

**RESEARCH PAPER****Impact of Online Advertisements on Online Buying Behavior: A Case Study of Daraz****<sup>1</sup>Dr. Abdul Rehman Madni, <sup>2</sup>Ali Hassan\* and <sup>2</sup>Dr. Malik Adnan**

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**\*Corresponding Author:** alihassan@iub.edu.pk**ABSTRACT**

Objective of present study was to investigate the impact of online advertisements on online buying behavior through popular ecommerce platform Daraz. It is evident that advertisements can influence consumer buying behavior but there is lack of studies which focus on influence of online advertisements on buying behavior. The population of the present study consists of the internet users. The research method was applied, basic and developmental in terms of objective and descriptive- survey in terms of method. The results of the analysis showed that usage of online advertisement, attitude towards online advertisement and gratification has significant positive relationship with Daraz online shopping. Findings also indicated that the influence of advertising on customers has cause them to slowly change their buying behaviors and rethink of the Daraz products they buy. Further studies can also be conducted to understand demographics and psychographics of online buyers which can improve online marketing techniques.

**KEYWORDS:** Daraz, Gratification, Online Advertisements, Online Shopping**Introduction**

Collection of transmissions and undertakings which give Data to the common people by catching the specific shoppers' attention is called advertisement (Ducoffe, 1996). Advertisement is a paid method of Non-verbal communication to preach, promote and express services or ideas through a well-known sponsor (Kotler, 2000). Internet Advertisement includes great number of practices consisting of email marketing, web banner advertising, blog advertisement, video Blog, publicity advertising, social network advertising (Ducoffe, 1999).

No matter where you are, making purchases online has become the most practical method. Now, the market has adapted this method of purchasing to help their customers. The globalization of this trend is evident; further, the third-most popular online activity is browsing. Pakistan is also developing this technology to enable customers to purchase wherever they are without leaving their homes. At first, it was only restricted to items used on a daily basis. Later, it grew to include online money transfers both within the country and to other countries (Marshal & Roberts, 2014).

According to (Mackey & Liang, 2013) Online advertising has a global reach as it allows advertisers to target audiences in different parts of the world with relative ease. Advertisers can create and launch campaigns that are specifically tailored to reach audiences in different regions, languages, and cultures. This has made it easier for businesses to expand their reach beyond their local market and tap into the growing international market. Additionally, online advertising allows businesses to track and

analyze the effectiveness of their campaigns, providing valuable insights into audience behavior and preferences in different regions.

Unlike traditional advertising methods such as TV, or print ads, online ads can be targeted to specific demographics, interests, and behaviors, allowing for a higher return on investment. Online advertising platforms also offer various pricing models such as cost-per-click or cost-per-impression, giving businesses more control over their ad spend and allowing them to adjust their budgets based on performance. Additionally, online advertising allows for real-time tracking and analysis of campaign metrics, which enables businesses to optimize their ads and improve their ROI (Arsheen et al., 2020).

Online advertisements can be a powerful tool for engaging customers by providing them with relevant and personalized content that resonates with their interests and needs. With the help of sophisticated targeting and retargeting techniques, advertisers can deliver messages that are more likely to inspire them to take action, whether it's making a purchase, signing up for a newsletter, or sharing content on social media. Additionally, interactive ad formats, such as quizzes, polls, and games, can further increase engagement by encouraging users to interact with the brand in a fun and interactive way. Overall, by leveraging the power of online advertising, businesses can build stronger relationships with their customers and drive meaningful results for their bottom line (Millard, 2006).

Online advertising can be fast and easy when compared to traditional forms of advertising. online advertising can provide quick results and allow for swift adjustments to be made to improve performance. Additionally, the accessibility and affordability of online advertising platforms have opened up opportunities for small businesses and entrepreneurs to promote their products and services to a wider audience (Anbumallar et al., 2019).

Daraz.pk was launched in 2014 and is operating with the website [www.daraz.pk](http://www.daraz.pk), just like other online shopping websites. It delivers goods right to your door. More than 300 brands are covered in the section on clothing and fashion. People have accounts including Facebook, Instagram, YouTube, and others. Additionally, they are frequently exposed to Daraz ads on these social media platforms. It is now said that as more people become aware of internet buying, their purchasing decisions become more influenced by this information (Palash, 2018).

