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THE IMPACT OF DIGITAL ADVERTISEMENT ON CONSUMER PURCHASE BEHAVIOR OF HEALTHCARE PRODUCT/SERVICES

Arsal IRSHAD

Master's Thesis

Supervisor

Asst. Prof. Dr. Ozgul OZKOC

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THE IMPACT OF DIGITAL ADVERTISMENT ON CONSUMER PURCHASE BEHAVIOR FOR HEALTHCARE PRODUCT/SERVICES
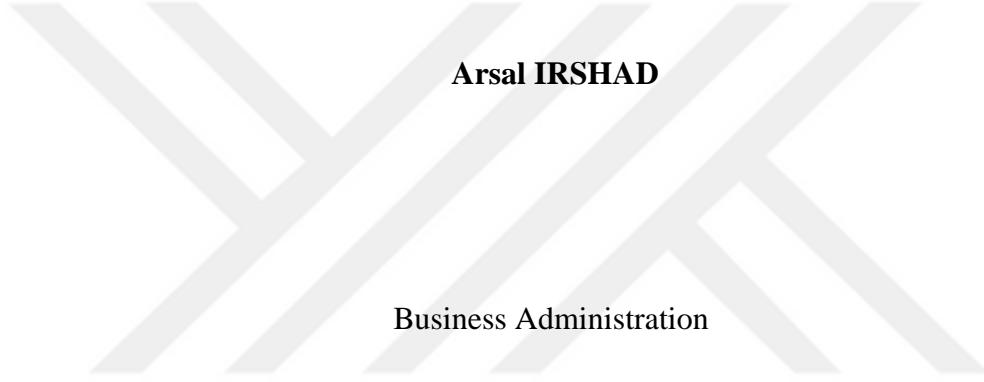
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The thesis titled THE EFFECT OF ADVERTISEMENT ON CONSUMER PURCHASE BEHAVIOR FOR HEALTHCARE PRODUCTS/SERVICES prepared by ARSAL IRSHAD and submitted on 03-08-2022 has been **accepted by majority of votes** for the degree of Master of Arts in Business Administration.

Asst. Prof. Dr. Ozgul OZKOC

Thesis Defense Committee Members:

Asst. Prof. – Ozgul Ozkoc	Faculty of Applied Sciences, Altınbaş University	_____
Prof – Dr. Emrah Cengiz	Faculty of Political Sciences, Istanbul University	_____
Asst. Prof. – Murad Canbulut	Faculty of Management, Altınbaş University	_____

I hereby declare that this thesis meets all format and submission requirements of a Master's thesis. Submission date of the thesis to Institute of Graduate Studies: ___/___/___

I hereby declare that all information/data presented in this graduation project has been obtained in full accordance with academic rules and ethical conduct. I also declare all unoriginal materials and conclusions have been cited in the text and all references mentioned in the Reference List have been cited in the text, and vice versa as required by the abovementioned rules and conduct.

Arsal IRSHAD

DEDICATION

I am very thankful to ALLAH Almighty for giving me the strength to work on this topic, I am also thankful to my teachers and parents for supporting me in completing this work. Especially I am thankful to my Parents and my family who supported me to complete my Master's degree. My family was my motivation to complete my studies, especially my Father and mother who helped and motivate me a lot. I am thankful to my parents for the supportive role they have played in completing my studies.

SUMMARY

The study was done to see "The Impact of Digital Advertisement on the Consumer Purchase Behavior related to Healthcare products and services". Due to digitalization a lot of companies are trying to do advertisements online, which gave them a competitive edge over the competitors, and a large market to serve. With digital marketing, a company can offer their products globally and can reach consumers globally other than the home market, which can help the company to increase sales and profit as well. Digital advertising is a good way to minimize the expense of the advertisement and increase the return on investment (ROI). Understanding Consumer Purchase Behavior is vital. As this study is principally centered on consumer purchase behavior so understanding the cycle, which consumer do, before purchasing the item is vital for advertisers and organizations. The study will assist advertisers with deciding how shoppers go from being acquainted with an item to settling on a buy choice. Understanding the consumer purchasing process is basic to advertising. The consumer choice interaction will permit the company to lay out a showcasing plan that will persuade a consumer to purchase an item or service to fulfill the issue of the consumer. The study mainly focused on people in Pakistan, so it will help the companies to understand consumer behavior better especially those companies who are looking to offer healthcare products or services in Pakistan. It will help the companies to arrange the advertisement accordingly and make it more profitable. The study is done on people mainly living in Pakistan. Further studies can be done in other countries and cultures, and countries with different technological advancements.

ABSTRACT

THE IMPACT OF DIGITAL ADVERTISEMENT ON CONSUMER PURCHASE BEHAVIOR FOR HEALTHCARE PRODUCTS/SERVICES

Irshad, Arsal

M.A, Business Administration, Altınbaş University,

Supervisor: Asst. Prof. Dr. Ozgul Ozkoc

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Keywords: Consumer Purchase Behavior, Healthcare Product/Services, Digital Advertising

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1. INTRODUCTION

Understanding the buyer purchasing choice stage is vital. As this study is principally centered on purchaser conduct so understanding the cycle that shoppers do, before purchasing the item is vital for advertisers and organizations. This stage assists advertisers with deciding how shoppers go from being acquainted with a thing to settling on a buying choice. Understanding the Consumer purchasing process is vital to advertising. The consumer choice interaction will permit the company to lay out a showcasing plan that will influence a consumer to purchase an item or administration to fulfill the issue of the consumer or buyer. Customer purchasing conduct depends upon the things they are purchasing. The individual who is purchasing a vehicle has different customer conduct than an individual who is purchasing a pack of cigarettes or chips. Advertisers ought to be cautious while causing systems for the brands and items as they need to see and remember what sort of purchaser they are connecting with. These days, there is a great agreement of contest in the business. It is truly hard to draw in clients and convince them that the company's product or services are far better than those of rivals. Contenders make it hard for organizations to sell their items at the ideal cost since contenders might be selling a similar item at a lower cost with similar details. Advertisers alluded to it as advancement. Publicizing is the best method to promote the company item. Publicizing is the best method to raise client mindfulness and market things. Publicizing illuminates the clients about the distinctive elements of the company's merchandise that they won't find in the items or administrations of the rivals. A company needs to persuade them that this item is ideally suited for their requirements and wants. The apparatus most organizations use today is advanced promoting or publicizing. Each business is attempting to get its business online with the goal that it can draw in more clients and work worldwide. Publicizing in computerized promotion is less expensive and requires less exertion. That is the reason the greater part of the organizations on the planet is going to web-based promotion. However, advertisers should utilize the best and most exact systems to beat market antagonism. Promoting is turning out to be exceptionally famous in organizations all over the planet; Companies burn through a large portion of their publicizing spending plan just to ensure they arrive at the right clients and can acquire whatever the number of clients could reasonably be expected. This issue is basic since it will help organizations in deciding the

effect of notices on client buying conduct. What amount of an effect does it have on clients? This will assist them with understanding assuming that contributing a lot of their financial plan to promoting is proper or not, regardless of whether they are wasting cash and time by putting resources into publicizing since shoppers are the real clients who will use the item. Assuming he is uninterested in the products, proceeding to sell it will be exorbitant to the organization. Subsequently, organizations should decide if their promotion is valuable to their items and regardless of whether it impacts clients' buying conduct. This furnished them with an unmistakable psyche.

1.1 DIGITAL ADVERTISEMENT:

With the making of the World Wide Web and the Internet, which are likely the nearly everyone compelling developments of the print machine, another period has started for the world. This innovation has in a general sense significantly had an impact on how organizations carry on with work, particularly how they use it to advertise their items and administrations. The publicizing worldview is presently creating some distance from conventional promoting media (TV, outer showcasing, direct showcasing, and so forth) towards a more concentrated way to deal with advanced and sponsors are putting increasingly more in computerized to the impairment of these customary organizations. Web promotion gives exact area focusing on and information-driven client profiling. Focus on company market division because of the inclinations and side interests, including lying out new objectives Simple outcome understanding and less expensive evaluating model. For organizations that used to purchase costly promoting materials, for example, TV or open-air publicizing, more exact centering can be accomplished for a generally minimal price. (Tat & Young-Hoon, 2015)

Web-based publicizing could be a kind of advancement that involves the net and world wide web for the communicated reason for conveying elevating messages to attract clients. tests of online publicizing encapsulate talk advertisements that appear to be on PC program results pages, flag promotions, in-text promotions, affluent Media promotions, Social organization promoting, online characterized promoting, promoting organizations, and email advancing, as well as email spam. Like different promoting media, online publicizing regularly includes each distributor, United Nations office incorporates commercials into its online content, related an expose, United Nations organization give

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ads to be publicized on the distributer substance. Different possible members exemplify promoting offices United Nations office work with creating and put the advert duplicate, an advert server that mechanically conveys the advertisement and tracks insights, and publicizing partners United Nations organization accomplish independent special work for the plug. (Solberg, 2000)

In contrast to earlier mass media, the communication direction is dual-sided. In traditional media, communication is a one-way idea that only the manufacturer creates and offers to users; however, producers have the authority to generate their content through social networks. The producers' creation of content for social media platforms allows marketing to advance in this way. Users' favorable or negative sharing of a product or service has an impact on other people. The individual who views sharing his experiences to be a requirement in the social media age values the opinions and suggestions of others. Individual behaviors and attitudes have changed dramatically as an outcome of the digitization of marketing. (Kosela, 2008)

There square measure a few varieties between traditional promoting and web-based media publicizing. the first qualification is that the sort of media, while old publicizing attached with the "broad communications" typify TV, radio, print, or open air, promoting by web-based media might mean each paired promoting through consent-based, and designated messages, or it very well may be mass inclusion utilizing a show advertisement, when cycle publicizing for online media, the elements of the crowd mustn't be utilized as an interaction issue of promoting. Second, old promotion should be paid correspondences, it's the undeniable reality in each meaning of publicizing since this thought appears, on the contrary hand online media publicizing may be without entire and neglected or it is regularly by implication paid because the case in certain parts of the interpersonal organization promoting like paid advertisements on Facebook. Third, antiquated publicizing has been seen always as on-way correspondence from the advertisers to the objective market through a few old media, but with the planet of the web a couple of it's become changed for two-way or perhaps multi-way correspondence among organizations and customers, and this is frequently the situation in online media promoting and on-line promoting for the most part. Forward, antiquated promotion depended on a model of intruding on customer's lives, but customers acknowledged this hindering for the most part

because it addresses a free instrument to comprehend concerning brands employing TV or radio advertisements. (Tuten, 2008)

Over the earlier ten years, one more wonder of computerized promoting has risen and understanding the advanced advertising space in the association's methodology is a significant issue. Incredibly, only 50% of associations in 2017 can purport to have an advanced showcasing framework (consolidated or disconnected from an advertising system) (Arponen & Bishop, 2019)

The expression "advanced promoting" alludes to correspondence about items, administrations, or thoughts presented by computerized media, which incorporates conventional internet-based media as well as intuitive media like computerized signage, Smartphone's, or the versatile foundation of augmented reality. Computerized publicizing is at present the quickest development promoting design. Worldwide computerized publicizing spending is anticipated toward the finish of 2019 to move to 333.25 USD billion; in certain nations, like the USA, the UK, and China, an advanced promotion at present records for the greater part of in general promoting financial plans. Buyers can share or remark on plugs utilizing computerized organizations like Facebook, Twitter, and Instagram. At the point when computerized notices are shared, they contact new crowds across stages, bringing about expanded openness. (Du & Ma, 2018)

Publicizing is characterized as any paid sort of non-individual show and advancement of an idea, great, or administration by a particular support determined to produce deals. Publicizing is basic in the dissemination of information and basic item data for client buying choices. Promoting helps with imparting the highlights and properties of an item or administration in a visual configuration that the purchaser can undoubtedly comprehend. (Latif, Abideen, & Farooq, 2011)

The ascent of the media correspondence channels has extraordinarily changed the promoting business arranging, which is the reason web based promoting is critical to internet showcasing. Digital advertisement helps companies to target a large number of customers without spending a lot of money on different advertisement tools. Attributes of the promotion, plan, quality, length, or area of the notice and promoting content can be on publicizing when one thinks about these things significant for advertisers in guaranteeing

the effect of promoting on consumers. The rise of the media messaging channels has unusually changed the promotion business ranking, which is why web-based promotion is critical to viewing on the Internet. Attributes of promotion, plan, quality, length or scope of notice, and content promotion can be over advertising when one thinks about these things important for advertisers in ensuring the impact of promotion on the wording of judgment by the judgment in the message. Consumer attitude is widely affected or influenced by the factors like loyalty, previous purchase experience, peer group thinking, and utility. (Mohammed & Alkubise, 2012)

Harvard University Professor Teixeira has led a striking report in this field and distributed an article named "Why, When, and How Much Is Consumer Fun in Advertising?" The exploration depends on a face-following output (a product that tracks facial feelings) acted because of TV plugs. This is the principal investigator of its sort and is the latest. Teixeira observed that cooperative and conflicting capacities can be worked out. It relies upon the sort of diversion (for instance, the situation in a promotion). Brand-related amusement cooperates as it fills in as a convincing device in both the interest and buys stages. Teixeira has seen that as, contingent upon the idea of the diversion, amusement can fill both helpful and hostile needs (for example position in commercials). As it goes about as a weapon of influence in the interest and buys stages, brand-related diversion cooperates. (Teixeira, Picard, & Kaliouby, 2013)

Promotion is what a corporation must do to form and swap worth with its clients, and this worth making is the customary basis for making the customer's desires and selling strategy. Sometimes business's success relies on selling, while not selling the corporate can't produce or exchange worth with customers. One variety of selling is electronic selling or digital selling which targeted new technology for the activities of selling. In ancient selling and technology, electronic selling improves the potency and effectiveness of companies as a result of they add the worth of client value or increase the profit client. (Silk, 2006)

The decision of the publicizing setting alludes to any place to situate content to guarantee the chief powerful openings with partner available financial plan. For local promotion, a key component is an arrangement to use the expected consequence of credibility from a distributer's publication content. Because advanced local notices square measure to a great extent particular and are produced for explicit stages, publicizing recurrence is a more

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modest sum important. The developing kind of channels that appropriate advanced local promoting content across a huge differ of client gadgets confuses publicists' higher mental interaction with pertinence media settings; regardless these settings have indispensable effects on purchasers' assessments of implanted publicizing. The promoting setting generally alludes to qualities of the medium or enveloping substance during which an announcement gets embedded. A positive investigation of the setting including TV and print notices prompts extra inspirational perspectives toward those promotions. The computerized publicizing scene gives a few potential chances to impact clients all through their call venture, or at least, all through the stages during which clients move with brands previously, during, and when they are looking for a call. Promoters mean to understand various impacts, such as steadily changing customers' convictions, mentalities, and practices. (Yongick & Cynthia, 2010)

With regards to making a brand on the web, never has so little been said with regards to what might be the web's most astounding ability - supporting the brand with clients and possibilities. Since clients may quickly move from information to activity in an intuitive climate, there are tremendous opportunities for relationship building. At the point when customers become mindful of an item and visit a site, they might invest a lot of energy finding out with regards to it, laying out commonality and profound respect for it, and, in certain circumstances, starting a buy. Accordingly, it is basic for organizations to utilize the web's image-building limit while publicizing. This thought is steady. Directors of Japanese and US auxiliaries of European enterprises expressed that the possibility to lay out brands was the absolute most significant explanation for their choice to utilize SMS publicizing. (Lacroix & Riley, 2003)

Digital advertising grants companies for superior precision in arriving at target portions. Retargeted advanced notices, for instance, empower firms to utilize data on a buyer's web-perusing conduct to show a computerized advert several items to explicit individuals United Nations organization have effectively got had openness thereto item. Customized messages are demonstrated to be easier than conventional messages. Advanced publicizing licenses advertisers to prevail in individuals United Nations office don't appear to be dynamic clients of antiquated media or United Nations organization pay monster measures of one's experience on the web, as millennial. The exact reach of computerized publicizing

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permits sponsors to zero in on customers with direct messages to build up intensity and adequacy that at last deciphers to higher organization values. (Komiak & Benbasat, 2006)

Organizations are moving publicizing dollars from conventional channels and toward advanced channels. As this pattern proceeds, there will be an expanded need to involve financial execution estimations to drive advertising asset allotment for ideal firm execution. Promoting through computerized channels might usefully affect corporate worth because of its more powerful satisfied, savvier focusing on, and higher reach per dollar when contrasted with customary techniques. The impact of advanced publicizing on firm worth might turn negative assuming computerized share is just excessively enormous, attributable to the chance cost of predestined synergism from various causes. (Du & Ma, 2018)

