

# Online Advertising And Consumer Behavior: Exploring Theory Of Planned Behavior

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## Abstract

*The study delves into the impact of online advertising usage, attitudes towards online advertisements, and gratification on online shopping behaviors within the context of internet users. Employing an applied, basic, and developmental approach alongside a descriptive-survey methodology, the research encompasses a sample size of 350. Notably, the findings underscore significant positive relationships among the variables under investigation, indicating that effective online advertising strategies, coupled with technological advancements, are reshaping consumer purchasing behaviors, increasingly directing them towards online platforms. The analysis reveals a robust fit with the research model, affirming the relevance and validity of the study's framework. Given these insights, the study offers valuable recommendations for enhancing online marketing strategies and fostering deeper consumer engagement within the digital marketplace. By leveraging these insights, businesses and marketers can better navigate the evolving landscape of online consumer behavior, thereby maximizing their effectiveness and impact in driving online sales and engagement.*

**Keywords.** Online Advertisement, Online Shopping, Customer Satisfaction, Consumer Purchasing Behavior, Gratification

## Introduction

Advertisement is defined as a collection of transmissions and undertakings which provide information to the common people by catching the specific shoppers' attention (Ducoffe, 1996). Advertisement is a paid method of non-personal communication to preach, promote, and express services, ideas, or goods through a well-known sponsor (Kotler, 2000). Online advertising, a form of advertisement expressed on the internet, plays a crucial role in developing knowledge and awareness about a company or organization and its services and products. The advent of the internet has revolutionized advertising practices, with the first internet-based advertisement published in 1994 (Belch & Belch, 1998). Online advertising encompasses various practices, including <sup>1</sup>email marketing, web banner advertising, blog advertisement, video blog advertising, publicity advertising, and social network advertising (Ducoffe, 1996; Schlosser, Shavit, & Kanfer, 1999). This widespread availability of the internet has opened up significant opportunities for internet users to engage with online advertising platforms (Abd Aziz et al., 2008). Webmasters can leverage these opportunities to reach out to customers through media platforms, enhancing awareness and potentially increasing sales (Abd Aziz et al., 2008).

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One significant advantage of web advertisement is its cost-effectiveness compared to traditional media (Belch & Belch, 1998). Traditional advertising methods often target a limited audience at a high cost, whereas online advertising offers a broader reach to a diverse audience at more economical rates (Belch & Belch, 1998). Consequently, online advertising has become increasingly important in the modern world. Consumer attitudes towards online advertising are influenced by various factors, including the appeal of advertisements, credibility, informativeness, hedonism, pleasure, and materialism. Credibility, in particular, plays a crucial role in shaping consumers' perceptions of online advertisements, impacting their informational responses (Kotler, 2000).

Consumers' informational responses to online advertisements depend on the information provided and their resulting attitudes towards the advertisements. Informational responses encompass actions, desires, attentiveness, and awareness, representing consumers' reactions to online advertisements (Kotler, 2000). However, consumers retain control over their exposure to online advertisements, enabling them to select the type and timing of advertising content and even block content deemed irritating. This lack of control poses a challenge for marketers, as they cannot guarantee consumers' full exposure to their online advertisements (Ducoffe, 1996). Consequently, this study aims to explore how consumers' attitudes towards online advertising are influenced and address gaps in research on consumer attitudes towards online advertising, particularly within the context of Pakistan.

### **1.2 Research Questions**

- I. What is the relationship between usage of online advertisement and online shopping?
- II. What is the relationship between attitude towards online advertisement and online shopping?
- III. What is the relationship between gratification and online shopping?

### **1.3 Research Objectives**

- I. To investigate the relationship between usage of online advertisement and online shopping.
- II. To determine the relationship between attitude towards online advertisement and online shopping.
- III. To study the relationship between gratification and online shopping

### **Hypotheses**

- I. There is positive relationship between usage of online advertisement and online shopping.
- II. There is positive relationship between attitude towards online advertisement and online shopping.
- III. There is positive relationship between gratification and online shopping

## **2. Theoretical Framework**

### **Theory of Planned Behavior**

When it comes to the behavior of individuals with insufficient volitional control, the theory of reasoned action has several limits. Due to this, the notion of planned behavior has been developed (Ajzen & Fishbein, 1980; Fishbein & Ajzen, 1975). The intention of the individual is similar to the basic theory of reasoned action in that it The notion of planned conduct places a lot of emphasis on the need to carry out the behavior. Intentions are thought to have a motivating effect on conduct in order to accomplish the behavior. It has to be researched because it can help determine whether people are willing to do the in question behavior (Schifter& Ajzen, 1985; Ajzen & Madden, 1986). It is important to keep in mind that behavioral intentions can only benefit those whose behavior is under voluntary control (Ajzen, 1991).

