

T.C.
ISTANBUL AYDIN UNIVERSITY
INSTITUTE OF GRADUATE STUDIES



**THE EFFECT OF ADVERTISEMENTS ON CONSUMER BUYING
BEHAVIORS: A FIELD STUDY ON BANK EMPLOYEES**

MASTER'S THESIS

Motaz NAZZAL

Department of Business
Business Administration Program

January, 2022

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January, 2022

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DECLARATION

I hereby declare with respect that the study The Effect of Advertisements on Consumer Buying Behaviors: A Field Study on Bank Employees which I submitted as a Master thesis, is written without any assistance in violation of scientific ethics and traditions in all the processes from the Project phase to the conclusion of the thesis and that the works I have benefited are from those shown in the Bibliography. (.../.../2022)

Motaz NAZZAL



FOREWORD

First of all, I would like to thank God Almighty for helping me get to the stage I am in today, witnessing my graduation. I am also very impressed with the hard work of my advisor Ast. Prof. Dr. Emine Kambur assisted in the process, with her experience and information, to complete this study. Her contribution was vital, and her comments and advice were essential to this report. Many thanks to my family, my mum, my dad, my brothers, my sisters who have always been there for me with their motivation and support to achieve my goal.

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Motaz NAZZAL

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THE EFFECT OF ADVERTISEMENTS ON CONSUMER BUYING BEHAVIORS: A FIELD STUDY ON BANK EMPLOYEES

ABSTRACT

Advertising is an important and influential tool in various business operations, and with the progression of time, its importance has increased and become more dependent. This is what the owners of capital and commercial enterprises have lately realized in terms of advertising products and services to consumers.

This has led to this conclusion and the inevitable realization of the need to increase the advertising budget further in order to determine the characteristics of the product and its difference from other similar products, whether in price or quality for comparison, which increases the company's strength in front of other competitors in the market and obtains the largest share in the market.

People generally encounter various forms of advertisements every day, including flyers that occupy a large area of newspapers and magazines, while advertising posters appear in many public vehicles and public facilities. Where the behavior of each consumer differs in relation to the colors, fonts, or slogans that are used in the advertisement, in addition to the phrases that encourage him to think and affect his behavior and make him buy.

Where advertising affects the consumer's purchasing behavior through the way the advertisement is presented, for example, and who presents it. Which carries a moral and social value, being simple or upscale in the eyes of the society in which the consumer lives, increases the opportunity to purchase it.

This study aims to identify the impact of advertising on the purchasing behavior of consumers in Palestine, in addition to the extent to which advertising affects the interest in a good or service from the point of view of managers and employees in Palestinian banks. The quantitative method was used in this study with one independent variable and five dependent variables using (SPSS) version 21 to encode questions and answers employing correlation and regression analysis, mean standard deviation, and mean standard deviation. Bank personnel were given the surveys which numbered 170, based on the Likert scale, with a response rate of (94.1%). In the result of the study, it was found that the effect of advertising on consumer buying behavior affects positively, except for necessity and brand recall.

Key Words: *Advertising Industry, Consumers, Effects of Advertisement, Buying Behavior*

REKLAMLARIN TÜKETİCİ SATIN ALMA DAVRANIŞLARINA ETKİSİ: BANKA ÇALIŞANLARI ÜZERİNDE BİR SAHA ARAŞTIRMASI

ÖZET

Reklam, çeşitli ticari faaliyetlerde önemli ve etkili bir araçtır ve zamanın ilerlemesiyle birlikte önemi artmış ve ürün ve hizmetlerin tüketicilere tanıtılmasında ona daha fazla bağımlı hale gelmiştir ve bu, sermaye ve ticari şirket sahiplerinin fark ettiği şeydir. son günlerde.

Bu, bu sonuca ve ürünün özelliklerini ve karşılaştırma için fiyat veya kalite açısından diğer benzer ürünlerden farkını belirlemek için reklam bütçesini daha da artırma ihtiyacının kaçınılmaz olarak gerçekleşmesine yol açmıştır, bu da şirketin gücünü artırmaktadır. pazardaki diğer rakiplerinin önüne geçer ve pazarda en büyük payı alır.

nsanlar genellikle gazete ve dergilerin geniş bir alanını işgal eden el ilanları da dahil olmak üzere her gün çeşitli reklam biçimleriyle karşılaşırken, birçok kamu aracında ve kamu tesisinde reklam afişleri yer almaktadır. Her tüketicinin davranışının reklamda kullanılan renklere, yazı tiplerine veya sloganlara göre farklılık gösterdiği durumlarda, ayrıca onu düşünmeye teşvik eden, davranışını etkileyen ve satın almasını sağlayan ifadeler.

Reklamın, örneğin, reklamın sunulma şekli ve onu kimin sunduğu aracılığıyla tüketicinin satın alma davranışını etkilediği durumlarda. Ahlaki ve toplumsal bir değer taşıyan, tüketicinin içinde yaşadığı toplum gözünde sade ya da lüks olması, satın alma fırsatını artırmaktadır.

Bu çalışma, Filistin bankalarındaki yönetici ve çalışanların bakış açısından reklamın bir mal veya hizmete olan ilgiyi ne ölçüde etkilediğine ek olarak, reklamın Filistin'deki tüketicilerin satın alma davranışı üzerindeki etkisini belirlemeyi amaçlamaktadır. Bu çalışmada, soruları ve cevapları ortalama standart sapma, korelasyon ve regresyon analizi kullanarak kodlamak için (SPSS) sürüm 21 kullanılarak bir bağımsız değişken ve beş bağımlı değişken ile nicel yöntem kullanılmıştır. Anketler 170 kişilik banka çalışanlarına Likert ölçeğine göre (%94,1) cevaplama oranı ile dağıtılmıştır. Araştırma sonucunda, reklamın tüketici davranışları üzerindeki etkisinin gereklilik ve marka hatırlama dışında olumlu yönde etkilediği tespit edilmiştir.

Anahtar Kelimeler: *Reklam Sektörü, Tüketiciler, Reklamın Etkileri, Satın Alma Davranışı.*

1. INTRODUCTION

Consumers maintain the movement of the production cycle and play an important role in the economic system of any country, and consumers demand different goods based on their taste and preference for them, and there are several factors that affect the consumer's buying behavior, including the good awareness of consumer buying that commodity in addition to advertisements that motivate consumers and motivate them to buy and psychological factors and other environmental, which is variable over time. Hence, Consumers' tastes and preferences are influenced by marketing (Sharma, 2018).

The advertising mix consists of eight advertising methods: personal selling, direct marketing, advertising, sales, exhibition promotion, public relations, advertising, events, experiences, and interactive marketing. Personal selling is a form of advertising and its importance lies in. n order to sell a product or service, face-to-face encounters are used to promote items to potential purchasers. These days are the most effective tool because it involves a personal interaction and thus comments and responses, whether positive or negative, are received immediately (Kotler & Keller, 2006). The advantages of direct marketing are that it reaches More people who can hear the message, it is less expensive, and data may be translated into strong messages with the advancement of art and visuals. It is an effective marketing process and an important campaign for the public. Most of the leading companies use this method, and most advertising agencies have a direct marketing department due to its importance in our time, as rational consumers are looking for the commodity that the amount paid for is equal to the amount of benefit from it (Sharma, 2018).

The role of advertising is the fact that customers are the main driver of the market, but advertising has many other benefits, such as: introducing a new product to the market, helping organizations and companies to communicate with their various services, and convincing consumers of products. Where

advertisements can be expensive or cheap, and this depends on the laws and regulations of the state. There are laws, for example, in some countries that prevent the promotion of tobacco, and the organization enhances the opportunity to achieve the desired goal behind the advertisement when it takes into account and does not conflict with the social and moral values of society (Kotler 2010).

Advertising is everything that drives a consumer and increases his desire for a particular product or service. Making people aware of a product's existence is what advertising is all about. consumer uses and advantages (Baheti, Kumar & Nidhi, 2012). By doing this, he makes the product available to whoever wants it and this fulfills the advertiser's needs to increase sales and profits. So as to achieve the advertiser's goal of consumer satisfaction, Cohen (1988) determined that advertising was created to achieve three main objectives, which are: increase corporate sales, assure excellent customer service, and, eventually, ensure society's social and economic well-being This may be accomplished using a variety of media, including radio, television, billboards, magazines, newspapers, and the internet.

When it comes to the term consumer behavior it is defined as the behavior that the consumer exhibits in his endeavors to buy, use, and dispose of the products and services he expects to meet his needs. What people buy, why they buy it, when they buy it, where they buy it, how often they buy it, how often they use it, and how they rate it after they buy it are all examples of consumer behavior (Barroso & Clara, 2015:62). It is the behavior of individuals related to obtaining, using, and benefiting from products, services, ideas, or experiences (Barroso & Clara, 2015). In the absence of advertisements, consumers may not be aware of the product and its ability to meet their needs and desires.

This study aims to shed light on this issue by analyzing the importance of advertising calls and their role in persuading the Palestinian consumer and influencing his buying behavior from the viewpoint of marketing managers and employees in some Palestinian banks in particular, in addition to answering a set of questions, including what factors influence consumer buying decisions? Does advertising affect consumers' purchasing decisions? What are the most effective advertising methods to convince consumers?

1.1 Study Problem

Through the follow-up and review of several scientific research and studies that dealt with the study of advertising, it became clear that there is a dearth of information about the extent of the effects of advertising on consumer buying behavior. Perhaps the reason is that behavioral impact studies require familiarity with consumer behaviors, which is a very complex issue, so consumer behavior must be studied in all respects, and knowledge of the factors that affect it, as there are internal factors such as motivation and perception. There are external factors such as culture and demographics such as age, gender, income, family size and other factors that make consumers start making a purchase decision or obtaining a decision to purchase a specific product. As well as familiarity with the study of internal and external factors that affect consumer behavior, in addition to his awareness of the psychological goals of advertising, and empathy with the above, the problem of this research focuses on the main question -The Effect of Advertisements on Consumer Buying Behavior: A Field Study on Bank Employees.

1.2 Study Questions

- What are the factors affecting consumer buying decisions?
- Does advertising affect consumers' buying decisions?
- What are the most effective advertising media to convince consumers?

1.3 Study Significance

With the development of the competitive situation of the market and the multiplicity and difference of products day by day, the need for the use of advertisements is becoming more urgent than before, as each company wants to have the target market with its ads in all stages of the product life cycle that makes the wide distribution of mass production possible. Advertising helps to make the consumer more confident in the product and to some extent protects the consumer from being deceived by the manufacturer, as well as protects producers from competition. Advertising often helps the producer to describe

his products that differ from others' products, whether by price, quality, shape, or any other difference. It is also essential in helping to create an image of the product in consumer fat. The role of advertising is to create awareness among the general public and change consumers 'purchasing attitudes. Effective advertising is to know how advertising messages affect purchasing decisions, and also to know how consumers interact with advertisements and the consequent impact on purchasing decisions.

This study will be beneficial, directly or indirectly, to advertisers, advertising agencies, advertising media, copywriters, entrepreneurs, as well as students. Marketing and this in order to get an insight into the field of consumers' attitudes towards advertising and the subsequent impact on their purchase and for everyone interested in the field of study, and it will create brand awareness to motivate consumers to buy this product in addition to the importance of successfully completing this study.

1.4 Study Objectives

- Consumer buying behavior analysis.
- Examine the effect of advertisements on consumer buying decisions.
- Determine the impact of emotional response on consumer buying behavior.

1.5 Study Hypothesis

H1: There is a significant positive relationship between the purchasing behavior of consumers and the necessity dimension.

H2: There is a significant positive relationship between the purchasing behavior of consumers and the pleasure dimension.

H3: There is a significant positive relationship between the purchasing behavior of consumers and the dominance dimension.

H4: There is a significant positive relationship between the purchasing behavior of consumers and the brand recall dimension.

H5: There is a significant positive relationship between the purchasing behavior of consumers and the simulation dimension

H6: There is a significant cause and positive effect relationship between the purchasing behavior of consumers and the necessity dimension.

H7: There is a significant cause and positive effect relationship between the purchasing behavior of consumers and the pleasure dimension.

H8: There is a significant cause and positive effect relationship between the purchasing behavior of consumers and the dominance dimension.

H9: There is a significant cause and positive effect relationship between the purchasing behavior of consumers and the brand recall dimension.

H10: There is a significant cause and positive effect relationship between the purchasing behavior of consumers and the simulation dimension.

1.6 Study Limitations

This study has some limitations and we can divide these limitations into three categories which are -Place limitations: The boundaries of the place included

the administrations and employees of Palestinian commercial banks, which are the Bank of Palestine and the Palestinian Islamic Bank and Human limitations: The higher management and employees in general and the employees responsible for marketing and advertising management in Palestinian commercial banks and -Time limitation: The period of time required to complete the study in 2021, in addition to the limitations of the study, was the failure of the top management of some banks in Palestine, such as the Arab Bank and the Investment Bank, to fill in the study questionnaire by their employees for reasons related to the bank's policy and instructions and some strict laws regarding dealing with any external party .

1.7 Conceptual and Operational Definitions

Advertising effects use all kinds and forms of advertisements in order to communicate the image of the product or service and its specifications to the consumer in the clearest and most beautiful way possible, and for the purposes of the current study that I am doing, it is defined as a form of communication paid by the indirect sponsor and used to inform people about a product, service, or a paid thought, and it includes Advertising means of communication directed at a group of individuals, usually at the same time, such as television, newspaper (Attaran et al., 2015).

Consumer behavior is defined as the behavior that consumers exhibit in the search for, purchase, use, evaluation and disposal of the products and services that they expect and satisfy their needs. Consumer behavior focuses on how individuals make decisions to spend the available resources such as time, effort and money on the items related to consumption. Which includes what they buy, when to buy, why they buy, where to buy, how often they buy, how often they use it, how they evaluate post-purchase and their use and the impact of evaluations about the future purchase and how to dispose of it (Karczewska, 2010).

2. LITERATURE REVIEW

2.1 The Concept of The Advertising and Its Historical Development

Advertising is one of the media activities that are indispensable for economic activities such as industry, trade, services, and other economic activities, as well as for non-profit charitable institutions and organizations. Advertising works without announcing their efforts will not receive the societal support and financial funding necessary for the continuation of their work and the fulfillment of their mission. It is one of the primary means of communication to promote goods or services through oral, written, visual, fixed, or mobile advertising media. It aims to convey the influence through an advertising message from the advertiser to the consumer to raise his motivation to buy a product or use a service that is part of the activity. A multi-element promotion it's known that advertisements often excel because of their advantages over the elements of the marketing mix because the special nature of advertising achieves this supremacy and is unlike personal selling where widespread communication can be achieved in a very limited time (Trehan & Trehan, 2007).

Maker marks on high-value commodities such as precious metals, as well as examiners by governments to administer the system and ensure product quality, date back to around 1300 BC in India. They remained in ancient cities and towns where the majority of citizens were illiterate, where business owners began to hire the general public. At the time, street vendors developed a system of street callers to promote their goods and services, as well as to advertise public events. (Independently developed retail signage and promotional billboards appeared in the East and West, while the ancient Egyptians were known to have used signage on storefronts and Romans wrote advertisements on papyrus to promote theatr.

The history of advertising dates back to ancient civilizations, where advertising became a major force in capitalist economies in the mid-nineteenth

century and relied mainly on newspapers and magazines. In the 20th century, it grew rapidly with new technologies such as direct mail, radio, television, the Internet, and mobile devices. Averaged 2.2% of GDP contributed by Between 1919 and 2007, advertisements were widely used in the United States. Advertisements were popular in ancient Greece and Rome, and were written on papyrus. (Liu & Le, 2013).

