T.C.
SELÇUK ÜNİVERSİTESİ
SOSYAL BİLİMLER ENSTİTÜSÜ
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KONYA'DA OTOMOTİV SEKTÖRÜNDE: E-REKLAM FAALİYETLERİNİN TÜKETİCİ SATIN ALMA DAVRANIŞI ÜZERİNDEKİ ETKİLERİ BİR ARAŞTIRMA

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KONYA- 2020

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THE IMPACT OF ELECTRONIC ADVERTISING EFFECTIVENESS ON CONSUMER BUYING BEHAVIOR: A STUDY ON THE AUTOMOTIVE SECTOR IN KONYA

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DOCTORAL THESIS

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KONYA- 2020

ACKNOWLEDGEMENTS

Looking back two years from now, I remember very well the first steps I undertook for this study. Personally, those five years have been intellectually challenging and extremely enriching. At the heart of this extraordinary experience were the people who accompanied my way. I am grateful for all the people who assisted me and gave me information and ideas starting from the initial stage of this study. A special thanks goes to my supervisor Prof.Dr. MUAMMER ZERENLER for his constructive comments and suggestion. Also I would like to thank to all professors from the BUSINESS ADMINISTRATION DEPARTMENT who helped me in any way to finish my PhD thesis.

Finally, and most importantly, my thanks go to Ministry of higher Education and Scientific Research and my family. I want to express my greatest gratitude to my wife, Hadeel ALMAFRACHI, And my children for support, patience and understanding for my frequent absence during the research study and writing the PhD thesis, for all these years. Also I want to express special gratitude to my mother for moral support and understanding during this time.

Maher Fadhil MOHAMMED

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ÖZET

Bu çalışmada, çevrimiçi reklamcılığın, Türkiye'nin Konya ilinde bulunan tüketicilerin otomobillere yönelik satın alma davranışı üzerindeki etkisi incelenmiş olup, çalışmanın evrenini Konya ilindeki tüketiciler oluşturmuştur. Ankette, tüketicisinin otomobillere yönelik birincil verilerinin elde edilmesine yönelik 45 madde ve evreni oluşturan katılımcıların kişisel bilgilerini içeren maddelere yer verilmiştir. Bu kapsamda, toplamda 350 anket dağıtılmış olup, bunlardan 26'sı, cevaplardaki eksiklikler nedeniyle kapsam dışına alınmış ve geriye kalan 324 anket (% 93) değerlendirmeye alınmış olup, yapılan istatistiksel analiz sonucunda, toplamda 300 (% 86) anketin geçerli olduğu sonucuna varılmış ve bu, yeterli bir oran olarak değerlendirilmiştir.

Anket, beş bağımsız boyuttan (çevrimiçi reklamcılığın özellikleri, çevrimiçi reklamcılığın uyarıcısı, reklam mesajının içeriği, elektronik iletişim araçları, çevrimiçi reklamcılık imajı) oluşan bağımsız değişken ve bağımlı değişken (tüketicilerin satın alma davranışı) olmak üzere, başlıca iki değişkenden meydana gelmiştir. Elde edilen sonuçlar, çevrimiçi reklamcılığın, çevrimiçi reklamcılığın özellikleri, çevrimiçi reklamcılığın uyarıcısı, reklam mesajının içeriği, elektronik iletişim araçları, çevrimiçi reklamcılık imajı açısından Türk tüketicisinin otomobillere yönelik satın alma davranışı üzerindeki etkisini ortaya koymuştur. Çalışma sonucunda, birçok öneri ve sonuca ulaşılmış olup, bunlar, çalışmanın beşinci bölümünde tartışılmıştır.

Anahtar Kelimeler: Reklamcılık, İmaj, Satın Alma, Otomotiv

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Tezin Adı	The Impact of Electronic Advertising Effectiveness on Consumer Buying Behavior: A Study on The Automotive Sector in Konya

ABSTRACT

This study aims to identify the impact of Electronic advertising on purchasing behavior of consumers to cars in konya city, Turkiye, where the study population included consumers in konya city, In which a survey was designed in order to get the information which help to test the hypotheses, The questioner included (45) items in order to obtain the primary data of consumers to cars, in addition to items relating to personal information of the members of the sample, where (350) questioners were distributed, in which (326) have been retaken where the rate of the retaken questioners was (93 %) and (26) questioners were excluded as a result of incompleteness of the answers, while the number of valid questioners of statistical Analysis were (300) of rate (86 %) which this rate is consider as good.

