

# The Effectiveness of Internet Advertising on Consumer Behavior: A Case Study Analysis of College Students in Changsha (Hunan)

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## Abstract

Advertisement is an important tool of businessmen, producers and sellers, which is used in variety of ways to attract consumer's attention towards the product. This study tries to explore the specific effect of on-line advertisement on consumer behaviour by making a case study of college students in Changsha (Hunan). The study applied mix method approach for collection of data and observations on consumer behaviour and advertisement. A total of 661 students were interviewed by using structured questionnaire and more than 14 students were taken for in-depth interviews, case studies and moreover two focus group studies were conducted in the university. The findings indicate that there's a strong positive association between on-line advertisement and consumer behaviour. The factors such as ads compositions, ad recall, duration of page visit and ad content were the primary determinants influencing consumer preference for on-line advertisement. The results of focus group discussions and case studies revealed that individuals were more inclined to those ads and products which include their favourite celebrity and an amazing story that impress the viewer and made his/her preference towards the advertisement. On the basis of results, the study suggested that ads should be short, conclusive and has a short amazing story and a celebrity to attract more consumers' attention to the product.

**Keywords:** Internet Advertisement, Consumer Behaviours, Mix Method Research, Changsha.

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## 1. INTRODUCTION

On-line advertisement is serving as source of entertainment, connectedness, awareness about the product, good and services, the piece of information general to specific, available in the global world and that is expanding day by day. The exposure of the advertisement has a leading impact on the minds of the individuals. Advertisement is recognized as 'promotional' component of the marketing mix which includes four elements i.e., product, price, place and promotion. The promotional mix component has been proved to be effective in creating awareness about products and services for influencing purchase decisions of consumer. According to Romaniuk and Sharp (2004) the main objective of the product advertisement is to impact buying behaviour of the consumer. However, it also depends on certain factors such as individual's memories, ads composition and story, brands and

remembrance to ad and the product brands. Ayanwale and Ayanbmipe (2005) reported that the key objective of consumer behaviour analysis is to determine the factors that enhance consumers' behaviour in particular circumstances like in economic aspects, social aspects and psychological aspect. "Consumer behaviour analysis could be helpful for an advertiser to understand the consumer buying behaviour in different situations. According to traditional hierarchy-of-effects models, effect of advertising exposure leads to brand cognition and cognition about the ad, which then leads to the attitude towards the ad and the brands until their purchase intent" (Mendelson and Bolls, 2002).

The use of internet is increasing at each level of age group from youngest to oldest. Since decades, internet evolution has drawn the attention of advertisers towards a productive source for advertising their

products to the consumers that are connected in the global world. Consumers have a clear advantage in the on-line advertisement that whether to check the particular advertisement or not. It is on the discretion of the consumer for a particular product advertisement. The fast-growing media industry using this on-line portal for advertising due to its ease and quick access. The on-line advertising comprised of all sort of email, banners, brochure on platforms such as face book, Twitter, Instagram, the very famous, you tube and Amazon etc.

Internet is advancing day by day in both its number of clients and application because of its attributes such as adaptability, intelligence and personalization. It's a very helpful platform for diversion, instruction, medium for transfer of knowledge, correspondence and electronic exchange (Ko *et al.*, 2004; Koyuncu and Lien, 2003). "Internet has connected the individual in a global world where he can find thing of his interest on his ease by using internet sources. This internet offers a boundless scope for the retailers to market their product in the global village so it can be purchased in any corner of the world at any time. Silk *et al.*, (2001) found that internet was emerged as a promoting medium. Many organizations and businesses turned towards internet for promoting their products and items worldwide using the internet medium and it had direct advertising channel for worldwide marketing. Organizations were investing much of their capital into internet to acquire more prominent degree of profitability on advertisements (Edwards, 2005; Joines *et al.*, 2003).

"The Internet has given buyers more control in getting to data on items and administrations. There were few elements that add to purchasers pull for on line substance customers were the person who choose when, where, what, and how much business content they wish to see" (Korgaonkar and Wolin, 2002). Internet has saved much of effort and time of the consumer which they spend on shopping. It has assisted to purchasers due to a boundless range of items and administrations from organizations around the globe, and it has saved the time and effort the consumer spends on shopping (Ko *et al.*, 2004).

Due to its adaptability and control over the promoting material the Internet has turned into a prevalent publicizing stage. Ducoffe (1996) "Since the Internet can be utilized as a productive promoting specialized device, both researchers and experts were occupied with seeing how to take full advantage and amplifying the estimation of this correspondence medium" (Rodgers and Thorson, 2000).

Base on the discussion above it is concluded that internet plays a vital role in today's world especially in the field of marketing and advertisement as due to its affluence for its consumer. The use of internet is growing day by day in almost every field by the consumer. Therefore, it is pertinent to study, how this on-line

advertisement directly affects consumer behaviour. The study utilized 661 observations, 14 case studies and two focus group discussion collected from five famous universities in Changsha (Hunan).

The paper studied the impact of on-line advertisement on consumer purchase decision and its behaviour towards advertisement. As in today's world internet is a fast-growing medium of communication. Most of the business and entrepreneurs use such medium to communicate and market their product in every corner of the world. But how far this on-line communication channel of advertisement has affected consumer purchase decision was the serious issue that has been explored for decades. This research focused on the problem that is associated with the product advertisement specifically to the advertisement content and composition that have tendency to change the consumer perception about product. The study highlighted the issues related to ad composition, appearance, story, contents and its characters on the internet.

