



DECRYPTING THE IMPACT OF ONLINE MARKETING ON CONSUMER PURCHASE PATTERNS IN FAISALABAD, PUNJAB

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Abstract

Advertisers now expect online advertisements will surpass TV, print, and other traditional forms of advertising by billions in the next years. Given how quickly technology is developing, the internet appears to be a necessary first step for most customer needs. Internet marketing promotes shopping, entertainment, communication, and information research. It serves as a solution for all of their needs. Through a case study of Faisalabad district, Punjab, the effectiveness of online advertising on customer purchasing behaviour was investigated in this research study. The study aimed to examine the relationship between online advertisements and purchasing decisions, define the effectiveness of online advertisements based on awareness levels and design, and establish the consistency of online advertisements through memory. The study aimed to examine the relationship between online advertisements and purchasing decisions, define the effectiveness of online advertisements based on awareness levels and design, and establish the consistency of online advertisements through memory. Using a case study research design, the investigation is carried out. The respondents from the district of Faisalabad were the target population. 470 respondents were chosen for the study using a simple sampling procedure in the Faisalabad district. Questionnaires were used to collect the primary data. While quantitative data was assessed using descriptive statistics and SPSS, qualitative data was assessed through content analysis. To determine how the variables related to one another, regression analysis was performed. The information was presented as percentages, means, standard deviations, frequencies, and tables and graphs. Because of its multiform usage, the research demonstrated the effectiveness of online advertisements in terms of reach and awareness building. Online marketing has a crucial role in influencing consumer purchasing behaviour because of their significant relevance to customers' purchase decisions.

Keywords: Awareness, Buying Decision, Memory, Online marketing, Purchase Behaviour

Introduction

Due to its remarkable soft features and connectivity, the internet has greatly increased its users and function globally. The internet is a very useful tool for communication, entertainment, information collecting, electronic learning, and e-commerce (Kiang et al., 2000; Kreutzer, 2016). Significant changes have occurred, and the internet has a significant impact on daily life. Because the internet allows businesses to produce an infinite variety of items to all consumers worldwide from anywhere, it has completely revolutionized the way individuals go about their daily lives. The internet has emerged as a



medium for advertisements. Many businesses are shifting to using the Internet to advertise their products and services; worldwide, the Internet is regarded as the most significant straight advertising channel (Chaffey & Smith, 2022; Kreutzer, 2016).

Companies have been investing large sums of money in online advertising in an effort to increase profits (Chaffey & Smith, 2022). It is assumed that consumers use the internet more to research various products and services and obtain data. A number of factors help consumers remember online content; consumers must choose the commercial theme they want to view (Piranda et al., 2022). The internet has given consumers access to an infinite array of goods and services from companies around the world, and it has also reduced the amount of time and energy needed for purchases (Setiawan et al., 2022). Customers in the Faisalabad district are primarily used as a source for facts and figures by promoters through traditional advertising methods.

However, as a result of technological advancements, particularly in the internet, marketing strategies have emerged that offer exceptional opportunities for electronic salespeople connected to consumers to focus on electronic environments, promote pro-active purchasing, spur recent advancements, and expand their market share. Online advertising has become more significant than offline advertising both locally and globally. Even though outdoor advertising is increasing, it declines at the same rate as online advertising. In this research study, academics aim to investigate the relationship between online advertisements and consumer purchasing behaviour. To this end, consumer samples from the Faisalabad district are used to investigate the relationship between online advertisements and consumer purchasing behaviour in relation to other variables such as purchase decision, consumer awareness, and recall of online ads.

Research Problem

With the help of the internet, people can now obtain information, shop, find entertainment, and fulfil all of their needs and desires. The internet has become a vital resource for customers seeking facts and figures on any topic. Online marketing effectively convey relevant information to entice consumers to make purchases by showcasing products and quotations. The number of users of information technology is approaching three billion worldwide, and its rapid advancement is creating new revenue streams for profit. The number of people using the internet is increasing daily, and in order to have greater internet connectivity, they are utilising additional devices like mobile phones. Remember online marketing. The issue is that, although research indicates that there are more people using the internet these days and that they spend their time engaging in personal activities, users' attention is also being drawn to online advertisements, banners, and other content. The most important factor is the degree to which users retain information; this indicates whether or not they remember. Researchers find out how consumers remember online advertisements and how they become aware of them.

