

The Study Influence Web Advertisement on Consumer Behavior of Educational Sector at Timergara District Dir Lower Khyber Pakhtunkhwa Pakistan

Qismat Ullah Khan
Abdul Wali Khan University Mardan, Pakistan

Abstract

Studies reveal that 66% of the purchase occurs due to internet advertisement because internet is the most influential way to influence consumers to make purchase. The current study also supports these theories and discover that majority 47(45.2%) of the respondents are the ages of 21-30 years while minority 10(9.6%) of the respondents are the ages of 10-20 years. On the base of gender majority 65(62.5%) of the respondents are males and minority 39(37.5%) are females. On qualification base majority 51(49%) of the respondents have bachelor qualification and minority 24(23.1%) of the respondents have intermediate qualification. On the base of job experience 27(26.0%) of the respondents have 1-to-5years job experience and minority 5(4.8%) of respondents have above 10 years job experience. Reliability analysis of the study find out that reliability of independent variable is .655(65.5%) and dependent variable have .696(69.9%) reliability which shows that the research is more reliable and variable have significant positive relation. In addition correlation analysis of the study reveals that the value of $r=.617$, $p=.000$ which indicate that the correlation is enough significant. Regression analyses discover that the value of R square is .381 which reveals fitness of the model. Furthermore in Anova model the value of F is 62.809 which show strength of the model. The study also reveals that $Beta=.617$ which show that one unit change in independent variable will bring .617 unit change in the dependent variable. So in comprehensive words we can say that most of the theories and results reveals that web advertisement have strong influence on consumer behavior and variables have significant positive relationship.

Keywords: Web Advertisement, Consumer Behavior and Educational Sector.

Background of the Study

Web advertisement plays major role to attract and influences consumer to view the advertisement and select their products or services for personal consumption and household use. Web advertisement enhances firm performance, sale volume, image and profitability. It was started in 1994 by Hot Wire Company when Hot Wire Company advertised and then sold his first banner on his own company web site. In later web advertisement and online transaction become key source of profit for companies. Web advertisement will be effective and meaningful under the conditions of prime time, suitable understandable words and real honest promise. The development of internet and emergence of web brought a new platform in which advertiser could make their products or services known to a global audience. Web advertisement gained rapid growth in last few decades. In 2000 United State spending were reached to \$8.2million on web advertisement (Hollis, 2005). China spending will reach to \$1.7 billion in 2009 and \$3.5 billion in 2012 (Robinson et al., 2007). Advertisements also contribute to the GDP of a country (Belch & Belch, 1998; Daniel 1995). Per capita income of Pakistan is too much low than other countries. In ranking Pakistan is on 24 numbers on the base of per capita income. Per capita income of Pakistan was \$1254 in 2011. So per capita income of Pakistan is too much low because of advertisement. Other countries spending a lot of money on advertisement and Pakistan is not spending so in result Pakistan getting low and other countries getting high income. For better competition every company conduct advertisement on different Medias especially on own web site because advertisement change the perception of consumer understand and remind products or services with positive impact on consumer behavior. Now a day's web or online advertisement and online purchase become too much popular that Denmark and Sweden consumers purchase basic need products online (Latif & Abideen, 2011).

Consumer Behavior is the study of individuals, groups, or organizations and the processes they use to select, secure, use, and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer and society. It blends elements from psychology, sociology, social anthropology, marketing and economics. It attempts to understand the decision-making processes of buyers, both individually and in groups such as how emotions affect buying behavior. It studies characteristics of individual consumers such as demographics and behavioral variables in an attempt to understand people's wants. It also tries to assess influences on the consumer from groups such as family, friends, sports, reference groups, and society in general.

The study highlight that web advertisement is an updated form of communication which conveys marketing messages and makes products/services popular in the whole globe. Most of the companies using web advertisement as a promotional tactics all over the world. Studies reveal that 66% of the purchase occurs due to

internet advertisement because internet is the most influential way to influence consumers to make purchase. The influence of web advertisement is too much greater than other form of advertisement because web advertisement have interactive nature which links consumers with companies all over the world. Web advertisement offers verities of products/services and opportunities of online purchase. Now a day's the trend of web advertisement increased and gradually becoming a standard platform of advertisement. Web offers business advertisement with interactive nature on mass media to global audience. Tendency toward online advertisement and purchase enhanced in developed countries even the consumers of Denmark and Sweden purchase common use products online, but in our country Pakistan this trend is new and not common because these people are facing a lot of problems/challenges to connect with internet. Still majority are fever web advertisement and wish to make online purchase. The study finds out that there is significant positive relationship between web advertisements and consumers behavior. So web advertisement is the most influential tool which influences consumer behavior.

Problem Statement

Most of educational sector consumers at Timergara District Dir Lower Khyber Pakhtunkhwa have access to internet, but not take interest in web advertisement and not taking these benefits, opportunities and advantages offered by web, because they consider these products and services adverse to their culture and expensive. Some of these are completely against to online purchase and ignore web advertisement. Still I am going to investigate the influence of web advertisement on consumer behavior of educational sector at Timergara District Dir Lower Khyber Pakhtunkhwa.

Research Objectives

- (1) To investigate the influence of web advertisements on consumer behavior of educational sector at Timergara District Dir Lower Khyber Pakhtunkhwa.
- (2) To examine the dispositions and attitudes of educational sector consumers towards web advertisement at Timergara District Dir Lower Khyber Pakhtunkhwa.

Research Questions

- (1) What is the influence of web advertisement on consumer behavior of educational sector at Timergara District Dir Lower Khyber Pakhtunkhwa?

