

Impact of Online Advertising on Audience: A Case Study of Tehsil Babozai, District Swat

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ABSTRACT

For marketers, online advertising offers a new venue for raising brand recognition and building brand equity. The goal of this study was to see how online advertising characteristics affected the online audience. Online advertising is a type of marketing that makes use of the internet and the World Wide Web (WWW) to provide marketing products as well as to attract, maintain, and enrich the audience. A consumer can find information about the quality and services of products and services from even tiny businesses in comparison to major businesses. There has also been a focus on diverse developments in online advertising, which has resulted in the fact that online advertising has become a challenge for traditional forms of advertising, since multiple internet applications and social sites aid to lead to data more quickly than other contemporary advertisement medium. This is an appealing awareness-raising tool for business promotion. Current research study employed quantitative methodology to investigate the problem and data was collected from n=106 respondents of Tehsil Babozai of District Swat by using self-designed questionnaire using survey. The finding of the study revealed that online advertisement attracting customers and people to somehow found satisfied by purchasing products online.

Key words: Marketers, Online Audience, Advertisement, Business.

Introduction

The Rise of New Media Advertising

Advertising a product is a few centuries old and as a profession is presently over one century old. This long history has seen the ascent and going into insensibility of not just different styles of message introduction and scattering (structure and content) yet various related innovations also. With the advancement of the electronic media, advertising arrived at another height. Beginning from the thirties, to the turn of the last few decades, online media had managed the advertising market in the west, controlling a significant portion of the total revenue in the market (Gallanger, Parsons, 2001; Adam, 2003).

Factors Influencing the Customers' Behavior

Generally, there are four basic factors which are affecting consumers' buying behavior, which are psychological, social, personal and cultural. However, in this research, psychological factors would be researchers concern. In 20th century generally and pandemic of 2020 particularly, made the world online. As a result, online advertisements draw the attention of the online audience. Online stores can do various functions such as display products, offer special deals take order from customers, process credit card

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transaction etc. at the early stage, the costumers only relied on the internet, they would search information about something on internet, but they were hesitant of buying it (Arens, Schaefer, 2007; Armstrong, 2001). But now a day, with awareness, the people shop online and even they buy precious things (Alan *et al.*, 1998; Anderson, Fornell, 2000; Caroline *et al.*, 2001; Safdar, Khan, 2020; Shabir *et al.*, 2017).

Pros and Cons of Online Advertising

Online advertisement is less expensive and reaches wide range of audience than traditional advertising. Social network advertising, video advertising, mobile advertising, email advertising, banner advertising, Google advertising, and many more are the new form of advertisement. Here are some advantages of online advertisement. 1) It is less expensive than traditional. On internet, one can advertise at much more affordable cost for much wider audience. 2) Online advertising can drag wider geographical audience to someone's company and product. It can give global coverage, which defiantly help in the achievement of superior result through online advertising. 3) Online advertising can give effective analytics tools through which one can measure online advertisements' result which helps advertiser what to do and what not to do. 4) Online advertising helps in reaching targeted audience, which is necessary for successful advertisement. 5) Online advertising can reach to wider audience with no time. 6) In online advertisement, the advertiser can put more detail and information for the audience and that to oat the relatively low cost. Online advertises had given, usually click-able link to a specific landing page, where costumer can get more information about the product. 7) A well planned digital online advertisement can give you branded name, spread rally over a larger audience (McCoy *et al.*, 2007). Cons of the online advertising may 1) the marketing materials of the advertisers are automatically available for anyone to copy that regardless of the legal ramifications. 2) Image logos and trade-markers can be copied and used for commercial purposes. 3) Too much repetition of advertise can make users to ignore them. 4) Some criminals can use privacy of someone and can black mail them (Baltas, 2003; Becerra, Korgaonkar, 2010; Bergkvist, 2009; Bhat *et al.*, 2002; Boudreau, Watson, 2006; Briggs, Halls, 1997).

Significance of the Study

This study examined the impact produced by online advertisement on online customers. Meanwhile the attitude of online customers towards online advertisement was also the sub-theme of this study.

Statement of the Problem

This study aimed to find out the impacts of online advertisement over online audience, their attitude towards advertisement and the behavior which is provoked by online advertisement.

Objectives of the Study

To explore how online advertisement affects customers purchasing behavior.

To investigate the opinion of the audience regarding advantages and disadvantages of online advertisements.

To find the level of trust of online audience over online advertisers.

