

Effectiveness of Session Length on the Online Advertising toward Consumer Behavior

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Abstract : *The Consumer buying behavior is also known as buyer decision making is the process by which individuals search for, select, purchase, use, and dispose of goods and services to satisfy require needs. This study has been designed to answer main question about the effect of length session on the online advertising toward consumer buying behavior, then determine the differences if existed in this relation regarding to demographics factors. By electronic questionnaires conducted for final consumers live in western region of Saudi Arabia, findings showed weak relation between length of session and both buying decision and post purchase behavior, strong relation with evaluate the alternatives, moderate relation for both need recognition and information search, as those steps represent the five steps need recognition model in consumer buying behavior. Findings showed there is impact of gender, age, and income on the relationship between session length and the stages of making a purchase decision, while there no impact of consumer's education, and income level in these relationship.*

Keywords: *purchase decision stages, session length, online advertising, demographic characteristics.*

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I. Introduction

The introduction of the paper should explain the nature of the problem, previous work, purpose, and the contribution of the paper. The contents of each section may be provided to understand easily about the paper. (10) The Internet has grown tremendously in both its applications and number of users due to its unique characteristics of flexibility, interactivity, and personalization. It has been a very useful tool for communication, entertainment, education, and electronic trade (Ko, Jung, Kim & Shim, 2004; Koyuncu and Lien, 2003). The revolutionary change brought forth by information technology has an important impact on the daily lives. On the business side, the Internet has transformed the way we do business. It allows wholesale to offer unlimited range of products and services to all consumers from around the world at any point in time. The Internet has emerged as an advertising medium (Silk, Klein, & Berndt, 2001). Many companies have turned to the Internet to advertise their products and services; and the Internet is deemed to be the most significant direct marketing channel for the global marketplace (Faber, Lee & Nan., 2004; Ko et al., 2004; Korgaonkar and Wolin, 2002). Companies are pouring billions of dollars into Internet advertising to obtain greater return on investment on ads (Edwards, 2005; Joines., Scherer & Scheufele, 2003). On the consumer side, the Internet has given consumers more control in accessing information on products and services. There are several factors that contribute to consumers pull for online content—consumers are the one who decide when, where, what, and how much commercial content they wish to view (Korgaonkar and Wolin, 2002). The Internet enables consumers to access an unlimited range of products and services from companies around the world, and it has reduced the time and effort they spend on shopping (Ko et al., 2004). Consumers play a much more active role in searching for information online with some goal in mind, and that goal can influence individual behaviors and responses to online information and advertisements (Smith, 2002). With the rapid advancement in the computer industry, many companies have made the Internet as part of their advertising media mix to take advantage of the online technologies (Calisir, 2003). The Internet has become a popular advertising platform because marketers found that the Internet possess greater flexibility and control over the advertising materials (Ducoffe, 1996). Since the Internet can be used as an efficient marketing communication tool, both scholars and practitioners are interested in understanding how to take full advantage and maximizing the value of this communication medium (Rodgers and Thorson, 2000). More research that is systematic is needed to determine the true value of commerce on the net, particularly its role as the advertising medium or tool (Berthon, Pitt, & Watson, 1996; Bezjian-Avery, Calder & Iacobucci, 1998). With the increased popularity of online advertising, a critical area in Internet research would be determining the effectiveness of online advertising (Joines, Scherer, & Scheufele, 2003;

Yoon, 2003). Consequently, the focus of the present study is to examine the effectiveness of Internet advertising in terms of its length of session spend to make online purchase decision.

