

**T.C.  
ISTANBUL AYDIN UNIVERSITY  
INSTITUTE OF GRADUATE STUDIES**



**IMPACT OF ONLINE ADVERTISEMENT AND BRAND AWARENESS ON  
CUSTOMERS' BUYING BEHAVIOUR: A CASE STUDY OF ISTANBUL**

**MASTER'S THESIS**

**Arzo QADERI**

**Department of Business  
Business Administration Program**

**JULY, 2022**



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Business Administration Program**

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**JULY, 2022**

**APPROVAL PAGE**

## **DECLARATION**

I Arzo Qaderi, hereby declare the information under the title of “Impact of online advertisement and brand awareness on consumer buying behaviour”, which I submitted as a master thesis, was collected and presented in compliance with the academic principle and ethical conduct. I further clarify that the work and the materials I have benefited from have been properly cited and referenced, as required by these rules of conduct.

Arzo QADERI

## **FOREWORD**

First, I am grateful to Almighty Allah for granting me the knowledge and my family for their sacrifices, guidance, and endless support on my journey of writing this thesis. Secondly, I would like to express my heartfelt gratitude and admiration to my academic supervisor, Asst. Prof. Dr. Vedat ULUSOY, for his guidance and encouragement which enabled me to complete this work. In addition, I would like to thank all my friends who played significant role in clarify the contexts and making me grasp the subject and apply it professionally in my thesis.

July, 2022

Arzo QADERI

# **IMPACT OF ONLINE ADVERTISEMENT AND BRAND AWARENESS ON CUSTOMERS' BUYING BEHAVIOUR: A CASE STUDY OF ISTANBUL**

## **ABSTRACT**

Online advertising is considered a marketing approach that involves using the internet to get website traffic and deliver marketing messages to the target audience. Likewise, Brand awareness refers to consumers' familiarity with a particular product or service. This research aims to study and compare the impact of online advertising and brand awareness on consumers' buying behavior. Practical research was conducted to comprehend better the effect and needs of online advertising and brand awareness. The data were gathered through structured questionnaires, and the surveys were distributed to individuals living in Istanbul city of Turkey. The data from 313 respondents were collected in a month from June 2022 till July 2022. The statistic was analyzed using IBM SPSS version 23, and the results were outlined with the help of charts and diagrams. The research discovered that online advertising and brand awareness impact consumers' buying behavior. Likewise, with the help of the study, the relationship between the demographical traits of respondents and their buying behavior was also determined. Where demographical factors such as age and material status significantly impact consumers' buying behavior, Occupation and education do not affect consumers' buying behavior. Moreover, the study includes highlights and recommendations for future research.

**Keywords:** Online Advertisement, Brand Awareness, Buying Behaviour

# ÇEVİRİMİÇİ REKLAM VE MARKA BİLİNİRLİĞİNİN TÜKETİCİLERİN SATIN ALMA DAVRANIŞLARI ÜZERİNDEKİ ETKİSİ: İSTANBUL VAKA ÇALIŞMASI

## ÖZET

Çevrimiçi reklamcılık, web sitesi trafiğini almak ve hedef kitleye pazarlama mesajları iletmek için interneti kullanmayı içeren bir pazarlama yaklaşımı olarak kabul edilir. Benzer şekilde, Marka farkındalığı ise tüketicilerin belirli bir ürün veya hizmete aşinalıklarını ifade eder. Bu araştırma, çevrimiçi reklamcılığın ve marka farkındalığının tüketicilerin satın alma davranışı üzerindeki etkisini incelemeyi ve karşılaştırmayı amaçlamaktadır. İnternet reklamcılığının ve marka bilinirliğinin etkisini ve ihtiyaçlarını daha iyi anlamak için uygulamalı araştırma yapılmıştır. Veriler yapılandırılmış anketler aracılığıyla toplanmış ve anketler Türkiye'nin İstanbul ilinde yaşayan bireylere dağıtılmıştır. Araştırma analizinde kullanılmak üzere 313 katılımcıdan veri toplandı. IBM SPSS (23) programı kullanılarak analiz yapılarak sonuçlar değerlendirilmiştir. Araştırma, çevrimiçi reklamcılığın ve marka farkındalığının tüketicinin satın alma davranışını etkilediğini tespit edildi. Ayrıca araştırma yardımıyla, katılımcıların demografik özellikleri ile satın alma davranışları arasında yaş ve evlilik durumu etkili olduğu tespit edilmiştir. Araştırmanın pratikteki uygulamaları birlikte gelecekteki araştırmalar için öneriler de çalışmada tartışılmıştır. Yaş ve evlilik durumu gibi demografik faktörlerin tüketicilerin satın alma davranışını önemli ölçüde etkilediği, fakat meslek ve eğitim tüketicilerin satın alma davranışını etkilemediği tespit edilmiştir. Ayrıca, çalışmada gelecekteki araştırmalar ve yöneticiler için ve öneriler sunulmuştur.

**Anahtar Kelimeler:** Çevrimiçi Reklamcılık, Marka Bilinirliği, Satın Alma Davranışı.



## TABLE OF CONTENT

<b>DECLARATION</b> .....	<b>i</b>
<b>FOREWORD</b> .....	<b>ii</b>
<b>ABSTRACT</b> .....	<b>iii</b>
<b>ÖZET</b> .....	<b>iv</b>
<b>TABLE OF CONTENT</b> .....	<b>v</b>
<b>ABBREVIATIONS</b> .....	<b>viii</b>
<b>LIST OF TABLES</b> .....	<b>ix</b>
<b>LIST OF FIGURES</b> .....	<b>x</b>
<b>I. INTRODUCTION</b> .....	<b>1</b>
A. Background of the research.....	1
B. Statement of Problem.....	3
C. Aims and Objectives .....	4
D. Research Questions .....	4
E. Implication of Research .....	5
<b>II. LITERATURE REVIEW</b> .....	<b>6</b>
A. Introduction .....	6
B. Online Advertisement .....	6
1. Benefits of Advertisement .....	9
2. Types of Advertisement .....	11
C. Brand Awareness .....	13
1. Achieving Brand Awareness.....	15
2. Factors Influencing Brand Awareness .....	17
3. Consumer Preferences Towards Brands .....	17
D. Consumers' Buying Behavior .....	18
1. Types of Buying Perspectives.....	20
2. Factors that Influence Consumers' Purchase Decision .....	22
3. Five Stages of the Purchase.....	23
4. Factors Influencing Consumers' Buying Behavior.....	25

5.	Types of Buyers .....	27
E.	Relationship Between Online Advertising and Consumers' Buying Behavior 28	
F.	How Does Advertising Affects Consumers .....	28
G.	Advertising & Brand Awareness .....	29
H.	Demographic Factors Affecting Consumers' Buying Behavior .....	30
<b>III.</b>	<b>RESEARCH METHODOLOGY .....</b>	<b>33</b>
A.	Introduction .....	33
B.	Research Design.....	33
C.	Theory of research.....	34
D.	Conceptual framework and hypothesis .....	34
E.	Population and Sampling Method.....	35
F.	Data Collection Instrument .....	36
G.	Statistical Techniques.....	37
H.	Ethical Consideration of the Research .....	37
<b>IV.</b>	<b>ANALYSIS AND DISCUSSIONS .....</b>	<b>38</b>
A.	Introduction .....	38
B.	Demographical patterns of respondents .....	38
C.	Mann Whitney and Kruskal Wallis tests for demographic groups comparison .....	39
D.	Descriptive Statistics.....	41
E.	Factor Analysis .....	44
1.	Exploratory Factor Analysis .....	44
2.	Confirmatory Factor Analysis.....	47
F.	Reliability Assessment (Cronbach Alpha Test).....	49
G.	Multivariate Assumptions .....	50
H.	Normality Assessment .....	50
I.	Multi-Collinearity analysis .....	51
J.	Outliers and Influencers .....	52
K.	Correlation analysis.....	53
L.	Regression Analysis for Hypotheses Testing.....	53
M.	Hypothesis Results Summary .....	56
<b>V.</b>	<b>CONCLUSION AND RECOMMENDATIONS .....</b>	<b>57</b>
A.	Conclusion .....	57

B. Limitations and Recommendations for Future Researchers and Business Management.....	59
<b>VI. REFERENCES.....</b>	<b>61</b>
<b>EKLER.....</b>	<b>70</b>
<b>RESUME.....</b>	<b>72</b>

## **ABBREVIATIONS**

<b>BA</b>	: Brand Awareness
<b>CFA</b>	: Confirmatory factor analysis
<b>CR</b>	: Composite Reliability
<b>EFA</b>	: Exploratory Factor Analysis
<b>ES</b>	: Event Sponsorship
<b>MSV</b>	: Maximum Shared Variance
<b>NGO</b>	: Non-profit Organizations
<b>OA</b>	: Online Advertisement
<b>VD</b>	: Video Advertisement
<b>WB</b>	: World Bank
<b>WOM</b>	: Word of Mouth
<b>WWW</b>	: World Wide Web

## LIST OF TABLES

Table 1. Web and internet advertising effectiveness between 2009 and 2019 .....	8
Table 2. Factors influencing consumer purchase behavior.....	22
Table 3. Demographics of population.....	38
Table 4. Mann Whitney test.....	40
Table 5. Kruskal Wallis test.....	40
Table 6. Descriptive statistics, Skewness and Kurtosis .....	41
Table 7. (KMO) and Bartlett's Test of Sphericity .....	45
Table 8. Exploratory factor analysis EFA.....	45
Table 9. Exploratory factor analysis EFA (Continued) .....	46
Table 10. CFA model fit results and interpretation.....	48
Table 11. Validity assessment.....	48
Table 12. Reliability Assessment (Cronbach alpha test) .....	50
Table 13. Multi-Collinearity analysis results .....	52
Table 14. Correlation results .....	53
Table 15. R Square table .....	54
Table 16. The Regression Analysis for Hypotheses Testing results.....	55
Table 17. ANOVA table .....	55
Table 18. Hypothesis Results Summary .....	56

## LIST OF FIGURES

Figure 1. The five values influencing consumer choice .....	20
Figure 2: Five stages of Purchases Process.....	23
Figure 3. Conceptual Framework.....	34
Figure 4. Sample size & Margin of Error. ....	35
Figure 5. CFA model .....	49
Figure 6. Normality Assessment.....	51
Figure 7. Outliers and influencers Assessment.....	52

# **I. INTRODUCTION**

## **A. Background of the research**

The globalization era has significantly influenced the paradigm shift in all areas of conducting business. Moreover, the removal of geographical boundaries via the emergence and access of the internet by most individuals around the world has entered the business operations into a new era. To survive, businesses need to strive not just nationally but internationally. Thousands of companies come to live each year and start operating in different areas. The more interaction, the higher the competition and the fewer chances of survival. Therefore, the business world requires the companies to be more creative and attractive and to have a competitive advantage to stand on the top. The rise of technology and media development has created a variety of communication networks where businesses can reach out to the targeted consumer in different geographical areas to introduce products. Companies need to have constant contact with the consumers to gain the primary objective of survival and reach their desired goals. Consumers are the leading market component; they are constantly bombarded with various products offered by multiple companies, which overwhelms them. Indeed, their primary goal is to fulfil their needs and wants as much as possible. Here the marketing skills of companies play a significant role in impacting the decision and analysis process of the consumer in terms of selecting the company to buy their needed products. Moreover, the marketing skills of companies depend on the way of communicating the benefits of the products. Also, (Murad, 2019). suggests a study of consumer behavior required for the marketer and advertisers to know how consumers choose their goods and services and the factors influencing their choice.

Advertising, shortened to an ad, is the promotion of a product, brand, or service to an aware consumer about the existence of a product or service with a specific quality that addresses the need of the consumers. In short, it attempts to influence the buying behavior of consumers. The conventional form of advertisement gave its place to the electronic ad in the 20th century. In the electronic advertisement,

the ideas are advertised through different websites, social media, and pop-up advertising, making them more enthusiastic and attractive to consumers (Ankia, 2014).

The internet era has forced advertisers to focus more on online advertisement than ever before. Online advertising delivers advertisements to internet/online users via websites, email, ad-supporting software, and smartphones. Online promotion has been overgrown in the last decades (Bakhsi & Gupta, 2013), and is used as a medium to convey the message (Ankia, 2014), and to make the services and the products recognized globally. 1994 was the rise of online advertisement, where Hot Wire sold the first banner on the company site. Later, online advertising became a key factor via which the company achieved a fair amount of its. Online advertisements are presented visually and are more feature-oriented, which brings feelings of enjoyment to consumers. Which has completely given a new trend in the marketing process of the companies and facilitates them to present their services and products globally (Srivastava, 2012). The popularity and importance of online advertisement grow daily as the number of people are using internet services and spending the most of their time online each day, making companies more focused on it than ever before.

Based on research in this paper, the more people spend online, the more there is a probability of confronting online advertisements. According to reaches, online advertisement has both advantages and disadvantages; amongst the benefits of it would be the ability of it to measure the success (the number of times consumers have seen the ads), measure sales (number of times consumers have purchased), and measure opinions (comments put by consumes regarding the product). Regularly observing and assessing them helps companies know where it stands in the market. to last in the business, it is required to build a strong brand and create brand awareness.

Brand awareness is the elementary stage of the brand learning process concerning identifying and presenting the brand's name. It has become an important variable that plays a vital role in consumers' perception intention. It affects consumers' decision-making when they buy something they consider a brand (Shahid, Hussain, & Zafar, 2017). Consumers with better and more knowledge of the brand tend to be more assured and are willing to purchase it. On the other hand, consumers with insufficient knowledge about a brand and its qualities are less likely



to enter into the purchase process of that specific brand (Keller, 1993). According to previous studies, buyers usually favor purchasing the products that have known and familiar brands. Because, for them, such products have better qualities than those that are less known and familiar to consumers (Desai, Kalra & Murthi, 2008; das, 2015; Calvo-Porrall & levy- Mangin, 2017). Also, products having higher brand awareness will get a higher market share in terms of selling's, growing the number of customers who volunteer to pay for them (Shahid, Hussain, & Zafar, 2017). Therefore, creating a solid and competitive brand in the perceptive of customers has become a vital priority factor in the organizational environment. Due to the massive impact of brand on consumer decision-making, brand management teams find it necessary to create brand awareness to maximize the profit of organizations (Boicu, Cuz, & Karamanos, 2015).