Hypotheses

H1: It is more likely that online advertisements have positive impact on the online audience.

H2: It is more likely that online advertisements have negative impact on audience.

H3: It is more likely that online advertisement is less expensive than traditional one.

H4: It is more likely that advertising through motivational factors influences the shopping tendency.

Review of the Literature

According to Vijaya, Chithra and Indhu (2018) online advertising is a mean of marketing activity which helps in delivering their products to the customers who are the users of internet. Online marketing is facility to know about any product just in one click by sitting home. Usually, businessmen made their

product available on internet on their website to attract the customers. The process of purchasing a product online may be done through mobile phones that is more common among people.

Kumar, (2018), everyday individuals look for various items online. Online medium has made people life more relax as without going outside, purchasing of products have been easier by the use of internet. Now, various applications have also been made for online shopping. In this competitive era, companies are providing more facilities to their customers to increase the sale and to ear profit.

Baiju (2018) argued that the concept of advertising is as old as the human civilization. In the era of 21st century, the mode of advertising has become more dynamic, creative and challenging. We live in the world of advertising that is unique powerful tool to communicate ideas and information in the form of audio, video and images with attractive layout even in 3D format. Nural, Zarirah and Nizam (2018) stated that the trend of online advertising has been grown explicitly that have influenced public behaviors. Online advertising raised brand mindfulness among the audiences.

Theoretical Framework

Hierarchy-of-Effects Models

Clow and Baack's methodology outlines the goals of an advertising campaign as well as each individual advertisement. When a consumer or buyer makes a purchase, the model proposes six steps: 1) awareness 2) knowledge 3) like 4) preference. 5) Persuasion 6) Purchase According to theory, an advertisement should have a message or mechanism for the customer to reach a desired end-state. Leverage Points are designed to help consumers transition from recognizing the benefits of a product to connecting those benefits to their values.

Research Methodology

Research method means a procedure by which the expert analyze his/her study. The plan of action in which the investigator finds how to gets the results. In this study the researchers find the impact of online advertisement on online audience. To investigate the problem of the study, researchers adopted the method of survey to collect data from the target public. For the purpose when the methodology is wide ranging and pertinent then researchers can get improved result and actual research. Consequently, it all is determined by the standard of methodology.

Area of the Study

This study was carried out in District Swat; Khyber Pukhtukhwa, comprises different tehsils of Swat like Babuzai, Kabaland Barikot. Due to limited time frame and resources, the researchers collected data from Babuzai tehsil only.

Time Period of the Study

The recent study carried out research from July to October in the year of 2020.

Data Sources and Sampling

This study was designed to evaluate the impact produced by the online advertisement on online customers. The research was conducted in Babuzai tehsil that was selected randomly using lottery (a type of probability sampling). District Swat serves as the study's universe. One Tehsil, Babozai was chosen at random from the five Tehsils of Swat. Two union councils were chosen at random in the second step, and four localities from each Union Council were chosen at random in the third round. In the fourth stage, a systematically sampling technique was used to select 20 respondents from each zone.

Statistical Analysis

The researchers employed a statistically reliable random sample of 120 people to learn about the influence of online advertising in "District Swat" as a tool to define all of the new results in this study.

The collecting of data from diverse parts of Swat was facilitated by the distribution of a well-structured questionnaire with open and closed ended questions. Because of the respondents' language problems, this questionnaire was managed face to face and translated in both English and Urdu language. Statistical Package for Social Sciences (SPSS) was used to statistical analysis such as frequency distribution, percentage distribution, cross tabulation and correlation.

Limitations of the Study

In this investigation the investigators selected a limited area of different people in District Swat particularly Babuzai Tehsil. The researchers faced many difficulties i.e., illiteracy, and not understanding of the questionnaire etc.

Result and Discussion

This segment contracts with the data analysis and explanation of the study. All the composed data was entered in SPSS software and analyzed in the form of table that shows its frequencies and percentage. The figures are designed by Microsoft Excel.