Scope of the study

The study especially encompass the educational sector consumers at Timergara District Dir Lower Khyber Pakhtunkhwa, but broadly the study covers multiple groups such as students of different age, gender and qualification in different educational institutes, teachers of different age and gender at different positions in different educational institutes with different qualification and job experience. The study also highlights other employees of educational sector who works at different educational institutes with different age, gender, qualification and job experience. In comprehensive words we can conclude that the study was focused on educational sector consumers and different categories of educational sector consumers at Timergara District Dir Lower Khyber Pakhtunkhwa.

Literature Review

Introduction

Literature review is the selection of variables documents (both published & unpublished) on the topic which contain information, ideas, data and evidence written from a particular standard point to fulfill certain aims or express certain views on the nature of topic and how it is to be investigated and the effective evaluation of these documents in relation to research being purposed.

Advertisement is any paid form of non-personal presentation which promotes products, services ideas and places through an identified sponsor.

Advertisement refer to the exercises or actions for calling public attention towards any product, service, idea or need etc by paid form and non-personal presentation through radio, TV, billboard and newspaper to get more customers.

Advertisement can be defined as “a non-personal and paid form of communication to persuade customers about products, services and ideas by using different medias through an identified sponsor” (Bovee & Arens, 1992).

Online advertisement is fundamentally based on internet which conducts advertisement online by using modern digital technologies and new updated media to achieve marketing objectives by conveying marketing messages (Chaffey et al., 2006).

Online advertisement also called internet advertisement or online marketing is that form of advertisement or marketing which conduct through internet to convey message for promotional purpose.

Web advertisement consist of impersonal communication and paid form which is arranged for customers

to convey promotional marketing message through print media, banners, pop under messages, video, e mail messages, official web sites, hyperlinks and pop up messages (Schlosser et al.,1999).

Web advertising refer to the use of web site and other online promotional exercises like direct e-mail, search engines and banner advertising to provide products or services to existing customers and attract new customers (Chaffey et al.,2006).

Consumer behavior can be define as “The study of individuals, groups or Organizations and the processes by which they go to choose, secure, arrange and use the products, services, ideas, places or experiences to satisfy needs and wants of them and also the impacts of these processes have on the society and consumers” (Pant, 2007).

Consumer behavior refers to the study of how an individual customer, group of customers or organizations choose, purchase, arrange and use products, services and ideas for the satisfaction of their needs and wants. It also refers to the activities of consumer which are taken in the market place and fundamental motives for these activities.

It is a clear and acceptable statement that web advertising influence consumer behavior. Web advertising aware consumers about products and services provide information create positive image and finally influence consumer to purchase the products and services.

Online advertising is paid form and non-personal presentation which is arranged for audience and deliver in the form of audio, video and print. These forms will consist of banners, logos of firm, e-mail, hyperlinks and pop up messages. These forms have some purposes like to aware consumers about brand, to build positive relationship with consumers, to make positive perception of consumers about brand and finally make purchase, In addition marketing departments of the companies using different types of promotional tools such as advertisement, sale promotion, direct marketing and public relations to promote their products/services. But in these marketing communication tools advertisement and especially web advertisement performing unique unforgettable role. Online advertisers use this tool to aware consumers about products/services, prefer these products/services and make decision for purchase (Ducoffe, 1996).

Online advertisement as well as web advertisement is a new derived form of common traditional advertisement which becomes popular in the whole globe with smooth advancement in the internet. Internet provides electronic market place to built advertisers and consumers. Through internet advertisers can attract consumers from the whole globe and sustain relationship with them. Advertisers offer beneficial opportunities to consumers and also to businessman for their business online and through their own developed web sites (Berthona, Pitt & Watson, 1996).

Web advertisement perform as a magic for some companies, because it change the attitude, built trust and influence consumer behavior about the products or services of a company in the market (Russell & Lane,1996).

The basic aim of advertiser is to reach expected customers, aware customers about company products and services, attract customers, create positive image of company in the mind of customers and influence consumer behavior to purchase these products and services. Advertiser want to know the customers and also to identify their needs, wants, preferences and styles. Usually advertisers are spending millions of money on advertising and especially on web advertising because they cannot achieve basic objectives and cannot find success without advertising. Mostly advertisers want to receive accurate data of customers to develop proper suitable communication tools, advertising media and provide products and services which fulfill their needs and wants. Marketer make efforts to understand consumer behavior, their attitudes, psychology, emotions, physical activities and mind setup to provide match products and services to fulfill their needs and wants in a successful way (Arens, 1996).

Web advertisement is the most influential tool of marketing communication which share information built consumers with business or consumers with advertisers. Furthermore internet is an effective medium which is used for marketing communication to aware customers provide information and finally influence them to make positive attitude about brand. Web advertisement is the most influential tool which aware customers about a specific brand. Web advertisement is more popular worldwide, because they offer multiple varieties with basic information like price, attributes, post purchase support and delivery. So customers prefer it to view different type of products with different design, evaluate prices and return policy, guarantee, warrantee, fellowship, online payment and efficient delivery. In the result of these advantages customers like web advertisement and also purchase these advertised products/services (Belch & Belch, 1998).

Web advertising is consisting of banners which conduct advertising. Advertiser shows this banner to audience to click on it and search the company web site. In advertisement they offer products and services, provide detail information about these products and services, built relationship with customers, create positive image about firm then to place order. Also show method of ordering, price, channels of distribution, distribution cost and online payment. Due to these features web advertisement fall impact on consumer behavior and prepare them for purchase (O'Connor & Galvin, 2001).

