

## **THE IMPACT OF THE INTERNET ADVERTISING ON CONSUMER BEHAVIOR IN THE PURCHASE OF PRODUCTS (CASE STUDY PAXAN PRODUCTS IN RASHT)**

**Shahram Gilaninia**

*Department of Industrial Management, Rasht Branch, Islamic Azad University, Rasht, Iran*

**Mohammad Taleghani**

*Department of Industrial Management, Rasht Branch, Islamic Azad University, Rasht, Iran*

**Houman Karimi**

*M.A of Business Management, Rasht Branch, Islamic Azad University, Rasht, Iran*

*(Corresponding author)*

### **Abstract**

Since the research about the issues market and advertising is important element in the marketing and New issues such as advertising and sales through the Internet is a global issue, We do decided to research entitled "The impact of Internet Advertising on consumer behavior in the purchase process (case study Paxan company in the city of Rasht)"

**Keyword:** Internet Advertising, Consumer behavior purchase process, cleaning product

### **Introduction**

Internet is means the network of multiple computers that are related extensive in worldwide. The nineties and was handed over to private sector commercial applications. Since then it had the network a profound impact on how affects business operations. Advertising because of the Own nature based technology and based communication to this impact has been severely and challenged in its traditional principles. The Internet advertising phenomenon formed of these challenges and implications.(Mir Hoseini 2004) One of the fields is commercial advertising that with new features and technology, have Specific features to products advertised and introducing new production phenomenon. Commercials brokers are trying to use the symbols, Color combinations, with an emphasis on principles and practices of commercial, Benefit The latest communication technology and media to introduce product as attract Tend to the audience towards a product or service. (Woon Bong 2009)

### **The issue expression research**

The tend to expand of Commercials due to the high profitability is economic activity. Today, most income countries economy is subordinate the commercials there. Now, new communication technologies have been able compared to previous communications, improve business processes and economic income there.

Manufacturers aim to increase sales and thereby more profits that makes up the manufacturer hold initiative in parts of market and Maintain own market share and the consumer or purchaser aims is Consent of exchange. Thus, there is a reciprocal and bilateral relationship between these two major groups of producers and consumers and this relationship can be review and study. Another issue in advertising that is important chooses the right target audience the advertiser success will follow, because customers

have changed over time. this means that out of a group of consumers and join other consumers groups, so should also be examined in advertise issues psychological and demographic characteristics Also choice of suitable media is important for an advertising job And causes the provider to advertise to be close to objectives. As a result, effective planning and select the correct media is very important. The content of the message is the most important part of a promotional activity; Promotional messages will be attracting the attention of the audience and for this purpose must use the insight and creativity. (Farbi E.D 2007)

## **Theoretical research**

### **Advertising**

Been defined by the International Marketing Association is as follows:

Advertisers are impersonal introduced to provide ideas, goods and services on payment of a responsible. Definition was in the "Advertising" book written by John Wright and Daniel Warner: Advertising is a message designed to promote ideas or products from one source by the same ad will be introduced to the community and also to be transmitted by tools of advertising to specific groups of community and be money paid for doing it (Bakhtaei 2006)

### **Consumer Behavior**

Wilkie and Solomon have defined consumer behavior as follows:

activities of Physical, emotionally and mentally that people while select, purchase, use and dispose of goods and services they do In order to satisfy their needs and demands. Set of activities takes place directed In order to the acquisition, use and disposal of goods and services. These activities include the decision process is performed before and after the actions. (Bakhtaei 2006)

### **Consumer behavior purchase process**

Is defined as the process, sequence, problem identification, data collection, evaluation of alternatives, purchase and post-purchase evaluation in relationship with goods and services. (Katler 2001)

### **Cleaning product**

Products are consumed for washing and disinfection or balmy objects, appliances and human environment. Such as: types of Laundry Powder, Floor washing Powder, Dish washing Powder, types Of antiseptic liquids, types of sprays and Material Freshener. (Mir Hoseini 2004)

### **Previous research**

- A study have been by by Zohre Dehdashti and Nazila Niakan Lahiji in 1388 As the effectiveness of online advertising on consumer behavior goods, and service computers
- other research have been by Azar Kaffash Poor, Fariborz Rahim Nia and Tahere Nabi Zade in 1390 was perceived value and users' attitudes in order Internet advertising that in this study, are taken into consideration. Values factor impact on people attitudes and also gender factors

- And other research have been by Abbas Abbasi and Moghadas Mohammadian in 1386 was The relationship between consumer attitudes on web sites and the effectiveness of Internet advertising

### **Models of customer behavior in Internet purchase**

- **purchasing behavior Model Cutler**

These model include sections: marketing stimulus, huge stimulus, purchaser black box and purchaser behavior

- **purchasing behavior Model Howard – Shs**

In this model is an attempt to explain the How specific data in response to marketing stimulus are transformed to stimulants such as purchase and or other behavioral responses, through learning.

