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**INTERNET ADVERTISING'S ROLE IN THE BEHAVIOR OF THE CUSTOMERS
BUYING PCS IN TEHRAN**

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ABSTRACT

Today's, the manufacturing companies in order to succeed in the market and increase sales, have to specify a marketing strategy to cover consumer satisfaction better than competitors. The design of this type of marketing strategy needs optimal use of all elements of marketing mix variables. Today's, in global market, customers have higher expectations than before and getting their satisfaction is more difficult day by day. In the meantime, Internet advertising is one of the strategies that can consistently attract customers. As previously mentioned, the present study sought to examine the role of Internet advertising in shopping behavior of computer's customer. Therefore, in this research, the theoretical basis of each of the three components (advertising, customer behavior, computers and the Internet) will be examined. In addition by presenting a new model in accordance with the present condition of the organization we are going to discover the closest the Internet advertising model & affective factors on them. The proposed study uses factor analysis to extract the most influencing factors and the sample size has been chosen from people available in Tehran. The questionnaire was designed in Likert scale & distributed among 310 people available in Tehran. Cronbach alpha is calculated as %81, which is well above the minimum desirable limit of 0.70. The study investigates 30 factors & extracts five important ones, which effective factors, individual characteristics, strength of mind, communication services & advertiser feature. In this paper for analyze the data use from SPSS & Amos software's.

Keywords: Factor Analysis, Internet Advertising, Behavior of The Customers, Structural Equations

INTRODUCTION

One of the most important developments in recent years is the growth of information technology and consequently the development of electronic means of communication. At this time, we have witnessed the widespread penetration of electronic devices to send and receive messages. The most important of these devices include: computers, especially personal computers and laptops, landline and mobile phones, among the numerous electronic systems, the Internet has attracted more attention. It seems that the Internet has changed the world of communication and with the benefit of modern methods of communication provided ample opportunities to serve. This new method has the following features. As mentioned above the Internet as a medium, because at the same way that TV and radio can act as message sender, Internet electronic systems are also able to convey this message. As a result, the Internet is mentioned as a medium these days, so it can be considered as a promotional device.

Cohen (2002), believe that letter is always a marketing and advertising tool, with the increasing use of e-mail; it has become the effective tool for online advertising methods. Advertising via e-mail is a Cost-effective way with high response rate. It also causes to

reinforce customer loyalty and brand while useful in attracting and keeping customers.

RESEARCH LITERATURE

Theoretical foundations of Internet advertising

Advertising is systematic process to provide information about goods and services for customers and effective encourage them to convince buying goods and services.

Kotler, Philip (2005), believe that in the marketing view, Advertising is a non-personal presentation and promotion of ideas, goods or services in exchange of money that a person or institution does.

Many behaviors buyers are acquired, they learn how to use information sources and which criteria to apply and how to purchase. Learning is the behavioral changes of people's views and experiences. Learning gets from two sources: the repetition of experience and thinking. Learn from the experience is behavioral learning and from thinking, is Perceptual - cognitive learning.

Newell (2003), shows banner advertising on the Internet was shown at the first time in the site of a hot wire on 27 October 1994. Banner advertising was created when the hot wire was found that advertising should be occupying limited space. At that time 14

advertising designer paid approximately 30000 \$ for 12 weeks show.

Louv (2002), believe that banners advertising are one of the parts of companies / websites advertising messages. This type of advertising shows name, symbol (logo) and Company Productions with a wide variety of ways. Banners are a tool to increase the average clicks. With minimal detail, encourage customers to click. If you use a chain marketing programs, this mechanism is the key to following the program Knoll (2003) to discuss in comparison with traditional advertising, advertising on the Internet has considerable benefits such as creating a two-way communication with the audience, creating a direct link to the product list, static and dynamic ability to target customers, global reach and boarding, sending, maintaining and easy updates, the high ability to measure and track, designing advertising message and merchantability, noted. In addition, the cost of advertising on the Internet is far less than other media.

Cohen (2002), believe that advertise on supporting is the activity which a company supports an event, occasion or special activity and in contrast introduces logo or brand of company in that event. The purpose of this work is established the relationship between the company's logo and brand with event.

Just as the traditional founding sponsor, the sponsor company will benefit from the relationship created with special events, the founding sponsor of the Internet as well as patron of attention to the issue of Internet sites or benefit

For example, in 1999, about half of Internet advertising by pharmaceutical companies to support health website was dedicated. Investigations indicate the effectiveness of this type of advertising. Notable in this type of advertising, selection of events, event or activity for the best results .

