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MODERATING ROLE OF CREDIBILITY AND AD LIKING BETWEEN ONLINE ADVERTISEMENT AND CONSUMER BUYING BEHAVIOR OF UNIVERSITY STUDENTS OF PAKISTAN

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ABSTRACT

Research aim: *The motivation behind the study is to see the effect of online ad on shopper conduct just from the university understudy point of view.*

Methodology: *There are five autonomous factors in the study and one is the reliant variable. The study information is gathered from 300 respondents and put into the SPSS to make the determination through Multiple Regression.*

Theoretical contribution: *The study is beneficial for the theory developers and the readers who are interested in designing the advertisement for youth because university students mostly consist of youth who have different thought of opinion because they are open to vast environment which is impacting on their thoughts.*

Research implication: *The study demonstrates that 56.4 for each penny variety in ward variable is because of autonomy and reasoned that online promotion significantly affects shopper purchasing conduct and it is a huge section.*

Keywords: Online advertisement, Consumer buying behavior, entertainment, shopping, Display marketing.

INTRODUCTION

The most marvelous thing of advancement blend is the promoting. In today's life of individuals interact with a little notice and ad are utilized as an approach to make interest for the items. It is used as a medium to pass on a message (Shrivastava, 2014). Web and web publicizing gave promoters an approach to make the item all around perceived (Mathew, 2013). With the progression of time, there is change in the way the universes see towards notice. Promotion has changed from traditional to electronic notice in the twentieth century (Aneeza & Malik, 2009). Web is turning

into a progressing developing source and has a tendency to extend increasingly. The development of this specific media compels the publicists to utilize this to draw in the client. Online ad is more alluring to the purchaser as it uses different approaches to promote thoughts like through various sites, web-based social networking, appear advertisement and so forth. It involves all kinds of pennant, email, in diversion and watchword promoting. In today's market situation, omnipresent promoting involves significance since the world has ended up worldwide town and web is a pervasive medium for publicizing (Aziz & Brown, 2013).

According to recent research, on the consumer behavior of the internet users there are four distinct groups of consumer which are exploration, entertainment, shopping, and information

This grouping is done on the base of study that is conducted on the adults. Due to increasing use of internet in adults they used the internet to explore new things and to seek information about products; use internet to play games or to hear music and to shop.

There are different types of internet marketingsuch as display marketing, search engine marketing (SEM), search engine optimization (SEO), social media marketing, e-mail marketing, referral marketing, affiliate marketing and content marketing.

So these are the unlimited routes on the web to pull in the clients and to pass on the message and to get a handle on the greatest consideration from the clients in light of the fact that the web based promoting is drawing closer client from various ways so they can't stay away from each way (Priyanka, 2012).

Web is demonstrating an extraordinary channel for advertisers to make a buzz through newsgroups, visit rooms and websites about items going from garments to music (Neetu, 2010). Clients sentiment delight is connected with the commercial on the grounds that the online notices are generally visual and include situated. So the web is tremendously utilized nowadays and assumes a vital part in exchanging message through the web (Bibhas & Chouhan, 2012).. Web publicizing can be compelling and can likewise be disturbing this might have the capacity to lessen the viability of web advertisements (Magdalena & Rettie, 2003).

Web publicizing is a standout amongst the most major type of promoting. Promoter's site is hyperlink with web commercial. The clients simply tap on the commercial and move to another site that contains all significant valuable data (Aasma, Jaafri, Raja & Shahzad, 2013).

The purpose of the study is to see the moderating role of credibility and ad liking between online advertisement and consumer buying behavior only from the university student perspective. The little research in Pakistan has been done on the area of inline advertisement and the domain of students is not studied yet.

LITERATURE REVIEW

Publicizing is made for and focused at the group of onlookers. It's simply not just the medium of purchasing and offering it makes us advice in regards to the patterns of the world. Promoting assumes the liability to pass on the business message to the gathering of people. Publicizing is a type of correspondence that gives valuable and important data to the group of onlookers to act quickly or to utilize it at the season of procurement (Shrivastava, 2014).