## **B. Statement of Problem**

Firms, persons, and households can be referred to or identified as consumers who benefit from the goods and services of the business organizations. The personality of consumers specifies the need and patterns of purchasing the products. Besides, Internet marketers are facing a challenge concerning targeting and segmenting the internet users in terms of number. Consumers complained about the product's authenticity, and the ordered product was not delivered as shown in the advertisement. Online advertising, often called different names of web advertising, internet advertising, and online marketing, is a marketing process that utilizes the internet to deliver promotional and commerce news and information to the customers (Kano & Nigeria, 2018). At the same time, Brand awareness is a marketing effort describing the capacity of consumers to identify the product and service; it helps consumers get aware of the offer's solution to a problem and the best quality in the form of products and services a company makes. Many authors have researched the effectiveness of online advertisement and brand awareness on the consumer purchase decision process. According to the data available, the population of Istanbul comprises diverse nationalities, ethnicities, cultures, and religions. The diverse background of people has affected their choices. That is why it is crucial to comprehend and explore consumers' purchase behavior before selling the product and services. Understanding and analyzing individual buying behavior is crucial

before developing and marketing the product. Therefore, marketers must look according to the consumers' point of view. to better sell and have competitive advantages in the market. Marketers must always see the demands and situations from the consumers' point of view. Despite these, whether online advertising and brand awareness effectively influence targeted consumers in the current market is the critical query that the marketers will explore.

### **C. Aims and Objectives**

At the beginning of their projects, companies allocate projected specific amounts as expenses for their advertisement of products to inform others about the existence and benefits of the products produced by them. They use advertising not just to grab consumers' attention, but also to expand the cycle of their consumers. This study is conducted to analyse how online advertisement and brand awareness impact consumers' choices of the products and influences their purchase intention. Moreover, clarify tools having numerous effects and means having a more negligible effect on the population of Istanbul via which companies can understand weaknesses and strengths in their marking policy. Not just in this research, the data gathered are based upon the answers provided by the customers living in Istanbul but also this study digs into the different factors of online advertisement and brand awareness techniques that help and affect the purchase decision of consumers. To sum up this research paper will deal with the aims and objectives mentioned below:

to determine the relationship between OA and consumers' buying behavior.

to determine the relationship between BA and consumers' buying behavior.

### **D. Research Questions**

In order to obtain the aims and objectives mentioned above, the following hypothesis will be tested:

H1: Online advertisements have a positive impact on consumers' buying behavior.

H2: Brand awareness has a positive advertisement on consumers buying behavior.

H3: Demographical factors have a positive impact on consumers' buying behavior.

H3a: Occupation has a positive impact on consumers' buying behavior.

H3b: Age has a positive impact on consumers' buying behavior.

H3c: Education has a positive impact on consumers' buying behavior.

H3d: Material status has a positive impact on consumers' buying behavior.

#### **E. Implication of Research**

The study and findings within this research paper will be helpful for all the marketers to understand the criteria for considering online advertisement and how the modern type of advertising (online ad) influences consumers in shaping their views regarding the products. Moreover, it helps them realize the importance of a brand and understand the foundation of creating a solid brand. Because to increase brand awareness, it is needed to identify factors influencing brand purchase and sources of brand awareness for the products. This study is carried out to examine factors influencing brand awareness and their impact on the consumers' purchase decisions as well. Also, this study serves as reference material for the students who wish to conduct a similar study.

## **II. LITERATURE REVIEW**

### **A. Introduction**

The primary purpose of this chapter is to conduct a theoretical analysis of the most recent literature on online advertisement and brand awareness on consumers buying behavior. This chapter briefly describes the definition of advertising, online advertisement, types of online advertisement, benefits, and advantages of it. Moreover, shed light on brand definition, brand awareness, and impact of demographical on consumers purchases decision.

### **B. Online Advertisement**

Before reviewing the history of social marketing, it would be very significant to have a brief explanation of the concept of social marketing. The Internet is considered a fundamental and powerful advertising medium. Since it provides better and advanced format variety, storage, and relationship, it is considered to be more influential than the traditional form of media. Likewise, it is the only medium that owns interactivity features so far. The Internet creates many advanced unique contact possibilities and potentials that were impossible to achieve previously due to the limitation of media technologies. It is a huge medium of communication that communication via a medium by a person and group people is transferred to a major target people" Since it is known that the internet user is large in number, the message is reached the targeted consumer in the least time.

Moreover, besides getting information about products and services, consumers also can have their required products and services right in their homes. They can access e-books and download videos and kinds of music where traditional advertisement cannot provide the consumers with these types of facilities. therefore, it can be said that the emergence of the Internet enables customers to interact instantly with vendors worldwide. The characteristics of online advertising, such as the broader range of online commerce, various communication channels, and web

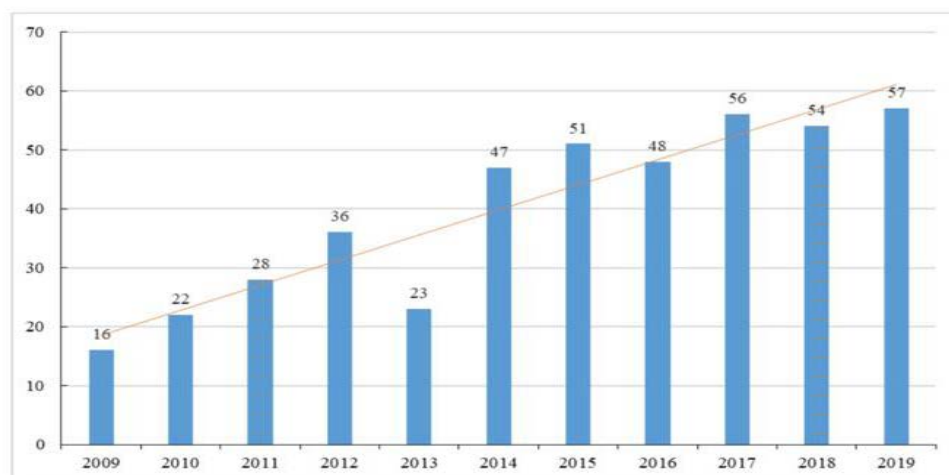
mechanisms delivering services and promotional marketing techniques, make it superior compared to traditional marketing techniques (Yadav & Singh, 2020). Advertising is the most famous method of broadcasting information about the produced product and the firms' brands. For a very long time, the promotion of the product has played an essential role in creating and spreading awareness. An online advertisement is a form of communication intended to deliver information to internet users through contextual ads, banner ads, email networks, and so on (Gaurav & Surender, 2013). Moreover, it persuades viewers and listeners to purchase or take necessary action regarding a product or service (Choudhury, 2015). Online advertisement can be presented to the targeted audience in any form of digital content and can be delivered by any medium. That is why it is not just considered as the central place for the marketers for the compaigne of the products (Bergemann & Bonatti, 2011). According to an estimation, Marketers were spending around 333.25 billion US dollars worldwide on online advertisement, which was more than half of 563.02 billion US dollars assigned to all kinds of promotions and advertising in the same year.

Furthermore, it is predicted to increase within the coming ten years (Barnad, 2019). Besides allowing marketers to advertise better and target audiences, contemporary advances in online advertisement and information technology have enabled them to fastly customize advertisements and ads-related information compared to traditional media platforms (Guixeres et al., 2017; Roy, Datta, & Basu, 2017). This way, companies can reach their target objectives of boosting sales, ads, and brand recall upon successfully implementing online advertising campaigns (Breuer & Brettel, 2012; Edelman, Ostrovsky, & Schwarz, 2007; Guixeres et al., 2017).

Similarly, rapid progress in information technology has enabled marketers to gather and analyze data about former purchase patterns and views of former consumers. It has also allowed them to observe and analyze the buying behavior and purchase pattern of the current consumers daily (Segijn, 2019). also has improved the timing and sequence of ads consumers are confronted with (Bleier & Eisenbeiss, 2015), guiding marketers to be more precise in targeting ads (Boerman, Kruikemeier, & Zuiderveen Borgesius, 2017). nowadays, marketers can quickly expand the effectiveness of online advertising activities and spread their messages and campaign

activities to their targeted audience via the utilization of unique artificial intelligence algorithms and customer monitoring devices (Kietzmann, Paschen, & Treen, 2018; Lejeune & Turner, 2019). As a result, the praise is shown to the 'last click,' managing the impact of previous advertising activities (Kireyev, Pauwels, & Gupta, 2016). In a context where consumer behavior stays stochastic (Berman, 2018) based on the statistical data collected, the percentage of marketers who fail to utilize behavioral data for monitoring online targeting reaches 76% (Heine & Heine, 2019). According to Brettel et al. (2009), marketers seek to evaluate the intention and preference of consumers to produce ads in various places and countries better and appropriately. Consequently, the increasing influence and impact of online ads on business performance have recently attracted the attention of considerable scholars. Figure 1 shows an increasing number of publications in recent years.

Table 1. Web and internet advertising effectiveness between 2009 and 2019



Source: Web of Science

Online advertisement is considered a recent evolution in the marketing aspects of the business. The first classic banner advertising was published on a website in 1994 (Ha, 2008; Spilker-Attig & Brettel, 2010). Two years later, in 1996, the first publication of online advertisements containing academic content was published by Berthon et al.. Later, banner ads and additional models were developed to remove the gap between the marketers and the consumers (Rappaport, 2007). The evolution of the world wide web, besides being a platform for business marketing and advertng (Truong & Simmons, 2010), has introduced them to affluent models that cover multiple forms of digital content that entertains and attract targetted

consumers. They went further with the innovations and invented devices and systems monitoring consumers' online search engines that help them better design and present ads for their targets (Boerman et al., 2017). Also, the quantitative metric of social media has given a hand in collecting consumers' views via evaluating their views, likes, and comments following the pages regarding the advertisements (Voorveld, 2011). short- and long-term purchase behavior by consumers is if the consumer is, or is not, in instantaneous demand of the product, also evaluated to measured in sales and revenues (Breuer & Brettel, 2012). It made it vital for the marketers to understand and comprehend all aspects of online marketing (Berman, 2018; Bleier & Eisenbeiss, 2015; Guixeres et al., 2017). the value and role of it in the performance of the business have been debated in many previous studies (Breuer & Brettel, 2012; Knoll & Schramm, 2015; Spilker-Attig & Brettel, 2010). Guixeres et al. (2017) identify three effects followed by advertising:

Perception – which is the first step in any evaluation process where consumers are exposed to the ads. The emotional dimension – which is used for estimating the emotional influences ads put on consumers.

The cognition effect – measure the ad recall of the consumers. Consumers' buying behavior gets affected, and brand awareness and brand recall are created due to the inescapable exposure to the advertisement while surfing the net (Sasmita & Mohd Suki, 2015). not to forget that awareness through advertising increases consumers' purchase respect (Hollis, 2005)

## **1. Benefits of Advertisement**

The incredible flow of information facilitated via the internet has transformed the form of advertising. Compared to businesses, today, it is less likely not to see an online advertisement in the form of visual display ads or textual ads while surfing the websites (Rubinfeld & Ratliff, 2011). Comparing the online advertisement with the traditional type of advertisement, it is less expensive, and penetrates the message to a wide range of people in a short period of time. According to (Murad, 2019), there are advantages of online ads, which are discussed in detail:

**Fewer Expenses-** One of the advantages of online advertisements that beats traditional types of advertisement is their cost-effectiveness. It is much more affordable compared to the cost of the conventional kind of advertising. Marketers

can advertise anything they want at a much lesser charge on the net for a broader range of audiences.

**Wider Geographical Reach-** Besides being less expensive, the other advantage online advertisement provides to the marketers and companies is that it gives them global e-coverage and spreads the messages and information not nationally but internationally, which helps the companies maximize their profit.

**No Rigorous Payment-** Payment flexibly has added another advantage to the online form of advertising. In the traditional type of advertisement, the total amount of money needs to be paid, regardless of the result and benefits received from the publicity, while for online advertising, payment is made based on the clicks (pay per click).

**Easy Result Measurement-** The easy result measurement of online advertisement quality makes it more appealing than the traditional type. Many analytic tools can be found for measuring online advertisement results in terms of consumers' views, product purchases, and comments regarding the products.

**More Targeted Audience-** Due to its extended coverage, online advertisement quickly reaches targeted consumers influencing companies' inflows.

**Speed-** it is crystal clear that the accessibility of the internet has made the information spread within a few seconds to a worldwide audience; therefore, the moment an advertising campaign being it is accessible worldwide to the consumers. Consumers get aware of the product the benefits and qualities attracted to it as quickly as possible.

**Informative-** With the help of online advertisement vast amount of information is reached to consumers just by clicking on the links provided by advertisers. After clicking on the link, consumers are taken to the other page, where the products and services' usage, features, benefits, and use are discussed in detail.

**Better ROI-** The ROI of online advertisement is based on the content and comprehensive feature provided regarding the product for grabbing the attention of consumers; when an online advertisement is presented on webpages in a way that is more interesting and entertaining the more consumer are attracted and enjoying watching it. This result in sales and increase in ROI of companies. Also, the result and impact of online advertisement can be continuously tracked and analyzed,



therefore, have a big hand in increasing of ROI.

**Easy Audience Engagement-** The enthusiastic and entertainment side of online advertising can engage many consumers to watch their campaign. The more engaged, the more they are willing to give feedback regarding the service and products, which help the markets improve their offerings.

**Better Branding-** Besides its other benefits, online advertising helps in improving the branding of the company. Online advertising is the first pilers for introducing and presenting the company's brand. It allows firms to spread brand awareness.

## 2. Types of Advertisement

A good and well-designed advertising campaign spreads the talk about products and services that generates consumer attraction and sales. The main objective of behind advertisement is to inspire inspiring consumers to purchase. The business chose its advertising models after carefully studying its target audience. Moreover, they make sure the chosen model is cost-effective and reflects the environment's perspective and value. For instance, if the targeted audience and consumers are more willing to read the news and magazine, the marketer must design its marketing campaign based on it. Moreover, It is always required for businesses to be creative and careful when choosing the type of advertising for their product launch and introduction. According to (Tavor, 2011; H and K, 2013; Deshwal, 2016), there are three types of online advertisement discussed below:

**Banner Advertisement-** This type of advertisement represents the largest share of online advertisement, and most advertisers use banner ads for advertising their products (Tavor, 2011). They appear in various locations on the web pages in different shapes and sizes. Consumers are inspired by graphic images and content of banner advertisements to purchase the products and services. According to Tavor (2011), it is an advertising form that takes web surfer to the advertiser's chosen pages and website after clicking the link provided.

**Pop-up Advertisement-** A pop-up advertisement is a type of advertisement located between two pages. Furthermore, as its names suggest, it pops up right on the page where consumers are surfing the net. A new window is opened before the current one to display an advert. To escape it, users click other interesting articles or

windows. It is found to be very annoying for the users while surfing the web, and it hasn't been proven yet that exposure to the products via pop-up advertisements shapes consumer buying behavior and increases the sale of the products (Tavor, 2011).

**Floating Advertisement:** The floating ad appears on the webpage in the form of a smaller rectangular window or a full screen. They usually come in different shapes, sizes, containing sounds and animations. These ads obtrusively disturb and interrupt the web surfing process of internet users by laying itself right over the page. After a short while, it disappears, but until then, no means of escape is provided for internet users, which makes it annoying majority (Deshwal, 2016).