In this study, Internet advertising is synonymous with online advertising and web advertising. In accordance with various researchers, Internet advertising can be delivered via any channels, in any form, and provides information at any degree (Schlosser et al., 1999). It broadly consists of various commercial content formats delivered by video clip, print, and audio; either solicited or unsolicited. It includes company web sites, corporate logos, e-mail messages, pop-ups, banner ads, skyscraper ads, buttons, interstitials, hyperlinks, dynamic media, and interactive games (Ducoffe, 1996; Goldsmith and Lafferty, 2002; Korgaonkar and Wolin, 2002; Wolin and Korganokar, 2003). The present study attempts to investigate effectiveness of online advertising the consumers in western region of Saudi Arabia as sample. In July 2016, Saudi Arabia had 20,813,695 Internet users out of a total population of 32,157,974. That is roughly as many Internet users as there are in Australia and Malaysia, respectively. To compare, the UAE (who enjoy the second biggest Internet penetration in the Gulf Region) has 8.5 million Internet users, Yemen 6.7 million, Israel 5.9 and Syria 5.5 million. (InternetLiveStats). also according to Statista.com, these are the preferred payment methods online shoppers in the KSA prefer to use: Cash on delivery (64%), Credit card (46%), Debit card (11%), Direct debit from bank account (9%), Store gift card (3%) Digital payment system such as PayPal or Alipay (1%) (2015). Ronaldo Mouchawar, Co-Founder of Souq.com, Saudi Arabia's leading online shopping website told Mastercard.com that Saudi Arabia is the online retailer's biggest and fastest-growing market. He says they are experiencing 'record sales' and enhanced the online shopping experience by offering cash on delivery, free returns and a one-year warranty on all products. A 2015 Middles East and North Africa (MENA) region online shopping behavior survey by MasterCard showed Saudis had a slight preference for local websites over foreign websites. Reasons for preferring to shop locally online included concerns over hidden charges and the ability to find everything they need locally.

According to Mouchawar, 30 to 40 percent of sales on Souq.com are made through mobile devices, demonstrating a huge opportunity for growth in this category. Mobile penetration rate in the KSA in 2015 stood at 168%. (Statista.com) The survey showed the products most often bought online via mobile were : airline tickets, phone apps, toys, gifts, clothing, accessories, home appliances and electronic products. Given the increasing usage of the Internet in the country, it is timely to examine and to understand how Saudi Arabia Internet shoppers interact with online ads.

II. Literature Review

2.1 The Effectiveness of Time Spending on the Online Advertising

Lambrecht and Tucker (2013) have found that more generic ads work better for customers who are still exploring a wider range of products, while very customized dynamic ads work better for customers who have already narrowed their possible alternatives: People are spending increasing amounts of time online, especially on social networking websites, at the expense of traditional advertising media such as television and newspapers. This can be viewed because of many of the traditional functions – news, television shows – of the old advertising media being shifted online to social networks such as Digg and YouTube. As a result, advertisers are increasingly looking for ways to reach out to consumers who are spending more and more time online.

Moreover, Dahlén and Bergendahl (2001) showed that banner advertisements work differently over time with repeated exposures. An early study showed that banner advertisements wear out quickly in terms of click-through, so called banner burn-out with very diminished click rates (Doubleclick,1996). Chatterjee et al. (1998) who observed that the click-through rate followed a U-shaped pattern, thus increasing again with time, contradicted these results.

According to Dahlen and Bergendahl, banner ads worked better as transporters to target ads for functional products, whereas banner ads for expressive products worked better through ad impressions (branding) (Dahlen et al. 2001). It was also found that functional product banner advertisements had higher initial click-throughs and expressive products needed time to wear in as both click-through rates and positive brand attitudes (Dahlen 2002).

In addition to that, The research conducted by (Menon and Soman ,2002) which investigated the effect of curiosity on the effectiveness of Internet advertising, mentioned that to enhance the effectiveness of Internet advertising of new products, They recommend a curiosity advertising strategy based on four elements: (1) curiosity generation by highlighting a gap in extant knowledge, (2) the presence of a hint to guide elaboration for curiosity resolution, (3) sufficient time to try and resolve curiosity as well as the assurance of curiosity-resolving information, and (4) the use of measures of consumer elaboration and learning to gauge advertising effectiveness.

