

# Effects of Online Advertising to Consumers' Buying Behavior, Brand Loyalty and Promotion

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**Abstract** - Advertising on different social media platforms has benefit that social platforms offer effective targeting capabilities to advertise. Social networks are used to connect people or brands online. This study aimed to assess the effects of Online advertising to the consumers. This study used descriptive method with 305 students and faculty members from one higher education institution in the Philippines. Based on the findings of the study, the respondents agreed that buying behavior, brand promotion and brand loyalty were affected by online Advertising. Respondents hesitate to buy online because of scammers was found to be the top problem encountered.

**Keywords:** Online Buying, Online Advertising, Buying Behavior

## INTRODUCTION

Online advertising is any paid content in social media network. Advertising on different social media platforms has benefit that social platforms offer effective targeting capabilities to advertise. An example is pointing social media managers, thru LinkedIn they can easily be reached, then to Facebook, and Twitter. These social networks are used to connect people or brands online. It benefits the business in doing market research, brand awareness, lead generation, relationship building, customer services and more. [1]

One of the greatest virtues of Advertisements is instant feedback. It can gauge the effectiveness of a sponsored post in minutes and follow-up with advanced analytics reports. More than 80% of the social network users are accessing social media in a mobile device which means than most social media are being viewed also. [1]

In the study conducted by Hajli [2], he aimed that social media have provided new opportunities to consumers to engage in social interactions on the internet. It says also that social media can identify the advantages to be gained by business. In this study, it showed that social media facilitate the social interaction of customers leading to increased trust and intention to pay.

The researchers become interested to conduct the study for being Marketing students and belonging to the millennial generation. They found themselves to be

good in multi-tasking, and they really would require to know the effects these social media to the lives of other who are currently enrolled and working in LPU.

In addition, social media platforms have benefited from the rapid adoption of mobile technology, using it to embed themselves into their user's daily lives. Social media in a significant part of social lives as well as main source of news for many users. As a result, social media ads blend seamlessly into the news feed, and therefore more effective than interruptive banner formats, especially on mobile devices.

## OBJECTIVES OF THE STUDY

This study aimed to assess the effects of Online advertising to the consumers. Specifically, to describe the profile of respondents in terms of age, gender, classification of respondent and the highest educational attainment; to assess the effects of online advertising in terms of buying behavior, brand promotion and brand loyalty; to identify the problems encountered in online advertising; to test the significant difference in responses when grouped according to profile variables; and to propose strategies to address the problems encountered.

## METHODS

### Research Design

According to Valdez [3], descriptive method is used to determine and define the characteristics of the variables of interest in the situation.

### Participants of the study

The participants of the study are the 305 college students and faculty members during SY 2017 – 2018. using G\* power series.

### Instrument

This study used self-made questionnaire which was validated by professional in the field and was subjected in pilot testing. The instrument is composed of two parts. Part 1 includes the Profile of the respondents. Part 2 covers the effects of Online advertising to the consumers in terms of Buying Behavior, Brand promotion, Brand loyalty. Part 3 is the problems encountered of the consumers online.

### Procedure

After the construction of self- made questionnaire. A pilot testing was conducted to determine the reliability of the questionnaire. After consultation to the statistician, questionnaires were distributed to the respondents. They were given ample time to answer and after answering the questionnaire is evaluated, the results were tabulated using the Microsoft Excel.

### Data Analysis

The needed data were encoded, tallied and interpreted using different statistical tools such as frequency distribution, ranking, weighted mean, and F-test. The above-mentioned tools were used based on the statistical software. PASW version 18 using 0.05 alpha levels.

## RESULTS AND DISCUSSIONS

**Table 1. Percentage Distribution of the Respondents' Profile**

Profile Variables	Frequency	Percentage (%)
<b>Age</b>		
18 – 21 yrs. old	274	89.8
22 – 25 yrs. old	28	9.2
26 - 29 yrs. old	3	1.0
<b>Type Of Respondent</b>		
Student	298	97.7
Faculty Member	7	2.3
<b>Gender</b>		
Male	161	52.8
Female	144	47.2
<b>Highest Educational Attainment</b>		
HS Graduate	25	8.2
w/ College Units	259	84.9
College Degree Holder	21	6.9

Table 1 shows the percentage distribution of the respondents' profile. In terms of age, the data shows that majority of the respondents are in the age range of 18 - 21 years old at 89.8%, which belongs to the youngest range in millennial generation. This may be attributed to age bracket of millennials which is from 18 - 34. Millennials are born on the year 1981 – 1997 [4].

