

THE INTERNATIONAL JOURNAL OF BUSINESS & MANAGEMENT

Impact of Internet Advertising on the Purchasing Decisions of Students: A Case Study of Istanbul Aydin University Students, Turkey

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Abstract:

This study looks at the impact of advertising on the purchase decision of students, a case study of Istanbul Aydin University. The aim of this research is to understand: 'How effective online adverts are in influencing purchase decision making' using students of Istanbul Aydin University (Turkey) as a case study. The method used for this study was a quantitative analysis using the technique of convenience sampling method with a sample of 350 students. Primary data was used to get responses from the sample. The findings revealed that online advert is effective on purchase decision making. Of all the other advertisement, online advertising has the greatest impact on attitudes and interests in online purchasing decisions. The researcher advised that online business owners and advertisers should maximize the information in this study and focus more on the areas of interests of their customers and potential customers.

Keywords: Consumer, purchase decision, internet/online advertisement, goods and services

1. Introduction

Advertising has been considered for generations, but previous to the twentieth century, it was not as important as it appears now. The reason was that in the nineteenth century, economists were occupied with developing the theory of perfect competitive markets, which assumed that there was perfect information in the market and that consumers had fixed preferences for their products, which were homogeneous in nature.

Advertising on items was regarded to be a waste of resources and an increase in production costs because customers were not likely to respond in any manner. Because of advancements in transportation and technology, producers have reconsidered their choice to increase capacity and so secure product exposure (Roberts, J. 1987). Following these events, advertising became an important subject for economists to investigate. An early musing was provided by (Alfred Marshall 1890, 1919). 'Principles of Economics' and 'Industry and Trade' are two of his writings. He distinguishes two functions of advertising. Advertising, according to him, may be effective in giving customers with information that would assist them in satisfying their desires.

According to Cohen's definition, advertising has three purposes: increasing company sales, providing excellent service to customers, and ensuring the social and economic well-being of society. Advertising may be done in a variety of ways, including radio and television, billboards, magazines and newspapers, and internet. Cohen (1988) Psychological and environmental variables also impact one's taste and liking for a thing. As a result, commercials have a role in influencing customer taste and preference. Consumers are known to be rational in their purchasing decisions, seeking to maximize their happiness when it comes to consumer products (Sharma, 2009).

A lot has been covered by various researchers on online advertisement and the effect of online advertisement on consumers; however, most of these studies conducted in the United States of America and other parts of the world may not be directly applicable to Turkey due to cultural differences, social norms, lifestyle, and the like. All of these factors impact customer purchasing decisions, and we cannot equate or presume the same for our Turkish audience, particularly university students.

As the number of internet users continues to grow, as does the amount of online advertising, there is a strong desire to reach out to the Turkish audience, and this study will focus on the impact of online advertising on student purchase decision making (internet user) using Aydin University as a case study.

This study is organized chronologically and is divided into five segments. These segments include a separate set of information but all leading to the goals of this article. It opens with the literature review, then the method that was employed. The basic elements of this scientific endeavor are discussed here. Details such as research design, population and sample, instruments utilized, strategy, data collecting methodology and procedure are included. Next is the discussion of the results and findings. The last segment provides the work's conclusion, summary, and recommendations.

2. Literature Review

2.1. Purchase Intention Theory

The Purchase Intention Theory created by was used to guide the research (Warshaw, 2000). According to the purchase intention model hypothesis, culture influences customer decisions on whether or not to purchase things. This suggests that customers in one situation are more likely to make comparable purchase decisions than customers in other contexts.

2.2. Ability to Recall Ad

Previous study has looked into a variety of characteristics that might influence Internet advertisement recall. Authors discovered no substantial influence of web site context elements on advertisement recall. The important conclusion was that page viewing length is a strong predictor of the capacity to recall banner ads; nevertheless, a minimum amount of exposure (about 40 seconds per page) is necessary to attain a respectable degree of advertising memory.

2.3. Attitudes toward Internet Advertising

Schlosser et al. (1999), a national sample of more than 400 participants was surveyed, and no majority opinion on Internet advertising was found: about one-third of the participants liked, hated or felt Internet advertising in a neutral way. Internet consumers find Internet advertising helpful but not pleasant, even if they do not believe that it will increase the cost of the product, it will not prompt them to make a purchase.