In the Middle Ages, billboards applied to pubs continued in use in Britain until current times, demonstrating China's long history of retail signage systems and the usage of billboards spread to other sorts of business enterprises. With the introduction of newspapers and magazines in the 16th and 17th centuries, modern advertising began to take shape over much of Europe (Montenegro, 2017). The first weekly magazine emerged in Venice in the early sixteenth century, and the notion of weekly publishing spread from there to Italy, Germany, and the Netherlands. The first weekly newspapers came to Britain in the 1820s, as it was the country's first daily newspaper. The Daily Courant, which was published from 1702 until 1735, carried advertising to cover the costs of printing and distribution. (Manton, 2008).

Papyrus was employed by the Egyptians to create sales letters and wall stickers, which were discovered in a number of places., commercial and political displays (from the eleventh to seventh centuries BC) were in the form of handwritten banners (Wengrow, 2008). In Europe when cities and towns in the Middle Ages are begun to grow and the common people could not read instead of written signs bearing the name of a cobbler, a tailor, or a blacksmith were used with an image related to their trade such as; a shoe or a suit, or even a delicate bag. (Wengrow, 2008). Whereas numbers were trademarks (moon, stars, etc.) during the pre-print period (before the fourteenth century), manufacturers began linking basic stone seals with items that were occasionally mutant clay seals with extraordinary designs, frequently tied to the product's identification, some 4,000 years ago.

In mid the nineteenth century Emile de Girardin, editor of the Parisian newspaper *La Brès*, was the first to rely on paid advertising to increase his profits and broaden his readership, soon his method was imitated by all companies. The early print advertising was mostly used to sell books and

newspapers, which grew more accessible as print journalism progressed, and the quest for cures became more widespread after contemporary people rejected traditional treatments, false propaganda, and the rise of magic (Thogmartin, 1998). Brand names, wide commercials, and market segmentation by category were among the century's developments for the leader in British advertising. Advertisements aimed at middle-class males who believe "smoking not only prevent sickness but also protects the lungs." The strong and heavy taste of the laborers, soldiers, and sailors persisted, but the "pleasant scent" became part of the upper-class trend, with an attractive box and advertisements proving that smoking was a normal part of English life. To hypothesize about what was going on, pressure methods were deployed. (Thogmartin, 1998)

2.2 Types and Means of Advertising

Advertising is characterized by many types, and each type has its characteristics and advantages. The most important types of advertising are (a) National advertisement it can be defined as any advertisement issued by a producer who produces a good for him. (b) Retail advertising aims to attract the consumer to buy from a particular store, regardless of the brand. (c) Commercial and national advertising differ from retail advertising **in five basic aspects:**

- **Market area:** the area that is generally covered by everyone, retailers operate in a market that is smaller in terms of geographical size compared to the nationally advertised product.
- **Relationship with the consumer:** the distributor in a small market is closer to the consumer, so it is his advertisement, it is more in line with consumer preference for the message of the national advertiser.
- **Expected response:** The advertising distributor expects a direct and immediate response from consumers in his area.
- **Focusing on price in advertising:** Usually, the distributor focuses on the price aspects of advertisements and the local advertiser does not focus on these aspects as prices can vary from one region to another in the same market (Sandig, Fryburger, Rotzoll,1989).

- **Local advertising:** When examining the advertisements that are published in the local advertising media, we find many of them, institutions, and companies that are not specialized in retail use these means to advertise their activities such as; banks that advertise their activities and services.
- **Cooperative Advertising:** Some producers are concerned with the advertising efforts of their distributors, in this case, the national advertiser does not want the consumer to have trouble figuring out which stores to advertise (Sandig, Fryburger, Rotzoll,1989).
- **Optional advertising:** It is the method that advertisers use to influence the consumer to choose the brand of a specific product or not, this type is used after making sure that individuals accept the concept of using the products.

As for the advertising means, they are multiple and classified into several types, including readable ones, such as newspapers, magazines, posters, mail, brochures, and applications. and audio media such as radio, telephone, lectures, public speaking and seminars. and visual advertising media such as painting, displaying windows and houses (Silverman, 2011).

Visual and audio advertising media such as television, theatre, mobile phones and the Internet. The advertising medium is the process that is not complete without transmitting the information contained in the advertising message to the target audience through a means known as the advertising medium, which is a channel or tool through which the advertisement is carried out. Advertising is a convenient alternative to communicate with large numbers of consumers.

The five types of advertising mediums used to communicate information from the advertiser to the customer are separated into five categories, with the newspaper being the most essential.

Newspapers are considered one of the most important media outlets that deal with commercial advertising, it has advantages that are not available to it in other media, among the most important of these features the speed of publishing the advertisement because it is issued every day, newspapers are media outlets that reach all social, cultural and economic groups. The possibility of publishing

the advertisement several times, because the daily newspapers are published every day. Ease of dealing with the publishing process in it from a technical and directional point of view so that the advertiser can request the publication of the advertisement, cancellation, change, or amendment by the easiest means of communication using the telephone or email. Its relatively low cost as newspapers is among the cheapest means of advertising (Krugman, 2003).

Despite these advantages, the matter is not without some flaws the most important of which are the advertisement was short-lived in the newspaper, it does not last for more than a day or a week at the maximum, too many advertisements in the newspaper lead to confusion in the reader and his inability to focus on a specific advertisement alone. The nature of contemporary life makes the style of accelerated reading the prevailing pattern in the newspaper and thus the chances of the reader in seeing the advertisement and being interested in reading it decreases (Krugman, 2003).

Another form is the magazine, which can be any sort of publication. Magazines can be utilized as a mode of transportation. The magazine advertisement's duration is related to the magazine's lifespan and spacing of publication periods. The advertisement published in the magazine raised a page due to its almost only presence that makes its chances of attracting the reader's attention great. The chances of seeing the advertisement published in the magazine by the largest possible number of readers are great because the magazine is not only read by its buyers it is read by a number of those around it. Despite these advantages enjoyed by advertising in magazines this type of advertisement is not without some disadvantages also the magazine is more expensive compared to the daily newspaper, even the magazine is not fit to publish the urgent advertisement because preparing and publishing the newspaper takes short time (Zela Axhami, 2017).

The third classification is billboards on the side of the road, at marketplaces, public squares, shops, doors, and buildings are some of the ways that advertisers communicate with their customers. There are various advantages to advertising in this format.

The ability to control the advertiser in terms of size, shape, and colors, ascribes it to a short advertising message, the possibility of restricting it to a

specific area according to the advertiser's need and budget, despite these advantages, the application is not without some defects including billboards are constantly in need of maintenance due to weather factors. The advertising message contained in these panels and banners is to communicate with the merge damage, except for those who can read and write, these billboards can only be seen by those in their area (Miller, 2010).

The fourth type is means of transportation buses, trains, taxis, and other means of passenger transportation are used as a means of transmitting information from the advertiser to the consumer. Advertising through these means has several advantages including; accompanying it to the target audience throughout the movement period on the bus, train, or any other means of transportation, which leads to the unification of the advertising message in the minds of passengers with the information it contains about the commodity and the trademark, its low price compared to other advertising media its clarity and ease of reading by the target audience who can read and write (Winston Network, 2005). Despite these advantages, this type of advertisement is not valid in most cases except for showing little information about the advertised good or service.

The fifth type is mail in which the advertiser can communicate with his target customers through the mail by sending advertising flyers in the form of letters, brochures, cards, etc. to them. This type of advertisement is quickly measuring its results because the advertiser knows which customers he contacted by mail, who responded to them, and who did not respond. The flexibility of this type of advertisement is because the advertiser can choose the words and information that suit the addressee, despite these advantages this type of advertisement is not valid for goods with dense national distribution (Vahlne & Johanson, 2017).

Another is audiovisual media, which is radio. Radio is one of the media that deals with commercial advertising more. It might be a direct communication or a dialogue between two or more people, or it could be a radio show with various sound effects to prepare the minds of the audience of listeners to receive the advertising message and provide appropriate psychological information to accept the idea Radio ads have some advantages these are; the possibility of reaching the advertising message to the largest possible number of consumers

due to the widespread of the radio and the ease with which the radio is available in different places for consumers whether in the home, car or workplace. The possibility of re-broadcasting the advertisement several times a day has a low price compared to the price of television and the ease of technical interaction with him compared to advertising on television. In addition to the ability to address those who have lost the grace of sight. Despite the advantages of this advertising medium, it is not without some defects including; quickly forgetting the listener advertising on the radio because the listener cannot keep the advertiser's message in the way that he can keep the advertiser's message published in the newspaper for example; The role of the radio advertisement is limited to oral descriptions of the commodity due to the advertiser's inability to support his advertisement with pictures and drawings that are sometimes necessary.

Another medium is visual media, the most prominent of which is television, which is one of the most significant ways of advertising at the moment due to the benefits that advertising provides, such as the ability to reach vast numbers of customers from all social, cultural, economic, and age groups. Levels because TV viewing opportunities are available to all consumers who are interested in the good through which the advertiser gives access to all consumers they want to contact. Treating the consumer's sense of hearing and vision, because television advertising combines the visual and auditory dimension and links the word, image, movement, sound and color, which enables it to influence the consumer easily. (Cathelat, 2005; Maroun, 2017).

The possibility of re-broadcasting the advertisement more than once in one program drives the viewer to pay attention to it. Television advertising allows displaying the commodity according to its nature in terms of shape, color and appearance as if it was originally in the place of display and informing the consumer of how to use it with high efficiency and thus achieve the desire to own it (Cathelat, 2005; Maron, 2017). Despite these advantages, it is not without some drawbacks including the cost of TV advertising is so high that it is out of the reach of a small advertiser, TV advertising is difficult to follow due to its speed, unlike print advertising which can be read and saved.

The adverse psychological effects that result from repeatedly broadcasting the advertisement on the psyche of viewers create a kind of boredom and then lead to reluctance to accept the good or service (Cathelat, 2005; Marone, 2017). Another tool is Cinema which is one of the tools of media that deals with commercial advertisements, advertising is characterized by several advantages including the ability to influence the audience because cinema uses sound and image, which helps to attract audience attention and consolidate the advertising message in their minds. The possibility of re-broadcasting the advertisement to the same audience helps to consolidate the advertising message (Oliver, 2014).

Another advertising strategy that is utilized to send information from the marketer to the consumer is the Internet. Because of the vast number of users on this network, this sort of advertisement has a lot of advantages, including the potential to reach a big number of customers. The ability to use the image element and written text in online advertising makes the display and promotion of products exciting and attractive to the consumer. Reaching out to a certain category of information seekers who intentionally wanted to obtain it via the internet means that the advertisement is done voluntarily and not by choice hence its effect on the recipient. The speed of attracting information by individuals through simple clicks of the "mouse" allows quick access to the vast amounts of information contained in the ads displayed on the Internet which calls for advertisers to pay close attention to the information received. In their advertisements so that individuals do not pass it by without arousing curiosity whether the ordinary contains anything new or not (Laurie, Mortimer & Beard, 2017).

Regarding the basis for choosing the advertising medium, the advertising media are many and varied & each advertising medium has distinct characteristics that may fit first with the type of advertising message and the type of target. Therefore, the decision to choose the advertising medium is considered one of the most accurate decisions related to the advertising process for several reasons including the effective design of the advertising message may become useless if an advertising medium that doesn't suit it is chosen which prevents it from reaching the target audience. The success of the advertisement in achieving its objectives depends mainly on choosing the

advertising medium that is distinguished by its ability to reach the largest possible number of the target audience. Therefore, choosing an inappropriate advertising medium may result in your target audience not being directly exposed (Zela Axhami, 2017).

2.3 Scientific of Foundations and Technical Aspects the Advertisement

The success of the advertisement depends to a large extent on the size and strength of its impact on the target audience to reach the desired effect requires many technical processes and innovative and cultural aspects. In this aspect the focus will be on the strategy of the innovative advertising message, preparing and editing the advertising message to explain the main idea of the advertisement or what it wants to communicate for the target audience.

The possibility of a good or service is a message structure that has a body that is based on a set of main components of the message and contains main elements after presentation that are divided into a headline that includes a promise to the consumer of a certain benefit and a subheading whose task is to find a link with the headline and the text of the advertisement (Kazim, 2021). Moreover, it should be brief and attractive so that it can attract the attention of the target audience, be honest and accurate in the choice of words and their meaning so that they can express the truth about the characteristics in the commodity until it is clear and easy to understand so that it is within the limits of knowledge and culture the target audience. The text (the content of the message) should contain detailed information about the commodity and its characteristics and include an explanation of the benefits to its users. Evidence and evidence, by which you mean the evidence that indicates the characteristics of the advertised commodity, pictures and drawings, are issued among the most important proofs and evidence and take many forms (Kalugina, 2014).

The advantage of the commodity itself is a presentation of the commodity test, the test of the warranty certificates of the commodity for a specified period or for a specified period of operation, such as companies that guarantee the vehicle not a mileage of 100,000 km. Termination is a call to take a certain behavior towards the advertised good or service from its distributors in the governorates or request it from all grocery stores. Innovation and advertising

message editing generally involves trying to present new ideas and translate them into works that involve creativity. Therefore, the editor or writer of the advertising message must work under a specific goal of achieving advertising goals, and this is evident in the use of images, graphics, sound and musical logos (Orazbekova, et al., 2021).). The message editor relies on building and formulating advertising ideas on several approaches, the most important of which are described under (Filopoulos, et al., 2016).

Based on (Vichiato, et al., 2014) the methods used to produce advertising using images and graphics in advertising is one of the essential elements in attracting the attention of the target audience and arousing interest, especially with the great progress that has been made through printing and publishing houses from shops and newspapers and the increasing role television advertising achieves many advertising goals.

For example, displaying a refrigerator in the corner of a modern kitchen in an advertisement leads to the desired result of convincing the housewife that such a refrigerator is a household necessity, and this depiction is more effective than words. Attracting the attention of a specific audience for advertising, the use of images may aim to attract the attention of the vast majority of the audience to the advertised good and may aim to attract the small majority or focus on attracting a special quality of the audience, for example in advertising for car tires, so the advertiser wants to attract Attention to car owners only because they are potential readers or bystanders, then uses images of interest to drivers and passengers. Increasing the reader's interest in what the advertisement contains by placing images and graphics is the beginning of the reader's response to the advertisement, as it urges him to read the main title, sub-headings and the text of the advertisement so that the image raises the reader's interest in trying to discover. Item details related to the image. (Ojha, 2015).

Colors play an important role and have a great impact in attracting attention and arousing interest because they highlight the true characteristics of products and landscapes, and many experts in the field of color have said that color in advertising is an additional language that the advertiser directs to the audience. consumer. It is necessary to choose the appropriate color when designing the advertising message, as colors are associated with certain feelings of customers,

and the meanings of these colors vary according to society. In general, some researchers and specialists and according to (Ojha, 2015) in this field mentioned the different concepts that refer to each color as follows.

White color indicates survival, neutrality and peace. Black indicates strength and frustration. Red indicates movement, danger, anger, loyalty, strength, and life. Green indicates nature and youth. Blue indicates depth, purity, coolness and formality. Yellow indicates cheerfulness, hatred and dishonesty. Orange indicates attention, movement and taste. Silver and gold color indicates luxury, wealth and affluence. Purple indicates remorse, despair and dignity. On the other hand, the contrast in colors should be used, such as using white with black, and natural colors should be used to show the products in their true forms, as is the case when painting soft drink bottles with their natural colors (Andari, 1975).