Quick and continue advancement in technology, development of updated media and new communication channels are rapidly changed the platform of traditional advertisement. In the results of these changes the

traditional advertisement converts to a new efficient form which is known by web advertisement. Advertisement is also a business platform. So with these changes this business platform becomes electronic, efficient and profitable. Therefore the whole dependency of firm falls on web advertisement which should provide information and conduct communication with customers. The online advertisement was started in 1994. In 1994 the Hot Wire company sold his first banner on his own company web site. So with this initial step firms become aware from these function of web advertising that they reduce negative effect and increase positive effect on consumers buying. So web advertisement becomes important factor which achieve good return on their products and services (Kaye & Medoff, 2001).

Web advertising is a mean to develop understanding of product or service with customer. Web advertising also influence consumer behavior to like and select product or service for purchase. Most of advertising research and influencing theories are focused to identify the important factors which influence consumer behavior. So in the result of these advertising research and influencing theories researchers suggest that attitude-towards-the-ad is important factor which influence consumer behavior, if consumer attitude-towards-the-ad become positive. Then consumer will purchase these products or service currently and for near future and will become a loyal customer of the firm. In the result of loyalty firm will provide quality products or services to customer. So customer will make more purchase and will pay high amount of money. Therefore firm will make more sales and will get high profit Morgan, if consumer attitude-towards-the-ad becomes negative. So customer will not purchase these products or services and firm will make no sale and will get no profit. Attitude formation is the most necessary task of the advertiser to make the attitude of the customer positive. Through positive attitude advertiser can get emotional response of the customer which is too much important for advertiser. Emotional response can be achieved through emotional involvement, when a customer is emotionally involved with a firm. So this customer can do everything for firm (Goldsmith & Lafferty, 2002).

Web conducting advertising which promotes products/services, places and ideas. Web also guide customers provide information to attract and influence them to buy products and services. Traditional advertising is conducted through TV, radio, newspapers, magazines and signboards which are less attractive. Now a day's web advertising is most attractive and have greater impact on consumer behavior. In US there is no traditional advertising because it is more time consuming, most expensive and low attractive. They usually use web advertising which is low time consuming, less expensive and most attractive. Furthermore it also offers unique opportunity to convince customers to purchase products or services to increase sale and profit (Vivan, 2002).

Quick and continue increase in web advertisement enhance revenue. Now a day's traditional advertisement is replaced by World Wide Web which performs better than traditional advertising media. Actually World Wide Web is the growth of web advertisement. There is no doubt that web advertisement is powerful than common advertisement. Because web advertisement conduct multi functions such as awareness, changing the perception of customers, building relationship between firm and customers, creating positive image of firm in the mind of customers and convince customers to make purchase. Web advertising also shows method of ordering, return policy and online payment system. So due to these benefits web advertisement encourage and influence consumers to make purchase decision about these products and services (Choi & Rifon, 2002).

Emotional response will generate behavior and emotional response is produced under three important factors. These factors are pleasure, dominance and arousal. **Pleasure-** The particular situations which make the individual happy and individual consider this situation as best events and enjoy it or the gratification of sense. **Dominance-** The individual controllable and uncontrollable feeling which response to particular events or ascendancy, **Arousal-** The individual feeling which is varying from situation to situation and from person to person or to excite. So happiness, enjoyment and best feeling will create emotional response. Emotional response is possible due to emotional involvement, when the customer is emotionally involved with the web advertising of a firm. So they will give emotional response and will buy these products and services on large scale (Adelaar et al., 2003).

Web advertisements have interactive nature due to which they link more customers with advertisers. So marketers use web advertisement and other advanced technologies for online advertisement and interactive marketing to provide products to consumers to fulfill their needs and wants effectively and efficiently. Interactive characteristic of web advertisement is too much important because its provide information about products and also supportive sample and satisfactory image. In result web advertisement enhance the interest of consumers to purchase advertised products/services (Fortin & Dholakia, 2003).

Web advertising is more in frequency and efficiency then other traditional advertising like banners, newspapers, magazines, TV, radio, pop under and pop ups. According to Hwang, McMillian and Lee web advertising perform unique functions which cannot perform by traditional advertising. Some web sites perform combine many functions such as web advertising conveying personalize messages and provide channels for distribution. Furthermore web advertising provides unique profitable opportunities to firm which cannot provided by traditional advertising. These opportunities are the conveying of multiple messages to multiple customers at different locations at a time which increase the demand of products. Traditional advertising was failed in these

opportunities because of more time and cost consumption. Only web advertising provides these opportunities to convey multiple messages to multiple customers at different locations at a time. Through this messages web advertisement built customers with firm, develop strong relationship and influence them to demand for their products or services (Hwang, McMillian & Lee, 2003).

In marketing budget web advertising have will know and basic portion. It mean that firms spent a lot of money on web advertisement in result they generate good revenue. Therefore web advertising have will identified separated part in marketing expenses as well as in revenue. Now a day's traditional marketing is also converting to online marketing. Because online marketing offer a variety of products and services save cost, time and efforts. Similarly traditional advertising converting to online advertising. Because online advertising communicate personalize messages, create awareness , make positive image of the firm, built strong customer relationship and finally influencing consumer behavior (Ngai, 2003).