Most of the millennial generation purchase on Social Media four times a month, most particularly on smaller businesses who offer products that fits to their personality and they are also influenced by online advertising, this may be the reason why they are buying online, because of the advertisements and the feedbacks of the other customers they've seen in social media. They are the millennials that may have other interests that are somehow influenced by the past generation [5].

The data also shows that the people between 22-25 years old is the second of the highest number of respondents at 28 with a percentage of 9.2. Since our respondents is the millennial generation of in one higher education institution, this means that they are few students who are between in the age of 22 – 25 who are studying in the University under study.

Also, the least number of our respondents are 3, who are in the age range of 26 - 29 years old at 1%. This may be because they are faculty members or students who are taking college units, while there are 2.3 or 7 respondents were faculty members.

Filipino loves freebies, they shop around, and some are loyal in a certain brand. Which it can cause to attracting more customers, at the younger part of millennial also likes to search for free vouchers online. They are giving much time in using different online platforms so that if they buy a product, it is worth it [6].

As to type of respondents, it shows that out of 305 respondents, 298 respondents, 97.7% are students. Majority are students because in the line of millennial generation, most of them is still studying and they are also using social media and surf the internet if they have assignments or projects and they are also using different online platforms to buy some products in the internet.

In the study of Charrier [7], 90% of Millennials are using smartphones and 93% are accessing the internet. As millennials are defined as tech savvy and think in a different, they are always online. They like to engage with their friends, like to share stories and be updated on the current events and update about their friends on where they are and what are they doing.

As to gender, out of 305 respondents, 161 respondents are male ranging in 52.8%. This may be because we also distributed questionnaires and conducted research at LIMA Campus which are most of the enrollees at lima campus are males.

the worldwide male population has slightly more access to the internet than the worldwide female population. The Social networking is one of the popular activities among the internet users. This may mean that Boys are always online because they are spending most of their time in playing mobile games and video games and slightly using social media platforms, while girls are just using different social media platforms to interact with their friends as we have seen in infographics [8].

Fallows [9] said that men are slightly more intense internet users than women. Various measures of intensity of internet use suggest men are slightly more engaged with their internet users than women.

Meanwhile, 144 respondents are female at 47.2 %. This may be because there are few females in LPU and this maybe because we also conducted research in LIMA Campus which most of the enrollees there are male.

Women are enthusiastic online communicators and they use email and they use it in work. Women are more likely to use email to write to friends and family about a variety of topics also about work, from sharing news and worries to planning events to forward messages and stories [9].

As to highest educational attainment, majority of the respondents are students with college units and HS graduate. This also shows that millennial generation, our respondents are influenced in online advertising in terms of their buying Decision because all the verbal interpretation results are agreeing in our research. This is possible because most of the respondents are still students and there are few faculty members are at the age bracket of millennials which they also have capacity to buy.

Table 2 presents the effects of online advertising to the consumers in terms of buying behavior with composite mean of 2.98 and with verbal interpretation of agree. Nowadays, using social media is the center of the online world.

Hughes [10] said that many businesses use it as their asset for product positioning. Through social media, lot of business can spread their important company's information regarding the product and services they offer. Many people nowadays use internet and it is now one of the new strategies on how to buy products and services. Having a social media site online is now a

number one strategy of many business men and entrepreneurs.

**Table 2. Effects of Online Advertising to the Consumers in terms of Buying Behavior**

	WM	VI	Rank
1. When I buy online, I always check the quality by checking some feedbacks I seen online.	3.07	Agree	2
2. When I'm not interested in the advertisement, I usually don't make time to discover more of the product	2.90	Agree	5
3. When the product was shared many times and being talked about of the internet users, I also want to buy it	2.92	Agree	3.5
4. I like buying online because, of the updated styles and new versions are posted	2.92	Agree	3.5
5. I always search and find more information about the product because I want my money to be worth it	3.11	Agree	1
<b>Composite Mean</b>	<b>2.98</b>	<b>Agree</b>	

*Legend: 3.50 – 4.49 = Strongly Disagree ; 2.50 – 3.49 = Disagree; 1.50 – 2.49 = Agree; 1.00 – 1.49 = Strongly Agree*

Among the item cited, always search and find more information about the product because they want their money to be worth it has the highest weighted mean of 3.11 with verbal interpretation of Agree. Most of the customers are also a product and service observer, because they also want their money to be worth it, and many people are always budgeting and listing their needs in buying a product to avoid buying their wants.

