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The Effectiveness of Internet Advertising on Consumer Behaviour: The Case of University of Limkokwing University of Creative Technology

Author Name: Shan Chong Fei

Student ID: 1100602096

Hebei University of Science and Technology

Limkokwing University of Creative Technology (LUCT)

1.1 Background of the study

The Internet has evolved significantly in both applications and number of customers because of its unusual characteristics of adaptability, intelligence and customization. It was a very valuable tool for correspondence, infusion, training and electronic exchanges (Ko et al., 2004; Koyuncu and Lien, 2003). The gradual change that data innovation makes has an important impact on everyday life. It's changed the way we work together by enabling retailers to provide an unlimited range of elements and departments to all customers from around the world at any time. The Internet has risen as a means of promotion (Silk et al., 2001). Many organizations have switched to the Internet to promote their constituents and administrations; the Internet has the potential to be the most direct channel of direct promotion to the World Trade Center (Faber et al., 2004; Ko et al., 2004; Korgaonkar and Wolin, 2002). Organizations are emptying billions of dollars in online advertising for a more rewarding rate of advertising (Edwards, 2005; Joines et al., 2003).

The Internet has given customers more control over data access to elements and departments. There are a few factors that add to shoppers who travel to an article on the Internet - buyers are the person who chooses when, where, what and how much content they want to see (Korgaonkar and Wolin, 2002). The Internet enables buyers to access an unlimited range of elements and departments from enterprises around the world and have reduced their time and effort in shopping (Ko et al, 2004).

Buyers play a much more dynamic function in searching for data over the Internet in light of some goals, and this goal can influence individual practices and feedback on data and online notifications (Smith, 2002). With the rapid advancement of personal computers, many organizations have made the Internet a component of their promotional media mix to exploit innovations online (Calisir, 2003).

The Internet has become a prominent promotional stage since advertisers found that the Internet had greater adaptability and control over advertising material (Ducoffe, 1996). Since the Internet can be used as a

specialized productivity tool, researchers and professionals are keen to see how to take a positive and full attitude and to enhance the assessment of this correspondence medium (Rodgers and Thorson, 2000).

In Malaysia, buyers generally offered traditional forms of promotion as the main media used by publishers to provide data. Be well, over the years the presentation methodologies have advanced with innovation prompting the web to make open doors unfamiliar to computerized advertisers to connect with customers to make an advanced case perfect, impact and buy a drive, feed a new development and make a new piece of the overall industry. The development of online advertising is everywhere and avoids promoting local disconnections. While externalization also faces development, it does not evolve as quickly as it promotes online. In this sense, the study explored the feasibility of disseminating information on the Internet based on a test of buyers from Limkokwing University to determine the link between promotion and shopper behavior.

1.2 Problem Statement

Publishers rely on the transition and copying through millions of web promotions in a long time from television, print ads, and other known media. Web publishing comprehensively includes different configurations of business content that are transferred by video clip, print, and audio. Whether it's an application or an automated one with organized sites, corporate logos, emails, pop-ups, standard promotions, high ads, hunting, interstitials, hyperlinks, dynamic media, and smart conversions (Dukoffe, 1996; Goldsmith and Lafferty, 2002; Wolin, 2002; Wolin and Korganokar, 2003).

With the rapid development of innovation, the Web is turning into a major stop for shoppers in discovering a large part of their needs. Whether it's correspondence, entertainment, shopping, and searching for data, the Web fills each medication for each of its requirements. This has driven 70% of customers ever to stick to the internet and access it all the time. The problem is that customer sizes are regularly online for their own business, yet they see promotional offers, logos, etc. displayed on this web page and most importantly what they value for review / appreciation. Should not something be said about the scope of promotion on the Internet, is it applicable to all thematic gatherings?