Males and females are performing differentially and response differentially to different events. It means there are large difference between males and females actions and responses to different events. Mostly males show good and lovely disposition and perception about web advertisement than females. Usually males have positive attitude toward web advertisement and like it as compare to females. Males are trusted on web advertising and purchase its products or services and also use it for other function and entertainment. Female's also searching internet and see different web advertisement and also buy these products or services which are offered. Therefore internet used by males and females. Both are searching internet and see a lot of web advertisement which influence them to purchase these products or services. But main difference in the influence of web advertising on males and females is that. That males use it for entertainment purpose and females for shopping purpose (Wohn & Korgaonkar, 2003).

Advertising is publicity for which firm pay fee to inform consumers about their products and services and also promote their products and services. Advertising have multiple purposes including awareness of consumers about their products and services, creating positive image in the minds of consumers about their products and services and motivating consumers to make purchase decision (Mcquail, 2005).

Web advertisements have six important items and elements, if these are best than they will influence consumer positively. If not best so negative impact on consumers. These items are ad size, designed features, time, contents, place of ad on the page and quality. It means that ad should have a suitable size not too much greater that people ignore it due to greater size not too much less that people leave it due to small size. The designed features which offered will be precise and clear not ambiguous. The time of ad must be suitable like prime time and other suit time when people search internet and other official web sides. The contents or area of ad should be specified. The place of ad on web page will be attractive and will cover top of the page. The quality of ad must be unique not the wasting of time and cost. So these items of web advertisement are strong as compare to traditional advertisement. In result web advertisement will influence consumer behavior and will make intension for buying. In short we can say that through good advertisement firm can influence consumer behavior to make purchase. So firm will sale more and will achieve more profit (Mc Elfresh, et al., 2007).

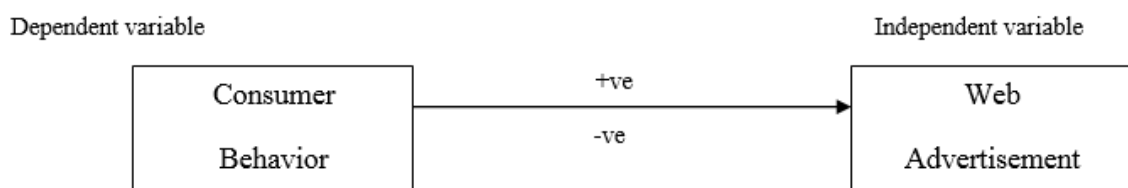
Advertising is a basic and essential tool which promotes the firms products and services. Now a day's online advertising become most important for every firm and spent a lot of money on it, and cannot find success without it. Marketer use different tools for promotion purposes in which advertising and especially web advertising have unique role, web advertising conduct multiple functions including awareness, information, creating positive image, eliminate annoying attitude about company products or services and influencing consumers to make purchase (Hussainy et al., 2008).

Theoretical Framework

Theoretical framework represents your beliefs on how certain phenomena, variable or concepts are related to each other (model) and explanation of why you believe these variables are associated with each other (theory).

A good theoretical framework identifies and defines the important variables in the situation that are relevant to the problem and subsequently describe and explain interconnection among the variables.

Model 2.1



Hypothesis of the Study

Hypothesis of the study are following.

H₀: Web advertisement has negative relationship with consumer behavior of educational sector at Timergara District Dir Lower Khyber Pakhtunkhwa.

H₁: Web advertisement has positive relationship with consumer behavior of educational sector at Timergara District Dir Lower Khyber Pakhtunkhwa.

Research Methodology

Introduction

This chapter of the research study describes the research methodology to be followed for data collection and after that analyzing it through different statistical tools. This chapter includes the topics of research, operational definition of variables, statistical model, nature of the study, sources of data, sampling, measurement of variables, data collection method and analysis techniques.

Topic of the Study

Influence of web advertisement on consumer behavior of educational sector at Timergara District Dir Lower Khyber Pakhtunkhwa

Operational Definition of variables

Web Advertisement

- Increase target market
- Increase sale
- Enable producers to enjoy economic of large scale
- Powerful tool for motivating large audience
- Tool capable of reaching large audience
- Survival tool
- More effective
- Create product differentiation

Consumer Behavior

- Web advertisement likeness
- Purchase of products
- Quality of products and services
- Satisfaction about products and services
- Attraction of products and services
- Increase the demand of products and services
- Trust on products and services
- Succession cause of products and services

Statistical Model

General equation which is commonly used for statistical model is given below.

$$Y = \beta_0 + \beta_1 x_1 + \beta_2 x_2 + e$$

On the base of above equation we can express the relationship of dependent variable (consumer behavior) and independent variable (web advertisement) in the following equation form.

$$C B = \beta_0 + \beta_1 (W A) + e$$

C B stands for Consumer Behavior

W A stands for Web Advertisement

Nature of the Study

This research focuses on the relationship between web advertisement and consumer behavior. Nature of this study is quantitative and survey (questionnaire method) was used to investigate the relationship between independent variables and dependent variable. The result of the study depends on collection of data and fully utilization of statistical tools to analyze the data. For this purpose SPSS, software was used.

Source of Data

Primary data was used in this study. In this study we used questionnaires based on the questions about both variables and distributed in different educational institutes including Government degree collage Timergara, Abdul Wali Khan University Mardan Timergara Campus and other government/private schools and colleges at Timergara District Dir Lower Khyber Pakhtunkhwa.

Sample of Study

Purposive Sampling method was used, because of the shortage of time and resources available for the research. 110 questionnaires were distributed among the educational institutes at Timergara District Dir Lower Khyber Pakhtunkhwa. 104 questionnaires were filled and returned which represent 94.55% of the targeted population.

