

The impact of electronic advertising on shaping consumer-purchasing behavior: a case Study

L'impact de la publicité électronique sur la formation du comportement d'achat des consommateurs : étude de cas

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Abstract:

This article examines how electronic advertising influences consumer purchasing decisions. nearly all organizations use electronic ads, which significantly affect consumer attitudes. The study explores the impact of electronic advertising and its theoretical concepts, employing a descriptive analytical approach with a sample from Bordj Bou Arreridj University. data was collected through a questionnaire administered to 100 respondents, revealing a statistically significant relationship between electronic advertising and purchasing decisions.

Keywords: electronic advertising, consumer

Jel Classification Codes: D12, L86, D91.

1. INTRODUCTION:

In the digital age, electronic advertising has emerged as a key marketing tool for companies to reach target audiences. The rapid advancement of technology and social media has shifted advertising strategies from traditional methods to innovative digital approaches, significantly influencing consumer behavior and purchasing decisions. Electronic advertising affects consumer preferences through targeted messaging and data-driven insights. It enhances brand awareness and consumer engagement, facilitating quicker purchasing decisions.

1.1 Research Problem :

This study addresses the question:

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how does electronic advertising impact consumer purchasing decisions?

Sub-questions include the definition and types of electronic advertising, the concept of purchasing decisions, and the relationship between the two.

1.2 Hypotheses :

- There is a significant relationship between the type of electronic advertising and purchasing decisions.
- The content and characteristics of electronic advertising significantly influence purchasing decisions.
- The nature of the site displaying electronic ads affects purchasing decisions.
- There is a significant effect of electronic advertising on purchasing decisions.

1.3 Objectives of the Study :

- identify modern promotional techniques.
- understand techniques used in electronic advertising.
- highlight requirements for enhancing electronic ad quality.
- analyze the stages of the purchasing decision and influencing factors.
- identify key elements consumers seek in electronic ads.

1.4 Methodology :

This study employs a deductive approach with descriptive analysis to build a theoretical foundation, alongside an inductive approach for case study analysis.

2. Electronic Advertising :

2.1 Definition of Electronic Advertising :

There are numerous definitions of electronic advertising, including the following:

Mohamed Ahmed Abu Al-Qasim describes electronic advertising as: "The information made available to the public via the internet regarding products and services of an advertising nature, as long as we aim to encourage those visiting the site to purchase these products and services." (Al-Qasim, 2000, p. 110)

Another definition states: "The advertisement that is conducted through electronic means, with the internet being the foremost of these methods. This

type of advertising is characterized by flexibility and low costs compared to traditional methods, as well as rapid dissemination, a wide geographic reach, the ability to precisely target specific segments, and the use of multimedia such as sound, video clips, and animations." (Laqab, 2001, p. 157)

Salama (2007, p. 23) adds: "It is any advertisement that utilizes information and communication technology to establish a virtual or electronic connection between the product and the consumer, whether through the internet or various other networks.

From these definitions, it can be deduced that electronic advertising is a modern form of advertising that relies on information and communication technology, with the internet as a primary medium. It encompasses all electronic forms, including digital billboards, mobile phones, computers, and more.

2.2 Types of Electronic Advertising :

Electronic advertising can be categorized into two main types: (Lounis, 2007, p. 40)

- **Internet Advertising:** Includes various forms encountered while browsing, such as banners, sponsored content, and pop-up ads.
- **Offline Electronic Advertising:** Utilizes simpler methods like Bluetooth ads, MMS, and SMS to reach specific consumer segments, despite its limited technological scope.

3. Nature of Purchasing Decisions :

Understanding consumer purchasing behavior is crucial for business success, as it determines a company's ability to meet consumer needs. Identifying how consumers make purchasing decisions and the influencing factors helps businesses tailor their strategies effectively.

3.1 Definition of Final Consumer Behavior :

Hizam (2008, p. 133) defines it as: "The actions of individuals directly related to the acquisition and use of economic goods and services, including the decision-making process that precedes and determines these actions."

Alternatively, it can be defined as: "The direct actions and behaviors of individuals to acquire a good or service, which include making purchasing

decisions."

Based on these definitions, consumer behavior can be described as a set of actions displayed by individuals or organizations before, during, and after purchasing a product or products, aiming to satisfy various needs and desires.

3.2 Factors Influencing Final Consumer Behavior :

Several factors influence consumer behavior, including: (Lounis, 2007, p. 65)

Social Factors: Culture, social class, reference groups (primary and secondary), and family influences.

Personal and Psychological Factors: Age, occupation, lifestyle, motivations, learning, attitudes, and perceptions.