**Expanding Advertisement-** It is named expanding advertisement because it expands the time consumer clicks on them (Deshwal, 2016). Taking a long time to download after being clicked on, which somehow annoys and exhausts the internet users. The web surfers experience a delay as they take much longer to download. Deshwal (2016) Notes that "polite ad formats were developed to address this challenge by enabling advertisers to serve larger file formats without disturbing the load time for the rest of the images on the page."

**Video Advertisement:** in this type of advertisement, small ad videos get played automatically, sometimes played by the web surfer themselves as well. It is presented in the form of videos, almost the same as the typical electronic advertising on television. YouTube advertising can be considered an example of VD.

Online buying behavior refers to the intention of a consumer acting upon the purchase of the products and services while surfing the web. The study indicates that the perception and adoption of information and attractiveness of consumers toward online shopping are hugely and directly impacted by knowledge, intellectual ability, age, and preferences. The more consumers have the expertise and are comfortable with the internet, the more they are willing to use it for shopping tools and online buying. The ease of the internet becomes a source of pleasure for them in terms of designing websites, speed of download and navigating and surfing the internet, searching options, placing orders, and many others. Finally, surfing the web directs the web user to the page of sellers, where they must first register and log in to enter the page and access the e-catalogue (Ismail, 2013). In the e-catalogue, they are

exposed to many forms and types of products. The various available options pave the way to compare and contrast the quality and price to decide better and choose the one with the best values offered. The selected product is put in the cart option, where the payment is made with the various available payment options like PayPal, credit card many more. Finally, the product is delivered right into the person's home. The whole process is designed in an easy and flawless way. The more consumers are provided with straightforward and simple ways of ordering the product, the more they are likely to order them (Ismail, 2013).

### **C. Brand Awareness**

The internet has tremendous popularity these days due to its direct source of information and instant access to infinite numbers of data. It is used worldwide to search for data, information, and purchase products. Based on research, more than 700 million individuals use the internet worldwide (Hoffman & Novak, 1996), which has paved the ground for marketers to grab the attention of the majority to the benefits and products they advertise. Availability and access to the internet not just increase numbers of the online shopper, which wins the companies consumers, furthermore, aid them in extending their corporations in creating brand awareness. Neti (2011) illustrates that one of the significant advantages of social media is brand reach and awareness.

Awareness does not indicate and represent understanding as it is not abstract, but rather it defines peoples' perception and mental response to a situation or circumstance. It concentrates more on inner circumstances and situations like involuntary emotions, external experiences, and sensory perceptions. Based on the Matron and Booth (1997) studies, individuals are usually encompassed with circumstances, and occasions experienced earlier in life and are still conscious of that at the moment. Moreover, these individuals are fully aware and conscious of who they are, their pasts, backgrounds, feelings, where they are, who they are as a person, what time of the year it is and what day it is. Though these perceptions and awareness change and reshape over time, the intensity differs, but somewhere, the root still exists within each individual, and all these in individuals are called awareness. People's awareness form is constantly reshaping itself but still exists; therefore, the majority are doing one thing while being aware of numerous things.

Before acquiring a product, first, it is required for the customers to know that the product and services are presented and exist (Baldauf, 2003). Since majority of companies produce same products under various brand names and qualities. Brand awareness shed the light on the process of differentiating and remembering the product and services by consumer (Aaker 1991). Identifying the brand is very prevailing when customers aim to buy a branded product at the market. Brand awareness is one of the most focused goals of marketers today (Kelly, 2015), it indicates the level of consumers' knowledge with the brand and shows the ability of consumers to recognize a brand among other brands (Keller, 1992). *Brand awareness* is defined as a consumer's capability to identify and recognize a brand and product class. However, there is a connection between brand and product class. This connection does not necessarily have to be strong. At the same time, others argue that brand awareness can be identified as a process via which a brand is put on various levels of preferences and evaluated, where it becomes the top of the mind, which leads to brand recall (Aaker, 1991). Brand awareness is raised via marketing campaigns to inform and remind the consumers regarding the brand presented in the market (Somayeh and Azreen, 2013). So far, significant academic research has been done on product launch and brand awareness, which shows the importance of this issues in today's markets (De Chernatory, L., e et al., 2010). Brand awareness can be created through the exhibition and presentation of the brand to the consumer to raise stimuli of responses from them to recall, recognize, and memorize the brand; that leads to brand awareness (Karam, 2015). BA has a optimistic and immediate influence on the buying intention of customers (Keller, 1993; Wu & Ho, 2014; Akkucuk & Esmaeili, 2016). Keller (2001) says, brand awareness is considered as a significant variable influencing consumers' perception of the brand. Therefore, new products use advertising and promotional strategies to create awareness regarding the brand and the products amongst the potential consumers of the product (Percy et al., 2006). Brand awareness beside being the first step toward generating behaviour and attitude toward the brand (Su, 2016), also, it used as a tool for measuring the demand and behaviors of potential consumers. These days brand besides representing firm's specific product and service, it is a tool tying a link between consumers and firms. According to Farquhar, the brand awareness is like an insurance for the companies and manufactures that gives competitive advantage and enables producers to fight back competitors attacks (Farquhar, 1989). Committing to giving the promised

benefit to the buyers reinforces the relationship of firms and businesses with the consumers, which creates consumer loyalty and brand awareness (Keller, 2008).

Consumers with the pre knowledge of brand can easily recognize a specific brand form ranges of product categories and it help them in their purchase decision process (Percy & Rossiter, 1992). It is powerful in terms of forging relations with the consumers, which is sustainable and profitable compared to unbranded products (De Chernatory, L., et al., 2010). Therefore, it is required for the companies to survive the competitive global markets to build a strong and lasting brand and create brand awareness. Success in a brand management system includes understanding and overseeing brand image and loyalty to create strong characteristics and influence consumers while making other purchase decisions (Karam & Saydam 2015).

A brand is an effective factor that simplifies the customer's purchasing decision and meets customer expectations (Keller, 2008). There is less likely chance survival in the market for a brand if it fails to meet the value and expectation of the potential consumers (Keller, 2008). It is required for the brands to fulfil the wishes of its existing potential consumers, so that unbreakable attachment between the brand and the consumer is created. Because brands and brands awareness promises increase of purchaser perceptions about marketed products and boosts consumers reliability in the company's quality claim. This way companies not just win consumers trust but also penetrates it geographical boundaries as well. Since a satisfied consumer after using the products or services of the company under a specific brand name shares their opinions in the form of comment or word of mouth in a way that consequently increases the probability of repurchasing and attracting new consumer to that brand (Erdem and Swait, 1988).

In addition, the brand builds a relationship between the firm and the buyer (Kapferer, 2008). Therefore, it can be said that brand has more significant meaning symbolizing the product and service. The brand represents a past and a future of the products and context.

## **1. Achieving Brand Awareness**

Aaker (1991) identified the nine factors that help the firms acquire brand awareness; each is mentioned below:

**Be different, memorable-** nowadays, the exact product under various names

and companies are produced in the market, which leads to intense competition in terms of attracting consumers. For the companies to better perform and have competitive advantages in the market, it is recommended to differentiate and create the product lines so that the bond between the products produced and the brand is not broken.

**Involve a Slogan or Jingle:** The slogan and jingle have their own massive influence on the companies' brand. Their bond with the companies' brands is unbreakable as they involve the visual features of the brands, and the companies' names are known for it.

**Symbol exposure:** It is vital for companies operating under certain name to have a known symbol in the form of a visual illustration that helps them easily get recognized and remembered by the consumer. This visual illustration in the form of a symbol and logo links the firm and companies to the brand it presents and finally leads to brand awareness.

**Publicity:** Publicity refers to the acts that result in awareness in public and attract them towards a product or service. Marketers' main reason behind advertising is to get publicity and spread the information.

**Event Sponsorship:** When a company and organization helps an event financially to achieve promotional advantages. The main reason behind the role of most event sponsorship is to build and sustain awareness.

**Consider Brand Extensions:** The established logo and brand name of firms are usually put on the new product categories produced to increase brand recall. Mostly the reason behind it is to use their already established brand equity as help for introducing new product categories of the firms to make their products more recognized in the market.

**Using Cues-** Packages, either in the form of parcel or box, is the primary cues to the brand. Consumers unfamiliar with the brand are more likely to focus on how the package is designed and presented.

**Recall Requires Repetition-** Building recognition is easier than building the brand recall. Brand recall refers to a buyer's capacity to remember and recognize the brand at different stages. For the brands to outperform, it is required that the brand and the product class we need to in harmony with each other.

**The Recall Bonus-** Best advertisement content creates a brand awareness powerful brand recognition and awareness results in less recall of competitive brands.

## **2. Factors Influencing Brand Awareness**

Brand choice and brand describe consumer preference to buy and use a specific brand among another available brands. According to Shahid (2017), some factors influence the brand and brand awareness process, which are explained in detail below.

**1. Name-** the first thing a consumer pays attention to is the name of a brand. Consumers will be encouraged to buy the product if the business has an appealing brand name.

**2. Advertising-** a well-designed and well-contained advertisement help in raising brand awareness and brand recall. Multiple scales always impact the advertisement's effectiveness, like a famous superstar flowing and using the brand. Satisfied consumers with the WOM spread information about the brand. Employing famous and well know faces as an ambassador of the brand.

**3. Promotions and Sales-** The sales and promotions method for very long has existed to create brand awareness where free product samples, gifts, and product promotions are given to consumers.

## **3. Consumer Preferences Towards Brands**

Consumer preferences are subjective to personal tastes, likes, and dislikes. When producing or marketing a product to targeted consumers, it is necessary to consider their individual preferences and choices to get possible outcomes. Moreover, it is needed to know, what is their demand or which distribution channels do they tend to purchase. Sawant (2012) explains preference of consumer regarding brand in four parts:

**Brand Unawareness-** A consumer does not know of the brand's presence.

**Brand Awareness-** as its name suggests, consumers are aware and have the knowledge and information about the existence of a specific brand in the market. However, it is not necessary to have adequate knowledge and emotional attachment

to that product.

**Brand Acceptance-** Consumers accept the brand the way it is and with its values and benefits. At the same time, they are also open in trying another product as well, as they are not emotionally attached to it.

**Brand Preference-** The consumer prefers a specific product. However, they have another brand in their mind, which they will consider a second choice.

**Brand Loyalty-** consumers with brand loyalty are more emotionally attached to a specific brand that they will only think of another brand if this specific brand no longer exists in the market.

**Brand Insistence-** Such consumers are deeply attached to a specific brand and insist on using it no matter how the price increases. For them, a substitute does not exist.

**Brand Equity-** Brand names represent the value and name of the companies which is preferred and experienced by consumers. The more the consumer prefers a brand, the more the corporation is said to have brand equity. A company is said to have a positive and high brand quality when the consumers are well satisfied with the performance of the product brand name attached to it. Likewise, a company is said to have lower brand equity when the consumer is spreading negative comments about its products and services

#### **D. Consumers' Buying Behavior**

Consumer buying behavior refers to the consumers' choices, perspectives, wills, and judgments in the marketplace when buying a product or service. Consumer behavior is affected by financial status, beliefs, values, personality, age, and education. New digital media platforms like Facebook, Instagram, and TikTok have given marketers many options where they can easily advertise and target an unlimited number of audiences. Technology advancement has even made it easier since marketers no longer requires laptops. Instead, they can use their smartphones that are not just used as a portal advertising mechanism but as real time information collectors and analyzers to understand better and communicate to consumers (Bellman, S.; Potter, R.F). The advent of internet technology has taken the relationship between market and customers completely into a new path. Consumer



behavior can be defined as opinion, attitude, standards, objective, and action exhibited by the consumer when confronted with a new marketing campaign regarding a product or service. It represents consumers' overall emotional and view and analysis before and after the purchase process. Since today, countless studies have been conducted on the nature of buying behavior and the consumer itself. The main objectives behind such investigations are to know the reason behind consumers' behavior changes and to get a clue on the issue of what consumers are more likely to buy and how to fulfil their expectations. Customer purchase manners are the aspects and features that affect the buying process. It is said to be judged during the process of buying. Kotler (2004) claims diverse elements such as age, education, assumptions, and monetary status influence a buyer's manners. Those factors are identified and examined to expand the techniques and outcomes that enrich the organization's implementation and sales earnings.

A consumer is defined as an individual who can implement purchasing procedures to satisfy their needs and wants (Walters, 1974), who buys products or services by identifying the product's location, origin, the sellers, and the time of purchase. They also can analyse the post-purchase procedure by evaluating or disposing of the products or services (Schiffman & Kanuk, 1997). According to Sheth et al. (1991), consumer choice and behavior came up with the theory shown below:

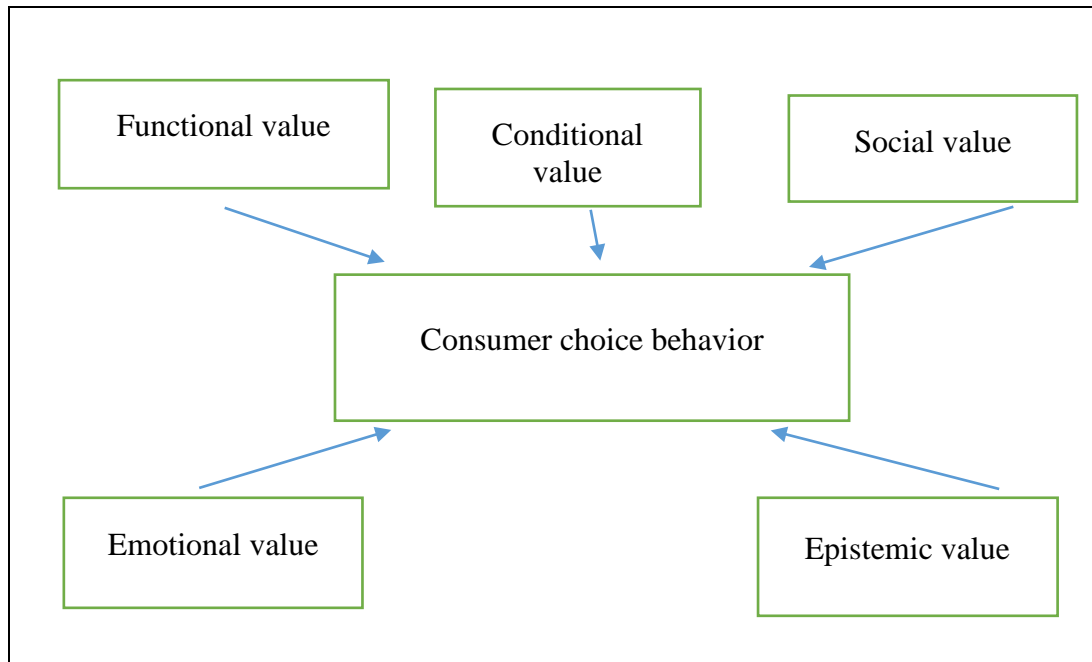


Figure 1. The five values influencing consumer choice<sup>1</sup>

Consumers choice of the product is influenced by the factors mentioned above. However, these values contribute to the choice of the customer in a different manner in a specific choice, negatively or positively.