A study has been directed on the adequacy of customary informal exchange and the promotion through web-based social networking destinations on female buy conduct of Pakistan and the outcomes demonstrates that they are more influenced by the verbal as opposed to the advertisements on person to person communication locales yet now the notice inquire about style has been changed because of online advertisements that have more impact on the buy choices. Business commercial world has more intuitive apparatuses and improvement have more impact than conventional ad stage (Sadia & Khan, 2015).

Some site of the conventional method for promoting is utilized and the item data are given. These promotions are like those in magazines, daily papers, radio and TV. So it implies that web conveys the promotion (Mathew & Dwindle, 2013).

"Internet publicizing started in 1994 when Hotwired, the computerized partner in the hip wired magazine, began a web with around

twelve patrons who paid to have promoted flags installed all through the destinations” (Mathew & Diminish, 2013). Clients can't evade from achieving the web notices, in any event they need the principal perspective of them. They obligatory have to a first take a gander at web publicizing this constrained review disturbed their visual handling (Aasma, Jaafri, Raja & Shahzad, 2013).

An expected figure is around Rs.100 crore worth of promotions on the net. Promotions on the net are still not paid to the degree of 60-70 for every penny. Charge advertisements are additionally on markdown and organizations approaching to do net publicizing. The genuine advertisement business on the net is still Rs. 25-30 crores (Priyanka, 2012). The conduct of the online buyer is in a general sense not the same as the customer of the physical world. Shopper discovers simple to shop on the web and this pattern is continuously expanding. To improve the web based shopping promoters utilize distinctive techniques, for example, it's ease to do shopping on the web (Ahmed & David, 2014).

Scientists are conceded to these six basic standards on which publicizing effort keep running: to secure consideration; to emerge enthusiasm; to create and manage that enthusiasm; to make longing; to actuate activity and to make positive attitude (Aneeza & Malik, 2009). Purchaser conduct is dependably been an imperative subject in the writing. Purchasers purchasing conduct are impacted by loving or detesting of buyer towards the notice of the item (Shmaila & Ashfaq, 2013).

There are two reasons for internet publicizing: impart component and a substantial figure. Convey element is about highlighting of promotions and importing data about the item. Content element is about the state of online promotion, design, and illustrations that is utilized as a part of advertisements to draw in the client (Muhammad & Dwi, 2015).. Disturbance impacts the leaving of a site that shows an excess of promotions and

the stimulation affects the tapping on the advertisements on various site to get delight and data in regards to items (Ali, 2013).

Associations spend a lot of the spending plan on the promotion of pull in the most extreme number of clients. Past scientists has demonstrated that TV is evaluated as the best medium since it gives the moment show, picture and content through which client feel fulfilled that is the reason association are utilizing web with the end goal of commercial now since it has the same and more improved components to pull in client and a substantial portion of market both broadly and globally are client of it (Sadia & Khan, 2015).

Interactivity is a two-way communication done through advertising. Perceived control, perceived response, and personalization are used as indicator in previous studies. Accessibility is related to how the user can access information and content of online advertising. Attractive appearance influences on consumer purchase decision. Attractive appearance acts as entertainer for consumer (Muhammad Aqsa 2015).

RESEARCH METHOD

Variables

Interactivity

The extent of two-way communication that refers to ability of mutual communication between advertisers and consumers the response to the input they receive (Aqsa & Dwi, 2015).

Accessibility

Ability of user to access the information and service provided by online advertising (Aqsa & Dwi, 2015).

Entertainment

Ability of advertising to give pleasure to consumer while inserting advertising information (Aqsa & Dwi, 2015).

In-formativeness

Ad ability to provide information to consumer so as to give a true picture of (Aqsa & Dwi, 2015).

Irritation

It's an online disorder means manipulation or fraud online ad that lead to bad experience (Aqsa & Dwi, 2015).

Credibility

The level of confidence that consumers appear in online advertising (Aqsa & Dwi, 2015).

Ad liking

It's a brand attribute that enhances the reputation of a promoted brand (Rimoldi, 2008).

Consumer buying behavior

The process by which individuals search for, select, purchase, use, and dispose of goods and services, in satisfaction of their needs and wants (Business dictionary, 2016).

Hypothesis

The hypotheses are developed on the basis of literature and research gap. The hypotheses would show that how these variables are connected.

H1: There is a relationship between interactivity and consumer buying behavior of university student.

H2: There is a relationship between accessibility and consumer buying behavior of university student.