The study may benefit marketers, businesses, government and academicians. It may be able to highlight the effectiveness of internet for reaching and increasing awareness of the consumer for certain product using on-line advertisement media. Before adapting marketing practices to the internet, it is imperative to understand the characteristics of the on-line customers towards on-line advertising as would be revealed by this study. The internet allows an individual to perform 24-hour activity across the world. The internet popularity as an advertisement medium has grown very much. It is a direct way of communicating the product characteristics to consumers. It is important for local businesses to look into on-line advertising as more consumers turn to the internet for their purchasing. A small business that can offer on-line purchasing may be able to tap into this customer base. The government from this study would understand the value of internet advertising and its influence on consumer decisions which ultimately impacts electronic commerce/trade, and therefore would effectively regulate how internet advertising is delivered by acting rationally on laws that would restrict data usage, creating an ambient environment and availing resources to internet providing companies and at the same time safeguarding the interest of consumers. For scholars and academic researchers, the current study forms a basis upon which future research on Internet Advertising may be established. The findings may be resourceful in providing valuable information to academicians, researchers and consumers on various concepts related to internet advertising.

## 2. REVIEW OF LITERATURE

According to Tang (2017) the decision making of consumer was referred to outcome of buying and using the goods and services. The purchase process involved different stages. The first stage is the recognition of the product. The second and most important phase is the

collection of information regarding the product for making purchase designs. The last stage included the comparisons between the products and brands. The Tang's work was therefore "studying the behaviour and purchase decision of Generation Y through the mapping of the process of purchase decision making. It was to find out the factors that impact them more along the process". The study used Media Dependency Theory to estimate the relationship between on-line advertisement and media usage pattern of generation Y. Media Dependency Theory stated that "how much an individual depends on the media to fulfil his or her needs". The study used survey method by collecting responses through questionnaires by Malaysian respondents. The study concluded that on-line advertisements did not affect much on purchase decision making even though generation Y relies much on the media content including on-line advertisement for its information and believing in its credibility.

Sadhasivam *et al.*, (2015) presented comparative review of literature on the impact of television advertising and on-line advertisement among consumers. They concluded that "advertisements play a vital role in influencing the consumers in decision making. Both TV commercials and on-line advertisements have a positive impact on consumers. Though TV and on-line have influenced customers, TV is ahead of on-line ads as they have few drawbacks like physical approach towards products and security concerns".

As cited in Aqsa *et al.*, (2015) a study of Taylor (2007) discussed that the emergence of the internet as a promotional advertising medium Taylor found that internet was getting rapid and significant increase every year. This is so because of the development of the internet and expansion of the internet user made the company to think about the use of internet as a medium of promotion of their product. Advertising conveys the message and also it is the source of information for consumers. This message generates a positive image for consumers and have significant promotional affects. He stated that advertising can be done through a variety of media and that were the electronic media and print media. Morisan (2010) argued that "internet media serves as a way to reach customers without being limited space and time and became popular in the world of business today. He further stated that it should be made attractive to be able to turn away visitors last visited the site and was able to make visitors can revisit those sites, on-line ads can be banners, sponsorships, pop-ups, in-stream ads, web-casting, and a link is available at edge, top, bottom, or that suddenly appear on web pages".

Aqsa *et al.*, (2015) investigated and tested the effect of on-line buying interest and on-line advertising. They conducted an internet user survey on the students of public and private universities in the city of Makassar (Indonesia). They used survey research design by

applying purposive sampling technique and generated a sample of three hundred and forty students. The study applied structural equation modelling (SEM) for testing of the hypothesis. Their result showed that on-line advertising influenced consumer buying behavior. The study concluded that the look and design i.e., the composition of the ads could form a good perception of the ads, however internet user may get annoyed for the layout of the ads and that needs attention. Moreover, it concluded that the better the attitude a consumer felt by seeing an ad having higher probability/interest to carry out the intended purchase.

Naser *et al.*, (2015) studied the university students of Malaysia and tested the effect of on-line advertisement on students' purchase behaviour. They extended and refined the theory of consumer purchase decisions on on-line advertisement. The study utilized survey methodology to collect data. They collected responses of one hundred and sixty students of winter session 2014 of University of Malaysia, Terengganu (UTM). They applied regression analysis to test the hypothesis of relationships of the model. Their result shows that "the predictors (cost saving factor, convenience factor and customized product or services) have positive impact on intention to continue seeking on-line advertising".

Chubey *et al.*, (2013) discovered that "animated advertisement and banner plain text make on-line advertisements is a very effective tool in motivating consumers in recalling on-line advertisements and eventually making business transactions. The research concluded that Embedded Video, Floating Advertisement and Pop-up advertisement are not as effective as animated advertisement and banner plain text".

Kumar *et al.*, (2013) explored the relationship between consumer behaviour and emotional response with attitudinal and behavioural aspect of consumer buying behaviour. The study collected one hundred and ten responses to draw inferences about consumer behaviour and emotional response. The basic objective of their study was to measure the influence of advertising through attitudinal buying behaviour of consumer across gender i.e. male and female. The study concluded that customer's opinion was affected by advertisements. They have ability to change the opinion of the customers about the product. "Customers were likely to watch more of the ads which affect their opinion. Advertisement can easily convince the customer for the product Advertisements were the strong means of communication media to convey the intended message to the target group of customers. The ads should neither be long nor be too short. They should be appealing and engaging the customers to involve in the advertisement".