There are different strategies in buying products, some are impulse, routinely, limited and extensive purchase, but they all want that their money to be worth it on the products they bought online [11]. Impulse buying has a negative characteristic because if you are an impulse buyer, you will buy the products that is not needed but in our research most of the people is a routinely buyer because they always buy the products again and again like the shampoos and other products needed at home. However, when they are not interested in the advertisement, they usually don't make time to discover more of the product was rated the least with mean value of 2.90. The Social media advertisement has really affect the buyers, nowadays, the advertisements affect the emotions of the buyers and they must catch the attention of the consumers but some people prefer to see the product in person and does not care about the pictures online but if it is high end or not

available in the host country they check reviews online and influence the people when they will buy personally.

According to Singh [12], social media advertisement is the best strategy that a company use nowadays for creating consistent sales online using rapid technological innovation and well-known social media platforms. Social media is the new way of communication. Many consumers are in the internet side now and it can reach many users, so the marketers must create a catchy story about their advertisement because the competition about advertising is now booming. The advertisement seen online.

**Table 3. Effects of Online Advertising to the Consumers in terms of Brand Promotion**

	WM	VI	Rank
1. The product used by my favorite endorsers, made me want to buy it	2.93	Agree	3.5
2. When I see promos and discount online, I grab the opportunity to buy	2.96	Agree	2
3. When the advertisement is relatable, I think the product is already suited for me	2.93	Agree	3.5
4. I am easily influenced by advertisements because I am always surfing the internet	2.86	Agree	5
5. The internet is the most effective tool for advertising, because it can reach many people across the globe.	3.12	Agree	1
<b>Composite Mean</b>	<b>2.96</b>	<b>Agree</b>	

*Legend: 3.50 – 4.49 = Strongly Disagree; 2.50 – 3.49 = Disagree; 1.50 – 2.49 = Agree; 1.00 – 1.49 = Strongly Agree*

Table 3 depicts the effects of online advertising to the customers in terms of brand promotion with the composite mean of 2.96 and with verbal interpretation of agree. The table depicted that most companies prefer to use internet as their main tool for advertising, as it can reach many people across the globe. This might happen as majority of the customers are into social media, thus using internet could be the best way to promote their product.

According to Costello [13] online advertisement is a business for the modern world that uses innovative way of attracting customers, which allows them to offer their products in different parts of the world and establish interaction with the people if there are interested in what they offer even if they are a way. Due to continuously evolving Corporate world, businesses are looking forward to developing and reach thousands of customers online by means of online advertisement

that might prove that using internet to promote products and services could possibly help local and international business to establish and position their products into the mind of the customers online.

Among the items cited, most customers prefer to grab opportunity to buy as they see promos and discount online and product used by the endorser (2.96). This might happen when such sales promotion online creates an image of exclusivity and thus illustrates high regard for the customers. Nowadays, consumers are attracted to buy products online due to massive discount, promos or incentive that they might earn for buying specific products/services. Due to intense competition, companies are looking forward to developing marketing strategies to lessen the burden of profit loss. Maybe because most of the big businesses are more aware on the needs of customers, thus reducing the prices of their product could be the best way to gain customer's trust that could lead to increase in sales.

Hephner [14] said that attractive promos online could stimulate customer's product interest, trust or purchase that will lead to immediate sales.

However, many customers are not easily influenced by advertisement online as most of them always surf and use internet with a mean of 2.93 or ranked 5th. Today's customers are more attentive and wise. Most of the time, customers are looking forward to those business that has positive reviews with regards to their products and services. This might happen because majority of customers are suspicious and looks for the quality rather than the quantity of the products.

**Table 4. Effects of Online Advertising to the Consumers in terms of Brand Loyalty**

	WM	VI	Rank
1. I am affected by the negative feedback on the product I bought	3.02	Agree	1.5
2. I stick to one brand, because it offers wide range of merchandise	2.90	Agree	5
3. I will buy again online because the product I used is already suited	2.97	Agree	4
4. I stick at the same brand, because it has sales, discount and has no shipping fee	3.00	Agree	3
5. I am a loyal customer because ever since, I use the product	3.02	Agree	1.5
<b>Composite Mean</b>	<b>2.98</b>	<b>Agree</b>	

*Legend: 3.50 – 4.49 = Strongly Disagree; 2.50 – 3.49 = Disagree; 1.50 – 2.49 = Agree; 1.00 – 1.49 = Strongly Agree*

Table 4 reveals the overall result in effects of online advertising to the consumers in terms of brand loyalty by the consumers as perceived by students and faculty gained “agree” result with an overall average weighted mean of 2.98. This means that the consumers is agreed on brand loyalty have effects on advertising.