Newell (2003), shows if Commercial company want to remain in the field and keep its position in today's competitive market have no choice to use this kind of advertising. This is more critical for companies which want to operate on a global level. Internet advertising has many forms and each form has its own characteristics. Given the purpose of advertising, product, audience characteristics, should be selected as appropriate advertising

METHODOLOGY

3.1 Data collection and sample

This study attempts to find the impact of internet advertising's role in the behavior of the customers buying PCs. The proposed study uses factor analysis to extract most influence factors and sample size has been

chosen from people available in Tehran. The questionnaire was designed in Likert scale & distribute among 310 peoples. To analyze the data, descriptive statistics were used to sort the data in the second part of the data analysis is performed based on statistical inference. In this paper for analyze the data use from SPSS and Amos software's. Factor analysis and structural equation analysis of the presumptive test was used.

3.2. Assessing reliability

The reliability of the measurements in the survey was tested using Cronbach's α . **Hair et al. (1998)** stated that a value of 0.70 and higher is often "considered the criterion for internally consistent established factors". Cronbach alpha is calculated as 0/84, which is well above the minimum desirable limit of 0/70. The Cronbach's α coefficients in parentheses indicating the internal consistency reliability of the measures ($\alpha = 0.846$).

There are 30 variables and using factor analysis, We extract five factors where Kaiser-Meyer-Olkin Measure of Sampling Adequacy was 0/71 (Approx. Chi-Square = 2.223 E3 df=325 Sig.= 0 / 0 00), which also confirms the results of our survey.

4. Analysis and results

The proposed study designs a questionnaire and distributes it among

310 people available. Cronbach alpha is calculated as 0/84, which is well above the minimum desirable limit of 0/70. Cronbach alpha has been calculated as 0/84 and table 1 demonstrates the results.

We extract factors where Kaiser-Meyer-Olkin Measure of Sampling Adequacy was 0/71 (Approx. Chi-Square = 2.223 E3 df = 325 Sig.= 0 / 0 00), which also confirms the results of our survey. **Table 2** demonstrates the results.

In this section, research data using scientific methods are investigated and they are analyzed in two parts. First, descriptive statistics are used to sort the data & then part of the data analysis is performed based on statistical inference. Factor analysis and structural equation analysis of the presumptive test was used and the primary question is to find out about important factors influencing internet advertising's role in the behavior of the customers buying. To answer the first question the exploratory factor analysis has been used. Table 3 & 4 present the results of analyzing the data.

Figure 1: Demonstrates Eigenvalues for each factor and a special agent with the highest value indicates that after nine factors, the curve becomes smooth & we choose five factors for the proposed study.

4.1. Interpretation of the results of the factor analysis:

The following table has been prepared based on the standard model (Table 5).

Regarding the results, we can offer 5 hypotheses that identified by exploratory

factor analysis and by the Confirmatory factor analysis they reject & accept off and ranking of each of the components of the behavior of the customers buying (Table6,7).

Table 1: Reliability Statistics

CRONBACH'S ALPHA	CRONBACH'S ALPHA BASED ON STANDARDIZED ITEMS	N OF ITEMS
.846	.846	30

Table 2: KMO and Bartlett's Test

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		
		.715
Bartlett's Test of Sphericity	Approx. Chi-Square	2.223E3
	Df	325
	Sig.	0/000

Table 3: Descriptive Statistics

Descriptive Statistics								
	N	Range	Minimum	Maximum	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
VAR00001	310	3.00	2.00	5.00	-.532	.138	.734	.276
VAR00002	310	3.00	2.00	5.00	-.766	.138	.060	.276
VAR00003	310	3.00	2.00	5.00	-.612	.138	-.433	.276
VAR00004	310	3.00	2.00	5.00	.253	.138	-.293	.276
VAR00005	310	4.00	1.00	5.00	-.175	.138	.056	.276
VAR00006	310	4.00	1.00	5.00	-.478	.138	-.094	.276
VAR00007	310	4.00	1.00	5.00	-.342	.138	.505	.276
VAR00008	310	4.00	1.00	5.00	-.099	.138	.024	.276
VAR00009	310	4.00	1.00	5.00	-.530	.138	.533	.276
VAR00010	310	4.00	1.00	5.00	-.519	.138	.167	.276
VAR00011	310	4.00	1.00	5.00	-.483	.138	1.055	.276
VAR00012	310	4.00	1.00	5.00	-.888	.138	.446	.276
VAR00013	310	4.00	1.00	5.00	.088	.138	-.420	.276
VAR00014	310	3.00	2.00	5.00	-.185	.138	.049	.276
VAR00015	310	3.00	2.00	5.00	.169	.138	-.333	.276
VAR00016	310	4.00	1.00	5.00	-.376	.138	-.487	.276
VAR00017	310	3.00	2.00	5.00	.013	.138	-.747	.276
VAR00018	310	3.00	2.00	5.00	-.003	.138	-.531	.276
VAR00019	310	4.00	1.00	5.00	-.895	.138	.427	.276
VAR00020	310	4.00	1.00	5.00	-.327	.138	-.250	.276
VAR00021	310	3.00	2.00	5.00	-.162	.138	-.566	.276
VAR00022	310	4.00	1.00	5.00	.092	.138	-.525	.276
VAR00023	310	3.00	2.00	5.00	-.391	.138	-.694	.276
VAR00024	310	4.00	1.00	5.00	-.708	.138	.688	.276
VAR00025	310	3.00	2.00	5.00	-.422	.138	-.355	.276
VAR00026	310	4.00	1.00	5.00	-.199	.138	-.286	.276
VAR00027	310	3.00	2.00	5.00	-.495	.138	-.337	.276
VAR00028	310	4.00	1.00	5.00	-.030	.138	-.157	.276
VAR00029	310	4.00	1.00	5.00	-.255	.138	-.330	.276
VAR00030	310	4.00	1.00	5.00	-.407	.138	-.391	.276
Valid N (listwise)	310							