### 1. Types of Buying Perspectives

Buyer perception refers to the buyer's thoughts and how he/she receives and analyses information regarding the product or service. It is also about the image she/he has in his mind about the company's products and services, that he has created by seeing the product himself, trying it out, or learning more about it via others. The advertisements and other promotional campaigns conducted by marketers influence the perceptions of the consumer. Research is done by Bunn M. (1993), on the consumers buying behavior that determine six types of buying perspectives explained below:

**Casual Buying:** As its names suggest the purchases is done by the consumers without prior investigation regarding the product quality. Product is selected randomly without gathering any information regarding it. Moreover, points to shopping by individuals looking around the stores not for anything they plan to

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<sup>1</sup> Sheth, J. N., Newman, B. I., & Gross, B. L. (1991). Why we buy what we buy: A theory of consumption values. *Journal of business research*, 22(2), 159-170.

purchase, but keen to purchase anything they see and find attractive.

**Routine Low Priority:** A type of purchase process where products are purchased repeatedly but at a low rate.

**Simply Modified Re-buy:** consumers try to get information about the product and, in this way, implement their purchase. This happens when an organization is keen to buy the same products but transforms packaging, delivery time, or the number of products they offer. When consumers aren't pleased with the previous products as a choice, they can consider placing an order with a new supplier. To avoid such a situation, vendors try to resolve whether products meet customers' anticipations. If not, they search for ways to let consumers switch elements of their order.

**Judgmental New Task:** It is a type of purchases process where consumers are having freedom while choosing products due to the novelty or lack of power of the company in the market.

**Complex Modified Re-buy:** In this type of purchase besides consumers are having adequate information regarding the products, they also have extensive choices of the products too.

**Strategic New Task:** The purchaser is having a smaller number of choices. Besides that, companies are operating at a low uncertainty level. Still, the buyer is measured to have a strong position and capable of getting more information about the products.

Consumer buying behavior directs to studying buyers and their behavior while determining to buy a product that fulfils their requirements. It is a study of the activities of the consumers that force them to buy and use products. It is most influential for marketers to comprehend the expectation of the consumers and enables them to comprehend what makes a consumer buy a product. Moreover, it studies various conditions, such as, what consumers purchase, why they purchase, when they purchase, how frequently consumers purchase, for what reason they buy, and so on.

Additionally, personal, cultural, social, and psychological factors influence consumer purchasing behavior. Based on the conducted study of Thangasamy and Patikar (2014), it has been determined that the factors such as advertisements,

customers' previous experiences with one or more brands, recommendations from friends or sellers, the seller's market reputation, and the manufacturer's goodwill influenced respondents' purchase decisions.

## 2. Factors that Influence Consumers' Purchase Decision

According to Mashao & Sukdeo (2018), four main factors influence consumer buying behavior. These factors decide whether a target consumer purchases a product or not. These are cultural, social, personal, and psychological factors that are explained in detail:

Table 2. Factors influencing consumer purchase behavior.

Cultural factors	Social factors	Personal factors	Psychological factors
Culture	Reference groups	Age and stage of	Motivation
Sub-Culture	Family	the life cycle	Perception
Social Class	Status	Occupation	Learning
		Financial situation	Beliefs
		Lifestyle	
		Personality	

Source: Kotler, P., & Armstrong, G. (2007). *Principle of Marketing*. Pearson Prentice Hall.

**Cultural Factors:** Is a set of ideologies and values specific to a place. A cultural factor not just addresses a person's culture and the place where he/she has been raised; it also refers to the individual personal views, beliefs, fundamental values, way of things behaving, and behavior learned by family society and the list goes on. Consumers' culture is fundamental to consumer values, needs, and wants to be centered on the consumption of the goods. it defines individuals based on their consumption of the goods and services (Furaiji, 2012).

**Social Factors:** Human beings are a social species, and they are always impacted and influenced by individuals they are surrounded, regarding how they see goods and consume them. Such as a household, age, societal position, family numbers, occupations, etc. Marketers are constantly studying and examining the extent these factors influence consumers' demand and expenditure process of the various segmented consumers (Furaiji, 2012).

**Personal Factors:** As its name suggests, it is mainly dealing with individuals in terms of their age, gender, occupation, wants s and needs. Since these factors

differ in everyone, their preferences, values, and experiences with the goods and services also differ.

**Psychological Factors:** When approached with a product, a person's state of mind usually decides how they judge the commodity itself and the brand. Psychological factors contain perception, wisdom, and the brand.

### 3. Five Stages of the Purchase

Consumer buying behavior refers to the preference, acquisition, and consumption of products to meet requirements and desires. Consumers' part in the countries' economic system has a powerful position because they purchase the goods or benefits. Purchase intention or consumer buying behavior signifies desire of consumers to buy goods or produces (Shahid , Hussain, & Zafar, 2017). The consumer purchase model was presented (Blackwell & Miniard, 1995) as considerable internal and external elements that affect Consumer purchase behavior. The consumers purchase process is present into five stages in this model: The choice of a person to acquire and obtain a good or service is called purchase intention. It shows the desire and want of a person they purchase a specific product (Shahid, 2017). The first model presenting consumers' purchases was presented by Kotler et al. in (1999). This model represents the purchase process in five stages:

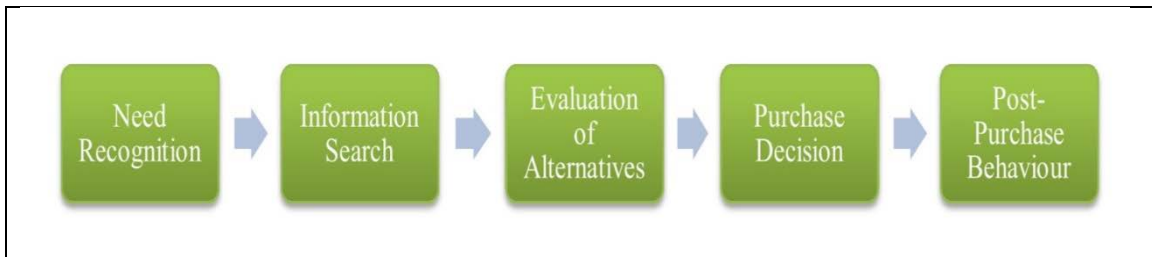


Figure 2: Five stages of Purchases Process

Source: (Kotler et al., 1999)

Based on the above chart, consumers go via five phases in their purchase process.

**1. Need Recognition- Recognizing the problem is the first stage where consumers** determine the need or desire for the purchase. The need and desire rate as an outcome of inner or outer stimulations. The external stimuli can come after observing a commercial that pushes the viewers (consumer) into believing that some

needs existed so far, and here the product or services are needed to buy as a solution.

**2. Information Search-** Exploring the facts; this is the stage where the information concerning the product or services is dug either via internet references, public sources, or prior experiential opinions, which boosts the understanding and awareness of the available brand in the consumers' mind.

**3. Evaluation of Alternative-** likewise named Evaluating of the substitutes, this is the phase when the consumer considers the available brand in terms of duration, qualities, cost, and benefits.

**4. Purchase Decision-** the consumer purchasing the chosen product is the decision-making process.

**5. Post-Purchase Behavior-** This is also called Behavior after purchase, and It Is the stage consumers compare their anticipations from the product to the product's performance.

Consumer behavior, along with the purchase of the product, is primarily based on the market's elements of the value framework (Haemoon, 2000). Value framework defies the terms like brand image, class association, price, and overall brand awareness in the market compared to others. Buyer buying behavior is divided into comprehensively planned, partially planned, and unexpected or random buying behavior. The judgment of what product and brand will be purchased before entering the shop is a planned buying decision. When consumers plan about the products, but the brand of the product is decided after entering the store is called a partial product plan. Consumers sometimes buy based on their gut feeling, without the previous decision and intention of buying the products; these purchases are called arbitrary or random decisions (Shahid, Hussain, & Zafar, 2017). No business on earth can push the consumer to buy the produced product but to promote and advertise in a way to inspire and encourage the consumers and make them discover that the product addresses their requirements and desires.

Additionally, social, cultural, economic, and geographical factors substantially influence consumers' purchases. Consumers evaluate the available capital they have as it has a considerable effect on the purchase and buying behavior of the consumers (Ali, 2016).

#### **4. Factors Influencing Consumers' Buying Behavior**

According to (Ali, 2016). Consumers' behavior is impacted by several factors such as physical factors (internal), social factors, economic factors, personal factors. Each are explained in detail below.

**1. Internal or Physical Factors:** The inner or physical factors that play an important part in consumer buying behavior are motivation and perception, which are explained in detail.

**a) Motivation:** It can be described as a drive and an desire for which an person seeks fulfilment and satisfaction (Ali, 2016). Hence, motivation can be described as a force that triggers goal-oriented activities; it makes individuals take purchase actions. Accordingly, it can be considered a factor influencing consumer behaviors concerning their purchase.

**b) Perception:** Besides the five primary senses (touch, taste, smell, sight, and hearing) that individuals own, humans are believed to possess the senses of direction and knowledge.

**2. Social factors:** Human being are generally said to be social animals. Thus, our basic habits of eating, clothing, views, lifestyles, preferences, and dislikes are all impacted by the individuals we are surrounded with. as human beings, it is demanded of us to seek validation from others. The social factors influencing consumers' behavior are relatives, reference group, positions, and status of us in community.

**a) Family-** Family can be considered an effective factor in shaping characteristics and attitudes. It affects and controls the decision-making procedure involved in purchasing interests and benefits.

**b) A reference group-** refers to a group of people with whom an individual deals and associates. This group of people has a powerful feeling about the person's attitudes, values, and behavior both directly and indirectly.

**c) Roles and Status in Society-** Everyone is expected and is authorized to positions and statutes in a society. While dealing with others, people play many parts such as father/mother, son/daughter, manager/worker, and so on. The person's status and activities in each group can be described in terms of role and position; therefore, they select the products that exhibited their role and are in harmony with their

position in the society.

**3. Economic Factors-** It is unquestionable that economic factors largely impact consumer purchase decisions. According to (Ali, 2016). the economic factors influencing consumers' buying behavior are income expectations, savings, the liquid asset, and consumer credit.

**4. Personal income-** The buying behavior of an individual is specified by their family income, earnings, or salary range.

**a) Family Income-** Family incomes make an effect on the buying behavior of individuals; the excess family income, the amount of cash left after the expenditures are paid, is usually used for shopping, durable and luxurious goods.

**b) Income expectations-** Income expectations vastly impact consumers' buying behavior. According to investigations, consumers predicting raise in their earnings tend to feel more confident thus tempting to spend more on shopping goods (Ali, 2016).

**c) Savings-** Savings determines and controls the number of money consumers spend purchasing and their buying behavior. More saving leads to a sense of protection for individuals and consumers' expenses.

**e) The Liquid Asset-** It points to those kinds of investments that can be transformed to money in a short time. Cash in hand, cash in the banks, and marketable securities are examples of liquid assets. If individual has more liquid assets or cash in hand, they are more likely to go shopping.

**F) Consumers Credit-** It refers to the credit facility supplied by the seller to the consumers rather directly or indirectly. Consumer credits do impact shopping and consumer behaviors. If more consumer credit is available, expense on comforts and luxuries increases.

**4. Other Economic Factors-** Apart from the Internal or Physical, social, and economic factors we discussed that influence consumer buying behavior, factors such as business processes, inflation, health, etc. do have their influential influences on consumers buying behavior as well.

**5. Personal Factors-** We can say distinctive characteristics such as age, employment, earnings, and lifestyle also influence consumers' buying behavior; we



discuss each individually.

**a) Age-** Age can be considered one of the important influencers of consumers buying behavior as people's demands, requirements, and desire to vary in the various cycle and phases of their lives. In terms of taste, clothing, preferences.

**b) Occupation-** Individuals' occupation and profession impact their buying behavior. On daily bases, individuals are required to clothe based on the demand and nature of places they work in, which can influence their buying behavior; At the same time, the marketer must design marketing techniques that are in harmony with the buying preferences of different occupational groups.

**c) Income-** Earnings or cash-on-hand is the primary basis of purchasing goods or products. Different levels of income do give individuals additional purchase power to consumers.

The concept and elements controlling consumers buying decisions had long been of significant interest to numerous experimenters and marketers; yet, the investigations of consumers' decision-making process, behavioural aspects, and a wide range of other activities are under consideration. Consumer behavior is controlled by diverse aspects such as individual incentive, necessities, values, mindset, character and socioeconomic (Sivanesan, 2014), moreover a person age, gender, cultural background professions the social influence all are exerted within a family along with friends, colleagues, and society. In all aspects of their roles individuals have their own assessment norms and specific manners. However, meanwhile, underlying the personal distinctions, some resemblances make it probable to demonstrate the behavior of specific types or classes of individuals (Sivanesan, 2014).

## **5. Types of Buyers**

A buyer is defined as an individual who, lawfully and financially capable, tends to make a particular purchase. According to (Sivanesan, 2014), there are four types of buyers each discussed in detail below:

**The Analytical Buyer:** Inspired by reasonings and facts, this consumer will examine all the data on competing brands and products before concluding regarding the purchase.

**The Amiable Buyer:** Friendly and sociable; this shopper wants everyone to be pleased. Therefore, they are often paralyzed by significant judgments when there is the perception of a victory and failure consequence.

**The Driver Buyer:** Drivers are primarily concerned with how other individuals consider them and whether they observe. The trendsetters, Drivers, are mainly worried about their appearance rather than the connections created during a trade.

**The Expressive Buyer:** Connections are critical to the Expressive Shopper. They cannot stand feeling isolated or overlooked during a deal. Rather, they desire to feel like your most significant asset.

#### **E. Relationship Between Online Advertising and Consumers' Buying Behavior**

Online advertising has captured prominence and awareness in most advertising channels along with the recent uprising of the technology age. Its commercial worth has risen drastically over the years. The growth of the internet worldwide has formed unique platforms for advertisers and agencies to utilize and deliver new opportunities and threats.

**Psychological factor-** Emotion appears when individuals are responding and reacting to the impulse around them. Consumer studies show that individuals react to online stimuli because they have emotions directly related to the stimuli. Likewise, people react to online stimuli, which is why consumers are usually attached to specific goods and products being advertised, thinking they will benefit and satisfy them more than any other products. Therefore, the advertisement they are seeing repeatedly remains in their mind for a more extended period, and they think of it because they have repeatedly seen until take the next step of purchasing it.