The survey included two main variables; the independent variable (online advertising) which includes five independent dimensions: (characteristics of online advertising), (stimulus of online advertising), (continent of advertising massage), (means of electrical communication), (image of online advertising), and the dependent variable (purchasing behavior of consumers). The results showed the impact of online advertising in term of characteristics of online advertising, continent of advertising massage, image of online advertising, means of electrical communication, and stimulus of online advertising collectively in the impact on purchasing behavior of Turkish consumer to cars, and the study reached many of recommendations and conclusions which were discussed in chapter five.

Key Words: Advertising, Image, Purchase, Automotive

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INTRODUCTION

Advertising is a message aimed at promoting a product, service or idea. In many countries, consumers experience different forms of advertising every day. Print advertisements occupy large areas of newspapers and magazines, while posters appear in many public vehicles, shops and public facilities, and some other commercials infiltrated TV's and radio's programs, The advertising is of great importance for the promotion of products and services, and even ideas. With many forms of similar products, there is a growing competition among salesmen to promote their products and influence the consumer and push's him to choose and buy a certain product. The advertising is doing an economic task that is becoming more important day after day, which has led to increased interest by salesmen and thus motivated the interested parties to fund research and studies aimed at studying the best ways that affects the consumer, and we can find in many cases the entrepreneurs for some of the product that they offer for sale get overwhelmed with marketing disappointment

(marketing frailer) although their product has excellent features and qualifications and it cost them a lot of effort and money, and the reason behind that is they didn't disbursement money on advertising (marketing stinginess), As well as failure to highlight the specifications of the product to the consumer, so we highlighted at this point a set of basic concepts related to advertising.

And through this chapter we will try to highlight the next subjects:

- First subject: what is advertising?
- Second subject: Traditional advertising media and comparisons between them
- Third subject: Effective design and planning for advertising
- Forth subject: Electronic advertising
- Fifth subject: Previous studies

CHAPTER ONE

THE THEORETICAL FRAMEWORK OF THIS RESEARCH AND THE PREVIOUS STUDIES

1.1. General Introduction to Study Advertising

Advertising is considered to be an effective promotional and motive element, and it's a source for media to be founded, Its impact and role in directing consumer behavior towards purchasing and decision is one of the most prominent features of the modern era, Through which the concepts and terminology have changed to synchronization the new data.

In this regard, we will address its concept and importance, as well as the historical stages that evolve into its development, in addition to its types and analysis of its practical objectives:

1.1.1. The Significance and Definition of Advertising

There are a lot of questions about the feasibility of advertising activity and its importance in achieving the objectives of productive and economical institutions, The difference of researchers and workers in the field of advertising in the control of a unified concept of advertising prevented this, and there were many concepts about the advertising and the importance attached to it.

First section: advertising definition:

In the beginning, the ad must be defined as a language, in a word come from advertisement, and it's the idea of showing suggests publicly (Saabaat, 1997:18).

And in terminology is a paid way of creating a state of satisfaction and psychological acceptance in the public, for the purpose of helping to sell a product or service or with the consent of the public to accept an idea (Alhadidi, 1990:16).

And advertising is one if the media's activities that is Indispensable for institutions economic activities, through the financial funding for those institution to continue with their duties.

And it's not easy to give a specific definition to advertisement as a result of its multiple field, as well as its different methods and direction, and there are many definitions that we should mention:

The advertising from the psychology understanding according to Oxenfeldt & Lawn: it's the art of temptation to affect the behavior of individual in particular way (Alsilmi, 1987:10).

But this definition stay's limited because it doesn't differentiate the advertising from media and the other promotional media, but it gives an idea for the effects it has on the consumer behavior in this definition.

The advertising from a marketing understanding according to Graw Walter, it's a tool to sell ideas and product or other service to group of consumers, and that can be achieved by ads in newspapers and magazines, or radio and TV station or cinemas, in exchange for a wage (Al Aamiry, 2007).