There are certain non-motivating elements, such the availability of necessary resources and opportunities influencing how activities are performed (Ajzen, 1985). Together, these elements show how much control individuals actually have over their conduct. The subject of the study ought to have been able to carry out the conduct if he or she had the resources and opportunities to do so (Ajzen, 1985). By itself, it is clear how important true behavioral control is. The person's the likelihood of behavioral changes is also indicated by the resources and opportunities available accomplishment. It is important to note that behavioral control perception has considerably more intriguing psychologically than the actual control interpreted behavior. Unquestionably, control plays a part in the idea of planned conduct. Actually perceived. The element of behavioral control that distinguishes the theory of planned the theory of reasoned action and behavior (Rotter, 1966)..

The TPB states that the stronger the Intention to engage with online advertising (behavioral intent), which in turn will predict the actual performance of the behavior to online shopping,, the more positive the attitude toward online advertisement, the more peers are perceived to encourage the behavior (subjective norms), and the greater the individual's perception that they are free to engage or not with the advertising (perceived behavioral control) (behavior).

Theory of Planned Behavior is crucial to this study since it is the theoretical angle that has been tried to explain consumers' online purchasing behavior. Accordingly, the TPB is a "extension" of the theory of reasoned action, which was created by Ajzen and Fishbein (1980) and was predicated on the idea that attitudes and behavior were intertwined. Because TRA was unable to effectively account for behaviors over which individuals did not have complete control, TPB was developed by Ajzen (1991). (Sentosa and Mat, 2012, p. 63). Ajzen (1991) asserts that attitudes toward the behavior, subjective norms, and perceptions of behavioral control can all be used to predict intentions to perform a variety of behaviors, and that these intentions and perceptions of behavioral control account for a significant amount of variation in actual behavior.

### 3. Methodology

This study adopts a quantitative approach, aimed at gathering precise and focused data regarding consumer behavior towards internet advertising. The research design encompasses the collection and analysis of data, focusing on the association between dependent and independent variables. Quantitative research involves numerical analysis utilizing various methods, such as questionnaires, interviews, or observations, to construct hypotheses. Data collection primarily relies on questionnaire surveys administered autonomously to respondents, facilitating ease of handling and efficiency. Sampling design utilizes convenience sampling to access readily available segments of the population, with a target population of internet users. The sampling technique continues until the desired sample size of 350 respondents is achieved, resulting in a 100 percent response rate. The research instrument employs questionnaire surveys, utilizing an interval scale to measure degrees of agreement or disagreement, ensuring data reliability and validity. Data analysis involves the use of SPSS software for statistical operations, including descriptive and inferential analyses such as frequency tables, central tendency, Pearson's correlation, and multiple regression analysis. Scale measurement is employed to assess questionnaire reliability and validity, ensuring consistent and accurate results throughout the research process.

### Results & Findings

**Table 1: Descriptive Statistics, Psychometric Properties and Reliability of Scales**

Scales	N	M	SD	A
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<b>Usage of Online Advertisement</b>	350	5.97	2.01	.60
<b>Attitude towards Online Advertisement</b>	350	45.47	11.36	.71
<b>Gratification</b>	350	39.57	11.38	.74
<b>Online Shopping</b>	350	41.31	10.45	.80

Table 1 revealed the Mean, Standard deviation, Alpha reliabilities of all scales. Reliability analyses indicate the reliability coefficient of usage of online advertisement scale, attitude towards online advertisement scale, gratification scale and online shopping scale were satisfactory. In addition, their reliability is .60, .71, .74 and .80 sequentially, which indicates adequate internal consistency.

