

# **The Impact of Exposure to Advertisement Online on Purchase Decision Empirical Study of Saudi Customers in Western Region**

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## **Abstract**

At this era of internet, our daily lives are increasingly overshadowed by information technologies (Its), when most of us are engaged in internet purchasing as a daily activity. Despite of a huge body of studies well done in developed countries; just few researches have been conducted on cognitive Online advertising business as a means to making a purchase decision stages in developing countries context. This study intended to consider the result of exposure to advertisement online, and some demographic characteristics of employees toward stages of making a purchase decision. To do this, statistical package for social science was employed. The result of analysis on 90 employee samples revealed that the exposure to advertisement online by the employees, and demographic characteristics of them significantly affect the stages of making a purchase decision.

**Keywords:** Purchase decision stages, Advertisement online, Demographic characteristics.

## **1. Introduction**

The Internet has become a major source of information consumption, and to some extent, has replaced old media such as the radio, television and the newspaper. The main advantages of the Internet include its mass availability and its almost instant access to current information. As a result of the public's reaction to these advantages, Madison Avenue realized the potential of the new media and soon incorporated it to its budget. Convinced by the initial web publications of the early '90s, companies soon instilled momentum in the new channel. Today, more than 700 million people use the Internet daily, mostly so in developed countries (USA, China, Japan, Germany and Britain, e.g) Hoffman and Novak (1996).

The most popular uses of the Internet are searching through data and information, and the purchasing of products and services. In light of these, it is understandable why many companies advertise their products and services online. In addition, advertisers can quickly benefit from changing advertising scripts, from the possibility of better segmenting their market, and from relatively low costs. Due to Internet advertising's proliferation, it is important to examine the factors that affect its effectiveness.

## **2. Objective of the Research**

Online advertising marketing is no longer a new aspect, but it is still considered an evolving topic in the field. . Online advertising means that “it will not only include search or display advertisements, but also any type of marketing communication that advertising agencies may execute with the use of web, social media and/or mobile technology” (Takemura,2012, p. 2).

The Concept of “Online advertising is a form of promotion that uses the Internet and World Wide Web for the expressed purpose of delivering marketing messages to attract customers” (Kim, Park, Kwon, and Chang, 2012). Miller (2012) presented some of the implications that online advertising is a best way because it has different types with different technologies and recently has enhanced a lot and people are encouraged using network more than before. Online advertising includes many forms of commercial content—from electronic advertisements that are similar to traditional advertisements (e.g., billboards, banner ads) to formats that are different from traditional advertisements, such as corporate Web sites (Ducoffe, 1996).

The objectives of the research are to find out what is the exact role of influence played by internet advertising at the various stages of consumers’ purchasing decision-making process. The literature review showed that by internet advertising seem to be influential at the different stages of the consumer is purchasing decision-making process. However, the exact role played by the influence of Online advertising at the various stages of the process seems to be still unclear.

## **3. Research Problem and Question**

Online advertising" concept is nowadays increasingly come to the fore as an important factor in consumers' purchasing behavior. There are lots of studies that related to consumer responses for online advertising such as; “Nefverfising Image Communication Model (NICM) of Stern, Zinkhan and Holbrook (2002), Rodgers and Thorson’s Integrated Model (2000), Cho’s (1999) Modified Elaboration Likelihood Model, and Rossiter and Bellman’s (1999) exposure- web ad schema formation-attitude-behavior model” (Ha, 2012, p. 9). However, there are not enough studies related to online advertising’s impacts on the stage of employees’ purchasing decision-making process. For this reason, it is believed that this study will create a significant contribution on this area. Therefore, the problem of the current study focused on a fact that many companies in Saudi Arabia are still not aware of the importance and the role of internet advertising sites on consumer decision making.

The research is guided by one central research question that is “How does the increasing influence internet advertising on consumers’ purchasing decision-making process in kingdom of Saudi Arabia western region) differs according to the different stages?”

The following research questions directed the pursuit of the research objectives:

1. What is the impact of Exposure to Online Advertisement on need recognition?
2. What is the impact of Exposure to Online Advertisement on information seeking?
3. What is the impact of Exposure to Online Advertisement on alternative evaluation?
4. What is the impact of Exposure to Online Advertisement on buying decision-making?
5. What is the impact of Exposure to Online Advertisement on post purchase stage?

6. What is the impact of Demographic Characteristics on the relationship between Exposure to Online Advertisement and the stages of making a purchase decision?

#### 4. Study hypotheses:

The main hypotheses of the study are stated in null format as follows:

##### 4.1 The first main hypothesis of this study:

HA : Exposure to Online Advertisement have no significant impact on stages of making a Purchasing decision.

HA-1: Exposure to Online Advertisement have no significant impact on Need Recognition.

HA-2: Exposure to Online Advertisement have no significant impact on Information Seeking.

HA-3: Exposure to Online Advertisement have no significant impact on Alternative Evaluation.