And this definition symbolizes the traditional advertise understanding, that relay on the traditional media to present the advertise to the public, It is comprehensive to the idea of advertising communication.

- The Department of French Knowledge refers to advertising as a collection of methods that used to introduce commercial or industrial establishment to the public, and convince the public of it product and service privileges (Saabaat, 1997:18).

- Philip Kotler define advertising in his book as a non-personal method of communication to introduce a product or idea or service in the media,in exchange for a wage (Kotler, 2002:18).

And the last two definitions considered to be more accurate to describe the role of advertising function in modern times.

And based on the previous definitions, the advertising is distinguished from other aspects of the promotional methods by the following:

● Advertising is a non-personal communication method between the advertiser and the public, and those methods are different based on the products and the service (Consumed products, and industrial products, etc.).

● One of the distinctive features of advertising from other methods, its that the advertiser will reveals his personality, his character and his activity, with the data to support it and information the consumer will find it helpful for him with his purchasing decision after viewing the advertise.

● The advertising will cost a wage, and that distinguished it from free ads

● Advertising is not limited to displaying and promoting products only, but it also promote idea, service, individual, and institutions as well as countries, as Kotler see it that countries started to promote themselves through different medias, included tourist and cultures advertising.

● The purpose of the advertiser from his advertising message through various media and publishing to create the influence and positive persuasion to urge the consumer to acquire the product or service advertised on the one hand, and changing attitudes and negative attitudes among the consumer to positive attitude the other hand

● Advertising is a form of competition to illustrate the service and the product benefits, in the market, which effect on the consumer purchasing decision (Alallaq, 2007:172).

Second section: advertising importance:

Nowadays, advertising has become an activity that affects the society, and a lot of economic and social variables, which was taken care of by a lot of sales men, and those interested in advertising, They see the advertisement has an entity in itself and qualified to have its own independence and methodology, And thereforeas a real industry of socio-economic importance symbolize in the following:

First: economic importance to the advertising:

The importance of advertising activity is evident when new products are introduced by the entrepreneur to the market,, And in order for consumers to satisfy their needs through products and services,

They must be aware of the product's presence in the market, As well as the distribution outlets and their characteristics, which highlights their economic importance, which is clearly reflected in the following:

● The advertisements works to introduce consumers to products and services, and even ideas in the easiest and least cost way, When the advertisement with any content reached to the widest groups wanted by the advertiser, increasing the demand for the advertised products or services, and therefore it will lower the costs.

● The advertising explains to the consumer the features, characteristics and price of the product, the necessity of the service, its nature and quality, or the details of the idea and its explanation, without the need to viewing the product by going to the place where product or service might be, therefore increasing the consumer's free choice to choose the product that will satisfy his needs

● Advertising has a role in expanding the market and introducing products and services that open many doors to traders, economists and industrialists for various commercial and economic transactions that will contribute to the local and international economy.

● The advertise encourages competition between producers and industrialists to provide the best products and push them to distinguish their products to attract consumers' attention (Zaidan 2009: www.chihab.net).

● The advertising is one of the most important means of providing income for the media, audio and video, so that today we see an increase in advertisement spreading in the global media stations, which will increase the volume of demand for the advertised products, and thus contribute to the increase of employment opportunities available, whether With advertising agencies or producing institutions (Al Aamiry, 2007).

● Advertising helps the business cycle, by increasing advertising activity in periods of promotion and decrease it in periods of recession, and also helps to increase investments (Alallaq, 207:142).

Second: advertisement social importance:

The advertising affects society and vice versa, The nature of society plays an important role in the design and differing of advertising it fits in with life conditions, values and principles that will create very important effects, Where they can be summed up as following:

● Countries use the advertising to do a public awareness job or to motivate them to do a social or political duty. It is an educational force that influences consumer ideas and increases their culture (Al Aamiry, 2007).

● The advertising contributes to bringing together consumers and other communities, even within the same strata of society, as well as offering equal opportunities to different members of society and groups

● The advertising can create values and inculcate new habits in the community as a result of repeated use of advertised products, such as instructing consumers to quit bad habits such as not cleaning teeth, quitting smoking, etc., or vice versa (Rashid:5).

