

## The Impact of Online Advertisement on Consumer Buying Behaviour

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*In today's world, successful businesses have used the Internet to promote their goods and services, and it is estimated that the Internet is the largest direct advertising channel for the global productive center. Customers may now access an endless range of items and services from companies all over the world thanks to the internet, which has reduced the time and effort required to make a purchase. Internet advertising encompasses a wide range of business content organizations that are widely dispersed via video, print, and sound; it can be requested or unintentional, and it includes company websites, floating ads, expanding ads, wallpaper ads, flag advertisements, high-rise promotions, catches, and interstitials. With consumer purchasing behavior and online advertising serving as the foundation for global communication, sponsors and advertising agencies may now take advantage of a new advertising channel created by the internet. This will enable sponsors to more profitably concentrate on their unique messages to customers. A data set compiled using an online survey. A sample of 100 respondents was chosen, 54 of whom were men and 46 of whom were women. According to the analysis presented, effective advertising alters consumers' buying patterns and habits. Internet advertising has therefore increased the company's revenue through online sales. The advertiser needs to put their attention on online advertising strategies that work.*

## 1. Introduction

Due to the creative understanding, agreement, and assimilation abilities, the Internet has significantly expanded in terms of both its applications and the number of users. It has developed into a more commonly valued medium for electronic exchange as well as for enjoyment, education, and correspondence (Wang, 2022). The fundamental transformation brought about by the advancement of data has a huge impact on how people live their lives. It has altered the way businesses operate by allowing stores to supply a limitless selection of goods and services to customers from all over the world at any time. According to Allen (2001), the Internet has become a tool for advertising. The Internet has been transformed by various organizations to sell their services and products, and it is thought to be the enormous productive center's principal direct marketing channel (Allen, 2001). Organizations are paying billions of dollars in free Internet advertising to increase promotional productivity (Nuseir, 2019).

The Internet created a system where consumers had a lot of influence over how they learned about items and businesses. Customers are people who choose when, where, what, and how much industry material they want. There are a few challenges that relate to customers' desire for online content. Customers may access an infinite variety of goods and services from businesses around the world over the Internet, which also helps them spend less time and energy shopping (Rahman, 2022).

Customers engage in significantly more unique work while looking for information online, with a few goals at the top of the list of needs, and those goals can influence solitary practices as well as reactions to web information and improvements. Numerous associations have included the Internet in their expanding media mix to take advantage of online promotion due to the PC industry's rapid development. Since the Web may be used as an effective displaying tool, professionals and experts are interested in learning how to take a full-fledged excellent posture and to enhance the evaluation of this communication medium (Leong, 2022).

The current study's purpose is to assess the impact of online advertising on consumer purchasing decisions, which in turn influence customer intent and behavior. The employment of the advertising-generated product logo has a significant impact on customer behavior. The industry's leading statistic was produced via questionnaires, and secondary data was located online. The value of online advertising has increased because to the rapid growth in statistics generation (Hassan et al., 2023). Internet is far and away the data technological advancement that attracts the most attention from the media. Due to its accessibility to a numerous of records, the internet is also becoming the most important source of information. Furthermore, in order to take use of specific features of the internet, consumers who make purchases online may also change or adapt how they hunt for information (Alieno, 2018).

## 1.2 Research Objective

- 1) Investigate the impact of online advertising on customer purchasing decisions.
- 2) Identify the impact of expanding, floating, and wallpaper adverts on client purchasing decision.
- 3) Identifying factors influencing online shopping behavior.

## 1.3 Research Questions

- 1) What impact does online advertising have on customer purchase decisions?
- 2) Is there a link between client purchasing behavior and online advertising?
- 3) How may wallpaper ads, expanding ads, and floating ads promote client purchase behavior?