Yousaf and Shahzad (2013) examined the effect of TV commercials over the people of Pakistan either

they were literate or illiterate. The study used survey research methodology and collected 200 responses from people of Gujrat and elaboration likelihood model along with social learning theory. The study analysed the effect in two ways i.e., psychological and behavioural. It found that more than 38% of literate individual watch TV commercials for less than two hours. 32% illiterate watch TV for more than three hours. Moreover, according to study the literate people were psychologically less influenced by the TV commercials. They surf other channels while commercial break and on the other hand illiterate reported that they did not surf another channel and keep on watching the TV commercial break. The study concluded that literates were less psychologically influenced than the illiterates. On the other hand, illiterates were more psychologically whereas less behaviourally influenced by the television advertisements.

Yoon *et al.*, (2013) results showed when people buy on-line, they share their experiences with the other consumer. They found no significant relationship between consumer on-line purchasing experience and consumer behaviour specifically in terms of consumer's satisfaction and loyalty about the specific product. When people purchase on-line, they suggest and inform other about their shopping experience.

Rai (2013) in his study argued about the advertisement influence on the client behaviour. The results show that advertisement has not only effect in India but also has a worldwide effect. Advertisement is a way to motivate the consumers; due to motivation consumers purchase the goods. The study concluded that advertisement has a direct effect on consumer's attitudes those want to purchase durable goods.

Kumar and Raju (2013) attempt to discover the part of promotion on purchasing conduct of both male and female. They tried to find that how a poster impacts on customer's conduct. Their results show that consumers buy such kind of item that has more fulfilment. Due to the commercial these individuals have more information on the product and that give more reaction to buy the item.

According to Gilaninia (2013), marketing studies acts of seeks to identify consumption practices and consumers behaviour pattern in order to market and to increase sales. Advertising could be done in two ways:

1. Off-line advertising and through traditional media (TV, Radio, Magazines, Newspapers etc.)
2. On-line advertising (Web sites, Email etc.) (Solomon 1996).

Rafique *et al.*, (2012) argued that every individual has its own life style. Individuals buy goods and services according to their needs and wants. Cultural changes also effect the buying behavior of the

individuals. He concluded that advertisement is just like a magic that effect has directly and indirectly on individual buying habits.

According to Saleem (2012) advertising is one of the forms of communication that is proposed to catch audience, readers, viewers and listeners to buy products and services. "The study investigated the relationship between independent variables which are environmental response and emotional response with attitudinal and behavioural aspect of consumer buying behaviour, by tapping the responses of 200 respondents using telecommunication services from Rawalpindi, Islamabad, and Lahore (cities of Pakistan). The major findings of the study demonstrated an overall normal association between the variables but in-depth analysis found that emotional response of consumer purchase behaviour is the variable that results into strong association with the consumer buying behaviour. It is true that people purchase those brands with which they are emotionally attached. This study reports new evidences in the field of consumer buying behaviour of consumers pertaining to the local markets of these cities of Pakistan".

Lim *et al.*, (2011) investigated that how far the measures of advertisement effectiveness such as ad recall and click through rates could affect consumer on-line purchase decision. The three measures were significant predictors of consumer behaviour regarding on-line purchase decision. Among these factors they found ability to recall on-line ads were the most affective predictors followed by clicking on-line ads and attitudes towards advertisement. "The findings suggested that on-line advertising may be a powerful marketing tool in the context of on-line environment. The research findings also imply that marketers should include on-line advertising in their advertising media mix as on-line advertising promotes on-line buying or on-line shopping". Due to the rapid growth of information technology many firms implied the strategy of mix media advertisement to take advantage of the on-line technologies. They concluded that, "the Internet has become a popular advertising platform because marketers found that the Internet possess greater flexibility and control over the advertising materials".

Pieters (2010) investigated the effect of advertising complexity (complex ads and design convolution) on consumer attitudes toward internet advertising. He found that design convolution has a positive effect on consumer attitudes whereas ad complexity effect negatively.

A study on Chinese consumer by Woon *et al.*, (2009) investigated five major beliefs that affected Chinese consumers' attitude towards on-line advertisement. These include entertainment, information search, validation, economy and distorted of value. According to the study the positive predictors of internet

advertisement and consumer behaviour were validation and economy and distorted of value was negatively associated with consumer attitudes.

According to Evans (2008) “on-line advertising methods are, arguably, leading to significant reductions in transactions costs between merchants and consumers. The methods enable merchants to deliver information that is targeted to those consumers who value the information the most and are most likely to act on it. An oft-quoted line in the advertising business states ruefully: “Half the money I spend on advertising is wasted. The only trouble is I don’t know which half.” The new techniques replace a sledgehammer with a scalpel. In doing so, they collect and analyse detailed information about how people use their computers raising difficult issues concerning the expectation of privacy and the regulation of the on-line advertising industry”.