H3: There is a relationship between entertainment and consumer buying behavior of university student.

H4: There is a relationship between informativeness and consumer buying behavior of university student.

H5: There is a relationship between irritation and consumer buying behavior of university student.

H6: Relationship between university student buying behavior and online advertisement is moderated by ad liking.

H7: Relationship between university student buying behavior and online advertisement is moderated by credibility.

The information accumulation technique is quantitative and close finished polling that is confined as far as number is utilized. The approach that is utilized is the deductive approach. The information is just gathered from the college undergraduates to see the effect of online ad on them buy the conduct. . The example estimates for doing this examination is of 300 respondents.

The predesigned survey has been adjusted for the information gathering. For intelligence utilize the survey plan by the Yuping Liu, for advertisement enjoying and validity utilize the poll outline by the Aasma Nazeer, for aggravation utilize the poll plan by the Mahmoud, for in-development and diversion utilize the survey plan by the Aziz, for motivation purchasing utilize the survey outline by the Wahida Shahan Tinne, for availability utilize the survey plan by the James Caverly.

Reliability Analysis

To enhance the credibility of research first applied the reliability analysis to check the reliability of variables.

The reliability of each variable is more than .7 which is a good level of reliability which shows that if in the same conditions of the study again repeated than the results would be same and the reliability Cronbach's alpha of impulse buying is .806 which shows that reliability is high.

Multiple Regressions

Table 2 shows that interactivity has weak positive correlation with the total sum, entertainment, in-formativeness, irritation and a weak negative correlation with accessibility. Accessibility has weak positive correlation with the total sum, entertainment, in-formativeness, irritation and a weak negative correlation with accessibility. Entertainment has weak positive correlation with total sum, entertainment, irritation and moderate positive correlation with in-

Table 1. Reliability Analysis

Variable	Cronbatch Alpha
Interactivity	.700
Accessibility	.717
Entertainment	.707
In-formativeness	.746
Irritation	.756
Ad liking	.703
Impulse buying	.806
Credibility	.717

Table 2. Correlation

		Total_sum	Interac-tivity	accessi-bility	enter-tainment	In-forma-tiveness	irritation
Pearson Correlation	Total_sum	1.000	.251	.078	.351	.482	.283
	Interactivity	.251	1.000	-.011	.294	.280	.038
	Accessibility	.078	-.011	1.000	.001	.028	.011
	Entertainment	.351	.294	.001	1.000	.517	.130
	In-formativeness	.482	.280	.028	.517	1.000	.070
	Irritation	.283	.038	.011	.130	.070	1.000
Sig. (1-tailed)	Total_sum	.	.000	.097	.000	.000	.000
	Interactivity	.000	.	.424	.000	.000	.265
	Accessibility	.097	.424	.	.491	.318	.427
	Entertainment	.000	.000	.491	.	.000	.015
	In-formativeness	.000	.000	.318	.000	.	.121
	Irritation	.000	.265	.427	.015	.121	.
N	Total_sum	280	280	280	280	280	280
	Interactivity	280	280	280	280	280	280
	Accessibility	280	280	280	280	280	280
	Entertainment	280	280	280	280	280	280
	in formativeness	280	280	280	280	280	280
	Irritation	280	280	280	280	280	280

Table 3. Model summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.564 ^a	.318	.305	4.68117

a. Predictors: (Constant), irritation, accessibility, interactivity, in-formativeness, entertainment

Table 4. ANOVA

Model		Sum of Square	Df	Mean Square	F	Sig.
1	Regression	2786.642	5	559.328	25.525	.000 ^a
	Residual	6001.269	274	21.913		
	Total	8800.911	279			

a. Predictors: (Constant) irritation, accessibility, interactivity, in-formativeness, entertainment

b. Dependant variable: Total sum

Table 5. Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	beta		
1	(Constant)	13.247	2.535		5.226	.000
	Interactivity	.216	.105	.108	2.050	.041
	Accessibility	.130	.099	.065	1.305	.193
	Entertainment	.142	.098	.087	1.453	.147
	In-formativeness	.562	.086	.388	6.575	.000
	Irritation	.389	.082	.240	4.762	.000

a. Dependent Variable: Total sum

formativeness. In-formativeness has weak positive correlation with the total sum, entertainment, irritation and moderate positive correlation with entertainment. Irritation has weak positive correlation with total sum, interactivity, accessibility, entertainment and in-formativeness.