Online advertisement is used to promote products; the researchers Awan et al. (2015) explained how much advertisement effect the buying behavior of consumers; they conducted the study in five cities of Pakistan and found that there are significant impacts of online advertisement in changing the buying behavior of the youth. Similarly, researchers also explained the different factors involved in changing the buying behavior of the general public via online advertisement. Time, product risk, trust, return policy, privacy, product variety, convenience, and non-delivery risk are the primary factor that can directly affect the buying behavior of the consumers. Researchers also found that time is the most important factor involved in changing buying behavior (Khan et al., 2019). These studies show that online advertising has a noteworthy impact on the buying behavior of the consumer. In this study, the researcher will explain the impacts of Daraz.pk online advertisement on consumers' buying conduct in the Youth University of Sargodha.

This study will examine the Negative and positive attitudes of the purchasers regarding online advertisement in Pakistan. The Pakistani Advertisement prospect is steadily moving to new media advertising from conventional media. Consumers have full control over viewing the online advertisement. It is on their wish for how much time they want the commercial to be shown to them. It is all up to the buyers if they further wish to

view online advertising or commercial content. In addition, over time, customers' view and behavior regarding web commercials may develop (Priyanka, 2012). Therefore, in Pakistan, investigators are in debt of true information about the consumers' attitudes towards online advertisement.

### **Literature Review**

The research on internet marketing was pioneered by Berthon et al. numerous additional academics followed following and kept up their studies on online advertising. This form of study covers a large range including the efficacy of internet advertising, a differentiation between conventional and online advertisement, and the interactivity of online advertising, promoting, online advertisements, and online behavior advertising. Additionally, other studies looked into how consumers reacted to internet advertising. Ducoffe (1999) discovered in his study that people view web advertising as essential, interesting, and educational Toby and Gordon Consumers like internet advertising that is interesting, according to Lima-Turner, and their research also revealed that online advertising could be used more effectively instead be employed to create a positive brand perception.

According to Taherdoost (2016), customers are frequently goal-oriented when using the internet. Customers have a tendency to avoid any stimuli that would interfere with their activities while doing this. It's particularly intriguing because they discovered that a negative. There is a correlation between how obtrusive a customer thinks an advertisement and the consumer's perception of the advertisement.

Frequent computer-mediated activities, such as shopping, directory services, gaming, and social mass media, have been studied using the uses and gratifications method in recent academic research. Video usage, video use and political participation. Online shopping made on an impulsive basis are those made without considering alternatives or assessing the pros and drawbacks. These transactions typically occur quickly after being motivated by an internal or external stimulation and they cross the logical and customary boundaries of the purchasing process (Ashill & Yavas, 2005).

There was also the conclusion that advertisements and consumers had a substantial link purchasing choices. Customers like purchasing marketed goods over ones that aren't items that receive little or no advertising. Online and traditional advertising do not directly affect consumers' purchasing decisions for branded clothing, although there is a both advertising mediums have a major indirect impact on customer purchasing decisions because of advertising traits and consumer attitudes that operate as mediators and have a significant impact. He said that their purchasing decision is influenced by prior purchases, brand loyalty, product experience, and word of mouth. Thus, it may be said that online advertising does have an impact on consumer purchasing decisions. Several marketing firm's internet media are actively supervised and regulated.

If we review the most recent studies, it was determined that social media advertisement According to Anwar and Kashif (2013) study suggests that for internet advertisements to be effective, they must contain high-quality content, graphics, and production. Customer loyalty is a significant factor that directly affects a brand's image and has an immediate impact on their online shopping behavior. It is an essential component of attitude and plays a crucial role in determining a brand's success in online marketing.

Given a thorough picture and greater comprehension of this research investigation, the material from this literature review is helpful. Examining the prior studies lends objectivity and support to the explanation. The relationship between each

self-sustaining or independent variable and the dependent variable is made explicit in both the establishment of conjectures or manuscripts and the experimentation version.

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). Ajzen (1991) asserts that the way one feels about a certain behavior, their personal beliefs about what others think, and their perception of how much control they have over the behavior can all help anticipate their intentions to perform different actions. Additionally, these intentions and perceptions play a significant role in explaining the variability in actual behavior.