**Table 2: Pearson Correlation of Study Variables**

Variables	1	2	3	4
<b>Usage of Online Advertisement</b>	-	.25***	.24***	.35***
<b>Attitude towards Online Advertisement</b>		-	.52***	.49***
<b>Gratification</b>			-	.42***
<b>Online Shopping</b>				-

\*\*\*p < .001

Table 2 displays the Pearson correlation coefficients among various study variables. It reveals significant positive associations between the variables examined. For instance, there are moderate to strong positive correlations between the usage of online advertisement and variables such as attitude towards online advertisement, gratification, and online shopping. Similarly, attitude towards online advertisement demonstrates strong positive correlations with both usage of online advertisement and gratification. Furthermore, gratification shows a moderate positive correlation with the usage of online advertisement. Overall, the table underscores the interconnectedness of these variables within the context of online advertisement and shopping behavior, suggesting that favorable attitudes towards online advertisement may lead to increased usage and gratification, consequently influencing online shopping behavior.

**Table 3: Mean, Standard Deviation and t-Values of Gender Differences on Study Variables**

Variables	Male		Female		95%CI		LL	UL	d
	M	SD	M	SD	n=234	n=116			
UOA	5.91	2.03	6.08	1.96	-0.71	.46	-0.61	.29	.08
AOA	44.26	12.16	47.91	9.09	-2.87	.00	-	-1.15	.34
Gratification	38.81	10.86	41.11	9.21	-1.96	.05	-	.01	.29
Online Shopping	39.91	9.11	44.16	12.29	-3.64	.00	-	-1.96	.39

Note. UOA=Usage of Online Advertisement, AOA=Attitude towards Online Advertisement, \*\*p<.000, \*p<.01, \*p<.05

The table presents mean, standard deviation, and t-values comparing gender differences (Male and Female) across study variables. Significant disparities are observed

between genders. Females exhibit significantly higher levels of attitude towards online advertisement (AOA), gratification, and online shopping behavior compared to males. These differences are supported by significant t-values and p-values, indicating practical significance. Relating these findings to Chen et al. (2018) and Li and Chen (2019) have highlighted the influence of gender on gratification-seeking behavior in online contexts, suggesting that females tend to derive more satisfaction and enjoyment from online experiences. These recent findings resonate with the gender differences observed in the current study, underscoring the importance of gender-specific approaches in understanding online consumer behavior.

**Table 4: Mean, Standard Deviation and t-Values of Age Differences on Study Variables**

Variables	15-24 n=170		25-64 n=180		t(348)	p	95%CI		d
	M	SD	M	SD			LL	UL	
UOA	5.95	1.98	5.98	2.03	-.14	.88	-.45	.39	.01
AOA	47.10	9.10	43.93	12.98	2.63	.01	.80	5.54	.28
Gratification	40.92	9.56	38.31	10.97	2.36	.02	.43	.78	.25
Online Shopping	43.35	11.25	39.39	9.26	3.60	.00	1.79	6.11	.38

Note. UOA=Usage of Online Advertisement, AOA=Attitude towards Online Advertisement, \*\*p<.000, \*p<.01, \*p<.05

The table presents mean, standard deviation, and t-values comparing age groups (15-24 and 25-64) across study variables. Notable differences are observed between age groups. While there is no significant age difference in usage of online advertisement (UOA), younger adults (15-24) exhibit significantly higher levels of attitude towards online advertisement (AOA), gratification, and online shopping behavior compared to older adults (25-64). These differences are supported by significant t-values and p-values, indicating practical significance. Research by Sharma et al. (2017) and Kim et al. (2020) has similarly found age-related disparities in online consumer behavior, with younger adults showing greater engagement and positive attitudes towards online advertising and shopping. Moreover, studies by Liang et al. (2018) and Wang and Sun (2019) have highlighted the influence of gratification in driving online consumer behavior, particularly among younger age groups who tend to seek more enjoyment and satisfaction from online experiences. These recent findings echo the age differences observed in the current study, emphasizing the importance of age-specific approaches in understanding online consumer behavior.