2.2 Theories of AIDA Model and Effectiveness of online advertising

Prior to the development of the Lavidge-Steiner model, there were many proponents of the cognition-affect-conation sequence. The most well-known is AIDA (attention-interest-desire-action), generally attributed in the marketing and advertising literature to Strong (1925b). Actually, this model originated with E. St Elmo Lewis in the late 1800s and early 1900s (Strong, 1925a). Lewis theorized that sales people, in order to be successful, had to attract attention (cognition), maintain interest and create desire (affect), and then 'get action' (conation). The vast majority of advertising writers adhered to the basic stages of the AIDA model for 60 years after its publication. The banner of the traditional hierarchy was directly or indirectly supported by Scott (1903, 1908), Printers' Ink (1910), International Correspondence Schools (1911), Hall (1915), Adams (1916), Eastman (1916), West Coast Life Insurance Company (1920), Ramsay (1921), Kitson (1921), Osborn (1922), Starch (1923), Jenkins (1935), Hawkins (Strong, 1938), Bedell (1940), and Devoe (1956). So important was the AIDA formulation at the turn of the century that Strong (1925b) estimated that 90 per cent of persons engaged in selling and the vast majority of advertising and selling textbooks fully endorsed the Lewis-Sheldon hierarchical framework.

Several publications that are more recent also advocate the traditional hierarchy framework. Among those is the work of Colley (1961) who in his well-known DAGMAR (Defining Advertising Goals for Measured Advertising Results) suggested that a hierarchy of advertising objectives should be used by managers to measure advertising effects rather than focusing on sales alone.

In the early 1920s, psychology and marketer start to identify purchasing behavior from buyer perspectives. Early result showed by (Strong, 1925a) that there are 4 stages that influence purchasing decision. Those are: a. Attention, b. Interest, c. Desire, d. Action

This model recently is known as the AIDA model. (Kotler, Wong, Saunders, & Armstrong, 2005) In addition to that, the model is used to develop an effective message. The message has to get attention, hold interest, arouse desire and obtain actions. Usually the model is used as a means to help shaping well-structured advertisement, but could be practical in other context as well. A study that emphasis on customer point of view, stated that these factors depend on the average time per session spend on the online advertising that become the factor influence purchasing decision. In order to gauge whether businesses ought to implement a social strategy marketers need to understand and evaluate consumer's opinions towards online advertisements.

2.3 Consumer Buying Behavior and online advertising

According to Khan (2006) all of us are consumers, we consume daily regarding to our needs, preferences, and buying power, which open the door for too many questions about what to buy? How we buy? Where and when we buy?

In addition, when we say consumer we refer to two types of consuming unites, first one is the organizational consumers like business organizations, government agencies, or non-profit organizations, second one the final consumers like individuals, families, or households (Al-jeraisy, 2008, P43). For sure within this project, we are going to focus on the second type, which represents the final consumer.

2.3.1 Five Steps Model to Consumer Buying Behavior

Consumers are the focus of all wholesale decisions, many questions had been asked about how consumers decide upon what product to buy, the brand, and the store to buy them from. Therefore, it is important to appreciate how consumers making their buying decisions.

There are many models try to explain the process of consumer buying behavior, but in this project we will focus on the famous five steps of need recognition starting from the first feeling of need to take the buying decision through searching for information and evaluate the other alternatives, then finally after purchase behavior, these process described below:

a. Need Recognition: The buying process starts when people recognized that they have unsatisfied need, while unsatisfied need actually arises when consumer satisfaction differ from his or her present level of satisfaction (Levy, Weitz, 2004, p.111). Moreover, need arousal can be triggered by external environment or internally from the buyer itself, needs themselves arise from either physiological (biogenic) or psychological (psychogenic) states, and once a need has been aroused the buyer seek out way to satisfy it (Sullivan, Adcock, 2002, p.52). Cox & Brittan (2004) says that consumers as human have certain fundamental needs can be satisfied in quite simple ways but when it needs some complex requirements it is become a problem, the natural response to this problem is to seek a solution which lead to search of information (p.79), in other words it is reasonable to suggest that consumers are looking to satisfy needs when they buy products or services (Semenik, 2002, P152).