In conclusion, it can be said that these answers help to start generating ideas for the advertising campaign to choose the appropriate idea around which the basic design of the advertisement revolves. If these stages are completed, the initial design of the advertisement begins and then the designs are reviewed. To know its condition in light of the initial design and then the processes of fulfilling other technical aspects to prepare the final draft of the advertisement to follow up and finally all procedures are discussed with the advertiser on a permanent basis for the purpose of signing a contract between the institution and the advertising agency executing the advertisement program.

2.4 The Importance of Advertising In The Development of Production

Direction

In a business environment, advertising is of great importance, as it is one of the main media strategies that different companies use to interact with their target audience and customers. The goal of advertisements for a product or service is to raise awareness among the target demographic. as this is the focus of the marketers' attention. (Rehman, et al, 2014).

Advertising plays a major role in launching and developing products as it has now become a necessity for every individual in daily life whether he is a

manufacturer, merchant, or consumer. How do you sell, without advertising, an interesting product that can solve problems? Where the customer will find the product he wants with less effort through advertising because it gives him all the details about the product and in this way the consumer will determine the right product for him by comparing it with other products in terms of price and quality and meeting the need in terms of its importance to sellers and manufacturers of products, it contributes to increasing sales and developing production In the right direction to the consumer and monitor the progress of their competitors. The credibility of the company is indirectly in front of it when the advertising of the product or service, in general, is identical to what it is in reality when the product is purchased and tried.

With the great importance it attaches to marketing in practical application as a major determinant of the success of global institutions in many advanced industrial countries and despite the awareness of many managers of the importance of the role of marketing in achieving the goals of the organization, the concept, and dimensions of this activity are still not clear to individuals and organizations, where the concept of marketing is still restricted to these people is limited to selling and promoting or any other business related to the business activity of the organization. Accordingly, there is a challenge in many departments of these organizations whose names do not express the concept and the true activities of marketing. Some organizations call these departments by the name commercial department and sales departments, but sometimes we may find some organizations that include marketing activity under another department such as service department or operations department. Many definitions of marketing have been mentioned including it is "the skill of choosing and meeting the desires of the consumer to maximize the profit return of the project." It is also defined as all activities designed to create and facilitate any reciprocal processes aimed at satisfying human needs and desires.

(Pride and Freel) believe that such definitions and other definitions of marketing may be accepted by some academics and practitioners, but they believe that these definitions contain some shortcomings in their opinion due to one or more of the following reasons, some of these definitions specify that marketing is related to business organizations although marketing takes place

even in non-profit organizations and in service organizations and government institutions. These and other definitions are so general that it is difficult to define the scope of marketing. None of these definitions states that marketing decisions and their various activities take place in a changing environment. In light of this, they formulated the following definition of marketing: "Marketing consists of the various activities of individuals and organizations that facilitate and accelerate the satisfaction of exchange relationships in a dynamic surrounding environment by providing, distributing, promoting and pricing goods, services and ideas." Among the important and broad definitions are Kotler's definition of marketing, which he defines as "human activity directed at the satisfaction of needs and desires through the processes of exchange" The development marketing concept has passed practically (Kotler, 1986). since the end of the Second World War through different stages in terms of the characteristics, specifications, and requirements associated with each stage and in general differently the points that distinguished the marketing concept can be summarized as follows:

Production directing: This trend prevailed during and immediately after World War II and is based on the production of the largest possible quantity of goods required by consumers and? this trend was and still is justified in the region because what was being produced was required in parallel with the consumers in the market, as well as the interest of the producers within this approach the focus was on meeting what was actually required of consumers without giving a major role to the issue of pricing this trend did not register problems in distribution because the demand is often large (Miller and Layton, 2001). The Industrial Revolution where most of the commodities were in severe shortage due to the Second World War to the extent that companies can sell everything they manufacture and thus they do not need to consult with consumers about designing and producing their products but this focused on the product rather than the consumers by the producers led to the marketing short-sightedness (Levitt, 1960).

Selling trend: This trend is based on selling what was produced based on the decision of the central administration and in light of this trend has been focusing on the distribution component by expanding the various distribution

networks with intense promotion by allocating larger sums to spend on various means of promotion and using the various available means and establishing a single responsible department. The product of the company is sold while the rest of the company can be left to focus on producing goods, this trend began to be in control around the year 1930 and remained in widespread use around the year 1950 (Perreault & McCarthy, 1999). The theory on sales instead of satisfying consumers led to the emergence of a problem or challenge for the producing companies which is that when communicating with customers in order to buy a specific product they want they may communicate negatively with other consumers who have bought the same product which may lead to an impact on sales and reduce them (Schiffman & Kanuk, 2007).

Consumer orientation: This trend focuses on marketing that aims to satisfy the desires according to the tastes and capabilities of the target consumers not on selling what has been produced but on producing what can be marketed. This approach is based on the assumption that it is necessary to first identify the needs and desires of consumers then produce an accompanying commodity or service marketing mix that corresponds to those needs and desires and expectations that are evaluated based on marketing studies and research on a regular and periodic basis for various environmental developments and based on this trend. For the first time, the important role of the marketing manager has emerged in contemporary organizations in the issues of planning, organizing, and following up the various activities aimed at producing goods and brands desired and accepted by different consumer groups.

The Social orientation of marketing and social marketing: They are two different terms, but they should not be viewed as separate as there must be a complementary commercial practice when adopting any marketing philosophy, and therefore companies must take the interest of society into consideration because it is the key of the organization to success in every work. The concept of the social orientation of marketing sheds light on the social responsibilities of marketing as organizations in meeting consumer desires led to the emergence of goods, services, and ideas that harm society and the environment and contradict a lot of social and economic controls and traditions, customs and? patterns. This prompted some governments and organizations to demand a kind of balance

between the interest of society and the needs and desires of consumers. As for the term social marketing, its beginning was in the seventies, and it assumes that there is a conflict between the desires of the consumer in the short term and the interest of society in the long term. To design, implement and monitor programs aimed at increasing the level of acceptance of a particular social idea or practice by a certain group of people is also an attempt to encourage people in general to do something beneficial to themselves and others. In short social marketing is nothing but the marketing of social behaviors by anybody or an organization and having any target group of people. "In this fourth stage of marketing development started institutions are concerned with what requires their social responsibility towards the consumer and this stage also represented an expansion of store marketing around the traditional commercial framework to non-profit areas, including social marketing (Kotler & Armstrong, 2008).

2.5 Advertising Goals

If the advertisement is advertising, then its goal is to inform the market about a new product and provide the necessary explanations to facilitate for the consumer. If the advertisement is persuasive, then the goal is to build the details of the category as the institution encourages its own class to distinguish it from others. If the advertisement is a reminder, then the goal is to remind the existence of a product in the market and determine the extent of its need in the future (Dutka & Colley, 1995).

Business objectives are represented in spending production by providing purchasing opportunities and expanding the product circle. Support and enhance the competitiveness of brokers encouraging workers to their efforts and raising their morale. Psychological goals represented the tendencies and trends of current and future individuals by giving information and highlighting advantages, changing customer preferences for the public, and working on changing consumers' desires after purchasing. The specific objectives of the institution are acquiring new clients and building a clear image of the organization, facilitating the seller process, overcoming the seasonality of demand. Consumer Goals facilitate the task of choosing between products,

determining when and where the product will be available, Consumers' awareness about usage, and increasing their skills (Dutka & Colley, 1995).

2.6 Consumer Buying Behavior

“(Suresh, 2018) identifies the characteristics of utilitarian and hedonistic shoppers and provides insights into the characteristics and behavior of utilitarian and hedonistic customers in a variety of industries, including organized clothing and sports, jewelry and book sales and retail formats for fast-moving consumer goods (FMCG). (Ebster and Garaus, 2017) asserted that visual merchandising is the art and science of creating the most visually appealing presentation of products, emphasizing communication with customers through images and presentations and that visual merchandising is an instrument for transmitting a message about products to buyers, using a variety of visual styles, subjects, and visual goods. According to (Stem & Piron, 2016), individuals who see a product and realize that they suddenly require it can purchase the item. When customers contact a product in this fashion as purchasing behavior, they receive a reminder purchase urge that is quite comparable to the reminder that they purchased the product previously. Customer buying of suggestions differs from other behaviors of customer behavior in that customers who do not have prior knowledge of the items and who suddenly see a need for the product while viewing it are more likely to purchase. When it comes to purchasing, (Baumeister and Stillman, 2016) emphasize the complexity of the buying environment, which necessitates several competencies, such as making rational decisions that reflect the most excellent value for money and exercising self-control when making decisions purchases. Customers are using detailed product information to guide their purchases, and the vast majority of consumers are buying products entirely based on the product's tag price and tag size, it is also said in the report. Following (Hheron and Terblanche, 2015), buyer-seller interactions impact consumer orientation toward a product in a way that is beneficial to the product in question. In this industry, research has revealed a positive association between customer happiness and profitability. Customer satisfaction also influences a company's equity revenues, which are derived from its stock

market value. Consumer satisfaction with marketing campaigns can be measured in terms of their influence and variety.

According to the findings for customers, these components have an impact on the long-term performance of the company's operations. Based on the research of (Nelson & Ellison, 2014), a two-echelon supply chain comprises one manufacturer and two retailers that can control not just wholesale and retail pricing but also the timing of those prices. Analyzing a dynamic game with discrete periods offers two critical insights that can be utilized to aid in the decision-making process during operational operations.”

“First and foremost, the producer must establish wholesale rates for products offered to a variety of merchants simultaneously as they are produced. Second, unlike producers, who can set their retail prices all at the same time, retailers must sequentially establish their retail prices at separate times, requiring them to stagger the time at which they set their retail prices, as shown in the following chart. According to (Empson, 2014), a considerable amount of spending power and a quarter of the U.K.'s population are currently being generated. A total of 40 percent of all U.S. customers will be formed by 2020, according to the United Nations. According to projections, retail marketing approaches will have a considerable impact from a technology and product-specific perspective. In the study consumer expectations and the desire to match those expectations serve as the foundation for all conventional and current marketing efforts. Several recent research on the diffusion of technology has examined the impact of contemporary technologies on in-store consumer behavior. The findings indicate that the Technology Acceptance Model has been thoroughly investigated, with particular attention paid to its ease of use, utility, and behavior as drivers of new technology adoption. It has been further broadened to include additional constructions such as risk avoidance and confidence. According to Barthel and Hudson (2012), another important driver in the retail business is the increased demand for a seamless experience across several platforms, including the Internet, mobile devices, and in-store buying. A great customer experience is one of the most crucial retail industry goals, whether in a physical store or on the Internet. (Podoshen & Andrzejewski, 2012)

discovered that consumers' long-term survivability in a secular society could be demonstrated.

Traditional consumer behavior has been impacted by advertising, and advertising efficiency has been proven in several studies (Ajzen, 2012). Product advertisements significantly impact consumer purchase behavior when it comes to skincare products (Rasool et al., 2012). Consumer decisions are influenced by their emotions in response to the behavior of a product advertisement. Advertising, on the other hand, can sometimes overstate and promise the benefits and advantages of a product in such a subtle manner that customers are subconsciously persuaded by their remarks. It psychologically compels the consumer to be persuaded, ultimately leading in the purchase of the marketed items by the corporation, as described above (Simons et al., 2017). Cosmetics and skincare goods are also covered in this category.

(Hayder, 2017). In this industry, which is dominated by female consumers, there is a large amount of competition. Consumers have the ability to influence the market, and marketers focus on a range of aspects in order to gain more customers. Customers' buying habits, inclinations, and dislikes are essential considerations when developing a product or service. The overall quality and visible outcomes of people's skin are greatly influenced by the products and services offered by various skincare companies (Akhtar et al., 2016). When a product or service is unavailable, they have an emotional relationship with the brand and are prepared to wait for the product to become available. Following effective advertising by some skincare companies to attract and keep customers, consumers have developed a different buying behavior.

2.7 Models of Consumer Behavior Interpretation

Consumer behavior is the cornerstone of the marketing process and to understand their behavior we must know everything related to this behavior as an integrated structure for information and it will try in this axis to define what consumer behavior is by addressing. Firstly, the concept of behavior and consumer behavior so that behavior is defined as “A set of integrated behaviors and attempts on the part of the individual to bring about a situation and change from one case to another thus enabling consumers to make purchase decisions

use the commodity and dispose of it after achieving the saturation percentage that he was looking for (Ossorio, 2006).

"A person who buys or can buy things and services provided for sale with the goal of fulfilling personal desires, needs, emotional, mental, and behavioral reactions" is how the consumer is defined. Also, " he is a person who seeks to satisfy his various needs through the purchase of goods which removes or reduces during the process of self-gratification of the utility of these commodities whether tangible or intangible (Ryoo & Sung, 2014).

Consumer behavior is a human behavior that must be behind a motive or cause, human behavior is rarely the result of one motive or cause because in most cases it is the result of several motives and causes that contradict each other. These characteristics that consumer behavior is part of human behavior, it can be said that marketing studies human behavior related to purchasing or consumption processes or both as well as all direct and indirect behaviors related to these two processes. Models that illustrate consumer behavior are divided into Traditional Models Illustrating Consumer Behavior those are also called micro-models and they are an imitation or simulation of the phenomenon in question that is the number of components of the phenomenon and the nature of the relationships between them is what explains the observed behavior and predicts the possibility of its occurrence. These forms are divided into the economic model, Economists are considered the first to attempt to study and analyze consumer behavior and determine the influencing factors, the consumer is fully aware of his needs and all the products offered in the market, that the consumer makes his decisions to maximize his benefit (directing consumer purchases) and this is restricted. According to these assumptions, the consumer in making his buying decisions will take these assumptions into account which are mainly based on logical reasoning. (Loudon & Della Bitta, 1993). However, the economic model suffers from several problems the most important of which are neglecting the psychological and social aspects in explaining consumer behavior and buying behavior, it ignores the consumer's psychological and social conditions. In fact, the consumer does not necessarily follow or apply the principles and rules advocated by economists when purchasing many

commodities as in the case of soft commodities while we find him doing so when they are durable and costly goods (Loudon & Della Bitta, 1993).

Economists have not been concerned with how to measure or determine consumer preference for a long time that depends on several factors including the sufficiency of the information available to them, freedom of choice, and differences in assessing the benefits are the same, which remain questionable. Based on reality, models are divided into Pavlov Education Model in that Pavlov concluded from his experiences that education is largely a process of conditional attachment & risk and that a large part of behavior is adapted in this way this model has been developed and updated through continuous research and various phenomena such as education, forgetfulness and the ability to excel until the model crystallizes. This model contains four basic components: motivation, mood, response, and reinforcement.

This model does not claim to present a complete concept of behavior, as there are concepts such as perception of the unconscious and the effect of interaction between individuals which have not been adequately addressed special aspects such as the importance of repetition of the advertisement to support the response and fight forgetfulness and the importance of its participation. The content of the advertising message depends on the strongest drivers associated with the characteristics of the advertised good or service and the model also helps define the main steps of the advertising strategy (Kotler, 2003).

Freud's Psychological Model:

It seems that the interpretation of human behavior depends on the psychological approach and it depends on the sexual aspect to justify the behavior since the birth of the child through its various stages of development, despite the one-sided view in this model it is also one of the most common opinions that explain consumer behavior in this aspect, it is not possible to explain consumer behavior that is part of human behavior from a psychological point of view only but other aspects help and contribute to explaining consumer behavior, including environmental and circumstantial factors that interact with each other and lead to the behavior.

- **The Social Model of "VEBLEN":**

Thorsten Veblen (1857-1929 Veblen Thorsten) in turn takes into account the social environment of an individual and the extent to which the group he belongs influences his behavior as well as the civilizational developments that a society can know, and which could be so affected by the behavior of individuals (Kotler, 1967).