Measurement of Study

This study was conducted efficiently and effectively by obtaining detail information as needed in conducting the study and to solve the particular problem. The questionnaire was divided in three sections indicating characteristic of each variable. The section, A, of this questionnaire is related to the demographic information of the respondents. It consists of age, gender, qualification and job experiences.

The section, B and C, of the questionnaire is related to the instruments that measure the relationship between independent variables and dependent variable. The section, B, measures independent variable (web advertisement) and section, C, measures dependent variable (consumer behavior). The questionnaire used in the study is shown in Appendix at the end of the thesis.

Questionnaire Layout

Section	questions	items
A	Demographic	4
B	Web advertisement	8
C	Consumer behavior	8

Rating Scale

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	2	3	4	5

5 point Likert scale questionnaire was used to measure the relationship between independent variables and dependent variable. The respondents were required to choose the most appropriate answer for each question. The scale spanning from 1 being for strongly disagree to 5 being for strongly agree.

Data Collection Method

The data was collected by using pre-formulated structured questionnaire adopted from (Adekoya Olusola, 2011) and (James Mathew, Peter M. Ogedebe & Segun M. Ogedebe, 2013) which contained 20 items representing demographics and both variables. The questionnaire was written in English and distributed among educational institutes at Timergara District Dir Lower Khyber Pakhtunkhwa. The respondents filled and returned the questionnaires in one day. At the average it took 5 minutes to answer a questionnaire.

Analysis Techniques

After collecting the responses from the respondents through questionnaire, the data was analyzed through SPSS and different tests like reliability test, correlation and regression analysis were performed to analyze the data properly and test the hypothesis, so that final conclusions could be devised.

Data Analysis

Demographic analysis

Table 4.1 shows the distribution of age, gender, qualification and job experience. The detail of everyone is given in the following tables.

Table 4.1: Statistics

		Age	gender	Qualification	Job experience
N	Valid	104	104	104	104
	Missing	0	0	0	0
	Mean	2.48	1.38	2.05	1.81
	Median	2.00	1.00	2.00	2.00
	Std. Deviation	.836	.486	.716	.925
	Minimum	1	1	1	1
	Maximum	4	2	3	4

Age Analysis

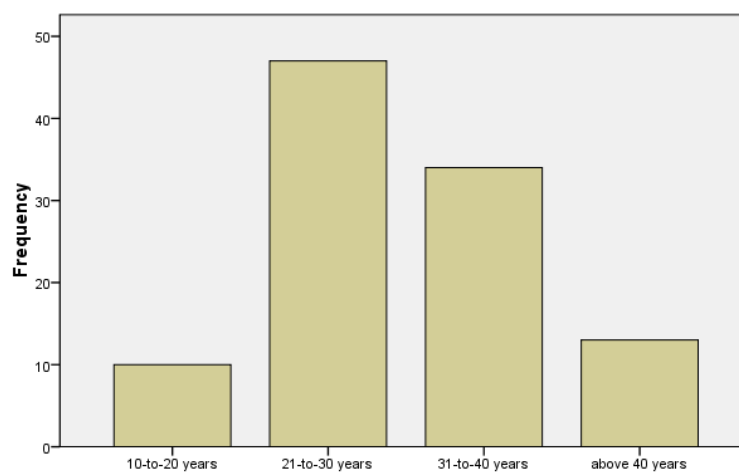
Table 4.1.1 is distributed on the base of age. Majority 47(45.2%) of the respondents are the ages of 21-30 years. Another 34(32.7%) of respondents are the ages of 31-40 years and 13(12.5%) of the respondents are the ages of

above 40 years. Minority 10(9.6%) of the respondents are the ages of 10-20 years.

Table 4.1.1: Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	10-to-20 years	10	9.6	9.6	9.6
	21-to-30 years	47	45.2	45.2	54.8
	31-to-40 years	34	32.7	32.7	87.5
	above 40 years	13	12.5	12.5	100.0
	Total	104	100.0	100.0	

age



age

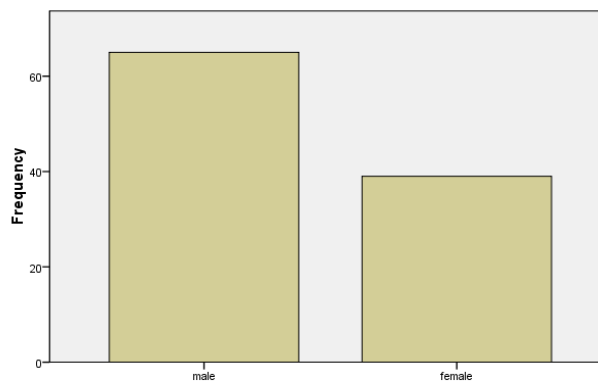
Gender Analysis

On the base of gender majority 65(62.5%) of the respondents are males and minority 39(37.5%) are females. As shown in table 4.1.2

Table 4.1.2: Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	65	62.5	62.5	62.5
	female	39	37.5	37.5	100.0
	Total	104	100.0	100.0	

gender



gender

Qualification analysis

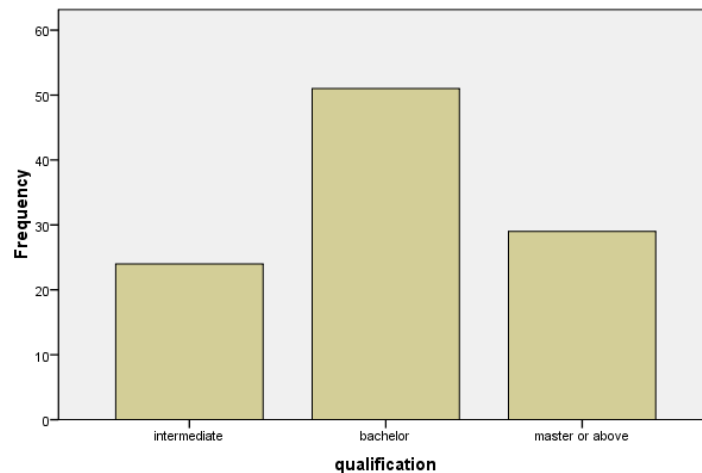
Table 4.1.3 shows the distribution of qualification. Majority 51(49%) of the respondents have bachelor qualification and 29(27.9%) of the respondents have master or above master qualification. Minority 24(23.1%) of

the respondents have intermediate qualification.