HA-4: Exposure to Online Advertisement have no significant impact on Purchase Decision.

HA-5: Exposure to Online Advertisement have no significant impact on Post Purchase Behavior.

##### 4.2 The second main hypothesis of this study:

HC : Demographic Characteristics have no significant impact on the relationship between Exposure to Online Advertisement and the stages of making a purchase decision.

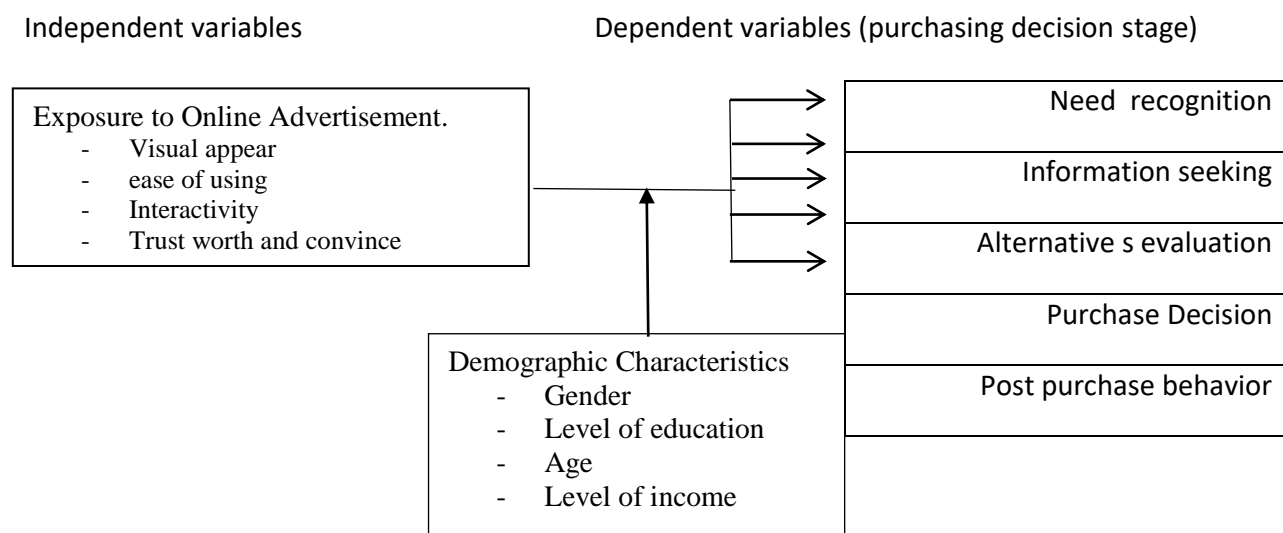
HC-1: there is no significant impact of the Gender on the relationship between Exposure to Online Advertisement and the stages of making a purchase decision.

HC-2: there is no significant impact of the level of education on the relationship between Exposure Online Advertisement and the stages of making a purchase decision.

HC-3: there is no significant impact of the age on the relationship between Exposure to Online Advertisement and the stages of making a purchase decision.

HC-4: there is no significant impact of the level of income on the relationship between Exposure Online Advertisement and the stages of making a purchase decision.

#### 5. Research model:



**Figure 1: Model of Study**

## **6. Literature Review**

### **6.1 What is the Online Advertisement**

Advertising can be defined as “any paid form of non-personal promotion transmitted through a mass medium” (Brassington and Pettitt, 2007, p.324), it’s comprised of two components, Offline traditional media advertising (TV, radio, magazines, newspapers and outdoor/other) and online advertising (paid for spaces on a Web site or e-mail, such as banner ads, skyscraper ads, dynamic media, buttons, interstitials, pop-ups, etc.” (Goldsmith and Lafferty, 2002, p.318). Scholars (Fill, 2009; Fill, 2006; Percy, 2008; Winston, 1985) argue that being a sub-element of marketing promotion (Jobber and Ellis-Chadwick, 2013), advertising helps sellers to create awareness and attitude, increase sales, inform, remind and persuade and encourage trials, involve consumers and differentiate and position brands.

Based on Goldsmith and Lafferty’s work, Fill (2006) points out that the categorization of the first component concerns with those offline techniques, which aim to make consumers visit a specific website. Four categories can be identified according to the characteristics of different types of online advertising, shown in they are differentiated by technical inter-activeness information inter-activeness, and Internet’s ability to support, referrals and word-of-mouth functions respectively.

The first group reflects an evolution of web advertising technology (Janoschka, 2004) where static ads convey the most important information; animations specifically grab visitors’ attention (Schneider, 2011, p.562). Interactive advertisements allow visitors to choose among options or type-in key words. They offer visitors flexibilities for customers being involved with the ads at different levels according to their interests in the web technologies, information itself and time limits, and provide possibilities for companies to be creative.

