Impact of Online Advertisement and Brand Awareness on Consumers' Buying Behavior: A Case Study of Istanbul

Arzo Qaderi

Istanbul Aydin University, Institute of Graduate Studies, Istanbul, Turkey
arzoqaderi786[at]gmail.com

Abstract: *Online advertising is considered a marketing approach that involves using internet to get website traffic and deliver marketing messages to the correct consumers. Likewise, Brand awareness refers to consumers' familiarity with a particular product or service. This research aims to study and compare the impact of online advertising and brand awareness on consumers' buying behavior. Practical research was conducted to comprehend better the effect and needs of online advertising and brand awareness. A systematic study has been carried out, and key findings are discussed. The data were gathered through structured questionnaires, and the surveys were distributed to individuals living in Istanbul city of Turkey. The data from 313 respondents were gathered in a month from June 2022 till July 2022. The statistic was analyzed using IBM SPSS version (23), and the results were outlined with the help of charts and diagrams. The research discovered that online advertising and brand awareness impact consumer's buying behavior. Likewise, throughout the study, the relationship between the demographical traits of respondents and their buying behavior was also determined. Moreover, the study includes highlights and recommendations for future research.*

Keywords: Online Advertisement, Brand Awareness, Buying Behaviour, Demographical Traits

1. Introduction

Advertising, shortened to an ad, is the promotion of a product, brand, or service to aware consumers about the existence of a product or service with a specific quality that addresses needs of the consumers. In short, it attempts to influence the buying behavior of consumers. The conventional form of advertisement gave its place to electronic ads in the 20th century. In electronic advertisement, the ideas are advertised through different websites, social media, and pop-up advertising, making them more enthusiastic and attractive to consumers (Ankia, 2014).

The internet era has forced advertisers to focus more on online advertisement than ever before. Online advertising delivers advertisements to internet/online users via websites, email, ad-supporting software, and smartphones. Online promotion has recently been overgrown (Bakhsi & Gupta, 2013). It is used as a medium to convey the message (Ankia, 2014), and to make the services and the products recognized globally. 1994 was the rise of online advertisement, where Hot Wire sold the first banner on the company site. Later, online advertising became a key factor via which the company achieved a fair amount of revenue (Murad, 2019). Online advertisements are presented visually and are more feature-oriented, bringing feelings of enjoyment to consumers. Which has completely given a new trend in the marketing process of the companies and facilitates in presenting their services and products globally (Srivastava, 2012). The popularity and importance of online advertisement grow daily as the number of people using internet services and spending most of their time online is increasing each day, making companies more focused on it than ever before. The more people spend online, the more there is probability of confronting online advertisements. Its benefit is its ability to measure success, sales, and opinions

of consumers regarding the product. To last in the business, it is required to build a strong brand and create brand awareness. Brand awareness is the primitive level of brand knowledge involving identifying the brand's name. It has become an important variable that plays a vital role in consumers' perception intention. It affects consumers' decision-making when they buy something they consider a brand (Shahid, Hussain, & Zafar, 2017). Consumers who are more aware of the brand are more confident and are willing to purchase it. A consumer with a low level of brand awareness is less likely to act upon brand purchase (Keller, 1993). Based on the previous studies, consumers prefer to buy products from familiar known brands as they believe the product has a higher quality. (Desai, Kalra & Murthi, 2008; Das, 2015; Calvo-Porral & levy- Mangin, 2017). Moreover, the products having higher brand awareness will get a higher market share in terms of selling's, increasing the number of consumers willing to pay for them (Shahid, Hussain, & Zafar, 2017). Therefore, the management team's goal is to build a solid and competitive brand in the perceptive of consumers, which has become one of the vital priority factors in the organizational environment. Due to the importance of brand in the consumer decision-making process, brand management teams find it necessary to create brand awareness to maximize the profit of organizations (Boicu, Cruz, & Karamanos, 2015).