#### **F. How Does Advertising Affects Consumers**

Product quality, price, package, and advertisement content affect consumers' purchase decisions. Consumer is usually unaware of their need and wants; if they know, they cannot know whether there is a solution in the form of a good or products for this. Besides informing consumers about the need for the products and the values attached to it, the online advertisement also provides the required information

regarding the decision-making process. It gives the consumer a hand in assisting various available alternatives to reach a final online purchase decision. Online advertisements help consumers after the post-purchase since it provides the audience information on how to get the most value out of the products and get it into the operation. The more a consumer is satisfied, and the purchase process goes smoothly, the more they are willing to spread the word of the month, which positively influences the sale of the companies. That is what companies' do not only observe until the product is sold. They will also observe and evaluate the post-purchase experiences of the consumers and collect and analyze their views and comment. It helps them to maintain the consumer by reaching out to their questions and concerns in the post-purchases process and will give them a clue to design and bring innovation in terms of the products. (Sawant, 2012)

### **G. Advertising & Brand Awareness**

Advertisement is a portion of the marketing mix where the success and failure of the company depend on it along with other aspects such as product, brand, and price distribution channels. Today advertising has become an unescapable phenomenon in our life. Even if one does not surf the web, does not watch the TV, or hear the radio. Still cannot escape the confrontation of advertisement in the form of boardings, wall painting, and more. The duty of advertisement does not end after transmitting the flow of information from the seller to the buyers; among the primary purposes of online advertising is brand awareness. Since the advertisement is considered a transmission link between the buyer and sellers, it aids the seller in selling more products by actively attempting to influence buyers to take purchase action and persuade them into believing what is represented to them.

Also, different brands are being watched via company websites, YouTube channels and have challenged marketers to introduce their brands and brand awareness in an easy way. Once consumers are satisfied and get the value of their money in the form of products under a specific brand name. They show their preference and enthusiasm by talking about the brand they have recently used and suggesting others use different social channels such as Facebook, YouTube, and Instagram. Therefore, online digital media is considered a medium for building brands via marketing and advertising campaigns. Online digital media also has

attracted the attention of companies to its companies. It is a channel to attract consumers, get instant feedback, inform them about innovation, and reach out to their problems.

## **H. Demographic Factors Affecting Consumers' Buying Behavior**

Besides online advertisement and brand awareness, another aspect that hugely controls the consumers' purchase decision is demographic factors. Demographic factors such as age, gender, income, marital status, family background of individuals, and education determine consumers' demands and desires in terms of their purchases. Change in demographic factors causes a change in individual needs and wants (Kumar, 2014). Demographic factors like; age, gender, financial status, family members, and social class are broadly considered during the marketing surveys. They are deemed reasonable indicators for analyzing consumer behavior (Iqbal, Ghafoor & Shahbaz, 2013).

**1. Gender-** It is the closest of two categories of male and female. Studies showed that women tend to purchase more materials related to house should. On the other hand, men are more likely to purchase materials like TVs, cameras, phones, and many more. Previous studies show that men are more open and keener to take chances, depend on themselves, and make purchase decisions effortlessly than females (Syed, 2003). the purchase pattern differs in both men and women.

Moreover, men mainly make decisions independently, and females were found to be dependent on their partners. although compares and contrasts the selected product with its competitors in value, price, and quality before final purchase. They would rarely change their brand once they were satisfied with it. Gender differences induced them to assume and desire differently in terms of investment. For instance, women are more concerned in terms of quality. They make most purchases on daily bases on the products related to the houses (Ahasanual et al., 2006).

**2. Age-** Whether new-borns, kids, young adults, mature adults, or senior citizens, our wants, needs, desires, and aspirations all transform with age. Age is believed to be a segmentation variable for marketers (Hawkins et al., 2007; Kotler & Keller, 2006; peter and Olson, 2008) since certain circumstances can hugely influence consumers' intention to buy (Kotler, 2013). Age is one of the undeniable

demographic factors impacting the purchase behavior of individuals. As people age, their needs change as well. Therefore, we can say consumers' perceptions and preferences towards products and their buying decision varies as they age. Consumers of various ages maintain various choices toward purchasing. They are more open to experiences the decision-making process does not take much longer before entering into an actual purchase agreement (Daneshvary & Schwer, 2000). Younger shoppers are more image-oriented and less aware of the brands, moreover, they are not likely to spend their savings on domestic brands' products (Sethuraman & Cole, 1999).

**3. Marital Status-** It is vital to review the marital status of consumers before deciding on their shopping trends. Couples make up a big chunk of market segments than unmarried individuals. It is because they are more likely to secure their home and child's life and equip their home with all the facilities. Studies show the shopping behavior of a single or a widowed person is way too different from that of a mother or father who not just thinks for him or herself but the family members as a whole.

**4. Income Factor-** Based on the previous studies, besides gender, consumer purchase decisions can also be influenced by their income level (Wong, 2012). People with a higher income tend to make significant purchases, while people with lower income make fewer purchases. Occupation and financial income primarily determine the purchase pattern of the individuals. people with less financial incomer are more likely to spend on the basic essential such food, clothes, rent. For them, it's required to fulfil their need as they become affluent; they tend to fulfil their wishes and desires by focusing on purchasing things that fulfil them emotionally. The way a person purchases and the material they choose to buy shows their financial status (Wilke & Zaichkowsky, 1999).

**5. Education-** Research has shown that individuals' tastes in all types of the material they choose for themselves, such as the food they eat, the clothing style they choose to wear, the kind of music they like to listen to, or the types of cars they want to drive all of them are hugely impacted and influenced by the extent, kind, and quality of one's education they had acquired so far. Different education levels make individuals see things from different perspectives, and people's preferences can change with education. It makes you unique in term of what shopper use and wears as fashion or lifestyle and watch the programs. Educated consumer takes more time

to go and concentrate on the purchase process.

**6. Occupation-** Inexperienced, semiskilled, skilled people, agriculturist, govt. Workers, administrators, experts, individuals in business, etc. The product preferences of white-collar workers tend to differ from those of blue-collar workers. Thus, the study and prediction of area shopper's behavior are possible if we know his occupation.

### **III. RESEARCH METHODOLOGY**

#### **A. Introduction**

Appropriate research assessment and development are needed for appropriate research methodology. It will lead to good data analysis and more valid and accurate output. This chapter provides explanations of the method and procedures for conducting this research. It includes the research design, population, sampling procedures, data collecting instrument, and statistical techniques used.

#### **B. Research Design**

A quantitative research strategy has been created and put into practice because this study is formed according to the meanings drawn from numbers, data gathered in a numerical standardized form, and analysis driven by diagrams and statistics. (Saunders, et al., 2009).

The data was gathered through a survey since it facilitates data collection from a wide sample of people who are asked about their beliefs and viewpoints. Before the survey questions, a description of the study subject, objectives, target population, and some instructions were given. The survey participants were asked to reply to scales related to each variable in order to test the research hypothesis. The survey was approved by the Istanbul Aydin University ethical committee.

The research began by identifying the main idea and then reviewing earlier pertinent studies and articles to refine and develop the concept. This process continued until the main research variables were formatted, the research questions and hypotheses were formed, and a conceptual framework for the related research was developed. After that, research was planned and the necessary information was gathered in order to properly address the research questions and test the research hypotheses, produce results, and draw the final conclusion.

### C. Theory of research

The advertising theories describe the effectiveness and influence of advertising in shaping customers' behavior that leads to the final purchase decision. Researchers have explained numerous theories, and almost all of them conclude to one sentence; repetitive advertisement increases consumers' knowledge and changes their attitudes and preferences with frequent brand exposure and awareness. While Consumers' buying behavior is believed to be part of consumers, which exhibit consumer engagement in various purchasing processes.

### D. Conceptual framework and hypothesis

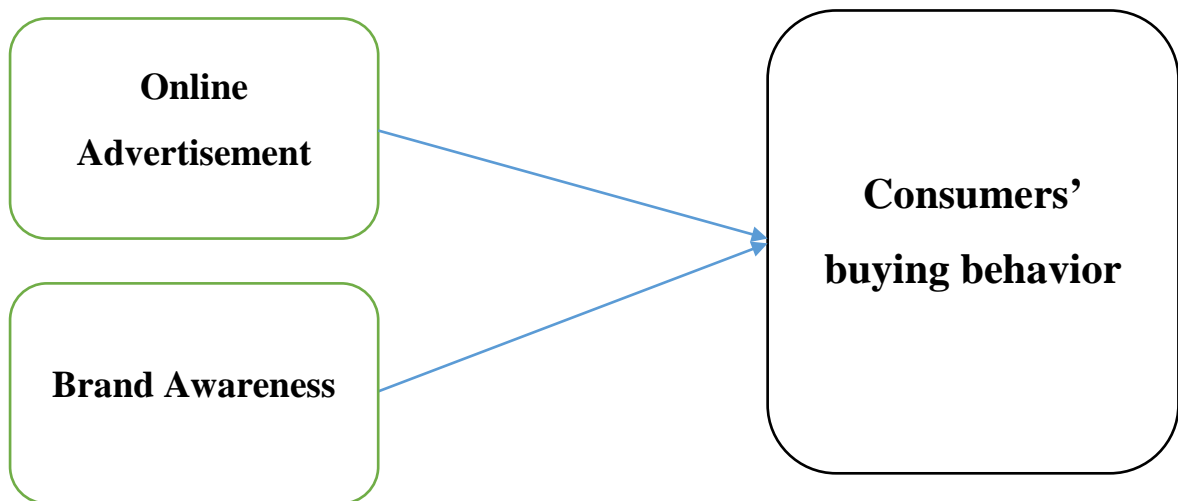


Figure 3. Conceptual Framework

H1: Online advertisements have a positive impact on consumers' buying behavior.

H2: Brand awareness has a positive advertisement on consumers buying behavior.

H3: Demographical factors have a positive impact on consumers' buying behavior.

H3a: Occupation has a positive impact on consumers' buying behavior.

H3b: Age has a positive impact on consumers' buying behavior.

H3c: Education has a positive impact on consumers' buying behavior.



H3d: Material status has a positive impact on consumers' buying behavior.

## E. Population and Sampling Method

This study is discussing the impact of online advertisements, brand awareness, and demographical factors on consumers' buying behavior. The targeted population was consumers living in Istanbul - Turkey.

To select the target respondents in this research, a purposive sampling method was used. such a method is done without using any probability technique, according to the researcher's judgment based on the criteria that were set to target respondents (Etikan & Bala, 2017).

The targeted sample was 250 or more as according to Varoquaux, (2018), from 200 to 300 observation will lead to 7% errors which is generally accepted in quantitative studies, the total accepted is 313 responses to the survey questions.

The following graph explained in Reyes & Ghosh, (2013) shows the relation between the sample size and the margin of error, and will lead to concluding that the more sample size the less err.

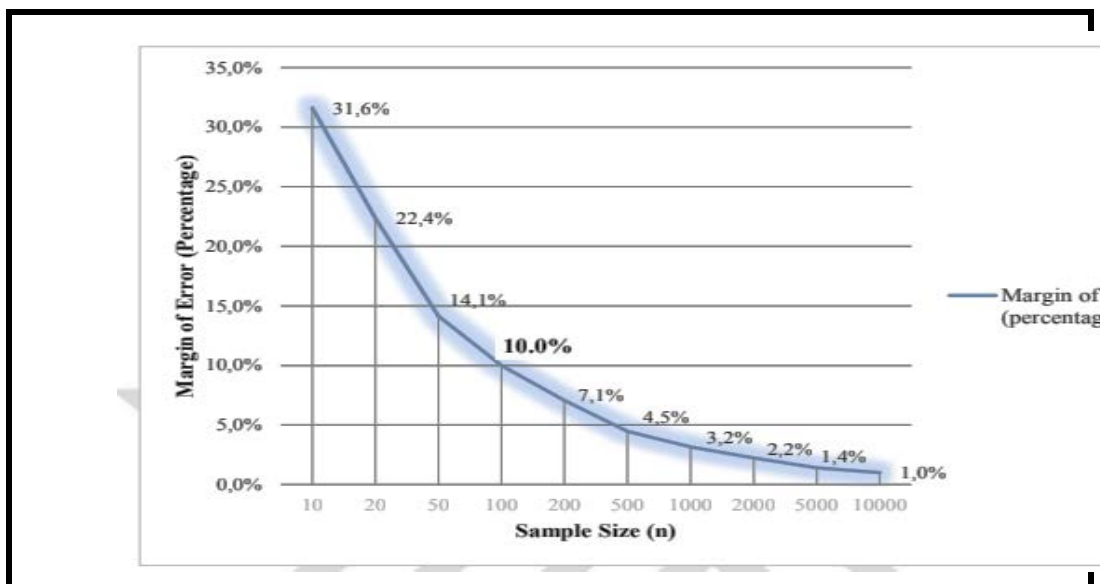


Figure 4. Sample size & Margin of Error.

Source: Reyes & Ghosh, 2013.

## **F. Data Collection Instrument**

This research is comprised of both primary and secondary data. The survey result conducted among the residents of Istanbul serves as a primary source of the research. That data is collected from respondents in the form of organized and structured quantitatively questioners. The academic journals, reports, thesis, and dissertations serve as secondary sources.

Since this research is considered quantitative research, so the collection of the data was done by a survey that was adapted from two articles:

- Online advertisements scale was adopted from article under title Effect of Demographical Factors on Impulse Buying Behavior of Consumers in Auchi, Edo State, Nigeria.
- Brand awareness scale was adopted from journal of Brand Awareness, Preference and Brand Loyalty and Consumer Satisfaction of FMCG's - A study with Reference to Women Consumers in Chennai City
- Demographical factors scale was adopted from Effect of Demographical Factors on Impulse Buying Behavior of Consumers in Auchi, Edo State, Nigeria.

For the demographical factors a direct question was asked to the respondents as below:

- Occupation has an impact on consumer buying behavior.
- Age has an impact on consumer buying behavior.
- Education has an impact on consumer buying behavior.
- Material status has an impact on consumer buying behavior.

A 5 point Likert scale was used for these closed-ended questions since it requires the least amount of writing, making it simple and quick for the response. 1 = Strongly disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, and 5 = Strongly agree.

The survey begins with an introduction of the researcher, the central concept and objectives of the study, and a description of the respondents who will be the subject of the study. The demographic questions in the survey are then followed by questions about the main variables, and the survey was conducted in English with no

translation.

## **G. Statistical Techniques**

The statistical techniques used for this research, Factor Analysis, and multiple regression.

- Factor analysis: This technique determines the factor loading of the scale's items and assesses the correlation between the observed variables and the observed variable itself. (Byrne, 2012).
- Multiple regression analysis, a powerful statistical technique, investigates the link between two or more variables, one of which is dependent, while the others are independent. It also assesses the impact of one or more independent factors on the dependent variable.

Analysis software used for this research is IBM SPSS version 23 and IBM SPSS AMOS version 22.