## 2. Review of Literature

### 2.1 Bikhchandani (1998)

Their study explores if consumers are willing to purchase a product and whether they will recommend it to others. These are typically used as buy aim parameters. The analysis further shows that comprehension cascades on social media through extraordinary product qualities are unconditional with strong buyer involvement. It is concluded that customers attempt to disclose precisely defined levels of involvement in unique circumstances whenever they deal with purchasing and recommending logos to others (Welch, 1998)

### 2.2 Manju Ahuja (2003)

The focus of their paper, which examined factors influencing customers' browsing and purchasing behaviors primarily while making purchases online, was on the use of enterprise-to-client websites by consumers. The researchers also looked at the purchasing habits of people with various demographic profiles, which may have shown unique buying habits and consumer behaviors for a specific caliber of goods and services. The easiest factor to influence a customer's purchasing habit is social media (Raman, 2003)

### 2.3 Muhammad Shafiq Gul (2004)

The evaluation's goal was to establish a link between consumer buying behavior and social media. The observation applied to students at Karachi's academic institutions. A total of 160 surveys received responses from the students. The study finds no conclusive connection between consumer purchasing behavior and social media. Khan, Muhammad Imran (Muhammad Shafiq Gul, 2004)

### 2.4 Ram Sunder (2011)

They claim that online retailers have a significant influence on consumers' choices. The opinions of the buyers will influence one another. This type of impression from previous buyers affects the repurchases. As a result, buyers are turning to the internet to get additional information before making a purchase (BHOME, 2016)

### 2.5 Williams (2000)

According to his study, social media marketing has an impact on consumers' beliefs, buying preferences, attitudes, and pre- and post-purchase behaviours (Lamma, 2010)

### **2.6 Belch and Belch (2003)**

Customers avoid looking up and comparing information before moving on to the next step, according to their examination of a few situations that arise during the purchasing process. At this point, customers decide whether or not they can still purchase the goods. The decision to purchase something is influenced by the motives and recommendations of other customers (Belch, 2003)

### **2.7 Young Ae Kim et (2007)**

Explains in their study how the client's choices are severely tortured by persons they know and trust. Before purchasing a new product, many online shoppers look for reviews. Customers can share their stories by posting reviews, interact with other members of the group, and rate others' perspectives in online social communities. E-commerce companies have started to collect data on how their users interact with one another, to identify and examine social influences on the purchasing process, to improve CRM, and to increase revenues (Garima, 2013; Pookulangaran 2011)

He claims in his piece that purchasing is always an experience and that social media gives customers a chance to engage with people who are ordinarily strangers. Cultural traits have a significant impact on how customers use social media and how they behave when shopping online (Pookulangaran, 2011).

### **2.8 Penn Schoen and Berland Associates LLC (2010)**

They explain how social media can affect consumer electronics in their examination. The study involved 1012 online interviews with adults in the United States who were at least 18 years old. The results showed that social media has become more prevalent in people's lives. Consumer behavior can be shaped by social media. Nearly 68% of respondents believe that these tips are superior to or somewhat close to conventional rules, and 30% of social media users made purchases supported by online reviews and suggestions from friends and random internet users. 33% of people believe it to be true that the social media reviews and advice they receive are far more valuable than anything else (Schoen, 2010).

### **2.9 Mehmood Rehmani (2011)**

They looked at the many social media factors that significantly impacted customers' choice of stores when conducting their analysis. The analysis made it important to identify how social media influences consumers' purchasing decisions. For you to understand the aims of the investigations, the authors described their goals. A suitable research model was then anticipated, and the study hypotheses were examined in the model (Ahmad et al., 2023; BHOME, 2016).

### **2.10 The Foundation of Online Advertising**

Online advertising, a type of mass communication, depends heavily on traditional advertising formats while also developing its own conversational frameworks in response to the needs of changing technology and media. The key distribution channels for advertisements to online consumers include websites, e-mail, advertising-enabling software, and smartphones with internet connectivity (Ali et al., 2022). Branded advertising and marketing, banner ads, rich media commercials, social network ads, interstitial ads, email marketing (including unsolicited email), and contextual ads on search engine result pages are all examples of online advertising. (Deshwal, 2016).