Displaying ads are generally on non-search web pages (Evans, 2008, p.8) and they can be static, animated or interactive. Goldfarb and Tucker (2011, p.39) argue that this category is ‘hard to ignore’ due to its popularity. Search advertisement comes up as search-results pages (Evans, 2008, p.8), search engines such as Google, Yahoo or Bing are the intermediary platforms. In addition social network sites such as MySpace incorporate the kind of linking search. Classified advertisements are sorted under a heading/website, they are attractive to users interested in the classification (Schneider, 2011), the websites such as eBay, CareerBuilder. Banners, pop-up/pop-under and floating ads have various online ads formats based on the Internet’s ability to support (Rodgers and Thorson, 2000; Evans, 2009). However response rate to banner ads have been dramatically fallen over time (Goldfarb and Tucker, 2011, p.39). Pop-up and Pop-under ads are those windows automatically open in an Internet screen visited by users (Barker and Angelopulo, 2006; Shelly et al., 2009). Finally, floating ads are a sort of pop-up advertisement however they do not emerge in a different window but a float across the screen (Shelly et al., 2009, p.198).

The last group is classified as Social network websites (SNS), online sponsorship and word-of-mouth. SNS are those websites allowing customers to create profiles, connect with people and to share interests, opinions and other electronic content (Boyd and Ellison, 2008; Trusov et al., 2009), while sponsorship is the placement of a sponsor’s identity (corporate logo or brand name) in sponsored Websites to build goodwill (Schumann and Thorson, 2007, p.212). Using SNS for advertising purposes has been largely developed in Facebook and MySpace, as Narayanan and Shmatikov (2009) point out, the media has attracted businesses by providing personalized and targeted advertising platforms. Sponsorship online enables organizations to reach a complementary audience and to demonstrate their modern and technology-orientated businesses (Schumann and

Thorson, 2007, p.212). Word-of-mouth is the traditional and most effective advertising technique (Trusov et al., 2009) and through which social networks can generate such an effect through forums, product review websites and emails.

## 6.2 The Purchasing Process

Scholars define the purchasing process that a consumer goes through as the hierarchy of effects (Mihart, 2012). This is used to predict behavior by determining the stages a consumer goes through (Preston & Thorson, 1983; Barry & Howard, 1990; Wijaya, 2012; Egan, 2014). The concept was first mentioned around the 1900's, however the first link to marketing was theorized by Strong in 1925 (Wijaya, 2012; Ghirvu, 2013). Strong (1925) theorized that a consumer needs to go through 4 stages to make an actual purchase: Attention, Interest, Desire and Action. There are many different hierarchy of effect models developed since this was first introduced in 1925, some of which are visualized in Figure 1. Changes to the model vary from adding steps between the AIDA stages such as: Knowledge, Liking and Conviction (Lavidge & Steiner, 2000) or Search, Like/dislike, Share and Love/Hate (Wijaya, 2012) as well as reinterpreting steps: Interest was replaced by Familiarity, Desire by Consideration (Court, 2009). A popular use for understanding the hierarchy of effects is to provide information on what information to focus on in advertising (Wijaya, 2012). The concept visualizes how far a consumer advances into the buying process and how many proceed to the actual purchase of a product (Ghirvu, 2013). This possibly exposes weaknesses that a company or industry can address so a consumer will move to the next stage in the purchasing process and eventually make a purchase (ibid). In Figure 2 below, it is illustrated how the models have been developed over the years.

		Knowledge	Feeling	Motivation	→ Post Purchase
				Action	
AIDA	(S)	Attention	Interest	Desire	Action (Satisfaction)
Strong 1925					
DGMAR		Awareness	comprehension	Conviction	Purchase
Colley 1961					
Lavidge and Steiner 1961		Awareness	Linking Knowledge	Preference	Conviction Purchase
Wells et al 1965		Awareness		Persuasion	
Rogers. 1983		Perception	Understanding		
		Awareness		Persuasion Implementation	Decision Confirmation
Bovee et al. 1995		Awareness	Acceptance comprehension	Preference	Ownership Reinforcement
Court, 2009		Awareness	Familiarity	Consideration	Purchase Loyalty
Wijaya, 2012		Attention	Interest	Desire	Action Share love /hate
				Search	Like/dislike
		Cognitive		Affective	Conative

*Figure 2. Extended hierarchy of effects models*

Scholars have not managed to pick a definitive model to describe this process (Yorke & Littler, 2005; Kotler & Keller, 2006; Mihart, 2012) however Kotler and Keller (2006) concludes that AIDA (Attention, Interest, Desire and Action) is a classic model of consumers' specific reaction to marketing communications, which is commonly used. Ferrell and Hartline (2011) further add that the purpose of the AIDA model is to understand more about consumers in the targeted market. The model shows a hierarchy of effects that was first introduced in the beginning of the 1900's and still to this day it remains the basis for identifying the buying process of many scholars (Preston & Thorson, 1983; Barry & Howard, 1990; Yorke & Littler, 2005; Kotler & Keller, 2006; Court, 2009; Mihart, 2012; Wijaya, 2012; Ghirvu, 2013).