● Advertising makes it easier for individuals to live. It provides consumers with the products and services they need, identifying outlets and types of products and services rather than searching for them

● The advertising contribute to improve the product or the company name or reputation to the targeted consumer or the public

1.1.2. The Emergence and Development of Advertising

The advertising industry was not founded in the modern era, but it is as old as history. It began to advertise in various forms that evolved over time to become an art in itself as we know it today

Section one:

Advertisement is an ancient activity presented by human societies, as it historically extends in its early beginnings as one of the ways in which primitive man start to use to provide his needs and to express his requirements for others in order to establish mutual relations and achieve common interests and benefit in the form and manner that is appropriate to the nature of the age.

Where historical evidence indicates that the first artificial advertise appeared in the form of silver coins in the city of " CYRENE " in north Africa 50 B.C., These coins carried on their both sides a pictures of a plant that was common then in the treatment of a variety of diseases, and this was to convince people to acquire this plant from the feudal lords of the city (Obaidat, 2003).

The Babylonians and the Assyrians used the engraved advertising on clay, wood and rock to promote primitive ideas and products, suggesting the control of symbols and images on most of the advertising messages at the time. However, the advertising trade flourished a lot by the Greeks who knew their commercial skills.

With additional persuasive and vocal promotion by highly skilled people with laud vocal voices, who roam the streets, alleys and squares to to spread certain messages.

The Islamic civilization has also known several signs about the advertisements, especially since it was used in several positions such as prayer, selling and buying, and there was a story about the profit when he was walking in the streets and he saw a basket of food in the city market and he reached his hand and felt the food was wet, so he asked the owner " what is that " the owner said " it rain on it " and he said " you put the wet food on top so people can see it, who cheats other is not a Muslim ",mentioned in Muslim, with this story it shows how Islam view advertise, because the salesman was advertising about his product with deceitful way, and when the profit saw the food was wet he notify the salesman about it and he ordered him to show that to the consumers and don't get deceived by it, and this is the best way to advertise about a product, in other word Islam prohibited to use deception as a sort of advertising (Al Ashraf, 2010:7).

Later in history, craftsmen found that the best way to distinguish their craft industries was to put their own symbols and signatures on them, in order to highlight their distinctive characteristics and to convince those who wanted to buy that the symbol referred to quality.

And there was a qualitative development of the advertising and its techniques in the beginning of the seventeenth century as a result for the emergence of the first English newspaper “the weekly news” in 1922, Which published many advertisements, but their ability to persuade and accept was limited because of the lack of credibility of these advertisements and excessive exaggeration in highlighting the advantages of products and services, and in 1810, The concept of competitive advertising emerged in comparison to the pioneering advertising, which was intended only to introduce the unknown products or services, and therefore the advertisement emerged to existence and developed over the years until it reached what it is today.

Second section: The stages and factors that helped to develop the advertisement:

Advertising like any other media activity, it goes through different stages of development over time, that is, those known as historical stages of advertisement development.

First: Historical stages for advertisement development:

First stage: Ancient and Middle Ages: The scientific extrapolation of the history of the advertising indicates that the first advertise appeared in the world was in Egypt in 1000 BC, which is still preserved in the British Museum in London, where an Egyptian princes wrote an advertise which reward for finding his slave who fled and disappeared from him (Al Aamiry, 2007:82).

This stage was characterized by the absence of printing, which was not known at the time, and the spread of ignorance and illiteracy, which made the message very simple and used images, symbols and signals, and the abundance of verbal advertising, which made the announcement at that stage limited with the spreading the advertise process.

Second stage: the appearances of the typing machine stage: in the 1400’s “Jehan Jetenberg” invented the typing machine, which considered to be an important to clearing the way to the typing era to begin, in the 1440, the punctuation marks started to be used,

The printed advertisement emerged and its popularity grew, its geographical spread expanded with the spread of newspapers and magazines, and developing people education.

At this stage, the concept of competitive advertising emerged as well as the leading advertising. Therefore, competitive advertising aimed at highlighting the advantages and benefits of products and services in the competitive market became an opportunity for print advertising to flourish.