2. Literature Review

Before reviewing the history of social marketing, it would be very significant to briefly explain the concept of social marketing. Internet is one of the essential mediums owns multiple features, which is considered as a great potential and powerful advertising medium. In addition, the internet has a better impact than traditional media in the features like format variety, affinity, and storage. Furthermore, the internet is the only medium that owns the interactivity

feature. The internet creates many new communication opportunities and possibilities that we could not achieve previously due to the limitation of media technologies. It is a mass communication medium where the communication from "one person or group of people through a medium (transmitting device) is transferred to a large audience or market." Since it is known that the internet user is large in number, the message is reached the targeted consumer in the least time. Moreover, besides getting information about products and services, consumers also can get the product in their homes and download them such as e-books, where this kind of facility is not available in traditional advertisement. So, we can say that the internet helps customers interact directly with vendors worldwide. The "pay for click" system where search ads are sold on a per-click basis. It is a powerful tool and method for promoting the product and services. The broader range of online marketing, various communication channels, and web mechanisms to deliver the service and promotional marketing techniques make it superior compared to traditional marketing techniques (Yadav & Singh, 2020). Advertising is the most used way of informing customers about the brands and products of a company. Since very long advertisement of the product has played a vital function in creating awareness and attention to the customers. An online ad is a form of communication intended to deliver information to internet users through contextual ads, banner ads, email networks, and so on (Bakhsi & Gupta, 2013). Moreover, it persuades viewers and listeners to purchase or take necessary action regarding a product or service (Choudhury, 2015). It is evolving as the core channel for marketing activities (Bergemann & Bonatti, 2011). And refers to any form of digital content available on the internet, delivered by any medium presented to the audience regarding a product or service (Truong & Simmons, 2010). Online advertising spending worldwide amounts to approximately 333.25 billion US dollars in 2019, more than half of a total of 563.02 billion US dollars allocated to all types of advertising in the same year (Statista, 2019). It is predicted to double in the next ten years and will account for 52% of multinational advertising expenses in 2021 (Emarketer,2019;). Recent developments in online information technology and information systems allow businesses to deliver more targeted and personally customized ads faster than traditional media (Guixeres et al., 2017; Roy, Datta, & Basu, 2017). Therefore, successful implementation of online advertising campaigns can potentially improve ad recall and brand recall and boost purchasing preference of existing or potential shoppers, increasing short and long-term sales (Breuer & Brettel, 2012; Edelman, Ostrovsky, & Schwarz, 2007; Guixeres et al., 2017). Similarly, the instantaneous dynamics of new technological progress allow marketers to manage and use data not only about the former consumers' online behavior but also by observing buyers in real-time, using the so-called synced advertisement integrating data accumulated from numerous digital platforms simultaneously (Segijn, 2019). This enhances the timing and placement of ads adapted to the steps of consumers' purchase decision process (Bleier & Eisenbeiss, 2015), guiding to more specific targeting of ads (Boerman, Kruikemeier, & Zuiderveen Borgesius, 2017). Utilizing the most delinquent artificial intelligence algorithms and customer monitoring devices, marketers can evenly spread their advertising

activities among the targeted audience segments and boost the efficacy of online advertising activities (Kietzmann, Paschen, & Treen, 2018; Lejeune & Turner, 2019). As a result, the credit is given to the 'last click,' overlooking the effect of prior advertising activities (Kireyev, Pauwels, & Gupta, 5 2016). In a context where consumer behavior stays stochastic (Berman, 2018), Despite current possibilities for real-time monitoring, businesses still struggle with interpreting and translating collected data for consumer experience and targeting (Liu & Mattila, 2017). According to statistics, 76% of marketers fail to utilize behavioral data for online ad targeting (Heine & Heine, 2019). Moreover, by increasingly using consumer data for personalized and individually targeted ad development, the effects of the degree of intrusiveness require to be evaluated regarding the effectiveness of short- and long-term online advertising activities (Kireyev et al., 2016), as well as moral and lawful reasons (Tanyel, Stuart, & Griffin, 2013). According to Brettel et al. (2009), advertisers ought to consider the preference for appropriate advertising in different areas and nations. Accordingly, the increasing role of online advertising has drawn numerous concentrations of scholars. Online advertising remains a reasonably recent phenomenon, dating back to 1994, when the first banner ads were placed on websites (Haemoon, 1990). The first academic publication addressing online advertising was published in 1996 by Berthon et al., evaluating the World Wide Web as an advertising platform (Truong & Simmons, 2010). Since the initial developments, a rich spectrum of online advertising models has been introduced, covering any form of digital content available on the Internet to inform the audience regarding a product or service, as previously defined. Recently, this containes monitoring consumer online behavior to design personally targeted ads (Boerman et al., 2017). Significantly, additional advertising models were developed after introducing classic banner advertising, unveiling the potential for bridging better communication between consumers and advertisers (Rappaport, 2007).