While much research has been done on advertising, the feasibility of online promotion in Malaysia is a missing part of these exams. The research done by Wanguja (2002), which focused primarily on shoppers' arrangements for Internet publishing, showed that customers are aware of online advertising but without a tendency to promotional frames. This may be, as may be neglected, to measure and clarify the validity of the online publication on these buyers. Wakukha's (2011) comparative study of the use of the web to promote the mobile industry illustrated the types used in online advertising, investigation, difficulties in use and level of reception, but failed to give data on its effectiveness in influencing or triggering shipper interaction. The findings of the buyers' case study of media published by tobacco companies have shown that buyers know and know about retail media. The test was used as an example of 200 retail outlets in Malaysia, which was not a reasonable example to determine suitability for all buyers from Malaysia. However, as Gong and Maddox (2003) have suggested, "Future research can look at the impact of the Internet being promoted across different countries and societies in order to promote a worldwide understanding of the relevance of the Internet" (p. 46). Furthermore, more tests are expected to cover different examples in different countries for extending the extrinsic legitimacy of exploration discoveries

(Calisir, 2003).

With regard to the above points, this research will discuss the focus on determining the effectiveness of online advertising on consumer behavior.

1.3 Research objectives

This research intends to address the following objectives:

1. To determine the effectiveness of internet advertising on reach and creation of awareness.
2. To establish the reliability of internet advertising through recall.
3. To determine the relationship between internet advertising and purchase decision

1.4 Research Questions

The research questions are as follows:

1. What is the effective way for reaching and creating awareness in advertising?
2. How effective of Internet as an advertising media through recall?
3. What is the relationship between Internet advertising and consumer behavior?

2.0 Literature Review

2.1 Introduction:

The promotion of its entire structure assumes a fundamental task in shedding light on the choices of individuals and departments. [40] The new media, commonly used on the web, has become a major source of data today. Sponsors everywhere in the world are betting on the extended openings provided by the networks, in search of more applicable correspondence channels with their objective markets. Spending on the web, including online advertising, is on the rise, especially because of its ability to collaborate with television ads and print ads. Ads often assume that they are important in showing an element that protects item recognition and persuades them to purchase the item. Advertising is one of the most eye-catching ways to promote advertising and has been the subject of much attention in the last ten to fifteen years. The primary objective of any commercial advertisement is to move transactions, either directly or indirectly, by seeking to make long cases about the implementation of the item. The web is one of the most exciting tourist attractions for women as a result of its diverse media coverage. The web enabled the innovative man to move him by joining the movement, sounds, words, shading, identity and setting the stage to express ideas and present them to a wide range of onlookers. Ducoffe [07] found that online promotion is seen as useful, useful, profitable and vital. The Internet has become a widespread deployment since advertisers found the Internet to be more adaptive and powerful than promotional materials.

Consists of a wide range of different business content configurations transmitted by video clip, print, and audio either request or spontaneous. It includes organizational sites, corporate logos, emails, pop-ups, banner promotion, high-altitude ads, fishing, interstitials, hyperlinks, dynamic media, and intuitive conversions. Buyers with a state-of-the-art mental state are likely to review their brand names and enhance their brand views. Make the development of innovation through the Internet advertising for the real channel of commercial correspondence around the world. Promotion is characterized as any type of non-individual communication of ideas and data about elements in the media in order to make a brand image (Kotler and Armstrong, 2015). The purpose of the advertisement is to become familiar with an organization, brand,

location or event with a final objective to trigger transactions and increase benefits.

Advertisement means the promotion for display actions used by organizations to influence the shopper's collection and to choose to buy towards his image (Tan and Rashad, 2014). Gunelius (2014) says that many organizations spend half a ton of their spending plan through the media crusades over the Internet. Godoy (2015) says that in a few institutions, their online promotional networks are in some cases misty and 41% of organizations are interested in online social networks that offer a final goal to expand their deals. Brilliant (2011) emphasizes that the use of life on the Internet uses drag systems to attract customers. This is where customers are attracted because of access to good material and so customers can catch it. The traditional promotion once again drives the enterprise element and its management to potential customers through publishing or paid publications (Scul, 2015). Maymann (2008) the fashionable display is located in 4'P (product, place, promotion, price) while online advertising changes from 4 to 19 P of the online life offering (Ekinici, 2014). Jackson (2011), conducted by Info-Illustrations, shows that half of Facebook and Twitter customers can describe or purchase regulatory elements after joining the organization via networking. Moreover, organizations can offer their products and departments in a similar manner, giving time support and marking.