### **6.3 Consumer Decision Process**

In consumption, consumers pass through different stages that put together form the consumer's purchasing decision-making process (Belch and Belch, 2003, p107-122). Specific stages are involved in this process. Hoyer and MacInnis (2010, p12) and Sternthal and Craig (1982) recognized five stages that are 'Need Recognition', 'Information Search', 'Evaluation of Alternatives', 'Decision Making' and 'Post purchase Evaluation'. In their purchasing decision-making process, consumers are often influenced by both internal and external influences (Belch and Belch, 2003, p112-114). Today the accessibility and transparency of information has profoundly influenced the decision making process; therefore, it is important to examine what are the hurdles and friction points that hold prospects becoming consumers, or keeps consumers hesitating from repurchasing. (Silverman, 2001).

**Problem recognition:** This stage takes place whenever a consumer recognizes a significant difference between the desired and the actual state of affairs, which is insufficient magnitude to arouse and activate the decision process (Solomon, Bamossy, Askegaard, and Hogg, 2010), or need triggered by internal or external stimuli. Need recognition occurs when consumers realize that they have an unfulfilled need (Hoyer, MacInnis, 2010, p12). Needs might be triggered by internal stimuli but also by external stimuli.

What is of interest here is that internet might trigger needs through advertisements displayed on a webpage for example that could make consumers recognize that they have an unfulfilled need. Nowadays, the mass media is no longer the only source of information, which may serve as a trigger of a purchase to individuals. As a result, consumers are exposed to vast amount of information, in order to get through the consumer's filter, marketers have to identify a claim or promise about their services or products, which are strongly penetrative. Filter, in this case, is a fact of being overlooked because of too much information competing in the marketplace (Silverman 2001).

#### **6.3.1 Search of Information:**

When prospects have a certain interest in a product or service, they tend to go through the following steps before carrying out any action – identifying available options, studying information of selected options, and eventually judging which of these options can most likely deliver the best outcome (Silverman 2001). The information sources can be divided into two types: internal and external. Internal search indicates former information and experience of an individual will result in future behavior that the consumers will be likely to take (Solomon, Bamossy and Askegaard, 2002). Even when a consumer is attentive towards a marketing offer, it does not imply that the offer will



be comprehended as intended; therefore, aside from the accumulated information, any information or message that is generally analyzed and stored in the consumers' memory in forms of certain meaning will be used to evaluate alternatives. Hoyer and MacInnis (2010, p13) said that once the need recognition stage passed, consumers want to be exposed to information. Belch and Belch (2003, p112-114) stated that consumers in the information search stage undertake an internal and external search. In the external search, the authors said that consumers often consult personal sources when they seek information. This means that consumers that are seeking for information about products, services or brands can follow up the internet advertising to grasp or get information to their 'friends'.

### **6.3.2 Alternatives evaluation:**

Once an option is identified as the best/suitable solution according to the individual's needs after accumulating sufficient information, they undertake alternative evaluation (Sternthal and Craig 1982, 46). Depending on their motives or goals, consumers establish a criteria for evaluating choice alternatives (Sternthal and Craig 1982, 46), for instance which alternative is the simplest to use or to arrange, or what are other users' experiences, because there is a need to confirm whether or not the information is reliable and to verify that the product will work out as anticipated (Silverman et al., 2001). In order to ensure the outcome within the expectation, individuals require relevance of experience. Direct and indirect experience, which individuals, serve as indicators during the buying process. Direct experience is not always preferred since individuals are inexperienced towards specific products, which may result using it in an unskilled manner and have negative experience with it. Most often, if negative experiences take place, they are most likely to be costly (both financially and time), risky, or even damaging to reputation (Silverman et al., 2001).

After the assessment of the choice alternatives, consumers formulate beliefs regarding the alternatives, which guide their attitudes, intentions, and ultimately their choice among alternatives (Sternthal and Craig 1982, 46). Besides, several studies have provided evident findings that the decision maker will increasingly seek ways to simplify the evaluation process when a decision becomes more complex (Bruner, Goodnow and Austin, 1956; Association for Psychological Science, 2008).

### **6.3.3 Final Decision:**

Kotler and Keller (2009) have suggested that during the course of evaluation, consumer eventually forms preferences among the brands in the choice desk, however, there are two factors, which can interfere between the purchase intention and purchase decision – attitude of the others and unanticipated situational factors (172). Attitudes of others is the extent to which another person's negative attitude towards the preferred alternatives or reluctance to meet the terms of supporting the purchase intention, this may result in a readjustment of the consumer's purchase intention (Kotler and Keller 2009, 172). Likewise, Kotler (2009) has also stated that the informed diaries who publish their evaluations undoubtedly influence consumers (e.g. customer reviews on Amazon.com, blogs, bulletin boards, and so on). Unanticipated situational factors refer to those may erupt to alter the purchase intention, for instance, there might come an unexpected purchase that is more urgent compared to the purchase the consumer was firstly stimulated to buy; in other words, preferences and purchase intentions cannot be served as completely reliable predictors of purchase behavior (Kotler and Keller 2009). At this stage, consumers will decide whether they will buy products/services or not.