- **purchasing behavior Model Engel - colat – Blackwell**

The model is composed of numerous canals edited that this edition aims were optimize and clearly further to the relationship between main and subsidiary components. (Saeed Nia 2007)

### **Research Methodology**

This study is Applied In terms of Purpose, type of research is field and In terms of research methodology, is a causal

### **Data gathering tools**

Its Included Library studies and data gathering by the questionnaire. The questionnaire Included domains Need recognizable, to seek information about the types of Products Co. , Assessment of the types of Products Co. , decision Purchasing and Consumer Loyalty. (Patet 2011)

### **The Statistical population**

In this study, our population is Customer and consumer products Paxan. Used of available sampling.

### **The Statistical sample**

The sample include: Limited number of population individuals who is expressing the main features of the population. (Azar & Momeni 2002)

Have been selected number of 372 person with 0/05 Error

Sample size determination:

$$n = \frac{z^2 a \frac{1}{2} (P)(1 - P)}{\varepsilon^2} \quad \begin{array}{l} \text{Amount of sample size} \\ = 1/96 \text{ Amount of Table Z} \end{array}$$

$z_{\frac{\alpha}{2}}$      $\alpha = 0/05$  Significant  
 $P = q = 0/5$  Estimated characters ratio  
 $\varepsilon^2$  = The estimated error rate

### **Validated of Questionnaire**

The validity of test Are associated with measurement accuracy and stability and reliability. Generally, if the test is validated to be free of non-systematic measurement error. Non-systematic measurement error that can affect on the test scores are unpredictable and reduces the Validated of the test. Cronbach's alpha coefficients used in this study to calculate of the questionnaire Reliability coefficient with emphasis on internal consistency of the questions. Cronbach's alpha is a reliability coefficient that Reflects correlation scores a set with of together.

Cronbach's alpha is calculated based on the average of inter-correlation between Questionnaires which measures of one concept. Question are more stable whatever Cronbach's alpha is close to 1 and is more Validated of internal consistency. (skaran 2001)

In this study, Cronbach's alpha is in the relative level good which is equivalent to 0/813.

### **The research hypotheses**

#### **The main hypothesisI**

Internet advertising is effective on consumer behavior in the purchase process of products Paxan Co. in Rasht

#### **Subsidiary Hypothesis**

- Internet advertising is effective in need detecting to products of Paxan Co. in Rasht.
- Internet advertising is effective in Search information on the types of products Paxan Co, in Rasht
- Internet advertising is effective in Evaluation types of products Paxan Co. in Rasht
- Internet advertising is effective in the decision to purchase products Paxan Co. in Rasht
- Internet advertising is effective in consumers Loyalty after purchase products Paxan Co. in Rasht
- Internet advertising factors is effective need detecting to products of Paxan Co, Search information on the types of products, Evaluation types of products, the decision to purchase products and also consumers Loyalty after purchase products Paxan Co.

### **Methods of data analysis**

Methods of data analysis in this study were descriptive and inferential levels. In description level have been used of the abundance, percentage, mean, standard deviation, and other statistics and in inferential level have been used of appropriate statistical tests

#### **Hypothesis Test**

Used of Single-sample T test and ANOVA (Analysis of variance)

### **Test results**

Results hypothesis Test is as follows:

- **The first sub-hypothesis : Internet advertising is effective in need detecting to products of Paxan Co. in Rasht**

Given the to the results of the data analysis it can be concluded Overall Have evaluated, 20/1 percent of sample total rate of Internet advertising effectiveness in the need detection products Paxan, very low, 5/65 percent low, 27/43 percent medium, 46/06 percent high and 19/65 percent very high

- **The second sub-hypothesis : Internet advertising is effective in Search information on the types of products Paxan Co. in Rasht**