3.3 Stages of the Purchasing Decision Process :

Consumers typically follow several stages when making purchasing decisions: (Yaqoub, 2004, p. 14)

- **Problem Recognition:** Triggered by unmet needs.
- **Information Search:** Consumers seek information to identify suitable products.
- **Evaluation of Alternatives:** Assessing options based on gathered information.
- **Purchase Decision:** Selecting the option that offers the highest satisfaction.

Post-Purchase Evaluation: Analyzing satisfaction based on the product's performance COMPARED TO EXPECTATIONS. (Hughes, 2003, p. 12)

4. Relationship Between Electronic Advertising and Consumer Purchasing Decisions: (Al-Moussawi, 2012, p. 26)

4.1 Influences and Effects of Electronic Advertising Electronic advertisements significantly influence purchasing decisions through artistic and psychological elements. **THE KEY FACTORS INCLUDE:** (Al-Bakri, 2009, p. 237)

- **Images and Graphics:** Visually appealing designs attract attention and generate interest.
- **Color Choices:** Effective color selection enhances engagement and product appeal.
- **Text:** Clear and relevant promotional messages resonate with target

audiences.

4.2 Positive and Negative Effects of Electronic Advertising (Omar, 2006, p. 61)

Positive Effects: Electronic advertising can educate consumers, protect against fraud, ensure product quality, and present a variety of options.

Negative Effects: it may also propagate values and behaviors that clash with consumer ethics, potentially leading to psychological and social pressures due to aggressive marketing tactics.

5. Field Study:

To achieve the study's objectives, the research questionnaire was divided into two main sections:

- **Section One:** contains personal and professional characteristics (e.g., gender, age, educational qualification, job title, etc.).
- **Section Two:** dedicated to the questionnaire statements, consisting of 19 statements divided into four axes, as follows:
- **Axis One:** Includes statements related to the type of advertisement, consisting of 4 statements.
- **Axis Two:** Includes statements related to the characteristics of the advertisement, consisting of 6 statements.
- **Axis Three:** Includes statements related to the nature of the site, consisting of 5 statements.
- **Axis Four:** Includes statements related to the purchase decision, consisting of 4 statements.

5.1. Reliability of the Study Tool:

To test the reliability degree, we calculated the cronbach's alpha coefficient, which indicates the consistency of the measure and assesses the validity of the sample. The results of the Cronbach's Alpha test for the axes are presented in the following table:

Table 01: Cronbach's Alpha Coefficients for the Questionnaire Axes

Axis	Statements	Cronbach's Alpha	Statements	Cronbach's Alpha
Axis One: Electronic	15	73.0%	19	74.6%

Axis	Statements	Cronbach's Alpha	Statements	Cronbach's Alpha
Advertising				
Axis Two: Purchase Decision	04	60.8%		

Source: Prepared by the researcher based on SPSS outputs.

From the table above, we notice that axis one consists of 15 statements, with a cronbach's alpha value of 73.0%. axis two has a value of 60.8%, and the overall cronbach's alpha for all axes is 74.6%, which is considered a good percentage. This reliability can be attributed to the diversity of the selected population, including elements with different natures and thought processes (e.g., students, workers, and university professors). Generally, this percentage is acceptable compared to the benchmarks suggested by researchers.

therefore, it can be concluded that the study tool is reliable and its results can be generalized, as it meets the minimum threshold recognized in social sciences, which is 60%.

Regarding the response method, a five-point likert scale was used, and the data were processed using spss software. The following figure illustrates how the Likert scale was divided.

Table 02: Likert Scale Scores

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	2	3	4	5
[1 – 1.8]	[1.81 – 2.6]	[2.61 – 3.4]	[3.41 – 4.2]	[4.21 - 5]

Source: Prepared by the researcher based on SPSS outputs.

5.2. Analysis of Questionnaire Axes:

- **First:** Analysis of Statements Related to the Type of Advertisement

Table 03: Means and Standard Deviations of the Sample's Responses Regarding Type of Advertisement Statements.

No.	Statements	Mean	Standard Deviation	Acceptance Level
01	Clear electronic advertisements are the best	4.42	0.6380	High
02	Targeted electronic advertisements are	4.40	0.7910	High

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No.	Statements	Mean	Standard Deviation	Acceptance Level
	the best			
03	Concise electronic advertisements are the best	4.04	1.044	High
04	Animated electronic advertisements are the best	3.88	1.037	High
	Overall Mean for Type of Advertisement	4.19	0.580	High

Source: Prepared by the researcher based on SPSS outputs.

From the table above, it is clear that there is a high level of agreement on all statements regarding the type of electronic advertisement among the sample participants. this is reflected in a weighted mean of 4.19 and a standard deviation of 0.580. Additionally, there is a high level of agreement on all statements related to the variable, which falls within the high-value range [3.5-5], according to the study's scale.