#### **6.3.4 Post Purchase Decision:**

After the consumption, the consumer then experiences certain levels of satisfaction or dissatisfaction, and evaluates the wisdom of the choice made in selecting the alternative. Two potential outcomes are derived from this phase – satisfaction or dissonance. When consumer experiences dissonance towards the purchase, the choice is ‘devaluated’ and the consumer begins the process of searching, obtaining information and evaluating other options for future buying decision, in which triggers new behavior (Sternthal and Craig 1982). It is a phase when the consumer decides whether or not to move from merely implementing the product to a full adaption; that is, whether to use the product repeatedly or repurchase or not. Since consumer always has a choice regarding the products priority, frequency of usage, and new circumstances of new uses. When individuals are comfortable in using a specific product regularly, they will recommend it to others from using the product as well (Silverman 2001).

#### **6.4 Online advertising and consumer decision making**

The formats of online ads continue to develop to embrace technological advancement and enabling mechanisms. Animated web ads have been reported as being disturbing when the Internet users are looking for specific information (*ibid.*). Banners are not found effective anymore, as Sathish et al. (2011) and Li and Leckenby (2004) note, very few people actually click on, however scholars (Sathish et al., 2011; Li and Leckenby, 2004) find that the position of banners on a web-page plays a role on the percentage of users clicking on the ads, and among all, the middle of the page being the most eye-catching; in addition, the more advance technology used (e.g. with which music coming out, video, interactive content) and the bigger the banner size, the more likely users are to click on, and therefore they are not totally inefficient as they could help brand building and awareness (Sathish et al., 2011; Li and Leckenby, 2004). Other studies report that displaying advertising should be used with caution, as Goldfarb and Tucker suggest, they can be intrusive and has fewer impact on the revenue generated, especially if there are indiscreet questions, loud music, pop-up windows.

More specifically Li and Leckenby (2004) and Chatterjee (2008) reveal that pop-up and pop-under ads are considered as disturbing; they are more likely to be closed without being looked at, and generally have a negative effect, that’s why forced exposure ads should be used carefully, other types of ads that will not harm the brand image and perceptions should be prioritized. Secondly, email advertising has been widely used by businesses in the last decade, it offers ads at low costs and ability to be personalized and targeted precisely (Gopal et al., 2006). However, buying detailed and accurate email database can be expensive; furthermore, it is questionable whether consumers look at them at all. The Internet users often find themselves overwhelmed by the messages, which are not always wanted, or reliable (Hardwick et al., 2012).

Nevertheless, online advertising is one of the elements in shaping consumer-buying process. Several studies (Wang and Sun, 2010; Brettel and Spilker- Attig, 2010) indicate that online advertising impacts on purchasing intention variously from one country to another and which is due to differing beliefs, attitudes and behavioural responses. Wang and Sun (2010) find that a country’s cultures, history, political system, technological and economic development and market development have influenced purchasing behavior via online advertising. They revealed that Romanians, with less advanced technology than Americans, find online advertising more credible



and informative, while Americans are more likely to buy online because of their comparatively richer experiences with surfing the Internet and being able to differentiate credible advertisements. Brettel and Spilker-Attig (2010) claim that Hofstede's culture dimensions are significant. They find that French consumers, characterized in terms of uncertainty avoidance (ibid. p.188), prefer to buy from websites they know about and from which they had previous online purchase experiences, Americans look at the prices firstly rather than the websites. Mohammed and Alkubise (2012) note that consumers' certain demographic dimensions are influential on buying intention via online advertising, those such as income, Internet skills, Internet usage intensity per day are critical factors, for example, better Internet skills enable individuals to have higher Internet usage per day and greater acceptance of online advertising and buying intention.

Thirdly, trust has significant influence on online transactions. Lee et al. (2011, p.199) find that the information conveyed by an online advertising has an influence on purchase intention if users trust the website. Moreover, they find that online consumer reviews are more credible and influential on purchase intention when the Internet users trust the website; another study by Mohammed and Alkubise (2012, p.213) reports that online advertising is more influential on purchasing intention if they are displayed on a reputable website.