Research Objectives

The following goals of this research study serve as the foundation for future investigation:

- i. To characterize the connection between online advertisements and consumer purchasing behaviour.
- ii. To convey the relationship between online advertisements and consumer choice in goods and services.
- iii. To evaluate how well online advertisements contribute to the development of consumer awareness.
- iv. To gauge online advertising by analysing ad recall.

Literature Review

Online advertising "began in 1994 when Hotwired, the electronic equivalent of a stylish wired magazine, began a website with the help of some promoters who hired banner advertisements and fixed them all over the places. Web advertisements, as defined by Wikipedia in 2012, are a type of advertising



campaign that uses the internet and websites to offer promotion information and invite customers. Wikipedia lists interstitial ads, banner ads, email marketing, blogs, and contextual ads on search engine results pages, special networking advertisements, rich media ads, and more as examples of online marketing types. The internet is a channel for advertisements, as stated by Belch and Belch (2018). They noted that there are many different types of online advertisements, such as interstitials and banner ads. Push technologies, floating advertisements, sponsorships, pop-ups, etc.

In (1997), Gordon and De Lima-Turner argued that online advertisements should be seen as a kind of shared humanity between advertisers and internet users. According to Choi and Rifon (2002), there has been a slight fluctuation in the revenues from online advertisements, indicating that the internet is a viable and effective alternative to traditional channels for advertising. The sharp increase in online advertisement revenues further supports the sustainability of online advertising worldwide. According to McMillan, Hwang, and Lee (2003), the online commercial highlights a crucial element that is typically absent from traditional commercial advertising. Numerous websites that are utilised for business purposes aid in the dissemination of product information and advertisements. Additionally, the website offers an unparalleled opportunity to link a wealth of information targeted at multiple beneficiaries, something that was not even possible when commercial promoters were constrained by time constraints. Internet usage thus has an impact on expanding and improving the opportunities for commercial advertising.

As per Korgaonkar, Silverblatt, and O'Leary, (2001), there are significant differences between men and women in different ways. It has been observed by Korgaonkar, Silverblatt, and O'Leary, (2001) that men exhibit more positive attitudes and beliefs about online advertisements than do women. Additionally, men use the internet more frequently than women do for shopping, and they also use it more frequently for entertainment than women do.

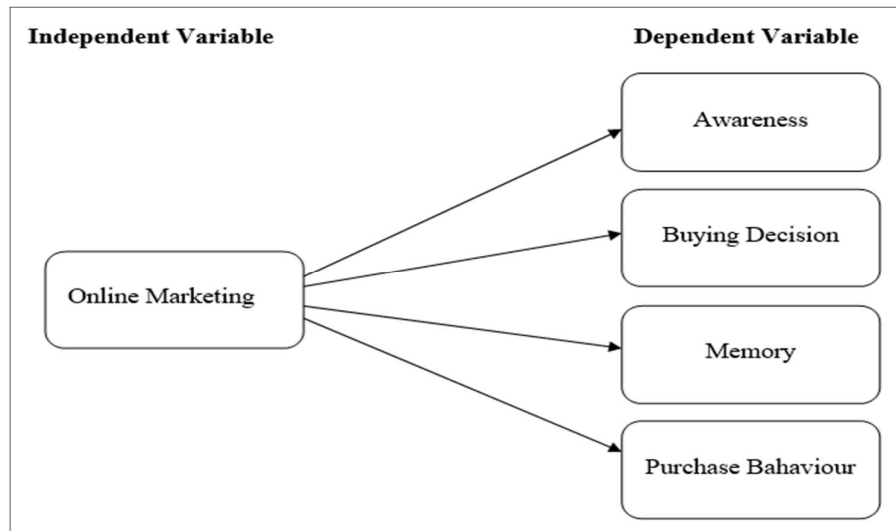
Online advertisements consist of a variety of commercial content, ranging from billboards and banner ads to layouts that are different forms of traditional advertisements such as commercial websites on the internet (Schlosser, Shavitt, & Kanfer, 1999). According to Mathew, Ogedebe, and Ogedebe (2013) analysis, internet tools and interactive equipment likely prepared it for making advertisements that were more specific, even more particular, in that advertising is a practise that buyers contribute to and more involved with. Payment gateways are online systems that let companies take payments from clients online. They move money to the company's bank account and process transactions safely. A few well-known examples are Amazon Pay, Stripe, and PayPal. Businesses can accept multiple payment methods, including digital wallets, debit cards, and credit cards, by integrating with a payment gateway. Customers will find this more convenient, and the likelihood of cart abandonment will decrease (Asif, 2022).