Comprehending the significance of online advertising is increasingly challenging for academics and practitioners (Berman, 2018; Bleier & Eisenbeiss, 2015; Guixeres et al., 2017). Previous research has precisely addressed the usefulness of online advertising (Breuer & Brettel, 2012; Knoll & Schramm, 2015; Spilker-Attig & Brettel, 2010), complementary to the results of the bibliometric analysis in a seminal publication by Kim & McMillan (2008). Yet, a clear conceptualization of this concept is lacking in academic literature, primarily covering contemporary technological and advertising developments (Bleier & Eisenbeiss, 2015; Brettel & Spilker-Attig, 2010; Breuer & Brettel, 2012). Also, social media platforms refer to other quantitative metrics, such as the number of likes, shares, comments, views, and followers regarding advertising content (Voorveld, 2011). With current evolutions in neurosciences, the use of neuro metrics is growing to estimate advertising effectiveness. Guixeres et al. (2017) recognize three types of effects pursued by advertising: (1) perception – exposure to the ad as the first step in any evaluation process, (2) the emotional dimension – utilized in estimating the effects of advertising, (3) the cognition effect – measured as ad recall. Advertising can also

contribute to purchase behavior by creating a brand image and awareness on the Internet, improving recognition, and generating referrals (Sasmita & Mohd Suki, 2015). Similarly, a particular element of measuring the effectiveness of online advertising is the resulting short- and long-term purchase behavior by consumers, measured in sales and revenues (Breuer & Brettel, 2012).

Building a brand image and awareness via advertising raises the purchase consideration. It is crucial to consider when a consumer is, or is not, in immediate demand of the product (Hollis, 2005).

2.1 Types of Advertisement

A good and well-designed advertising campaign spreads the talk about products and services that attract consumers' attraction and generates sales. There are many choices, whether a business is trying to inspire new consumers to purchase an existing product or establish a new service. The most appropriate advertising option for the company will depend on the target audience and how to transfer the message to most of them cost-effectively. It is required for businesses always need to be creative and careful when choosing the type of advertising for the product launch and introduction. There are three types of online advertisement (Tavor, 2011).

Banner Advertisement: This type of advertisement represents the largest share of online advertisements. Advertisers use banner ads (Tavor, 2011). Graphic image contexed in such advertisements inspires consumers to purchase a product and service by announcing the name and identity of a website. Their size and shapes vary and appear in various locations on the web pages. According to Tavor (2011), "it is an advertising sign/film that is part of the web page's tapestry, and when clicked on, takes the clicker directly to the advertiser's chosen website."

Pop-up Advertisement: The pop-up advertisement is located between two pages. Furthermore, as its names suggest, it pops up while the consumer surfs the net. A new window is opened on the current one to display an advert. To escape it, users click other exciting articles or windows. It is found to be very annoying for users while surfing the web. Though the advertiser might increase the exposure of his product or service, it does not guarantee its effectiveness and sales increase (Tavor, 2011).

Floating Advertisement: The floating ad appears on the webpage in the form of a smaller rectangular window or a full screen. These ads obtrusively disturb and interrupt the internet user's privacy by laying themselves over the current page of the internet. However, it disappears after a short while (Deshwal, 2016); before that, they may or may not provide a means of escape by placing a close button option. More sophisticated versions can come in any shape or size and include sound, animation, and interactive components."

Expanding Advertisement: It is named expanding advertisement because it expands the time consumer clicks on it (Deshwal, 2016). Deshwal (2016) Notes that "polite ad

formats were developed to address this challenge by enabling advertisers to serve larger file formats without disturbing the load time for the rest of the images on the page."

Video Advertisement: These small video ads automatically play themselves or may be played by the surfers of the website. It is presented in video form and is similar to typical electronic advertising on television. YouTube advertising can be considered an example of VD.