Table 4: Total Variance Explained

Component	Total	% of Variance	Cumulative %
1	2.462	9.470	9.470
2	2.403	9.242	18.712
3	1.999	7.690	26.402
4	1.941	7.465	33.867
5	1.728	6.646	40.513
6	1.693	6.511	47.024
7	1.605	6.175	53.199
8	1.595	6.134	59.333
9	1.370	5.268	64.600

Table 5: Interpretation of the results of the factor analysis

Variable	Factor
Place ads	Effective factors
Time Display ad	
The hardware and software technology	
Site features	
The form of ad	
Global ads	
Internet speed	Individual characteristics
Communications infrastructure	
Language ads ads quality	
Attractive to ads	Advertiser feature
The size of ads	
Type of ads	
Information of ads	
Perception	Strength of mind
Awareness	
Memory	
Entertaining	
Culture	Individual characteristics
Centralization	
Persuasiveness	

Table 6: The summary of factor associated with the main hypothesis

Result	Important coefficient based on Structural Equation	Estimate	P-value	The main hypothesis
Confirmed	100%	1.000	P<0/001	Effective factors
Confirmed	97%	.404	P<0/001	Individual characteristics
Confirmed	96%	.387	P<0/001	Strength of mind
Confirmed	%92	.330	P<0/001	Communication services
Confirmed	%39	.142	P<0/001	Advertiser feature

Table 7: The summary of factor associated with Sub Hypothesis

Result	Estimate	P-value	Sub Hypothesis
confirmed	1.000	P<0/001	Place ads
confirmed	.533	P<0/001	Time Display ad

confirmed	.498	P<0/001	Site features
confirmed	.556	P<0/001	The form of ad
Not confirmed	.570	.673	Global ads
confirmed	.948	P<0/001	Internet speed
confirmed	.727	P<0/001	Language ads
confirmed	1.103	P<0/001	ads quality
confirmed	1.000	P<0/001	Attractive to ads
confirmed	1.673	P<0/001	The size of ads
Not confirmed	.093	.663	Type of ads
confirmed	.629	P<0/001	Information of ads
confirmed	1.000	P<0/001	Perception
confirmed	.627	P<0/001	Awareness
confirmed	.721	P<0/001	Memory
confirmed	1.092	P<0/001	Entertaining
confirmed	1.000	P<0/001	Culture
confirmed	.726	P<0/001	Centralization
confirmed	.583	P<0/001	Persuasiveness
confirmed	.941	P<0/001	The hardware and software technology
confirmed	1.000	P<0/001	Communications infrastructure

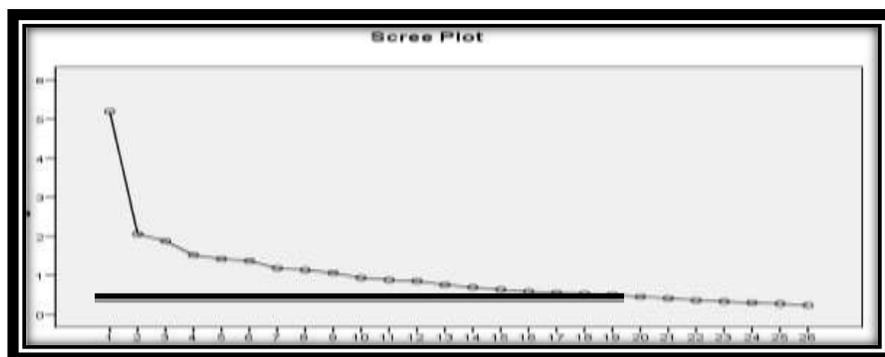


Figure 1: Screen plot

CONCLUSIONS

This paper has presented an investigation to detect important factors influencing internet advertising. The proposed study of this paper has extracted five important factors including effective factors, individual characteristics, and strength of mind, communication services & advertiser feature.

Critical component of internet advertising is the most important factor in Effective factors (by a factor of /100), Individual characteristics (by a factor of0 /97) and Strength of mind (by a factor of0/96) respectively the second & third priorities Which can be considered the custodians of this section.

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