### 3. DATA & METHODOLOGY

#### Research Design

This study used multi-methodology approach for conducting research. The approach is a combination of several research techniques to gather the required information. It includes case studies, one to one in-depth interviews, focus group discussions and an administrative survey. This approach helps in collection, analysis and integration of qualitative and quantitative data. This is an effective and innovative method of exploring and analysing the facts in social, political, management, business and other sciences. The approach was first introduced by John Brewer and Albert Hunter in 1989 in the book titled as “Multi method Research: A Synthesis of Styles”-sage publications. After 1990 the approach was extensively used and become very much popular for conducting research in behavioural, social, business and health sciences. According to Johnson (2009), “Mixed methods research provides an anti-dualistic and union of different and opposing philosophy and set of approaches or possibilities for merging insights from diverse perspectives; its working goal is to provide pragmatic, ethical solutions to local and societal problems.”

The population targeted in this study were the university students of year 1 to year 4 registered under different graduate and post graduate courses in Hunan University, Central South University, Changsha University, Hunan Normal University, Changsha University of Science and Technology, University hostel and other living in city. Moreover, case studies and one-to-one interviews were also conducted in these universities. According to our quantitative data, among students, forty percent were in year 1, twenty four percent in year 2, twenty two percent in year 3, fourteen percent were enrolled in year 4. The population under study was almost equally distributed gender wise for example fifty six percent response was collected from female whereas forty four percent response was taken from male using the structured questionnaire. The age

distribution was also seemed to be fine 16% were age of up to 18 years, 67% were age of 19-25 years and 16% were age of 26-40 years. This study targeted undergraduate and post graduate students of the universities because their extensive exposure to internet and advertisement and because of the diversity of the population. A survey tool was developed with the help of previous literature, one to one interviews and case studies to identify the factors that could be important for analysing consumer behaviour regarding on-line advertisement.

#### Data Collection

As explained in the earlier section, the questionnaire prepared for collection of data from the students. The mix method research was applied at three phases. The phase one consisted of interview via structured questionnaire. The second phase comprised of case-studies and in-depth interviews and in the last stage, after the quantitative data analysis, a post survey focus group discussion was conducted to validate the quantitative results. The study used convenience sampling technique to collect data. The student who were present at library inside or outside, in the classes, inside the university premises and others at the hostels were asked to fill the questionnaires. The questionnaire mainly had closed ended questions. Similarly, case studies and one to one interviews were conducted and will be reported in results section. With the help of collected data, case study and one to one interview, the study draws conclusions and inferences on the effect of on-line advertisement and consumer behaviour. One to one interviews and case studies will helped in validating the empirical results because due to the reluctant nature of the respondent sometimes, it is hard to get complete information using structured questionnaire and that is why mix method research module was applied to conduct this research.

#### Validity and Reliability

As far the primary data is concerned on has to check its validity and reliability. Sometimes it happens that we hand over a questionnaire to a respondent he promised to return the questionnaire on next day. There then comes the issue of validity that whether the questionnaire is filled by same respondent or has he given it to other person to fill on his/her behalf. Basically, the questionnaire represents the factors under the study, therefore it is necessary to validate the response against the questionnaire. To gain content validity the questionnaire should include a variety of quires on the knowledge of the respondent regarding the matter of study. For example, regarding this study, content validity was essential in a way that questionnaires included a diversity of questions on the knowledge of students on internet advertising and consumer behaviour. The researcher remained present at the time of survey when questionnaires were filled by the students. This was done to prevent students from giving their questionnaires to other students to complete on their behalf.

On the other hand, the reliability of the data is another important issue that should be taken care off. A data having minimum measurement error such as data collection bias, quick response, avoiding double meaning questions etc. is more reliable in terms of analysis and reporting. Data collection bias was minimized by administering the questionnaire by the researcher himself and exhibiting similar attitude to all respondents, e.g. friendliness and support. In the phase 1 of the survey pilot test was carried out to identify any problems or shortcoming in the questionnaire so that errors of measurement can be reduced and consistency can be checked.

**Estimation Techniques**

Having primary data in hand allows the research to use several descriptive and statistical inferential techniques. The current study performed both descriptive analysis (means, frequency distributions) as well as statistical analysis (chi-squares, correlations and test of significance). Descriptive analysis was used to describe the characteristics of population by organizing and tabulating the data along with graphic support such as graphs and charts for enabling the reader to understand the distribution of the data and may give an evident picture to offer a better clarification on the subject matter.

The analysis was performed in Statistical Package for Social Science Software (SPSS). The tables and graphs were prepared using Microsoft excel. Correlation analysis was applied in this study to reveal relationships among variables in the findings from the data. The results are presented in the next chapter.

**4. RESULTS AND DISCUSSION**

**Descriptive Analysis**

The sections present the description of data. The table 1 shows the age distribution in the sample.

**Table 1: Age Group**

Age groups	Frequency	Percentage
Up to 18 years	103	15.6
19 to 25	445	67.3
26 to 40	108	16.3
41 to 55	5	.8
Total	661	100.0

The Table 2 below shows the gender distribution of the sample. As evident from the table that female response is higher as compared to male. The table shows that the study is almost complete representation of both gender male and female.