- **ADIA Model:**

Where the stages of consumer response consist of the point of view of this model consist of awareness stage, interest stage, decision-making stage (determination) or desire to obtain a commodity or service, and the stage of representation or implementation (Wijaya, 2015).

- **AIETA Model:**

This form is called (New Products Acceptance Form), Acceptance of new products at the level of the market as a whole can be expressed using equilibrium distribution whereby consumers are divided into five groups distributed based on the degree of response to marketing efforts.

- **Trademark Purchase Form:**

In this model there are two main things to note, each of which has a tangible effect on the buying decision, the first is the availability of information to the consumer and its relationship to how simple or difficult it is to purchase or the consumer's problem in making a purchase decision and the second thing is the life cycle of the commodity itself, as there is an integrative relationship between the information that the consumer requires and the life cycle of the product (Loudon & Della Bitta, 1993).

- **Black Box Model:**

It is considered one of the most prominent contemporary models in consumer behavior, where adjustments and interpretations of its variables have been made and it is the most acceptable model for explaining consumer behavior based on the presence of marketing incentives in line with his social, environmental & ethical behavior (McFadden, Machina & Baron, 1999).

- **The Final Form:**

The final model illustrates how decisions are made in different situations except that the decision-making process differs from region to region and from country to country due to different incentives, perceptions, experiences, reference groups, and lifestyles associated with social communication, and cultural affiliation this is what one study showed in how the decision to purchase durable goods was made in five countries (Venezuela, the United States, France, the Netherlands, and Gabon) and concluded that the Gabonese consumer contributes significantly to the decision to purchase goods compared to his American or Venezuelan counterpart, this is based on customs, traditions, values, and culture as well as class influence.

- **A Form for Determining the Needs of the Customer or Consumer:**

It appears through the model that demonstrates customer needs by studying needs to achieve the goal of finding new markets and to reach this goal, customers' culture and purchasing behavior must be carefully studied through the research and marketing studies that you carry out as well as trying to control their desires and fulfill their preferences. Researchers in this field have accurate information to build product designs or types of services that suit the needs and desires of customers to attract potential customers and thus open new markets (Berkman, Bradbury & Magan 1997).

- **Comprehensive Models:**

These models differ in their importance and the extent to which they influence consumer behavior, but most of these models find that the consumer is an individual who studies and analyzes information and searches for appropriate solutions in order to make a purchase decision, here it's explained that briefly as follows:

Nicosia Model: The model was introduced by NICOSIA FRANCESCO (1966)? and it was inspired by a computer program, which included many recent trends of studying consumer behavior and was based on the results of many studies and research (Nicosia, 1966).

Engel's Model: According to this model, consumer behavior is based on three measures; Knowledge, the determination of a need depends on the consumer's perception of the stimulus. Defining the problem to achieve the required balance by satisfying needs and finally Purchase Result is evaluation of the purchase decision leads to an upcoming behavior because the past behavior will greatly influence the future behavior of the individual. In Engel's view, there are three options for the consumer to either accept, discontinue or continue, to search for additional information about the problem then evaluate these solutions and after an evaluation, he must either accept or stop or make a purchase decision, after making the purchase decision and using the product or service he will decide either to continue making the same decision or to return to search for information and analysis (Nieschlag, Dichtl & Hörschgen, 1985).

Howard and Sheth's model: This model was first known in 1966 and then several modifications were made to it until it reached its final form in 1977 as this model addressed a set of points indicating that the consumer follows a rational context.

The variables represent the internal process that the buyer follows (Nieschlag, Dichtl & Hörschgen, 1985). As a result, both the Micro and Compact models suggest that each group has advantages. The first group is characterized by its focus on limited factors and its link to consumer behavior and neglect of a wide range of other factors and this is what makes it unable to comprehensively explain consumer behavior, while the second group that represents comprehensive models takes into account the various factors that affect consumer behavior in designing models, therefore, more useful. The different consumer behaviors around the world cannot be explained in the same way because consumer behavior in one country differs from it in another country as a result of different cultures, traditions, and environment which makes most of the old, as consumer behavior is characterized by continuous change.

2.8 Studies Factors Affecting Consumer Behavior

There are many theories and models that dealt with consumer behavior to identify the factors that drive him to this behavior and one of the most important theories that have been exposed to consumer behavior is the behavioral theory,

which confirms that consumer behavior is according to the structure that depends on his study of a group of influences Internal and external. Internal factors that affect consumer behavior are classified by some writers play an important and interactive role in determining the final behavior of the consumer towards the purchasing behavior of goods and services, since these factors are internal, they cannot be observed directly, but its indirect effect must be inferred from what individuals do or by what they say (Martin & Morich, 2011). Marketing men face a huge challenge in understanding the impact of these types of factors including the psychological factors which are the basic factors that the consumer focuses on in making purchasing decisions and in his general human behavior. These factors are summarized in the consumer's motives, personality, perception, and the extent of that, the degree of his learning and communication, and the different orientations of his behavior, such as perception, motivation, education, and personality (Kotler & Armstrong 2008).

Another is the personal factors represented in the circumstances of his private life and the events he went through that have a great influence on the formation of his opinions and ideas. The most important factors are age and stage in the life cycle where; Individuals purchase goods and services over time, and these needs vary according to the age of the person and the needs of children, their quantity and quality in the early years and differ from them in the following. This applies to clothing, bathing and housing.

Promotional effects vary according to the age of the individual. At the university level, the individual is single and may be independent of his family abroad, lives alone, and may have to travel to study, and therefore his financial resources are limited and he has many burdens. Newlyweds are usually young and have no children especially in the early years of marriage and as a result of their large needs at this stage the purchase rate is high, and they buy durable goods a lot especially kitchen appliances and furniture. A quiet home is a good thing, but there is a desire to sell and renovate it and things evolve with the increase in treatment needs and contractor services and there is a significant decrease in income and special needs such as passion and increased security. Where the job or occupation affects the consumption pattern of the individual as

it is one of the most important foundations for the division of social class, so the worker buys for example; Work clothes and shoes (Kotler & Armstrong 2008).

Third, are Economic factors, the choice of the product is affected by the economic factors of the individual especially income V/S? spending and as the economic rule sees that there is a direct relationship between income and the volume of demand for new and high-quality goods and services and there is an inverse relationship between income and the volume of demand for old and used goods and services, as evidenced by the relationship between income demand is that families and individuals with higher incomes spend more on purchasing goods and services as income increases even if the proportion of the income they spend on them decreases with the increase in it. Accordingly, the internal elasticity of demand increases according to the correct elasticity that is called the unitary elasticity demand, which indicates that the increase in the demand for goods and services as a result of the increase in income occurs in an equal proportion, and marketing men also give the importance of other non-external factors that affect consumer behavior such as the savings rate, consumer loans, the interest rate, and the inflation rate. (Topcu, Isik & Uzundumlu, 2009). Lifestyle refers to the activities, interests and opinions that the individual exercises towards the economic, political, cultural and social issues surrounding him and thus it expresses the process of the total interaction between the individual and the environment in which he lives (Topcu, Isik & Uzundumlu, 2009).

The other factor that affects consumer behavior is the external factor and includes external environmental factors that affect the consumer such as cultural influences, social influences, circumstantial influences, and marketing influences, and that are explained as under cultural factors grow with the consumer's life, affect the amount of his knowledge and contribute to the information of his beliefs and opinions, as well as help in explaining external phenomena and influences, therefore cultural differences between societies or within the same society have an impact on marketing strategies as it was observed that the more educated individuals are the most interested. (Cliff, 2007).

Social factors are the social class to which an individual belongs influences his or her consumer behavior and orientation, the rules and norms that govern the behavior of individuals belonging to a particular social class influence the types and prices of goods and services they purchase among the most important social factors that influence consumer behavior are Reference groups (They are groups that have a direct or indirect influence on individuals' attitudes and purchasing behaviors and among the groups that have a direct influence are family, friends, neighbors, and relatives, and they interact continuously but unorganized and the secondary groups are more organized and have indirect indicators or signs also have an influence on the purchasing behavior of individuals, as religion trade and unions tend to be organized and require less constant interaction). Another is the family that's one of the strongest sources of social influence on consumer behavior and it is known as a consumer buying organization in the community whose members contribute to most of the primary reference groups including those who live together and marketing men use the term home dwellers to denote the family in its broadest sense including in it all the people who stay together as a group of students who live in an apartment.

Roles and functions are individuals participate in some groups such as the family, sports clubs, or organizations, and with these groups each individual plays a different role according to the organization to which he/she belongs which is known as the roles, the role represents the activities that the person performs each role leads to a specific situation and thus he will have different needs than any other role. (Cliff, 2007).

Thirdly, the marketing factors include marketing policies and strategies used by business organizations affect the consumer's purchasing decision through the elements of their marketing mix are described as follow:

1.Effect of the Product on Consumer Behavior

Products play an essential role in influencing the current and future behavior of the buyer as the buyer purchases the product on the basis that he is able to satisfy his needs and desires, if this product were able to achieve this the buyer would repurchase the same product and would not be willing to part with it.

2.The effect of pricing on consumer behavior

Rice is one of the factors of the marketing mix that has a significant impact on the product market and plays a significant part in shaping the marketer-buyer connection., the possibility of the continuation and success of failed institutions as the science of price stability will affect the future of the organization, so the marketing men must take into account the semi-division of consumers Homogeneous, in terms of income so that they can find a price policy commensurate with the entry of individuals and to enable the owners of different internal groups to purchase products as many organizations currently offer several products the quality of which varies according to the price level in order to accommodate these groups' various requirements and goals (Bay,2003).

3.The effect of distribution on consumer behavior

Distribution plays a large role in influencing consumer behavior and making the purchase decision as there is a need and desire to buy and the financial ability to buy but the inability to distribute the product and the inability of the consumer to obtain it will lead to the inability to purchase the required product, so all institutions seek through this activity to reach consumers make the product accessible to them and communicate with them so that these organizations can continue and respond to the demand in the market.

4.Effect of Promotion on Consumer behavior

Promotion is the fourth element in the marketing mix that aims to define and persuade the consumer to buy products, and loyalty to those products and the organization, and it refers to all forms of persuasive communication directed at introducing the consumer to the products that suit him, his needs and desires and introducing him to the institution that provides these products, in which the quality and price are appropriate to the consumer's purchasing power including his benefit in addition to reminding him of the benefits that can be obtained, from his consumption or using it i.e. persuading him in the purchase process as the organization uses methods of attraction and temptation in this with the aim of all this to provide the best products that provide him with a benefit when consumed (Bay,2003).

2.9 Elements of Success Advertising

The good item advertisement is not a magic wand capable of disposing of the good if it is inferior the commodity must have the characteristics, quality, and utility that the consumer expects from its purchase. Target audience is not logical to present an advertising commodity to the public of its consumers, the culture, income, customs, social traditions or religious beliefs must be taken into consideration as;. where the appropriate method refers to the form of design in which the advertising campaign is in the appropriate form and appropriate expression in proportion to the tastes and habits of consumers. It cannot be stressed that there is an ideal method, but it can be said that there is a more appropriate method, so the person responsible for the advertising department must choose the most appropriate and remote method About the methods of competitors to budget in the most appropriate manner, as their expenditures should not be greater than their revenues (Godin, 1999).

Timing is one of the most important factors affecting the success of the advertisement, it may be one reason for the success or failure of the advertisement, it is imperative to get the message across at the right time to the potential consumer if we carefully examine the meaning of the sale of several commodities we will find that they rise in certain periods of the year and decrease in other periods and this rise and fall varies according to the commodity meaning that there is a more good period than others (Drossos et al,2007). There are three ways to time ads in the first way they advertise before the product reaches the market is to prepare the consumer for acceptance and arouse his interest. The second method is represented by starting the advertisement at the same time the new product is launched in the market until the consumer finds the commodity in the market when announcing it. The third method is starting with the advertisement after the product enters the market so that the advertisement is public confirming the soundness of the purchase decision taken by the consumer (Krugman, 2003).

2.10 Studies Examining the Relationship Between Advertising and Consumer Behavior

As mentioned earlier, advertising can play a distinctive role in consumer behavior, and in this paragraph, I will highlight some studies that dealt with this area, including (online advertising and consumer behavior in Tunisia: identifying new intermediate variables and moderation) (Rabab Hamdi and Ramadan Khamkhem), where the study presented some new intermediate and intermediate variables that illustrate the relationship between online purchase intent and consumers.

(Gopal et al., 2014) Attention and the unconscious; She explained that there is an emotional impact of electronic advertising on the consumer and his behavior, such as an increase in the percentage of online purchases as a result of certain temptations and incentives, and all this leads to the tendency of managers to focus on the increase. Investing in e-marketing and online advertising (Yu, Paek, & Bae 2008). About the actual purchase intent of consumers, and they found that there is no evidence for studies that measure the effect of this variable taking into account the descriptive factor. Variables, mediator, i.e., desire to visit the store, change of lifestyle. And the attitude towards the brand.

The authors have found through their in-depth research that there are two types of lifestyles, the individual lifestyle and the social lifestyle (Valette-Florence, 1986; and Sathish & Rajamohan, 2012), where the individual lifestyle refers to the specific lifestyle i.e. the method used by the consumer in order to satisfy his basic needs for living and this provides an opportunity to interact and develop a policy of personal contact with the society to which he belongs (Valette-Florence, 1986). Whereas, the social lifestyle represents the ethical standards and principles recognized by the company and to which the consumer relates.

The exploratory qualitative study that they conducted identified four outcomes that changed the marketing lifestyle, as it is generally considered an important tool in the development of means of communication, orientation to visit the store, purchase intention and visit the store, as the first two variables

are new variables in terms of definition and measurement. Through their study, they concluded that there is a strong relationship between advertising and the lifestyle of these consumers, in addition, the idea of recognition is an emotional response similar to the attitude style studied by marketing researchers in the field of Internet communication. (Hamburg, 2012).

The two researchers have worked deeply in the field of the impact of online advertising on the consumer and deliberately used future methods in their research such as mediation and moderation, but they were not sufficient and lacked integration. It is somewhat questionable and contains many questionable advertisements, and many other studies could be conducted to suggest new and recent results.

In this second paper entitled "Exploring the Relative Effectiveness of Emotional; and Combination Advertising Appeals on Sport Consumer Behavior", which was written by Seunghwan Lee and Bob Heere, the purpose of it was to examine the relative effectiveness of empirical emotional advertising, rational advertising, and advertising based on sports consumer behavior, and to achieve this PURPOSE: An incomplete factorial design with three experimental conditions was used. A combined emotional and rational advertisement. A total of 324 participants or 108 participants participated in each of the three advertisements recruited from a large public university in the United States to test the effectiveness of the three advertisement appeals on consumer behavior with three conditions. Experimental versus the composite ad that was conducted for the four dependent variables (attitudes towards advertisements, brand attitude, purchase intention, and merchandise consumption) and the participants' ages ranged between 18 to 43 years. Three items were used on a 7-point Likert scale, ranging from 1 (strongly disagree) to 7 (strongly agree). Frequently asked questions are demographic questions such as gender and age included in the survey. The study attempted to define a boundary condition, meaning the empirical and pleasantly symbolic nature of sports team consumption.

At the end of the study, the authors found that the impact of the attractiveness of emotional advertisements on sports consumers was stronger in college students' behavior than rational appeal, which means that at least college

students tend to be more motivated by emotions in their sports team consumption than rational considerations, that is for symbolic rather than functional reasons. Such as changing data and expressing data, and this study is the first step in exploring the effectiveness of mixed rational and emotional advertising in preparing sports advertisements. rational advertising.?