## **H. Ethical Consideration of the Research**

Any research must be conducted and carried out ethically. The data gathering process for this research was carried out using a high level of privacy and confidentiality because the data would only be utilized for analysis. All research activities adhered to ethical standards. No step of the research implementation involved using the data for personal gain, and participant privacy was taken into account by not asking for names or other identifying information.

## IV. ANALYSIS AND DISCUSSIONS

### A. Introduction

The analysis performed on the data obtained is covered in this chapter, along with an explanation of the findings for the Simple Percentage Analysis, Factor Analysis, and Regression Analysis

### B. Demographical patterns of respondents

A simple percentage analysis was carried out in order to comprehend the targeted respondents and their responses. Such analysis provides a cumulative summary of the respondents' responses based on the frequency distribution of the information gathered, and it is derived using the formula below: Number of respondents divided by 100 equals the percentage.

Demographic questions include questions about the characteristics of the research survey respondents:

Demographic questions include questions about the characteristics of the research survey respondents:

Table 3. Demographics of population

Factors		Quantity	%
Gender	Female	177	56.5
	Male	136	43.5
Age	18 to 29	196	62.6
	30 to 40	73	23.3
	40 and above	44	14.1
Marital status	Single	212	67,7
	Married	101	32,3
Education level	High school	40	12,8
	Bachelor`s degree	165	52,7
	Master`s degree	97	31,0
	Doctorate degree	11	3,5
Income per month	0 - 5500 tl	56	17,9
	5501- 9000 tl	169	54,0
	9000 tl and above	86	27,5

Among the respondents 177 (56.5 %) of them were females while 136 (43.5%) of them in while conducting the survey were men. 196 (62.6%) of the respondents age were between 18-29 years, 73 (23.3%) respondents age were between 30-40 years, and 44 (14.1%) of them were 40 years old and above. Also, the material status of the respondents demonstrates that 212 (67.7%) of them were single and 101 (32.3%) of the respondents were married. Moreover, 40 (12.8%) of the respondents attended high school, 165 (52.7%) of them had bachelor's degrees, and 97 (31%) of them hold Master's degree, only 11 (3.5 %) of them hold doctorate degree. Income level of the respondents per month is 0-5500 tl for only 56 (17.9%), 5500-9000 tl for 169 (54 %), and and 9000 tl or above for 86 (287.5%) of the respondents.

### **C. Mann Whitney and Kruskal Wallis tests for demographic groups comparison**

To compare between the targeted sample attitude toward online advertisement and brand awareness in addition to their consumers' buying behavior a non-parametric analysis was done. The non-parametric analysis was done because the data based on the demographic factors was not normally distributed (at this stage this is a regular normality test, not a multivariate assumption normality test), especially that the p-value of the normality test was less than 0.05.

Mann Whitney U test was done to make the comparison based on gender and as shown in the table below there is no group difference in the three variables especially that the p-value is more than 0.05.

Table 4. Mann Whitney test

Ranks	Demographic data: Q1 (Gender)	N	Mean Rank	Sum of Ranks
Online advertisement	Male	136	160.99	21894.50
	Female	177	153.94	27246.50
	Total	313		
Brand awareness	Male	136	158.59	21568.00
	Female	177	155.78	27573.00
	Total	313		
Consumers' buying behavior	Male	136	151.74	20637.00
	Female	177	161.04	28504.00
	Total	313		
Test Statistics <sup>a</sup>				
	Online advertisement	Brand awareness	Consumers' buying behavior	
Mann-Whitney U	11493.500	11820.000	11321.000	
Wilcoxon W	27246.500	27573.000	20637.000	
Z	-.684	-.272	-.903	
Asymp. Sig. (2-tailed)	.494	.785	.366	

a. Grouping Variable: Demographic data: Q1 (Gender)

Kruskall Wallis test was done to make the comparison based on age and as shown in the table below there is no group difference in the three variables especially that the p-value is more than 0.05.

Table 5. Kruskal Wallis test

Ranks	Demographic data: Q2 (Age)	N	Mean Rank
Online advertisement	18-29	196	155.92
	30-40	73	158.36
	Over than 40	44	159.57
	Total	313	
Brand awareness	18-29	196	157.43
	30-40	73	152.86
	Over than 40	44	161.97
	Total	313	
Consumers' buying behavior	18-29	196	165.07
	30-40	73	147.34
	Over than 40	44	137.08
	Total	313	
Test Statistics <sup>a,b</sup>			
	Online advertisement	Brand awareness	Consumers' buying behavior
Chi-Square	.080	.290	4.544
df	2	2	2
Asymp. Sig.	.961	.865	.103

a. Kruskal Wallis Test  
b. Grouping Variable: Demographic data: Q2 (Age)

## D. Descriptive Statistics

Descriptive statistics explain the basic features of the data in a sample, descriptive statistics are used. They offer quick summaries of the sample and the steps. They form the basis for nearly all quantitative analyses of results.

Skewness and Kurtosis are part of the normality assessment which shows whether a data set is well-modeled by a regular distribution and how likely it is to naturally spread a random variable underlying the data set (Baghban, et al., 2013). Skewness, happen when the data distribution is either below or above the mean presenting a non-asymmetrical distribution around the mean, for not having a Skew the Skew analysis results must be between 3 and -3. On the other hand, kurtosis happens when the distribution of the data has a higher or lower peak compared to the normal distribution, the results of the analysis must be between 8 and -8 to indicate that there is no kurtosis (Kline, 2011).

The table below shows the descriptive mean and standard deviation results, and also presents the skewness and kurtosis results which indicate that the survey questions' responses are not skewed and don't have kurtosis.

Table 6. Descriptive statistics, Skewness and Kurtosis

	Mean	Std. Deviation	3>Sk>-3 Skewness	8>Ku>-8 Kurtosis
Online advertisement Q1: Consumers will consider purchasing the product or service based on the contents in the online advertisement.	3.18	1.367	-.462	-1.175
Online advertisement Q2: It enables me to shop around for the cheapest items.	3.45	1.132	-.158	-1.423
Online advertisement Q3: Online ads are so convincing, which leads to purchase	3.55	1.365	-.836	-.680
Online advertisement Q4: The products offered in online ads are comprehensive, making people feel convenient in shopping.	3.46	1.288	-.697	-.705
Online advertisement Q5: An online ad helps to feel secure while shopping online.	3.51	1.284	-.658	-.754
Online advertisement Q6: Online ads are too convincing, which influences the user's purchase decision.	3.50	1.321	-.771	-.663
Online advertisement Q7: Online ads are too convincing, which influences the user's purchase decision.	3.61	1.314	-.789	-.569
Online advertisement Q8: I purchased the suggested product online.	3.66	1.352	-.730	-.752
Online advertisement Q9: Web ads lead me directly to the products that are on sale.	3.50	1.284	-.748	-.609

Table 6. (Con) Descriptive statistics, Skewness and Kurtosis

	Mean	Std. Deviation	3>Sk>-3 Skewness	8>Ku>-8 Kurtosis
Online advertisement Q10: I buy things online which are interesting to me without considering the consequence.	3.67	1.268	-.894	-.295
Online advertisement Q11: Online ads attracted me to buy more than offline ads.	3.54	1.320	-.797	-.597
Online advertisement Q12: I do purchase by seeing new online ads to impress others.	3.63	1.284	-.923	-.293
Online advertisement Q13: Online ads influence me to purchase the product.	3.47	1.337	-.621	-.881
Online advertisement Q14: When I see something new on the online ad I want, I buy immediately, even if I have no plan to purchase.	3.57	1.333	-.781	-.660
Online advertisement Q15: Contents in online advertisements give consumers a positive feeling toward the product or service.	3.52	1.318	-.771	-.632
Online advertisement Q16: Contents in online advertisements will persuade consumers to click on the advertisement.	3.67	1.231	-.946	-.086
Online advertisement Q17: Online ads provide detailed information about the product.	3.51	1.311	-.666	-.769
Online advertisement Q18: Online ads catch my attention and take up my work/personal time.	3.57	1.292	-.809	-.514
Online advertisement Q19: Online ads are so attractive, which makes the user spend more when compared to offline ads.	3.60	1.270	-.813	-.442
Online advertisement Q20: The user can get immediate and quick information regarding any offers/discounts on online purchases.	3.56	1.262	-.819	-.438
Online advertisement Q21: The user can experience real fun and enjoyment with online ads.	3.57	1.267	-.805	-.474
Online advertisement Q22: I do more care about the information provided by online ads rather than the size of the ads.	3.63	1.213	-.929	-.088
Online advertisement Q23: Online ads use a real-life picture to get my attention.	3.59	1.250	-.840	-.342
Online advertisement Q24: An online ad offers good deals/ bargains.	3.45	1.344	-.727	-.779
Online advertisement Q25: When I see something newly promoted on a website, I will buy to see the actual product performance or what it is really like.	3.65	1.223	-.958	-.085



Table 6. (Con) Descriptive statistics, Skewness and Kurtosis

	Mean	Std. Deviation	3>Sk>-3 Skewness	8>Ku>-8 Kurtosis
Online advertisement Q26: The product offered online enhanced me to express my personality and taste.	3.56	1.239	-.825	-.375
Online advertisement Q27: I can get new ideas about fashion and products which suit me from online ads.	3.71	1.254	-.901	-.246
Online advertisement Q28: It provides service with reasonable charges.	3.71	1.300	-.957	-.234
Brand awareness Q29: Service of the brand is an essential factor for a purchase decision	3.72	1.221	-1.032	.121
Brand awareness Q30: I do not want to switch over to other brands if my brand is not available	3.65	1.252	-.914	-.225
Brand awareness Q31: I buy the selected brand in any shop if it is not available in the regular shop	3.62	1.263	-.887	-.279
Brand awareness Q32: I buy the selected brand even before the need arises	3.63	1.282	-.941	-.272
Brand awareness Q33: I am always in favor of buying the brand	3.68	1.182	-1.020	.125
Brand awareness Q34: I have a profound bond of affection for the brand I use	3.74	1.155	-1.040	.268
Brand awareness Q35: I always have a close observation of the performance of the brand	3.78	1.209	-1.073	.197
Brand awareness Q36: I can distinguish one brand from the other to its performance	3.80	1.225	-1.115	.293
Brand awareness Q37: I can distinguish one brand from the other to its performance	3.71	1.284	-.950	-.230
Brand awareness Q38: I can discriminate the brand as I have previous knowledge about	3.77	1.234	-1.077	.182
Brand awareness Q39: Good exposure to the brand plays a vital role in remembrance.	3.65	1.226	-.929	-.124
Brand awareness Q40: I take particular interest in knowing the reputation of the manufacturers of the brands of personal care products I use.	3.73	1.204	-.988	.020

Table 6. (Con) Descriptive statistics, Skewness and Kurtosis

	Mean	Std. Deviation	3>Sk>-3 Skewness	8>Ku>-8 Kurtosis
Brand awareness Q41: I know other brands produced	3.62	1.250	-.874	-.309
Brand awareness Q42: I am very much impressed by the advertisement of brands	3.72	1.228	-1.002	.028
Demographical factors Q43: Occupation has a positive impact on consumers' buying behavior.	3.58	1.293	-.819	-.477
Demographical factors Q44: Age has a positive impact on consumers' buying behavior	3.56	1.302	-.824	-.475
Demographical factors Q45: Education has a positive impact on consumers' buying behavior	3.79	1.183	-.981	.046
Demographical factors Q46: Material status has a positive impact on consumers' buying behavior	3.59	1.313	-.813	-.516
Consumers' buying behavior Q47: When I make buying decision, I use time to search information about the product	3.67	1.282	-.980	-.162
Consumers' buying behavior Q48: I make impulse buying decision	3.64	1.274	-.918	-.283
Consumers' buying behavior Q49: I buy different brands if online advertising is appealing	3.65	1.229	-.928	-.165
Consumers' buying behavior Q50: I look for promotions, deals and discounts	3.64	1.241	-.962	-.120
Consumers' buying behavior Q51: I buy the same product every time	3.60	1.338	-.886	-.436
Consumers' buying behavior Q52: I use time to evaluate between alternatives	3.74	1.246	-1.013	.001

## E. Factor Analysis

### 1. Exploratory Factor Analysis

"EFA aid to find the minimum number of factors that account for the covariation among the observed variables and to evaluate the extent to which the observed variables are related to their underlying factors" (Byrne, 2010).

To obtain the required factor loading, questions having multiple loading between variables were eliminated. As indicated in the table below, the (KMO) factor measure and Bartlett's Test of Sphericity provided a promising indication of a satisfactory loading:

Table 7. (KMO) and Bartlett's Test of Sphericity

	KMO	Bartlett's Test of Sphericity
Online advertisement	0.923	.000
Brand awareness	0.898	.000
Demographical factors	0.707	.000
Consumers' buying behaviour	0.856	.000

The factor loading of the survey questions is presented in table 10. shown below.