2.2 Advertising & Brand Awareness

Advertising is one of the fundamental cultural sign systems reflecting and developing our lives. It is an unavoidable aspect of anyone's life. Even if one does not read the newspaper or watch television, it is unthinkable to escape the advertising images that pervade our surroundings via boardings, wall paintings, and pop material. Brand awareness is one of the main objectives of advertising in the current world. Advertising is considered a transmission link between the seller and the buyer. It simply provides information about the products and services and actively attempts to influence people. In other words, advertising does not end with the flow of information from the seller to the buyer; it goes further to influence and persuades people to behave or believe. Advertising, being an integral part of the promotion mix, is a portion of the total marketing mix, and it affects the sale of the products, as do the other variables of the mix. Jointly with the product or brand, price, channel or distribution outlet, and personal selling, it tries to acquire the marketing goals. Additionally, Millions of customers use the companies' websites, YouTube, and online portals for watching different brands, and it was a real challenge for marketers to build their brands. Introducing new interactive media also crafted new business opportunities and business and advertising horizons for marketers. Customers shows their enthusiasm by sharing and talking about their favourite brands through user-generated content in new interactive media, such as Twitter, YouTube, and Facebook. Online digital media or advertising is considered a medium of communication that uses a strategic tool for building brands through marketing and advertising campaigns. Companies are now more attracted to the different channels of digital media. Online digital media is an effective channel for interacting with consumers in real-time and getting instantaneous feedback regarding the products and services. The companies are using this media due to the cost-effectiveness and reach compared to the conventional media.

2.3 Consumers' Buying Behavior

Consumer buying behavior refers to the consumers' choices, perspectives, wills, and judgments in the marketplace when buying a product or service. New media has authorized marketers to advertise and distribute their offers and new products to consumers. More interestingly, they no longer require their computers but rather high-tech mobile phones; Through the portal, real-time information conversation can be transmitted anywhere and at any time to their customers (Bellman, S.; Potter, R.F). For this reason, consumer behavior has become an essential element.

The relationship between the markets and consumers has taken a different path after the advent of the internet and technology. Consumer behavior can be defined as opinion, attitude, standards, objective, and action exhibited by the consumer when in contact with a projected message, product, and service. It is the consumer's overall emotional and inner disposition before and after purchasing a product or service. Countless studies have been conducted on the nature of consumers. The main objectives behind such investigations are to know the reason behind consumers' behavior changes and to get a clue on the issue of what consumers are more likely to buy and how to fulfill their expectations. Consumer buying behavior is the aspects, specialty, and features that affect the customer's buying behavior. It is the judgment and the processes during the assessment that specify the customer's purchase. Kotler (2004) claims that diverse aspects influence the manners of a buyer. Those factors include social assumptions, values, monetary status, age, education, and surroundings. Those factors are identified and examined to expand the techniques and outcomes that enrich the organization's implementation and sales earnings.

3. Research Methodology

Proper research assessment is required for the research methodology that leads to accurate data analysis and valid research results. Besides methodology, the method and procedures utilized for accumulating the data in this research have been illustrated as well. Moreover, the theoretical approach of the research topic followed by the tool regarding the duration of the study, population, sampling, and data collection is also discussed. The research design, population, sampling, methods, the type of study, nature, and approaches database specific to it have been utilized.

3.1 SignificanceoftheResearch

At the beginning of their projects, companies allocate projected specific amounts as expenses for their advertisement of products to inform others about the existence and benefits of the products produced by them. They use advertising not just to grab consumers' attention but also to expand the cycle of their consumers. This study analyzes how online advertisement and brand awareness impact consumers' choices of products and influence their purchase intention. Moreover, clarify tools having numerous effects and means having a more negligible effect on the population of Istanbul via which companies can understand weaknesses and strengths in their marking policy. This study is based on the responses given by the consumers and digs into the various factor of online advertisement and brand awareness techniques that help and affect the purchase decision of consumers. This research will deal with the following objectives:
- To determine the relationship between OA and consumers' buying behavior.
- To determine the relationship between BA and consumers' buying behavior.

3.2 Population and Sampling

This study discusses the impact of online advertisements and brand awareness on consumers' buying behavior. The targeted population was consumers living in Istanbul - Turkey. A purposive sampling method was used to select the target respondents in this research. Such a method is done without using any probability technique, according to the researcher's judgment based on the criteria that were set to target respondents (Etikan & Bala, 2017).

The targeted sample was 250 or more as according to Varoquaux (2018), from 200 to 300 observation will lead to 7% errors which is generally accepted in quantitative studies, the total accepted is 313 responses to the survey questions.