### **Hypotheses**

1. There is positive relationship between usage of online advertisement and online shopping.
2. There is positive relationship between attitude towards online advertisement and online shopping.
3. There is positive relationship between gratification and online shopping.

### **Material and Methods**

Quantitative procedure is chosen in this study to gather desired and to the point data and information. The study is descriptive and deductive in nature, with empirical data being gathered to test the theories suggested. The primary specific community for this research is internet users. The study is conducted without any discrimination of color, creed, race, age and occupation of the internet users. Being internet users, this category of population is pertinent for this study. They are suitable for the study as they might have experienced Online Advertisement from the University of Sargodha, Punjab. The unit of analysis is the major entity that you are analyzing in your study. In this research university students that are heterogenous and have the ability to understand the online advertisements are taken as unit of analysis. Convenience sampling method is utilized in this study. Sample size of this research study is 350. Questionnaire is the most widely used method of collecting data from people and then that data is taken up by investigators. Questionnaire survey procedure is confiscated as the foremost data assembling procedure, so this method of collecting data is used in this study as well.

### **Results and Discussion**

**Table 1**  
**Gender of the respondents**

<b>Variables</b>	<b>Frequency</b>	<b>Percent</b>
<b>Male</b>	234	66.9%
<b>Female</b>	116	33.1%

According to the table, the research is conducted on a total of 350 respondents out of which female respondents are lower in number 116 (33.1%) while male respondents are higher in number 234 (66.9%).

**Table 2**  
**Age of the respondents**

<b>Variables</b>	<b>Frequency</b>	<b>Percent</b>
<b>15-24 years</b>	170	48.6%
<b>25-64 years</b>	180	51.4%

This table shows the ages of the respondent. According to the data, there is a slight difference between the ages of respondents. 48.6% of the respondents were between the ages of 15-24 and 51.4% were between the ages of 25-64.

**Table 3**  
**Education of the respondents**

<b>Variables</b>	<b>Frequency</b>	<b>Percent</b>
Undergraduate	231	66%
Postgraduate	119	34%

This table demonstrates the education of the respondents. 66% respondents were undergraduates and 34% respondents were post-graduates. This shows that most of the respondents were undergraduates.

**Table 4**  
**Occupation of the respondents**

<b>Ctegories</b>	<b>Frequency</b>	<b>Percent</b>
<b>Student</b>	109	31.1%
<b>Job holder</b>	64	18.3%
<b>Business Man</b>	144	41.1%
<b>House Wife</b>	33	9.4%

This table shows the occupation of the respondent. 41.1% respondents were business man, 31.1% were students, 18.3% respondents were job holder and 9.4% respondents were house wives. Thus, most of the respondents were business man.

**Table 5**  
**Descriptive Statistics, Psychometric Properties and Reliability of Scales**

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

**Table 6**  
**Linear Regression Analysis predicting for Usage of Online Advertisement on Online Shopping**

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

\*\*\**p*<.000

Table 6 indicated the finding of regression analysis whereby online shopping is regressed by usage of online advertisement. The *R*<sup>2</sup> value of .12 disclosed that predictors expressed 12% variance in the result variable with *F* (1, 347) = 47.56, *p*<.000. Results also disclosed that usage of online advertisement (*β* = .35, *p* <.000) is significant predictor of online shopping.

**Table 7**  
**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***		

\*\*\* $p < .000$

Table 7 indicated the finding of regression analysis whereby online shopping is regressed by attitude towards online advertisement. The  $R^2$  value of .24 disclosed that predictors explained 24% variance in the outcome variable with  $F(1, 347) = 111.79, p < .000$ . Findings also disclosed that behavior regarding online advertisement ( $\beta = .49, p < .000$ ) is significant predictor of online shopping.

**Table 8**  
**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***		

\*\*\* $p < .000$

Table 8 indicated the finding of regression analysis whereby online shopping is regressed by gratification. The  $R^2$  value of .18 disclosed that predictors explained 18% variance in the result variable with  $F(1, 347) = 76.77, p < .000$ . Findings also disclosed that gratification ( $\beta = .42, p < .000$ ) is significant predictor of online shopping.