b. Information Search: Once the consumer has recognized a need, it is often not obvious what the best way to satisfy that need would be (Semenik, 2002, P153), therefore, this stage is concerned with gathering information and processing it to allow consumer to move towards a purchase decision, and this search can involve information retrieval from the buyer memory (internal) as well as external search if internal information is insufficient (Sullivan, Adcock, 2002, p.52). Semenik (2002) explained in more details what internal and external

information search are, regarding to him Internal Information Search drawing in personal past experience and prior knowledge and maybe all that is required to make the decision, thus it is important for promotion function in this stage to focus on beliefs and attitude of consumers, but when it is not enough the External Information Search will be important to help consumers collecting information they need which most of the time will be by searching about others experiences like friends and relatives, nowadays social media become the major tool for this kind of research to read and see what other people writing and saying about other brands. Moreover, marketing efforts at this stage should increase the amount of information available to consumers about products they are searching for (Al-jeraisy, 2008, p. 90-91).

c. Evaluation of Alternatives: This stage is an extension of the previous one, once the required information is available, the buyer will begin to evaluate each purchase option with the aim of gradually reducing the list of possible purchases to one. Actually, this process will developed a strong purchase intention within the mind of buyer which lead to expected purchase unless some problems arise in the period between intention development and final purchase (Sullivon, Adcock, 2002, p.53). In addition, Semenik (2002) explain that evaluate the alternatives could be structured by the consumer’s consideration set which mean subset of brands from a particular product category, and evaluative criteria, which include many other factors such as price, warranty, or colour (P154).

d. The Buying Decision: It is not a single decision but a bundle of decisions, any one of which can result in a change of mind and an alternative route being followed (Cox, Brittan, 2004, p.80). Moreover, if we want to get specific in retailing Levy & Weitz (2004) says that consumers may not buy the product which is the highest in the list of evaluation, for sure it gives the great benefit but it may not be available in the store or it risks outweigh the potential benefits (p.122).

e. Post-Purchase Evaluation: Once the purchase has been made, evaluations continues so consumer can feel that he made the right decision which meet the expectations as we called it Post-purchase satisfaction, or Post-purchase dissatisfaction if the evaluations does not meet the expectations (Sullivon, Adcock, 2002, p.53). Again promotion can play very good role in this case to make sure that consumers will be satisfied by creating appropriate expectations for a brand’s performance before a purchase and by helping the consumer who has already bought the advertised brand to feel good about doing so (Semenik, 2002, P155).

It is very important for this project, after getting through consumer behavior and buying decision, to determine time spent per session on online Advertising can affect consumer behavior in general and consumer buying behavior in specific to be a start point for determine the role of session length on online Advertising on them regarding to other studies related to this subject.

III. Research model and study hypothesis

AIDA model usually used for advertisement but practically can be used for other context. Researcher want to apply AIDA model to measure the effectiveness of length session spend on the online advertising toward consumer buying behavior regarding to the five steps need recognition model of buying decision.

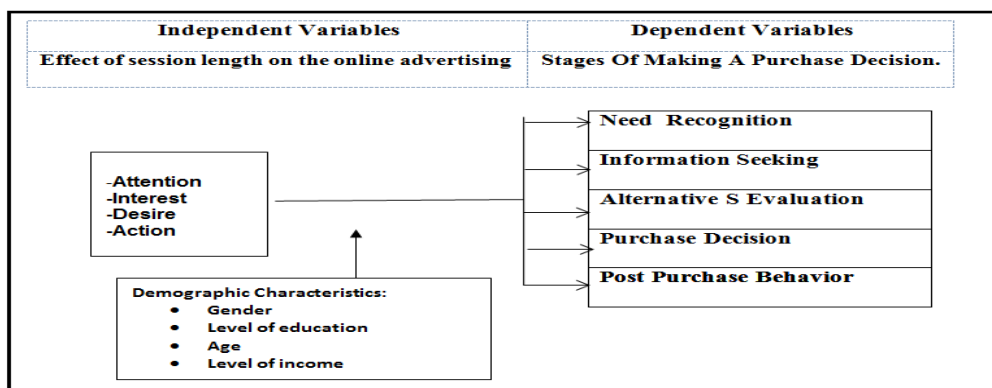


Figure 1: researchable Model

The main hypotheses of the study are stated in null format as follows:

The first main hypothesis of this study:

HA : Session Length have no significant impact on stages of making a purchasing decision.