Fourthly, online word-of-mouth is found being a technique to help acquire new customers and these customers have more value on a long-term basis for businesses (Trusov et al., 2009; Villanueva et al., 2008). However, Brown et al. (2007) argue that online word-of-mouth, in particular by social networks will depend on the support from the websites and the contributors. It is acknowledged that conventional much-maligned ads such as banners have decreased by more than half since 1998; the emergence of SNS brings in opportunities for a new stream of online advertising, integrating the existing and incorporating new formats (Li and Leckenby, 2004). A review shows that online advertising techniques have evolved and tend to shift from a focus on the traditional 'push' ads, e.g. static and animated, banners web ads to integrate and emphasize on creating interactivity and online interactions at brand level (Gummerus et al., 2012). The trend on the shift is a result of technologies advancement (Ateljevic and Martin, 2011; Parsons, 2013) and enabled consumers engagement in online communities (Fill, 2009; Royo-Vela and Casamassima, 2011). Given that online advertising is one of the elements shaping consumer-buying intention in the buying process, there are increasing studies related to SNS advertising in recent years (Olin, 2009, p.5), studies have examined the phenomenon from consumer and company's perspectives.

## **7. The Research Design**

The purpose of the current study is to explore the Impact of Exposure to Online Advertisement. on Purchase Decision Making. A quantitative research fits to complete this study.

### **7.1 Population**

The total population of this study comprised from all consumers buying shopping goods in western region. The estimated number of the population of this region (Makkah almokramah, Jeddah, Rabig, and Yanbu) about 5,253,968 persons.

### **7.2 Sample Selection and Data Collection Method**

In order to answer the research, question a primary data collection was used. Using primary data collection allowed addressing specific issues to employees about their impact of Online

advertising factors and how these factors specifically influence their purchase decision-making processes. To efficiently reach target group survey was distributed randomly by hand. The researcher distributed 150 questionnaires, 82 ones were retained, and only 70 were chosen for analysis. Questionnaires were distributed taking into consideration having employees from different demographic characteristics in terms of education, gender, age and income levels.

### **7.3 Questionnaire construction:**

The researcher developed a questionnaire in accordance with the research model described previously as well as previous studies. The researcher judged the questionnaire by many colleagues in Business department at Art and Science College/Shourah in Najran University.

The questionnaire developed from three parts: the first one describes demographic characteristics, the second one refer to Online Advertisement Exposure, which depend on the AIDA model. The model is used to develop an effective message. The message has to get attention, hold interest, arouse desire and obtain actions. Usually the model is used as a means to help shaping well-structured advertisement, but could be practical in other context as well. A study that emphasis on Exposure of Online Advertisement. Therefore, stated four measurements influence purchasing decision.

Those measurements are Visual Appeal, Interactivity, Trustworthiness, and Convenience were adapted consequently from Chaffey,( 2009) , Siekpe,(2003) , and Slyke,(2002).

The third one handles employee purchasing decision-making process. And, the measurements for this part were adapted from studies by Roberts and Lilien (1993), Schwarz et al., (2013); and Shank, (2009). A five-point Likert scale (1 strongly disagree to 5 strongly agree) was used in the second and third sections of the questionnaire to obtain the information to test the impact of Online Advertisement Exposure on consumer purchasing decision making.

## **8. Analysis and results**

### **8.1 Sample profile**

The sample used for my research is made up of 70 respondents. 49 % of respondents are male and 30 % are female (table). As seen in (table: 1) below, 32.9 % of respondents are between 26 and 35 years old. 24% of the sample is bachelor holders, and 28.6% their monthly income ranges between 100-500 Riyals.

**Table 1: Sample characteristics**

<b>Variable</b>		<b>Number</b>	<b>Percentage</b>
<b>Gender</b>	<i>Male</i>	<b>49</b>	<b>70</b>
	<i>Female</i>	<b>21</b>	<b>30</b>
	<i>Total</i>	<b>70</b>	<b>100%</b>
<b>Education</b>	<i>Higher Education</i>	<b>16</b>	<b>22.9</b>
	<i>Diploma</i>	<b>12</b>	<b>17.1</b>
	<i>Bachelor</i>	<b>24</b>	<b>34.3</b>
	<i>Post Graduate</i>	<b>12</b>	<b>17.1</b>
	<i>No certificate</i>	<b>6</b>	<b>8.6</b>
	<i>Total</i>	<b>70</b>	<b>100%</b>
<b>Age</b>	<i>15-20</i>	<b>15</b>	<b>21.4</b>
	<i>21-25</i>	<b>22</b>	<b>31.4</b>
	<i>26-35</i>	<b>23</b>	<b>32.9</b>
	<i>More than 35 years</i>	<b>10</b>	<b>14.3</b>
	<i>Total</i>	<b>70</b>	<b>100</b>
<b>Income</b>	<i>100-500 SR</i>	<b>20</b>	<b>28.6</b>
	<i>501-1500</i>	<b>10</b>	<b>14.3</b>
	<i>1501-3000</i>	<b>14</b>	<b>20</b>
	<i>3001-5000</i>	<b>11</b>	<b>15.7</b>
	<i>More than 5000</i>	<b>15</b>	<b>21.4</b>
	<i>Total</i>	<b>70</b>	<b>100%</b>

## 8.2 Validity and reliability

Validity and Reliability checks were performed in a number of ways. The face validity was checked by some experts, and through a pilot study on (30) persons. The participants were asked to comment on the format and appropriateness of questions, and to suggest any items that they believe to be included in the questionnaire.