**2.1.1 Different Methods of Online Advertising**

**2.1.2 Floating Ads**

A floating ad is a type of rich media internet ad that emerges by accident, overlays a user-requested webpage, and then fades or goes unnoticed after a certain amount of time. The website practically looks as a smaller rectangular window or a complete display of the most basic floating advertisements. In addition to a close button, they may or may not contain an escape route. Advanced versions that have been upgraded can be of any size or form and include interactive, animated, and audio components (Deshwal, 2016).

**2.2.3 Expanding Ads**

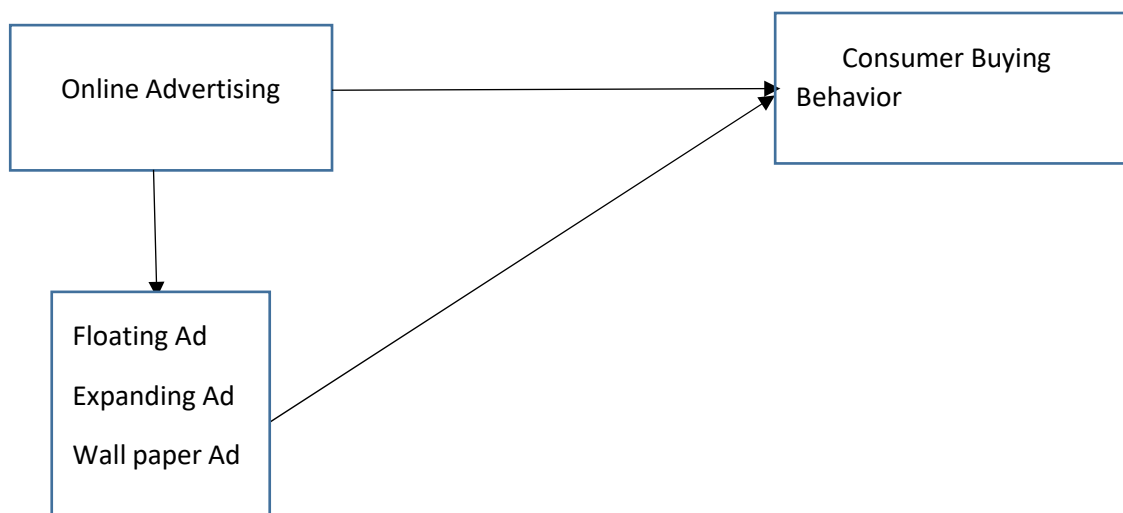
When users click on these advertisements, they enlarge. The advertising no longer increase simply by hovering over links, while some other advertisers still use this technique. The visitor's experience on that website may be ruined because they typically take a long time to download. Well-behaved ad codecs have been created to address this issue by enabling advertisers to offer large file formats without necessitating the weight time for the other pictures on the page (Deshwal, 2016).

**2.2.4 Wallpaper Ads**

- a) Trick Banner: A banner ad that mimics an operating system notification to entice users to click.
- c) Pop-up: A new window that appears in front of an existing window to display a webpage or advertisement.
- c) Pop-under: Similar to a pop-up window, it loads or transmits behind an existing window, preventing the user from seeing it until one or more are closed. (Deshwal, 2016).

**2.2.5 Theoretical Framework**

**Figure No 1: Theoretical Framework**



***H1: Online advertisements and consumer purchasing patterns are closely related.***

***H2: There is a considerable link between floating advertisements and customer purchasing patterns.***

***H3: There is a considerable link between expanding advertisements and consumer purchasing patterns.***

***H4: There is a considerable link between wallpaper advertisements and consumer purchasing patterns.***

### **3. Research Methodology**

#### **3.1 Research Design**

The type of research performed in this study was descriptive. Information collecting is part of descriptive research about occurrences, organizing charts to display them, and then describing the information gathered. It frequently makes use of visual aids like diagrams and outlines to aid readers in understanding the information spreading. This puts web-based spreading in a more favorable light and, as a result, paints a distinctive image of the efficacy and dependability of online advertising and how it affects purchase decisions.