HA-1: Session Length have no significant impact on need recognition

HA-2: Session Length have no significant impact on Information seeking

HA-3: Session Length have no significant impact on Alternative s evaluation

HA-4: Session Length have no significant impact on Purchase Decision

HA-5: Session Length have no significant impact on Post purchase behavior

The second main hypothesis of this study:

HB: Demographic Characteristics have no significant impact on the relationship between Session Length and the stages of making a purchase decision.

HB-1: there is no significant impact of the Gender on the relationship between Session Length and the stages of making a purchase decision.

HB-2: there is no significant impact of the level of education on the relationship between Session Length and the stages of making a purchase decision.

HB-3: there is no significant impact of the age on the relationship between Session Length and the stages of making a purchase decision.

HB-4: there is no significant impact of the level of income on the relationship between Session Length and the stages of making a purchase decision.

IV. The research design

The purpose of the current study is to explore the effectiveness of online advertising on purchase decision making. A quantitative research fits to complete this study.

4.1 Population

The total population of this study comprised from all **consumers** buying shopping goods in western region. The estimated number of the population of this region (Makkah almokramah, Jeddah, Rabig, Yanbu) about 5,253,968 persons.

4.2 Sample Selection and Data collection method

In order to answer the research, question a primary data collection was used. Using primary data collection allowed addressing specific issues to consumers about their impact of session length on the online advertising and how these impacts specifically influence their purchase decision-making processes. To efficiently reach target group survey was distributed randomly by hand. The researcher distributed 300 questionnaires, 90 ones were retained, and only 210 were chosen for analysis. Questionnaires were distributed taking into consideration having employees from different demographic characteristics in terms of education, gender, age and income levels.

4.3 Questionnaire construction

The researcher developed a questionnaire in accordance with the research model described previously as well as previous studies. The researcher judged the questionnaire by many colleagues in Business department in Art and Science College/Shrourah and in Najran University. The questionnaire developed from three parts: the first one describes demographic characteristics, the second one related to session length dimensions, and the third one handles consumers purchasing decision-making process. A five-point Likert scale (1 strongly disagree to 5 strongly agree) was used in the second and third sections of the questionnaire to obtain the information to test effectiveness of online advertising on consumer purchasing decision making.

V. Analysis and results

5.1 Sample profile

The sample used for my research is made up of 210 respondents. 49 % of respondents are male and 30 % are female (table: 1). As seen in table 1 below, 32.9 % of respondents are between 26 and 35 years old. 24% of the sample is bachelor holders, and 28.6% their monthly income ranges between 100-500 Riyals.

Table 1. Sample characteristics

Variable		Number	Percentage
Gender	Male	147	70
	Female	63	30
Total		210	100%
Education	Higher Education	48	22.9
	Diploma	36	17.1
	Bachelor	72	34.3
	Post Graduate	36	17.1
	No certificate	18	8.6
Total		210	100%
Age	15-20	45	21.4
	21-25	66	31.4
	26-35	69	32.9
	More than 35 years	30	14.3
Total		210	100

Income	100-500 SR	60	28.6
	501-1500	30	14.3
	1501-3000	42	20
	3001-5000	33	15.7
	More than 5000	45	21.4
Total		210	100%

Table 2 shows that 41% of respondents are daily using the internet. A conclusion can be reached that majority of the respondents prefer to use the internet every day because, it has meet their desires and wishes.

Table 2. Time Spend in Online depend on the frequently using per month

Percentages	No of respondents	Frequency using the internet
18.6%	39	Once per month
11.4%	24	Once per week
28.6%	60	More than one time per a week
41.4%	87	Daily
100%	210	Total

The table 3 shows how many times spend in online in a day by the respondents. This factor is important to analyze the effectiveness on online Advertising. This table shows that 31.1% of the respondents use internet daily between one hour to half an hour. 27.1% of the respondents use internet for more than two hours and 25.7% of the respondents use internet less than half an hour a day and only 15% use internet between one hour to half an hour. Therefore, the analysis reveals that majority of the respondents use internet between one hour to two hours.

Table 3. Time Spend in Online depend on the average time per session

Percentages	No of respondents	Time of session
25.7%	54	Less than half an hour
15.7%	33	Between One hour to half an hour
31.1%	66	Between One hour to two hours
27.1%	57	More than two hours
100%	210	Total

5.2 Validity and reliability

Validity and Reliability checks were performed in a number of ways. The face validity was checked by some experts, and through a pilot study on (30) persons. The participants were asked to comment on the format and appropriateness of questions, and to suggest any items that they believe to be included in the questionnaire.