- **second:** analysis of statements related to the characteristics and content of electronic advertisements

Table 04: Means and Standard Deviations of the Sample's Responses Regarding Content and Characteristics of Advertisements.

No.	Statements	Mean	Standard Deviation	Acceptance Level
01	Electronic advertisements provide information about goods and services	4.39	0.709	High
02	Electronic advertisements inform me about new goods and services	4.26	0.836	High
03	Electronic advertisements convince me of the quality of the product or service	3.62	0.940	High
04	Electronic advertisements help me compare brands	3.66	1.017	High
05	I am influenced by the texts used in electronic advertisements	3.36	1.243	Medium
06	I am influenced by the shapes and designs	3.70	1.059	High

No.	Statements	Mean	Standard Deviation	Acceptance Level
	used in electronic advertisements			
	Overall Mean for Characteristics of Advertisements	4.19	0.580	High

Source: Prepared by the researcher based on SPSS outputs.

table 04 shows a high level of agreement on all statements regarding the characteristics and content of electronic advertisements among the sample participants. this is reflected in a weighted mean of 4.19 and a standard deviation of 0.580, indicating a high level of agreement on all statements related to the variable, falling within the high-value range [3.5-5].

However, the statement regarding being influenced by the texts used in electronic advertisements received a medium level of agreement, with a mean of 3.36 and a standard deviation of 1.243.

• **Third:** Analysis of Statements Related to the Nature of the Website

Table 05: Means and Standard Deviations of the Sample's Responses Regarding the Nature of the Website.

No.	Statements	Mean	Standard Deviation	Acceptance Level
01	I prefer electronic advertisements on user-friendly websites	4.42	0.781	High
02	I prefer electronic advertisements that appear on YouTube	3.78	1.040	High
03	I prefer electronic advertisements that appear on social media (Facebook)	3.89	1.188	High
04	I prefer electronic advertisements that appear in email	3.44	1.217	High
05	I prefer electronic advertisements that appear on daily newspaper websites	3.75	1.029	High
	Overall Mean for Nature of the Website	3.856	0.643	High

Source: Prepared by the researcher based on SPSS outputs.

the table indicates a high level of agreement on all statements regarding the nature of electronic advertising websites among the sample participants. this is reflected in a weighted mean of 3.856 and a standard deviation of 0.643.

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The results demonstrate a high level of agreement on all statements related to the variable, which falls within the high-value range [3.5-5].

- **fourth:** analysis of statements related to the purchase decision

Table 06: Means and Standard Deviations of the Sample's Responses Regarding Purchase Decision Statements.

No.	Statements	Mean	Standard Deviation	Acceptance Level
01	Electronic advertisements draw my attention to the product or service	3.95	0.9780	High
02	Seeing electronic advertisements motivates me to explore their content	3.62	1.099	High
03	Electronic advertisements prompt me to visit the websites of companies	3.50	1.150	High
04	Electronic advertisements help me obtain information about the product or service	3.54	1.184	High
	Overall Mean for Purchase Decision	3.65	0.732	High

Source: Prepared by the researcher based on SPSS outputs.

The table shows a high level of agreement on all statements regarding electronic advertisements among the sample participants, with a weighted mean of 3.65 and a standard deviation of 0.732. This indicates a high level of agreement on all statements related to the variable, which falls within the high-value range [3.5-5], according to the study's scale.

5.3. hypothesis testing:

To test these hypotheses, spearman's correlation coefficient was used among the study variables. A value of (1) indicates a strong relationship between two variables, while a value of (0) indicates no linear correlation. correlation coefficient values between (0.1) and (0.29) denote a weak relationship; values between (0.3) and (0.49) indicate a moderate relationship; and values between (0.5) and (1) signify a strong relationship.

- **FIRST HYPOTHESIS:**

H0: There is a statistically significant relationship between the type of electronic advertisement and the purchase decision.

H1: There is no statistically significant relationship between the type of

electronic advertisement and the purchase decision.

- **SECOND HYPOTHESIS:**

H0: There is a statistically significant relationship between the characteristics and content of electronic advertisements and the purchase decision.

H1: There is no statistically significant relationship between the characteristics and content of electronic advertisements and the purchase decision.

- **THIRD HYPOTHESIS:**

H0: There is a statistically significant relationship between the nature of the advertisement website and the purchase decision.

H1: There is no statistically significant relationship between the nature of the advertisement website and the purchase decision.

Table 07: Correlation Matrix Between Variables

Variables	T1	T2	T3	T4
T1	1	-	-	-
T2	0.308**	1	-	-
T3	0.303**	0.496**	1	-
T4	0.211*	0.421**	0.283**	1

Source: Prepared by the researcher based on SPSS outputs.