Advertisers place resources in different media stages to influence buyer behavior. Advertising at every intermediate stage has an alternative structure that unambiguously attracts buyers. Digitization has brought about changes in buyers' media tendencies. Thus, a more in-depth understanding of advertisements on different media stages and their suggestions should be placed on consumer behavior. Paper commercials affect each of the five stages of consumer behavior. The effect of television and the internet on buying awareness, interest and conviction is really clear. The results additionally revealed that magazines, newspapers and the media are persuasive in influencing the behavior of buyers. Publishing managers can continue this exploration and raise the level of objectivity of promotions by placing resources in appropriate media. In a market, where there is so much competition it is significant for publicizing chiefs to catch purchasers' eye through advertisements and deals advancement. (Sama, 2019)

The capacity to follow client connections empowers advertisers to all the more likely to comprehend which messages are standing out for clients and to change publicizing efforts as needs are. Fundamentally, advanced adverts can be changed or halted as fast and effectively depending on the situation. This is inverse to customary TV and print ads, which need enormous forthright and nonrefundable responsibilities upheld by formal agreements with outsider media merchants. On account of the adaptability and reaction managed the cost of computerized publicizing, it very well may be transient, not so much

perilous, but rather more adaptable, which means better firm valuations. (Dukes & Gal–Or, 2003)

Marketing begins with the customer's wants and finishes with his satisfaction. When everything revolves around the client, studying consumer behavior becomes essential. Customers in modern marketing have a plethora of options from which to choose, therefore marketers' persuasion of customers has a significant impact on their purchasing decisions. Marketers must investigate consumer behavior to persuade them. Social impacts, social elements, individual variables, and mental elements are generally components that impact purchaser buying conduct. The mental angles were concentrated in this review. Perceiving a need is the initial phase in the buying system. An absence of anything useful may be viewed as a need. An individual might be headed to buy an item for comfort, style, notoriety, confidence, or to be comparable to other people. (Khan, 2007)

With the advancement of computerized media, shoppers currently need to get, yet in addition control whether they effectively look for and take part in promoting. Sponsors are progressively depending on buyers to look for promotion content that doesn't squeeze into ordinary business designs on YouTube, for instance. To be applicable, promoting must continually extend the scope of impacts. Sponsors ought to be keener on learning and assessing. (Faber, 2015)

That is the reason currently, individuals depend on new advances to work on their thoughts and market their items. Web based advertising assists a parcel with making mindfulness about brand and getting more input of client and consideration than these conventional promoting techniques. (Fagerstrøm & Ghinea, 2010)

Individuals invest their energy more on the web and their example of utilization designs are changed because of advance innovation. All over the planet, present day individuals are embracing the innovation of the Internet and cell phone rapidly. Innovation driven organizations have been given the most recent and arising thoughts for advertising and showcasing their items and administrations. (Pelau & Zegreanu, Mobile marketing-the marketing for the next generation., 2010)

Digital advertising is becoming more and more popular due to the popularity of online shopping. Advertisers are taking advantage of the e-commerce facilities that are available

today, are due to the increasing number of internet users. Screen and plan to create powerful computerized advertisements are accordingly significant for advertisers to persuade possible clients. The allure of advanced promotion alludes to the properties of publicizing that comprise the message and the presence of computerized promotion to control the positive impact on individual discernments. Contains advanced publicizing things, for example, messages planned explicitly to get positive surveys of internet promoting items/administrations. For instance, to persuade individuals, sponsors integrate profound or reasonable calls into the computerized promotion message and show. (Smith, 2011)

Advanced promoting is something beyond an expression. In light of the ascent in internet-based networks where individuals share fundamental interests and stories with each other, it has turned into a lifestyle and a gigantic piece of individuals' lives. Organizations perceive online media's control over buyers; advanced media advertising has made new difficulties for advertisers, associations, and planners. Current promoters are acknowledging the way that these web apparatuses may assist them with engendering their planned message through internet-based gatherings, which has expanded the force of purchaser-to-buyer conversations in the business place. Computerized media promotion is more than a passing craze. This is a way of life and a major piece of individuals' ways of life, on account of the development of online gatherings that share normal ways of life and stories. (Mckinney & Benson, 2013)

Online promotions of product make the switching cost of consumer low and now they have many options to look upon. They have wide range of options when they look for a single product. After watching promotional tools of seller they make their minds to purchase or if they don't like then it's very easy for them to switch towards other options. (Rigby, 2001)

Digital promotion creates new client experiences using interactions among customers. The digital promotion applies digital bit points with clients that facilitate to make and improve communications with customers by building sturdy customer relationships. For these reasons, digital promotion offers new opportunities for organizations to influence customers. One of the necessary implications of digital promotion is Social Media Marketing that is applied across varied areas. Web-based Entertainment Marketing alludes to "the use of online entertainment advances, channels, and PC code to make, convey,

convey, related trade contributions that have worth for an association's partners. Showing advertisements could be a strong advancing device for building brands and expanding traffic for associations to achieve accomplishment through Social Media. There will be a range of formats of displaying ads to be accustomed to target potential audiences like native ads, banners, images, video, text, or media-rich. (Solomon, Bamossy, Askegaard, & Hogg, 2010)

A lot of additional minutes web clients surf online, the part of positive region unit their perspectives towards e-publicizing. Orientation ascribes have conjointly been found to assume a fundamental part in imitative client perspectives. Guys show plenty of uplifting perspectives towards e-publicizing than females. In any case, assortments of things additionally are found to prompt negative perspectives, similar to irritation towards web publicizing. By and large, customers are additionally irritated by irritating promotions and thus quit the site out and out. (Wolin & Korgaonkar, 2003)

Online Media is moving the office from advertisers to clients, because of worried about the majority rules system permitted in web-based media all clients as clients will at present be to hold on for each other trading the information concerning item and administrations, those push advertisers dynamical their past procedures to match the new needs of clients, and telephone with them in person as achievable as they will, especially in their looking for conduct by exploitation web-based media as selling station in each free as viva-voce and paid as web-based media publicizing. Besides, promoting is only a way that clients concentrate on the new item, concentrate on things clients could need or need, because of the extra clients understand item extra determinations they will make, as no one like better to make unfortunate choices once it includes buying. (Evans, 2006)

Online media has propelled new ways for associations to invigorate and expand the relationship with clients and spread out brands by utilizing web accounts, Facebook, destinations, and smaller than normal areas. Despite these extra open doors, there are different new hardships to administering buyer relations. Expecting horrendous internet-based media comments are made concerning a thing, organization, or association, new or returning clients may be impacted to look throughout an elective source or normal. Right present, online media publicists are supposed to convey, for example, talk and focus on

their clients inside web-based networks concerning related things and organizations they suggest to the table. (Weber, 2009)

Web-based media is slowly being considered a more goal wellspring of data, and these organizations have a certifiable presence for their individuals, impacting numerous areas of conduct. Purchaser choices are progressively being made in light of data acquired from web-based media stages. Shoppers utilize numerous web structures as well as disentangling publicizing messages and understanding sites. New data and correspondence innovations on the planet have gone through significant changes, which have ended up being unmistakable as of late because of advances in data innovation that have progressively transformed reality into a virtual world. Purchasers' credit less and the brand message broadcast by Television; all things being equal, they are bound to consider everything that others say to them, with whom they contact in different areas, especially on the web. (Kozinets, 2010)

Organizations observe the office level that web-based medium has over shoppers; advanced medium selling has made new hardships for advertisers, associations and specialists. Existing promoters be seeing anyway this on-line instrument will unfurl their arranged message through web-based conversations, which has reinforced the power of customer to consumer conversations inside the business community. (McClure, Scambray, & Kurtz, 2009)

1.2 DIGITAL ADVERTISEMENT IN HEALTHCARE:

The single-mindedness of this research is to understand the digital tools used in the health industry and the effect of digital advertising on the behavior of healthcare consumers Clients' past recollections and encounters assume a significant part in buying choices. Experience has shown whether clients will purchase this specific new item or not. On account of this, they can assess the new item, how great it will be, and regardless of whether it will fulfill the necessities and wishes of the clients or not. Associations don't append significance to promoting, which adversely influences the general deals of the organization. Organizations invest a truckload of cash in publicizing through different strategies, like informal communities (Facebook, YouTube, Instagram, and Twitter), messages, announcements, papers, and magazines for their clients with the goal that the

client knows the items and their administrations. This promoting procedure impacts purchaser purchasing conduct. (Latif, Abideen, & Farooq, 2011)

The peculiarity of the Covid Corona virus and individuals will profoundly and will be more worried about the medical problems. For the vast majority, the medical condition is a constant peculiarity, and they will stay informed concerning news patterns to utilize a sound way of life. Likewise, conventional media stages and person-to-person communication locales contain commercial missions to urge individuals to embrace a sound way of life. Consequently, the publicist will invest their energy in person-to-person communication locales and fortify the mass worth of their wellbeing. For this Covid Corona virus, individuals will imagine that medical care publicizing will turn out to be more interesting today. Particularly through computerized media, it is feasible to speak with individuals from one side of the planet to the other. These medical care advertisers utilize the new intuitive media highlights, what's more, share medical services considerations and ideas. Thus, the public authority and the clinical experts in different nations have taken on an undeniable level medical care promoting system, so that individuals can grasp the ongoing issues. (Barclay, Shembekar, Yom-Tov, & Muennig, 2018)

Medical advice is being provided through digital media to the healthcare sector to disseminate information to the public. As a result, medical personnel can directly reach people's perspectives and exchange health-related information with them. Digital media advertising has the technical capabilities to overcome some information or physical barriers to the distribution of medical and health information and thus has a significant advantage. Sharing information can help patients improve their abilities. It is impossible to continue the serious dialogue and make some judgments about medical care if the information is not shared. As a result, information sharing provides a way for people to cooperate with the healthcare industry, and it has the potential to enhance it. (Singh, Awani, Wal, & Tiwari, 2016)

In Malaysia, if digital media does not give a sufficient education for individuals, it would result in a lack of knowledge, such as inadequate information or timely updates. As a result, digital media must provide a free and open education network for individuals. This

instructional network should disseminate healthcare information in a clear and practical manner, and it should be updated using cutting-edge technology. (Pillai, 2012)

The healthcare sector may use all media platforms to raise healthcare awareness. Specifically, when it comes to digital media advertising, making it easier for people to reach them is important. Not only that, but the healthcare business can also use digital media advertising, which is pop-up advertising with phrases designed to get the attention of consumers. To raise healthcare awareness, various profit-making and non-profit medical organizations employ Facebook adverts. Most consumers seek healthcare information through digital media advertising channels such as social media. As a result, this has a broader function to assist people in adopting a healthy lifestyle. (Amalsyah, Bangsawan, & Rouly, 2020)

High-level clinical innovations, troublesome thoughts, and computerized correspondence have quickly become indistinguishable from giving best practice medical services under the umbrella term "computerized wellbeing." While the expense of treating persistent problems is rising and specialist deficiencies are approaching all over the planet, the important transformation in the construction of medical services and medication is neglecting to stay aware of the clinical innovation industry's fast progression. This change is hampered by thorough guidelines, the reluctance of medical services partners to change, and the inability to perceive the pertinence of social changes and the human viewpoint in an undeniably specialized world. With expanded admittance to and utilization of innovation, individuals are more inclined to look for an open however unregulated mechanical answer for their medical issue. (Mesko, Drobni, Benyei, Gergely, & Gyorffy, 2017)

Starting from the beginning of medication, doctors have attempted to pursue informed choices with an extremely restricted set of instruments and a developing measure of involvement that could be communicated to the future. Indeed, even account of the main stethoscope, an empty wooden cylinder presented by Dr. Laennec in France in the mid-nineteenth 100 years, required a long time to spread further developing consideration with a development. From that point forward, medical services have become subject to advances yet neither the clinical educational program nor the approaches and rules behind care reflected upon this turn of events. (Cheng, 2007)

By the 2010s, the digitalization of clinical consideration ended up being undeniable, how much clinical data continued to grow rapidly; and patients started to become connected while accomplices were not prepared. Specialists break down actually under the heaviness of hanging on for all the commitment; patients become confounded via looking for game plans destroyed of information and bosses puzzle over the choice about whether to change the system. (Barham, Wang, & Devlin, 2008)

In the 21st century, the number of patients with constant circumstances and the expenses of giving present-day medicines is rising; the future is getting higher and the World Health Organization gauges that there is an overall lack of around 4.3 million workers related to healthcare on the planet. Simultaneously, innovation propels with an exceptional speed. Equipment and programming unrest is occurring in medical services. (Aluttis, Bishaw, & Frank, 2014)

To, web access, cell phone, and cell phone infiltration has been expanding. Clinical advances like counterfeit thin insight, mechanical technology, genomics, and telemedicine, virtual and increased truth are becoming troublesome. Concerning the programming/data part, a huge measure of clinical data, peer backing, and open access to clinical examinations and rules are opening up. It doesn't just prompt possibly better quality and a bigger amount of data being gotten in medical services yet in addition to the chance for taking care of oneself. (Lupton, 2013)

In the present age kids are growing up with mobile and technology familiarity, some of them turning out to be purported "digital norms". For their purposes, it is inescapable that they will go online and look for a solution when they are facing any medical confronting issues. If we didn't make any changes and introduced healthcare on digital platforms, we will before long represent a danger to their wellbeing. (Prensky, 2009)

Computerized media is a fundamental piece of life. In the drug business, advanced showcasing is supplanting conventional advertising systems. This is fundamental because of the simplicity of connection with end clients, less tedious commitment, and incredible expense adequacy. Also, the advanced showcasing has prompted more noteworthy interest by doctors being the use of virtual entertainment and other computerized instruments. Because of the wide utilization of web-based entertainment, individuals can associate

socially and share data effortlessly. This additionally influences how patients, doctors, and medical services associations connect. The arrangement of simple methods for getting medical care data for the two patients and doctors legitimizes the worldwide likely worth of computerized promotion. Notwithstanding, the inescapable accessibility of computerized showcasing by drug firms still can't seem to be moving along. (Ahmed & Jawaid, 2018)

2. GENERAL INFORMATION

2.1 TRADITIONAL ADVERTISING:

Traditional promoting expertise is the disconnected strategy utilized for publicizing items/administrations, which is a deep-rooted technique for advertising. Customary showcasing comprises any publicizing and advertising procedures that are presently not taking district in the online medium. Conventional promoting carries out a fundamental role in arriving at the interest group who are not utilizing advanced stages. Conventional promotion can arrive at a huge objective market via placing characterized promotions in the public areas the spot more noteworthy and additional individuals go to regularly. Conventional advertising will speak to the nearby crowd and is bound to specific segment regions. Customary promoting and showcasing techniques, similar to TV ads, paper advertisements, print advertisements, and so on, are the sort that can assist the organization with certainly standing out from the clients. Clients can easily perceive the message passed on through the producers through these promoting techniques and makes a fast effect on the sensible clients. Simple to arrive at mature clients: If business people need to accomplish mature clients, conventional promotion is the top-notch method for chatting with them. As per reports, people who fall over the age of 50 will invest their energy concentrating on paper and prints than them on TV. Conventional publicizing and advertising assists the organizations with accomplishing the neighborhood crowd without trouble through papers, announcements, flyers, magazines, radio, and so on. It can help the companies to reach the hoe audience more easily. Traditional advertising is the expensive way and sometimes small firms or companies experience difficulties doing traditional advertisement on large scale. But it can help such companies who are enjoying a monopoly or have very little competition in the home market. (Bharti & Kumar, 2020)

The various techniques used in traditional advertising are as follows:

i. Print Advertising
ii. Advertising through Broadcasting
iii. Advertising through Referrals
iv. Direct Mail Advertising
v. Outdoor Advertising

vi.   Phone Advertising

i.   Print Advertising:

Print showcasing is the most established strategy for promoting in which the item commercials are thought of or distributed on paper, for example, in magazines, books, diaries, papers, and so on. Print promotion empowers the organizations to contact an enormous amount of individuals, independent of the objective market and premium of the client. However, this publicizing and showcasing approach can be utilized to focus on a positive number of clients. This kind of promotion is finished in mass to arrive at a particular number of clients and make them mindful of the item or administrations of the organization. (Bharti & Kumar, 2020)

ii.   Advertising through Broadcasting:

It is a strategy where the publicizing will be sent to a lot of crowds through the use of broadcasting mediums like TV and radio. This publicizing strategy permits the organizations to make organization acknowledgment with the assistance of ads and declarations. TV presents the visual exhibition of the item benefits through persuading plugs. Radio telecom empowers organizations or brands to achieve the objective market through sound plugs. Radio telecom has a more extensive reach than the TV plugs as the people can hear the sound characterized by promotions or declarations in a hurry in the current dislike TV. (Bharti & Kumar, 2020)

iii.   Advertising Through Referrals:

This is prominently known as 'verbal', in which the brand acquires prevalence through its clients when they convey the advantages of the administration/result of a specific brand to other people. People tell their family, friend, and relatives about the product or service and it will encourage them to buy the product or service. It will also help increase the brand loyalty of the company product or services because the consumer will get the information from the trusted source. (Bharti & Kumar, 2020)

iv.   Direct Mail Advertising:

Direct mailing is a approach of advertising and marketing in which advertising campaigns are created and ship to the clients or target market the usage of mail shipping mode. This approach is used for developing company recognition and company loyalty amongst the customers. For example, direct advertising methods such are catalogues, flyers, postcards, inland letters, brochures, etc., are delivered without delay to the clients thru mail. For example companies like Uber etc promote their services by offering the promotional code of the rides to the consumers on discount rate to encourage then to use the services more often. (Bharti & Kumar, 2020)

v.   Outdoor Marketing:

This is an advertising method that helps the manufacturer to attain the focused target market backyard their homes. The outdoor marketing approach uses visible effects as a substitute for phrases to deliver the brand message to the targeted audience. This advertising approach consists of signage, billboards, compound walls, bus stations, educational institutions, airports, stadiums, etc. These kinds of ads are mostly posted on such areas where a consumer can easily see or have access to interact easily. But this kind of marketing is often costly, and requires a huge sum of money to attract enough customers. (Bharti & Kumar, 2020)

vi.   Phone Marketing:

It is a strategy where the administrations and items are advanced through selling or SMS crusades. Selling involves settling on outbound decisions to elevate the product to the clients and convince them to purchase the items. SMS crusades are utilized to send mass measure of SMS to the clients that contain limited time messages like offers, limits, and different call to activities. These sort of publicizing frequently lead to buyer being disappointed by ton of messages and calls and turn up caring very little about the item or administration an organization is advertising. (Bharti & Kumar, 2020)

2.2 DIGITAL ADVERTISING:

In the previous 100 years, organizations have put forth a first-class attempt to leave their opponents at the rear all through the course of globalization and marking. Organizations

notice various methodologies to embrace the opposition and have an effect. Moreover, gathering and wonderful client needs have become a lot of extra testing considering the way that buyer needs have expanded. Also, on account that the start of the 21st hundred years, innovation has been improving radically, causing changes in each part of our day-to-day routines. Organizations have unavoidably been impacted by utilizing these changes and have headed out to involve data and correspondence and advancements extra and more on the lookout. Organizations have been through a ton of changes in an extremely concise timeframe on account that the start of the twenty-first century because of the conceivable outcomes outfitted by involving the advances in innovation. The use of information and discussion applied sciences have increased day by day through organizations for the explanation of acquainting their items and getting with perceive their clients. This amplification was straight throughout the years. In addition, organizations have been the utilization of IT in the trade with various organizations. In this device which is alluded to as "business to business" (B2B) electronic framework is utilized. All together withdraw their rivals behind, gathering's utilization of electronic substitutes and computerized promotion effectively between the clients and the organizations. Computerized promotion, truth be told, is extremely an incredible arrangement stand-out from the ordinary showcasing. Since the limitations of advanced publicizing and showcasing are unique, makers which can't be rivals under customary essentials can be adversaries to each other. Advanced publicizing and advertising objectives to serve clients as presently as suitable and expects direction from clients as opposed to endeavoring to change their appreciation like average showcasing. Through computerized promotion, clients can easily and quickly arrive at products and contributions and have an assessment of them by contrasting similar items, and in this manner, pace up the buying system. Likewise, the time spent while buying is normally seen as an immense issue, yet presently with web-based buying, this problem gives off an impression of being far removed. The overwhelming target of online publicizing is to utilize existing foundations to create a gain. Advancement, valuing, advancement, and dissemination of products are furthermore completed on the web. The advantages that computerized promoting and showcasing presents can be viewed as an upheaval for the publicizing scene. (Durmaz & Efendioğlu, Travel from Traditional Marketing to Digital Marketing, 2016)

Nowadays as the internet and Smartphone's are becoming so popular in the world, it's better for companies to do digital advertisement if they want to be competitive and want to increase their sales and create a competitive atmosphere in the market. Businesses around the world spend approximate 250 billion dollar on the digital advertisement only every year because they know it will impact the more customer. These numbers are increasing day by day because of the great return on investment which is the result of the digital advertisement. It is different from traditional marketing because most of the work involves internet and social media. There are 4 different type of digital advertising a company can look at which are as follows:

1) Search Engine Marketing (SEM):
2) Display Advertising
3) Social Media Ads
4) Email Marketing

2.2.1   Search Engine Marketing (SEM):
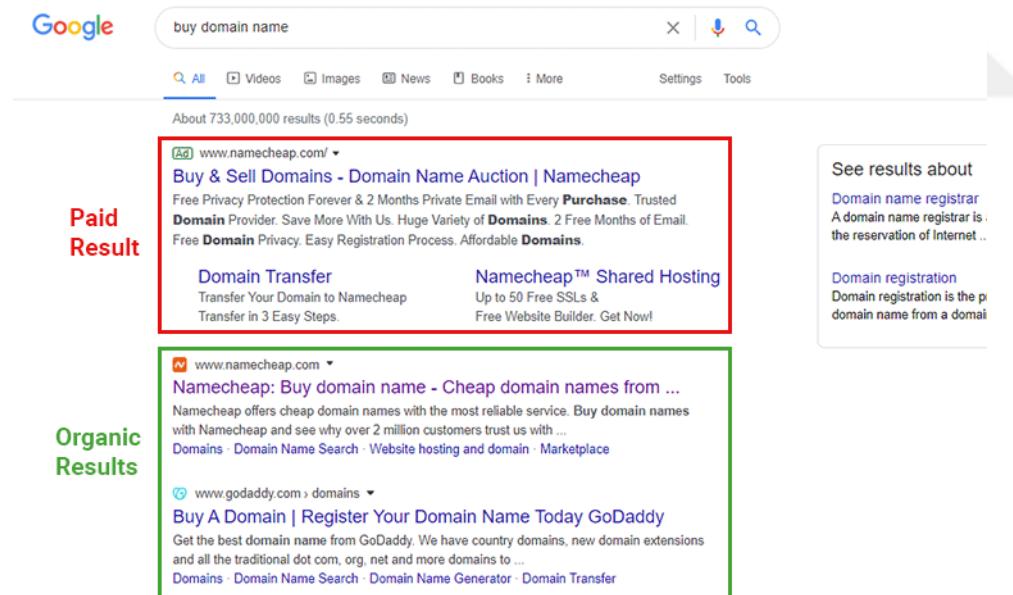
Figure 2.1: Search Engine Marketing (SEM)

The justification behind Search Engine Optimization (SEO) is to join the primary vested party and the webpage page through web files. All things considered, it has to do with being in the first spot on the rundown of rundown things. The greater part of the web crawler pay is met through SEO in the electronic business region. An interest in

improvement gives association's quick efficiency. Thus, SEO assists posting web with looking through device results and achieving what is going on in the main spot on the rundown. A portion of the world's notable web indexes is Google, Yahoo, and Bing. Web search tools capability by ordering net pages. Ordering calculations run at the foundation, recording basic data. Web search tool publicizing is a piece of computerized promotion where the expectation is to supply the zenith capability of the web index results. Expanding the web crawler's deceivability relies upon a satisfactory business venture of sites and the right catchphrases examination. Web crawlers were first respected quite a while and have further developed their influence from that point onward. At the beginning of the 2000s, per click (PPC) administration used to be started. The head of the world web search tool promoting is Google right now. It is trailed by Microsoft (Bing), and Yahoo (Ask.com). The web search tool market varies dependent absolutely upon language contrasts. For instance, individuals use Baidu in China, Yandex in Russia, and Tımway in Hong Kong. These web crawlers have a monstrous piece of the pie in the neighborhood markets. (Xing & Lin, 2006)

2.2.2 Display Advertising:
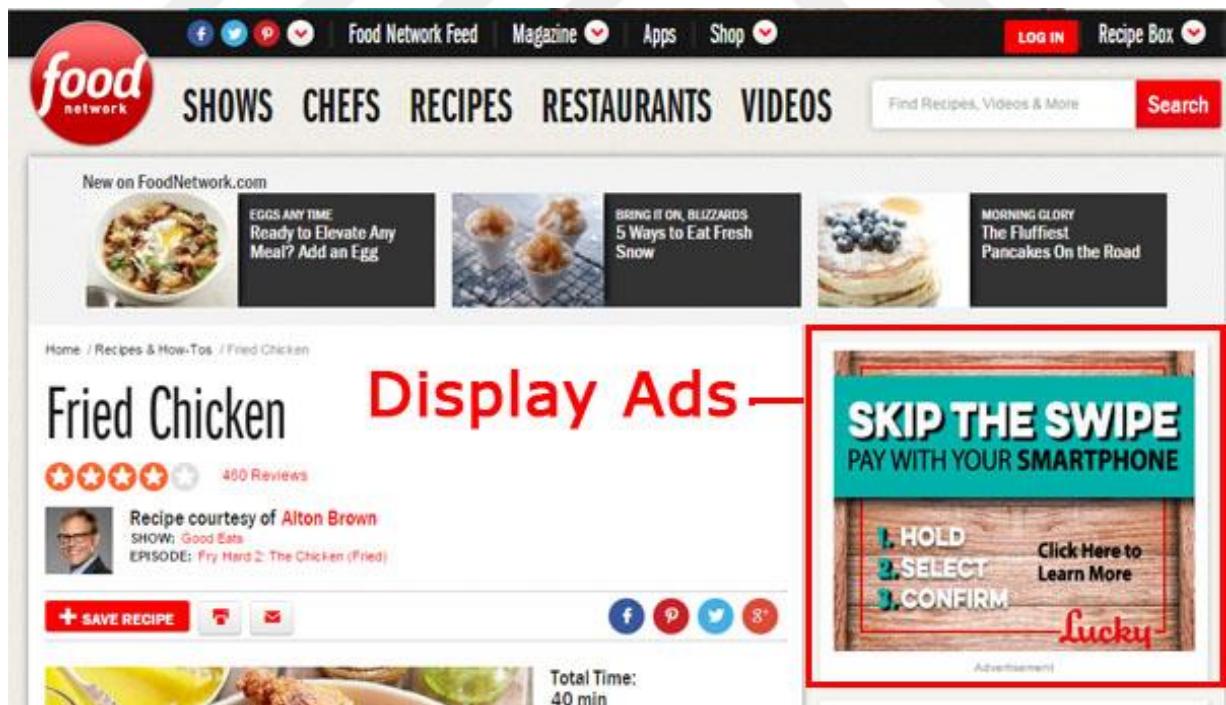
Figure 2.2: Display Advertising

A kind of internet-based business that unites text, pictures, and a URL that interfaces with a website where a client can investigate or buy things. There are numerous commercial plans. Online display advertising refers to showing commercials that Web site traffic sees alongside other content. These advertisements are graphic pics that vary in animation, shape, duration, and size, and come in exceptional codes such as banners, skyscrapers, and wall-papers Display advertising is the essential source of income for providers and content carriers on the Internet. Online display advertising and marketing is a vital shape of Internet advertising, with a whole ad spending of $27 billion in the United States at some point in 2015. Display advertising, which contributes to extra than 40 percent of Internet marketing revenue, is what continues most of the Internet free: it helps large social media organizations such as Facebook and Twitter, news publishers, and cellular apps and games. The online display advertising market has advanced beyond traditional banner commercials to consist of many visible and audio aspects that make ads more glaring and tougher to ignore. (Auschaitraku & Mukherjee, 2017)

2.2.3   Social Media Ads:
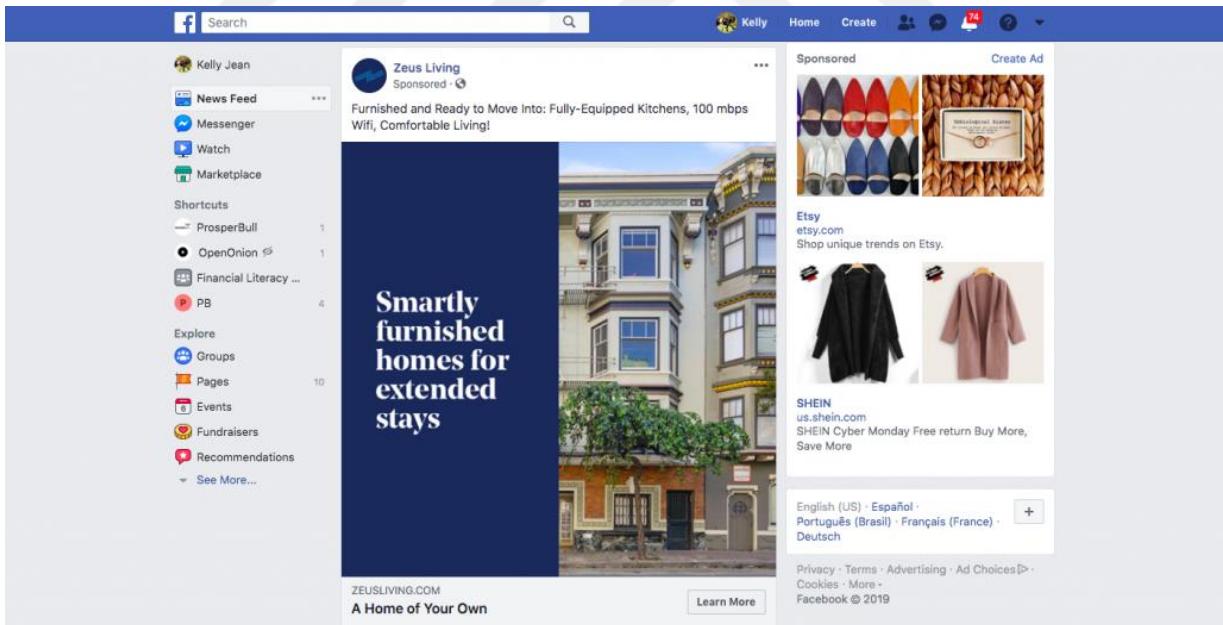
Figure 2.3: Social Media Ads

Virtual entertainment promotions are the course of attracting clients to related webpage s by using web diversion things. The essential inspiration driving this kind of display is to make the promotion of the items, administrations, and brands. Informal organizations are

online networks in which people can talk and impart matters to one another. Since exchange among people is exceptionally simple, informal communities are the most well-known peculiarity of the 21st hundred years. These developments are furthermore extremely exact open doors for advanced advertising. Through informal organizations, sites can likewise broaden the consideration of their brands, decline correspondence regions, and construct new coordinated efforts. Goals and activities are resolved first and afterward, the virtual entertainment is observed and estimated. Social relatives are moreover considered web-based entertainment. Individuals be a piece of the partnerships in which they share normal thoughts and convictions. In various words, networks are framed around regular pursuits and requirements. Because of informal communities like Facebook, Google +, Instagram, Twitter, and Pinterest, day to day routines of donors are kept in the computerized world. Individuals currently share the issues they used to tell their nearby buddies in person by utilizing virtual entertainment. With the web accessible from one side of the planet to the other, the best technique for an organization is to do promotions on this virtual entertainment, which will give an expansive assortment of shoppers from one side of the planet to the other. (Vries, Gensler, & Leeflang, 2012)

2.2.4   Email Marketing:
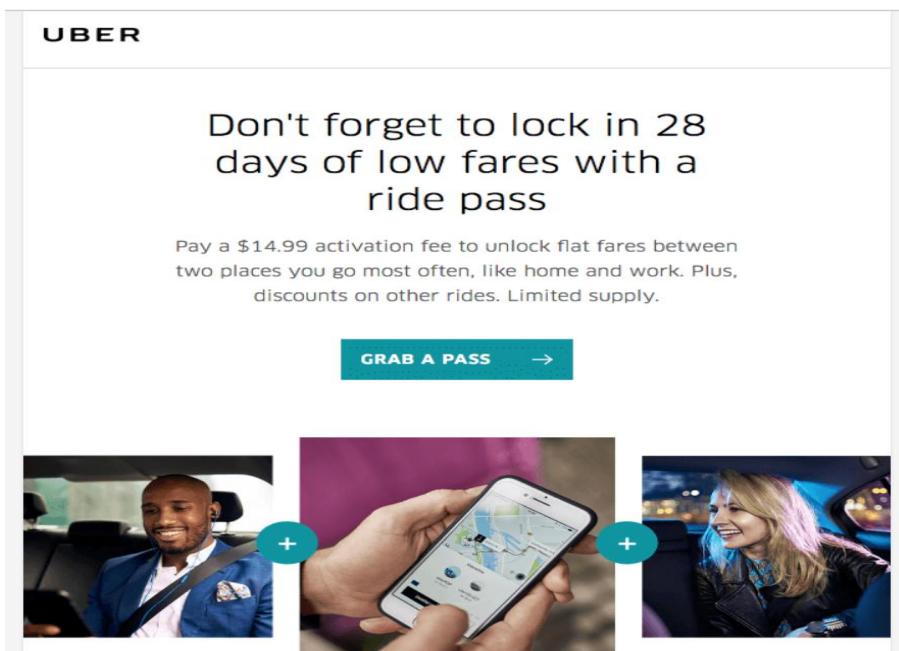
Figure 2.4: Email Marketing

Email promoting is a sort of showcasing wherein clients are reached through messages to be given data about specific items and administrations. The length and the subject of the email with the pictures utilized are vital in this sort of showcasing. Email publicizing is a sort of advertising carried out by using the capability of electronic mail with the aid of which the beneficiary has assented to get constrained time messages from a brand. In this kind of publicizing, advertisers appear to collect authorization from their impending clients by giving them a choice to pick in before sending emails. Accomplish this through utilizing choose-in or consent notably based showcasing. To get on excessive of things, advertisers choose twofold choose in, that makes them tremendous that email crusades square measure "invited" and "expected" via their supporters. Spontaneous electronic mail merchandising is as of currently a relic of times handed via in light-weight of the proper reality that it harms the source's sick fame. it is no massive surprise - beneficiaries might now not be out there to acquire restricted time messages they haven't most popular. (Chittenden & Rettie, 2003)