Table 4.1.3: Qualification

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Intermediate	24	23.1	23.1	23.1
	Bachelor	51	49.0	49.0	72.1
	master or above	29	27.9	27.9	100.0
	Total	104	100.0	100.0	

qualification

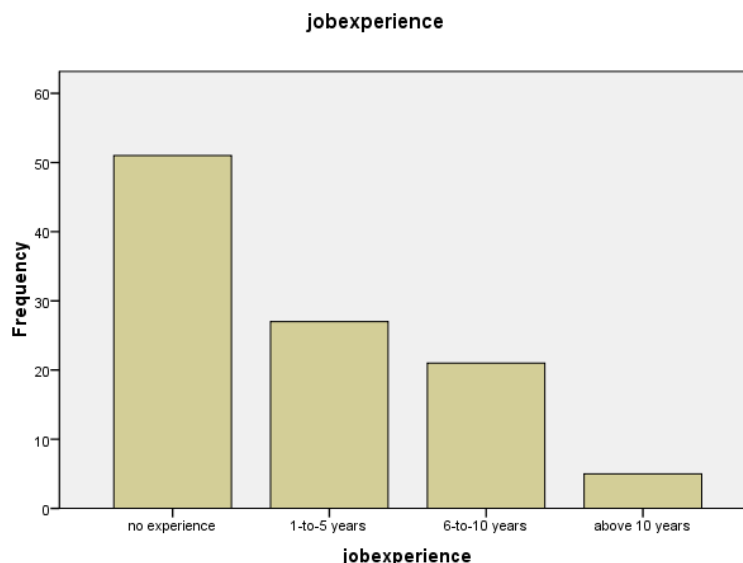


Job Experience Analysis

On the base of job experience majority 51(49.0%) of respondents have no job experience, 27(26.0%) of the respondents have 1-to-5years job experience and 21(20.2%) of respondents have 6-10 years' experience. Minority 5(4.8%) of respondents have above 10 years job experience. As shown in table 4.1.4

Table 4.1.4: Job experience

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	no experience	51	49.0	49.0	49.0
	1-to-5 years	27	26.0	26.0	75.0
	6-to-10 years	21	20.2	20.2	95.2
	above 10 years	5	4.8	4.8	100.0
	Total	104	100.0	100.0	



Reliability Analysis

Reliability shows the extent of consistency, goodness, trust, confidence and stability in the instrument of measurement. Reliability analysis was conducted to identify the essence of scale used for measurement.

Table 4.2 shows the overall summary of reliability analysis. In this table Cronbach Alpha shows reliability of the variables. Actually Cronbach Alpha is a tool which measure internal consistency and show that how variables are closely related to each other. It is a scale or coefficient of the reliability. On the base of output the reliability of independent variable (web advertisement) is .655 (65.5%) and reliability of the dependent variable (consumer behavior) is .696 (69.6%) which shows that both variables are more reliable.

Table 4.2: Cronbach Alpha

S. No	Variables	Cronbach Alpha	No of items
1	Web advertisement	.655	8
2	Consumer behavior	.696	8

Correlations Analysis

Correlation is the relationship between two variables, where one is dependent and other is independent. Table 4.3 shows the correlation analysis of the variables. Correlation between the web advertisement and consumer behavior was identified. The magnitude of correlation was described by using term and classification appropriate for the context of social science research. In scale .10 indicate small effect size correlation, .30 indicate medium effect size correlation and .50 indicate large effect size correlation (Cohen, 1997). On the base of output the values of important terms $r=.617$, $p=.000$ which relate with large effect size correlation and shows that variables have significant positive relationship.

Table 4.3: Correlations

		Web Advertisement	Consumer Behavior
Web Advertisement	Pearson Correlation	1	
	Sig. (2-tailed)		
	N	104	
Consumer Behavior	Pearson Correlation	.617**	1
	Sig. (2-tailed)	.000	
	N	104	104

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

Regression Analysis

Regression is a statistical analysis assessing the association between two variables. Regression analysis was used to find out relationship between independent variable (web advertisement) and dependent variable (consumer behavior).

Table 4.4 is a model summary of the regression analysis which indicate the fitness of the model. It also tell that how predictor (independent variable) will predict dependent variable. In this model R Square is the important term. R Square is a coefficient which determines the proportion of variability in a statistical model. In this study the value of R square is .381 which shows that 38.1% variation was observed in dependent variable (consumer behavior) due to independent variable (web advertisement).

Table 4.4: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.617 ^a	.381	.375	.57159

Predictors: (Constant), Web Advertisement

Anova

Anova model reveals the analysis of variance. In model 4.4.1 the main important value is F which indicates strength of the model. In this model the value of F is 62.809 which is enough significant.