Table 8. Exploratory factor analysis EFA

Item	Factor loading		
	Factor 1	Factor 2	Factor 3
Online advertisement: (Variance Explained 35.21%)			
Q1: Consumers will consider purchasing the product or service based on the contents in the online advertisement.	.494		
Q2: It enables me to shop around for the cheapest items.	.617		
Q3: Online ads are so convincing, which leads to purchase	.608		
Q4: The products offered in online ads are comprehensive, making people feel convenient in shopping.	.607		
Q5: An online ad helps to feel secure while shopping online.	.577		
Q6: Online ads are too convincing, which influences the user's purchase decision	.569		
Q7: Online ads control my spending habit easier than offline	.639		
Q8: I purchased the suggested product online.	.552		
Q9: Web ads lead me directly to the products that are on sale.	.573		
Q10: I buy things online which are interesting to me without considering the consequence.	.584		
Q11: Online ads attracted me to buy more than offline ads.	.600		
Q12: I do purchase by seeing new online ads to impress others.	.620		
Q13: Online ads influence me to purchase the product.	.603		
Q14: When I see something new on the online ad I want, I buy immediately, even if I have no plan to purchase.	.644		
Q15: Contents in online advertisements give consumers a positive feeling toward the product or service.	.636		
Q16: Contents in online advertisements will persuade consumers to click on the advertisement.	.645		

Table 9. Exploratory factor analysis EFA (Continued)

Item	Factor loading			
	Factor 1	Factor 2	Factor 3	Factor 4
Online advertisement: (Variance Explained 35.21%)				
Q17: Online ads provide detailed information about the product.	.638			
Q18: Online ads catch my attention and take up my work/personal time.	.545			
Q19: Online ads are so attractive, which makes the user spend more when compared to offline ads.	.585			
Q20: The user can get immediate and quick information regarding any offers/discounts on online purchases.	.668			
Q21: The user can experience real fun and enjoyment with online ads.	.525			
Q22: I do more care about the information provided by online ads rather than the size of the ads.	.617			
Q23: Online ads use a real-life picture to get my attention.	.518			
Q24: An online ad offers good deals/ bargains.	.605			
Q25: When I see something newly promoted on a website, I will buy to see the actual product performance or what it is really like.	.571			
Q26: The product offered online enhanced me to express my personality and taste.	.560			
Q27: I can get new ideas about fashion and products which suit me from online ads.	.574			
Q28: It provides service with reasonable charges.	.600			
Brand Awareness: (Variance Explained 33.60%)				
Q29: Service of the brand is an essential factor for a purchase decision.		.645		
Q30: I do not want to switch over to other brands if my brand is not available.		.599		
Q31: I buy the selected brand in any shop if it is not available in the regular shop.		.621		
Q32: I buy the selected brand even before the need arises		.572		
Q33: I am always in favor of buying the brand		.563		
Q34: I have a profound bond of affection for the brand I use		.478		
Q35: I always have a close observation of the performance of the brand		.585		
Q36: I can distinguish one brand from the other to its performance		.558		
Q37: I can discriminate the brand as I have previous knowledge about		.610		

Table 9.(Con) Exploratory factor analysis EFA

Item	Factor loading			
	Factor 1	Factor 2	Factor 3	Factor 4
Brand Awareness: (Variance Explained 33.60%)				
Q38: Good exposure to the brand plays a vital role in remembrance.		.580		
Q39: I take particular interest in knowing the reputation of the manufacturers of the brands of personal care products I use.		.560		
Q40: I know other brands produced		.574		
Q41: I am very much impressed by the advertisement of brands		.615		
Q42: I associate a lot of personal memories with brand		.537		
Demographical factors: (Variance Explained 38.58%)				
Q43: Occupation has a positive impact on consumers' buying behavior			.716	
Q44: Age has a positive impact on consumers' buying behavior			.744	
Q45: Education has a positive impact on consumers' buying behavior			.421	
Q46 Material status has a positive impact on consumers' buying behavior			.548	
Consumers' buying behavior: (Variance Explained 33.60%)				
Q47: When I make buying decision, I use time to search information about the product				.612
Q48: I make impulse buying decision				.568
Q49: I buy different brands if online advertising is appealing				.647
Q50: I look for promotions, deals and discounts				.654
Q51: I buy the same product every time				.546
Q52: I use time to evaluate between alternatives				.609
Q53: I look at brand reputation while making purchase				.633
Q54: I have my own preferences or opinions on which to base my buying decision				.563

## 2. Confirmatory Factor Analysis

CFA works on confirming the relationship between the observed factors and their latent factor by finding if the sample data confirm that model or not, it confirms the factors for a prior specified theoretical model, and shows if the data collected fit the hypotheses model or not which is called the model fit calculation.

CFA model fit is determined by these measures:

1. CMIN/DF: which has to be between 3 and 1.
2. CFI: which has to be greater than or equal to 0.95
3. RMSEA: which has to be less than or equal to 0.06 (Hooper, et al., 2008) citing from.
4. PCLOSE: which has to be greater than or equal to 0.05 (value  $\geq$  0.05)

The final results of the CFA model fit analysis for this research are explained below:

Table 10. CFA model fit results and interpretation

Measure	Standard fit	Result	Interpretation
CMIN/DF	(3 $\geq$ value $\geq$ 1)	2.401	Good Fit
CFI	(value $\geq$ 0.80)	0.854	Accepted Fit
RMSEA	(0.06 $\geq$ value)	0.060	Good Fit
PCLOSE	(value $\geq$ 0.05)	0.051	Good Fit

Doing the CFA helps in calculating the composite reliability (CR) which has to be more than 0.7 and the validity which is represented by the average variance extracted (AVE) and the maximum shared variance (MSV). Validity helps in making sure that the scale is appropriate for testing the variable, it is represented by the level to which the testing scores are free from errors to get validity the AVE should be more than 0.50 and the MSV should be less than AVE. the table below shows that the validity and reliability conditions are acquired for the collected data.

Table 11. Validity assessment

	CR	AVE	MSV	MaxR(H)
Brand Awareness	0.876	0.536	0.459	0.878
Online advertisement	0.938	0.552	0.459	0.939
Demographical factors	0.710	0.583	0.340	0.723
Buying behavior	0.822	0.566	0.455	0.822

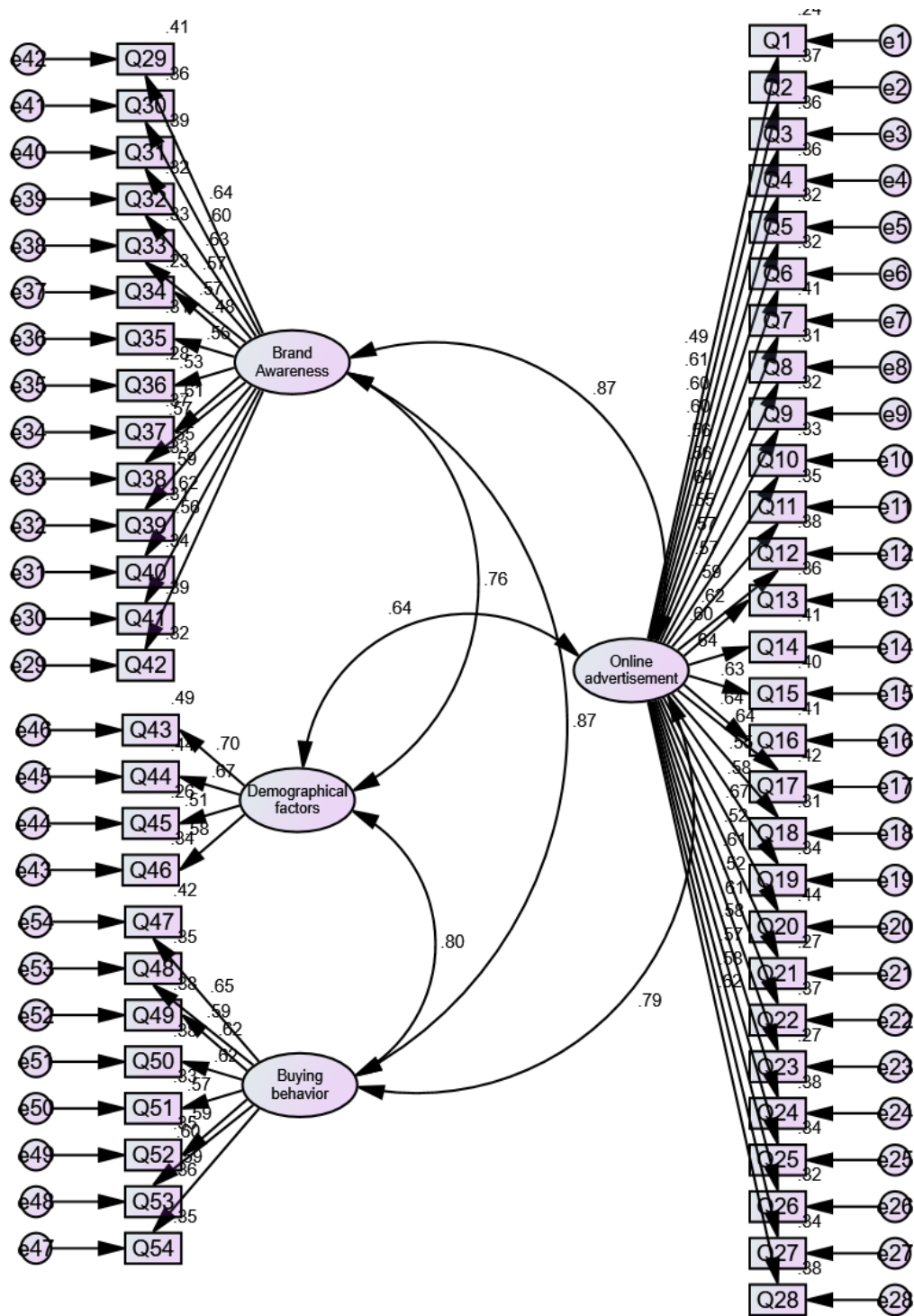


Figure 5. CFA model

### F. Reliability Assessment (Cronbach Alpha Test)

When determining the quality of measuring equipment, reliability is used. It is defined as "the extent to which test results are free from measurement error that

occurs when testing anything" (Muijs, 2004). A faulty measurement will render the relationship between the variables insignificant. The Cronbach alpha test, which "shows how closely related a collection of items are as a group" and "is an internal consistency metric," is one method of evaluating reliability (Muijs, 2004). The measurement is considered accurate and 0.60 is accepted when the test findings are greater than 0.70. (Muijs, 2004).

When the test results are more than 0.70 then the measurement is reliable, and 0.60 is accepted (Muijs, 2004). Since the Cronbach's Alpha Coefficient is calculated for general reliability and reliability of sub-dimensions. The Cronbach's Alpha indicated reliability in the following way (Lavrakas, 2008).

Table 12. Reliability Assessment (Cronbach alpha test)

	Cronbach's Alpha	Results
Online advertisement	0.94	Accepted Reliability
Brand awareness	0.88	Accepted Reliability
Demographical factors	0.70	Accepted Reliability
Consumers' buying behaviour	0.82	Accepted Reliability

### **G. Multivariate Assumptions**

Some requirements, known as the Multivariate Assumptions, must be taken into account before assessing the linearity and the regression relationship between independent and dependent variables. These conditions are the Normality Test and the Multi-Collinearity.

### **H. Normality Assessment**

According to the below shape and the amount of data acquired, it is determined that the data is normally distributed. A better distribution may be produced if more data can be collected, which is the primary need for many statistical tests in this study:



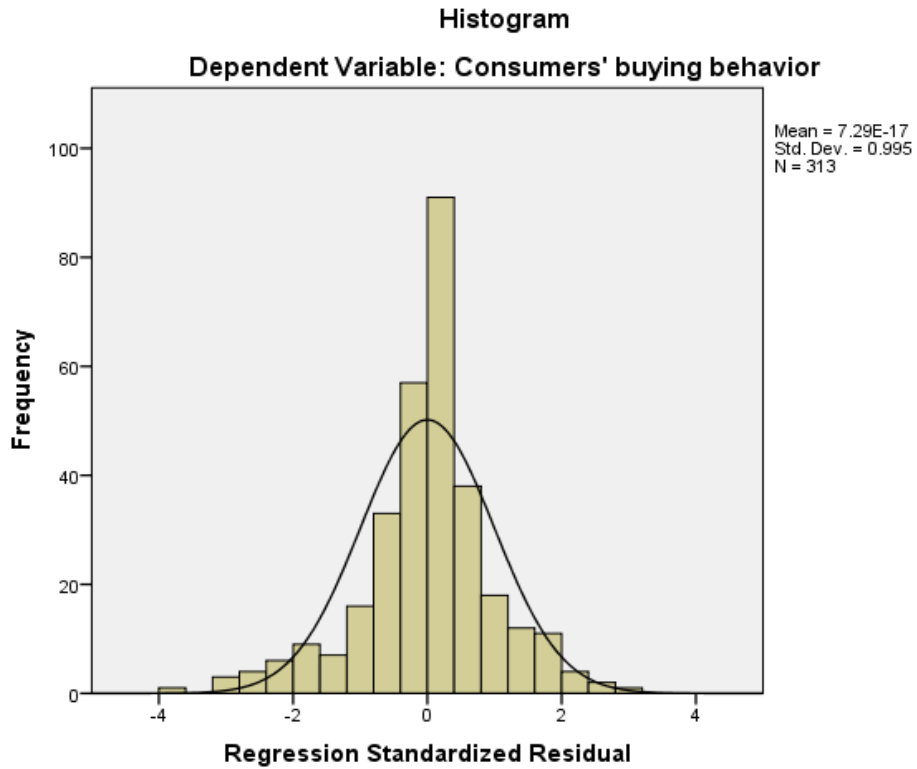


Figure 6. Normality Assessment

### I. Multi-Collinearity analysis

There is a Multi-Collinearity problem when independent variables are correlated and not independent of one another; if this correlation is substantial, there may be some challenges in understanding the regression findings.

(VIF) and tolerance is used to test Multi-Collinearity: the VIF must be less than 3 and tolerance must be more than 0.1 to accept that there is no Multi-Collinearity issue (O'Brien, 2007).

In this study, there are three independent variables one variable was put as dependent and the other two as independents to see the results

Table 13. Multi-Collinearity analysis results

Collinearity Statistics: Part 1			
Dependent Variable:	Online advertisement	Tolerance	VIF
	Brand awareness	.664	1.506
	Demographical factors	.664	1.506
Collinearity Statistics: Part 2			
Dependent Variable:	Brand awareness	Tolerance	VIF
	Online advertisement	.742	1.348
	Demographical factors	.742	1.348
Collinearity Statistics: Part 3			
Dependent Variable:	Demographical factors	Tolerance	VIF
	Online advertisement	.379	2.641
	Brand awareness	.379	2.641

## J. Outliers and Influencers

When the result is more than 3, an outlier is impacting the findings because they differ from other scores or replies from other respondents. The standard deviation calculation is used to determine whether any responses deviate significantly from the mean of each response (Kline, 2011). The test conducted for this study's findings indicates that there are no outliers or influences in the replies because the only greater quantity is less than 0.15.

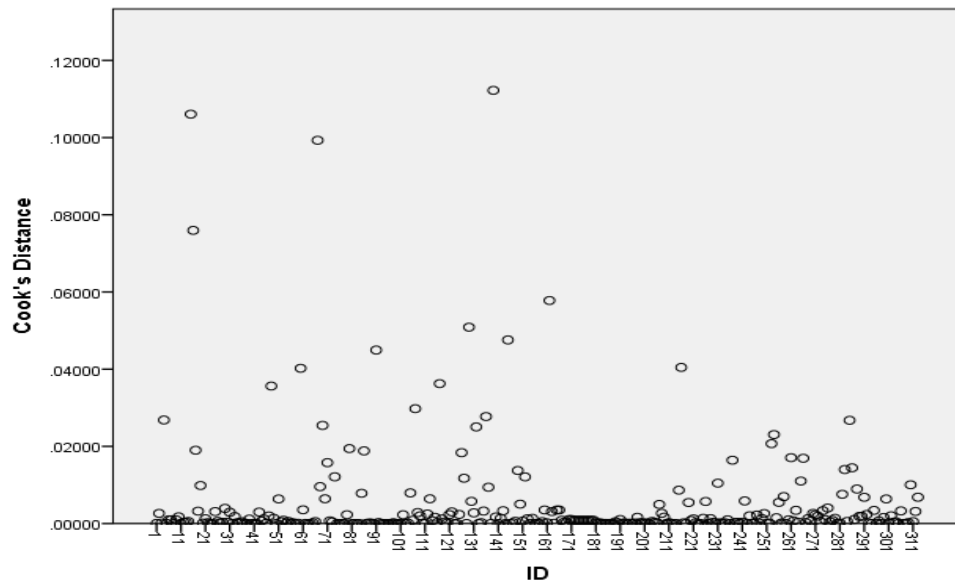


Figure 7. Outliers and influencers Assessment

## K. Correlation analysis

Correlation is the extent to which two variables are linearly related. It measures the relationship level between two variables, it is defined as a statistical term describing the degree to which two variables move in coordination with one another.