In view of their suggestions, several amendments were incorporated into some questions that improved the clarity. Reliability scores are expressed numerically as a coefficient. A coefficient score will be 1.00 if a test is perfectly reliable. Coefficient of at least .60 is required to indicate an acceptable degree of reliability (Sekaran, 2004). The following is the Cronbach's alpha of all the factors.

**Table 2: Reliability scores**

<b>Construct</b>	<b>Number of Items</b>	<b>Cronbach's Alpha</b>
<i>Need recognition</i>	6	0.89
<i>Information Seek</i>	5	0.83
<i>Evaluation</i>	5	0.89
<i>Decision</i>	4	.89
<i>Post purchase</i>	5	.86
<i>Repeat exposure effects of internet Advertising</i>	4	0.85
<i>Average</i>		0.868

### **8.3 Hypotheses Testing**

In order to study the first hypothesis, t-test one sample will be used. SPSS automatically calculates the significance (or p-value). Hence, the level of probability of 5% or less is commonly taken as an appropriate level for most general research including this study.

The investigation focused on four variables Visual Appeal, ease of using, Interactivity, and Trustworthiness, and Convenience. Whereas the variables tested for this study is to validate the influence of these four variables on each stage of purchase decision.

**Table 3: Impact of Exposure to Online Advertisement dimensions on stages of making a purchasing decision Stage**

Depend	Independent	t –value	Average of t-value	df	Sig. (2 –tailed)
<i>Need recognition</i>	Visual appear	7.572	6.332-1	70	0.000
	ease of using	5.86		70	0.000
	Interactivity	8.027		70	0.000
	Trust worth and convince	6.87		70	0.001
<i>Information seeking</i>	Visual appear	4.07	4.468-3	70	0.000
	ease of using	5.247		70	0.000
	Interactivity	4.581		70	0.000
	Trust worth and convince	3.974		70	0.000
<i>Alternatives evaluation</i>	Visual appear	3.947	4.768-2	70	0.000
	ease of using	2.435		70	0.017
	Interactivity	6.636		70	0.000
	Trust worth and convince	6.057		70	0.000
<i>Purchase Decision</i>	Visual appear	4.639	3.405-4	70	0.000
	ease of using	3.081		70	0.000
	Interactivity	2.645		70	0.010
	Trust worth and convince	3.257		70	0.002
<i>Post purchase behavior</i>	Visual appear	2.811	2.432-5	70	0.006
	ease of using	2.024		70	0.047
	Interactivity	2.461		70	0.016
	Trust worth and convince	2.435		70	0.017

As shown in the table (3) of one sample t- test, The P-value of all models is 0.000 and it is less than 0.05, the consequence is that model is statistically significant. Therefore. Dependent variable (Exposure to Online Advertisement) has significant relationship with independent variables need recognition, information seeks, evaluation, decision, and post purchase.

Since the first hypothesis (H1) was developed based on these variables where the significant value of (Visual appear, ease of using, Interactivity, and Trust worth and convince) are less than 0.05; as a result null hypothesis (HO) is rejected and alternative hypothesis (HA) is accepted. Therefore, for hypothesis it can say that the dimensional factors of Exposure Effects to the Internet Advertising have significant impact on all purchase decision stages.

**Table 4: T-test the relationship between Exposure to Online Advertisement and the stages of making a purchase decision depend on the Gender as demographic factor.**

Variable	Gender	Number	Mean	Standard Division	T-value	Sig.
<i>Exposure to Online Advertisement.</i>	Male	49	3.5184	0.78158	0.776	0.44
	Female	21	3.6686	0.63689		

In order to study the first hypothesis, T-test one sample, and One Way Anova test will be used. From the table 4, it is observed that the results of testing the differences between male and female in the components of Exposure Effects to the Internet Advertising on all purchase decision stages did not have difference scores at significant level 0.05 levels ( $t = -0.776$ ,  $p > 0.05$ ). Therefore, HC-1 was not supported.

**Table 5: analysis variance (One Way ANOVA) the relationship between Exposure to Online Advertisement and the stages of making a purchase decision depend on the educational levels.**

Sig.	F	Mean Square	df	Sum of Squares	variance	Variable
0.803	0.406	0.230	4	0.921	Between Groups	<i>Exposure to Advertisement</i>
		0.56	65	36.844	Within Groups	<i>Online</i>
			69	37.766	Total	

According to table 5, to find the differences between level of education, it is observed from ANOVA test that there are did not differences among the respondents' education level regarding to the relationship between Exposure to Advertisement Online and the stages of making a purchase decision. With ( $F = 0.406$ ,  $p > 0.05$ ). Therefore, HC-2 was not supported.