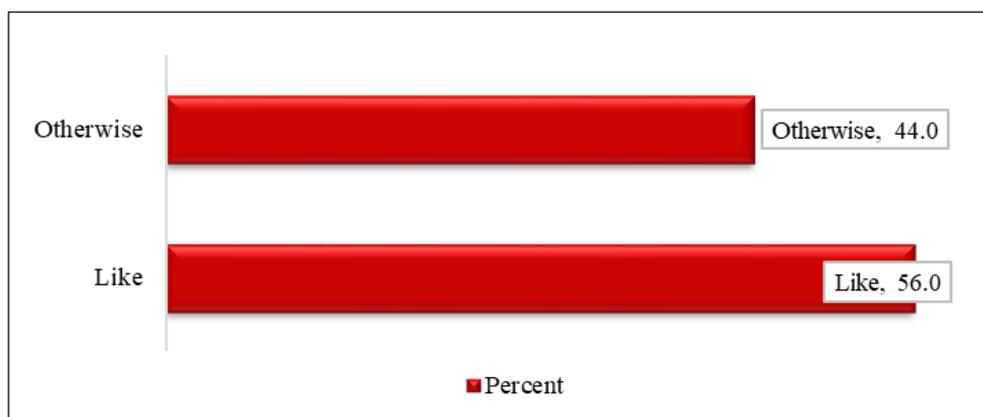
**Table 2: Gender Distribution**

Gender	Frequency	Percentage
Male	288	43.6
Female	373	56.4
Total	661	100.0

The table 3 below depicts the year of study of the students. 40% were enrolled in year 1, 23% were enrolled in year 2, 21% and 13% students were in the final years 3 and 4 respectively.

**Table 3: Year of Study**

Study year	Frequency	Percentage
Year 1	268	40.5
Year 2	157	23.8
Year 3	140	21.2
Year 4	86	13
Total	661	100



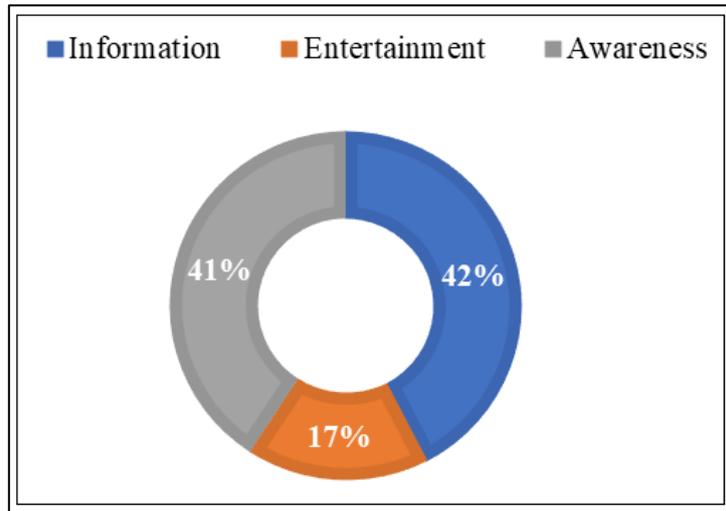
**Figure 1: Behaviour towards Online Advertisement**

The important variable of the study that is liking advertisement was measured as a discrete random variable with options yes and no. It can be seen from the figure 1 above that more than 50% of total population under study like commercials and advertisements.

Individuals in our case studies reported that they have interest in advertisements especially in public advertisements.

As evident from figure 2 below most of the students reported that they like to watch advertisement during web surfing for the purpose of getting information and awareness about the products and services that were rendered in the country, however only few 17% responded that they use internet for the purpose of entertainment and use of social networking applications.

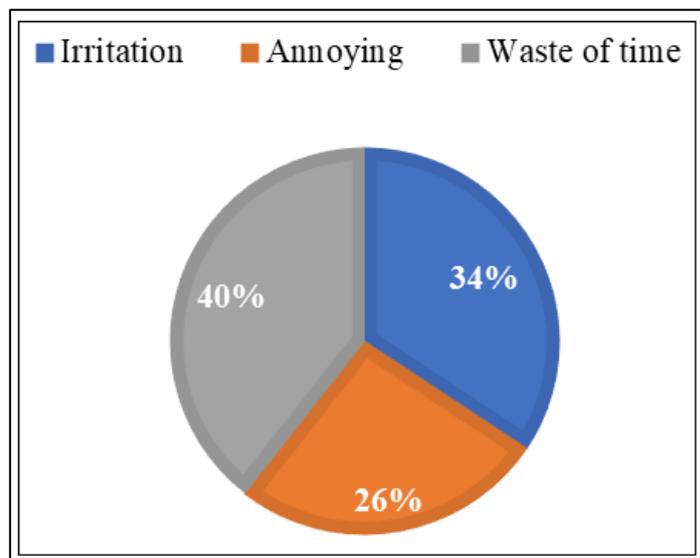
This result was also consistent with our case studies analysis of consumer preference in which it was revealed that individuals use internet for the purpose of study, information, awareness at first and then use internet for the purpose of entertainment and social media applications.



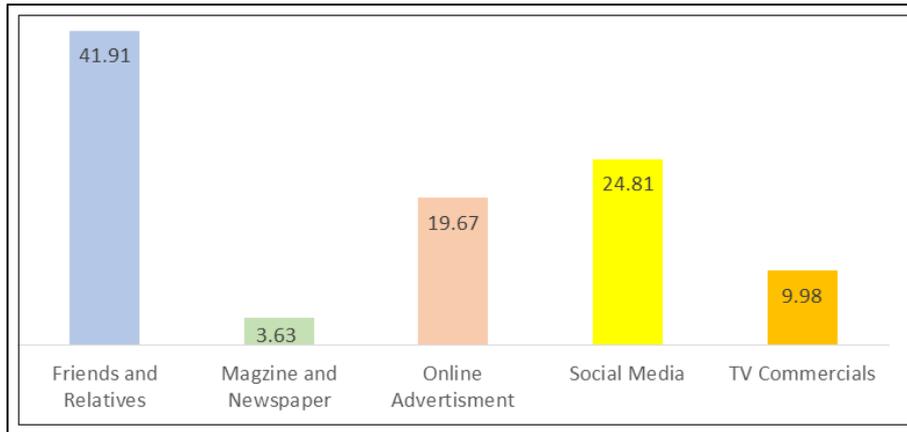
**Figure 2: Preference for Watching Ads**