Rodgers and Thorson, (2000) also noted that they recognise already related to usual advertisement is related to online advertisement... additional stipulations of task and arrangement are essential, as are other difficulties of interactivity and more nearness for fact presented through internet. Banner ads are usually diverse from abundant media advertisement, in that they commonly associate strong influence with highly interactive and video form, according to Li, Daugherty, and Biocca (2002).



Figure 1

Theoretical Framework



Research Methodology

The present study employs a quantitative research methodology to examine the correlation between online advertisements and consumer purchasing behaviour. It involves gathering data that expresses phases, which is then classified, presented, defined, and shown. Regression and correlation analysis are used to support the research hypothesis.

Research Design

To favour the research samples, the convenient data sampling method was implied. 470 Likert-type scale surveys were used in the study, and the Faisalabad district served as the sample to represent the population of consumers. Convenient sampling is done using online users with varying statuses, genders, ages, and levels of education.

Data Collection

The use of primary data is the main emphasis of this study. The research tool, a questionnaire, was adapted and modified (Abiodun, 2011; Osewe, 2013). The 470 respondents were sampled from the Faisalabad district and were found outside stores, inside libraries, outside of classrooms, in various markets, and at various recreation areas. The questionnaire was collected using a structured Likert type. After being filled out by those who answered right away, the managed questionnaires were received, and these comments were further examined. The questionnaire consists of thirty questions with the choices disagree, strongly disagree, agree, strongly agree, and neutral. As a result, respondents are given instructions, prepared to fill out the questionnaire, and asked to look into the questions further to learn more details about the research study.

Data Analysis

In order to establish the validity of an online advertisement regarding customer purchase behaviour, research was conducted using two different scales: ordinal and nominal. The relationship between the online advertisement and customer purchase behaviour was also investigated using an interval scale. Also used in the interpretation of the data are descriptive statistics. To better understand the data, statistical techniques such as the standard deviation and other important techniques are applied. The researcher collected the data, made the necessary corrections, and further codified it in accordance with



the feedback in order to analyse any logical irregularities. Using the data from this study, correlation analysis techniques in SPSS are used to measure the relationship between various variables.

Regression Analysis

Online marketing campaign Features have a favourable and substantial impact on the purchasing decisions made by customers. CPB is a dependent variable. The aforementioned table makes it evident that the significance value is 0.000, which is less than 0.05. Therefore, the research model is statistically significant in observing the impact of online marketing on consumer purchasing behaviour. The significance level, 3.23, is represented by the value of F at 5%. However, the F value in this table (number 02) is [8.54], which is higher than the significant value of the F and indicates that the research model as a whole is acceptable.

Table 1

ANOVA (Regression OM and CPB)

Table with 6 columns: Model, Sum of Squares, df, Mean Square, F, Sig. It contains data for Regression (1, 3.435, 1, 1.572, 8.56, .000a) and Residual (398, 10.308, 2.731).

Predictors: (Constant),OM

Dependent Variable: CPB

The aforementioned table makes it evident that the significance value is 0.000, which is less than 0.05. Therefore, the study model is statistically significant in evaluating the impact of online advertisements on consumer purchasing behaviour. The significance level, 3.23, is represented by the value of F at 5%. However, the F value in this table is 8.56, which is higher than the significant value of the F and indicates that the study model as a whole is acceptable.

Table 2

Coefficient of Determinant (OM and CPB)

Table with 6 columns: Model, Unstandardized Coefficients (B, Std. Error), Standardized Coefficients (Beta), T, Sig. It shows coefficients for (Constant) and OM.