3.3 Statement of the Problem

Firms, persons, and households can be referred to or identified as consumers who benefit from the goods and services of the business organizations. The nature of customers determines the demand and habits of buying the products. There is a challenge for the internet marketers regarding the number of internet users on segmentation and targeting. Not only that, but customers also complained about the product's authenticity as the same product is not delivered as shown in the advertisement. Online advertisement, also known as online marketing, internet advertising, or web advertising, is a form of marketing that uses the internet to deliver promotional marketing messages to consumers (Kano & Nigeria, 2018). At the same time, Brand awareness is a marketing effort describing the degree of consumers' recognition of the product and service; it helps consumers get aware of the offer's solution to a problem and the best quality in the form of products and services a company makes. Many authors have implemented much research regarding both the impact of online advertisement and brand awareness on consumer buying behavior. According to the data available, the population of Istanbul comprises diverse nationalities, ethnicities, cultures, and religions. The diverse background of people has affected their choices. So, it is essential to understand and study individual's buying behavior before developing marketing the product services. Understanding and analyzing individual buying behavior is crucial before developing and marketing the product. Therefore, marketers must look according to the consumers' point of view. One of the most challenging jobs of the marketer is to look according to the customer's point of view, but once it is done, it makes the marketer sell its product. Despite these, whether online advertising and brand awareness are effective in influencing potential buyers in the modern era is the critical question that the researcher is going to explore.

3.4 Conceptual Framework and Hypothesis

To achieve the objectives mentioned above, the following hypothesis will be tested:
H1: Online advertisements have a positive impact on consumers' buying behavior.
H2: Brand awareness has a positive advertisement on

consumers buying behavior.

H3:Demographical factors have a positive impact on consumers' buying behavior.

H3.1: Occupation has a positive impact on consumers' buying behavior.

H3.aAge has a positive impact on consumers' buying behavior.

H3.b Education has a positive impact on consumers' buying behavior.

H3.c Material status has a positive impact on consumers' buying behavior.

4. Results and Discussion

The collected data from the survey has been analysed and the results are shown in the chatrs below. To understand the targeted respondents and their answers, a simple percentage analysis was done such analysis gives an accumulated summary of the respondent's answers according to the frequency distribution of the data collected, it is calculated by the following formula: Percentage = (Number of Respondents * 100) / Total Number of Respondents.

Table 4.1: Demographics of Population

Factors		Quantity	%
Gender	Female	177	56.5
	Male	136	43.5
Age	18 to 29	87	62.6
	30 to 40	148	23.3
	Over than 40 years old	94	14.1

Based on the above table More than half of the respondents are females they represent 57% of the total responses. And More than half of the respondents are less than 30 years old they represent 62% of the total responses, also 23% are between 30 to 40 years old.

4.1 Reliability Assessment

Reliability is the method that is done to evaluate the quality of the measurement tools, it is defined as "to what level the test scores are free from measurement error that occur when testing something" (Muijs, 2004). If there is an unreliable measurement the relation between variables will not be significant. One way of testing reliability is the Cronbach alpha test which is "an internal consistency measure, shows how closely related a set of items are as a group" (Muijs, 2004). When the test results are more than 0.70 then the measurement is reliable, and 0.60 is accepted (Muijs, 2004).The reliability test results of each variable of this study are shown below:

Table 4.2: Reliability Assessment (Cronbach alpha test)

Dimensions	Cronbach`s alpha	Number of items
Online advertisement	0.94	Accepted reliability
Brand awareness	0.88	Accepted reliability
Demographical factors	0.70	Accepted reliability
Consumers' buying behavior	0.82	Accepted reliability

4.2 Regression Analysis for Hypotheses Testing

Regression is defined as a predictive analysis tool that examines the relationship between independent and dependent variables, to fit a mathematical function describing how the value of the response changes when the values of the predictors vary

Linear regression is the simplest form of regression, which in the case of multiple regression, works on explaining the data by simply fitting a hyperplane minimizing the absolute error of the fitting.

Regression Analysis for Hypotheses Testing result is the P-value that is between 0 and 1and, for accepting or rejecting a hypothesis we look at the cut-off point 0.05 if it is less the hypothesis is accepted if more it is rejected (Hair Jr, et al., 2014).The Regression Analysis for Hypotheses Testing results is shown in the list of tables below table:

Table 4.3: R Square table

Model	R	R Square	Adjusted R Square
1	.778[a]	.605	.597

a. Predictors: (Constant), Demographical factors Q46 Material status, Demographical factors Q45 Education, Demographical factors Q43 Occupation, Online advertisement, Demographical factors Q44 Age, Brand awareness

R-squared shows how well the regression model fits the observed data. In this research R-squared is 61% reveals that 61% of the data fit the regression model.