In this figure 3 below, bulk of students considered advertisement as the wastage of time. This may be due to the lack of interest in these advertisements because students were more interested in finding solutions to their problems and given assignment during their studies. They use internet for sake of finding solutions to the problem related to their education. Priyanka (2012) studied “the impact of on-line

advertisement on consumer behaviour<sup>12</sup>. Study was conducted among 100 respondents using questionnaire found that internet users have the same perception towards websites. Interactive advertisements allow the customer to initiate the action. She concludes that people at all age group agree that on-line advertisements are informative and yet irritating at times”.



**Figure 3: Dislike Ads due to**



**Figure 4: Mode of Advertising Influence Consumer Behaviour**

The Figure 4 shows that the most influencing mode of advertisement was friends and relatives and then the on-line and social media networking. This was very interesting result that people were not always convinced by watching advertisement until unless they talked about the seen product and ads with their friends, relatives and other colleagues. It can be seen from the figure that TV commercials, magazines and newspapers were not considered as much influencing mode of advertisement by the respondents. Furthermore, it was also disclosed in our case studies that people do use non-electronic sources for watching advertisements. These sources include ‘metro’, ‘public transports’, ‘bus stops and advertisements displayed outside shops, hotels and restaurants.

**Inferential Analysis**

This section presents the inferential analysis of the data collected during survey. In this section correlations and chi-square test was presented to draw

results on the basis of data. These results were verified by conducting post survey case studies as mentioned in chapter three.

The Table 4 below is the chi-square test on the variable of on-line purchase behaviour and liking advertisement. According to null hypothesis it stated that there is no effect of liking advertisement on on-line purchase behaviour of the consumer. In the table below if we look at p-values, it can be clearly seen that the null hypothesis was rejected because p-values was less than 0.05. This result is consistent with our case studies results where students reported that they like advertisements and they also like to purchase on-line because it made easier for them to buy any product instead of going into the market. They reported that on-line shopping saves us a more of the time as compared to visit the market and this saved time can be spent on studies for getting good grades and percentages in exam and routine assignments.

**Table 4: Chi-Square Tests Like On-Line Advertisement and On-Line Purchase**

	Value	df	Asymp. Sig. (2-sided)
<b>Pearson Chi-Square</b>	15.980	2	.000
<b>Linear-by-Linear Association</b>	15.733	1	.000
<b>Number of Observations</b>	661		

In the Table 4, the mean differences on time allocation to different media platforms is depicted. The variable measured the allocation of daily 24 hours to

different media platforms such as television, newspapers, radio and net surfing.

**Table 5: Time Allocation towards Media Platforms**

	Time Allocation to Movies and TV	Time Allocation for Reading Newspapers	Time Allocation for Listening Radio	Time Allocation for Net Surfing
<b>Scale</b>	%	%	%	%
<b>&lt;1hr</b>	41.0	70.8	93.3	5.6
<b>1-2hr</b>	37.1	23.6	4.1	21.3
<b>2-4hr</b>	18.5	5.4	1.8	43.9
<b>4-6hr</b>	2.4	.2	.8	21.3
<b>&gt;6hr</b>	.9	0	0	7.9
<b>Mean</b>	1.9	1.4	1.1	3.1
<b>Std. Dev.</b>	.868	.588	.415	.982

It is evident in the table above that for purpose of entertainment i.e., movies and watching television, the total time allocation to entertainment by the students is less than one hour. This could have several reasons for example, in our study 78% of the students' lives in university hostel, they might have limited access to television. During the survey it was found that hostel in China does not have television installed that is why time allocation to this media platform was less than one hour. Furthermore, most student's own laptops and high Fi android and mac-based cell phones which could be another source for watching movies and similar stuff on-line. Students have also reported that spending time on watching television commercial is wastage of time. This result is consistent with earlier studies of Alwit (1994), Mittal (1994) and Schlosser *et al.*, (1999). According to these studies they found television advertisement completely misleading. In our data students reported that it was wastage of time when the cases for spending time one to two hour was selected and this category 'wastage

of time' was reported more than the other categories i.e. annoying and irritating. Another interesting thing in our data was that high percentage of students 93% reported that they listen to radio for less than one hour. It explains the real-world situation that due to android and similar cellular devices individuals did not spend much time listening radio because of the availability of the live streaming videos, songs and learning tutorials, however, there were some students (only 4%) who prefer to listen radio. Moreover, if we look at the scores of internets surfing, we found that 43% of students were using internet for two to four hours. This was the highest rate of allocating time when compared to other media platforms. It can also be seen through mean difference presented at the end of table 4.2.2 above. It showed that internet surfing has higher mean score of 3.1 for surfing two to four hours and more per day as compared to others with mean value showing the allocation of time for just one to two hours daily.