Fig1: Gender of the Respondents

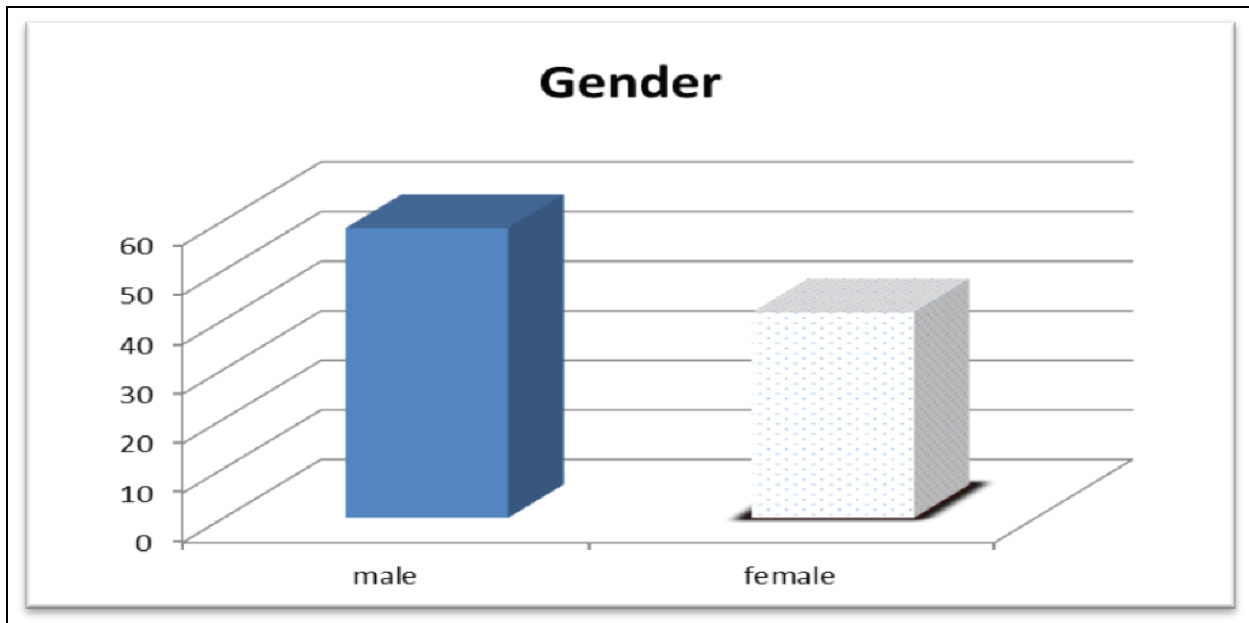


Fig.1.The table shows 60.1% of the respondents are male and 39.9% of the respondents are female. The male respondents are 62 and the female respondents are 44 in numbers. The total numbers of respondents selected for the study are 120 amongst whom 106 had responded the questionnaire, handed over to them.