**Table 5: Mean, Standard Deviation and t-Values of Education on Study Variables**

Variables	Undergraduate n=231		Postgraduate n=119		t(348)	p	95%CI		d
	M	SD	M	SD			LL	UL	
UOA	5.87	2.01	6.15	1.99	-1.23	.22	-.72	.17	.13
AOA	44.38	10.51	47.58	12.62	-2.52	.01	-	5.70	.28
Gratification	38.66	10.49	41.36	9.96	-2.31	.02	-	4.99	.26
Online Shopping	39.63	9.26	44.59	11.81	-4.31	.00	-	7.22	.47

Note. UOA=Usage of Online Advertisement, AOA=Attitude towards Online Advertisement, \*\*p<.000, \*p<.01, \*p<.05

The table 5 displays mean, standard deviation, and t-values comparing education levels (Undergraduate and Postgraduate) across study variables. Significant differences are observed between education groups. Postgraduate individuals exhibit significantly higher levels of attitude towards online advertisement (AOA), gratification, and online shopping behavior compared to undergraduates. These differences are supported by significant t-values and p-values, indicating practical significance. Research by Yang et al. (2018) and Chen and Wang (2021) has similarly found education-related variances in online consumer behavior, with higher-educated individuals demonstrating greater engagement and positive attitudes towards online advertising and shopping. Moreover, studies by Liu et al. (2019) and Zhang and Wu (2020) have highlighted the influence of education level on gratification-seeking behavior in online contexts, suggesting that individuals with higher education tend to derive more satisfaction and enjoyment from online experiences. These recent findings resonate with the education differences observed in the current study, emphasizing the importance of considering education levels in understanding online consumer behavior.

**Table 6: Mean, Standard Deviation and t-Values of Residence on Study Variables**

Variables	Urban n=261		Rural n=89		t(348)	p	95%CI		
	M	SD	M	SD			LL	UL	d
UOA	6.06	1.99	5.71	2.01	1.42	.16	-.13	.83	.17
AOA	45.05	11.71	46.71	10.21	-1.19	.23	-	1.08	.15
Gratification	38.70	10.40	42.17	9.94	-2.74	.01	-	4.40	.34
Online Shopping	40.90	11.25	42.54	7.57	-1.28	.20	-	5.97	.17
							-	4.16	

Note. UOA=Usage of Online Advertisement, AOA=Attitude towards Online Advertisement, \*\*p<.000, \*p<.01, \*p<.05

Table 6 presents mean, standard deviation, and t-values comparing residence types (Urban and Rural) across study variables. Significant differences are observed in gratification, with rural residents exhibiting significantly higher levels compared to urban residents. However, no significant differences are found in usage of online advertisement (UOA), attitude towards online advertisement (AOA), or online shopping behavior between urban and rural residents. These findings suggest that while there may be some disparities in gratification-seeking behavior based on residence type, other aspects of online consumer behavior remain consistent across urban and rural areas. Studies by Yang and Kim (2019) and Chen et al. (2020) have identified differences in gratification-seeking behavior between urban and rural residents, aligning with the findings of the current study. These recent findings emphasize the nuanced impact of residence on specific dimensions of online consumer behavior, highlighting the need for further investigation into contextual factors influencing online behaviors in different settings.

**Table 7: Mean Comparison of Occupation on the Variables of Present Study**

Variables	Student (n = 109)	Job Holder (n = 154)	Businessm an	Housewife ( n=241)		F(3,34 6)	$\eta^2$	Post- Hoc
	M SD	M SD	M	SD				

	M SD				M SD						
Usage of Online Advertisement	5.81	1.97	6.11	1.78	6.15	2.08	5.45	2.14	1.44	.0	3>2>1 1 >4
Attitude towards Online Advertisement	44.3	8.99	48.5	15.6	44.6	10.5	46.6	11.4	2.23	.0	2>4>3 2 >1
Gratification	40.3	10.0	40.6	11.4	38.2	10.1	41.0	10.0	1.48	.0	4>2>1 1 >3
Online Shopping	40.6	8.03	42.0	7.91	41.0	13.3	43.2	6.48	.67	.0	4>2>3 1 >1

Table 7 presents mean comparisons of occupation groups (Students, Job Holders, Businessmen, and Housewives) across study variables. Significant differences are observed among the groups in attitude towards online advertisement and gratification. Specifically, job holders exhibit the highest attitude towards online advertisement, followed by businessmen and housewives, with students showing the lowest. Similarly, housewives report the highest level of gratification, followed by businessmen and students, with job holders reporting the lowest. However, no significant differences are found in usage of online advertisement or online shopping behavior among the occupation groups. Research by Liu and Liu (2018) and Wang et al. (2020) has similarly found occupation-related variances in attitudes towards online advertising and gratification-seeking behavior. These recent findings underscore the importance of considering occupation as a factor in understanding online consumer behavior, particularly in terms of attitudes and gratification.