2.3 DIFFERENCE BETWEEN TRADITIONAL AND DIGITAL ADVERTISEMENT:

If we compare the methods of on-line advertising with traditional normal advertising and marketing practices, then there are sufficient areas and possibilities where on line advertising is capable and have its benefits and is always favored over it.

a. Unlike standard promoting where we need to hang tight for specified time period to situate out the reaction from the clients, on line publicizing is constant.

b. Since we can the response of the clients continuously, it is less tangled to follow if a precise mission is working for the thing or as of now not and subordinate totally upon the comments promoter can made the psyche blowing changes in the restricted time campaign, in standard advancing this versatility is over the top.

c. In regular promoting, it is trying for little shops to rival the huge rivals in the market attributable to the value stressed and technique making expertise though in the event of on line showcasing, through a fresh web website you can contact your designated crowd with more extensive reach with better help confirmation.

d. Cost incorporation is some other point which makes a lot of capability between the conventional displaying frameworks over electronic advancing; business

undertaking house can make its specific modernized promoting method with very little cost and change customary steeply-esteemed publicizing techniques like print media, radio consideration, TV and magazine.

e. Through on-line publicizing any business undertaking restricted time thinking have far higher accomplish and consideration as it will in general be seen as any locale of the planet through one advancing exertion in ideal worth diverged from traditional advancing endeavors and when any sponsor smoothed out the fundamental word search norms content in site then it is an impeccable benefit from hypothesis with very negligible cost to stay aware of the arranging.

f. With modernized advancing, publicist can make judgments to stimulate their goal group to take an optimal wonderful action, go to the specific website, to grasp about their things and its viewpoints and remarkable organizations, by this framework clients can unequivocal their view about the thing, their choice of searching for the thing and relating analysis, which is moreover found in the web site consequently with the aid of this way the promoter get a glorious probability to attract with the clients, which is overall debilitated in case of natural technique for exhibiting.

g. Through on-line promoting and showcasing brand improvement can be accomplished better compared to ordinary method of showcasing, a very much planned web webpage with incredible insights can objective the necessity of the clients and add enormous expense for their assumptions with appearance of more noteworthy open doors. Electronic publicizing has the possible to have grow and viral effect in headway over standard mode promoting, for an event the usage of online diversion coordinating website, email and virtual amusement channels declares the substance of the message to be shared obviously quickly. (Bala & Verma, 2018)

2.4 DIGITAL ADVERTISIN IN HEALTHCARE:

Computerized publicizing or digital advertising incorporates; web-based media, paid search, portable and online video, and different strategies. Significant medical care foundations have changed their paid media blend and are ceaselessly contributing bigger rates of their promoting financial plans into computerized publicizing. Designated web-based show promoting has the most practical Consumer Purchase Management and is one

of the numerous computerized publicizing strategies that can work couple with customary media strategies to gather brand mindfulness and work with the patient's excursion to track down the consideration that suits their requirements. Computerized promoting can target explicit populace portions, work with the quest for wellbeing data, and it can likewise interface individuals to the advanced contributions that medical clinics have started to join over ongoing years. As clinics start taking on more innovation, for example, electronic clinical records, computerized arrangement booking, and the ability to interface patients with suppliers carefully - there will be further approval of advanced publicizing by the way it integrates with the interconnectedness of the developing amount of computerized medical care contributions that can work with the patient excursion to getting care. We live in an advanced world where individuals depend more on savvy gadgets and devote their chances to looking through data on the web. As per some examination, 85% of clients now analyze and take a look at surveys of items or administrations preceding their determination, and Google expresses that as numerous as 77% of patients search the Internet before they settle on the choice. To that end increasingly more well-being associations perceive the requirement for online presence and the utilization of computerized channels to draw in new clients. This gives medical services experts a stage to draw in such an intuitive crowd without any problem. Benefits - Health associations can either effectively advance an item or administration to the objective gathering, as it is feasible to figure out who one's needs to focus on for preventive missions what's more, administrations. In the computerized world, one can undoubtedly quantify and enhance results and gain exact information as much as the scope of exercises. (Štimac, Stimac, Sostar, & Grbić, 2019)

2.5 CONSUMER, CUSTOMER AND CONSUMER BEHAVIOR:

Understanding difference between Customer and Consumer is very important. Sometimes the marketers mixed the both due to unawareness, but both are not same and vary among each other. The customer cannot be a consumer, and a consumer cannot be a customer. The customer sometimes buy product for someone else use, and consumer get the product from the customer. A customer and consumer can be one person but it depends upon the situation and thing which a customer is buying. So understanding difference between customer and consumer is very important for a consumer.

2.5.1   Consumer And Types Of Consumer

A consumer is a person who uses the service or a product offered by the business. That means a shopper may get abstract even as attention-grabbing currently. In some random business, the one who consumes the assistance or uses the product is meant to be a vendee. Note that a consumer may well be a client on specific occasions, but not reliably. Any substance World Health Organization does not have the choice to exchange the item or administration and utilize that for its motivation could be a vendee. Or nonetheless, in abundant less complicated terms, every end client within the chain of buying or utilizing administrations of things could be a shopper. Let's take an example, you are the top of the family and you buy a few milk parcels from the retailer. Till the time you will purchase those parcels, you are a client, only when that milk is used by anyone personally or your family then we can say that you are the actual consumer. Another example of the consumer is that your father bought a mobile for you and you are going to use it, in this case, you are the actual consumer and your father is a customer. A person who uses the product is the only one who can tell whether the product or service fulfills the requirement or need of the consumer or not, that's why most businesses focus on the feedback which comes from the consumer. So as we can see from the example that a consumer and a customer cannot be one person. It depends upon the situation and thing a customer or a consumer is buying. There are different types of consumer who actually use the product or service offered by the manufacture or companies. An item fabricating organization must comprehend the kind of shoppers it's focusing with its merchandise since it's elementary to take care a market exists for the things they conceive to bring into the market. Knowing the types of consumers for merchandise empowers a corporation to befittingly introduce the item to the possible client, consequently increasing deals and profit. Some examples of the consumers are as follows:

A. Seasonal Consumers:

Numerous customers buy and consume items on an occasional premise. These types of consumers shop at exact occasions when the prerequisite for them emerges. Returns for a business selling occasional objects can be extremely challenging. An important stretch of the year might be without any sale, so it is indispensable to viably and quickly target occasional buyers. For example, a person buying a decoration for the Christmas tree, a

person buying umbrellas in the rainy season or cold drinks and ice creams in summer, etc. So the companies who target such kind of audience must come up with something special to attract more customers and generate enough profit which can help them to survive in the market and also help the customers to buy the product more easily.

B. Personal Consumer:

These types of consumers usually buy products for their personal use. These types of products often sell on daily basis, so companies who are in this kind of business earn more than the seasonal on. For example, people go to grocery store or house items to be used in house, purchasing cloths for personal use or buying car or mobile phone for personal use etc.

C. Impulse Buyer:

Impulse consumers are those shoppers who choose spontaneous buying selections. Impulse consumers choose fast buying selections and promptly obtain once they 'associate' with the item and its parts. There are off times emotional attract of some type. Things that drive shoppers to obtain don't seem to be initially in their arrangements; therefore item state of affairs is important. Producers who target motivated purchasers would like their merchandise to be enclosed signally during a store. as an example, chocolates placed close to a checkout counter or eye catching novel things during a place wherever the kids will simply spot them, etc.

D. Organizational Consumer:

Organizational shoppers get things for associations, state-run administrations, or organizations. They often purchase in mass and will submit long-run continuation requests. Thus, a hierarchal shopper is by and huge exceptionally valued and explored for when. Merchandise and administrations offered to authoritative purchaser's area unit often required satisfying extraordinarily severe tips. Perhaps they got to be adjusted to satisfy the actual stipulations of the emptor, and express prices area unit organized. Manufacturers and specialist co-ops that focus on hierarchal purchaser's area unit relied upon to be adaptable in their thanks to agitating composition a deal, but inflexible to keep up with quality. Merchandise can be given for marketing at a profit to the hierarchal customer. Or

excluding an association would possibly purchase natural substances that area unit pointed toward delivering totally {different completely different} merchandise which can later be created offered for purchase to different patrons.

E. Need Base Consumers:

Customers who buy labor and products when they need them and only when they need them are known as need-based customers. Many of the things in a home improvement store, for example, are available to consumers who have specific needs. A necessity for a certain item will necessitate its acquisition because it is required immediately for a specific reason. The challenge for advertisers is to create a sense of "need" to promote the sale of goods and services. For example, a whitewash or paint to protect a house from the elements, heathers or an air conditioner in the home, or a light bulb to see in the dark, etc.

F. Habitual Consumers:

Individuals who feel compelled to use specific brands or types of merchandise are known as habitual consumers or routine customers. Advertisers try to build brand loyalty among this type of shopper. It might be as simple as using the same antiperspirant, drinking the same soda, and shopping for food and clothing in the same store. Cigarettes and liquor are two examples of commodities that appeal to repeat buyers. A larger consumer is likely to buy the same brand of lager every time, and smokers have been known to leave a store and go to a different sales outlet if their preferred brand of cigarette isn't available.

G. Discount Driven Consumers:

Consumers who shop for labor and products primarily for the price tags are known as discount shoppers. They may refuse to participate in any purchase movement until they hear or see massive limits placed on products they enjoy. Discount shoppers are price sensitive, preferring to buy products when they are on sale for the lowest price rather than when they are sold for the highest price. This type of customer is familiar with coupons and stock-take discounts. During downturns or harsh economic circumstances, an increasing number of companies, retailers, and specialist organizations are offering restrictions. This sort of client has next to no possibility of turning into a devoted client except if it is important for the strategy to constantly give the most minimal accessible

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valuing focuses. This client additionally seldom, if at any point, purchases spontaneously. Publicizing deals is the best procedure to arrive at this client segment. This kind of client has next to no possibility of turning into a reliable client except if it is important for the organization's field-tested strategy to constantly give the most reduced accessible evaluating focuses. This client likewise seldom, if at any time, purchases spontaneously. Promoting deals is the best method to arrive at this client segment.

2.5.2 Customer:

A customer's meaning is similar to that of a consumer, but not identical. He is the one who is going to purchase goods. But always remember that a customer is not always a consumer, sometimes the customer is buying for someone else. This can be better explained with this model. Say, a mother got a few confections for her children. In this situation, the mother is the customer, while her children are the consumers. The consistent theme that joins each business is charming the customer. When a customer is sufficiently tempted enough and baited to purchase an item, then, at that point, no one but it can move close to the buyer in the chain. Well beyond, a decent advertiser generally attempts to impact the clients first. This instigates them to buy and return for some more. As they realize that once they persuade the clients to regular and buy, in this manner setting off deals and income. Sometimes customer and person consuming can be the same person but not every time. It depends upon the situation and need of the customer, whether he is buying it for self-need or someone else.

2.5.3 Consumer Behavior:

Associations for getting their business achievement, it is huge that chiefs perceive shoppers conduct, the relationship among the buyer lead and promoting the way of activities is underscored because the progress of associations' publicizing heading of moves depends upon directors' perceiving' of the benefactor conduct. The promoting and showcasing start and end with the buyer subsequently, benefactor buying decision taking proposes how pleasantly the associations' publicizing and promoting methodology suits publicizing and advertising interest. Customer lead incorporates the mental strategies which shoppers ride in appreciation of their prerequisites. Examining shopper conduct helps to make positive that the clients are, what purchaser's necessities and how customers use and respond to the items, the promoting and showcasing staffs find out about the requirements of supporter

through the directing overviews. Shoppers conduct research endeavors to comprehend the buyer's choices thinking about the process, each by and by and mutually. It examines individual shopper highlights like socioeconomics and conduct factors in an endeavor to fathom the people's needs. Learn about of client direct concedes for help knowing and anticipating pertinent to now not in fundamental terms the difficulty of purchases however looking for targets and looking for consistency. (Hosaini & Rojhe, 2020)

2.5.3.1   Consumer purchase behavior:

Buying goal is characterized as the reliant state of people to participate in conduct activities in light of individual and social impacts, alongside the positive longing of people. Be that as it may, people additionally consider others' opinion on the selection of people as far as item, which might decide the genuine purpose. It is vital to figure out the administrative effect that individual similitude have on item qualities to rouse individuals to pick an item like dress. (Bergkvist & Langner, 2017)

The buyer is the individual who utilizes the labor and products delivered. Thus, shoppers have a basic influence in a country's financial framework since, without any successful interest created by them, the economy basically falls. A client is an organization, individual or other substance that buys labor and products made by someone else, organization, or other element. (Durmaz & JABLONSKI, Integrated Approach to Factors Affecting Consumers Purchase Behavior in Poland and Empirical Study, 2012)

A decent purchaser reaction happens in items that offer the right item includes, item quality and the perfect cost at the ideal time. The item type with the biggest number of faithful clients shows a huge examination limit for different firms. Brand cognizant purchasers are diminishing the organization's advertising costs, as the expense of drawing in another purchaser has been viewed as multiple times more prominent than the last expense of the brand. Brand-cognizant customers are less mindful of the cost and appear to be more able to follow through on the greater expenses for the ideal brand. (Manzoor, Baig, Hashim, & Sami, 2016)

The marketing world, large and small, is rushing to respond to new digital consumer behaviors and support changing attitudes towards advertising. While advertisers and agencies are making great strides in building campaigns that use search, display, mobile,

video streaming, games, social media, gadgets, and digital media channels. Most practitioners immediately realize that the path to take is neither easy nor clear. In this environment, and in the future too, it is important to develop an advertising framework that focuses on the context and mindset of consumers associated with these new and emerging vehicles, and not just on displaying advertisements to consumers Focus on delivery. (Stephen, 2008)

Various examinations have shown the effect those shoppers' mentalities towards promoting have on their perspectives towards the brand and the reason for the buy. Promotion demeanor alludes to the emotional response to an ad when it is shown in a good or horrible way. Perspectives towards a promotion are moved to the brand, which thusly predicts shoppers' purchasing expectations. It very well might be critical to investigate the connection between purchaser perspectives and different expectations because of the extraordinary nature and utilization of computerized gadgets, including PCs, tablets, and Smartphone's. (Shimp, 1981)

The fundamental inclination of Marketers is the conduct of consumers, for this reason they give a ton of consideration. The criticism of shoppers assists the advertisers with figuring out how purchasers' impact, discernment, thinking and decision in alternate ways. Shoppers' conduct to buy a specific thing relies upon their psychological, individual, social and social elements. Generally are wild, however they are viewed as client amicable. Customers are people, or gatherings, which pick, purchase, or discard items or encounters to meet the utilization, assets, wants, and needs. (Solomon M. R., 1983)

The main preference of Marketers is the behavior of clients, for this purpose they pay loads of attention. The feedback of customers helps the marketers to find out how consumers influence perception, thinking, and selection in alternative ways. Consumers' behavior to get a selected item depends on their mental, personal, cultural, and social factors. Largely are out of control; however, they're thought of as client-friendly. Customers are people, or groups, who choose, buy, or eliminate merchandise or experiences to fulfill the utilization, resources, desires, and needs. (Solomon M. R., 1983)

Cultural elements such as social class, buyer culture, and subculture all have a noteworthy impact on Consumer Behavior. Fundamentally, culture is a part of any community and is a

major source of human desires and behavior. The influence of culture on purchasing behavior varies from country to country. As a result, marketers must train considerable caution while assessing the culture of various groups, regions, and countries. Each culture has a subcultures variety, such as countries, religions, racial groups, and geographic locations, among others. Marketers can utilize these groupings to split the market into several niches. Marketers, for example, can create items based on the needs of a specific geographic group. Consumer behavior is undergoing a progressive transition around the world as a result of technological sociological advances. In a world where there are no borders, it is critical to address the cultural component of consumers because it has a significant impact on Consumer Behavior. (Gajjar, 2013)