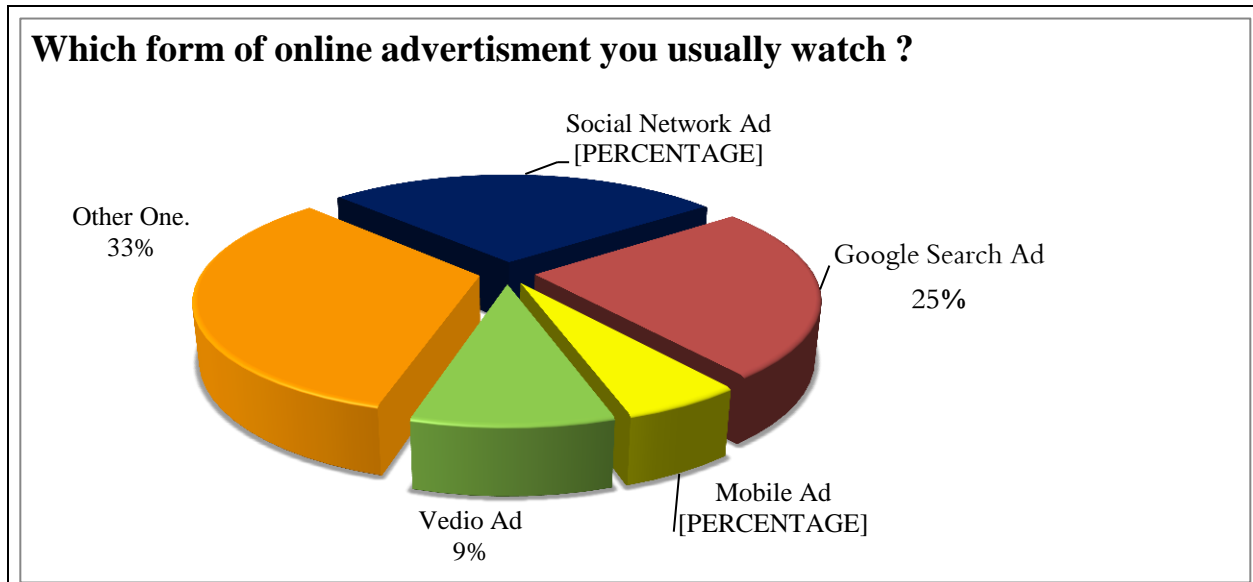
Table 1: Age of the Respondents

	Frequency	Percent	Valid Percent	Cumulative Percent
Up to 18	8	7.5	7.5	7.5
18-30	64	60.4	60.4	67.9
Valid 30-50	26	24.5	24.5	92.5
50 and Above	8	7.5	7.5	100.0
Total	106	100.0	100.0	

Above table shows that the total frequency of the respondents are 106 and the frequency of the respondents up to 18 years are 7.5% and the respondents between the ages of 18 to 30 are participated

60.4% and the ages from 30 to 50 are 24.5% and the old age persons those ages 50 and above are 7.5% in numbers.

Fig.2: *Form of Advertisement.*



According to the above figure, the form of advertisement used by the people are mentioned here. In this figure, users of social network advertisement are 27% in Swat and the Google search are 25% in Swat. Mobile advertisement 6% and 9% are video advertising users. The other party online advertising source users are 33%.

Table 2: *Qualification of the Respondents.*

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Matric	10	9.4	9.4	9.4
	High School	24	22.6	22.6	32.1
	Graduate	54	50.9	50.9	83.0
	Post Graduate	18	17.0	17.0	100.0
	Total	106	100.0	100.0	

According to this table 2 mostly the people of are educated. According to this 9.4% people are having limited knowledge i.e. up to Matric. And 22.6% people whose educations are ended at High School. And according to this research 50.9% people attended or completed Graduation and very rarely about 17% people is Post Graduated or its high level of education.

Table3: *The Factors which leads the People's perception to change their behaviors.*

S #	Items	Responses	F	%
1	Have you ever shop online?	Yes	91	85.8
		No	15	14.2
		Total	106	100.0
2	Do you prefer online shopping?	Yes	98	92.5
		No	8	7.5
		Total	106	100.0
3	Do you think people enjoy online shopping?	Yes	80	75.5
		No	26	24.5
		Total	106	100.0

4	Do you think online advertisement is a scam?	Yes	43	40.6
		No	63	59.4
		Total	106	100.0
5	Do you think online advertising influences mental engagement with the product?	Yes	43	40.6
		No	63	59.4
		Total	106	100.0
6	Do you think online advertisement influence people's trust in the product?	Yes	68	64.2
		No	38	35.8
		Total	106	100.0
7	Do you agree modern market is digitalized in which online advertisement played pivotal role?	Yes	58	54.7
		No	48	45.3
		Total	106	100.0

f= Frequency, %= Percentage.

According to this table the researcher defines factors that exhibit people's perceptions and changes about online advertising. First of all people who have ever shop online, their ratio of percentage is 85.8% and those who don't are 14.2% in Swat. 92.5% prefer online shopping while 7.5% people follow the traditional method of shopping. There are 75.5% people who enjoy online shopping while 24% people don't agree with this opinion.

In Swat 40.6% people think that online advertisements are just scam and don't have any reality while 59.6% people think that online advertisement is the facilitation and road map towards particular product. The 40.6% agree with the statement of the researcher that online advertising influences mental engagement with the product, while 59.4% don't think so. In context of Swat there are 64.2% people that think online advertisement influence people's trust in the product, while 35.8% people are not ready to accept this statement.

In Swat, there are 54.7% agreed with the statement of the researcher that modern market is digitalized in which online advertisement had played pivotal role, while 45.3% people either not agree with statement or give some other reasons.

Table5: *What kind of online advertisement influence online audience the most?*

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Attractive	26	24.5	24.5	24.5
	Detailed	42	39.6	39.6	64.2
	Realistic	26	24.0	34.0	98.1
	Easily accessible	12	10.9	1.9	100.0
	Total	106	100.0	100.0	