## Discussion

This portion contains deep discourse of study outcome with correspondence among independent dependent variables. Apart from this, it also includes inferences of the findings, obstacles in findings and exhortation for research about this topic. In the end, it contains conclusions for the whole study. This research was used to examine the impact of online advertisements on online buying behavior: A case study of Daraz. The study consisted of 350 adults designed on the basis of convenient sampling technique. Alpha coefficients of all scales were postulated with highly satisfactory significance (see table 2). After getting a clear picture of relationship among variables linear regression analysis done so as to examine the theory of research.

**Hypothesis 1.** Attitude towards online advertisement has significantly high Beta (.35) with .000 significant values. This suggests that online shopping regarding online advertising was significantly influenced by the usage of online advertisement. According to Afzal and Khan's (2015) research, to achieve success, internet advertisements must have high-quality content, graphics, and production. Consumer attitudes towards online

shopping are significantly influenced by their loyalty to a brand, which is one of the components of their attitude.

According to Njuguna Njure Alvin (2017), online advertisement is a key tool for communicating with customers, raising their interest, and enhancing their awareness for a brand. Nevertheless, there are also a few obstructions that online advertising fails to change the customer's state of mind. It is truly a consumer's choice. A point is noticeable such as a buyer's behavior and how behavior influences mind regarding a certain problem. Further, consumers from various segments, such as age, area, and lifestyle, greatly influence consumers buying styles.

**Hypothesis 2.** Attitude towards online advertisement has significantly high Beta (.49) with .000 significant values. This suggests that online shopping regarding online advertising were significantly influenced by attitude towards online advertisement. Sadia Afzal and Javed Rabbani Khan (2015) Although neither conventional nor internet advertising has a direct impact on consumer purchasing decisions for branded clothing, both have a major indirect impact due to the advertising elements and consumer attitudes that operate as mediators and have a strong mediating effect.

**Hypothesis 3.** Users' gratification has significantly high Beta (.42) with .000 significant values. This suggests that online shopping regarding online advertising was significantly influenced by gratification. Use of web-based media pages, according to Odera and Valerie Hilda (2019), improves customer communication and influences their buying experience. The utilization of digital platforms has proven advantageous as it has facilitated the implementation of email marketing strategies and the utilization of a web directory to aid customers in selecting products based on factors such as color, size, and shape. Additionally, it has provided customers with the ability to choose from a selection of recognized brands within their preferred product category. Anusha (2019) researched that online advertisement impacts consumer's buying decisions excessively that it increases services and product awareness. Furthermore, it gives an advance approach to targeting the customer instantly.

It lowers the price as well. Bhat, Shetty, and Maiya's (2020) study demonstrates that, when compared to traditional advertising methods, internet advertisement has got fame as the most popular technique for fascinating customers. The internet provides a extensive vista of confirmation, which is important for various public relations tactics. Use of web-based media pages, according to Odera and Valerie Hilda (2019), improves customer communication and influences their buying experience. The utilization of internet-based platforms has brought advantages because it has facilitated online shopping websites to employ digital marketing strategies, creation of promotional emails, a search engine to aid customers in selecting items from a diverse assortment based on various features such as models, colors, sizes, and shapes. Moreover, it has allowed customers to opt for recognized brands available in their product category.

**Table 9**  
**Summary of the Results**

Sr. no	Hypotheses	Results
1	Usage of Online Advertisement has an significant positive impact on Online Shopping	Accepted
2	Attitude towards Online Advertisement has an significant positive impact on Online Shopping	Accepted
3	Users Gratification has significant positive influence on Gratification	Accepted

## **Conclusion**

The study would also help to focus on users' interest, favors and better experience so, they may feel gratified and enhance online shopping on Daraz. Beginners would have better idea that how important is online advertisement to enhance consumer buying behavior. The way consumer perceives and see Daraz advertising should be developed, influenced, and reinforced by the company. The relationship by the company, the relationship between each dependent and independent variables is made explicit in the both in the establishment of conjectures or manuscripts and the experimentation version. The application of internet-based platforms is helpful because it has empowered web-based shopping journey's end to use online marketing techniques, generational of promotional size, and shape, and it has also allowed customers to select famous brands within their product range. Daraz advertisements impact consumer's buying decisions excessively for that it increase services and product awareness.



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