#### **3.2 Sampling Method**

This sample was divided into layers according to each year of research, and suspects were chosen at random from each layer to create the standard sample of 100 for the entire population of online buying consumers. This sampling method was useful since it allowed for the meeting of significant subpopulations and allowed the use of various sample techniques to determine the accuracy of the estimate for various subpopulations.

#### **3.3 Data Collection**

The primary information source was data gained directly from the source of data the researcher expressly collected from respondents (Sekaran, 2013). The sample, which consists of a small number of people from the population, is a subset of that population. The questionnaires are divided into two sections. Collecting respondents' "demographic" information, such as their gender, age, and occupation, was the goal of the first portion. The second section looked customers buying behavior in respect of online advertising.

### **4. Result & Analysis**

#### **4.1 Descriptive Analysis**

The data have been simply described through descriptive analysis and the complete sample is described in terms of fundamental and important criteria, such as age, gender, and work experience. The mean, median, and mode are the descriptive measures that are most generally known. Overall, the descriptive analysis is a straightforward breakdown of the participants' ages, genders, and job histories (Quinn & Shepherd, 1974). 100 people responded in total, including 46 men and 54 women. The- 50 people, on the other hand, are between 30 and 40, while the 16 persons are between 20 and 30. The other responders are all over the age of 40.

**Table No 1: Descriptive Analysis**

		Age limit	Frequency	Percent
<b>Age</b>	Valid	0-30	16	16.0
		30-40	50	50.0
		40 and above	34	34.0
		<b>Total</b>	<b>100</b>	<b>100.0</b>
<b>Gender</b>	Valid	Male	46	46.0
		Female	54	54.0
		Total	100	100.0

#### 4.2 Reliability Test

The outcome's consistency is demonstrated by the reliability test. The factual tool that examines and validates the outcome's audacity is the reliability test. The consistency of the result is continuously taken into account when calculating dependability. If the conclusion can be shown to be relative to a different state, it is considered to be increasingly solid. The reliability test of the instances is analyzed using the SPSS program in unambiguous research.

#### 4.3 Reliability Statistics

**Table No 2: Reliability Statistics**

	Cronbach's Alpha	No. of Items
Online advertising	0.774	3
Consumer Buying Behavior	0.777	3
Floating Ads	0.969	4
Expanding Ads	0.964	9
Wall paper Ads	0.786	5

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### 4.3 Correlation

The relationship is stated as being dependent on the other in measurements and study. In a partnership, there should always be two factors that are interdependent. According to Mukaka (2012), the relationship serves as a tool for analyzing and understanding the connection between the two ongoing components. In order to ascertain the link between Internet Advertising and customer purchasing behavior, a bivariate connection is applied in a significant circumstance.

**Table No 3: Correlation**

		OA	CBB	F Ads	Ex Ads
OA	Pearson Correlation	1	0.591**	0.691**	0.864.
	Sig. (2-tailed)		.000	.000	0.000
	N	100	100	100	100
CBB	Pearson Correlation	0.591**	1	0.673**	.0641**
	Sig. (2-tailed)	0.000		0.000	0.000
	N	100	100	100	100
F Ads	Pearson Correlation	0.691**	0.673**	1	0.845**
	Sig. (2-tailed)	0.000	.000		.000
	N	100	100	100	100
Ex Ads	Pearson Correlation	0.864**	0.641**	0.845**	1
	Sig. (2-tailed)	0.000	0.000	0.000	
	N	100	100	100	100

The relationship's impacts are shown in the table from above. Internet advertising is the free factors and is shown as "OA" in a major table. The estimation of the variable's relationship to itself is always 1. The eco-social worth has featured with two reference bullets (\*\*) in the Pearson connection's two tail tables, where the link is notable on a 0.01 value. The.864 is logically followed by the fulfilment extent of 0.01 (Palpha, which is 0.01), showing how much their online internet advertising depends on consumer buying behavior. Additionally, the eco-social incentive between floating Ads and Expanding Ads is 0.845, which is far beyond the significant level. Additionally, the p-esteem is not exactly the alpha value of 0.01, which it is.