**Table 6: Chi-Square Tests Age and Time Allocation to Internet Surfing**

	Value	Df	Asymp. Sig. (2-sided)
<b>Pearson Chi-Square</b>	30.491	12	.002
<b>Linear-by-Linear Association</b>	8.828	1	.003
<b>Ordinal measure (Gamma)</b>	.145		.013
<b>N of Valid Cases</b>	661		

The Table 6 above shows the chi square statistics between age and time allocation to internet surfing. The ordinal measure gamma p value is 0.01 which is less than the bench mark value of 0.05. The

positive sign of Pearson chi-square values shows that with increase in age the time allocation to internet significantly rises.

**Table 7: Chi-Square Tests On-Line Purchase and Advertisement Recall**

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
<b>Pearson Chi-Square</b>	5.252	1	.022		
<b>Linear-by-Linear Association</b>	5.244	1	.022	.027	.013
<b>N of Valid Cases</b>	661				

The above Table 7 shows the chi square statistics computed between on-line purchase behaviour of students and advertisement recall. The null hypothesis for this test was that there is no relationship between repeated advertising messages and on-line purchase decision of individuals. The test statistics showed that the null hypothesis was rejected. The reason behind this could be several for example, during net surfing or watching television, a repeated advertisement makes its

place in individual's mind or the product features and characteristics might convince the individual to buy such product. Furthermore, this repetition serves as reminder for individual about the certain product. According to our test statistics, repeated advertising messages affect consumer behaviour because this repetition serve as a reminder to the consumer. This result was in line with Tang *et al.*, (2017).

**Table 8: Chi-Square Tests On-Line Purchase and Duration of Page Visit**

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (1-sided)
<b>Pearson Chi-Square</b>	2.211	1	.137	.083
<b>Linear-by-Linear Association</b>	2.208	1	.137	
<b>N of Valid Cases</b>	661			

Duration of page visit was discussed extensively in existing studies for example see, Chang *et al.*, (2017), Y.M. Lim, C.S. Yap and T.C. Lau (2011), Parson *et al.*, (2006). The test statistics in above table

4.2.5 revealed that duration of a page visit was a strong determinant of the ability to recall banners and advertisement which then effects on-line purchase behaviour. As Lau *et al.*, (2011) concluded that "there

were factors that may affect the recall on an advertisement. These factors were advertisement characteristics, internet users’ viewing mode and duration of viewing, campaign publicity, attitudes towards the web site or advertisement itself, and curiosity and innovative advertising strategy. Of these characteristics, duration and viewing mode were strong determinants of recall ability which in return affects on-line purchase behaviour of individual”.

It is evident in the table 9 below that on-line purchase decision making is also affected by composition and content of the advertisement as the chi square statistics was significant. This result is again in line with studies of; Tung *et al.*, (2017) which concluded that “media attracts individuals with the content which is able to fulfil the audience’s needs for understanding, entertainment, and information. This will grow the strength in dependence relationship. Therefore, the users realize the importance of media to them in the cognitive

level” and behave in a systematic way that was more likely to purchase the product due to its attractive advertisement. Danahwe (2006) stated that “duration of page viewing, and web page context factors, including text and page background complexity and the style of the banner advertisement influence on-line purchase decision of the individual. Yoon (2003) found that banner image is more significantly effective than text to assess consumers’ preferences toward on-line ads. Reze and Husserr (2003) also examined the effectiveness of ad characteristics on the ability to recall ad. Animation content, the shape of the banner ad, and frequency of the ad (repetition) leads to higher advertising recall and hence effects consumer behaviour”. According to our case study analysis it was found that the major source of attraction in an advertisement was the favourite hero, celebrity, individuals’ ideal personalities, ad material and product. Females in those case studies reported that they were more inclined towards the ads on shoes, clothes and cosmetic items.

**Table 9: Chi-Square Tests On-Line Purchase and Ad Composition & Content**

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
<b>Pearson Chi-Square</b>	3.410	1	.065		
<b>Linear-by-Linear Association</b>	3.405	1	.065	.072	.040
<b>N of Valid Cases</b>	661				

Nihel (2013) investigated the efficiency of advertisement on consumer behaviour using two factors that were the memorization of the advertisement and click on the banner advertising. A sample of two hundred internet user was collected and empirically analysed using descriptive analysis and logistic regression. The main finding of the study was that the screen, size and animation of the banner had large effect on the memory of the individual and for banner clicks it was related to

the colour composition of banner, its size and the message clarity. Our above result in table 9 is in line with Nihel, as evident from the table that consumer purchase decision is affected by ad composition and content. The chi square statistics shows significant and positive correlation of these two variables. More over a larger sample is required for deeper analysis between consumer behaviour and ad composition and its content.

**Table 10: Chi-Square Tests On-Line Purchase and Emotional Involvement**

	Value	Df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
<b>Pearson Chi-Square</b>	2.934 <sup>a</sup>	1	.087		
<b>Linear-by-Linear Association</b>	2.929	1	.087	.111	.053
<b>N of Valid Cases</b>	661				

A psychology of a human nature is that he weighs benefits and gains originating from his certain course of action. When an advertisement is delivering the positive aspects and benefits of product, the consumer gets emotionally involved. He seeks his benefits as he wants to maximize his pleasures and tries to reduce his pains. In such scenario customers weighs benefits and become emotionally involved with the advertising and promotion. As evident in the table 10 above the significant chi square statistics has shown that emotional involvement has a positive effect on customer on-line purchase behaviour.