Being affected by the negative feedback is ranked 1st in the study with a composite mean of 3.02. Since Most of the millennials use social media, they are exposed in the internet world. Also, many businesses have social media accounts on which they post their advertisements online. With such set up, business receive feedbacks and comments online as well.

Gunelius [15] noted that brand should meet the satisfaction and expectation of the consumers. Brand loyalty is based on the development the relationship or the emotional involvement of the consumer and the brand. Building a rapport with your customers is like building brand loyalty. If you satisfy your customer, they can produce positivity and by word of mouth they can post nice feedbacks and attract new customers.

Being a loyal customer with a composite mean of 3.02 also ranked 1<sup>st</sup> in the study. this may also start in advertising and in your customer service because if the people are satisfied to your product and you give what they pay for they will stick to your brand.

In the study of Gunelius [15], it validates the finding that being a loyal customer, there will be purchase of a product again and again and the consumer have trust to the product they used. If the consumer is not satisfied of the feedback of others there’s a possible the consumer will not be interested to purchase this product.

On the other hand, being sticking at the same brand because of sales discounts and no shipping fee got the mean of 3.00. Maybe, this sales strategy is effective to gained newer customer and it will improve the product reputation.

Scollard [16] said that customers buying decision are affected because of the brand that is implementing discounts or special offers and this is a marketing strategy that can catch the attention of the customers. They are more interested to buy products without shipping fee.

The respondents agreed that they will buy again online because of the certain product is already suited for their needs (2.97) and sticking to one brand because it offers wide range of merchandise (2.90). This means that if the companies meet the customer’s expectation, needs and wants, they can be satisfied and they might turn into loyal customers.

According to Foster [17], the consumer stays loyal if they get good product or services. And the brand has wide variety of merchandise offers to their loyal customer not to look too hard to find what they need.

**Table 5. Problems Encountered of the Consumers in Online Buying**

	WM	VI	Rank
1. I prefer to buy to physical store because the posts in the website are not updated	3.11	Agree	3
2. I experience buying products and make an informal decision because of false advertisement	3.01	Agree	5
3. The positive and negative review of the buyers of that product affects me in buying through social media	3.10	Agree	4
4. Lack of information, proper insight and opinions regarding to their offering hesitates me to buy product	3.12	Agree	2
5. I experience miscommunication and it causes mistake and wrong delivery	3.00	Agree	6
6. I experience unrealistic package compared to what is posted on social media	2.94	Agree	7
7. There is a cause when I bought goods abroad, when it came to me its damaged	2.91	Agree	8
8. I hesitate to buy online because of scammers	3.21	Agree	1
<b>Composite Mean</b>	<b>3.05</b>	<b>Agree</b>	

*Legend: 3.50 – 4.49 = Strongly Disagree ; 2.50 – 3.49 = Disagree; 1.50 – 2.49 = Agree; 1.00 – 1.49 = Strongly Agree*

Table 5 shows the problems encountered in Online buying by the consumers as observed by the students and faculty with composite mean score of 3.05 which implies high level of problems encountered. Hesitation at buying online because of the scammers is the problem encountered by consumers as shown with the highest mean of 3.21 and interpreted as agree. This may mean that though the transaction is thru social media, still the customers are concerned about the personality of the other party offering the product. It is a reality that many people are using the social media to get money in scams and it is just normal for the purchasers to take extra care on doing online transactions.

According to Garcia [18], social media is used to the interaction with different people using internet and

Digital Marketing strategies for traditional and non-traditional businesses. Rice [19] says, social media is targeting young customers or users to make use of it. Maybe purchasing the product using social media is not safe to the customer especially to the young customer because sometimes they interact to the person they did not know.

Also, as cited in the problems, lack of information, proper insight and opinions regarding to their offering hesitate the customers to buy products, maybe the consumer didn't see and touch the real physical appearance of the product and even tested this product. This confirms by Foster [17] that the consumers believed in the founder of the brand, if they are the owner of this brand they should be aware to the useful information, interest and the brand awareness of the consumers.

Other problems like the positive and negative review of the buyers of the product affects in buying through social media, the experience in buying products and make an informal decision because of false advertisement; experiencing miscommunication that causes mistake and wrong delivery and experiencing unrealistic package compared to what is posted on social media has the mean of 3.11, 3.10, 3.00 and 2.94 respectively.