The third paper by its author (Dr. Parul Deshwal) examined online advertising and its impact on consumer behavior. The aim of the study is a different type of online advertising analysis and to explore how to appear online as most companies are now moving to advertise online because of the advantages, especially in the recent period and with ducks relying on the internet as the ultimate source of information and communications through a pioneering advertising platform, beginning in 1994 when it sold Hot Wire. It was sold to a private company and the Internet developed to become a major factor in corporate realization. Online advertising has many advantages including that it is less expensive, reaches the audience faster than traditional advertising, on a much larger scale, has greater profit awareness than traditional advertising, and is easy to measure its results. But marketing materials are automatically available to anyone in the world. Paste as salaries, pictures, videos, there are many signs and the appearance of hackers is annoying to internet users. In conclusion, with the credibility of the Internet frequency in the world, web companies are gradually spreading and the demand for advertisements increases, and this led to a larger and short period of time. Internet companies put restrictions and laws on the privacy of advertisements and not to steal or copy them from other parties.

This fourth paper studies (the role of advertising on consumer buying decision in Pakistan) by its author (ul Zia, 2016) The role of advertising in consumer buying decision in Pakistan The main focus here is on consumer buying in Pakistan. The data was collected through the questionnaire and 150 students from Punjab University were selected as a sample for the study after the questionnaire was distributed to 170 students Where no secondary data was used and the sample was randomly selected to know the results of the study and the approval of the questionnaire by (Kumar & Raju 2013) where it was easy to understand and the appropriate sampling method was used which is a type of

non-probability sampling and the study was conducted between April 2015 and May 2015 where T is a sample The test and data were collected in 6 days and the educational conditions of the respondents varied, as 57 were filled by graduates, 77 by master's students, and 8 by M.PHILL students.

Finally, the research found that advertising had a major influence on customer purchase behavior., as the additional information that appears in the advertisement reduces risks and positively affects the decision-making process of customers, while the study also concluded that the advertising sequence affects its reliability and vulnerability in addition to that, according to customers The advertisements are very useful for them and they rely on them for their shopping.

In this fifth paper is offered by Effects of Advertising on Consumer Behavior in Low Density Houses: The Case of Marlborough, Zimbabwe for its author Alice Z Zinyemba^{1†}? Irvine Manase² It has been used to prove low purchase behavior to Zimbabwe and the extent to which the various ads on those families, where this study contributes to the literature on the consumer purchase, where the Marlboro suburb has been selected and generally due to the low density of the population there and they are well exposed to all kinds of advertisements Ranging from electronic ads through television, internet and others this as well as outdoor ads; random samples were used in the study by the questionnaire to collect data with variables such as sex; age; rehabilitation; social status; Preferred media using (SPSS) data and content analysis for quality response using link coefficient and use (Cronbach Alpha) to test the validity and reliability of data collected. The 75 respondents were distributed to 75 responders representing 75 families in Marlborough Harari. The closing of the study showed that 50% of respondents had strongly agreed on their decision that the product was affected by ads as there was more effective and understanding of outdoor outdoor media more than other media such as television Others agreed and more than 75% of consumers agreed that they had purchased more advertised products than those that were not declared, as well as that the study had concluded that there were no major consumers in online ads and in conclusion showing a positive link in the study from 0.020 In addition, the

Zimbabwe market is not prepared to use online ad and depending on your studying marketers using outdoor advertising.

This Sixth paper Studying the Impact of Internet Advertising On Consumer Buying Behavior, co-authored by (Prof. A. U. Khandare, Prof. PB (Suryawanshi) on measuring the impact of online advertising on consumer purchasing behavior, which raises consumers' intentions towards the product and buying behaviors. In terms of cost from the traditional form of advertisements, the study was conducted in November 2015, where a sample of 100 respondents was taken, including 30 in government or semi-governmental services, 20 from business class, and 50 from private sector employees. Some key indicators were chosen to study the impact of advertising on purchasing behavior among the consumer, such as the marketed service's quality, the advertised product's pricing, persuasion, information, and entertainment, brand image, and so on. famous celebrities. Such as Internet search results, pop-up windows, and spyware, in addition to its wide scope and low cost compared to print advertisements. Here we point out that the focal point is the return on investment, and with regard to the respondents, their answers varied in that some of them buy the product according to its quality, others for its price, and some according to celebrities.

At the end of the research, the paper concluded that advertising on the Internet affected the purchase decision of customers to a moderate degree to almost half, as the Internet is an important component in anticipating the behavior of the consumer and contributes more to building the image of the product in the consumer fat and increasing the market share in addition to that, when creating an effective advertising file Install only 3 to 4 times in broad daylight, otherwise it will produce boredom for the consumer.

Finally, in the last paper reviews, the title of The Role of Digital and Social Media Marketing in consumer behavior by its author (Andrew T Stephen) Recently published research on consumers in digital and social marketing settings, and in particular this article sheds light on several different angles on consumers' experience with digital media and the extent to which their experiences affect the digital environments around them, including consumers' digital culture and responses to advertisements. This is in addition to the impact

of the digital construction and the difference of this impact from one environment to another. The use of the Internet, social media, mobile applications, and others have become part of the daily lives of billions of people, as the Internet use of American adults has reached 87% and is closer to 100% for demographic groups such as adults educated in university and low income. Also, consumers spend long hours on the Internet, as there are more than 2 billion people around the world who use social media. The main research problem was how to extend consumer identities and concepts of data to digital and the extent to which consumers influence and learn from the digital environment, for example, health behaviors such as Choose a healthy, light meal over an option other than p Vividness and the extent of the impact of emotional language in the purchase and the extent of its impact on the consumer.

At the end of the study, the researchers recommended how consumers use the information available to them in digital and social media environments in a more extensive way, adding that the difference in environments must be taken into account and consider the issue of consumer privacy and protection through specific programs in digital media.

Those who saw a conventional advertisement on the same subject indicated a lower P.I. approach to the purchase of the jacket than participants who saw an advertisement against consuming. A significant predictor of attitudes among participants in the European Community, Business Metal, and Economic Development Metal (EEC) and PIBM and PEBMs has been demonstrated to be electoral engagement (Hwang et al. 2016). Customers' perceptions toward a company can be positively influenced by effective advertising, as demonstrated below. Automobile manufacturers must make specific training sessions and learning programs available to car salespeople to encourage supportive buying behavior on the part of consumers (Maheshwari et al 2016).

“In the findings, it was discovered that repeated exposure to advertisements, product comparisons, and sexual appeals has a significant impact on the consumer mind, impacting the success of advertising methods. Furthermore, the study's findings revealed that expertise, pricing element, company image, and sexual appeal are the other significant aspects impacting customers' cognitive attitudes, as established by the researchers. When consumers see advertisements

for products, they are more likely to pay attention to them, illustrating the influence of advertisements on consumer behavior and decision-making (Law et al. 2020).”

“The findings of the study are presented in the following section. Customers' purchasing decisions are influenced by various elements, including enjoyment, information, annoyance, and personalization in non-mobile advertisements, as well as the timing and location of mobile advertisements. Furthermore, the research found that, even though consumer awareness of the importance of mobile advertisements significantly impacts advertising and brand behavior, purchasing intentions are more influenced by brand behavior than by advertising attitude, owing to the lack of feeling and touch in products and services.

Because of the outcomes of the study, internet marketers now have more direction than they did in the prior period (Hussain, et al., 2018). In recent years, it has been established that experiential advertising has a beneficial impact on the credibility of advertising across the board. In terms of influence, cognitive/emotional/sensory advertisements have the most significant impact, followed by relational advertisements and behavioral advertisements, which have a modest impact at best. It has been discovered, as a result of the study that the impact of experience advertising on the credibility of advertising is depending on the actor and the respondent (Rajaobelina, Lacroix & St-Onge, 2019).

“It is important to note that advertisements have a vital role in disseminating any information made available through advertising and shaping consumer attitudes about advertisements and the subsequent purchasing behavior (Usman, 2010). Our way of life and our values are profoundly influenced by mainstream media outlets such as television, newspapers, radio, and the Internet, among other things (Kejriwal & Chakravorty, 2014). Business owners invest a large amount of money and time in advertising each year to reach their target audiences. Before making advertising decisions, some businesses have not conducted a thorough investigation of effective advertising strategies.

As a result, it has been difficult for advertisers to ensure that customers are attracted to advertising or are not attracted to advertising to persuade them to purchase a product or a service before making advertising decisions (Cyril, Chin

and Lee, 2012). Branded clothing is sold in Pakistan through various media channels, including radio, television, magazines, billboards, newspapers, and the Internet. Even though many marketing initiatives for branded garments are now carried out through social media networking websites, this is not always the case.

(Nasir,2012) investigated the usefulness of traditional word of mouth and social networking websites for female purchasing behavior in Pakistan; buying that Pakistani women believe that word of mouth is more effective than social media websites when it comes to purchasing textile clothing. According to the findings of their study, television is the most effective medium among advertising media in terms of environmental and emotional responses. After all, the findings show that customers feel good by immediately displaying the information, images, and texts shown in their advertising and are pleased with the information rate because they communicate what they want. Print media, which comprises publications such as newspapers, magazines, and newsletters, is used to transmit information, news, and entertainment items to viewers in the most traditional media style. Because of its color content, the newspaper has been a popular advertising tool for readers and publications since its inception in 1605. Consumers' interest in environmentally friendly products and services grows as a result of attractive issues that encourage them to live healthier lives (Kejriwal & Chakravorty, 2014). Conventional outdoor advertising in Castellon (Spain) and Warrington (U.K.) was analyzed for its ability to inspire creativity, according to (Breva Franch & Balado-Albiol, 2013).”

“The study has shown that the genuine power of outdoor media can artistically capture the entire notion of advertising. If we compare it to other media such as television commercials, magazine images, or newspaper advertisements, outside advertising requires the following characteristics: distinguishing features, an appropriate material appearance, efficient language use, and a distinct messaging style that distinguishes itself from the competition. Advertisement research has advanced to a higher level as a result of the impact of increased technology on communication.

As a result, internet advertisements have a bigger influence on customers' buying decisions (Dinu & Dinu, 2012). As the global internet gradually evolves

into a mainstream advertisement platform due to increasing internet usage, the world of corporate advertisement would gain from more interactive services, rich media capabilities, and a global reach that would be available (Bakshi & Gupta, 2013). (Karimova, 2011) pointed out that the interaction that is a significant component of online advertising is also a fundamental element of all types of traditional advertising, which I had not previously considered (print, radio and television).

As the quantity and diversity of online advertisement organizations continue to develop exponentially, you will need more online advertising than traditional advertising to remain competitive (Bakshi & Gupta, 2013). It is extremely tough for advertisers to make online advertisements more effective in producing favorable client responses. However, businesses are increasingly incorporating their products and services into online advertising campaigns to generate more business (Jerome, Keong & Shan, 2010).

Furthermore, this article investigates the effects of both Internet and traditional advertisements on consumer buying behavior, in addition to the factors that influence consumer buying behavior, and it determines which consumer channel is the most effective for the purchase of branded advertisements.”“Musical and aural nonverbal auditory elements such as music, sound, and other nonverbal auditory elements are commonly utilized in multimedia advertisements and nonverbal visual elements such as logos, graphics, and other branding aspects. These characteristics are the most important things to consider when choosing a product to purchase. In order to sell their products and services, brands would often employ several advertisement attributes, such as the aspirational feature, celebrity endorsement, and social responsibility (Ahmed & Ashfaq, 2013).

When it comes to promoting skincare products, the same qualities can be applied. For young people, ambitious advertising is likely to be the most effective type of advertising available to them. It consists of words and slogans that can affect the purchase of certain products in the market. Perfection, sex appeal, and social standing are three traits that characterize ambitious advertising (in that order). Apart from that, celebrity endorsements are another

essential component of advertising communication (Ahmed & Ashfaq, 2013; Mittal, 2017).

This type of advertisement serves an important function and can attract practically everyone in the general population. It is used to promote products and services. Although celebrities can motivate people to buy a product, there is no evidence that they can motivate people to stay loyal to the company (Oakley, 2009).

Several researchers, including (Ahmed & Ashfaq, 2013; Mittal, 2017), have found that when an organization promotes itself through celebration, consumer decision is critical, particularly among younger clients. Social responsibility advertisements, which are then broadcast, draw attention to various aspects of social awareness and things that can have a positive impact on society as a whole, however, to convince customers that their products have a slight negative environmental impact, skincare companies are turning a blind eye. increasingly turning to socially responsible marketing to achieve this goal. Women who use skincare products, according to a survey, report feeling more confident in themselves. In the words of (Tavassoli & Lee, 2003), many skincare companies take advantage of the fact that they have a long history of attracting customers, especially women, by claiming that their products will make them feel more confident in their social relationships as a result of using their products.”

As a result of our? empirical data, we? believe this study will be of great value to the marketing and advertising organizations that will use it to promote their products. (Sathya & Indirajith, 2016) believe that consumers' buying preferences are increasingly shifting away from lower quality products and higher quality educated products. As a result of changing lifestyles and increasing revenue levels, product categories that were previously considered luxury products are now a need. The demand for high-quality products such as televisions, washing machines, refrigerators and air conditioners has increased significantly in recent years, consistent with the increase in disposable income in the USA.”

Furthermore, the prevalence of nuclear families and the ease with which financing may be secured are both positive factors to consider. Indian customers

continue to place a high value on getting the most for their money, and the market's need for environmentally conscious consumers is growing. As a result, prices are lowering. (Kumar and Gupta, 2015) used consumer marketing as an example and discovered that the consumer is tremendously essential to the marketer. Consumers decide what they purchase, whom they purchase it from, why they purchase it from them, where they purchase it from them, and how much they spend. If one wants to be a good marketer, he or she must first learn what his or her clients like and dislike.

Along with researching how and why individuals make buying decisions, consumer preference research investigates the factors that influence how and why people choose the products they buy and the factors that influence how and why people rate the products after they have used them. There is a significant difference between households and the consumption patterns of similar-income households in urban and rural areas (Kalaiselvi and Muruganandam 2015). “Preceding the deregulation of the Indian economy, respected firms like Godrej and Videocon, Kelvinator and BPL, and Voltas and Allwyn controlled the Indian white-goods markets, grabbing the vast majority of market share.” The introduction of deregulation into the sector resulted in the entry of many foreign firms into the market. These included companies such as Whirlpool, L.G., Sony, Samsung, IFB, and Aiwa. Consequently, the market for white goods saw a large amount of change due to this deregulation.

In addition, as (Fatima and Lodhi, 2015) have proven, advertising can assist a corporation in increasing customer awareness while also influencing customer opinions, whether positively or adversely, through the use of advertising elements. Consumers can judge the quality of a product by gathering information that they would typically obtain from advertisements, such as product specifications. Product awareness and consumer opinion are all aspects that influence a buyer's buying choice. The research investigates the variables that significantly impact purchasing behavior and provides a thorough understanding of advertisements' function in influencing consumer behavior in the long run. According to (Johar,2015) the consumer's character, behavior, and attitude are the most critical parts of the decision-making process. “

When a consumer purchases something, he or she goes through a specific decision-making process. A consumer is defined as someone who performs specific physical tasks and decides whether or not to acquire goods and services from a business or organization.” Recent research has focused on the process of making purchase decisions, which is thought to be more complex than other types of decision-making processes. Hemanth (Kumar et al., 2014) recognizes marketing employees who are constantly watching patterns of purchase and decision-making to create forecasts of future order to forecast future trends. Consumer behavior can be explained in order to better understand, among other things, how, when, what, and why consumers make purchases of goods and services. It has been argued by Adithya (2013) that the introduction of new instruments and techniques has resulted in significant changes in the manufacturing of things. Most crucial is to forecast where and when clients will be relocating their businesses. With all industries and firms in each area struggling to keep up with people's shifting wants and varying expectations, this scenario indicates a tremendous deal of growth and change in the world around us. (Sonkusare, 2013) explained, when we refer to a "consumer," we refer to someone who purchases and consumes the goods or services purchased. Marketing's primary purpose is to acquire and retain customers to meet and satisfy the requirements and desires of those who purchase from them. According to the new marketing strategy, the customer is at the heart of all of the company's actions. Within the marketing idea, the emphasis is on achieving goals and getting the most significant number of consumers possible. This sets the stage for the investigation of each potential target market.