Online definition is the way to encourage the use of innovative improvements in correspondence. We use the Internet to pass messages on advertising (Durmaz, 2011). Web Promotion is the advertising of elements and departments through the use of the web (Office of Interactive Advertising, 2017). As Priyanka (2017) points out, publishing news online refers to promotion on the web as well as on remote media and e-mail. Online promotion is widely promoted through websites and e-journals as they offer an optional income offer. Web-based precedents include a sub-presentation, presentation of advertising, presentation of online researchers, dissemination of e-mail and dissemination of life on the Internet (Priyanka, 2016).

2.2 Reliability of web publishing through review

Different scientists have studied different elements that may affect online advertising review. Elements include advertising features, customer opinion surveys, length of review, exposure to crusades, mentalities towards site or promotion, and advertising of interest and creativity (Danaher and Mullarkey, 2016; Goldsmith and Lafferty, 2018; Menon and Soman, 2018). Goldsmith, Lafferty (2018), and Metha (2016) found that a more positive state of mind toward promotions could lead to greater ability to review ads. "When everything is said, ask about the suggestions that those customers who have an inspirational mentality toward a more readable declaration than those with a negative state of mind (p. 320).

Similarly, Ackerberg, D. A. (2001) confirmed that the upgrade containing the item data affects the potential client's imposition of the item, while the notice with appreciation or image affects both the perspective of potential customers and customers around the element. As Barroso pointed out, A (2008) when constructing an offer of an item, it is on the understanding that the shopper knows about the valuation of the item and this point is achieved through effective promotion of the item. Weilbacher et al (2015) explained that the notice only increases the value of what the customer saw and discovered the brand, and that the primary ad allocation is to show the entire ad in a way that remains reliably new at the top of the customer's priority list.

2.3 Relationship between online advertising and consumer behavior

The development of the Internet as a messaging framework around the world (Cae, 2016) has made another channel for sponsors and office advertising for use and will provide promoters in a way that allows for more focused costs on their own messages to customers. Mental factors, for example, thinking, feeling, feeling, and instinct are directly in line with the Internet of customers who spread knowledge. Enterprises should mean enhancing customer communications with online advertising, while remembering both setup and knowledge. Unfortunately, most organizations give a traditional affair to all customers rather than relying on the customer to achieve a customized understanding. They have neglected to improve and move the web based on strengthening the background to an unheard of level of collaboration and blending that would actually give them an opportunity to achieve disguised correspondence.

With buyers' experience and response to upgrades around them, emotions emerge. Their responses appear to be physiological changes they face as feelings. Similarly, when individuals respond to web-based promotions - for example, to online promotions - they have emotional responses that correspond directly to their responses to these improvements. Then again, when customers repeatedly suffer from similar increases, they may not achieve any excited interaction. Eventually adapting individuals to condone permanent ads on websites, which are called vision deprivation (Wolhandler, 2017)

2.4 The basic concept of online advertising

Online definition is a type of collective correspondence based on the traditional type of promotion and yet builds its own correspondence techniques with regard to the new niche specialized and specialized requirements. Comprehensive, online

The advertising process is related to the transfer of commercial advertisements to customers online / online through websites, e-mail and advertising supported by ads and advanced cells that support the Internet Web examples based on promoting the integration of logical promotions in web index results pages and flag ads and interactive media advertising system deployment Social promotion, cross-promotional, online promotion, promotion of systems and presentation of e-mail, including spam and e-mail.

2.5 Types of ads online

Outstanding promotions: Ad Skimming is a kind of rich online advertising that looks unsought, overlaid on a client requesting a page, disappears or wraps up hidden after a certain day and age (usually 5-30 seconds). Most of the top-level ads appear above the webpage, either in full-screen mode or in a smaller rectangular window. They can probably give ways out, for example, fishing nearby. The most advanced modifications can come in any form or measure and include sound, dynamic and intuitive parts.

2.6 Advantages of Online Advertising

However, web-based promotion is much less expensive and relates to a more inclusive gathering of people, and is likely to give you more benefit than traditional advertising. It has a lot of interesting points that did not envisage traditional promotion

About this new type of advertising gives vastly imaginable results, they make your head: promoting video,

Promote cross-organization, mobile advertising, email publishing, tag promotion, Google search and more.

These are the advantages of web publishing:

1. **More Affordable:** The advantage of the principle of promoting the Internet is that it has a very reasonable cost when its contradictory Typical promotional costs. On the Internet, you can advertise in a more economical way to calculate a lot a more comprehensive gathering of people.