Table 4.4: ANOVA table

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	155.594	6	25.932	78.103	.000[b]
Residual	101.600	306	.332		
Total	257.194	312			

Dependent Variable: Consumers' buying behavior
Predictors: (Constant), Demographical factors Q46 Material status, Demographical factors Q45 Education , Demographical factors Q43 Occupation, Online advertisement, Demographical factors Q44 Age, Brand awareness.

Analysis of Variance (ANOVA) consists of calculations that provide information about levels of variability within a regression model and form a basis for tests of significance, getting a P-value of 0.000 which is less than 0.05 shows that there is variability within the research regression model.

4.3 Hypothesis Testing

The table below shows the summary of the hypothesis results it shows that:

H1. There is significant impact from online advertisement on consumers' buying behavior.

H2. There is significant impact from Brand awareness on consumers' buying behavior.

H3. There is no significant impact from Occupation on consumers' buying behavior.

H3.a There is significant impact from age on consumers' buying behavior.

H3.b There is no significant impact from Education on consumers' buying behavior.

H3.c There is significant impact from Material status on consumers' buying behavior

Table 4.5: Hypothesis Results Summary

Hypothesis	Statement	P-value	Interpretation
H1	Online advertisements have a positive impact on consumers buying behavior.	.000	Accepted
H2	Brand awareness has a positive advertisement on consumers buying behavior.	.000	Accepted
H3	Occupation has a positive impact on consumers' buying behavior.	.178	Rejected
H3.a	Age has a positive impact on consumers' buying behavior.	.007	Accepted
H3.b	Education has a positive impact on consumers' buying behavior.	.250	Rejected
H3.c	Material status has a positive impact on consumers' buying behavior.	.023	Accepted

5. Conclusion

As explained previously, the world wide web has become a standard advertisement platform. It offers businesses the opportunity for advertainment with more rich media tools, attractive services, and global reach. Advertising is most generally used to inform the customers regarding the brands and products of the business. Before the emergence of online advertisement, television, newspapers, and radio were traditional ways of creating brand awareness and generating sales revenue. Studies confirm there is a significant increase in revenue of the firms that uses online advertising approaches.

This study measures the impact of online advertisement and brand awareness on consumers' buying behavior. Moreover, the purpose of the study is to determine whether there exists a relationship between brand awareness and consumers` buying and, if so, to what extent this impact is significant. The study's results will enable businesses to know the influence of online advertising and to what extent raising awareness has power on the brands and their efficiency rate. The study' furthermore' provides recommendations for businesses concerning their actions. It allows them to comprehend what type of online advertisement and brand awareness strategies significantly impact customer purchasing behavior. Also, with the help of the findings of the study, businesses can explore what sides of marketing activities are less efficient and how they can achieve better sales. One more point is that with the support of the results of the study, businesses can predict forthcoming trends in customers` buying behavior to fulfill their future demands better.

Since the study sought to uncover the relationship between online advertising and brand awareness regarding consumers' purchase behavior, numerous studies have concentrated on the connection of online advertising and brand awareness with customer purchasing in Istanbul. We applied quantitative research with 313 respondents using a random sampling method. To obtain outcomes from each societal group, the study was conducted among both genders belonging to age classes beginning with 18 years old and more. This age limitation was put to raise the efficiency of the study, as previous research on the same subject revealed that customers belonging to younger age classes do not have an adequate understanding of brands and advertising strategies. Respondents younger than 18 years could merely give responses without realizing the meaning of the questions, leading to incorrect outcomes of the study. The study has produced the following outcomes in harmony with the hypothesis mentioned earlier. Firstly, online advertisement has a significant impact on the purchase behavior of customers. Furthermore, A positive relationship between the content of online ads and consumers' purchase decisions is found. This trend leads us to think that companies should be more specific about the content they choose for their online adverting. Also, there has been observed a high level of relationship between detailed information about products in online adverting and buying behavior of consumers; our study revealed that online advertising does not influence customers' purchase behavior significantly in a single way but in numerous ways. Meanwhile, a study conducted in India in the same regard by Yadav, S., & Singh, D. (2020) found that there is little or no significant impact of online advertisement on consumers buying behavior, which means that this trend changes from place to place.