Consumers find out about the consumption setting by gaining data from the setting, packaging observation further as interaction with adults or peers. This information then reconstructs their buying behavior and their shopper experiences. Thus, as consumers' ancient setting of socialization has been modified by the digital Social Media setting, it's given rise to the evolution of the ancient shopper to a digital one so the new style of shopper known as "E-consumer" has arisen and therefore the new era of consumption has begun. Therefore, the foundations of the promoting world were modified once ancient promotion was replaced by a brand new holistic system known as digital marketing within which subdivision like social media is taking a vital place. Given the visible influence of digital technology in marketplaces across the world, the employment of Social Media is currently accepted as a "must-have" in business. Several organizations like businesses, nonprofits, and governmental agencies use social media for the promoting purpose of succeed in their clients and stakeholders for launching a method of customer engagement that might be a key to resulting in success. (Sabermajidi, Valaei, Balaji, & Goh, 2019)

Changes in new shopper conduct stem basically from a longing to buy genuine, underlining that the fundamental contrast between these two kinds of buyers is that, while customary customer utilization conduct was generally inspired by a craving for solace, new purchasers are still up in the air by a longing for genuineness. Validness is the new buyer's brain's equivalent to the degree of value equipped for producing his interest. It has turned into another quality norm, and makers should try to meet it all the more forcefully to guarantee the credibility of the items that the new shopper looks for. The mission for

realness provoked the new shopper to turn out to be more individualized. (Lewis & Bridger, 2001)

The ability to influence customer decisions despite a lack of consumer interest is a critical task of digital advertising. However, there is no information on the effectiveness of digital advertising or inputs that affect consumers in low-attention situations. Using a mixed factor experiment, we found clear evidence that digital advertising was effective despite reduced attention. The results are more subtle in terms of brand orientation and product quality. The benefits are stronger for new brands as well as for familiar brands that are useful. These results are beneficial for digital advertisers who can be relieved of the need to create attractive ads. However, the results highlight the need for advertising theory to better explain disinterest, as well as the possibility of further examination of the conditions considered. (Santoso, Wright, Trinh, & Avis, 2020)

Brand belief is likewise viewed as a strategy for limiting options from a few to two or three in an extremely unambiguous utilization situation. An entire idea set is the arrangement of all available brands that the purchaser considers on a chosen determination event, typically beginning from one to seven brands, and may take issue per item class. The entire choice includes an assurance of the popular entire from the idea set under express conditions, and, in that capacity, is closer to definitive buy conduct. These factors shouldn't for even a moment needs to be viewed as 'better' or 'more terrible' intermediaries for deals, but rather as proportions of impacts at totally various phases of the purchaser dynamic strategy. (Trinh, 2015)

To assess another brand, buyers should utilize more prominent mental assets to handle the clever info. Extra handling is less significant and less cumbersome for a notable brand since shoppers are as of now acquainted with it. Consequently, under low-consideration settings, recognizable brands might benefit more from promotion than new brands since they require less mental assets. In any case, brand commonality can likewise create because of regular openness, a peculiarity known as just openness impacts, which can work on a singular's uplifting outlook toward a brand. Indeed, even a solitary earlier experience can convince people to buy an obscure, or even fanciful, brand. (Campbel & Keller, 2003)

The changing media environment necessitates a full awareness of how customer communication is now negotiated rather than passively absorbed. Customers' market power has expanded considerably as a result of technology advancements in recent years. The internet and other new digital technologies are not just changing marketing practice, but also how we think about it. Consumers now have more options, services, media, messaging, and digital dialogues than ever before. All businesses must improve their understanding of how to conduct efficient marketing communications by leveraging digital opportunities. (Warshaw & Davis, 2011)

Mostly, individuals pay their time a lot of on-line and their pattern of consumption patterns area unit modified thanks to advance technology. Round the world, fashionable individual's area unit clutches the technology of the net and itinerant terribly quickly. Technology-driven firms are given the newest and rising concepts for promoting and promoting their merchandise and services. That's why currently, individuals have faith in new technologies to boost their concepts and market their merchandise. On-line promoting helps a heap to form awareness regarding whole and obtaining a lot of feedback of client and a focus than these ancient promoting strategies. (Pelau & Zegreanu, Mobile marketing-the marketing for the next generation., 2010)

These days, individuals approach a limitless number of ads. They do, be that as it may, favor a genuinely new thing, fascinating, and equipped for catching their consideration. Clients won't recall an exhausting business for a long time. Thus, amusement has been recognized as a basic publicizing technique for expanding promoting viability, and impacting purchasers to purchase something. So we should verify that we plan or foster such a commercial that will be entertaining for the purchaser and will stay with them for a more extended timeframe when they see the merchandise available. This will permit the organization to draw in more clients and acquire an upper hand on the lookout. (Madden & Weinberger, 1982)

Shoppers have consistent admittance to innovation and data, and with advertisers zeroing in on giving consistent client encounters across all available promoting stages, customers can make a buy quite often. The times of watching a TV advertisement and afterward purchasing something are distant memory. Moreover, individuals' shopping propensities are changing because of online capacities. Numerous clients start their buying interaction

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with data acquired through notice or search. Computerized publicizing and Search Engine Marketing spending is anticipated to become quicker than TV promoting spending this year. While we use develops, so does the extent of clients who access the web utilizing cell phones. (Stewart & Cunningham, 2017)

Computerized contraptions, specifically, permit customers with fast admittance to data to help their promoting cycle, decreasing the time between the introduction of publicizing and activity. Clients that are keen on the promoted products can get more familiar with it. Discovering more with regards to an item, which is one of the one of a kind viewpoints that licenses advanced promoting right out of the container, would be a significant stage in estimating the computerized publicizing process? (Yadav & Pavlou, 2014)

Above all, most exploration of how youngsters might interpret promotion centers exclusively around TV and print notices, while fresher types of publicizing found in versatile and intelligent media and savvy innovations, which are often fueled by private information, are more challenging to distinguish. They don't constantly happen in an anticipated way and are regularly included in the text. Promoting may likewise be connected to rewards or dug into believed interpersonal organizations or custom-fitted computerized stages, which might impede youngsters' capacity to recognize or think about publicizing messages. TV publicizing guidelines presently can't seem to be adapted to the current advanced world. (Meyer, Adkins, Yuan, Weeks, & Radesky, 2019)

Customers answer to a significant part of the promoting on the Internet in the same behavior they do to established media publicizing, basically as far as laid out estimations of promoting viability. Customary media has been beaten by the Internet and other intelligent media like TV as far as power, responsiveness, and customization. A great affiliation exists between online client assumptions and the adequacy of electronic standard promotions. Web-based promotion can be a compelling marking vehicle, furnishing advertisers with strong specialized apparatuses. The web can offer data in an assortment of configurations, including text, photographs, recordings, and sound, making it an adaptable medium. The commercial center is changing, with an accentuation on the web shopping and virtual market firms. (Bush, Bush, & Harris, 1998)

As a result of the one-of-a-kind person of the web climate, where promotions are given unexpectedly - coinciding or encroaching upon surfing - driving default aversion, this component is extremely significant for advertising administrators. Mental promotion evasion is a computerized component that includes genuine visual screening out of advertisement signals inside satisfied without requiring a purchaser's cognizant choice or conduct reaction. From a brand stance, the adverse consequences of spring-up publicizing can prompt lower brand discernments and an inclination by shoppers to stay away from them over the long haul, suggesting that more modest, less intrusive spring-up advertisements ought to be utilized. A few investigations exhibit that, when contrasted with flag notices, spring-up advertisements can evoke more elevated levels of promotion insight, review, and navigate/buy a goal. (Chatterjee, 2008)

2.5.3.2 Consumer emotional behavior:

The growing use of social media is having an impact on a variety of industries. When internet users become consumers, they can research on the internet before making a purchase. One of these study platforms, social media, is a place where people connect. As a result, customers may be able to ask each other questions and receive replies that point in the same direction. Individuals gather information during decision-making through communicating with other consumers via social media technologies. Social media has evolved into a rapidly expanding mass communication platform as a result of the ability to share individual experiences. In this environment, consumers influence each other's purchasing decisions, whether they are aware of it or not. (Boyd & Ellison, 2007)

After an extensive stretch in which buyers were expected to settle on to a great extent objective choices given utilitarian item credits and advantages, over the most recent twenty years, promoting researchers have begun to concentrate on feelings evoked by showcasing upgrades, items, and brands. Many investigations including shopper feelings have zeroed in on purchasers' close-to-home reactions to the promotion and the intervening job of feelings on the fulfillment of customers. Feelings have been displayed to assume a significant part in different settings, for example, whining, administration disappointments, and item mentalities. Feelings are many times conceptualized as broad aspects, similar to good and pessimistic effects; however, there has likewise been an interest in additional particular feelings. Inside the last option stream of exploration, a few scientists utilize an

exhaustive arrangement of explicit feelings. Different specialists focus on one or a few explicit feelings, like shock, compassion and sympathy, outrage, humiliation, and lament. (Fleur & Jan-Benedict, 2005)

An overflow of online informal communities has been created, in light of four fundamental components recognized; individuals; reason; conventions; and innovation. These people groups are shaped by individuals with shared objectives and convictions who cooperate socially following quiet and express conventions, customs, and the job that utilization Internet advances that energize association. Key elements of such innovation as its capacity to advance coordinated and offbeat association; increment data immersion utilizing interactive media; give an assortment of data to various treatment needs; and be pervasive as well as resistant to space-time requirements. For advertisers, at a fundamental level, there are chances to utilize online media. (Johnson & Ambrose, 2006)

Individuals continue to share their experiences through social media platforms despite web-based behaviors. Social media is becoming increasingly vital for those who continue to socialize by sharing their experiences. The ease that social media enables the consumers for the exchange of knowledge and experience, as well as interaction, has altered the course of communication in numerous ways. The ability of the Web to engage and propagate ideas has resulted in the use of social media platforms, particularly by young people. Furthermore, through these features, social media keeps people's interest. (Kaplan & Haenlein, 2010)

Consumers intend to share their experiences on social media platforms, and businesses can use social media to build customer loyalty, raise product or brand awareness, and gain a competitive advantage in the marketing process. Individuals can communicate their needs and thoughts on the merchandise. As a result, individuals are influenced by their experiences while making a product or purchasing a product. Consumer sharing provides businesses with the opportunity to improve their products and services. By permitting interactions in this manner, social networks become an essential marketing sector. Furthermore, the use of social media has grown in direct proportion to the advancement of digital technologies. In this regard, social media has evolved into a freedom that is used not just for amusement and information, but also for consumption. (TUTKUN & EROGLU, 2022)

While advertising, we must remember to target the proper customer without offending their feelings or values. An advertisement should not contain bad things that have a negative impact, such as racism, because instead of luring customers, it will turn them off and they will not buy the goods. Although using comedy in commercials is generally risky because a large number of individuals may not be entertained by the same concept and it may have a negative influence. A poor attempt to entertain ads, according to Gulas and Weinberger's book, is a squandered opportunity to engage with consumers. Customers may become irritated and leave as a result. (Gulas & Weinberger, 2006)

If web stages are not improved, they might prompt a deficiency of trust among customers from now on, making it hard to lay out reliable frameworks. Since a client's hesitance to take an interest in internet showcasing may be brought about by an absence of confidence in web-based stages, it is fundamental all of the time to foster trust. Trust has been chosen as a directing variable between advanced media showcasing and buy purpose. Trust has been characterized as a client's ability to depend on an organization's assertion towards them, with the assumption that the organization will be straightforward with them. On web-based stages, trust assumes a significant part in intervening originations and conducting goals. (Sung & Kim, 2010)

The consumer often show different types of behavior while purchasing a brand or to choose a service some of which are

    i.   Habitual Purchasing Behavior

    ii.   Complex Purchasing Behavior

    iii.   Seeking Variety Behavior

    iv.   Dissonance-Reducing Purchasing Behavior

    I.   Habitual Purchasing Behavior:

Habitual or Routine Buying actions are portrayed when a buyer has a short enclosure in a acquire option. For these circumstances, the purchaser is considering different serious contrasts between different brands. When a customer is buying a product that they are familiar with and use in their daily routine they will not put much effort while purchasing or making a decision to purchase that product. They will buy the product if it is available in

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the product, if it is not they can easily buy the alternative product. Brand loyalty is not mandatory in this type of behavior.

Suppose, at the same time as a patron purchases a part of bread, he's going to in well-known buy the emblem that he is aware of approximately without actually investing a ton of exam and energy. Numerous objects match this group. Everyday use objects, for example, tissue, darkish pepper, rolls, sugar, and salt all match into this object classification. The customer permits all of it out and receives it - there may be no emblem of faithfulness. Customers do not study or want records concerning the acquisition of such objects. Constant buying behavior is impacted via way of means of radio, TV, and print media. Besides, clients are buying because of emblem commonality. Thus advertisers must make use of stupid notices to bring together emblem commonality. Further to begin object preliminary, advertisers must make use of techniques like price drop improvements and offers improvements. Advertisers must attract consumers related to visible photographs and the symbolism of their publicizing. Buyers can without plenty of stretches not forget visible advertisements and may hook up with an emblem. (Köylüoğlu, Acar, & İnan, 2018)

II.   Complex Purchasing Behavior:

Complex purchasing conduct is fully fledged particularly once customers are purchasing an expensive item. During this inconsistent exchange, shoppers are deeply related to the get alternative. Shoppers can explore utterly before partitioning to contribute. The consumer acts wholly totally different once getting a pricey item or an item that is unaccustomed to him. The aim, once the risk of shopping for a specific item is extremely soaring, a client discusses it with a specialist, family, and peer group before choosing the selection. As an example, once a client is getting a vehicle apparently, it is a very important selection as a result it implies high monetary danger. there is a buckle of thought on what it's like, but his pet ones will respond, however may his economic good fortune modification on the far side obtaining the vehicle, and then forth In difficult getting conduct, the customer can bear a learning cycle. He can at the start foster convictions regarding the item, then, at that time, views associated later choosing a perceptive get call. For advanced getting conduct shoppers, advertisers ought to have a profound comprehension of the things. It's ancient that they assist the client with comprehension regarding their item. It's very important to create promoting message such impacts the

purchaser's convictions and views. These sorts of purchases don't seem to be done every day the vendor ought to watch out whereas creating strategy regarding the shoppers United Nations agency has advanced shopping for behavior. The product the customer wants to buy must be expensive so the customer will do a lot of research and think a lot before purchasing the item. These customers are very tough to target and make them agree to purchase a product or service. (Köylüoğlu, Acar, & İnan, 2018)

III. Seeking Variety Behavior:

In Seeking Variety Consumer Behavior, client enclosure is very often. The rivalry among brands is high. Her clients often do a wonderful treaty of emblem replacement. The rate of replacing gadgets is small, and henceforth clients ought to compare the latest gadgets, thinking for no precise purpose or weariness. Shoppers here, via way of means massive, buy diverse gadgets now no longer because of unhappiness but basically with a tendency to search for assortment. E.g., a consumer loves to buy a deal with and select out an emblem without setting quite a few concepts to it. In the future, a comparable client may also select a change emblem out of a desire for a chang**e** in taste. Brand replacing takes place often and without a goal.

Brands want to include diverse strategies for such types of client behavior. The marketplace leader will persuade consistent shopping behavior by impacting the rack space. The rack will display a sizable quantity of associated but specific object forms. Advertisers live far from unavailable conditions, guide successive publicizing, and provide decreased costs, limits, arrangements, coupons, and loose examples to attract buyers
. (Köylüoğlu, Acar, & İnan, 2018)

IV. Dissonance-Reducing Purchasing Behavior:

In Dissonance-Reducing buying Behavior, the buyer participation within the shopping-for behavior method is extremely comparatively high. This could be a result of inconsistent purchases and excessive purchases. Likewise, with less important distinction among brands, there's coffee accessibility of choices concerned. During this kind, a client can purchase the associate item that's well accessible. Customers will certainly purchase those products that don't involve loads of higher cognitive processes and during this manner shoppers are going to be left with restricted direction. In the sight of the objects accessible,

occasion constraint, or the payment map restriction, shoppers while not an excellent deal of assessment purchase that product.

I.e. The client UN agency is penetrating for an extra folding table that may be taken for a group up an encampment quickly settles on the issue supported on a combination of brand name accessible. The elemental basic models here are going to be the consumption and also the element of the folding stand and also the plan simply reached with him. Advertisers ought to follow deal management camps that specifically targeted informing. These missions got to aim to help customers and win over them to continue with the alternative of their image. (Köylüoğlu, Acar, & İnan, 2018)

2.5.4   Consumer Buying Or Purchase Behavior Model:

The consumer buying process is made up of consecutive processes that the consumer takes to make final purchasing decisions. Consumers, for the most part, follow a predictable purchasing procedure. Marketers must understand how consumers make the ultimate choice to purchase a product. Understanding customer's purchasing process is critical not just for marketers only, but it will also allow the company to coordinate the marketing strategy accordingly. It helps the organization to better understand how the consumer perceive or behave before purchasing a product. The organization which is familiar with this process can have a competitive advantage over the other competitor's product present in the market.