Total sum has significant correlation with interactivity, entertainment, in-formativeness and irritation. It has non-significant correlation with accessibility. Accessibility has non-significant correlation with all variables. Entertainment has significant correlation with total sum, interactivity and in-formativeness and non-significant correlation with accessibility and irritation. In-formativeness has total sum, interactivity and entertainment and non-significant correlation

with accessibility and irritation. Irritation has significant correlation with total sum and non-significant with the rest of variable.

Table 2 shows that 56.4 per cent change is occurring in the dependent variable due to the independent variable. This is a major change. It means that these variables are important for the study and causing impact on students and these should be kept in mind while taking into account any strategy.

Table 4 shows that model is valid because p-value is less than 0.05 which shows that model is valid and a correct model is selected for the study.

Table 5 shows that by increasing by one unit of interactivity the dependent variable

Table 6. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.630 ^a	.398	.382	4.415

a. Predictors: (Constant), credibility, interactivity, Accessibility, irritation, informativeness, adliking, Entertainment

Table 7. ANOVA

Model		Sum of Square	Df	Mean Square	F	Sig.
1	Regression	3498.577	7	499.797	25.639	.000 ^b
	Residual	5302.333	272	19.494		
	Total	8800.911	279			

a. Dependent Variable: Impulse buying

b. Predictors: (Constant), credibility, interactivity, Accessibility, irritation, informativeness, adliking, Entertainment

Table 8. Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	beta		
1	(Constant)	12.372	2.403		5.149	.000
	Interactivity	.161	.101	.081	1.599	.111
	Accessibility	.005	.096	.003	.056	.956
	Entertainment	.057	.093	.035	.608	.544
	In-formativeness	.437	.085	.302	5.125	.000
	Irritation	.221	.082	.136	2.688	.008
	adliking	.181	.107	.094	1.681	.094
	credibility	.658	.121	.297	5.460	.000

a. Dependent Impulse buying

consumer buying behavior increase by .216, by one unit of increase of accessibility dependent variable increases by .130, by entertainment increase by .142, by in-formativeness increase by .562 and by irritation increase by .389. All the independent variable has a positive relation with the dependent.

Interactivity, in-formativeness and irritation are significant variables while accessibility and entertainment are significant variables.

Buying behavior of university students = 13.247+ .216 (interactivity) + .130 (accessibility) + .142(entertainment) + .562 (in-formativeness) + .389 (irritation)

Moderating variable effect:

The table shows that when the impact of moderating is seen the change in the dependent variable due to independent is 63% which is increase from 56.45% that means moderating variables impact on the relation of independent and dependent.

The table shows that the significant value is less than 0.05 which means the model is significant. This means that the insertion of moderating variable is valuable and this moderating variable is correct in model.

Table 8 shows that all the independent variables cause a positive change in the

Table 9. Correlation

		Correlations							
		impulsebuying	interactivity	Accessibility	Entertainment	informativeness	irritation	adliking	credibility
Pearson Correlation	impulsebuying	1.000	.251	.078	.351	.482	.283	.390	.485
	interactivity	.251	1.000	-.011	.294	.280	.038	.297	.142
	Accessibility	.078	-.011	1.000	.001	.028	.011	.083	.196
	Entertainment	.351	.294	.001	1.000	.517	.130	.343	.290
	informativeness	.482	.280	.028	.517	1.000	.070	.436	.300
	irritation	.283	.038	.011	.130	.070	1.000	.224	.327
	adliking	.390	.297	.083	.343	.436	.224	1.000	.331
	credibility	.485	.142	.196	.290	.300	.327	.331	1.000
Sig. (1-tailed)	impulsebuying	.	.000	.097	.000	.000	.000	.000	.000
	interactivity	.000	.	.424	.000	.000	.265	.000	.009
	Accessibility	.097	.424	.	.491	.318	.427	.084	.001
	Entertainment	.000	.000	.491	.	.000	.015	.000	.000
	informativeness	.000	.000	.318	.000	.	.121	.000	.000
	irritation	.000	.265	.427	.015	.121	.	.000	.000
	adliking	.000	.000	.084	.000	.000	.000	.	.000
	credibility	.000	.009	.001	.000	.000	.000	.000	.
N	impulsebuying	280	280	280	280	280	280	280	280
	interactivity	280	280	280	280	280	280	280	280
	Accessibility	280	280	280	280	280	280	280	280
	Entertainment	280	280	280	280	280	280	280	280
	informativeness	280	280	280	280	280	280	280	280
	irritation	280	280	280	280	280	280	280	280
	adliking	280	280	280	280	280	280	280	280
	credibility	280	280	280	280	280	280	280	280