In view of their suggestions, several amendments were incorporated into some questions that improved the clarity. Reliability scores are expressed numerically as a coefficient. A coefficient score will be 1.00 if a test is perfectly reliable. Coefficient of at least .60 is required to indicate an acceptable degree of reliability (Sekaran, 2010). The following is the Cronbach's alpha of all the factors.

Table 4. Reliability scores

Construct	Number of Items	Cronbach's Alpha
Need recognition	3	0.95
Information Seek	4	0.83
Evaluation	4	0.89
Decision 4 0.89	4	0.89
Post purchase	4	0.86
the length of the session	4	0.91
Average		0.88

5.3 Hypotheses Testing

In order to study the first hypothesis, t-test one sample will be used. SPSS automatically calculates the significance (or p-value). Hence, the level of probability of 5% or less is commonly taken as an appropriate level for most general research including this study. The investigation focused on four variables attention, interest, desire, and action. Whereas the variables tested for this study is to validate the influence of these four variables on each stage of purchase decision.

Table 5. Impact length of session (average time per session) of Internet Advertising on stages of making a purchasing decision.

Depend	Independent	t-value	t-value	df	Sig. (2-tailed)
Need recognition	Attention	4.639	3.03-3	210	0.000
	Interest	2.645		210	0.010
	Desire	1.816		210	0.047
	Action	3.01		210	0.001
Information seeking	Attention	4.639	3.08-2	210	0.000
	Interest	2.645		210	0.010
	Desire	1.816		210	0.047
	Action	3.257		210	0.002
Alternatives evaluation	Attention	5.869	4.367-1	210	0.000
	Interest	2.435		210	0.017
	Desire	4.581		210	0.000
	Action	4.581		210	0.000
Purchase Decision	Attention	1.816	2.477-4	210	0.003
	Interest	3.257		210	0.002
	Desire	2.811		210	0.006
	Action	2.024		210	0.047
Post purchase behavior	Attention	2.461	2.253-5	210	0.016
	Interest	2.461		210	0.016
	Desire	1.653		210	0.103
	Action	2.435		210	0.017

As shown in the table 5 of one sample t- test, The P-value of all models is 0.000 and it is less than 0.05, the consequence is that model is statistically significant. Therefore, dependent variable (length Session Effects of Internet Advertising) has significant relationship with independent variables need recognition, information seeks, evaluation, decision, and post purchase. Since the first hypothesis (H1) was developed based on these variables where the significant value of (attention , interest, desire, and action) are less than 0.05; as a result null hypothesis (HO) is rejected and alternative hypothesis (HA) is accepted. So far hypothesis it can say that the dimensional factors of length Session Effects to the Internet Advertising have significant impact on all purchase decision stages.

Table 6. T-test the relationship between length Session to Advertisement Online and the stages of making a purchase decision depend on the Gender as demographic factor

Variable	Gender	Number	Mean	Standard Division	T-value	Sig.
Length Session Effects of Internet Advertising	Male	49	3.3287	0.86733	-0.786	0.44
	Female	21	3.5013	0.84827		

In order to study the first hypothesis, T-test one sample, and One Way Anova test will be used. From the table (6) it is observed that the results of testing the differences between male and female in the components of length Session Effects to the Internet Advertising on all purchase decision stages did not have difference scores at significant level 0.05 levels (t=- 0.776, p>0.05). Therefore, HB-1 was not supported.

Table 7. Analysis variance (One Way ANOVA) the relationship length Session to Advertisement Online and the stages of making a purchase decision depend on the educational levels as demographic factor

Sig.	F	Mean Square	df	Sum of Squares	of variance	Variable
0.919	0.233	0.180	4	0.721	Between Groups	length Session to Advertisement Online
		0.77	65	50.216	Within Groups	
			69	50.937	Total	

According to table 7, to find the differences between level of education , it is observed from ANOVA test that there are did not differences among the respondents' education level regarding to the relationship between length Session to Advertisement Online and the stages of making a purchase decision. With (F=0.919, p>0.05). Therefore, HB-2 was not supported.

