

INTERNET ADVERTISING AND CONSUMER BEHAVIOR IN THE PURCHASE OF PRODUCTS

Dr.Shahram Gilaninia

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

Dr.Mohammad Taleghani

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

Houman Karimi

M.A. Student of

Business Management, Rasht Branch, Islamic Azad University, Rasht, Iran

(Corresponding Author)

Abstract

Information and communications of new technologies, has created the intelligence community and emergence this community has put a particular conditions facing the audience. One of proposed fields, is commercial advertising. Commercial advertising Brokers are trying beside use of the symbols, colors combination, with emphasis on principles and practices of internet advertising to use of the latest communication and media technologies for products introduce, to attract the audience tends than a product or service. They are trying to communicate with a wider audience that, familiar with their favorite via different ways and currently are trying to advertise products with this operating. Important factor in successful marketing and advertising strategies, is an understanding of consumer behavior. Consumer behavior involves people and what they purchase, why and how to their purchase and marketing and market.

The emergence of the Internet as a new media in communication and advertising realm, has prompted researchers to carry out research in this field that two commonly used strategies include awareness and entertainment strategies and each of them will be selected depending on product complexity and customer behavior. That's why is important identify customers and consumers behaviors on the Internet advertising.

Keywords: Internet Advertising, Internet Advertising Strategies, Consumer Behavior, Internet Purchase

1. Introduction

Marketing communications includes various components such as : Sales promotion, public relations, direct marketing and advertising that advertising is an important component of marketing, especially e-marketing. (Strauss 2001)

Marketing studies acts of seeks to identify consumption practices and consumers behavior pattern in order market and sales increase.

Advertising is done in two ways :

- a) Offline advertising and through traditional media (TV, Radio, Magazines, Newspapers,...)
- b) Online advertising (Web sites, Email, ...). (Solomon 1996)

Today, Internet is an important channel in marketing and advertising. This could be due to the ability of the Internet to reduce costs and easy access to online services also missionaries can easily have access to a lot of users and communicate with them in a low cost. (Lages 2004)

Results of various studies have shown that beliefs and attitudes of people towards the internet advertising are internet two important factors in evaluate of internet advertising.(Wong 2010) also including significant benefits of internet advertising include : Two-way communication with the audience, Relatively low cost, Universal and boarding access, Improved informed, Updated easy and Accurate target. (Dashti 2009)

2. Previous research

Ducoffe 1996

In this research, awareness, entertainment and motivation are considered as a three variables prior to advertising value that effect on attitudes toward internet advertising. The results of this study showed that entertainment and awareness are two useful strategies n the field of internet advertising.

Woon & et 2009

In this study were investigated five major belief that affects the Chinese consumers' attitudes towards online advertising, these include: Entertainment, Information Search, Validation, Economy and Distorted of Value that Entertainment, Validation and Economy are predictors of positive attitudes towards Internet advertising and Distorted of Value is related to negatively with attitudes.

Pieters 2010

This study was performed in relation to with effect of advertising complexity on consumer attitudes toward Internet advertising. Specificity Complexity and design complexity assessed respectively positive and negative.

3. Internet Advertising

Internet advertising since 1994, has been proposed seriously and researchers also know see it as a revolution in marketing since the advent of television. (Sun 2010) this year, the first Banner advertising that Today is most common and most popular advertising model on the Internet, was used in “Hot Wire’S” website. (Bagheri 2007) since it time internet advertising was considered seriously, so that, according to the report of “E.B.E 1” first six months of Internet advertising

revenues in 2008, was nearly one and a half billion dollars and have been 15 percent increase in the same period compared 2007. (Sun 2010)

Hence, the emergence of the internet as a new media in communication and advertising realm, has prompted researchers to carry out research in this field (Papacharissi 2000), thus have been much research about how design of internet advertising and compared it with public advertisement. (Schlosser 1999)

3.1. Internet advertising strategies

Two strategies useful in this regard include:

- a) **Awareness** : “Dukafy” and “Brackets and Et” have expressed awareness is one of the most common permanent strategies on the Internet, especially for sites that have more complex products and purchasers need to larger range of information in related products. To provide more information, which improves the possibility of creating value and satisfaction for a website. (Richard 2007)
- b) **Entertainment**: As the researchers suggest that television advertising for products simpler, applies for internet advertising about less complex goods that have require detailed information and resources less to facilitate of purchase. Entertainment model suggested by researchers include different stimuli for the customers to see and stay on the website. (Rettie 2003)

4. Consumer Behavior

Consumer behavior is a psychology process during which consumers know their needs, find ways to estimate, adopt the purchasing decisions, analysis and planning to data and will run the program. (Perner 2008)

4.1. Effective sources on consumers

Consumer behavior is influenced by many sources Some of them include: Cultural influences, physical factors, personal perceptions, social factors, religious groups, social position, peers, reference groups, learning and family. (Perner 2008)

4.2. Levels of consumers Decisions

As every consumer follows of behavior general pattern, could be argued that most consumers are doing their decision to purchase in three steps. That include :