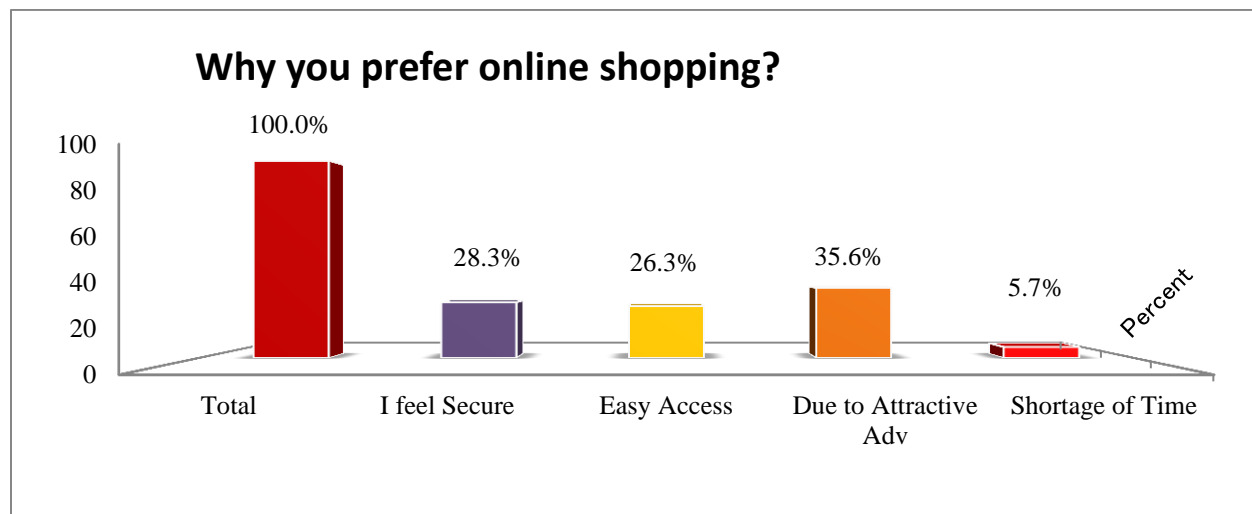
According to this table the researcher fined that what kind of online advertisement influence the online audience the most. Responding the above statement, 24.5% people responded that usually they got influence because of the attractiveness of the online advertisement, while 39.6% people give the reason that online advertisement is more detailed about the product than the traditional one. 24% think that they are attracted by online advertisement just because of the reality which is presented on that about particular product. Only 10% people responded that they are attracted by online advertisement just because of easy accessibility of the product.

Table6: What motivated you to buy online product?

		Frequency	Percent	Percent	Cumulative Percent
Valid	Online Advertisement	68	64.2	64.2	64.2
	Brand of particular company	20	18.9	18.9	83.0
	Need for particular product	18	17.0	17.0	100.0
	Total	106	100.0	100.0	

A question was asked about motivation behind the purchasing online. Above table shows that the 64.2% people are motivated by online advertisement to buy something online, While 18.9% people were impressed by the brand of particular company. Only 17% need something which is easily available online.

Fig.3: Preference of online shopping



According to the above table, which explains reasons that why they prefer online shopping. It is found that 28.3% feel more secure while buying online, even more precious things. And 26.3% preference was just because of easy access to particular product. Interestingly, 35.6% people says that they prefer online shopping due to attractive advertisement, While 5.7% people have shortage of time, that's why they prefer online shopping.

Table7: Quality of purchased product through online advertisement?

		Frequency	Percentage
Quality of purchased product	Options		
	Worst	10	9.4
	Bad	48	45.3
	Neither Good Nor Bad	36	34.0
	Good	12	11.3
Total	106	100.0	

According to this table the people's perceptions are explicitly defined. It is observed that the behavior of people vary from each other according to different level of participation as shown in the above table. The researcher asked about the quality of purchased products through online advertisement. According to 9.4% people the quality of purchased product is worst. While 45.3% are opined that the quality of purchased product is bad. However 34% people expressed that the quality was neither bad nor good. Whereas 11.3% people showed satisfaction and stated that the quality of purchased products are good.

Table 8: *Difference between online showed items and delivered?*

	Option	Frequency	Percentage	Cumulative Percent
Quality of delivered Item	Worst	30	28.3	28.3
	Bad	42	39.6	67.9
	Neither Good Nor Bad	28	26.4	94.3
	Good	6	5.7	100.0
	Total	106	100.0	

The researcher discussed the people's perceptions about the quality of delivered items purchased through online advertisement. So, 28.3% people are saying that items delivered have worst quality and they have worst experience. While 39.6% people are saying that they have bad experience. But 26.4% people are saying that the quality of delivered is neither bad nor good. While 5.7% people are saying that they have good experience about the quality of showed and delivered items.