2. **Broader Geographic Access:** Online promotion gives your battles worldwide insert, which helps

Online Crusades connect more groups of people. This will enable you to achieve results unmatched by your Web publishing methodology.

3. **No hard push:** This is another attractive feature of web publishing. In the usual publicity

You need to pay everything in cash to the advertising organization, regardless of the results. In the Internet, However, you should only pay for eligible shots, leads, or impressions.

4. **Measuring the Simple Outcome:** The way it makes sense makes the dissemination of online advertising more attractive

Traditional promotion strategies discover a great deal of successful investigation tools with the ultimate goal of web measurement

Disseminate results, encouraging you to understand what to do and what to do in the next effort.

2.7 Impacts of web based promoting on clients

Online promotion strategies, for example, flags, pop-ups and popup windows are very troublesome for Internet customers (McElfresh, C; Mineiro, P. Moreover, Rodford, M. 2017). This is striking given the fact that the usual media such as TV sockets have been screened for some time as intriguing and leading in spreading annoyance. In any case, the investigation showed that online buyers are more ranked and see online commercials more harsh than those in other media. The negative perception that customers create about bad promotional offers prompts them not to return to that site. Jupiter's research showed that 69% of customers viewed pop-ups as annoying, and 23% said they would not go back to the site directly because of ads (McElfresh, C; Mineiro, P., Rodford, 2017) .

2.8 Relevant management theory

This section talks about current examinations led by the most relevant scientists on this paper. The current writing additionally gives more data regarding the subject from a different perspective. Of the large number of studies referred to in this area, three were identified to be the most relevant, lagging behind in various tests to enhance the discoveries of this paper.

2.9 Integrated Marketing Communication

The Internet has added a more prominent choice to IMC by enabling advertisers to transfer everything more specifically to individual buyers (Low, 2000). Ultimately, the web capabilities are coordinated into a combination of enterprise intersections, allowing Internet activity as a means of promoting close integration

through more traditional media. The use of the IMC idea involves movement away from traditional one-to-many episodic correspondence that appears for extensive communications of coordinated correspondence or correspondence between many times (as shown in figure 2.2) (Hofmann and Novak, 1996).

3.0 Methodology

In this area, the analyst seeks to clarify and give knowledge on how to carry out the investigation, the assets submitted for examination and in this way the techniques used for social event and data dissection. The specialist explains the importance and importance of strategies, technical methodologies and uncertainties, as well as the constraints faced by investigations. The importance of seeing each of the methodologies used in this test is based on the specific certainty that the results obtained from the system are vital, and are the foundation for understanding the findings of the investigation.

On the whole, the investigation is a systematic and systematic system for finding answers to queries. It's effective because it's an isolated procedure to make clear that the result is in the end. The investigation is therefore made up of a structure or method arranged for profit. The examination is basically taken from the opportunity to find answers, regardless of whether we tend to like these answers. Within expressions (Jill and Rojer H, 2003), the systems, assets and methodologies that collect data for the completion of interest are understood as a search strategy that has data diversity procedures to examine exploration issues. The focal point of this examination, as described in the previous sections, is to obtain an indicator of reliable equity and affect the turnover targets of the Malaysian higher education institution. This strategy approach used by the world is based on the testing of people who are selected from the general public who are considered to be able to make a presumption regarding the population. The population examined in this investigation is workers from institutions of higher education in Malaysia. The size of the examiner by the examiner is sufficient to stimulate the implicit side effects of the exam and to follow the example rating scale as expected (Krejcie and Morgan, 1970). The agent ensures that the example is sufficient to derive features from the full masses by working out a strategy to recognize the 95 percent certainty temporarily.

The aim of the organized survey was to evoke the best possible responses that would become more effective with the effect of formal equity on the expectations of turnover and circulation to workers in institutions of higher education.