For this reason, television advertisements are a highly efficient technique of connecting with their target audience due to their ability to integrate visual and aural information. Consequently, advertising has evolved into a very effective strategy for making people aware of any goods. (Harfoushi et al., 2013) observed that the Internet is emerging as a new avenue for consumers to shop for various goods and services. They concluded that it is, on the other hand, universally recognized that one must handle and feel the things one intends to acquire. However, the Internet now plays a more significant role than it ever has in making purchases more convenient than ever before.

Advertisements displaying their religious symbols did not receive a better rating from the participants than advertisements containing neutral themes; nevertheless, participants gave advertisements involving motifs from other religions a far worse rating than advertisements having neutral themes. The vast majority of religious propaganda was ineffectual when it came to obtaining responses from within groups, but it was not very pleasant when it came to obtaining responses from outside groups (Kumra, Parthasarathy & Anis, 2016).

The study's findings revealed that the type of advertisement displayed on web banners worked as a mediator between frequency of use and the brand's position in the search results. Although the tempering effect of banner advertisement calls was moderate (i.e., exposure) at a single banner advertisement frequency, it was revealed that the effect was dramatically different with a more significant frequency. According to the conclusions of the survey, online marketers now have more direction than they did earlier (Hussain, et al., 2018).

When we compare traditional communication to online advertisement, it is clear that online advertising is a type of mass communication based on traditional forms of advertisement. It is one of the types of mass communication available. However, it is now developing its communication plan following the requirements of new technical mediums, which will be implemented soon (Bakshi & Gupta, 2013).

The goal of online advertising is to reach internet users using various ways such as e-mail, websites, and advertising support software, among others (Bakshi & Gupta, 2013). Elements of an advertisement such as the design, the quality, the duration, and the placement of an advertisement, as well as the content of the advertisement, may have an impact on the effectiveness of the advertisement, as they will become increasingly important to marketers in order to ensure the effectiveness of the advertisement on their target customers (Mohammed & Alkubise, 2012). As digital technology progresses, viewers should expect to see more animation and moving pictures, encouraging people to pay closer attention to what is being displayed (Breva Franch & Balado-Albiol, 2013). Traditional mass media is becoming less successful as a result of increased mass media and advertising efficiency. Consumers have gained more marketing and advertising information and alternatives as a result of the

growing use of digital media. Consumers now can have an impact on what they desire (Kumar and Raju, 2013). Utility, the opinions of others, previous buying experience, and brand loyalty are all elements that impact consumer attitudes about products and services (Mohammed & Alkubise, 2012).

“The research of (Sindhya, 2013) revealed that, while advertisements typically include information that is relevant to all personality profiles, customers are more likely than not to overlook essential aspects of this information and instead rely on advertising claims and their own experience when evaluating the products on sale. On the other hand, customers are more likely to delay making purchases until they are confident that the claims made in advertising are accurate. According to (Lahoti and Jacob, 2013), it can be as unpredictably unpredictable as the weather when it comes to brand success in the rural Indian market. In the past, estimating the size of the rural market has proven to be complicated. Many businesses have failed terribly, even though they should have been successful in their respective industries. The bulk of the time, people believe that the success of the rural market is due to coincidence. In order to fully comprehend the dynamics of the agricultural marketplace, it was required to perform a study on the behavior of the rural people.

A new communications channel, according to (Lamarre et al., 2012) mobile marketing represents an exciting new potential for forward-thinking organizations that successfully integrate e-commerce into their marketing activities to engage with their customers. (Amutha & Sulthana, 2011) found that people's position in Chennai City has changed due to a range of reasons, including new technology, increased social status, and the influence of a reference group. Promotional advertisement is nothing more than a necessary tool in the promotion of product sales.

Prices had a significant impact on low-income groups, and brand reputation was one of the most important influencing variables in middle-income groups, according to the research findings. According to (Zeb, Rashid & Javeed, 2011), the influence of brand influence on consumer buying behavior, which is particularly strong in Coimbatore, is an issue that needs to be addressed. In addition to clothing and shoes, the fashion industry also includes other products such as cosmetics and even furniture, which are all sold under the same banner.

The apparel industry, in particular, is the subject of this research study. A woman's age is a reliable indicator of her spending on clothing than her socioeconomic status when determining her clothing budget. According to researchers, in sub-Saharan Africa, advertising (2011) has an impact on insurance product sales.

Advertising is a marketing approach that organizations regularly use in highly competitive markets to gain an advantage over their competitors. No other promotional medium can provide such a wide range of advertising opportunities. Advertising costs that reach consumers are generally considered reasonable. Advertising, in addition, is a useful tool for informing or recalling things to customers, and can also be a useful activity and a critical component of a company's marketing program if done correctly. It has been confirmed that there is a positive correlation between advertising expenditures and insurance advertising sales, implying that more advertising expenditures will increase sales of insurance goods, which is supported by research (Mian, Sharma & Gul 2018). (Khor, 2010) emphasized that one's personality is reflected in one's shopping decisions. When it comes to buying, people themselves know what they are buying. When a single seller or group of sellers' goods and services are identified and distinguished from other sellers, the term "brand" is used. A brand can be a name, sign, symbol, design or any combination of these components and it is a factor that contributes to the development of awareness, reputation and popularity in the market and is an important fact to consider.

In a study conducted by Associated Chambers of Commerce and Industry (2013) in India in order to investigate the effect of advertising on consumer buying behaviours. They pointed out that the use of cosmetics was widespread as a result of advertising. They also discovered that men spend significantly more on cosmetics than their female colleagues on average, which they attribute to greater product awareness on their part. (Ghulan et al., 2012) conducted an impact study on the purchasing behavior of Pakistani customers, looking at the relationship between environmental conditions and consumer purchasing behaviour, among others. During their research in Pakistan's Twin Cities, they conducted 200 interviews with participants. They discovered that the independent factors and the dependent variable have an average correlation with

each other. Following the study's conclusions, customers buy products from companies with which they have an emotional attachment., That looks at the impact of advertising on consumer purchasing decisions in Pakistan. Nawayesh and Ahmed (2015) conducted a study in the country. Individuals were inspired to buy more when they saw an effective advertisement due to behavior that elicited emotional responses. According to their findings, the environmental response and sensory stimulus activities embedded in advertising can influence the buying behavior of the target audience.

(Hussin et al., 2013) explored the consumer's awareness of subliminal advertising in the marketplace through a study and a comprehensive literary analysis. They concluded that only 47% of consumers believed the advertisements used such a concept. Further to this, they investigated consumer attitudes regarding a particular advertisement. Approximately 27 percent of individuals who responded to the survey's questions expressed a desire to see more advertisements featuring women in their respective fields. Promotion is also vital, as indicated by the fact that 71 percent of those who answered the survey were interested in the issue. They concluded that parametric research does not provide conclusive proof of the effectiveness of subliminal messages in consumer behavior advertisements at this point.

According to the study's findings, in the automobile industry, excellent advertising has a positive effect on consumer purchasing behavior. Customers' perceptions toward a company can be positively influenced by effective advertising, as demonstrated below. Automobile manufacturers must make specific training sessions and learning programs available to car salespeople to encourage supportive buying behavior on the part of consumers (Maheshwari et al., 2016).

According to the respondents, mobile advertising is informative, and the media is ubiquitous but bothersome, according to the respondents. Consumer attitudes toward mobile advertising, behavioral control, and subjective norms all positively affect acceptance. Researchers discovered that annoyance and informativeness indicated a considerable and positive acceptance of mobile advertising, whereas credibility and omnipresence predicted a significant and negative acceptance of technology (Nwagwu & Famiyesin, 2016).

3. RESEARCH METHODOLOGY

3.1 Background

The purpose of this study was to investigate the effect of advertisements on consumer buying behaviors. By putting the study hypotheses to the test, this chapter describes the findings of the obtained data. The study used IBM SPSS 21.0 (Statistical Package for the Social Sciences) program for analyzing the primary data collected, it explains Descriptive statistics of the frequency and reliability and validity test of the questionnaire. Then, mean, standard deviation, relative weight, correlation and regression analysis.

3.2 City Selection Process

The researcher chose Palestine country to conduct the study on two banks in Jenin City. The banks are Palestine Bank and the Palestinian Islamic Bank. The researcher chose Palestine because it is his country, so it will be easy to collect data and apply the study without obstacles as he knows the city well.

3.3 Research Framework

One dependent variable and five independent factors are listed below for our study:

- **Dependent Variable:** Consumer Buying Behavior
- **Independent Variable:** Necessity, Pleasure, Dominance, Brand Recall and Stimulation. I have shown the variables in conceptual Model shown in Figure (3.1).

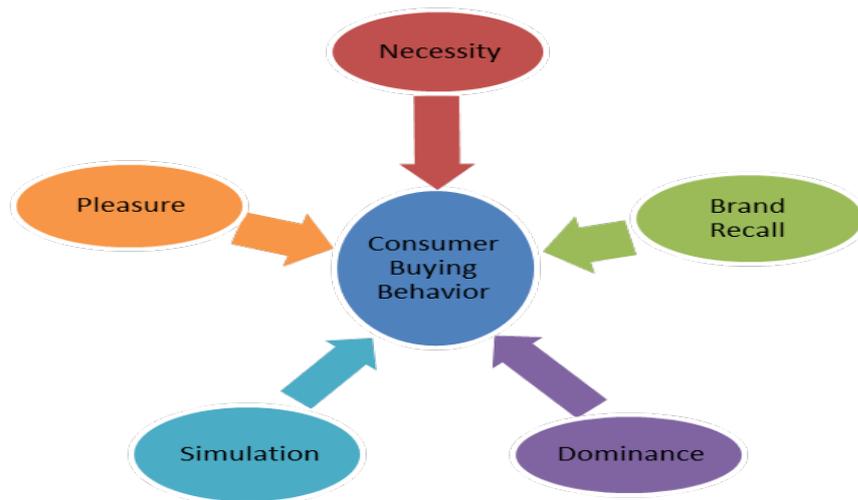


Figure 3.1: Conceptual Model

- **Necessity**

When income rises, so do necessities, and time requirements for a certain scenario might be quenched or fulfilled.

- **Pleasure**

In a certain scenario, a person feels pleasant, happy, or joyous

It's any emotion that may be controlled or uncontrolled depending on the occasion

- **Dominance**

Its any one feeling that can be under control or it can be free on a specific situation.

- **Brand Recall**

It's a level of consumer that recognized as the potential user of specific brand & it's related with a specific product.

- **Stimulation**

The condition of feeling that is changeable from person to person in different places or situations i.e. feeling of enthusiasm, active, excitement, sleepy and bored.

3.4 Questionnaire

The researcher of this thesis used a questionnaire as an instrument for this study. The researcher adopted a questionnaire developed by Prof. Dr. Abdul Ghafoor Awan in a study titled "Effects of Advertisement on Consumer's Buying Behaviour with References to FMCGs in Southern Punjab-Pakistan") (Awan et al., 2016) after getting permission from him. The questionnaire was used to test the following hypothesis:

- **Hypothesis**
- **H1:** There is a significant positive relationship between the purchasing behavior of consumers and the necessity dimension.
- **H2:** There is a significant positive relationship between the purchasing behavior of consumers and the pleasure dimension.
- **H3:** There is a significant positive relationship between the purchasing behavior of consumers and the dominance dimension.
- **H4:** There is a significant positive relationship between the purchasing behavior of consumers and the brand recall dimension.
- **H5:** There is a significant positive relationship between the purchasing behavior of consumers and the simulation dimension
- **H6:** There is a significant cause and positive effect relationship between the purchasing behavior of consumers and the necessity dimension.
- **H7:** There is a significant cause and positive effect relationship between the purchasing behavior of consumers and the pleasure dimension.
- **H8:** There is a significant cause and positive effect relationship between the purchasing behavior of consumers and the dominance dimension.
- **H9:** There is a significant cause and positive effect relationship between the purchasing behavior of consumers and the brand recall dimension.
- **H10:** There is a significant cause and positive effect relationship between the purchasing behavior of consumers and the simulation dimension.

3.5 Research Design

This research aims to study the effect of advertisements (the necessity dimension, the pleasure dimension, the dominance dimension, the brand recall dimension and the simulation dimension) on consumer buying behavior.

The researcher adopted the quantitative research method to design and implement this research. "The distinct thing in quantitative research is to have a conclusive purpose. Results from a sample population are quantified and taken to represent a larger population" (Mora, O'Connor, & Gelman 2010). (Fenton, Neil & Caballero, 2007) assumes that a researcher uses a quantitative methodology to know what he/she is looking for specifically. Then, he/she can create designs of some aspects of the study to collect data. Hence, the data is collected to emphasize or prove a hypothesis of the variables.

Quantitative data is more efficient than qualitative data (Fenton, Neil & Caballero, 2007). According to (Abbawi, 2008), there is another advantage to using quantitative methodology; "that the researcher can easily avoid bias in the results by remaining objectively separate from the subject under investigation by using the quantitative methodology".

A self-administered online survey was used to collect the primary data, as surveys help to collect data from a large sample of people who were asked about their opinions and views. (Ilieva, Baron & Healey, 2002) mentioned that an online survey is used in order to save time and cost of collecting data and to reach a large audience wherever their geographical location.

The variables in research can be divided into latent and observed variables. The variables that cannot be directly measured are called latent variables. Because latent variables cannot be directly observed, they are being indicated by observed variables that are being measured through surveys, tests, etc. (Byrne, 2016).

3.6 The Population and Sample of the Study

The population of this study consisted of all employees who work in the two banks (Palestine Bank and the Islamic Arab Bank). The questionnaires were distributed to (170) employees, but the researcher received (160) from them. The percentage of response was (94.1%).

The online questionnaire was created by Google forms then distributed among the selected banks' employees. The non-probability method was used for sample selection. "This method is based on judgments of the researcher and does not involve any probabilities techniques" (Smith & Albaum, 2010). (Pallant 2013) indicated that multiple regression techniques need a large sample size for generalization objective and recommend using the following formula suggested by (Tabachnick & Fidell, 2007).

$$N > 50 + 8m$$

Where:

N = sample size

m = number of independent variables

Based on the above formula, the required sample size of the current research was approximately $N > 90$, whereas the number of independent variables is five.

As shown in table (3.1), from total 160 respondents, there were 102 male and 58 female. Their percentage was 63.8% & 36.3% respectively. Their age percentage: less than 20 was 1.3%, 21-30 was 40%, 31-40 was 28.1%, 41-50 was 19.4% and 51 and above was 11.3%. Their education percentage: Intermediate was 10.6%, Graduation was 41.3%, MS/M.phil was 43.8% and PhD was 4.4%. Their Occupation percentage: Government employee was 6.3%, Private Job 88.8% and Proprietor was 5%. Their Income percentage: 50\$ to 100\$ was 5%, 101\$-500\$ was 13.1%, 501\$ to 1000\$ was 46.3% and 1000\$ over was 35.6%.