Dependent Variable: CPB

The purpose of the regression study was to ascertain how internet marketing affected the dependent variable (CPB). The results indicate that the independent variable has a positive influence on the dependent variable, which is 0.815, with a significance level of 0.000.

As far as the hypothesis which states that "Online marketing is positively associated with purchasing behaviour decision".

Table 3

ANOVA of the Regression (OM and PD)

Table with 6 columns: Model, Sum of Squares, df, Mean Square, F, Sig. It contains data for Regression and Residual.



1	Regression	4.504	1	1.504	6.86	.003 ^a
	Residual	8.981	398	2.113		
	Total	13.485	399			

Predictors: (Constant), OM

Dependent Variable: PD

Given that the significance value of 0.003 is less than or equal to 0.05, the study model is considered significant for elucidating the influence of internet marketing on purchase decisions. Given the F crucial (value = 6.86), the study model is not deemed unimportant.

Table 4

Coefficient of Determinant (OM and PD)

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

Dependent Variable: CA

Dependent Variable: PD

Regression analysis was used to assess how internet marketing affected the dependent variable, purchasing decision (PD). The independent variable has a positive influence on the dependent variable since its value is 0.776, and the results show that the significance level is 0.003.

In our study, H3 is “Online marketing is positively associated with creation of awareness”.

Table 5

ANOVA of the Regression (OM and CA)

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

Predictors OM

Dependent Variable CA

Regression analysis's significance value is 0.001, which is less than or equal to 0.05, indicating that the research model is appropriate for assessing how internet marketing affects consumer awareness. Given that the F critical value is 5.21, it may be concluded that the research model is appropriate.

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		



1	(Constant)	2.889	.973		7.416	.000
	OM	.632	.049	.103	8.659	.002

Table 6
Coefficient of Determinant (OM and CA)

Regression analysis was performed to determine how online marketing, an independent variable, affected the dependent variable, consumer awareness (CA). Because the independent variable's value is 0.723, the results show that the dependent variable is positively influenced by the independent variable, with a significance level of 0.004. Recall of online advertisements is positively and significantly correlated with online marketing.

Table 7
ANOVA of the Regression (OM and R)

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

Predictors: (Constant), OM
Dependent Variable: R

Regression analysis's significance value is 0.005, so the outcome in figuring out how online marketing affects recall ads during shopping is acceptable. Given the F critical (value = 9.43), the significance of the research model is demonstrated.

Table 8
Coefficient of Determinant (OM and R)

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

Measured regression analysis was used to see how OM affected the dependent variable (R). Because the independent variable's value is 0.632, the results show that the dependent variable is positively influenced by the independent variable, with a significance level of 0.002.

Conclusion

The primary objective of the study is to assess the influence and efficacy of online advertisements on consumer purchasing behaviour using a sample of customers chosen from the Faisalabad district. Following research analysis, the study came to the conclusion that regression analysis tables, which is more than 80%, shows a strongly positive impact and effectiveness of online advertisements on consumer purchasing behaviour. Tables further demonstrates the strong positive correlation between online



advertisements and consumer purchasing behaviour, with a value of (.188**). Researchers are also attempting to determine the impact of online advertisements on consumers' decisions to buy, specifically how these advertisements affect the decision to buy any good or service.

Regression analysis is used by residents of the chosen area to gather the data, which is displayed in Table 34 with a beta value of 0.776, indicating a significantly positive influence of online advertisements on purchase decisions. It is evident from the correlation with value (.016) that the purchase decision variable and online advertisements have a positive relationship. This study also examines the relationship and effects of online advertisements on consumer awareness and recall. Positive correlations between online marketing and consumer awareness and recall are shown by correlation values of (.060) and (.069), respectively. The results of regression analysis show that online advertisements have a positive effect on consumer awareness and recall, with beta values of 0.723 and 0.632, respectively.

Despite the wide range of internet users and their close interactions with various online ads, some consumers were able to recollect the online advertisements they had previously seen. Initiatives for internet advertising are being implemented in the targeted markets to increase product purchases.

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