The process consists of five stages, which is equally important as every customer go through the same process before making an actual purchase. The process was first introduced in 1910 by John Dewey. The five stages which are involved in the process are as follows:

   I.   Problem Identification
  II.   Searching Problem
 III.   Different Alternatives Evaluation
 IV.   Decision of Purchasing
  V.   Post-Purchase Behavior

i.   Problem Identification:

The first step in the purchase process of a consumer is to identify the problem. This means that it led the customer to believe that the customer should buy the product. A need can be a force to buy behavior from a customer. The need or issue might make the client buy the item. The purchaser will see the difference between his present condition (physical and mental) and the ideal condition. This need might be because of inner or ecological improvements. Autonomic upgrades incorporate fundamental or general requirements like yearning, thirst, sex, or rest. While outside upgrades incorporate outer factors, for example, the craving to see and purchase another vehicle. Advertisers need to distinguish the factors that lead to a particular need. One can get data from various purchasers concerning how motivators create interest in an item. In light of current realities, he can make advertising procedures to excite interest among purchasers. (Kristina, 2019)

ii.   Information Search:

At the point when the issue has been perceived, the shopper wishes to find measurements to make quick work of it. Data search is the technique when a buyer looks at their environmental factors to track down suitable data to go with a sensible choice. By and by, records search side interest becomes more prominent when the purchase is significant, so there is a need to concentrate on more about the purchase and find out about remarkable realities sources. Advertisers need to perceive what kind of realities customers are searching for at stand-out occasions and areas. A benefactor can accumulate records from the 4 transcendent organizations of data sources. These records sources are parceled by private, business, public, and experiential sources. In any case, every datum supply influences the buying choice changes in the understanding of the thing class and the characteristics of the purchaser. The business supply is a sponsor overpowered source, where a purchaser gets the best proportion of bits of knowledge about the thing. This source consolidates advertisements, destinations, salespersons, sellers, packaging, and shows. In any case, the most prominent sources are private, public, and experiential which will, in general, be unprejudiced by trained professionals. Individual sources are depicted through family, buddies, neighbors, and partners. Information source, for instance, public integrates wide correspondences, electronic diversion, and sponsor situating affiliations. Besides, the public source, which contains wide interchanges, presents unquestionably

significant data toward advancing a precise variety of items with use advantages to the environment and the real world. In this manner, clients become aware of these social affairs of items and brands through the public sources and are extra conceivable to be partaken in viable use through purchasing stock from a prudent brand. (Kristina, 2019)

iii. Evaluation of Alternatives:

There is a lot of exertion worried in a purchase choice when it requires area at an investment when the reachable picks should be picked. These days, it is transforming into extra challenging for a buyer to make a longing on a buy, as the market presents a variety of producers that commotions client's consideration. Assessment of inclinations gets going developed with sorting out other options. A buyer engaged with expanded critical thinking will mindfully assess various brands, while any individual who pursues a typical decision may furthermore not contemplate options in contrast to their common image. A shopper assesses an item with the cautious classification of the multitude of choices dependent absolutely upon his/her skill and convictions about the brand and subsequently chooses an item among the other options. The inclination can be impacted by the reconciliation of information from sources, realities present at the hour of procurement, and convictions about the brands made through publicizing. In this phase of a buyer's dynamic cycle, ecological concerns and looking for the conduct of assessing the item picks are essentially based on natural expenses, dangers, and advantages that will prompt the future assessment of options in picking what to buy. One technique to assess more noteworthy manageable utilization examples of a client is to ponder thought on whether a shopper is procuring the more supportable choice from the item inclinations and at the equivalent opportunity to ponder thought on future directions in the use of and discarding the item. (Kristina, 2019)

iv. Purchase Decision:

The client assortments inclinations among the brands in the inclination set all through the assessment stage and also make a goal to buy the most favored brand. During the buy choice interaction, the client needs to pursue the five sub-choices: brand, vendor, amount, timing, and installment strategy. Purchasers may never again officially think about each purchasing choice at times, while the leftover choice may likewise be impacted by involving mediating components in various cases. The primary interceding issue is a thing

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of an outlook of others. A singular's purchase choice could influence what others expect about the purchase because real people will generally rely upon others' perspectives and demeanor. The 2d interceding component incorporates unexpected situational factors. These elements might influence the delaying, upgrading, or keeping off of a buy decision due to an apparent gamble. Advertisers need to perceive the components that supply customers a vibe of risk and supply realities and manuals for declining it. Moreover, to grow the purchaser's manageable exhibition in utilization, a customer might reexamine the way of looking for conduct. In the phase of a purchase choice, it very well might be accessed through the buying of the item with an accentuation on ecological advantage contrary to various traits of item focuses like value, execution, and plan. (Kristina, 2019)

v.   Post-purchase Decisions:

Customers might detect uncertainty about a purchase in the wake of seeing troubling item viewpoints or hearing appropriate proposals about various brands. Promoting interchanges supply backing and convictions for purchasers that hamburger up and reliably support fine sentiments about a buy. Also, business people need to show buyer conduct from post-buy fulfillment, post-buy activities, and post-buy item use and removal. Satisfaction is a characteristic of the closeness among suppositions and saw by and large execution of the thing. The country of customer feelings after a purchase influences an association's creator as it has an impact if the client buys the thing once more some other time on and talks insistently or unfavorably about the thing highlights to others. Furthermore, business visionaries need to additionally reveal how clients use and dispose of the thing. Thing usage cost is an indispensable driver of pay repeat — the speedier buyers gobble up a thing, the quicker they can be lower back accessible to repurchase it. In addition, over this stage, the absolute use process strategy should be pondered. The usage and post-use works expect a fundamental part in a legitimate impact and practical client by and large execution after the customer made a purchase. This part plays out an essential occupation for the environment in articulations of the over-trouble landfill. Hence, buyers can keep, reuse and dispose of a thing in a more imperative sensible way through selling or reusing that can provoke fine changes to the ecological elements and creation processes. It will in general be assumed that the buying behavior of clients will conclude the accomplishment or dissatisfaction of new items and organizations being exhibited on the groundwork of their

show in legitimacy. Their ordinary direct will similarly influence the sensibility overall execution of all products and commitments as a result of the capacity of buyers in figuring out legitimacy influences during the usage and evacuation times of the use cycle. (Kristina, 2019)

2.6 HEALTHCARE ADVERTISING IN PAKISTAN:

According to Drug Act 1976 advertising related to Healthcare in Pakistan are allowed for Schedule D-1 and non-prescribed medicines only, like supplements, vitamins, facial creams, and body care and minor medicines like painkillers for headache and joint pain which are not prescribe-able by the doctors are allowed for advertising. A company can advertise products only those items which have all those ingredients as per described in Schedule D-1 act of 1976 Drug regulation by Government of Pakistan.

Other than Schedule D-1 medicine pharmaceutical companies advertised only to licensed and prescribed practitioner and doctors by going to their office or by doing a seminar, and no advertisement is available for the public. But the rule is that pharmaceutical companies will only allocate 5 percent of its resources to these advertisements. These companies have to take permission for budget and advertising also from Ministry of Health. But it is also depend upon the Government, Government in future can make a law about suspension of advertising of Schedule D-1 medicines also, but for now only Schedule D-1 medicine are allowed only by following the law. (Drug Regulatory Authority of Pakistan)

SCHEDULE D-1

Household remedies including:

  i. Analgesics: Aspirin and Paracetamol in tablets and liquid forms.
  ii. Analgesic Balms/Plasters.
  iii. Antiseptics and disinfectants for household use, excluding those containing hormone and antibiotics.
  iv. Antidandruff preparations.
  v. Dental preparations.
  vi. Antacid and carminatives: Compound Effervescent Salts,
  vii. Milk of Magnesia.
  viii. Contraceptives.
  ix. Miscellaneous.
  x. Fish Liver Oil and its equivalents. (Drug Regulatory Authority of Pakistan)

2.7 HEALTHCARE DELIVERY SYSTEM IN PAKISTAN:

Pakistan has a mixed prosperity structure that integrates public, parastatal, private, normal society, philanthropic promoters, and provider workplaces. In Pakistan, clinical consideration movement to the purchasers is coordinated through four strategies for preventive, promotive, restorative, and rehabilitative organizations. The private region goes to 70% of the general population through an alternate get-together of arranged prosperity partners to standard certainty healers. Both vertical and level Healthcare Delivery System exists in Pakistan. The huge strength of the Healthcare Delivery System of Pakistan is a work fundamental clinical consideration organizations conveyed in the neighborhood by Lady Health Workers. These lady prosperity workers are affixed to the public power workplaces, from which they get planning, and serve the neighborhood the doorstep to get needed prosperity results. In Pakistan, under article eighteenth amendment the clinical consideration organizations are the responsibilities of impermanent government besides the regulatory locale. The overall prosperity movement system capacities through a three layer approach fundamental, discretionary, and tertiary. (Bano & Kumar, 2017)

The healthcare delivery system is explained in figure 6.
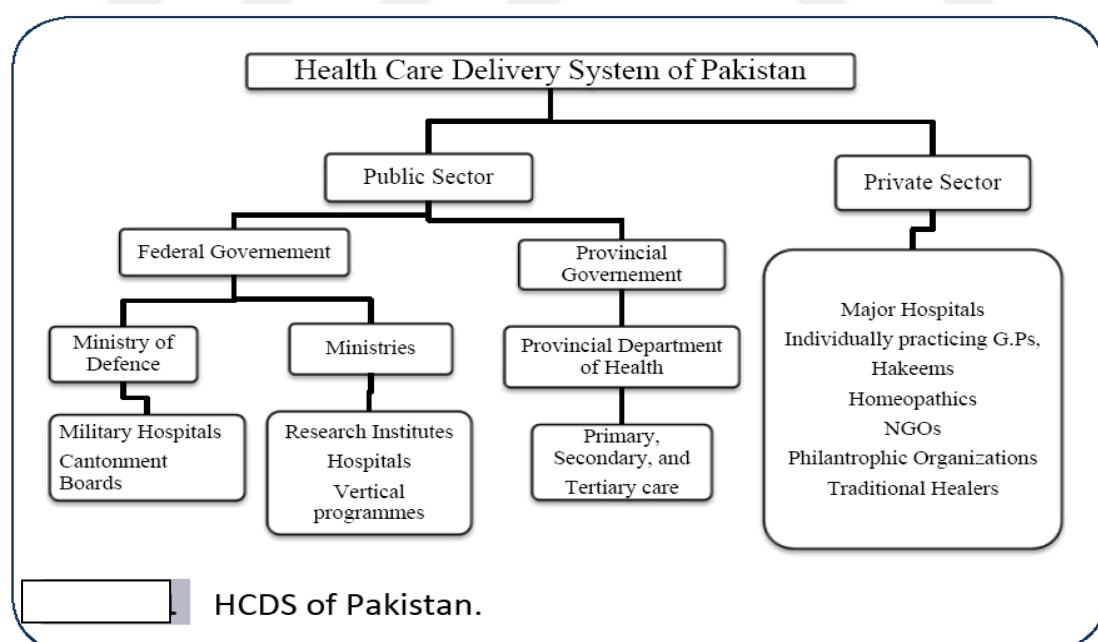
Figure 2.5: Healthcare Delivery System in Pakistan (**Bano & Kumar, 2017**)

3. METHODOLOGY

3.1 THE PURPOSE OF RESEARCH:

The thesis study was mainly focused on the influence of the commercial on client purchasing behavior. Whether or not the customer's purchasing decision changes as a result of seeing the advertisement? The study aims to help to determine whether or not the advertisements used by corporations to present their products to customers have any effect on the purchasing decisions of the customers or not? This is a critical topic because businesses are extensively investing in ads to ensure that buyers are aware of their products and services. It should be quite beneficial for them to understand whether or not to invest in advertisements. Are they reaping any benefits from investing in advertising, or are they simply wasting their money and time? Advertisement assists businesses in increasing their profits by informing consumers about their products and services, and it can also help businesses raise their sales. It also informs customers about which products are suitable for them and which products or services meet their needs and desires. This research will assist businesses in gaining a comprehensive understanding of their customers purchasing habits. How much influence do adverts have on a customer? It assists businesses in determining if advertisements have a good or negative impact on customer purchasing decisions. This research will offer them a detailed analysis of all factors, including the negative and positive impacts, as well as how businesses may improve their advertising tactics to attract more clients and raise their sales on a wider scale. So, the topic is very important to cover, because a lot of marketers are concerned about the right strategy to increase their profit or even their return on investment. So, targeting the right audience will help marketers to achieve this goal.

The motivation behind choosing this topic was the digitalization of the world, and in near future having the knowledge of how digital advertisement work is very essential. And the healthcare is often neglected when it comes to advertisement done on the digital platform, so covering this topic was important and essential for a lot of companies. After the Covid19 a lot of companies will try and do digitalization rather than doing the same old traditional advertisement.

3.2 IMPORTANCE OF RESEARCH:

The research was necessary because as the digital media is involving more and more in healthcare, there isn't much research available on digital advertisement in healthcare and how consumer behaves to these advertisements. As a lot of firms and hospitals are going digital so it is necessary for them to understand how the digital advertisement works and how they can make it effective for their study and can impact the decision or purchase behavior of the consumers, who are looking for the healthcare services or products online. Because of the Covid crisis a lot of Firms and Hospitals made their product and services to be available so that consumer can get benefit from it. So companies should be aware of the digital platforms which are famous for these kind of advertisements, or which the consumers mostly used to purchase the products or services related to healthcare. The research was needed on this topic because there isn't much research available which can benefit a company or a healthcare product or service provider to analyze and understand who want to make their business digital. This study is important for such firms to understand how much effective a consumer behavior is while marketing the products on digital channels.

3.3 TYPE OF RESEARCH:

The type of research is quantitative research. The reason for choosing quantitative research is because the questionnaire is based on numeric data most. And it was easy to analyze the data which was collected. The quantitative research has a positivist nature, that means that it follows only the scientific rules and clarify that everything like data. Numbering can be understandable by the science.

Research is composed of both descriptive and inferential statistics. And the method used for collecting data was Survey. After the data is collected it was process before it was analyzed. First data was converted from words to number in SPSS and then a statistical analysis was done to answer our research questions.

3.4 RESEARCH METHODOLOY:

3.4.1   Research Question/s:

The research which this study was focusing was mainly related to consumer behavior.

This study aimed to see following questions,

- Does digital advertising is affecting the buying behavior of consumer?
- Does consumer pay attention to the advertisement?
- Does consumer really consider of purchasing product after seeing the advertisement on the internet?
- How familiar the consumers are with digital advertising?
- Which Digital Sites consumers are more familiar with?

These all aspects are very necessary for consumer as well as for the organizations too. This gave the idea to consumer that whether they should consider their product and services to be advertised on the digital advertisement or not. It also helps the organization to determine how effective their advertisement are, whether they are targeting the right consumer or not, or is the advertisement is affecting the customer or not. These questions should be answered as the organizations are spending a lot of money to the advertising so it's better to target if the return of investment is good.

3.4.2   Scope And Limitation Of Research

The scope of the study is the consumers who experienced a health product or service via digital channels in Pakistan. The study has been shut inside the arrangement of two limitations. The primary restriction of the study is that the investigation is moreover driven only by customers who purchase products or services online. Furthermore, the process which was used to record and collect data from the respondents was Survey. Also, as the psychological states and the conditions of the individuals are not known, the faithful nature of the proper reactions can in like manner be faulty. The degree of this investigation is buyers who use healthcare products/services in Pakistan. The limitation is major as the study only dealt with the consumer which is experiencing or purchasing products/services inside Pakistan. Contemplating this reality; for future assessments or study, things from different characterizations and customers from different countries may be picked, and close to examinations might be finished.