The examination of the methodology used by the world may examine the investigation along these lines for a few people as an alternative to adopting a quantitative strategy to address the examination question and method, an investigation that includes quantitative data to be evaluated and broken. And Use the SPSS programming specialist to examine the information collected from the respondents. Content screening was used to dissect personal information, while quantitative information was divided using zigzag measurements using SPSS. Distinctive alternative to adopting a self-contained strategy is to suggest their own screening questions and conduct an investigation involving self-aggregated data and deconstructing them through explanatory methods. According to Raoul (2001), the qualitative inquiry allows specialists to gather the parts of internal and external knowledge in marvels. It will give discoveries on the default system structures. Self-inquiry, all quality and defects ha. Quantitative methodologies, for example, as a general rule, do not reach the possibility of achieving accurate parts of knowledge in wonders. As a rule, self-methodologies do

not have the potential for a larger group of respondents. Using a combination of subjective and qualitative methodologies, deficiencies in individual methodologies are reduced (Maatman, 2006). A quantitative investigation of this test will be received to enable the analyzer to obtain a real examination and a reasonable processing of the data obtained and the survey will be the tool used in the inspection overview.

3.1 Research Design

The test aims to discover the appropriateness of the Internet to promote imperfect behavior through analytical leadership of the Limkokwing University of Creative Technology. I choose the point, for one reason, that it is very astonishing to find links between online advertising and inappropriate behavior, especially at the expense of Limkokwing University of Creative Technology. For another reason, the critical development of Internet promotion will be somewhat forested to recognize the relationship between the two. With reference to Burns and Bush (2006, p.116), Exploring Genesis is a diagram of the structure of options yet in strategies and procedures for information collection and dissection. Quantitative and subjective research will be used to examine the relationship between three independent factors and the factors in need, that is, the intention of the turnover of workers. In the Momentum, Quantitative Research refers to inquiring about the brands of digital reviews about the place of balloting while the subjective is not branded. You will be deployed to link respondents to gather input about the impression of decency in the Malaysia Association.

4.0 Data Analysis

Here are ways to guide the exam. The scan linked both the virtual and the hierarchical scale to measure the scope of the components that are based on the ability to enhance the Internet on the purchase option and a temporary measure in determining the relationship between the web networks that publish the purchase option. Engagement measurements were used to study this information. Intermediate reactions, standard deviation, and other important ideas have emerged to a more likely understanding of information. The information collected has been requested and modified to verify reasonable violations. The information was then encoded by feedback. Communication between responses was assessed and presented using tables and graphs and the examination was completed using SPSS. The relapse and correlation investigation was linked in this examination to detect communication between factors in information discoveries.

The intention of the exam is to meditate on the commercial impact of the media on the options of obtaining all the survey information collected from the study (revision of coordinates, e-mail and interpersonal organization, for example, Facebook) aimed at it. Use the SPSS programming specialist to examine the information collected from the respondents. If so, Microsoft Excel programming will be used in a similar way as a tool to apply the repeated scanning technique for fee measurements, reliability tests, conduction investigation, and relapse investigation. In the end, the information was divided and displayed in the order of the table. Data has been accumulated from additional information that can be compared and background information from review surveys with the ultimate goal of discovery investigation has increased the importance or not of the advertising impact on the choice of options.

This reflection in exploration depends on the investigation of quantitative strategy directed at looking at findings and findings. Initially, the analyst described the shopper's qualities and acquired them for the elements. Also had to discover no media influence to buy a customer choice. Close to this, the world

discovered the basic wells of mass communication that affect shoppers getting items. In the end, the specialist also looked at the individual qualities of shoppers buying options from elements and departments. This overview of the survey for the most part focused on survey study. It consists of a total of 20 queries closely with the help of targeted screening techniques for collecting raw information. Raw information was obtained from shoppers aged 18 to 32 years of age. Each of the accumulation of information use of SPSS and Microsoft Excel to break it met the inspection criteria.

4.1 Respondent Demographic Analysis

The examination at first looked to learn the general data on the respondents engaged with the investigation concerning the time of study, age, and sex. The statistic data focuses at the respondents' appropriateness in noting the inquiries on the adequacy of web promoting on shopper conduct: the instance of Limkokwing University Students.

The respondents were asked to indicate their year of study. The study findings are illustrated in Table 4.1.1.

	Frequency	Percentage
First year	20	20
Second year	29	29
Third year	33	33
Fourth year	18	18
Total	100	100.0

Table 4.1.1 Distribution of the respondents by year of study

As shown in table 4.1.1, the study sample was representative of all the years of study with the third year students forming the highest proportion of the sample.