Given the to the results of the data analysis it can be concluded Overall Have evaluated, 2/66 percent of sample total rate of Internet advertising effectiveness in Search information on the types of products Paxan Co very low, 11/82 percent low, 38/86 percent medium, 37/58 percent high and 9/07 percent very high

- **The third sub-hypothesis: Internet advertising is effective in Evaluation types of products Paxan Co. in Rasht**

Given the to the results of the data analysis it can be concluded Overall Have evaluated, 2/40 percent of sample total rate of Internet advertising effectiveness in Evaluation types of products Paxan Co very low, 10/3 percent low, 37/99 percent medium, 38/42 percent high and 11/16 percent very high

- **The fourth sub-hypothesis: Internet advertising is effective in the decision to purchase products Paxan Co. in Rasht**

Given the to the results of the data analysis it can be concluded Overall Have evaluated, 2/69 percent of sample total rate of Internet advertising effectiveness in the decision to purchase products Paxan Co very low, 8/71 percent low, 35/85 percent medium, 41/75 percent high and 11 percent very high

- **The fifth sub-hypothesis: Internet advertising is effective in consumers Loyalty after purchase products Paxan Co. in Rasht**

Given the to the results of the data analysis it can be concluded Overall Have evaluated, 2/33 percent of sample total rate of Internet advertising effectiveness in consumers Loyalty after purchase products Paxan Co very low, 8/90 percent low, 33/16 percent medium, 41/13 percent high and 14/49 percent very high

- **The sixth sub-hypothesis Internet advertising factors is effective need detecting to products of Paxan Co, Search information on the types of products, Evaluation types of products, the decision to purchase products and also consumers Loyalty after purchase products Paxan Co.**

To investigate this hypothesis and compare the effectiveness each of domains of the need detect, Search information, Evaluation, decision to purchase and consumers Loyalty after purchase products Paxan Co. the used of ANOVA

Table 1 : Analysis of variance - Comparison the effects of Internet advertising on domains of the Investigated

	Sum of squares	Degrees of freedom	Mean-square	F	Significant

Groups Between	35/602	4	8/901	16/681	0/001
Intergroup	989/781	1855	0/534		
Total	1025/383	1859			

Given the significant level in the Analysis of variance table that is equal to 0/001 and Comparison with the rate 0/05 allowable error or 95 Percent assurance can conclude that the statistical Assuming  $H_0$  indicating is no difference between the effectiveness of Internet advertising on the domains Investigated in research, Be rejected. This means that there was statistically significant difference between the effectiveness of Internet advertising on the domains Investigated in research, so In order to explore these differences we used Duncan's post hoc test.

Table 2 : Duncan test - Comparing ret of the effectiveness of Internet advertising on domains Investigated

Factors	The sample size	Grouped according to rate of 0/05 allowable error		
		1	2	3
decision to purchase	372	3/28		
Evaluation	372	3/29		
Search information	372	3/31		
consumers Loyalty	372		3/43	
need detecting	372			3/65

According to the results of the Duncan test, is observed that Internet advertising on decision to purchase, Evaluation, Search information, consumers Loyalty and need detecting Respectively with Average of 3/28, 3/29, 3/31, 3/43 and 3/65 has been the greatest impact.

**The main hypothesis I: internet advertising is effective on consumer behavior in the purchase process of products Paxan Co. in Rasht.**

Table 3 : Descriptive statistics and the statistical tests - Effectiveness of Internet advertising on process purchasing of products

Variable Investigated	The numbers	Average	Standard deviation	The standard deviation of the average
Effectiveness of Internet advertising on process purchasing of products	372	3/39	0/528	0/027
	Amount t-statistic	Degrees of freedom	Significant	Difference of the average
	14/314	371	0/001	0/392

Regard to the evaluation questionnaire to investigate this assumption was used single-sample t-test. Given the significant level given in the above table which equals is with 0/001 and comparison with the rate of 0/05 allowable error or 95 Percent assurance can conclude that Views of respondents, Internet advertising is much effective in the purchasing process of products Paxan Co. so Thus the above hypothesis is accepted.

### **Suggestions for future research**

- ❖ Comparison of the effectiveness of Internet advertising and advertising in the traditional media
- ❖ Compared to the attitudes of men and women to internet advertising and effectiveness of the internet advertising
- ❖ Assessment of color on the effectiveness of internet
- ❖ Assessment of the relationship between consumer attitudes and entertaining websites
- ❖ Assessment of the relationship between Internet advertising and consumer purchasing behavior

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