Table 4.4.1: ANOVA^b

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	20.521	1	20.521	62.809	.000 ^a
Residual	33.325	102	.327		
Total	53.846	103			

a. Predictors: (Constant), W Ad b. Dependent Variable: CB

Coefficients

It is a tool which measure the sensitivity. In Table 4.4.2 Beta is the main value. On the base of output the value of Beta is .617 which reveals that one unit change in independent variable(web advertisement) will bring .617 unit change in the dependent variable (consumer behavior).

Table 4.4.2: Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	1.079	.231		4.666	.000
Web Advertisement	.636	.080	.617	7.925	.000

a. Dependent Variable: CB

Discussion

I have been generated two hypotheses Ho: Web advertisement has negative relationship with consumer behavior of educational sector at Timergara District Dir Lower Khyber Pakhtunkhwa.

H1: Web advertisement has positive relationship with consumer behavior of educational sector at Timergara District Dir Lower Khyber Pakhtunkhwa.

Our current investigation and results reveals that web advertisement has positive relationship with consumer behavior of educational sector at Timergara District Dir Lower Khyber Pakhtunkhwa. So H₀ was rejected and H₁ was “**Accepted**”. The results of our current study support the arguments of (Ducoffee, 1996), (O’ Connor & Galvin, 2001) and (Goldsmith &Lafferty, 2002). Similarly our findings also in line with the statements of (Hwang, Mc Millian & Lee, 2003), (Mequail, 2005) and (Mc Elfresh et al., 2007). Furthermore our findings also validate the position of (Hussainy et al., 2008). So in final words we can say that the results of our current study and related previous theories, research and their results supports each other, which indicate that web advertisement has strong influence on behavior. The overall study highlights that web advertisement and consumer behavior has significant positive relationship.

Conclusion and Recommendation

Conclusion

The overall study concludes that web advertisement is an updated form of communication which conveys marketing messages and makes products/services popular in the whole globe. Studies reveal that 66% of the purchase occurs due to internet advertisement because internet is the most influential way to influence consumers

to make purchase. The current study also supports these theories and discover that majority 47(45.2%) of the respondents are the ages of 21-30 years while minority 10(9.6%) of the respondents are the ages of 10-20 years. On the base of gender majority 65(62.5%) of the respondents are males and minority 39(37.5%) are females. On qualification base majority 51(49%) of the respondents have bachelor qualification and minority 24(23.1%) of the respondents have intermediate qualification. On the base of job experience 27(26.0%) of the respondents have 1-to-5years job experience and minority 5(4.8%) of respondents have above 10 years job experience. Reliability analysis of the study find out that reliability of independent variable is .655(65.5%) and dependent variable have .696(69.9%) reliability which shows that the research is more reliable and variable have significant positive relation. In addition correlation analysis of the study reveals that the value of $r=.617$, $p=.000$ which indicate that the correlation is enough significant. Regression analyses discover that the value of R square is .381 which reveals fitness of the model. Furthermore in Anova model the value of F is 62.809 which show strength of the model. The study also reveals that Beta=.617 which show that one unit change in independent variable will bring .617 unit change in the dependent variable. So in comprehensive words we can say that most of the theories and results reveals that web advertisement have strong influence on consumer behavior and variables have significant positive relationship.

Recommendations

1. The government should provide an efficient internet network which easily accessible for everyone in the targeted area.
2. The government should provide an effective electricity infrastructure which eliminates all types of electricity problems.
3. The government should determine check on companies to reduce the level of fraud.
4. To insure and encourage consumers for online purchase an insurance company should be responsible which compensate consumers during bad delivery.
5. Companies should have to keep their standard maintain and provide standardized products/services with best delivery as promised and advertised.
6. Companies should conduct such advertisement which is suitable to society, attractive for consumers and based on reality.

Limitations of the study

1. The entire sample was taken from only one city of the Timergara.
2. Resources limitations prohibit us to take large sample size from multiple cities of Khyber Pakhtunkhwa Pakistan.
3. Findings of the study are not applicable to all domestic consumers.
4. Further study well generate more generalize results.

Future directions

On the base of results we can conclude that there is significant positive relationship between Web Advertisement and Consumer Behavior.

So we suggest following future directions.

1. Web advertisement would be efficient influential marketing tool in future.
2. In future advertisers of the companies would enhance web advertisement to maintain current and attract new customers.
3. In future the frequency of web advertisement would be intensive.
4. Web advertisement would be the main pillar of promotional campaign in near future.

References

- Adelaar, T., Chang, S., Lanchendorfer, K. M., Lee B. & Morimoto M. (2003). Effects of Media Formats on Emotions & Impulse Buying Behavior. *Journal of Information Technology*, 18, 247–266.
- Arens, Williams F. (1996). Contemporary Advertising. USA: Richard D. Irwin, A. Times Mirror Higher Education Group Inc. Company.
- Proctor, R. and M. A. Stone. 1982. Marketing Research. Great Britain: Macdonald and Evans Ltd.
- Belch, G. E., & Belch, M.A. (1998). *Advertising and Promotion*, 4th Edition, NY: McGraw-Hill.
- Bovee, C.L., & Arens, W.F. (1992). Contemporary advertising. Boston: Richard D. Irwin, Inc.
- Chaffey, D., Mayer, R., Johnston, K., & Ellis-Chadwick, F. (2006). *Internet Marketing: Strategy, Implementation and Practice (third edition)*, Prentice Hall - Financial Times, Harlow, ISBN 0-273-69405-7.
- Choi, S. M. & Rifon, M. J. (2002). Antecedents and consequences of web advertising Creditability: a study of consumer response to banner ADS. *Journal of Interactive Advertising*, 3(1). Accessed on the 30th August, 2012.
- Daniels, P.W. (1995). *The internationalization of advertising services in a changing regulatory environment*. The

Service Industries Journal. Vol. 15, pp. 276-295

Ducaffe, R. H. (1996). Advertising value and advertising on the web, *In Journal of Advertising Research*. 36(5):21-35.