- a) **Decision before purchase**
- b) **Decision are purchasing**
- c) **Decision after purchase** (Solomon 1996)

4.3. Consumers purchase behavior

Consumer purchase behavior has always been proposed as an important issue of marketing. Consumer behavior basis has the following five steps:

- a) **Identifying problem**
- b) **Search for information**
- c) **Evaluation of Options**
- d) **Purchase decision**
- e) **After purchase behavior** (Constantinides 2004)

4.4. Behavior of purchasers

- a) **Behavior of normal reactive** : This behavior is the simplest type of purchase behavior because purchaser has full information either the about the products and types of brands. Goods that are Transact on This floor, called little trouble goods, because purchasers do not much think about them. Marketers of the products that demand behavior of normal reaction must keep satisfied current customers and to attract new purchasers to act as other purchasers give up the habit goods purchasing of competitors
- b) **Limited problem Solving** : When the purchaser knows the class of goods but did not know goods mark, type of purchasing behavior is called limited problem solving. Here, the marketing task is to design a communication program that provide the necessary information about goods to purchasers and to engross their trust.
- c) **Widespread Problem Solving** : When the purchaser is unaware of class of goods and available brands and factors and evaluation criteria between different brands, type of purchase behavior is called widespread problem solving. Here, marketers must have complete awareness of how to collect data for future purchasers and efforts are doing to evaluate of goods. (Venous 2007)

Internet Purchase

Done process of purchase through internet that can be named it as electronic or online purchases. Internet purchase is done as a way to save time purchase than in traditional purchase. (Gilani Nia)

Conclusions

Including advantages of internet advertising can be cited to two-way communication with the audience, relatively low cost, universal and boarding access. Internet advertising is efficient on consumer behavior in process of products purchase. Internet advertising have that fits needs of individuals and contain sufficient information about the product types and could identify consumer behavior with respect to affecting factors and select appropriate strategies, can greatly contribute to the process of purchasing and ultimately customer loyalty.

References

- Bagheri, Mehdi. Ranjbar, Mokhtar. 2007. Internet advertising and Survey of its position in Iran sites, Journal of Age of Information Technology. No 24
- Constantinides, E., 2004, Influencing the online consumer,s behavior , Internet Research , volume 14 . number 2 , pp 111-126
- Dashti Shahrokh, Zohreh. Niakan Lahiji, Nazila. 2009, Effectiveness of internet advertising on consumer behavior goods and computer services, Journal of Scientific - Retail Management Studies, Twentieth Year, No 60
- Ducoffe, R. H. 1996. Advertising value and advertising on the web. Journal of advertising research, 36(5), 21-35.
- Gilani nia, Shahram. Shahbazi, Shahriar. 2010, The role of risk reduction strategies on the Internet purchase intentions in the Third Millennium

- Lages, L. 2004. The STEP Scale: A Measure of Short-Term Export Performance Improvement, *Journal of International Marketing*, 12(1): 36-56.
- Papacharissi, Z., and Rubin, A. 2000. Predictors of Internet use. *Journal of Broadcasting & Electronic Media*, 44:175–195.
- Perner, Lars, 2008, *Product Issues in International Marketing*
- Pieters, R., Wedel, M., and Batra, R. 2010. "The stopping power of advertising: measures and effects of visual complexity". *Journal of Marketing*, 74(5), 48-59.
- Rettie, R., Robinson, H., & Jenner, B. 2003. Does Internet Advertising Alienate Users? *Journal of Academy of Marketing*, 12(4): 221-235.
- Richard, M.O., & Chebat, C.J, Yang, Z., Laroche. M. 2007. Selective Versus Comprehensive Processors: Gender Differences in Web Consumer Behavior. *Journal of Advances in Consumer Research*. 34(2):12-26.
- Schlosser, A. E. & Shavitt, S. & Kanfer, A. 1999. Survey of internet user's attitudes toward internet advertising. *Journal of Interactive Marketing*, 13(3): 34-54.
- Solomon, C. . & Druin, A 1996. Designing multimedia environments for children: Computers, creativity, and kids. New York, NY: John Wiley & Sons. Publisher's Page: <http://www.wiley.com/compbooks/catalog/11688-2.htm> Order book from Amazon.com
- Strauss, J. and Frost, R. 2001, *E-Marketing*, NJ, Upper Saddle River: Prentice-Hall. p 220
- Sun, Y., Lim, K., Jiang, C., and sun, J. 2010. Do males and females think in the same way? an empirical investigation on the gender differences in the web advertising evaluation. *Journal of Computers in Human Behavior*, 26(6):1614-1625.
- Venous, Davar. Parcham, Mehrdad. Shams, Rahil. *Marketing*, 2007, Publishing of Asrar_e Danesh, Tehran
- Wong, E., 2010. Exploring The Origins And Information Processing Differences Between Men And Women: Implications For Advertisers. *Academy of Marketing Science Review*, 10: 12-32.
- Woon, Bong & et al , 2009 "Decision system analysis of advertising agency