dependent variable. All variables would cause an impact on buying behavior of consumer. The impact of interactivity is 16% while the impact of accessibility is 0.5. The impact of entertainment is 5.7%. Ad liking and credibility both are acting as moderator between dependent and independent variables. All the changes are positive. The major change is causing by credibility. The impact of credibility as moderator is 28% while the ad liking impact is 18.1%. Informativeness is also causing major change and other variables have impact.

Pearson correlation shows that impulse buying has weak positive correlation with all the variables. Interactivity has weak negative correlation with accessibility while weak positive with the rest of variables. Entertainment has weak positive correlation with all variables. Informativeness has moderate positive correlation with entertainment while weak positive with the rest of variables. Irritation has weak positive correlation with all variables. Ad liking and credibility also has weak positive correlation with all variables.

Sig (1-tailed) shows that there is an association between variables or not. Impulse buying has significant relation with all variables except accessibility. Interactivity has a significant relation with entertainment, informativeness and ad liking. Accessibility has significant relation with credibility. Entertainment has significant relation with interactivity, informativeness, ad liking and credibility. Informativeness has significant relation with entertainment, interactivity, informativeness, ad liking and credibility. Irritation has a significant relation with ad liking and credibility. Ad liking has significant relation with all variables except accessibility. Credibility has a significant relation with all variables except interactivity.

RESULT AND DISCUSSION

The study is of a quantitative nature and close-ended question was used to collect data. As the questionnaire is of adaptive nature it means the instrument is valid. Reliability test was used to check consistency of results. The

result of reliability test shows that all variables have good reliability. The reliability of all items is 0.7 and more than 0.7 which means if the same study is done under same conditions result will be same. The correlation results show that all variable has weak positive correlation with each other. Dependent variable has significant correlation with interactivity, entertainment, in-formativeness and irritation. It has non-significant correlation with accessibility. Accessibility has non-significant correlation with all variables. Entertainment has significant correlation with total sum, interactivity and in-formativeness and non-significant correlation with accessibility and irritation. In-formativeness has total sum, interactivity and entertainment and non-significant correlation with accessibility and irritation. Irritation has significant correlation with the total sum and non-significant with the rest of variable. Adjusted R square shows a more precise value. It shows how much change in the dependent variable is occurring due to the independent variables. 30% change in the dependent variable is due to the independent variable and test of ANOVA shows that model is significant because p value is less than 0.05. All variables coefficients value is positive which means each single unit increase of all independent variable cause a positive increase in dependent variable. H3, H4 and H4 are accepted at 95% level of confidence while H1, H2 is rejected. The effect of moderating is seen with SPSS. Moderation variable strengthens the relationship of dependent and independent variables. The adjusted R square after moderation is 38% and the model is valid. H6 and H7 both are accepted

means moderating variable are significant. Moderating variable has a significant relation with all variables and a weak positive correlation with all variables.

CONCLUSION

The study reasoned that online promotion affects the purchasing conduct of the college understudies of Pakistan and it's a significant fragment that ought to be focused on and a great deal of income can be picked up from this portion. As the quantities of web clients are expanding in the Pakistan and understudies is a huge portion of the Pakistan. For scholarly reason understudy additionally need to utilize the web and they experienced with various notices that affects purchaser-purchasing conduct.

RECOMMENDATIONS

The study can be of a comparative nature as well and can be led in different colleges of Pakistan. In addition, there are some different factors can likewise be considered in concentrating on the connection that can be the utilization of representation in promotion, activity and others.

LIMITATIONS

All the questions are close ended so respondents have to choose from given options. The study is conducted at a small level cannot be generalized.

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