### 4.4 Regression Analysis

One quantitative method for assessing hypotheses is regression analysis. They also provide a concise explanation of the basis for the relationship between the variables. The unidentified variable abbreviated as ( $\beta$ ), a free component, and the deprived variable are typically also included in the regression analysis. (1988, Cleveland).



**Table No 4: Model Summary**

Model	R	R Square	Adjusted R Square	Std. The error of the Estimate
1	0.764 <sup>a</sup>	0.584	0.576	0.87623

**4.5 Predictors: (Constant), OA**

The symbol (R) in the regression table given above indicates the fundamental correlation between the two variables, which in this instance is .764. The value of (R) indicates that the two variables have a strong relationship and are easily understood. Additionally, the R square value, which in this instance is .584, demonstrates the strength of the association between the three variables. The value that was mentioned before is special and shows how closely these variables are related.

**Table No 5: Coefficients**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1.024	0.317		3.234	0.002
CBB	0.759	0.137	0.450	5.546	0.000
F Ads	0.680	0.136	0.406	5.004	0.000
Ex Ads	0.655	0.134	0.401	5.001	0.000

The coefficient table indicates this, regardless of whether or not the independent variables were essentially responsible for the results. Additionally, the significant estimation of value (β) can be used as an illustration of the unstandardized co-efficient. An accompanying method can be used to translate the co-efficient table.

$$\text{Internet Advertising} = 1.024 + 0.759(\text{Floating Ads}) + 0.680(\text{Expanding Ads}) + 0.655(\text{Wallpaper Ads})$$

The notice condition mentioned above shows that there is a strong correlation between the variables. Additionally, the above table demonstrates the strong correlation between Online Advertising, consumer buying behaviour, Floating ads, expanding ads and wallpaper ads.

**Table No 5: Anova**

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	104.640	2	52.320	68.144	.000 <sup>b</sup>
1 Residual	74.475	97	.768		
Total	179.115	99			

a. Dependent Variable: CBB

b. Predictors: (Constant), OA

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The dependent variable's midpoint is shown in the ANOVA table. The estimation of the last part should be less than 0.005 to search for massiveness. The given figure in the aforementioned situation is far below .000, which is amazing and establishes the data.

The hypothesis testing is a statistical method that demonstrates this regardless of whether the assumptions made by the expert are sound or not (Bonnet, 2015). The co-connection and a substantial portion of the co-social characteristics are over the basic two-tail estimation of (0.01\*\*) in the table above, indicating a strong and effective organization between the two variables.

The main characteristic and level of connection with the independent variable and dependent variable, to the extent that it is associated, are defined by the relapse inquiry. The aforementioned ANOVA and regression results amply demonstrate that the variables are strongly correlated.

To explore the sample and hypothesized test techniques, the symbol T-test takes into account the singles performance mean. The inconsistency of the flawed theory is finally resolved by the negative estimation of symbol T, which demonstrates that the worth test mean isn't actually the hypothesized mean. The table described above provides negative T and value estimates. The symbol p's estimation of 000 shows that the affirmation cannot be supported by the empty hypothesis alone.

## 5. Conclusion

Based on findings and literature analysis the study's findings indicate that online advertising had an impact on consumers' purchasing decisions, but some of the respondents also had an impact. The advertiser needs to understand the psychological aspects of the target audience. Online advertising has a positive impact on consumers' purchasing habits. A potent combination of factors influences a consumer's purchasing decisions on the internet. Through a variety of marketing strategies, internet advertising can raise a company's revenue and GDP. In addition, the connection between the independent and dependent variables suggests that the consumer made a decision before buying the commodity. Internet advertising has therefore increased the company's revenue through online sales. The advertiser needs to concentrate on online advertising strategies that work.

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