2.4. Click or Click-Through Rate

Clicking is an advertising interaction, which means that 'an ad is delivered to the visitor's browser and then the visitor clicks' (Bhat et al., 2002). The average number of times that viewers click on pop-up ads and then visit the target website is the click-through rate, which is a common indicator for analyzing the success of banner ads (Dreze and Hussherr, 2003; Faber et al. . 2004).

However, Cho (2003) investigated contextual and consumer-related factors that affect clicks on banner ads, and found that if people (1) are highly involved in the product, (2) perceive consistency between content, they are more likely to do so. Click the banner ad page and the ads placed on it, (3) like the hosting website, and (4) show the like on the hosting website. The first element (commitment to the product) is classified as a consumer-related element, while the remaining three elements are classified as contextual variables in terms of controlling factors of the advertiser.

2.5. Review of Related Literature

Based on the investigation report of the previous research report, it is clear that Internet advertising should be traction and should be an important factor of the AD media mixture of the marketing person. Depending on the purpose of the study, advertising metrics can be configured as independent variables or dependent variables. If used to predict results variables, such as purchasing intentions and real purchase decisions, independent variables are considered. If other features are included as the memory and by clicking on online ads to evaluate the advertising effect, they are dependent variables. However, research on links between advertising performance indicators and actual online purchase decisions, and the final behavior response is low.

Most research items discussed in this document are to select the impact of Internet ads on the effects of online advertising performance (such as advertising attitudes, advertising memories, click rates, etc.), the results are vague from the viewpoint of the effectiveness of the associated online advertisements.

The results of the deterministic survey encourage more research on Internet ads to understand and recognize the consumer response of Internet consumers as means of advertising. As a result, the purpose of this study is to answer the question 'how important is the effectiveness of advertising in purchase decisions important?' According to Chan and Tan (2017), these variable variables have been combined in media consumption patterns and the validity of online advertising.

Gong and Maddox (2003) show: 'Future studies can examine the impact of web announcements between various countries and cultures to expand global knowledge about the effects of global advertising'. (P: 46). In addition, additional investigation is required to cover several samples in other countries to strengthen the external validity of the findings of the investigation (CaliSir 2003).

2.6. Objective of the Study

The study's objectives: this research will investigate the effects of Internet advertising on customer purchasing habits. The study's particular aims are as follows:

- To assess the efficacy of internet advertising in influencing purchasing decisions among AU University students.
- To investigate the extent to which Internet advertisements impact AU students.

2.7. Research Question

How significant the measures of online advertising are effective in influencing students' purchasing decision in terms of ability to recall ads, attitudes towards internet advertising and click or click-through rate.

3. Method

This study investigates the impact of Internet advert placement on the purchasing decisions of students at the University of Aydin, Turkey. Analytical investigations are conducted to examine the interrelationships between Internet advertising, student and purchasing decision variables. The survey methods used in this investigation were both qualitative and quantitative. A combination of qualitative and quantitative research methodologies is used to help statistical analysis and observation, interpretation, and interviewing more thorough the research.

The data from this study were distributed among 350 students at Aydin University (AU), using a sample approach adopted by Kotgaonkar and Wolin (2000). Survey questionnaires were distributed individually and collected from respondents.

Design Through a managed survey, allows respondents to complete the survey tool themselves, which eliminates interviewer prejudice and reaches a large research population and is acceptable. There are benefits to achieving a response rate. The biggest drawback of self-managed surveys is the low response rate sent via email. Nonetheless, researchers manage the survey face-to-face to mitigate this shortcoming.

Another problem is that if the research tools are too long or complex, it can be difficult to obtain vast amounts of information from respondents (Blumberg et al., 2011). However, researchers told respondents that it would take less than 10 minutes to complete the survey, and face-to-face administration offers a high survey participation rate despite the lack of incentives. Respondents who saw ads on internet platforms using the internet were able to participate in the survey. The Survey included questions that measure the independent variables of attitudes towards Internet advertising: online ad recollection ability, online ad click frequency in total media consumption patterns, online ad effectiveness and dependent variables of online purchases. This tool was adopted from Chan and Tan (2017), the use of patterned media, the effectiveness of online advertising, and the evaluation of purchasing decisions influenced by online advertising. Respondents are required to answer questions on a 5-point Likert scale, some ranging from 'always' to 'totally.'