Fortin, D.R. and Dholakia, R.R., (2003). Interactivity and vividness effects on social presence and involvement with a web-based advertisement, *Journal of Business Research* 58 (2005) 387– 396

Goldsmith, R. E. & Lafferty, B. A. (2002). Consumer response to websites & their influence on advertising effectiveness. Internet research. *Journal of Electronic Networking Application and Policy*, 12(4), 318-328.

Hollis, N. (2005) 'Ten Years of Learning on How Online Advertising Builds Brands' *Journal of Advertising Research*, 45(2), pp. 255-268.

Hussainy, S. K., Riaz, K., Kazi, A. K. & Herani, G. M. (2008). Advertising Styles Impact on Attention in Pakistan. *KASBIT Business Journal*, 1(1), 28-38.

Hwang, J. et al., (2003). Corporate web sites as advertising: an analysis of function, audience, and message strategy. *Journal of Interactive Advertising*, 3(2). Accessed on 30th August, 2012,

James, M. Ogedebe, P.M., & Segun, O. M. (2013). *Asian journal of social sciences & humanities* 2, no 2.

Kaye, B. K. and Medoff, N.J. (2001). *Just A Click Away: Advertising on the Internet*. Boston, MA: Allyn and Bacon.

Latif, Abdul, Saleem, Salman and Abideen, Zain UL. (2011). Influence of Role Model on Pakistani Urban Teenager's Purchase Behavior. *European Journal of Economics, Finance and Administrative Sciences*, Issue, 31, pp. 7-16.

Lori, D. W. & Korgaonkar, P. (2003). *Web advertising: gender differences, gender differences in belief, attitude and behavior*. Florida: MCB UP. Accessed on the 30th March, 2012,

McElfresh, C.; Mineiro, P. and Rodford, M. (2007) 'Method for optimum placement of advertisements on a webpage', Patent Application Publication, Apr. 24, 2008, Sheet. 1-7.

McQuail, D. (2005). *Maas communication theory* (5th Ed.). London: Sage Publication. August, 2012,

Ngai, E.W.T, (2003), "Selection of web sites for online advertising using the AHP", *Information & Management*, Vol. 40 No.4, pp. 233-242.

O'Connor, J. & Galvin, E. (2001). *Marketing in the digital age*. (2nd Ed.). Essex: Pearson Education.

Olusola, A (2011). Impact of advertisement on sale volume of a product.

PANT, H., (2007). *Advertising and Consumer Behavior*. Jaipur, India: ABD Publishers.

Pierre Berthona, Leyland Pitt and Richard T. Watson (1996), *Marketing Communication And The World Wide Web*, *Business Horizons*, Volume 39, Issue 5, September-October 1996, Pages 24-32

Russell, J. T., & Lane, W. R. (1996). *Advertising procedure* (13th Ed.). USA: Prentice Hall Inc.

Schlösser, A.E, Shavitt, S. & Kanfer, A. (1999). Survey of the internet users attitudes towards internet advertising. *Journal of interactive marketing* 13 (3):34-54.

Sekaran, U., & Bougie, R. (2003). *Research method for business* (6th Ed.) Netherland.

Vivan, P. (1999). *The media of mass communication*. (6th Ed.). Boston: Allyn and Bacon.

Appendix

Questionnaire

The questionnaire was designed to elicit responses from multiple respondents of educational sector to investigate the influence of web advertisement on consumer behavior at Timergara Khyber Pakhtunkhwa (Pakistan). The required information will be used just for academic purpose. The data is needed for the fulfillment of the degree of MBA 3.5 year's thesis. The information will be kept in privacy.

DEMOGRAPHIC INFORMATION

Please respond to the following items

Name of respondent.....

Age:

- 10-20 years
- 21-30 years
- 31-40 years
- Above 40 years

Gender:

- Male
- Female

Qualification:

- Intermediate
- Bachelor

- Master or above

Job experience:

- No experience
- 1-5 years
- 6-10 years
- Above 10 year

Research Questions

Web Advertisements						
NO hg	Questions	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
1	Web advertisement will increase an organization's target Market and boost sales.					
2	Web advertisement enables producers to enjoy economic of large scale.					
3	Web advertisement is a powerful tool capable of reaching and motivating large audiences.					
4	product can survive competition without intensive web Advertisement.					
5	Web advertisement is non-personal but yet effective.					
6	Web advertisement justifies the existence when it is used in the interest of public.					
7	Great web advertisement is the creative expression of Understanding the market needs.					
8	Web advertisement creates product differentiation.					

Consumer Behavior						
S. No.	Questions	Strongly disagree	Disagree	Neutral	Agree	Strongly Agree
1	I like web advertisement.					
2	I will purchase these products & services which advertised on web.					
3	I think that web advertised products & services have good quality					
4	I am satisfied from web advertisement.					
5	Web advertisement attracts me to purchase a product.					
6	Web advertisement increases the demand of any products or services.					
7	I trust on those products & services which are advertised on web.					
8	Web advertisement becomes the cause of success of any products or services.					

I sincerely appreciate your time and cooperation; please check to make sure that you have not skipped any question and then return me questionnaire. Thank you