Third stage: Industrial Revolution: The Industrial Revolution represents the most important and great event in the history of mankind, which was accompanied by several direct and indirect changes. The importance of advertising has increased due to the high levels of productivity, specialization and intensification of competition, the advertisements became a necessary necessity of economic life as it is today,

First the advertising agency started to emerge in the united kingdom in 1800, and in the united states in 1840, as trade stakeholders realized the importance of using advertising as an effective way to boost their sales.

Therefore, it is possible to say that the advertising took its way to the press at this stage because it was a very effective means of communication with the public, and can be distribution to different segments of society faster, and advertising become important way to promote sales and product, and between the years 1875- 1905 which known as the golden era to the owners of commercial, industrial and service interests.

Fourth stage: Cultural and scientific revolution: It is the stage of progress in the means of communication, and the media, as well as the development of creative ideas and psychological methods of advertising as an effective means of persuasion, and therefore the advertise became a sophisticated and complex art at the same time (Obaidat, 2003).

The world of advertising has witnessed spectacular developments in the last decade of the twentieth century, taking into account the huge technological applications.

The advertising agencies have developed all the technical, psychological, economic, cultural and scientific means to make an effective advertisement in terms of influencing consumer purchasing decisions and their cultural and social environment., And the world witnessed the emergence of spectacular satellite television stations, which helped to crystallize a new reality in the competition between these stations to reach as many consumers as possible.

Some believe that the Internet is the most important scientific development of this era, because of its role in the development of modern advertising, which we will discuss in detail later.

Second section: The main factors that helped the development and growth of advertising:

● Technological progress and development. High technological innovations have contributed to maximizing production and quality improvement, and to the proliferation of various means of communication on a large scale

● The growth of production in manufactures helps to increase the needs to promote that product to stimulate demand.

● Higher incomes for individuals have led to increased purchasing power and thus increased spending on products and services that need to be promoted to advertising.

● The growth of the middle class among the total consumers, and because they have a good purchasing power, advertising campaigns started quickly targeting them.

● The growth and expansion of the transportation network is also contributing to ensuring the distribution of products on a wide geographical scale, allowing the advertisement to expand across a large geographical area.

● Increased education and awareness among consumers contributed to the improvement and development of advertising and how to highlight the characteristics of the advertised product or service, as well as access to the information accuracy required.

● The growth and spread of specialized advertising agencies has contributed to the professionalization of the advertising industry, which has helped convince marketing management of the benefits of advertising as a way to maximize their profits.

● The use of research has led to an understanding of the requirements of consumers to take into account the design of the advertising message and to be more effective.

● The growth and diffusion of brands of different products and services create a kind of competition that you need to advertise.

● The distance between producers and consumers contributed to the demand for advertising because it reduced the gap between producers and final consumers, so it is necessary to get to know each other through advertising (Alallaq 2007:132-135).

1.1.3. Basics and Objectives of Advertising

The advertising must have goals and principles to achieve them. It is very natural that the objectives of the advertising be linked to the activity of the Foundation and therefore must respect the basic rules and principles of the advertising, which can be highlighted with the following:

First section: advertising goals: The objectives of the advertisement are an important part of the organization's marketing objectives. Therefore, the precise and clear definition of these objectives must be consistent with the marketing strategy of the organization. The objectives of the advertise differ depending on the nature of the organization's activity. However, we do not guarantee that there are general or shared goals of the advertising. Therefore, the definition of the objectives of the advertising focuses on those specialized contacts leading to the completion of a specific task that is integrated with the target audience and in a certain period of time (Al bikry 2006:201).

Generally we can sum this goals to the following:

● Assist in providing new products to targeted markets and define those product precisely.

● Assist in the conformation and acceptance of the marketing and organization by informing and persuading the target consumers or intermediaries of the benefits and benefits included in this declared product or service.

● Assist in obtaining distribution outlets by informing consumers of where to sell the advertised products or items.

● Provide continuous and lasting contact with target consumers.

● Paving the way for salesmen to enable them to highlight and provide the name of the institution and the advantages of their products, in addition to get an immediate purchase action.

● Opening up new horizons for markets that were not existed before launching advertising campaigns, or creating new marketing sector.

● Facing competition and increasing sales in low demand seasons, as most products have a normal buying season or period of use. To overcome this, many advertisements try to raise demand or recall the product year round (Alallaq, 2007:153-154).