In the response mode, there were various example items of the scale 'Internet marketing, efficiency of purchasing decision-making' from (1) 'I do not agree at all' to (5) 'I fully agree'. One question was used to assess the respondents' ability to recall advertising information. The question was, 'How often can you view or remember what you read online?' Respondents were asked to rate their memory level on a scale of 1 (almost all information) and 1 (not remembered). On the range side, this response mode was adopted by Chan and Tan's technology (2017). The demographic part of the survey has been adjusted to reflect nationality and educational background.

According to Frankael and Wallen (2000), the validity is supported by evidence from researchers' conclusions based on data collected using a particular device. It refers to the degree of a result; the relevance of the scope of the tool to the research theme is sensitive to the effectiveness of the content. This shows how well the instrumental question covers the area of study. A pilot study is required to determine the effectiveness and reliability of the equipment. The goal of the pilot investigation was to determine the effectiveness of the equipment in gathering the information needed for this investigation. Pilot study results may highlight the need for researchers to change several factors, such as simplifying certain words. Due to time constraints, there may not be a pilot study for this study; however, the researcher will communicate clearly to the respondents and a Cronbach's Alpha reliability test will be conducted.

4. Results and Findings

A reliability test was carried out to determine the effectiveness of the questions in relation to the responses from the respondents. With a value of .703, this shows the consistency in result.

With a total of 300 respondents, about 137 respondents are male representing 45.7 of the respondents while 163 are female representing about 54.3 percent. Therefore, we know that more females participated in this exercise than males. We further analyzed the age of the respondents and discovered that out of the 300 respondents, about 83 of them are more than 33 years of age, 75 stated that they are between 28-32 years, 75 also said they are between 23-27 while 67 stated that they are between the ages of 18-22. The use of this age brackets is to understand the maturity of the respondents. It is good to know that all the respondents are legal adults. Turkish citizens make up the highest number of respondents with a total of 108 respondents representing about 36 percent; this is followed by Turkish Cypriot citizens with a total of 98 respondents representing about 32.7 percent, and finally, the foreigners that responded were about 94 which represents about 31.3 percent. On further researching on the educational levels of the respondents, we discovered that the doctorate students have the highest frequency; this is about 118 of the total respondents and about 39.3 percent. Another 93 represented the masters' students with about 31 percent while 89 stated that they are undergraduates with about 29.7 percent.

Another part of the results showed that the media preferences of AU students and the frequency of internet usage each week. The data shows that almost all students use the Internet (online) as their main medium, and about 2% of the respondents use TV and newspapers more frequently. 4% of respondents said they use radio more frequently. The results show that students use the Internet as their main medium. This may be because they can use Internet facilities both inside and outside the school environment. They seem to rely on the Internet because they spend time online almost every day. In addition, they rarely spend time on mainstream traditional media such as television, newspapers, and radio. This is because the Internet is more convenient for them, because they can easily get news from the Internet through their mobile devices, and they can immediately contact their friends. At this point, online advertising is considered to be relatively more effective for them compared to print advertising.

AU students' preference for receiving media type information can help enhance the potential effects of online advertising. As shown in the results, 68% of the respondents indicated that the Internet is their preferred medium for receiving advertising information. In advertising information, 18 percent of respondents can remember all the

information. 21 percent can remember half of the information and 19 percent can remember part or part of the information. 17 percent of respondents rarely remember this information and 24 percent of respondents will never remember this information. The results also showed that 21.7 percent of respondents 'always' click on pop-up windows, and 17.3 percent often 'rarely' click on online advertisements to get more detailed information. 19.7 percent of people never click on online ads, and 19.3 percent and 22 percent of respondents choose 'sometimes' and 'often' respectively.