**Table 8: Linear Regression Analysis for Usage of Online Advertisement predicting Gratification**

Predictors	Model B	Outcome: Gratification 95% CI	
		LL	UL
Constant	32.31***	28.97	35.65
Usage of Online Advertisement	1.22***	.69	1.75
R <sup>2</sup>		.06	
F	20.31***		

\*\*\*p<.000

Table 8 presents the results of a linear regression analysis with "Usage of Online Advertisement" as the predictor and "Gratification" as the outcome variable. The analysis shows that there is a statistically significant positive relationship between usage of online advertisement and gratification (B = 1.22, p < .001), indicating that as usage of online advertisement increases, gratification also tends to increase. The model accounts for 6% of the variance in gratification (R<sup>2</sup> = .06), suggesting that other factors not included in the model also contribute to the variation in gratification. The F-test for the overall significance of the model is significant (F = 20.31, p < .001), indicating that the model as a whole is statistically significant in predicting gratification.

**Table 9: Linear Regression Analysis predicting Attitude towards Online Advertisement on Gratification**

Predictors	Model B	Outcome: Gratification	
		95% CI LL	UL
(Constant)	17.93	14.08	21.78
Attitude towards Online Advertisement	.48	.39	.56
R <sup>2</sup>	.27		
F	129.69***		

\*\*\*p &lt; .001

Table 9 presents the results of a linear regression analysis with "Gratification" as the predictor and "Attitude towards Online Advertisement" as the outcome variable. The analysis indicates that there is a statistically significant positive relationship between gratification and attitude towards online advertisement (B = 0.48, p < .001), suggesting that higher levels of gratification are associated with more positive attitudes towards online advertisements. The model explains 27% of the variance in attitudes towards online advertisement (R<sup>2</sup> = .27), indicating that other factors not included in the model also influence attitudes. The overall model is highly significant (F = 129.69, p < .001), indicating that the included predictors significantly contribute to explaining the variance in attitudes towards online advertisement. Research by Wang and Zhang (2018) and Liu et al. (2021) has similarly found a positive relationship between gratification and attitudes towards online advertisement, suggesting that individuals who derive more gratification from online experiences tend to have more positive attitudes towards online advertising. These recent findings highlight the importance of gratification in shaping attitudes towards online advertising and underscore its significance in understanding online consumer behavior.

**Table 10: Linear Regression Analysis predicting for Usage of Online Advertisement on Online Shopping**

Predictors	Model B	Outcome: Online Shopping	
		95% CI LL	UL
Constant	30.53	27.28	33.77
Usage of Online Advertisement	1.81	1.29	2.32
R <sup>2</sup>	.12		
F	47.56***		

\*\*\*p &lt; .000

Table 10 presents the results of a linear regression analysis with "Usage of Online Advertisement" as the predictor and "Online Shopping" as the outcome variable. The analysis indicates that there is a statistically significant positive relationship between usage of online advertisement and online shopping (B = 1.81, p < .001), suggesting that higher levels of usage of online advertisement are associated with increased online shopping behavior. The model explains 12% of the variance in online shopping behavior (R<sup>2</sup> = .12), indicating that other factors not included in the model also influence online shopping. The overall model is highly significant (F = 47.56, p < .001), indicating that the included predictor significantly contributes to explaining the variance in online shopping behavior.



**Table 11: Linear Regression Analysis predicting Attitude towards Online Advertisement on Online Shopping**

Predictors	Model B	Outcome: Online Shopping	
		95% CI	
		LL	UL
(Constant)	20.68	16.73	24.64
Attitude towards Online Advertisement	.45	.37	.54
R <sup>2</sup>	.24		
F	111.79***		

\*\*\*p&lt;.000

Table 11 presents the results of a linear regression analysis with "Attitude towards Online Advertisement" as the predictor and "Online Shopping" as the outcome variable. The analysis indicates that there is a statistically significant positive relationship between attitude towards online advertisement and online shopping ( $B = 0.45$ ,  $p < .001$ ), suggesting that individuals with more positive attitudes towards online advertisements tend to engage in more online shopping behavior. The model explains 24% of the variance in online shopping behavior ( $R^2 = .24$ ), indicating that other factors not included in the model also influence online shopping. The overall model is highly significant ( $F = 111.79$ ,  $p < .001$ ), indicating that the included predictor significantly contributes to explaining the variance in online shopping behavior.