Table 8. Analysis variance (One Way ANOVA (the relationship between lengths Session to Advertisement Online and the stages of making a purchase decision depend on the age as demographic factor

Sig.	F	Mean Square	df	Sum of Squares	variance	Variable
0.024	3.364	2.252	3	6.756	Between Groups	Average Time Per Session e to Advertisement Online
		0.669	66	44.181	Within Groups	
			69	50.937	Total	

One-Way ANOVA test results in Table (8) shows that respondent’s age ($F=1.329$; $Sig. = 0.272$), have a significant impact on the relationship between length Session to Advertisement Online and the stages of making a purchase decision depend on the educational levels as demographic factor to Advertisement Online and the stages of making a purchase decision depend on the age as a moderator factor. Therefore, HB-3 was supported.

Table 9. Analysis Moderator (One Way ANOVA) Test for income level

Sig.	F	Mean Square	df	Sum of Squares	variance	Variable
0.422	0.985	0.728	4	2.912	Between Groups	length Session to Advertisement Online
		0.739	65	48.052	Within Groups	
			69	50.937	Total	

Based on Table 10, results shows that respondent’s education level ($F=1.007$; $Sig.= 0.410$) did not have significant impact of income level as a moderator factor on the relationship between length Session to Advertisement Online and the stages of making a purchase decision. Therefore, HB-4 was not supported.

VI. Conclusion and recommendations

The motivate of the research was triggered by personal interest in how session length spend in the internet advertising effect consumer buying behavior regarding to the five steps need recognition model of buying decision, Furthermore, the more time consumers give over to searching for information via Internet and more frequently they do so, the more the information gathered online influences the purchase decision (Bhatnagar & Ghose, 2004).

Therefore, the research was carried out to measure if a relationship is existing between this average time spend per session on the online advertising and each step of the need recognition buying decision model and how much this relation is strong, applied in very important area in Saudi Arabia which is western region.

The research finding has showed relation in range between moderate and strong regarding to the whole model. However, third step ‘evaluate the alternatives’ has the strongest relation with average time spend per session on the online advertising comparing with other steps, contrariwise the fourth step ‘buying decision’ and fifth step ‘post purchase evaluation’ have weak relation at all with effectiveness of average time spend per session on the internet advertising. In the other side, the first step ‘need recognition’ and second step ‘evaluation alternatives have moderate relation at all with effectiveness of average time spend per session on the internet advertising.

Thus, researchers totally believe that session length spend in the internet advertising have an impacts on consumer buying behavior, and recommend marketing managers whose working with final consumers like individuals, families, or households to design their internet advertising as a comparative advertising and avoid providing information about the product itself as consumers don’t rely on online media advertising as a source for information searching, at the same time it is important to study the differences in the demographic factors if there are regarding to the results in this study when they design the advertising.

In addition, it is very important to taking into account the limits of this study, and be careful to generalize the results in two areas first one which is the place as this research conducted in western region one of the biggest area in Saudi Arabia but results could not be the same for other regions inside Saudi Arabia or in other countries, second one is the type of consumer which is final consumer and again this results could change regarding to other product category like convenience goods or some types of consuming unities like organizational consumers.

Moreover, researcher recommend future studies for each step alone from the need recognition model specially for the fourth and fifth steps as they reflect that there is weak relation and the strongest relation in order, and recommend future studies for differences in online media platforms regarding to stay long time on the internet advertising and its impact on consumer buying behavior, considering the limited time and scope of this research, it would be undoubtedly useful and interesting to have a case industrial companies and apply internet advertising for these companies in different platforms as scenarios offer a comparison between those platforms.

Finally, researcher recommends future studies apply on organizational consumer. To sum up, in this thesis researcher tried to provide a guide could be important to be used with final consumers to make sure design advertising supporting the company itself and consumers buying behavior in a way that guaranty benefits for both sides, for sure results cannot represent all individuals across Saudi Arabia as a whole, but researcher tried to be so close to what is the trends in general regarding to the sample he applied the research on.

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