From the result, the respondents need online advertising and also believe that online advertising information is credible and attractive enough. 21 percent of respondents strongly agree with this statement, while 21 percent of respondents do not agree that online advertising is necessary for them. Furthermore, 23 percent of respondents believe that online advertising information is necessary. This shows that online advertising messages are more credible and attractive than AU students' print advertisements. According to AU students' opinions on whether they would click on online advertisements that stimulated their interest in the product instead of their demand for the product, 20 percent of them strongly agreed with this statement. Only 20.7 percent of people will click and understand online advertising if they browse freely during entertainment time. At the same time, 22 percent of respondents agreed that if the advertisement is unconventional and attractive to them, they are more likely to remember online advertising. Most importantly, if the ad includes a major sponsor, 20.7 percent of the respondents will remember the online ad. In contrast, 17.7 percent of the respondents disagreed that major sponsors would influence their recall of online advertising.

The majority of respondents agreed that online advertising is necessary, credible and attractive, but when asked if they are willing to be exposed to online advertising, 20 percent of the respondents were neutral. In this regard, only 43.3 percent are willing to be exposed to online advertising rather than print advertising.

About 35 percent of respondents agreed that they would search for product information online before making a purchase decision. About 22 percent of respondents do not search for product information online before purchasing. It can be concluded that most respondents will search for product information online before making a purchase, and will see online advertisements when conducting surveys.

However, online advertising did not affect their purchases. Are there any other factors that can affect the interviewee buying decisions outside of online advertising? Other factors mentioned include product research, comparisons, and cognitive changes, buying and testing new products. In some ways, online advertising can prompt students to seek more product information, and 34.7 of respondents agree with this view. In addition, 40 percent of those surveyed agree that online advertising influences them to compare products with other alternatives. 71% of those surveyed said they were neutral and did not agree that online advertising could affect their perception changes. However, 43 percent of them were influenced by online advertising to make a purchase. In addition, 39 percent of respondents also said that online advertising will not affect them from trying new products. Explain that online advertising will not affect students' opinions or purchasing decisions. The entire survey results show that online advertising can influence students to investigate products immediately. In addition, online advertising can influence students to make online comparisons. However, online advertising will not affect student perception and purchases.

We also notice that respondents were indifferent (neutral) concerning online purchases. We therefore tried to know why by cross tabulating influence and nationality. We discovered that foreigners least agreed to being influenced while some remained neutral. This can be true due to the fact that there are language barriers on some sites and product description. They would therefore prefer to visit a physical store than make online purchase.

5. Conclusion and Recommendation

5.1. Conclusion

Based on the results of the study, the researchers concluded that advertising by attracting consumers' attention, stimulating their interest, generating a desire for products and ultimately making them decide to buy products, plays a very important role in when influencing consumer buying behavior. It can also be concluded that students remember to use their advertisements. They tend to click on online advertisements based on their interests rather than their demand for product (Mullarkey 2003). In addition, major sponsors are also a factor that attracts students' attention to online advertising, because students like to follow the trends of celebrities, idols and peers and connect with them (Chan and Tan 2017). Students listen to what their mates say about the choice of product opinions. In their buying model, students are more likely to follow the influence of their peers, but there are also some people who will be influenced by online advertising to guide them to try new products. Therefore, the elements of online advertising can attract their attention significantly and they will want more detailed information about the product. AU students generally use the Internet primarily for educational, news, and information purposes, and rarely use it for social media.

5.2. Recommendation

This current research helps us understand the online purchase decision and influence beliefs and attitudes towards online advertising, of which has to help online retailers to better meet the needs and desires of consumers, and to help design their online advertising approaches. Towards this end, online business owners and advertisers need to maximize this information. Information concerning the effectiveness of online advert is very important as medium of online retail and is becoming more and more important in the global market. Understanding of online consumers and the views of various countries on internet advertising have a profound impact on international suppliers and online businesses.

Furthermore, the investigation we conducted was for a particular university and hence may seem narrow in nature. Future research can be conducted by introducing students from specific colleges, other universities or even an

entire country to determine the impact of their online advertising in influencing consumer purchasing decisions, thus broadening the scope of the research and giving it external validity.

There are few limitations on this research. First, due to time constraints, the data collected is mainly concentrated on AU students. This leads directly to the second restriction, which is the limited number of respondents representing the entire student community in Turkey. Since the research is only conducted within the university, the population sample is considered limited. This research is based on the experience of the interviewee and responds to closed questionnaires rather than stimulus-based experiments, which provides more room for the reliability of the investigation. Also, the pandemic did not support free movements and so there was restriction in sharing the questionnaire to wider scope. There was also the limitation of finance.

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