The second hypothesis that is about the impact of brand awareness and its influence on consumer buying behavior. Indicates that brand awareness has a significant effect on customer buying behavior. Also, in a study conducted by Ansari, Ansari, Ghori, & Kazi (2019), it has been found that there is a positive relationship between brand awareness and consumer buying behavior. This indicates that if consumers are well aware of the brand, they are more likely to make a purchase decision because awareness helps them clear their doubts regarding the brand (Ansari, Ansari, Ghori, & Kazi, 2019). The consumer will always purchase products that are familiar and well known to them (Keller K. L. 1993). A conclusion can be derived that to satisfy and achieve consumers' loyalty, businesses need to prioritize raising awareness and promoting their brands.

We also analyzed the relationship between demographics and consumer buying behavior. It has been determined that consumers' age and material status positively affect their buying behavior. Other demographics, namely, education and occupation, do not significantly influence consumers` buying behavior.

5.1 Limitations and Recommendations for Future Studies

This study has many limitations; each will be explained. Firstly, the study was done in Istanbul; hence, its applicability in different areas with diverse demography may not remain the same. Secondly, since our facts are concentrated on comprehending consumers` buying behaviors of residents of Istanbul, we suggest that other students conduct the study in other provinces of Turkey. Thirdly, no matter how carefully the questionnaires have been created, it suffers from the primary limitation of the possibility of difference between what is documented and what is the fact. This is because respondents may not occasionally write their accurate perceptions, and even if they want to still, there would be ambiguines between what the question is to ask and what they perceive. Fourthly, As the data were gathered from social media groups, there

could be respondents younger than 18 years old categories answering the survey question due to their passive usage of the internet. Therefore, our data result cannot 100% guarantee responses from generations more senior than 18 years old. Fifthly, Since the primary sample size is not very large, the outcomes cannot be applied to the whole population of Istanbul. Sixthly, this study only concentrated on discovering the influence of online advertising and brand awareness on consumer buying behavior. However, future students can study the relationship between online advertisement and brand awareness with consumer approaches such as consumer commitment, loyalty, and trust.

5.2 Recommendations for Businesses

Businesses should allocate a proper portion that will assure a smooth running of online advertising to introduce their products to the consumer and to have a competitive advantage. Businesses also should focus on innovative advertising by concentrating on simple, straightforward goals and objectives targeting the main audience. They also should develop online advertisements so that the message within it is easy, explicit forward, and efficiently absorbed by the consumers. They should also put images/pictures in online advertising because they instantly draw consumer attention to it rather than some phrases. They can also include animations, moving images, text, background, and sound while advertising and prioritize their online advertisement and advertise their products due to consumers increasing usage of the internet.

Buyers seem to be price-sensitive, which is why businesses should find a comfortable medium for the price of online products so that it is proper for purchase and does not serve as a barrier for customers. Businesses must promote and communicate more regarding the product and the brands offered. Several studies have shown that a lack of familiarity with a product can harm its purchase. As a result, consumers need to be provided with additional details concerning produced products and brands. It is recommended that businesses should create an infographic which is the best tactic for making brand awareness because they connect brand authority with visually appealing experiences. To create brand awareness, businesses should invest in social media campaigns where the target consumers are most active.

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Author Profile

Arzo Qaderi:2009 - 2012 received Bachelor`s Degree from Kabul Education University. 2012-2016 received BBA Degree from American University of Afghanistan.2020 - 2022 received Master of Business Administration from Istanbul Aydin University, Faculty of Social Sciences, Istanbul, Turkey.

Her work Experience is as follow:
(2016-2018) Quadrant Technologies, Kabul; Finance Assistant
(2018-2019) UNDP; Kabul, Afghanistan; Finance Trainee
(2019-Present)Dalida Food Industry and Trade Limited Company; Accountant

Languages:
- English: Advanced
- Dari: Native
- Pashto: Good
- Turkish: Advanced
- Urdu: Good

Skills:
- Following up accounting works in accordance with the procedure and regulations.
- Supervising and organizing month end closing, and various financial reports.
- Preparing expense reports to the general manageras per theagreement (monthly,quarterly, Annualy).
- Consolidate monthly / annual budget, income statement, balance sheet, cash flow statement and management reporting tables.

E-mail: arzoqaderi786@gmail.com