Table 3.1: Properties of the Study Sample

| N. | Properties | Frequency | Percentage | Valid Percent | Cumulative Percent | |
|--------------|------------|---------------------|-------------|---------------|--------------------|-------|
| 1 | Age | Less than 20 | 2 | 1.3 | 1.3 | 1.3 |
| | | 21-30 | 64 | 40.0 | 40.0 | 41.3 |
| | | 31-40 | 45 | 28.1 | 28.1 | 69.4 |
| | | 41-50 | 31 | 19.4 | 19.4 | 88.8 |
| | | 51 and above | 18 | 11.3 | 11.3 | 100.0 |
| 3 | Gender | Male | 102 | 63.8 | 63.8 | 63.8 |
| | | Female | 58 | 36.3 | 36.3 | 100.0 |
| 4 | Education | Intermediate | 17 | 10.6 | 10.6 | 10.6 |
| | | Graduation | 66 | 41.3 | 41.3 | 51.9 |
| | | MS/M.phil | 40 | 43.8 | 43.8 | 95.6 |
| | | PhD | 7 | 4.4 | 4.4 | 100.0 |
| 5 | Occupation | Government employee | 10 | 6.3 | 6.3 | 6.3 |
| | | Private Job | 142 | 88.8 | 88.8 | 95.0 |
| | | Proprietor | 8 | 5.0 | 5.0 | 100.0 |
| | | | | | | |
| 6 | Income | 50\$ to 100\$ | 8 | 5.0 | 5.0 | 5.0 |
| | | 101\$-500\$ | 21 | 13.1 | 13.1 | 18.1 |
| | | 501\$ to 1000\$ | 74 | 46.3 | 46.3 | 64.4 |
| | | 1000\$ over | 57 | 35.6 | 35.6 | 100.0 |
| total | | 160 | 100% | - | - | |

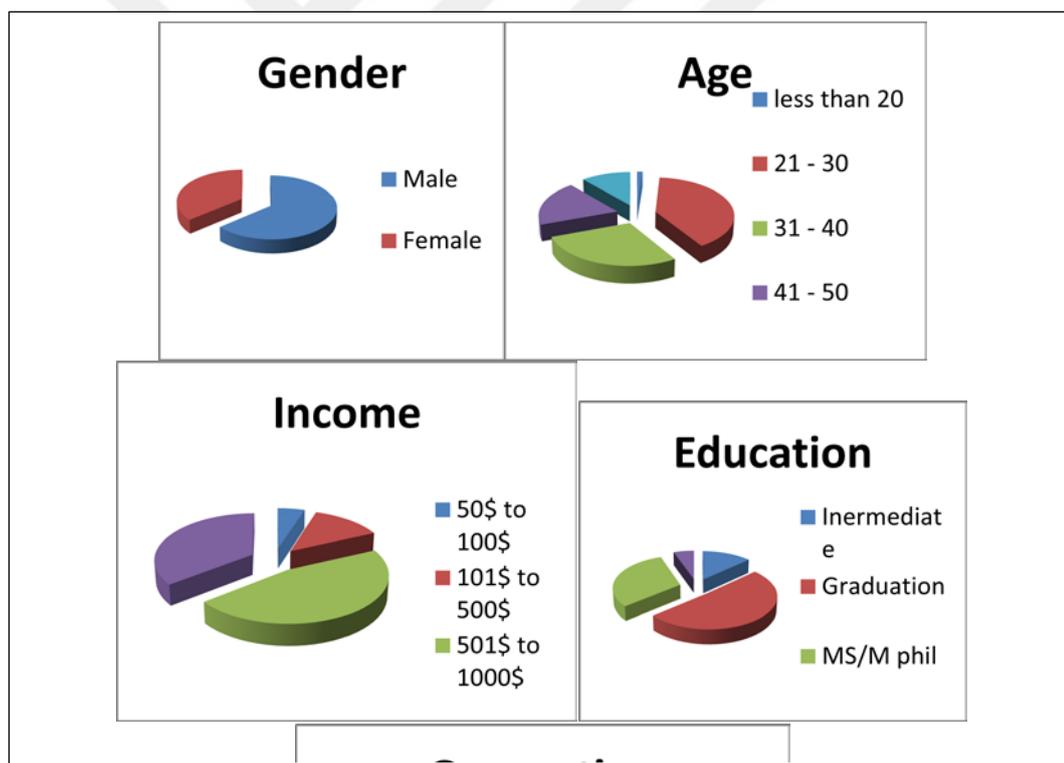


Figure 3.2: Percentage for Properties of the Study Sample

3.7 Data collection Technique

The researcher distributed the questionnaires into the sample of the study by sending them by email to the employees. Then he collected the questionnaires and started analyzing them statistically using the SPSS program.

3.8 Data Analysis Method

After completing data collection, the researcher used the (SPSS) program version 21 to code the questions and the responses. Statistical Package for the Social Sciences (SPSS) is a software program used in the analysis of social and behavioral science with lots of statistical techniques that help in analyzing surveys' primary data (Landau & Everitt, 2004). The descriptive analysis was carried out. Descriptive analysis was performed using mean by the standard deviation (SD), correlation and regression analysis. Categorical variables were summarized using frequency and percentage. The significant correlation between the dependent and independent variables was calculated by using the Chi-Square test. P-values less than 0.05 were considered significant throughout the study.

After completing the quantitative data analysis, the collected qualitative data were analyzed using the descriptive analysis approach.

Correlation

It's critical to understand how one variable is connected to another in a research endeavor with several variables. This will aid in understanding the type, direction, and importance of the bivariate correlations between the variables studied (Field, 2009). Furthermore, he noted that a person correlation matrix will offer this information, i.e., it will show the direction, strength, and significance of all the variables in the study's bivariate associations. As a result, correlation analysis will be used to establish relationships, test hypotheses, and, as a result, answer research questions.

Multiple Linear Regressions

According to (Sekaran, 2000), the square of multiple R, also known as R-square or R^2 , is the amount of variation explained by the predictors in the

dependent variable. Multiple regression analysis is a type of analysis in which more than one predictor is regressed against the criterion variable at the same time. We can understand the findings after we know the R-square value, the F statistic, and the significant level. The predictive value of each of the independent factors for total consumer buying patterns was further examined using multiple regression analysis (dependent variable).

The study's overall model was the multiple linear regressions model, which is shown below.

$$Y = \alpha + \beta_1 N + \beta_2 P + \beta_3 D + \beta_4 BR + \beta_5 S + e$$

Where

Y = The dependent variable

α = Intercept (the constant)

β = Coefficients of independent variables

N, P, D, BR, S= independent variables

e = The error of the model

Where,

CBB is Consumers Buying Behavior

N is Necessity

P is Pleasure

BR is Brand Recall

S is Simulation

3.9 Measurement Items

(1) Strongly Disagree, (2) Disagree, (3) Neutral, (4) Agree, and (5) Strongly Agree are the five points on a five-point Likert scale. The response of the sampling population, which included bank personnel, was measured using agreement.

Table 3.2: The Order Degree

| Order Degree | Relative Weight | |
|-------------------|-----------------|--------|
| | From | To |
| Strongly disagree | 20.00 | 35.99 |
| disagree | 36.00 | 51.99 |
| neutral | 52.00 | 67.99 |
| agree | 68.00 | 83.99 |
| Strongly agree | 84.00 | 100.00 |

Reliability of the questionnaire:

When an instrument produces consistent findings after repeated measurements of an intriguing idea, it is deemed dependable (Burns & Grove, 2005). The reliability of the questionnaire scale questions will be assessed using the Cronbach's Alpha test. A dependability coefficient with an overall value greater than 0.7 will be judged acceptable. (Burns & Grove, 2005).

The reliability of the questionnaire was measured by calculating the value of "Cronbach alpha coefficient for all domains and the questionnaire as shown in the following table.

Table 3.3: Cronbach's Alpha Coefficients

| Cronbach's Alpha Coefficients | |
|-------------------------------|--------------|
| Total | 0.861 |

The above table (3.4) shows that the Cronbach alpha coefficient for all domains and the questionnaire is high, and fulfills the purposes of the study.

The data were collected and computed by using (SPSS) Statistical Package for Social Science.

The following statistics were used:

- The data were collected and computed by using Cronbach Alpha to confirm the validity and reliability.
- Standard deviation
- Means and percentages.
- Normality

- cronbach's alpha coefficients
- Relative weight
- Correlation
- Regression analysis

It has been using the degree of confidence (95%) in the test all the assumptions of the statistical research, which means that the probability of error is equal to (5%), a rate appropriate to the nature of the study.



4. TEST RESULTS AND ASSUMPTIONS IN ADDITION TO FUTURE RESULTS AND RECOMMENDATIONS

4.1 Background

In this chapter, the researcher deals with the final results of the study after statistical analysis recommendations and future studies that will benefit researchers in the same field later in addition to some diagrams and tables that explain the dependent variables and separate them in the form of numbers based on what was stated in the analysis of the questionnaire based on which the samples were taken.

4.2 Results of Descriptive Analysis of Study Variables

The researcher calculated the means, the standard deviations, and the average weight of the questionnaire's dimensions. This is illustrated by the following table:

Table 4.1: The means, the standard deviations, and the relative weight of the questionnaire's dimension

| N. | Dimension | Mean | Std. Deviation | Relative Weight | Rank | Agreement level |
|----|--------------|-------------|----------------|-----------------|------|-----------------|
| 1 | Necessity | 3.63 | 0.602 | 72.6 | 1 | agree |
| 2 | Pleasure | 3.45 | 0.680 | 69.0 | 5 | agree |
| 3 | Dominance | 3.49 | 0.822 | 69.8 | 4 | agree |
| 4 | Brand Recall | 3.59 | 0.605 | 71.8 | 2 | agree |
| 5 | Simulation | 3.52 | 0.713 | 70.4 | 3 | agree |
| | Total | 3.56 | 0.507 | 71.2 | - | agree |

Table (4.1) shows that the first dimension (necessity) has the largest value with a relative weight (81.4%), the fourth dimension (brand recall) is the second largest value with relative weight (80%). While the lowest value is the second dimension (pleasure) with relative weight (61.4%). The total relative weight is (71.2%) with a large standard deviation which means that there is an agreement

on the dimensions of the questionnaire. Diagram (4.1) clarifies the agreement degree.

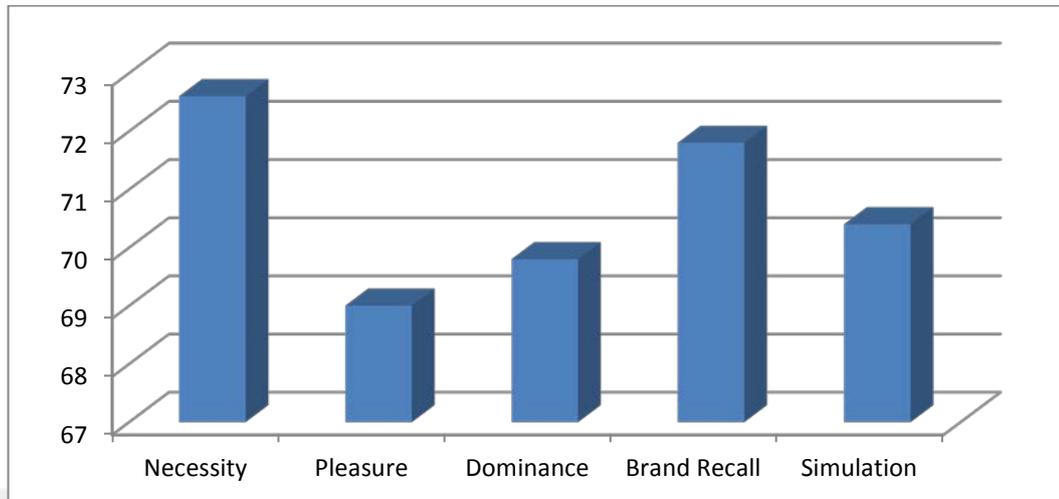


Figure 4.1: Agreement degree on the questionnaire dimensions

4.3 Hypothesis of the Study

4.3.1 Results of the correlation analysis

According to MacEachron (1982), a correlation coefficient expresses quantitatively the magnitude and direction of the relationship between two variables. Correlation coefficients vary from +1.0 to -1.0. The sign of the coefficient tells us whether the relationship is positive or negative. The numerical portion of the coefficient describes the magnitude of the relationship. The larger the number, the stronger the correlation is. A coefficient of +/- 1.0 indicates that a perfect relationship exists b/n the two variables. Coefficient of 0.0 means no relationship exists between the variables.

4.3.1.1 Correlation Matrix

Correlation matrix demonstrates how each AD characteristics such as necessity, pleasure, dominance, brand recall, simulation was correlated with consumers buying behavior. The result would be demonstrated as follows.

Table 4.2: Correlation matrix of consumers buying behavior and AD characteristics

| | | Correlations | | | | | |
|--------------------------|-----------------|--------------|----------|-----------|--------------|------------|--------------------------|
| | | Necessity | Pleasure | Dominance | Brand Recall | Simulation | Consumer Buying Behavior |
| Necessity | Pearson | 1 | .610** | .412** | .511** | .517** | .526** |
| | Correlation | | | | | | |
| | Sig. (2-tailed) | | .000 | .000 | .000 | .000 | .000 |
| Pleasure | N | 160 | 160 | 160 | 160 | 160 | 160 |
| | Pearson | .610** | 1 | .477** | .525** | .476** | .613** |
| | Correlation | | | | | | |
| Dominance | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 |
| | N | 160 | 160 | 160 | 160 | 160 | 160 |
| | Pearson | .412** | .477** | 1 | .380** | .441** | .637** |
| Brand Recall | Correlation | | | | | | |
| | Sig. (2-tailed) | .000 | .000 | .000 | 1 | .342** | .468** |
| | N | 160 | 160 | 160 | 160 | 160 | 160 |
| Simulation | Pearson | .517** | .476** | .441** | .342** | 1 | .528** |
| | Correlation | | | | | | |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 |
| Consumer Buying Behavior | N | 160 | 160 | 160 | 160 | 160 | 160 |
| | Pearson | .526** | .613** | .637** | .468** | .528** | 1 |
| | Correlation | | | | | | |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 |
| | N | 160 | 160 | 160 | 160 | 160 | 160 |

** Correlation is significant at the 0.01 level (2-tailed)

Source: Calculated from the Researcher Survey Data.

From the above Table (4.2), it can be understood that variables had a positive correlation with consumers buying behavior as well as had positively correlated with each other.

The following hypotheses were tested;

H₁: There is a significant positive relationship between the purchasing behavior of consumers and the necessity dimension.

From Table (4-2), it is clear that there is a statistically significant positive relationship between the purchasing behavior of consumers and the necessity dimension. ($r = 0.526$ and $p < 0.01$), accordingly, the H₁ has been accepted.

H₂: There is a significant positive relationship between the purchasing behavior of consumers and the pleasure dimension.

From Table (4-2), it is clear that there is a significant positive relationship between the purchasing behavior of consumers and the pleasure dimension. ($r = 0.613$ and $p < 0.01$), accordingly, the H₂ has been accepted.

H₃: There is a significant positive relationship between the purchasing behavior of consumers and the dominance dimension.

From Table (4-2), it is clear that there is a significant relationship between the purchasing behavior of consumers and the dominance dimension. ($r = 0.637$ and $p < 0.01$), accordingly, the H₃ has been accepted.