3.4.3   Research Model And Hypothesis Of Research:
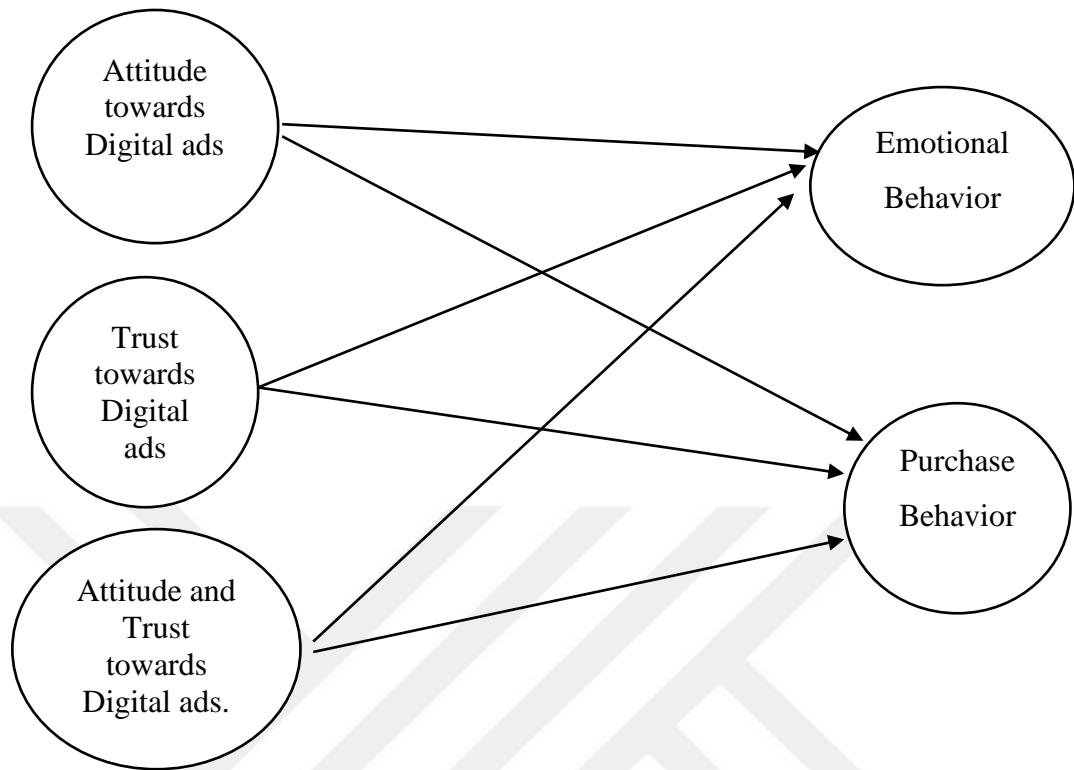
Based on the research model a total of 6 hypotheses were developed, which are as follows:

H1. An Attitude towards Digital ads has an impact on Consumer Emotional Behavior

H2. An Attitude towards Digital ads has an impact on Consumer Purchase Behavior

H3. Trust towards Digital ads has an impact on Consumer Emotional Behavior

H4. Trust towards Digital ads has an impact on Consumer Purchase Behavior

H5. Attitude and trust towards Digital ads has an impact on Consumer Emotional Behavior

H6. Attitude and trust towards Digital ads has an impact on Consumer Purchase Behavior.

Based on the hypothesis, the Consumer Emotional behavior and Consumer Purchase Behavior were two dependent variables, whereas Trust and Attitude both were independent variables.

On the basis of the study topic, hypothesis was developed, which will be tested and checked through our research. Once the answer to the questionnaire is gathered, the result

of the study is tested whether it satisfied the hypothesis or not, which will help to generate answers for the study better.

3.4.4 Research Population And Sample:

The research population for this research was people living in Pakistan. The study aimed to find out what people think about healthcare product and services being advertised on the digital media and how much it affects their decision-making process in Pakistan? It aimed to give a clear view to all the companies who are looking to invest or to advertise their product in Pakistan using digital media channels. As the population was big with total people of 220 million in totals, so the study used convenient sampling method for this research. Data were able to collect from total of 168 respondents because our scale had 21 questions, we have taken 8 times of the item number as suggestion of the literature. (Bayram, 2010)

3.4.5 Data Gathering Tool And Method:

Data was gathered from the primary and secondary source. First the second hand data was gathered from the earlier studies and articles, and for the primary data collection the survey method was used in study. Survey questions were gathered from previous student thesis work (Enehasse, 2020) and modified to the health services and products. Survey was translated to Pakistan Language and then back translated was done to understand the translation is true. Then, survey firstly sent to 30 people and plot study was done. Survey was found reliable, and it distributed.

For research, the survey questionnaire was spread among the participant to answer questions which were on the survey form. For this purpose, the Microsoft form platform was used to generate and send the questionnaire, because of the easy assessment of the data after the required number of respondents are met. The more people involve in the research, the better it will help to understand the behavior. With a lot of data, the study aims to get as much opinions as possible to evaluate the study more easily.

3.4.6 Data Analysis Method:

Analyzing the data which we collected is an important step in the research. The data should be analyzing carefully, because the data authenticity depends upon it, so researcher should be careful while choosing about the analysis of data.

Study used descriptive and inferential statistics to analyze data. To decide the type of analysis, a normality test was done. Cronbach's Alpha reliability test was done to decide reliability of survey. After that, Exploratory Factor Analysis and Structural Equation Model were used to test hypothesis.

3.4.7   Ethical Permission:

Before distributing the Survey questionnaire approval from the Ethical committee was obtained to do the research, with reference Number: E-96136591-050.06.04-22660, on 31.03.2022. The ethical committee approved the questionnaire, only then it was sent to the respondent to collect responses. The study was conducted according to the ethical rules. There were no personal questions involved in the study so that the participants can answer the questions more honestly and without any need of ethical permission from the participant to disclose the data for any purpose. The participants were also informed that the survey is for the research purpose only which is necessary for this study and their information will be protected and will not be disclosed to anyone.

4. RESULTS

After collecting 30 responses from the respondents of the survey, the Cronbach's Alpha test was conducted on the survey to check how reliable the survey is before conducting any further research. The result which was obtained from the Cronbach's Alpha reliability test using SPSS was 0.863, which helped to determine that the survey was reliable for the further Research. Then the survey was distributed among the people for further research.

Demographic variables:

The result of the frequencies analysis of demographic features is listed below. Table 4.1 shows that most of the respondents were Man with 70.4 percent and woman with 29.6 percent. Most of the respondent were from the age 18-25 with 67.5 percent and most were under-graduate student with 71 in number and 42 percent.

Table 4.1: Frequency Analysis of Demographic Variables

Demographic Variables		Frequency	Percentage
Gender	Man	119	70.4%
	Woman	50	29.6%
Age	18–25	114	67.5%
	26 – 32	47	27.8%
	33 – 40	5	3.0%
	41 – 47	3	1.8%
	Total	169	100%

Demographic Variables		Frequency	Percentage
Education Level	Secondary School	3	1.8%
	High School	9	5.3%
	Under Graduate	71	42.0%
	Graduate	64	37.9%
	Post-Graduate	22	13.0%
Total		169	100%

Consumer Daily Internet Usage:

The daily internet usage of the respondents is shown in table 4.2. The respondent who uses internet for more than 5 hours are highest in the list with 77 in number and percentage 45.6 %, 53 people use internet for >3-5 hours with percentage 31.4%, 32 people use internet for >1-3 hours with percentage 18.9%, and 7 persons are those who use internet for more than 1 hour only with percentage 4.1%.

Table 4.2: Consumer Daily Internet Usage

	Frequency	Percent	Valid Percent	Cumulative Percent
Up to one hour	7	4.1	4.1	4.1
>1-3 hours	32	18.9	18.9	23.1
>3-5 hours	53	31.4	31.4	54.4
More than 5 Hours	77	45.6	45.6	100
Total	102	100	100	

Consumer buying behavior on digital channels:

The table 4.3 shows how much a respondent buy the healthcare product on digital platform. The highest number of people said sometimes with total number of 58 and percentage 34.3%, 44 people said never with percentage 26.0%, 39 people said Rarely with percentage 23.1%, 14 people said Seldom with percentage 8.3%, and 14 people said Often with percentage 8.3%.

Table 4.3: Consumer buying behavior on digital channels

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Often	14	8.3	8.3	8.3
	Sometimes	58	34.3	34.3	42.6
	Rarely	39	23.1	23.1	65.7
	Seldom	14	8.3	8.3	74.0
	Never	44	26.0	26.0	100
	Total	169	100	100	

Digital Platforms which consumers are aware of related healthcare product/services:

Table 4.4 shows the respondent's behavior regarding what digital channels they are more aware of. Social Media is the highest chosen one with total number 88 and a percentage of 52.1%, 38 people chose Websites with a percentage of 22.5%, 27 people chose Mobile Applications with the percentage of 16.0%, 8 people chose Multimedia Advertising with percentage of 4.7%, 6 people choose Blog with percentage of 3.6%, 2 people chose Email with the percentage of 41.2%,

Table 4.4 : Digital Platforms consumers are aware of related healthcare product/services

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Social Media	88	52.1	52.1	52.1
	Blog	6	3.6	3.6	55.6
	Website	38	22.5	22.5	78.1
	Mobile Applications	27	16.0	16.0	94.1
	Multimedia Advertising	8	4.7	4.7	98.8
	Email	2	1.2	1.2	100
	Total	169	100	100	

Digital Platform consumers mostly use:

Table 4.5 shows the respondent's behavior regarding what digital channels they mostly use. Social Media is the highest chosen one with total number 100 and a percentage of 59.2%, 30 people choose Mobile Applications with a percentage of 17.8%, 24 people chose Website with percentage of 14.2%, 6 people chose Blog with percentage of 3.6%, 4

people choose Multimedia Advertising with percentage of 2.4%, 5 people chose Email with percentage of 3.0%.

Table 4.5: Digital platforms consumer mostly use

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Social Media	100	59.2	59.2	59.2
	Blog	6	3.6	3.6	62.7
	Website	24	14.2	14.2	76.9
	Mobile Applications	30	17.8	17.8	94.7
	Multimedia Advertising	4	2.4	2.4	97.0
	Email	5	3.0	3.0	100
	Total	169	100	100	

Digital channels that affect consumers decision more in purchasing healthcare product/services:

Table 4.6 shows the respondent's behavior regarding what digital channels that affects the consumer's decision in purchasing healthcare product and services. Social Media is the highest chosen one with total number 92 and a percentage of 54.4%, 35 people chose Websites with a percentage of 20.7%, 17 people chose Mobile Application with the percentage of 10.1%, 13 people choose Multimedia Advertising with a percentage of 7.8%, 8 people chose Blog with the percentage of 4.7%, 4 people chose Email with the percentage of 2.4%.

Table 4.6: Digital Channels that affect consumer decision

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Social Media	92	54.4	54.4	54.4
	Blog	8	4.7	4.7	59.2
	Website	35	20.7	20.7	79.9
	Mobile Applications	17	10.1	10.1	89.9
	Multimedia Advertising	13	7.7	7.7	87.6
	Email	4	2.4	2.4	100
	Total	169	100	100	

4.1 RELIABILITY ANALYSIS:

After the frequency analysis done on the demographic variables, a reliability test was run on the 4 scales we have, which are Digital Advertisement for Healthcare Product, Digital Advertisement for Health Services, Consumer Behavior for healthcare product and Consumer Behavior for Healthcare Services. The first scale has 6 questions and the 2nd scale has 5 questions, 3rd scale has 4 questions and the last scale has 4 questions.

A reliability test was conducted on each 4 scale separately to check their reliability and the result are below in Table 4.7.

Table 4.7: Reliability Test of the Scales

Variable Name	Items	Loadings	Co-relation	Cronbach's Alpha
Digital Marketing for Healthcare Product	C1Q1	0.797	0.574	0.822
	C1Q2	0.787	0.657	
	C1Q3	0.797	0.576	
	C1Q4	0.800	0.552	
	C1Q5	0.803	0.537	
	C1Q6	0.804	0.522	
	C1Q7	0.815	0.458	
	C1Q8	0.809	0.484	
Digital Marketing for Healthcare Services	C2Q1	0.814	0.610	0.833
	C2Q2	0.772	0.701	
	C2Q3	0.787	0.668	
	C2Q4	0.783	0.676	
Consumer Behavior for Healthcare Product	D1Q1	0.753	0.405	0.763
	D1Q2	0.704	0.591	
	D1Q3	0.731	0.496	
	D1Q4	0.703	0.597	
	D1Q5	0.691	0.643	
	D1Q6	0.777	0.310	
Consumer Behavior for Healthcare Services	D2Q1	0.762	0.450	0.772
	D2Q2	0.738	0.518	
	D2Q3	0.709	0.609	
	D2Q4	0.718	0.578	
	D2Q5	0.721	0.570	

Our Cronbach's Alpha test result was conducted positive as all values are above 0.7, According to a lot of authors if the Cronbach's Alpha value is bigger than 0.7 it is considered good and reliable, and as all of the readings are above 0.7 than it shows that all of the scales are reliable. (Tavako & Dennick, 2011)

4.2 NORMALITY TEST:

After a Cronbach's Alpha, a reliability test was conducted on the scales to check if the scales are normal and all the data is equally distributed. If the data was not normal distributed, the questionnaire have to be distributed again to get the normal data. Data should be normally distributed in order to get reliable answers and results which conducting analysis .The normality test was conducted on each of 4 scales separately. The table 8 shows normality test which was done on the 4 scales separately.

Table 4.8: Results of Normality Test

Scale		Skewness		Kurtosis	
Scale	Questions	Skewness	Skewness S.E	Kurtosis	Kurtosis S.E
Digital Advertisement for Healthcare Products	C1Q1	-.348	.187	-.159	.371
	C1Q2	-.577	.187	1.026	.371
	C1Q3	-.526	.187	.269	.371
	C1Q4	-.323	.187	.089	.371
	C1Q5	-.293	.187	.003	.371
	C1Q6	-.349	.187	-.190	.371
	C1Q7	-.450	.187	.008	.371
	C1Q8	-.421	.187	.033	.371

Scale		Skewness		Kurtosis	
Scale	Questions	Skewness	Skewness S.E	Kurtosis	Kurtosis S.E
Digital Advertisement for Healthcare Services	C2Q1	-.297	.187	.182	.371
	C2Q2	-.368	.187	.110	.371
	C2Q3	-.528	.187	.725	.371
	C2Q4	-.728	.187	.693	.371
Consumer Behavior for Healthcare Products	D1Q1	-.178	.187	-.219	.371
	D1Q2	-.164	.187	-.499	.371
	D1Q3	-.095	.187	-.461	.371
	D1Q4	.150	.187	-.547	.371
	D1Q5	.013	.187	-.310	.371
	D1Q6	-.214	.187	-.481	.371
Consumer Behavior for Healthcare Services	D2Q1	-.384	.187	-.306	.371
	D2Q2	-.262	.187	-.153	.371
	D2Q3	-.557	.187	.497	.371
	D2Q4	-.093	.187	-.393	.371
	D2Q5	-.164	.187	-.637	.371

A Shapiro-Wilk's test ($p > 0.5$) and a visual inspection of their histogram, normal Q-Q plots shows that the scores or the data are found approximately normally distributed for all our four scales. The Skewness (and standard error S.E of Skewness) and Kurtosis (and standard error of Kurtosis) are mentioned above in the table 4.8. All the values range

between +1.96 and -1.96, which fulfill our requirements for a normality test and prove that the data is normally distributed. (Seward & Doane, 2011)

4.3 EXPLORATORY FACTOR ANALYSIS:

After the normality test an exploratory factor analysis was run on the data gathered through the questionnaire on SPSS. An EFA was performed using a Varimax rotation and a principal component analysis. The minimum factor loading of test was set to 0.45. The result shows that all communalities were over 0.45. In both tables the sigma value is significant (.0000), KMO values are .863 and .799. The whole result can be seen in the table 4.9 and table 4.10.

Table 4.9: Exploratory Factor Analysis for Consumer Attitude

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.868
Bartlett's Test of Sphericity	Approx. Chi-Square	748.768
	Df	55
	Sig.	.000

Compon ent	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	5.060	46.000	46.000	5.060	46.000	46.000
2	1.048	9.527	55.526	1.048	9.527	55.526
3	.940	8.544	64.070			
4	.796	7.234	71.305			
5	.685	6.224	77.528			
6	.656	5.961	83.490			
7	.501	4.553	88.043			
8	.360	3.274	91.317			
9	.350	3.185	94.502			
10	.318	2.895	97.397			
11	.286	2.603	100.000			

Table 4.9: Exploratory Factor Analysis for Consumer Attitude (Continued)

	Component	
Rotated Component Matrix[a]		
	1	2
	Trust towards Digital Ads	Attitude towards Digital Ads
C1Q1: The healthcare products in the digital channels are the honest and sincere.		.810
C1Q2: I re-send the advertising in the digital media channel to someone who may be interested.		.742
C1Q3: I am interest in the healthcare product being advertised on the digital media channels.		.583
C1Q4: I recommend the healthcare product even though I don't purchase that is being advertised.	.519	
C1Q5: The healthcare services in the digital channels are the honest and sincere.		.498
C1Q6: I re-send the advertising in the digital media channel to someone who may be interested.		.458
C1Q8: I recommend the healthcare services even though I don't purchase that are being advertised.		.638
C2Q1: I feel confident to the healthcare services in the digital channels.	.619	
C2Q2: Advertising on digital media is a good source of information on healthcare products.	.785	
C2Q3: The healthcare product in the digital channels meets my expectations.	.810	
C2Q4: I feel confident to the healthcare product in the digital channels.	.807	

After performing Exploratory Factor analysis on our first part of questionnaire, two factors were generated. We named these factors as Attitude towards to Digital ads for Healthcare Products and Services and Trust towards to Digital ads for Healthcare Products and Services during the EFA the question C1Q7 was deleted, because the factor loading was lower than the 0.45 criteria.