**Table 12: Linear Regression Analysis predicting Gratification on Online Shopping**

Predictors	Model B	Outcome: Online Shopping	
		95% CI	
		UL	LL
Constant	24.51***	20.56	28.46
Gratification	.42***	.39	.52
R <sup>2</sup>	.18		
F	76.77***		

\*\*\*p&lt;.000

Table 12 presents the results of a linear regression analysis with "Gratification" as the predictor and "Online Shopping" as the outcome variable. The analysis indicates a statistically significant positive relationship between gratification and online shopping ( $B = 0.42$ ,  $p < .001$ ), suggesting that individuals who experience higher levels of gratification from online activities tend to engage more in online shopping behavior. The model explains 18% of the variance in online shopping behavior ( $R^2 = .18$ ), indicating that other factors not included in the model also influence online shopping. The overall model is highly significant ( $F = 76.77$ ,  $p < .001$ ), indicating that the included predictor significantly contributes to explaining the variance in online shopping behavior.

### Discussions

The research, titled "Online Advertising and Consumer Behavior: Exploring Theory of Planned Behavior," conducted a thorough examination of the relationships among independent and dependent variables using a sample of 350 adults selected through convenient sampling techniques. The alpha coefficients for all scales demonstrated high levels of significance, consistent with previous research (Afzal & Khan, 2015; NjugunaNgure Alvin, 2017; Sadia

Afzal & Javed Rabbani Khan, 2015; Odero & Valerie Hilda, 2019; Anusha, 2019; Bhat, Shetty, & Maiya, 2020).

The findings revealed from Table 11 align with previous research indicating a substantial influence of attitude towards online advertisement on online shopping behavior (Afzal & Khan, 2015; Sadia Afzal & Javed Rabbani Khan, 2015). Similarly, NjugunaNgure Alvin (2017) emphasized the crucial role of online advertisements in communication and brand awareness, corroborating the present study's results. However, challenges in altering consumer mindsets, as highlighted by the present study, echo the sentiments expressed by previous researchers regarding the influence of consumer behavior on advertising effectiveness (Afzal & Khan, 2015).

Moreover, the significant impact of users' gratification on online shopping behavior, as evidenced in Table 16, resonates with findings from recent studies emphasizing the positive influence of online platforms on customer communication and buying experiences (Odero & Valerie Hilda, 2019; Anusha, 2019). The ability of online advertising to enhance product awareness and facilitate advanced targeting capabilities, as highlighted in previous research, reinforces the importance of online advertising strategies in modern marketing practices (Anusha, 2019; Bhat, Shetty, & Maiya, 2020).

Overall, the findings from this study contribute to the existing body of knowledge by providing further insights into the complex interplay between online advertising and consumer behavior. By comparing the results with similar studies from the past five years, this research underscores the continued relevance and significance of online advertising in shaping consumer attitudes and behaviors in the digital age.

## **Conclusion**

This study emphasizes the importance of focusing on users' interests, preferences, and overall experience to enhance gratification and improve online shopping behavior. It highlights the significance of online advertisement for beginners, providing insights into its pivotal role in shaping consumer buying behavior. The study suggests the need for companies to develop, influence, and reinforce consumers' perceptions of internet advertising. Additionally, it underscores the explicit relationship between dependent and independent variables in hypothesis formulation, experimentation, and manuscript establishment. The application of internet-based platforms is beneficial as it enables web-based shopping destinations to utilize online marketing techniques, generate promotional content, and offer a wide selection of well-known brands. Ultimately, online advertisement significantly impacts consumers' purchasing decisions by increasing awareness of services and product.

## **Implications& Recommendations**

- The study reaffirmed earlier research regarding the aspects of internet commercials and how they affect customers' attitudes, offering theoretical implications.
- This study is also beneficial in organizational psychology.
- Beginners will gain a better understanding of the importance of online advertisement in enhancing consumer buying behavior.
- This study will help focus on users' interests, preferences, and overall experience, thereby potentially enhancing online shopping satisfaction.
- Online advertisement enables anyone with limited resources to own a business.
- Businesses are encouraged to strategically integrate traditional advertising methods with web advertising.
- Companies should develop, influence, and reinforce consumers' perceptions of internet advertising.

- The report offers helpful recommendations for companies seeking to establish a web presence or for well-established online organizations.
- Further research should explore the peculiarities of commercial websites across different regions, cultures, and industries.

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