situations (Adelaar et al., 2003).

**H2:** There is an association between environmental response and consumer buying behavior in Iran.

#### 4- Research methodology

The main objective of this study was to investigate the types of advertising and its effect on consumer behavior. This study in term of purpose is applied research methods and in term of doing research is descriptive analytical. Statistical population consisted of online consumer in Iran . Reliability of questionnaire with Cronbach's alpha coefficient by using SPSS software was calculated 98/4.and according to SPSS software both of the hypotheses are accepted.

#### Consumer purchase decision

#### 5- Conclusion

Internet is by far the most innovative inventions, it has helped people in every thick and thin. Online advertising is a form of promotion that uses the internet for the purpose of marketing messages in order to attract customer. In this research, the effect of online advertising on the consumer buying behaviors was studied. And it was found out that the independent variables (online advertising strategies) have a significant effect on the dependent variable (consumer purchase decision). The aim of the study was to look upon the factors that affect the consumer purchase decision and the attitude of people towards online advertising strategy. The trend of online advertising is still in its infancy period in some countries but in countries like Sweden and Denmark, internet is being used even to buy basic products. In our country, IRAN, the trend of online advertising is new and not very common. This is because of the increasing frauds on the internet. People are reluctant to share their personal information on a website. It is recommended that awareness should be created among the people so that this trend could increase more and people should rely more on online advertise and shopping online. The results of this study show that there is positive relationship of emotional response with consumer buying behavior and no relationship between environmental response and consumer buying behavior. Therefore, it is concluded that consumers purchase products by emotional response, rather than environmental response. In environmental response consumer do shopping unplanned but in this research consumer purchase those products from which consumer are emotionally attached. These attachments are created through advertisement as audio, video and text form, which appeals him or her. This research is conducted in telecom sector; therefore for generalization of these results, it is necessary for future researcher to empirically contribute to do this research by using other brands i.e. mobile advertising, FMCGS products automobiles, electronics etc. There should be novelty approach

to attract the consumer buying behavior for future studies. Consumer buying behavior should be checked by consumer psychological behavior and social concerns. There is a need to conduct this research by personality trait of consumer, which creates impact on consumer buying behavior in Iran.

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