***Correlation is significant at the 0.05 level (two-tailed).**

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

From TABLE 07, it is noted that the correlation coefficients between the components of the independent variables and the dependent variable were statistically significant at the significance levels of (0.01) and (0.05), with correlation values ranging from (0.211 to 0.496), indicating the presence of a moderate relationship.

Thus, we can conclude that there is a statistically significant correlation between each pair of variables:

Between the first and second variables: (0.308) moderate relationship

Between the second and third variables: (0.496) moderate relationship

Between the third and fourth variables: (0.283) weak relationship

Based on these results, we can affirm that the hypotheses stating:

There is a statistically significant relationship between the type of electronic

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advertisement and the purchase decision is valid; hence, we accept the null hypothesis and reject the alternative

There is a statistically significant relationship between the content and characteristics of electronic advertisements and the purchase decision is valid; hence, we accept the null hypothesis and reject the alternative.

There is a statistically significant relationship between the nature of the advertisement website and the purchase decision is valid; hence, we accept the null hypothesis and reject the alternative.

Testing the Fourth Hypothesis

In this section, we attempt to test the main hypothesis four: "There is a statistically significant impact relationship between electronic advertising and the purchase decision."

In this hypothesis, we expect to find a statistically significant impact relationship between electronic advertising and the purchase decision. To test this claim, we employed simple linear regression. First, we test the explanatory power of the model and then analyze the simple linear regression results as follows:

Table 08: Results of the Model's Explanatory Power Test

Statement	Correlation Coefficient (r)	Coefficient of Determination (R^2)	F Test	Statistical Value (Sig)
Electronic Advertising	0.93	0.83	10.014	0.002

Source: Prepared by the researcher based on SPSS outputs.

From Table 08, it is clear that the correlation coefficient between the independent variable (electronic advertising) and the dependent variable (purchase decision) is (0.93) indicating a positive correlation in the same direction between electronic advertising and the purchase decision.

The coefficient of determination (R^2) is (0.83), meaning that the independent variable (electronic advertising) explains 83% of the dependent variable's variance, while 17% of the variance is attributed to other factors.

To understand the individual impact relationship between the independent and dependent variables, we use the T-test for simple regression. The following table illustrates the results:

Table 09: Results of Simple Regression Analysis to Test the Impact of Electronic Advertising on Purchase Decision

Independent Variable	Regression Coefficient	Beta Value	T	Sig
Constant	1.71	-	2.768	0.005
Electronic Advertising	0.494	0.304	4.46	0.002

Source: Prepared by the researcher based on SPSS outputs.

From Table 09, we observe that the regression coefficient for the independent variable (electronic advertising) is (1.711), and the corresponding T-value is (2.768) at a significance level of (0.000), which is less than the level of 0.05. This indicates that the calculated T-value is greater than the critical T-value (1.64). Thus, we conclude that electronic advertising has an effect on the purchase decision. Therefore, we accept the hypothesis that there is a statistically significant relationship between electronic advertising and consumer purchase decisions, as represented by the following equation:

$$Y=0.49x_1+1.71$$

6. CONCLUSION:

It can be said that electronic advertisements are more effective than traditional advertisements due to their ability to accurately target specific audiences and deliver messages directly to the right individuals. Additionally, electronic advertisements provide consumers with access to detailed information about the advertised product or service, which facilitates their purchase decisions.

Furthermore, electronic advertisements enable consumers to interact with ads and companies through comments and sharing on social media platforms, which increases the popularity of the product or service and positively influences the purchase decision.

In summary, electronic advertising plays a crucial role in stimulating consumption and increasing sales, and it is a significant factor affecting consumers' purchase decisions in the current digital age.

This study aimed to shed light on the impact of electronic advertising on consumer purchase decisions. Through an empirical study, the research reached several findings, which can be summarized as follows:

6.1. Study Results:

- There is a statistically significant relationship between the type of electronic advertisement and the purchase decision.
- There is a statistically significant relationship between the characteristics and content of electronic advertisements and the purchase decision.
- There is a statistically significant relationship between the nature of the advertisement website and the purchase decision.
- There is a statistically significant relationship between electronic advertising and the purchase decision.

6.2. Recommendations:

Based on the study, the following recommendations can be drawn:

- Accurately define the target audience and design advertisements that meet their needs and purchasing behaviors.
- Focus on creating attractive and inspiring electronic advertisements to capture readers' attention and motivate them to buy.
- Regularly measure the performance of electronic advertisements and analyze data to understand their impact on purchasing behavior and improve future strategies.
- Utilize personalization techniques to deliver targeted advertisements based on readers' behaviors and preferences.
- Engage with readers through social media, respond to their inquiries, and foster positive interaction.
- Innovate in electronic advertising strategies and continuously update to stay informed about developments in the digital advertising market.
- Enhancing the quality and proper targeting of electronic advertisements can increase their effectiveness and yield positive results on consumer purchasing behavior.

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