However, there is a cause when products are bought abroad when they are delivered with damage, it has the mean value of 2.91. it is just normal that some products bought on line may contain damage. It is important that once the product is received, the buyers should examine thoroughly the delivery to avoid problems in the future. They can refuse to accept the delivery if it is damaged.

Table 6 shows the significant difference on the effects of online advertising to the consumers. It was observed that there was a significant difference on buying behavior when grouped according to gender (0.005) since the obtained p-value is less than 0.05 alpha level. Based from the test, it was found out that female have experienced the greater effect when it comes to buying behavior.

Nowadays consumers are increasingly selective in product choice. And gender is a very important factor that plays a very crucial role in purchase decision making. Women usually spend long time in shopping compared to men, who prefers to step into a physical shop, search for product they have in mind and purchase it right away and leave immediately. Which is always happens all the time. Women searches patiently for the kind of products in a certain brand, compare the designs, checking for any offers and deals, and purchasing the product they like.

There are large range of categories that influence the customer buying behavior in many ways and he separate it into four group the Situational, Personal, Social as well as the Cultural factors. Both male and female are different in thinking, perception, decision making and have different taste when it comes to fashion. Female have experienced the greater effect on buying behavior maybe because women as a whole are more sophisticated shoppers than men [20].

According to Gartenstein [11], there are four types of buying behavior, the impulse, routine, limited and extensive purchase. When advertisements are seen in social media or online websites like lazada, shopee that has a nice offer or discounts they are attracted towards it and it is possible that the consumer will buy. They have no intention to buy a product but then, since it's on sale they become impulse buyer.

Based from the result, all computed p-values were greater than 0,05 alpha level, thus the researchers fail to reject the null hypothesis. This means that there was no significant difference observed and implies that the responses do not differ significantly across each profile

It is quite clear that the problems encountered on online advertising by the consumer has no huge difference across each profile maybe because they encountered the same problem, they also scammed, or they had a miscommunication with the online seller, as well as others. Because it also happened to the consumer and its maybe the reason why they agree or can relate to the others who encountered the same thing.

**Table 6. Difference of Responses Effects of Online Advertising to the Consumers when Grouped According to Profile**

	Buying Behavior			Brand Promotion			Brand Loyalty		
	F-value	p-value	I	F-value	p-value	I	F-value	p-value	I
Age	.766	.466	NS	1.777	.171	NS	1.729	.179	NS
Type Of Respondent	1.114	.266	NS	.237	.813	NS	1.466	.144	NS
Gender	2.819	.005	S	.450	.653	NS	.532	.595	NS
Highest Educational Attainment	1.846	.160	NS	1.997	.138	NS	.812	.445	NS

Legend : Significant at p-value < 0.05; HS – Highly Significant , S- Significant; NS-Not Significant

**Table 7. Problems Encountered of the Consumers in Online Advertising when Grouped According to Profile**

	Problems		
	F-value	p-value	I
Age	1.103	.333	NS
Type of Respondent	1.025	.306	NS
Gender	.904	.367	NS
Highest Educational Attainment	2.400	.092	NS

Legend : Significant at  $p$ -value  $< 0.05$ ; HS – Highly Significant, S- Significant; NS-Not Significant

In order to build a brand loyalty to the customers, retailers should focus on building a rapport to the consumers to promote their repetitive purchasing behavior. To get rid of problems, online shops should always listen to the voice of the consumer. And consumer should be wiser when it comes to buying online [21]. But how the consumers encountered these problems? Some Reviews online are not reliable, and all the research can't assure you of a product's quality. Some sellers who intentionally mislead customers to increase their sale are the prime reason for faulty products being sold online. Those are some of the reason why they encountered problems.

## CONCLUSIONS AND RECOMMENDATION

Base from the findings of the study, it was concluded that majority of the respondents were 18 – 21 yrs. old, student and male with college units. Also, the respondents agreed that buying behavior, brand promotion and brand loyalty were affected by online advertising. Respondents Hesitate to buy online because of scammers was found to be the top problem encountered. Proposed plan of strategies was prepared to address the problems encountered.

It is recommended that Online Managers and marketers may focus on creating attractive advertisements for a better effect to the consumers. Anyone who are new to the business industry may use different social media platforms to advertise their product online. Sellers may provide more information about the product or service to fulfill the needs and wants of the customers. Online sellers may offer wide range of product to keep its loyal customers. The proposed plan of action maybe tabled for discussion are possible implementation for future researchers

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