H₄: There is a significant positive relationship between the purchasing behavior of consumers and the brand recall dimension.

From Table (4-2), it is clear that there is a significant positive relationship between the purchasing behavior of consumers and the brand recall dimension. ($r = 0.468$ and $p < 0.01$), accordingly, the H₄ has been accepted.

H₅: There is a significant positive relationship between the purchasing behavior of consumers and the simulation dimension.

From Table (4-2), it is clear that there is a significant positive relationship the purchasing behavior of consumers and the simulation dimension. ($r = 0.528$ and $p < 0.01$), accordingly, the H₅ has been accepted.

4.3.2 Results of the regression analysis

To test the following hypotheses, the researcher used regression analysis:

H₆: There is a significant cause and positive effect relationship between the purchasing behavior of consumers and the necessity dimension.

H₇: There is a significant cause and positive effect relationship between the purchasing behavior of consumers and the pleasure dimension.

H₈: There is a significant cause and positive effect relationship between the purchasing behavior of consumers and the dominance dimension.

H₉: There is a significant cause and positive effect relationship between the purchasing behavior of consumers and the brand recall dimension.

H₁₀: There is a significant cause and positive effect relationship between the purchasing behavior of consumers and the simulation dimension.

The Regression Analysis steps for testing the above hypotheses:

4.3.2.1 Preliminary test results:

a) Normality

Multiple regressions require that the independent variables in the analysis must be normally distributed. Hence the skewness and kurtosis statistics for all variables should be within the acceptable range (-3 to +3).

Table 4.3: Descriptive Statistics of Normality

| | Descriptive Statistics | | | | |
|--------------------------|-------------------------------|-----------|------------|-----------|------------|
| | N | Skewness | | Kurtosis | |
| | Statistic | Statistic | Std. Error | Statistic | Std. Error |
| Necessity | 160 | -1.285- | .192 | 2.706 | .381 |
| Pleasure | 160 | -.744- | .192 | 1.005 | .381 |
| Dominance | 160 | -.564- | .192 | .309 | .381 |
| Brand Recall | 160 | -1.122- | .192 | 2.632 | .381 |
| Simulation | 160 | -.515- | .192 | -.238- | .381 |
| Consumer Buying Behavior | 160 | -.820- | .192 | .638 | .381 |
| Valid N (list wise) | 160 | | | | |

Source: Calculated From the Researcher Survey Data

Table (4.3) displays the normality of the variables using Skewness and Kurtosis. All the variables are between the range -3 and +3. Hence all the variables fulfilled the assumption of normality.

b) Linearity

Multiple regressions assume a linear relationship between the independent and dependent variables. The points should be symmetrically distributed around a diagonal line, with a roughly constant variance. Hence using visual inspection of the scatter plot, it can be suggested about the linearity.

c) Homoscedasticity

Homoscedasticity refers to the assumption that that the dependent variable exhibits similar amounts of variance across the range of values for an independent variable.

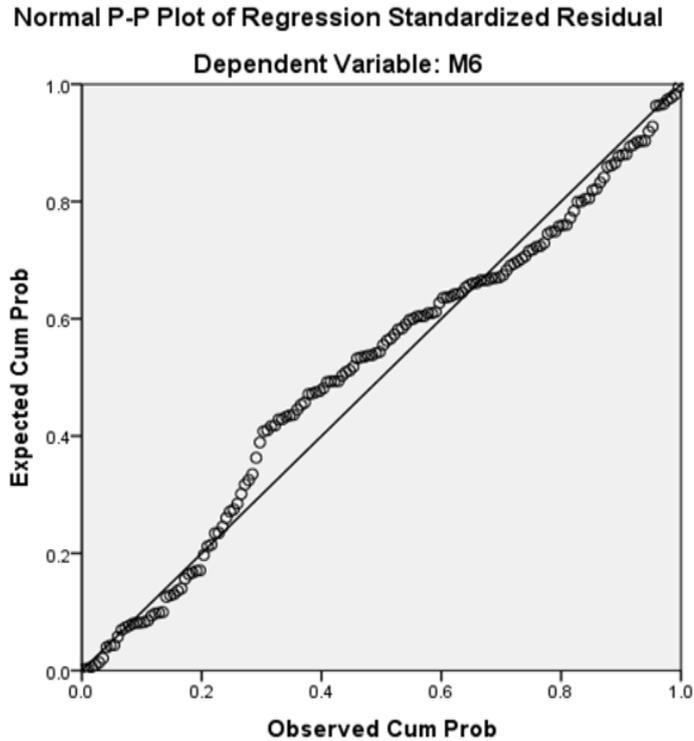


Figure 4.2: Scatter Plot for Linearity and Homoscedasticity

Source: Calculated From the Researcher Survey Data

d) Independent of Residuals

Durbin-Watson statistic is used to test for independent of residuals. The value of the Durbin-Watson statistic ranges from 0 to 4. As a general rule, the residuals are independent (not correlated) if the Durbin-Watson statistic is approximately 2, an acceptable range is from 1.50 to 2.50.

e) Multicollinearity

Multicollinearity is a statistical phenomenon in which two or more independent variables in a multiple regression model are highly correlated. There are basically two ways to detect multicollinearity. One way is by computing tolerance values and Variance Inflation Factor (VIF) for each independent variable. Multicollinearity exists when Tolerance is below 0.10; and the average variance inflation factor (VIF) is greater than 2.5. The other method is to assess multicollinearity by examining correlations among the independent variables. If a correlation matrix demonstrates correlations of 0.90 or higher among the independent variables, there may be a problem with multicollinearity.

Table 4.4: Multicollinearity Test by Computing Tolerance Values and Variance

| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Collinearity Statistics | |
|--------------|-----------------------------|------------|---------------------------|-------|------|-------------------------|-------|
| | B | Std. Error | Beta | | | Tolerance | VIF |
| (Constant) | .902 | .219 | | 4.111 | .000 | | |
| Necessity | .079 | .070 | .083 | 1.133 | .259 | .522 | 1.916 |
| Pleasure | .216 | .062 | .257 | 3.477 | .001 | .514 | 1.944 |
| Dominance | .259 | .044 | .371 | 5.850 | .000 | .695 | 1.438 |
| Brand Recall | .088 | .062 | .093 | 1.418 | .158 | .655 | 1.527 |
| Simulation | .134 | .053 | .167 | 2.555 | .012 | .653 | 1.532 |

Source: Calculated From the Researcher Survey Data

Dependent Variable: consumer buying behavior

Table (4.4) displays the Multicollinearity test by computing tolerance values and Variance Inflation Factor (VIF) for each independent variables. In this case all the tolerance values are greater than 0.10 and VIF is less than 2.5. Hence, the researcher assumed Multicollinearity was not a problem.

f) Overall Model Fit of the Multiple Linear Regression Model

Table 4.5: (ANOVA) Overall Model Fit of the Regression Model

| ANOVA ^a | | | | | |
|--------------------|----------------|-----|-------------|--------|-------------------|
| Model | Sum of Squares | df | Mean Square | F | Sig. |
| Regression | 29.728 | 5 | 5.946 | 40.642 | .000 ^b |
| Residual | 22.528 | 154 | .146 | | |
| Total | 52.256 | 159 | | | |

Source: Calculated From the Researcher Survey Data

a. Dependent Variable: consumer buying behavior

b. Predictors: (Constant), Simulation, Brand Recall, Dominance, Necessity, Pleasure

The ANOVA test shows whether the model, overall, results in a significantly good degree of prediction of the outcome variable (Field, 2009). Since the significance result on the ANOVA table is 0.000 which is $p < 0.05$, the regression analysis proved the presence of a good degree of prediction.

g) Model Summary

Table 4.6: Result of Multiple Regressions (Model Summary)

| Model | R | R Square | Adjusted Square | R | Std. Error of the Estimate |
|-------|-------------------|----------|-----------------|---|----------------------------|
| 1 | .754 ^a | .569 | .555 | | 38248 |

a. Dependent Variable: consumer buying behavior.

b. Predictors: (Constant), Simulation, Brand Recall, Dominance, Necessity, Pleasure

Table (4.6) indicates R, R square, Adjusted R square and Standard error of the estimate. Further, it lists the independent variables that are entered into the regression model. R (0.754) is the correlation of the independent variables with the dependent variable after all the inter correlations are taken into account. The model summary, above shows the Adjusted R Square is 0.569 which means about 56.9% of the variance in the dependent variable i.e. consumers buying behavior was explained by the independent variables i.e. Necessity, Pleasure, Dominance, Brand Recall, Simulation.

h) Beta Coefficient

Table (4.7) shows regression coefficient (β) of Necessity, Pleasure, Dominance Simulation and Brand Recall. The direction and intensity of the association between independent and dependent variables may be seen using the "" (beta) coefficient. As a result, there is a positive association between the independent factors (Necessity, Pleasure, Dominance, Brand Recall, Simulation) and the dependent variable since the sign of the "" coefficient for the independent variables are positive (consumers buying behavior).

Table 4.7: Multiple Linear Regression Coefficient of Independent Variables

| Model | Unstandardized | | Standardized | t | Sig. | Collinearity Statistics | |
|--------------|----------------|------------|--------------|-------|------|-------------------------|-----------|
| | Coefficients | | | | | Beta | Tolerance |
| | B | Std. Error | | | | | |
| (Constant) | .902 | .219 | | 4.111 | .000 | | |
| Necessity | .079 | .070 | .083 | 1.133 | .259 | .522 | 1.916 |
| Pleasure | .216 | .062 | .257 | 3.477 | .001 | .514 | 1.944 |
| Dominance | .259 | .044 | .371 | 5.850 | .000 | .695 | 1.438 |
| Brand Recall | .088 | .062 | .093 | 1.418 | .158 | .655 | 1.527 |
| Simulation | .134 | .053 | .167 | 2.555 | .012 | .653 | 1.532 |

Source: Calculated From the Researcher Survey Data

a. Dependent Variable: consumer buying behavior

The table above (4.7) illustrates which of the independent factors has the greatest impact on customer purchasing behavior. The influence of dominance on customer buying behavior (0.371) was bigger than the other independent factors when looking at the Beta under Standardized Coefficients. Furthermore,

among the independent factors (necessity), Sig. (0.259 > 0.05) was not statistically significant in influencing the dependent variable. Furthermore, because of Sig. (0.158 > 0.05), the independent variable (brand recall) was not statistically significant enough to impact the dependent variable. When a statistic is important, according to Andy Field (2005), it simply implies that you are quite confident that the statistic is reliable. It doesn't imply that the discovery is significant or that it can be used to make decisions. When a statistic, on the other hand, is trivial, it is ignored.

The regression equation for the customers buying behavior of the researched banks may be algebraically stated by reference to this analysis:

$$CBB = 0.902 + 0.083 * N + 0.257 * P + 0.371D + 0.093 * BR + 0.167 * S$$

Where, 0.902 is constant which, cross the consumer buying behavior axis

The above regression equation indicates that when Necessity, Pleasure, Dominance, Brand Recall and Simulation advertisement increase each of them by 1, consumers buying behavior also likely increases by 0.083, 0.257, 0.371, 0.093 and 0.167 respectively.

4.4 Conclusions and Recommendations

The goal of this study was to see how marketing influenced customer purchasing decisions. Three fundamental research questions were suggested to evaluate the influence of ads on customer buying behavior in order to achieve the study's goal. The following conclusions may be drawn from the study's findings:

1. The study's overall research goal was met; the study's overall goal was to investigate the impact of ads on consumer purchasing behavior. Except for need and brand memory, all of the identified AD features have a major impact on customer purchasing behavior.
2. correlation analysis was performed to investigate the links between variables; the correlation matrix indicated that all coefficients of correlation for independent variables were positively and significantly connected with the dependent variable.

3. All alternative hypotheses proposed for this study were accepted, and the null hypothesis was rejected, based on the correlation analysis.

4. Based on the results of the regression, it can be inferred that "dominance" AD had the most impact on customer purchasing behavior. Against get more insight, this conclusion was compared to empirical evidence. Except for need and brand recall ADs, the other three predictors had a substantial impact on consumer purchasing behavior, according to the research.

5. Advertising is a non-personal communication activity carried out by an entity through one or more means Various means of communication for the purpose of influencing the behavior or attitudes of the public The target is towards a specific good, service or idea, and convinces them of the importance of what is announced and their need for it, and it is paid in value and the entity is known.

6. Advertising has characteristics and features that distinguish it from other communication activities .The most prominent of these characteristics: It is a non-personal activity so that there is no interaction between the advertiser And the consumer public pays its counterpart for a fee, and advertising is not limited to displaying and promoting goods only, but rather extends its activity to promote services and ideas, and it is an activity used by all purposeful and non-profit organizations.

Based on the results of the study, the following recommendations were directed.

- When taking action to influence more customers, all five predictors of advertisement should be considered and given proper consideration, but dominance advertisements should be given greater attention. The influence of those elements encouraging consumers' buying behavior is greater than the effect of the remaining four marketing characteristics, according to the multiple regression results of this study. Thus, by promoting simple-to-understand and eye-catching commercials, the two banks will be able to attract new customers in addition to existing ones..
- Regular and consistent up-to-date training on the product information should be given to the advertising agencies, so that they will have the current knowledge and skills to handle the adverts.

- When creating advertisements, it is necessary to keep track of the consumer's purchasing habits.
- Advertisement policies should be tailored to each region, taking into account the socioeconomic position of the target audience.
- Increased interest in studying consumer behavior so that organizations can discover new marketing opportunities for their products, and this can only be achieved by responding to changes in needs and desires.
- To capture the attention of customers, an innovative method of advertising must be used.
- Advertisement messaging must be simple enough for even the most inexperienced customers to comprehend.
- Teasing or surprise commercials, such as (the newest addition will be available shortly), are also effective in stimulating customers.

4.5 Future Studies

1. There is a room for other studies to conduct. Therefore, other variables which could affect consumers buying behavior of banks are potential area for further study.
2. Second, other researchers have to do more studies on these advertisement features which increase AD effectiveness in order to see how these features look like in different organizations in the country and to understand more on the contribution of these factors towards motivating consumers buying behavior. As far as the samples are concerned, possible expansion of the sample of the study in other branches would be highly desirable. In this regard, similar studies at other companies that used advertisements widely would seem appropriate.
3. Finally, Consumer buying behavior is now moving from traditional advertising to newer technologies like tabs, mobile phones etc., by adding the new variable like “information rates” generally generated by environmental response Therefore Companies and decision makers in the field of advertising must study consumer behavior and employ technology Mostly in advertising.

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EKLER

Ek-1: Etik Kurul Onay Formu



Ek-1: Etik Kurul Onay Formu

Evrak Tarih ve Sayısı: 11.06.2021-14198



T.C.
İSTANBUL AYDIN ÜNİVERSİTESİ REKTÖRLÜĞÜ
Lisansüstü Eğitim Enstitüsü Müdürlüğü

Sayı :E-88083623-020-14198
Konu :Etik Onayı Hk.

11.06.2021

Sayın Motaz NAZZAL

Tez çalışmanızda kullanmak üzere yapmayı talep ettiğiniz anketiniz İstanbul Aydın Üniversitesi Etik Komisyonu'nun 09.06.2021 tarihli ve 2021/07 sayılı kararıyla uygun bulunmuştur. Bilgilerinize rica ederim.

Dr.Öğr.Üyesi Alper FİDAN
Müdür Yardımcısı

Bu belge, güvenli elektronik imza ile imzalanmıştır.

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RESUME

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Middle

Skills

Reporting on the progress of work to the line manager

Carrying out any tasks that are assigned to me by my supervisor