The respondents were also asked to indicate their age bracket. The study findings are

Illustrated in Table 4.1.2

Age bracket	Frequency	Percentage
19-25 years	82	82
26-35 years	18	18
Total	100	100.0

Table 4.1.2 Distribution of the respondents by age bracket

The findings indicate that majority of the students were aged 19-25 years.

The study sought to establish the gender of the respondents and the findings are as shown in Table 4.1.3.

	Frequency	Percentage
Male	72	72
Female	28	28
Total	100	100.0

Table 4.1.3 Gender distribution of the respondents

From Table 4.1.3, the study recorded a higher response rate from males than females in their various years of study.

4.2 Internet advertising on reach and creation of awareness

The essential objective of the examination was to choose the suitability of web advancing on reach and generation of care. The examination hoped to set up whether the respondents thought about various sorts of advancements gotten by various associations. Predominant piece of the respondents (98%) validated observing diverse sorts of advancements gotten by various associations. This frameworks the sufficiency of web publicizing on reach and arrangement of care was directed by the level of finding out about the current phases of notification grasped by various associations.

The respondents were requested to demonstrate their demeanor towards promotions. Table 4.2.1 shows the examination discoveries.

Do you like Advertisements?

	Frequency	Percent
Yes	100	71.4
(Informative)		
Valid No (Irritating)	40	28.6
Total	140	100.0

5.0 Discussion

The purpose of this exploration is to determine the feasibility of publishing online advertising on the purchase option of a person using a model from Limkokwing University of Creative Technology. In addition, in order to give learning to fanatics about how the impact of Internet publishing on the behavior is not ready.

In the light of my exploration, the examination found that the dissemination of the Internet has become applicable and mind-boggling, and shows that institutions need to put more in the Internet to promote the construction of a part of the overall industry and give data about the element. In addition, the quality of broadcast advertising on the Internet has been high, indicating that the management of organizations using online promotion should provide exceptional customer experience based on customer investigations to deliver a customized customer engagement, Calisir (2003).

Finally, the survey found that there is a positive relationship between Internet advertising and choice of purchase. It is also suggested that organizations conduct a statistical survey of distinct markets in different

countries to ensure that online promotional activities are conducted around the commercial sectors to promote the purchase of the item. This is based on the existence of various logical materials between different markets Wolin (2002).

The exam questions are the guide through this paper, after all the inquiries in the information, what about the return to review those exploratory questions and sees if they can be answered.

The main question about the investigation is what is the binding path to coming and awareness of the propaganda? In view of the examination, the investigation found, upon investigation, that the appropriateness of the Web to enhance access to and shape of mind was determined by the level of learning about the current stages of advertising and the time spent on these media. All the things that were considered, a man spent more than 4 hours on the Internet in the middle of his free time compared to television, animation and print medium, so the scope of the Internet has greatly improved from other media.

The second question is how powerful is the Internet as a promotion through review? The survey revealed that respondents' ability to review ads online was low compared to television. In this way, although the Internet range is significantly higher than the various structures, television promotions are significantly more robust than web publishing on Danaher and Mulkey (2003).

The third research question is what is the relationship between promoting the Internet and customer behavior? In the light of the investigation, the examination established that there is a positive relationship between the purchase option and the publication on the Internet.

The findings of this examination suggest that web-based promotion may be a leading tool in terms of the state of the Internet. Discovery finds that advertisers must integrate the web ad into their media mix, since the web is based on promoting online buying or shopping online. Online advertisers and retailers should pay more attention to the plan, the usefulness, and respect of online advertising to provide an inspirational mindset to online promotions among buyers. A good response to online advertising will support buying and managing items online. Online advertisers should put up promotions that, by all accounts, seem interesting and attractive to attract and attract buyers' attention. Buyers are offered different types of online advertising (for example, standards, pop-ups, and content-based hyperlinks) when they invest a lot of energy on the web. They may click on promotions at any opportunity that looks, by all accounts, interesting and intriguing. As a general rule, customers have dared to look at something exciting (Rowley, 2000) and peruseless or general perusing is a variety of continuous searches, which may lead to the purchase of a drive (Bloch et al., 1986). In addition, it is important for online advertisers to create promotions that are not difficult to see by accessing target sites.

6.0 References

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