**5. CONCLUSIONS**

On the basis of the results presented in the previous section, the study concluded that on-line

advertisement has significant effect on consumer purchase decision. The review found that the viability of web promoting on reach and production of mindfulness was controlled by the level of learning about the current stages of notices and time spent on these media. It was revealed in the literature that consumer behaviour is duly affected by advertisement as number of studies reported the matter. The review uncovered that the capacity of the respondents to review the web promotions was low contrasted with TV, and in this manner despite the fact that the scope of web is significantly higher than different structures. Our results showed that attention to television advertisement was less as compared to other electronic sources. A major reason to that was they population of the study was mainly students and lives in hostel where there was limited access to television. Our result was

contrasting to the study of Danaher *et al.*, (2003) that stated TV advertisements were a great deal more solid than web publicizing. Web publicizing is a key determinant of procurement choice of the clients as they view it as a collaboration point amongst them and the organization from which they purchase their items from. One of the major results in our study was the significant correlation between watching on-line ads and consumer's purchase. Our quantitative as well as qualitative analysis showed that individuals when convinced by the ads went for purchasing the product either on-line or from the market due to ad clarity. Therefore, our third conclusion is; The clarity of advertisement has significant effect on consumer purchase decision. This had a number of reasons for example as found in case studies that students prefer to buy the product when ads clearly describe the product features and performed by the favourite celebrity or star. This could be a one reason, moreover results depicted that students spend time on internet for searching studying material and entertainment mainly. They only watch ads in their free time. The results of the study revealed that with an increasing age, time allocation to internet surfing also increased. This also tends to explain the real-world situation that when an individual grows more his/her preferences were shaped and formed due to observing different individuals in society, their favourite personalities and stars. They search internet on such stars and personalities for getting inspiration and motivation to perform in their ongoing works. Higher advertisement recall affects customer on-line purchase decisions. Our quantitative results discovered that higher advertisement recall affects purchase behaviour of the individuals (see table 4.2.4). This was because of the repetition of the advertisement while surfing internet or having look on non-electronic ads on bus stations and in shopping malls. This repetition effects psychologically on individuals. Therefore, it was more likely that they go for buying products. Another important finding of the study was that those advertisement that explicitly explains the associated benefits, features and characteristics of the product also effects purchase decisions of the individuals. This was also found in case studies and focus group discussions. The advertisement containing people favourite personalities, stars, idles and celebrities, the associated benefits of the products and the amazing stories have more effect on consumer purchase decision. The emotional attachment with advertisement due to associate benefits convinced the individuals to purchase on-line. Those brief and story based inspiring ads more likely to have higher effect on purchasing behaviour of the individuals. This emotional effect more likely to be enhanced by making advertisements with more famous TV/movies stars, celebrities and popular personalities. Content and composition of advertisement also effect consumer behaviour. It was evident in table 4.2.6 of former chapter by significant correlation values. These results were validated in our case studies that people were attracted towards ad due to their physical composure and compositions. Colours and theme in

advertisements were major source of attraction as reported by individuals in focus group discussions. Similarly, the duration of page visit on website showing advertisement has also affected consumer on-line purchase behaviour. Our most of the results were in line with previous studies as reported in preceding chapters.

On the basis of results and discussion stated above the present study presents the following implications:

1. Inclusion of celebrity or super star attracts individuals to that advertisement will increase the chance of enhanced viewer ship.
2. Short and inspirational story-based advertisements have higher tendency to attract individuals and hence effect purchase behaviour. Keeping in mind case studies and focus group discussions
3. This study might have the capacity to educate advertisers on the buyer inclination of the promoting media.

Although the research was prepared carefully but still there are the following limitations of the study. First of all, the language barrier. As the researcher does not belongs to China so, one of the toughest tasks was to collect data from China's native. The questionnaire was first prepared in English than it was translated and run in the field. Secondly, as the study applied mix method research design, therefore it ought to collect data through interviews and focus group discussion. It was also a difficult task but somehow researcher managed to arrange a translator and with its help the qualitative data was collected. Thirdly, the research design applied to the current study is exploratory research design in which the correlation analysis has been produced on the collected data. This type of research problem can be analysed using more advanced techniques. The future researcher can carry out such research using conventional as well as modern research analysis techniques. The study of consumer behaviour in general and specific is vast and multidisciplinary concept. To completely understand and measure consumer behaviour is a bit difficult task. It is one of the limitations of study to incorporate such huge literature on consumer behaviour to fully explain choices of individuals regarding advertisement and its preference regarding product purchase. Different individuals have different product preferences. Some of them like product due to its attractive advertisement whereas some have developed taste for the product and advertisement does not affect their decision of purchase very much. In such a scenario, research is limited for measuring effect of specific product advertisement and consumer preference for purchase.

The current study has identified the sole factors of consumer behaviour decision making regarding advertisement. In this study factors such as ad composition, ad design, ad story, associated benefits of the products and time allocated to media has been explored as potential indicators for consumer behaviour.

The study utilized correlation analysis technique to study the relationship between these factors and consumer behaviour. The future researcher can contribute in the literature formation on the matter and should perform deeper analysis on such factors by employing more advanced techniques of data collection. Secondly, the study carried out using general to specific approach i.e. the factors that have been explored by this study are explored at general level of product advertisement. The future researcher can perform such study by selecting specific product and then measuring consumer preference for such product based on the level of advertisement of that product. That will help in identifying realities of product advertisement for specific products and can contribute to the improvement in advertisement of such product.

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