Table 4.10: Exploratory Factor Analysis for Consumer Behavior

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.791
Bartlett's Test of Sphericity	Approx. Chi-Square	668.564
	Df	55
	Sig.	.000

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.957	35.976	35.976	3.957	35.976	35.976
2	1.865	16.951	52.927	1.865	16.951	52.927
3	1.372	12.477	65.404			
4	.799	7.263	72.667			
5	.625	5.684	78.351			
6	.547	4.971	83.322			
7	.476	4.328	87.650			
8	.410	3.724	91.374			
9	.354	3.216	94.590			
10	.325	2.953	97.543			
11	.270	2.457	100.000			

	Component	
	Consumer Purchase Behavior	Consumer Emotional Behavior
D1Q1: I completely ignore digital media advertising related healthcare product.		.755
D1Q2: I immediately delete/close digital media advertising related healthcare product.		.823
D1Q3: If possible I block the sender, so that I don't receive more advertising related healthcare product.		.772
D1Q4: I prefer to use healthcare services of companies that I like in digital media.		.500
D1Q6: Other consumer's comment impacts my purchase decision regarding healthcare services.	.740	
D2Q1: I purchase the healthcare product that is being advertised on digital media channels.	.576	
D2Q2: Other consumer's comment impacts my purchase decision regarding healthcare services.	.533	
D2Q3: I prefer to buy healthcare products of companies that I like in digital media.	.601	
D2Q4: I purchase the healthcare service that is being advertised on digital media channels.	.788	
D2Q5: If possible I block the sender, so that I don't receive more advertising related healthcare services.	.833	

An Exploratory Factor Analysis was performed on the 2nd part of the questionnaire. The two factors generated for the 2nd part of questionnaire which were Consumer Emotional Behavior and Consumer Purchase Behavior. D1Q5 is deleted because it emerged on two places. The result of both the variables generated can be seen in the table 10.

After EFA, Cronbach's Alpha was performed again to see the reliability of the variables. The result revealed that Attitude towards Digital Ads scale with 6 items (C.Alpha = 0.788) Trust towards Digital Ads scale with 5 items (C.Alpha = 0.834) Consumer Emotional Behavior scale with 4 items (Alpha = 0.691) and Consumer Purchase Behavior scale with 6 items (C.Alpha = 0.722) were found reliable. Reliability test results are summarized in table 4.11.

Table 4.11: Reliability Test of New variables

Variables	No. of Items	Alpha
Attitude of Consumers towards Digital Ads	6	.788
Trust of Consumers towards Digital Ads	5	.834
Consumer Emotional Behavior	4	.691
Consumer Purchase Behavior	6	.722

4.4 RELIABIITY ANALYSIS BEFORE AND AFTER EFA:

A comparison of Reliability analysis before and after performing the exploratory factor analysis is shown in table 4.12. The comparison was done to see how much reliability is changed after performing the exploratory factor analysis on the data.

Table 4.12: Comparison of Reliability Analysis before and after EFA

	Before EFA		After EFA	
Variables	**No. of Items**	**Alpha**	**No. of Items**	**Alpha**
Attitude of Consumers towards Digital Ads	8	.822	6	.788
Trust of Consumers towards Digital Ads	4	.833	5	.834
Consumer Emotional Behavior	6	.763	4	.619
Consumer Purchase Behavior	5	.772	6	.722

4.5 STRSUCTURAL EQUATION MODEL:

A Confirmatory Factor Analysis was run before testing the hypothesis by using the IBM Amos. The model which was built using AMOS is in the figure below.
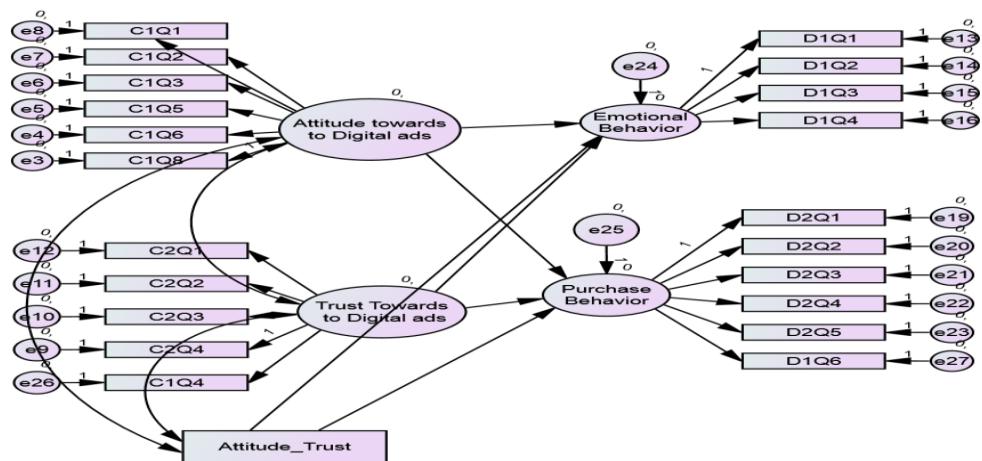

Figure 4.1: AMOS CFA Model

A Confirmatory Factor Analysis (CFA) was run using AMOS to check the measurement model. In confirmatory analysis, factor loadings were accessed for each item. The model-fit measures were used to access the models on the whole goodness of fit (CMIN/df, CFI, TLI, GFI, RMSEA and SRMR) and all values were found within their relevant common acceptable level. (Hu & Bentler, 1998) The model yielded fit reasonably good for the data due to big sample size: CMIN/df = 1.987, GFI = .832, CFI = .879, TLI = .854, SRMR = .0814 and RMSEA = .077. The values and estimates are mentioned in Table 4.13.

Table 4.13: Confirmatory Factor Analysis

Value	Estimates
p-value	.0000
CMIN/df	1.987
GFI	.832
CFI	.879
TLI	.854
SRMR	.0814
RMSEA	.077

In the last the hypothesis of the research was tested. A hypothesis was tested using the IBM AMOS. The model was same which was used to test the confirmatory factor analysis before.

The table 4.14 shows the Hypothesis testing using Structural Equation Modeling. A detail overview of Structural Modeling is shown in the table below.

Table 4.14: Testing of Hypothesis

Hypothesis	Path Coefficient	Coefficient	Standard Deviation	T-Value	P-Value	Decision
H1	Emotional <--- Attitude	-.139	.081	-1.719	.0000	**Accepted**
H2	Purchase <--- Attitude	1.025	.100	10.282	.0000	**Accepted**
H3	Emotional <--- Trust	.229	.069	3.306	.0000	**Accepted**
H4	Purchase <--- Trust	1.047	.131	7.976	.0000	**Accepted**
H5	Emotional <-- Attitude_Trust	.037	.008	4.824	.0000	**Accepted**
H6	Purchase <--- Attitude_Trust	-.112	.008	-14.175	.0000	**Accepted**

A Structural Equation Model through AMOS was used to check the relationship. The study accessed the impact of Digital advertisement on the purchase behavior of customers related to healthcare products and services. The impact of Attitude on the Emotional Behavior of the consumers was negative and significant (b = -.139, T-value = -1.719, P-value = .000) hence supporting H1. The impact of Attitude on Purchase Behavior of the consumers was positive and significant (b = 1.025, T-value = 10.282, P-value = .000) hence supporting H2. The impact of Trust on the Emotional Behavior of the consumers was positive and

significant (b = .229, T-value = 3.306, P-value = .000) hence supporting H3. The impact of Trust on Purchase Behavior of the consumers was positive and significant (b = 1.047, T-value = 7.976, P-value = .000) hence supporting H4. The impact of Attitude and Trust on Emotional Behavior was positive and significant (b = .037, T-value = 4.824, P-value = .000) hence supporting H5. The impact of Attitude and Trust on Purchase Behavior was negative and significant (b = -.112, T-value = -14.175, P-value = .000) hence supporting H6.

A total of 6 hypothesis was tested in the Structural Equation Model, all hypothesis were accepted at P-value = 0.000 level. The Attitude and the Trust have positive impact on the Emotional and Purchase behavior of the customers. So, we can say that Digital Advertisements have an impact on the Purchase/Buying and Emotional Behavior of the customers related to the healthcare products and services.

5. DISCUSSION AND CONCLUSIONS:

In this study the association between the Digital Advertisement and the Consumer Buying/Purchase Behavior of the Healthcare Product or Services were examined. After collection of the data by the questionnaire, a set of different tests were performed on the data using the IBM SPSS and AMOS software. The test includes the Reliability Test with all Cronbach's Alpha values above .70 proving the data is reliable, Normality test with all values between +1.96 and -1.96 proving the data is normally distributed, Exploratory Factor Analysis test with KMO .868 and .791 with 4 new variables generated, and in the end Structural Equation Model that included Confirmatory Factor Analysis for model fit with value CMIN/df = 1.987, GFI = .832, CFI = .879, TLI = .854, SRMR = .0814 and RMSEA = .077, and Structural Equation Model was used to check the hypothesis of this study. All 6 of hypothesis were accepted with the p-value .0000 which were significant. After the test of hypothesis, the study came to the conclusion with the support of the results obtained, that Active and Trust attitude has an impact on the Consumer Emotional and Purchase Behavior. According to the result, which was obtained from the study, the more effective or pleasing a digital advertising is, the more it can affect the buying/purchase behavior of the customer, it also sometimes depends upon the interest and likes of the customer or people that whether they have interest in that specific product or not. So, it is very important to target the right audience in order to make the digital advertising more effective. Based on the findings, the most popular way to attract customer is social media advertising. Because a large number of users are present or using the social media apps for further than 5 hours a day.

Results support previous studies, which stated that the digital media have a positive impact on the buying and purchase behavior of the consumers especially the social media advertisement. If the digital ads are used in a proper and effective way, it can be beneficial and profitable for the company. A previous researcher stated that due to pandemic a lot of the companies are moving to the digital platform to advertise their product, which is also giving them a wide market due to the globalization and digital media present all around the world. It is impossible for a company not to go toward digitalization, if the company is expecting or want to increase the sales or profit of their products or services. The findings

of this study research indicate that the digital advertising does have an impact or effect on the consumer purchase behavior related to healthcare products or services.

Depend on investigation; further research can be done on the topic, as this study specifically includes people from the Pakistan and from a focus group not the whole population. The result of the study may vary depending upon the technological advancement and people of the country where the research is being done. Every country has different culture and technological advancement. Some are more familiar with Digital media and some have little or no knowledge of it.

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APPENDIX

QUESTIONNAIRE

The questionnaire which the study used to collect data for research is as follows:

Hello, my name is Arsal Irshad, doing Masters in Business Administration at Altınbaş University under the supervision of Dr. Ozgul Ozkoc. This is my questionnaire, by filling this questionnaire you will help me to complete my research thesis for my masters. The survey aims to find out the effect of digital media advertisement on consumer buying behavior. Please read all questions carefully and try to answer all questions honestly and best to your knowledge. It will take not more than 5 minutes of your time. Your answer will be treated confidentially and for this research only. I will really appreciate if you take your time to fill this survey, many thanks.

Socio-Demographic Features

Q1: What is your Gender
   i. Male
   ii. Female

Q2: What is your age?
   i. 18-25
   ii. 26-32
   iii. 33-40
   iv. 41-47
   v. 48 and above

Q3: Educational Background
   i. Primary School
   ii. Secondary School
   iii. Under-Graduate
   iv. Graduate
   v. Post-Graduate

Digital Channel Using Behavior

Q4: Your daily internet usage?

    i.   Up to 1 hour

    ii.   >1-3 hours

    iii.   >3-5 hours

    iv.   More than 5 hours

Q5: Buying Health Products/Services on Digital Platform?

    i.   Often

    ii.   Sometimes

    iii.   Rarely

    iv.   Seldom

    v.   Never

Q6: What Digital Platform are you aware of related health product/services? (You can use more than one)

    i.   Social Media

    ii.   Blog

    iii.   Website

    iv.   Mobile Applications

    v.   Multimedia Advertising

    vi.   Email

Q7: What digital channels you used most of time? (You can use more than one)

    i.   Social Media

    ii.   Blog

    iii.   Website

    iv.   Mobile Applications

    v.   Multimedia Advertising

    vi.   Email

Q8: What digital channels affect your decision more in purchasing the healthcare product/services?

  i.   Social Media

  ii.   Blog

  iii.   Website

  iv.   Mobile Applications

  v.   Multimedia Advertising

  vi.   Email

C. DİGİTAL ADVERTİSEMENT

C1. Attitude toward Digital Ads for Healthcare Product and Services

Q1: The healthcare product in the digital channels is the honest and sincere

  i.   Strongly Agree

  ii.   Agree

  iii.   Neutral

  iv.   Disagree

  v.   Strongly Disagree

Q2: I re-send advertising in digital media channel to someone who may be interest

  i.   Strongly Agree

  ii.   Agree

  iii.   Neutral

  iv.   Disagree

  v.   Strongly Disagree

Q3: I am interested in the healthcare product being advertised on the digital media channels

  i.   Strongly Agree

  ii.   Agree

  iii.   Neutral

  iv.   Disagree

v.   Strongly Disagree

Q5: The healthcare services in the digital channels are the honest and sincere

   i.   Strongly Agree
  ii.   Agree
 iii.   Neutral
  iv.   Disagree
   v.   Strongly Disagree

Q6: I re-send advertising in digital media channel to someone who may be interest

   i.   Strongly Agree
  ii.   Agree
 iii.   Neutral
  iv.   Disagree
   v.   Strongly Disagree

Q8: I recommend the health service even though I don't purchase that is being advertised

   i.   Strongly Agree
  ii.   Agree
 iii.   Neutral
  iv.   Disagree
   v.   Strongly Disagree

C2   Trust towards Digital Ads for Healthcare Product and Services

Q1: I feel confidence to the healthcare services in the digital channels

   i.   Strongly Agree
  ii.   Agree
 iii.   Neutral
  iv.   Disagree
   v.   Strongly Disagree

Q2: Advertising on digital media is a good source of information on healthcare products

   i.   Strongly Agree

ii. Agree

iii. Neutral

iv. Disagree

v. Strongly Disagree

Q3: The healthcare product in the digital channels meets my expectations

i. Strongly Agree

ii. Agree

iii. Neutral

iv. Disagree

v. Strongly Disagree

Q4: I feel confidence to the healthcare product in the digital channels

i. Strongly Agree

ii. Agree

iii. Neutral

iv. Disagree

v. Strongly Disagree

Q5: I recommend the healthcare product even though I don't purchase that is being advertised

i. Strongly Agree

ii. Agree

iii. Neutral

iv. Disagree

v. Strongly Disagree

D   Consumer Behavior to Social Media Advertisement for Healthcare Product and Services

D1   Consumer Emotional Behavior

Q1: I completely ignore digital media advertising related health product

i. Strongly Agree

ii. Agree

iii. Neutral

iv. Disagree

v. Strongly Disagree

Q2: I immediately delete/close digital media advertising related healthcare product when I see

On the digital channels.

i. Strongly Agree

ii. Agree

iii. Neutral

iv. Disagree

v. Strongly Disagree

Q3: If possible, I block the sender, so that I don't receive more advertising messages related

health product

i. Strongly Agree

ii. Agree

iii. Neutral

iv. Disagree

v. Strongly Disagree

Q4: I completely ignore digital media advertising related health services

i. Strongly Agree

ii. Agree

iii. Neutral

iv. Disagree

v. Strongly Disagree

D2   Consumer Purchase Behavior

Q1: I purchase the healthcare product that is being advertised on digital media channels

i. Strongly Agree

ii.   Agree

iii.   Neutral

iv.   Disagree

v.   Strongly Disagree

Q2: Other consumer's comment in the blog's or other communication areas related healthcare

product impact my purchase decision

i.   Strongly Agree

ii.   Agree

iii.   Neutral

iv.   Disagree

v.   Strongly Disagree

Q3: I prefer to buy/use health products/services of companies that I like in digital media

i.   Strongly Agree

ii.   Agree

iii.   Neutral

iv.   Disagree

v.   Strongly Disagree

Q4: I purchase the healthcare service that is being digitally advertised.

i.   Strongly Agree

ii.   Agree

iii.   Neutral

iv.   Disagree

v.   Strongly Disagree

Q5: Other consumer's comment in the blog's or other communication areas related healthcare

services impact my purchase decision

i.   Strongly Agree

ii.   Agree

iii.   Neutral

iv. Disagree

v. Strongly Disagree

Q6: I prefer to use health services of companies that I like in digital media

i. Strongly Agree

ii. Agree

iii. Neutral

iv. Disagree

v. Strongly Disagree

The questionnaire was picked up from a previous study and the study had 3 Demographic Questions, 5 questions related to Digital Channel using Behavior, the next part is divided into two parts, one is Consumer Attitude towards Digital advertisement which have further 2 parts Attitude and Trust and the 2nd part is Consumer Behavior towards Digital advertisement which have two parts Consumer Emotional Behavior and Consumer Purchase Behavior. In the questionnaire 6 questions from the Attitude and 5 questions from Trust, 4 questions from Consumer Emotional Behavior and 6 questions from Consumer Purchase Behavior, a total of 21 questions were included which were related to our study problem. These questions were been distributed through questionnaire. The reason the study did not used too much personal question is because sometimes the respondent is not comfortable in giving the personal information, which they think can be misused by the people. (Enehasse, 2020)