Table9: *Do you prefer print advertisement or online advertisement?*

	Option	Frequency	Percentage	Cumulative Percent
Nature of Advertisement	Print	20	18.8	88.2
	Online	23	21.6	93.9
	Both	41	38.6	94.6
	Neither Print Nor Online	22	20.7	100.0
	Total	106	100.0	

The researchers want to know the preferences of the online audience about print and advertisement. So, there are 18.8% people who prefer print advertisement. While 21.6% have tendencies towards online advertisements. But on the other hand 38.6% people says that their Government is neither bad nor good. While 20.7% people are saying that they neither prefer online advertisement nor print.

Justification of Hypotheses and Objectives

First objective, to explore how online advertisement affects customers purchasing behavior, was justified by the data. 64.2% people are motivated by online advertisement to buy something online, 24.5% people responded that usually they got influence because of the attractiveness of the online advertisement, 28.3% feel more secure while buying online, even more precious things. And 26.3% preference was just because of easy access to particular product. Interestingly, 35.6% people says that they prefer online shopping due to attractive advertisement, While 5.7% people have shortage of time, that's why they prefer online shopping. 64.2% people that think online advertisement influence people's trust in the product. Above data justify the first objective that online advertisements have positive impact on online audience.

Secondly, to find out the opinion of the online audience regarding advantages and disadvantages of online advertisement, 10% people responded that they are attracted by online advertisement just because of easy accessibility of the product. 54.7% agreed with the statement of the researcher that modern market is digitalized in which online advertisement had played pivotal role, 75.5% people who enjoy online shopping. This data justify the objective of the researcher regarding the advantages of advertisement. On the other hand, 40.6% people think that online advertisements are just scam and don't have any reality which can justify the disadvantage of the online advertisement.

Thirdly, to find out level of trust of online audience over online advertisers, it is found that 28.3% feel more secure while buying online, even more precious things.

H1: Online advertisement have positive impact on the online audience, 85.8% experienced online shopping among them 92.5% prefer online shopping, because of the positive impact produced by online advertisement. 64.2% people that think online advertisement influence people's trust in the product, 28.3% feel more secure while buying online.

H2: online advertisement have negative impact on audience, to justify this hypothesis, we have to glance over the collected and analyzed data. 40.6% people think that online advertisements are just scam and don't have any reality. This high percentage shows that advertisements have negative impact on audience.

H3: Online advertisement is less expensive than traditional one, majority of the advertiser think that online advertisement is the easy and less expensive than traditional one. They think that in traditional method, you have to invest more, but reach to less audience. While in online, you have to invest less to reach more audience.

H4: Advertising through motivational factors influences the shopping tendency, to justify this hypothesis, the researcher should bring the actual data given by the respondents and analyzed and interpreted by the researcher. In context of Swat there are 64.2% people that think online advertisement influence people's trust in the product, while 35.8% people are not ready to accept this statement. In Swat, there are 54.7% agreed with the statement of the researcher that modern market is digitalized in which online advertisement had played pivotal role, while 45.3% people either not agree with statement or give some other reasons.

Conclusion

Concluding this research and in the light of the aforementioned statistical data, that online advertisements have positive impact on online audience. People are mostly attracted by the detailed and realistic description of online advertisements. Most of the people were in the opinion that due to shortage of time and easily accessibility, they prefer online shopping, in which advertisement plays key role.

Each activity individuals make, each video they watches, each site they visit, each page they like, are totally recorded in the third party through the cycle of behavior tracking. It has an immediate effect on the online advertising process. In the previous long periods of online advertisement, there were nearly nothing contrasts between online advertising and mass media advertisement. Yet, with the introduction of Web 2.0, an ocean change began. Advertising can now never again be static. Kinesis isn't just in terms of multimedia incorporation, yet additionally as far as hyperlinks what's more, route the same number of publicists pay the servers based on pay-per-click. This implies each penny being spent on the online advertisement is being represented. Thus the server also have become fastidious about right focusing of audience.

The efficiency of online advertising is proven, and there is no need to categorize people by their age groups. They are all self-contained. Individuals with no discernible barriers can be persuaded by any of the factors. The greater the efficacy of online advertising, the greater the purchase and resulted the relationship between E-Commerce and advertising. Thus, advertising may be classified as a form of infotainment that is highly intense, accessible, practicable, and dependable, as well as building its own credibility by being cost-effective and standing up trustworthy by avoiding negativity that could cause discomfort.

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Conflict of Interest

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