According to the table below it is found that there is correlation between the variables of this study, as the P-value is less than 0.05.

Table 14. Correlation results

		Online advertisem ent	Brand awaren ess	Demograph ical factors Q43 Occupation	Demograph ical factors Q44 Age	Demograph ical factors Q45 Education	Demograph ical factors Q46 Material status	Consumer s' buying behavior
Online advertisem ent	Pearson Correlati on Sig. (2- tailed)	1						
Brand awareness	Pearson Correlati on Sig. (2- tailed)	.788**	1					
Demograph ical factors Q43 Occupation	Pearson Correlati on Sig. (2- tailed)	.406**	.494**	1				
Demograph ical factors Q44 Age	Pearson Correlati on Sig. (2- tailed)	.359**	.401**	.535**	1			
Demograph ical factors Q45 Education	Pearson Correlati on Sig. (2- tailed)	.441**	.473**	.342**	.271**	1		
Demograph ical factors Q46 Material status	Pearson Correlati on Sig. (2- tailed)	.390**	.423**	.357**	.438**	.236**	1	
Consumers' buying behavior	Pearson Correlati on Sig. (2- tailed)	.688**	.730**	.472**	.456**	.420**	.446**	1
		.000	.000	.000	.000	.000	.000	.000

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

## L. Regression Analysis for Hypotheses Testing

In order to construct a mathematical function representing how the value of the answer varies as the values of the predictors fluctuate, regression is described as a

predictive analytic method that looks at the relationship between independent and dependent variables.

The most basic type of regression is linear regression, which, in the case of multiple regression, just fits a hyperplane to the data while minimizing the absolute fitting error to attempt to explain the data.

Regression Analysis for Hypotheses Testing result is the P-value that is between 0 and 1and, for accepting or rejecting a hypothesis we look at the cutoff point 0.05 if it is less the hypothesis is accepted if more it is rejected (Hair Jr, et al., 2014).

The Regression Analysis for Hypotheses Testing results is shown in the list of tables below table:

Table 15. R Square table

Model R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.605	.597	.57621704
.778 <sup>a</sup>			

- a. Predictors: (Constant), Demographical factors Q46 Material status, Demographical factors Q45 Education, Demographical factors Q43 Occupation, Online advertisement, Demographical factors Q44 Age, Brand awareness.

R-squared shows how well the regression model fits the observed data. in this research R-squared is 61% reveals that 61% of the data fit the regression model.

Table 16. The Regression Analysis for Hypotheses Testing results

Coefficients <sup>a</sup>		Unstandardized		Standardized	t	Sig.
Model		B	Std. Error	Coefficients Beta		
1	(Constant)	-.836	.175		-4.764	.000
	Online advertisement	.241	.055	.257	4.350	.000
	Brand awareness	.372	.061	.384	6.092	.000
	Demographical factors Q43 Occupation	.044	.032	.062	1.350	.178
	Demographical factors Q44 Age	.085	.031	.122	2.699	.007
	Demographical factors Q45 Education	.037	.032	.048	1.152	.250
	Demographical factors Q46 Material status	.067	.029	.096	2.285	.023

Table 17. ANOVA table

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	155.594	6	25.932	78.103	.000 <sup>b</sup>
Residual	101.600	306	.332		
Total	257.194	312			

- a. Dependent Variable: Consumers' buying behavior
- b. Predictors: (Constant), Demographical factors Q46 Material status, Demographical factors Q45 Education, Demographical factors Q43 Occupation, Online advertisement, Demographical factors Q44 Age, Brand awareness.

Analysis of Variance (ANOVA) consists of calculations that provide information about levels of variability within a regression model and form a basis for tests of significance, getting a P-value of 0.000 which is less than 0.05 shows that there is variability within the research regression model.

## M. Hypothesis Results Summary

The table Represents the hypothesis put earlier and their confirmation status.

Table 18. Hypothesis Results Summary

		P-value	Explanation
	Relationships		
H1	Online advertisement → Consumers' buying behavior	.000	Accepted
H2	Brand awareness → Consumers' buying behavior	.000	Accepted
H3.1	Occupation → Consumers' buying behavior	.178	Rejected
H3.2	Age → Consumers' buying behavior	.007	Accepted
H3.3	Education → Consumers' buying behavior	.250	Rejected
H3.4	Material status → Consumers' buying behavior	.023	Accepted

The table above shows the summary of the hypothesis results it shows that:

- a. There is significant impact from online advertisement on consumers' buying behavior.
- b. There is significant impact from Brand awareness on consumers' buying behavior.
- c. There is no significant impact from Occupation on consumers' buying behavior.
- d. There is significant impact from age on consumers' buying behavior.
- e. There is no significant impact from Education on consumers' buying behavior.
- f. There is significant impact from Material status on consumers' buying behavior.

## **V. CONCLUSION AND RECOMMENDATIONS**

### **A. Conclusion**

As explained in the previous chapters, WWW has become a standard advertisement platform. It is offering business the opportunity of advertisement with more rich media tools, attractive services, and global reach. Advertising is most generally used to inform the customers regarding the brands and products of the business. Before the emergence of online advertisement, television, newspapers, and radio were traditional ways of creating brand awareness and generating sales revenue. Study confirms there is significant increase in revenue of the firms who uses online advertising approaches.

This study measures the impact of online advertisement and brand awareness on consumers' buying behavior. Moreover, the purpose of the study is to determine whether there exists a relationship between brand awareness and consumers' buying and, if so, to what extent this impact is significant. The study's results will enable businesses to know the influence of online advertising and to what extent raising awareness have influence on the brands and their efficiency rate.

The study' furthermore' provides recommendations for businesses concerning their actions. It allows them to comprehend what type of online advertisement and brand awareness strategies significantly impact customer purchasing behavior. Also, with the help of the findings of the study, businesses can explore what sides of marketing activities are less efficient and, in what way they can achieve better sales. One more point is that with the support of the study results, businesses can predict forthcoming trends in customers' buying behavior to better fulfill future demands of them.

Since the study sought to uncover the relationship between online advertising and brand awareness regarding consumers' purchase behavior, numerous studies have concentrated on the connection of online advertising and brand awareness with customer purchasing in Istanbul. Still, no work has been done that studies the impact

of these tools on customer satisfaction. We applied a quantitative study with 313 respondents using random sampling. To obtain outcomes from each societal group, the study was conducted among both genders belonging to age classes beginning with 18 years old and more. This age limitation was put to raise the efficiency of the study, as previous research on the same subject revealed that customers belonging to younger age classes do not have an adequate understanding of brands and advertising strategies. Respondents more youthful than 18 years could merely give responses without realizing the meaning of the questions, leading to incorrect outcomes of the study.

The study has produced the following outcomes in harmony with the hypothesis mentioned earlier. Firstly, online advertisement has a significant impact on the purchase behavior of customers. Furthermore, A positive relationship between content of online advertisement and consumers' purchase decisions has been found and this trend leads us to think that companies should be more specific on the content they choose for their online advertising. Also, there has been observed a high level of relationship between detailed information of products in online advertising and buying behavior of consumers; our study revealed that online advertising does not influence the purchase behavior of customers significantly in a single way but in numerous ways.

Meanwhile, in a study conducted in India in the same regard by Yadav, S., & Singh, D. (2020), found that there is a little or no significant impact of online advertisement on consumers buying behavior, which means that this trend changes from place to place.

The second hypothesis which is about the impact of brand awareness and its influence on consumer purchase decisions. Indicates that brand awareness has a significant effect on customer buying behavior. Also, a study conducted by Ansari, Ansari, Ghori, & Kazi (2019), it has been found that there is a positive relationship between brand awareness and consumer buying behaviour. This indicates that if consumers are aware of the brand, they are more likely to make a purchase decision since awareness helps them clear their doubts regarding the brand (Ansari, Ansari, Ghori, & Kazi, 2019). Because consumer will always purchase that are familiar and well known to them (Keller K. L. 1993). A conclusion can be derived that to satisfy consumers and achieve their loyalty, and businesses need to prioritize in rising



awareness and promoting their brands.

We also did analysis of the relationship between demographics and consumer buying behavior, it has been determined that the age and material status of consumers has a positive relationship with their purchase behavior. Other demographics, namely, education and occupation do not have a significant influence on consumers` buying.

## **B. Limitations and Recommendations for Future Researchers and Business Management**

During the implementation of this survey, we came across many limits explained each. Firstly, the study was done in Istanbul; hence, its applicability in different areas with diverse demography may not remain the same. Secondly, since our facts are concentrated on comprehending consumers` buying behaviors of residents of Istanbul, we suggest that other students conduct the study in other provinces of Turkey. Thirdly, no matter how carefully the questioners have been created, it suffers from the primary limitation of the possibility of difference between what is documented and what is the fact. This is because respondents may not occasionally write their accurate perceptions, and even if they want to still, there would be ambiguities between what the question is to ask and what they perceive. Fourthly, As the data were gathered from social media groups, there could be respondent younger than 18 years old categories answering the survey question due to their passive usage of the internet. Therefore, our data result cannot 100% guaranty responses from generations older than 18 years old. Fifthly, Since the primary sample size is not very large, the outcomes cannot be applied to the whole population of Istanbul. Sixthly, this study only concentrated on discovering the influence of online advertising and brand awareness on consumer buying behavior. However, future students can study the relationship between online advertisement and brand awareness with consumer approaches such as consumer commitment, loyalty, and trust.

This research has brought up many valuable business discoveries that could be important in their activities.

- Businesses should allocate a proper portion which will assure a smooth

running of online advertising to introduce their products to the consumer and to have a competitive advantage.

- Businesses should focus on innovative advertising by concentrating on simple, straightforward goals and objectives targeting the main audience.
- Businesses should develop online advertisements that the message within it is easy, explicit forward, and efficiently absorbed by the consumers.
- Businesses should put images/pictures in online advertising because they instantly draw consumer attention to it rather than some phrases.
- Business should include animations, moving images, text, background, and sound while advertising.
- Businesses should prioritize their online advertisement and advertise their products due to consumers increasing usage of the internet.
- Buyers seem to be price-sensitive, which is why businesses should find a comfortable medium for the price of online products so that it is proper for purchase and does not serve as a barrier for customers.
- Businesses must promote and communicate more regarding the product and the brands offered. Several studies have shown that a lack of familiarity with a product can harm its purchase. As a result, consumers are needed to be provided with more additional details concerning produced products and brands.
- It is recommended that businesses should create an infographic which is the best tactic for making brand awareness because they connect brand authority with visually appealing experiences.
- To create brand awareness, businesses should invest in social media campaigns where the target consumers are most active.

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## **EKLER**

**Ek 1:** Etik Kurul Kararı

## Ek 1: Etik Kurul Kararı

Evrak Tarih ve Sayısı: 09.09.2022-61241



T.C.  
İSTANBUL AYDIN ÜNİVERSİTESİ REKTÖRLÜĞÜ  
Lisansüstü Eğitim Enstitüsü Müdürlüğü

Sayı : E-88083623-020-61241  
Konu : Etik Onayı Hk.

09.09.2022

Sayın Arzo QADERI

Tez çalışmanızda kullanmak üzere yapmayı talep ettiğiniz anketiniz İstanbul Aydın Üniversitesi Etik Komisyonu'nun 04.08.2022 tarihli ve 2022/13 sayılı kararıyla uygun bulunmuştur. Bilgilerinize rica ederim.

Dr.Öğr.Üyesi Alper FİDAN  
Müdür Yardımcısı

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## RESUME

**Name Surname** : Arzo QADERI

### OBJECTIVES

A professional multi-lingual individual with a solid foundation and good academic skills in all financial areas, especially in tracking, recording, interpreting and presenting of financial data and analysis. Moreover, I have a complete knowledge of accounting principles and budgeting backed by experiences that I have gained within the years of my career at a private company and at the United Nations Development Program and more. I am certain that my knowledge and skills would be a great asset to your organization.

### EDUCATION

<b>Istanbul Aydin University, Turkey</b>	Sept. 2019 - Jul 2022
Master of Business Administration	
<b>American University of Afghanistan</b>	Sept. 2012 - May 2016
Business Administration (BBA)	
<b>Kabul Education University</b>	Feb. 2009 - Mar 2012
English Language & Literature (BA)	
<b>High School (Sultan-Razia)</b>	Mar. 1993 - Sept.
2007	

### WORK EXPERIENCE

#### **Dalida Food Industry and Trade Limited Company (Accountant)**

Sept 2019\_Present

- Evaluating programs at scale to answer policy-relevant questions.
- Developing innovative data systems and data analytics tools for real-time decisions.

- Using causal inference analysis to identify mechanisms to improve results.
- Tracking invoices, processing checks
- Preparing expense reports to the general manager.
- Daily sales and data entry to the system.

### **United Nations Development Program; Kabul, Afghanistan (Finance Trainee)**

Nov. 2018 –April 2019

- Budget Revision
- Data entry in Atlas
- Creation of General Journal Ledger in the system.
- Reviewing and checking chart of accounts
- Sending project budget to KK if authorized by the Senior Management.
- Timely preparation of cost-recovery bills in Atlas
- Elaboration and implementation of the income tracking system and follow up on cost recovery.
- Tracking invoices, processing checks.
- Creation of Cost shared security budget.
- Approval of vendors in Atlas
- Timely corrective actions on unposted vouchers, including the vouchers with budget check errors, match exceptions, unapproved vouchers.
- Maintenance of the Accounts Receivables for UNDP projects and follow up with partners on contributions.
- Processing bank transfers and deals for approval and settlements.
- Administration of budgets and effective cost recovery.

### **Quadrant Technologies, Kabul; Finance Assistant**

Feb 2016 - Nov 2018

- Keeping track of variances and continuous monitoring of the expenditures

- Review of inventory/capital asset book
- Review of cash book
- Review of check book
- Ensuring all the new procurement entered the inventory register in a timely manner.
- Preparing expense reports to the general manager as per the agreement (monthly, quarterly, Annual).

### **COMPUTER SKILLS**

- Good skills of working with Windows XP/7
- Good skills of typing in both English, Turkish & Dari (Farsi)
- Good skills of working with Internet & Email.

### **LANGUAGE SKILLS**

No	Language	Speaking	Reading	Writing	Comprehension
1	PERSEAN	Excellent	Excellent	Excellent	Excellent
2	PASHTO	Fair	Good	Good	Good
3	ENGLISH	Excellent	Excellent	Excellent	Excellent
4	TURKISH	Excellent	Excellent	Excellent	Very Good
5	URDU	Very Good	Excellent	Excellent	Very Good