**Table 6: analysis variance (One Way ANOVA) the relationship between Exposure to Online Advertisement and the stages of making a purchase decision depend on the age.**

Sig.	F	Mean Square	df	Sum of Squares	variance	Variable
0.272	1.329	0.717	3	2.152	Between Groups	<i>Exposure to Advertisement</i>
		0.540	66	35.641	Within Groups	<i>Online</i>
			69	37.766	Total	



One-Way ANOVA test results in Table 6 shows that respondent's age ( $F=1.329$ ;  $\text{Sig.} = 0.272$ ), did have had the significant impact on the relationship between Exposure to Advertisement Online and the stages of making a purchase decision depend on the age as a moderator factor. Therefore, HC-3 was not supported.

**Table 7: analysis variance (One Way ANOVA) the relationship between Exposure to Online Advertisement and the stages of making a purchase decision depend on the income level.**

Sig.	F	Mean Square	df	Sum of Squares	variance	Variable
0.410	1.007	0.551	4	2.203	Between Groups	Exposure to Advertisement Online
		0.547	65	35.562	Within Groups	
			69	37.766	Total	

Based on Table 7, results shows that respondent's education level ( $F=1.007$ ;  $\text{Sig.} = 0.410$ ) did not have significant impact of income level as a moderator factor on the relationship between Exposure to Advertisement Online and the stages of making a purchase decision. Therefore, HC-4 was not supported.

## 9. Discussion Implications and Conclusion

The five stages of decision-making model has provided a systematic approach in outlining the general stages that employees engage in all purchase stages. Results showed that exposure to online advertisement had direct influences on every stage of the customer's decision-making process including information acquisition, purchase behavior, and post-purchase, communication and evaluation, as well as influencing general opinions and attitude formation. This is consisting with previous literature (e.g., Kaplan and Haenlein, 2009; Mangold and Faulds, 2009).

The study demonstrated thus that the influence of exposure to advertisement online seemed to be very strong on the Need recognition, Information seeking and Alternative evaluation stage. Lavidge and Steiner (1961) discuss about the stage of cognitive component, which can be divided to unawareness, awareness, and knowledge, thus be aware of the existence of the product, search for related information on the website, get more knowledge of it will be the whole process in consumers' cognitive phase.

Usunier and Lee (2009) present awareness, let consumers know as one of the communication objectives. Increasing consumers in the target market who associate specific features, benefits, or advantages with brand; increasing the number of consumers in the target audience can also be included in communication objectives (Usunier and Lee, 2009; Belch, 1998). In order to let consumers like the product is also one of the communication objectives of advertisement (Usunier and Lee, 2009). Hence, advertisers should know what consumers would like.

In the words of Wood.(2002) younger adults are more attracted in adopting new technologies to find out about new products and related information, compare and assessing alternatives to make sound purchase decision. Furthermore, the more time consumers give over to

searching for information via Internet and more frequently, they do so, the more the information gathered online influences the purchase decision (Bhatnagar & Ghose, 2004).

The influence of exposure to advertisement online seems to be lower and of a smaller importance at the purchase decision and post purchase behavior stages compared to the other stages of the consumer's purchasing decision-making process. A Carat and Microsoft research (2010) stated, these post-purchase experiences can create word-of-mouth and influence future and succeeding purchases. The research finding has revealed the current situation concerning consumers' post purchase behavior in Saudi Arabia. Many individuals have noticed and agreed that with advertisement online, they are able to voice out their opinions and to communicate with other consumers and with the company more effectively.

In the current study, the effect of exposure on decision-making did not differ according to gender. This finding is not in line with previous research (Bea & Lee, 2011; Garbarino & Strahilevitz, 2004); however it supports the result of a previous study conducted by Kwon, Stefanone, and Barnett (2014) that stated gender was not a moderator in the relationship between social influence and online behavioral choice.

To conclude, these findings indicate directions for futures researches to investigate the impact of characteristics, such as cultural background, demographics features and differences in usage, on the influence of Exposure Effects of Internet Advertising that might affect consumers' purchasing decision-making process. With the emergence of exposure to advertisement online these last years, the traditional purchasing decision making process of consumers has been modified. Peers that have always been a source of influence on consumers are playing today an even greater role of influence through their recommendations on exposure to advertisement Online. The Need recognition stage could be modified, as the influence from peers is now easier spread.

From the findings of this research, it can be observed that consumers in Saudi Arabia are actively influencing by online advertising as a tool in validating of the purchase decisions.

The consistency in the gathered data and time-honored theories relating to consumer behavior and contemporary frameworks regarding online advertising, it has suggested that the essence of consumer behavior still remains the same even after the advent of online advertising, in which individuals have to go through the all the stages before a purchase, instead of straight to the purchase decision once a thought of purchase being triggered.

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