● Create a positive image of the enterprise project, and create a reputation for the institution to improve its reputation to the consumer (Al Aamiry, 2007).

● Increase the circulate rates of advertised products and services by attracting attention and interest to inspire consumers to become satisfied with and purchase the product or service (Al Sumaidaie & Alallaq, 2002:181).

Second section: basic principle of adverting: We can show the most important advertising principle with the following:

● Follow the scientific method in the research and study with regard to both the advertiser and the advertised products, as well as the technical study to design and produce the message to be published.

● The advertised product or service must have a real benefit to the consumer.

● The message is designed and produced well, enabling it to attract the attention of the reader, listener or viewer.

● Abstaining from anything that leads to a general feeling of discontent for consumers, whether religiously or socially and culturally, or what disturbs their feelings.

● The advertisement message has the reader’s confidence, hearing or viewer, as the success of the advertisements depends mainly on consumer confidence.

● The advertisement shall achieve the interest of the advertiser and the consumer.

● An adverse may not contain the name or image of a person him, unless he was reliable, for example, a representative or a sports star.

● Adequacy of advertise delivery means that used in advertising, so that they can convey the advertising message to as many potential consumers as possible.(Al Tawancy 2009: 07).

● Avoiding cross over ethical or traditions of the targeted society with that advertise.

● Avoid harming the health of consumers, as well as refrain from harming their money such as the approval of fake discount.

● The advertise should be honest, and without deception, lies and misinformation (Al Tawancy 2009).

1.1.4. Advertising Categories

There have been many attempts to categorize the various advertises, with the aim of achieving a positive interaction between the advertiser and the advertising agency or the team responsible for editing the advertise, and in view of the need of advertising and the large number of dependents in the modern era emerged the existence of many different types of advertising,

Each type has a different function or helps to achieve a goal that is different from that of other types of advertising, and we can categorize them as follow:

First section: In terms of marketing function: And can be divided into five types:

1. Education advertisements: This type of advertising relates to marketing of new products that did not exist before, or old products that have new uses and features that were not known to consumers.

2. Indicative advertisements: It is about products and services for which consumers do not know enough information, so the function of this type of advertising is to inform consumers of the information that allows them to get the advertised thing in the least effort and in the shortest time and at the least expense,

And to guide them to satisfy their needs by giving advice and guidance For the use or installation of certain quality products.

3. Reminding advertisements: This type of advertising aims to remind the consumer of the advertised products, known for their nature and characteristics for the consumer, thus overcoming the habit of forgetfulness and from it the continuity of the purchase process (Obaidat, 2003:284).

4. Competitive advertisement: This type of advertising aims at highlighting the characteristics of the product or service for competitive products or services, and requires that the advertisement be for products or services that are equal in type and equal in terms of characteristics, conditions of use, verification, etc. The success of this type of advertising depends on Advertisers spending money on publishing their advertise, enabling them to overcome competitors, along with innovative new ideas in advertising messages that are more popular to the consumers.

5. Comparative Advertising: It strengthens the industry of any type of product or service, creating a particular competitive advantage for a specific mark by comparing it directly or indirectly with one or more other marks in the same productive or service category (Al Masrie, 2001).

Second section: in terms of the targeted consumers: And can be divided into four types:

1. Consumption advertisements: Is the advertisement directed at the final consumer of the product or service in order to persuade him or her to purchase the advertised product or service by defining its characteristics and advantages in order to motivate the behavior of the final consumer;

2. Industrial and Agricultural Advertisement: Is the advertises directed at industrial users or farmers in order to activate the demand for raw materials, machinery and various devices, in addition to seeds and fertilizers destined for farmers.

3. Commercial Advertisements: Is the advertisement directed at retailers, wholesalers and intermediaries, who buy products for resale to others. This advertising focuses on the profit that a trader or broker can make from buying or storing a product, rather than focusing only on product benefits (Al Haji, 2002:29-30).

4. Vocational Advertisements: Is the advertisement for professionals such as pharmacists, engineers, doctors, consulting firms, etc., who advise and advise others about what they buy. It focuses on communicating information to professionals about this advertised product or service, Professional in specialized, journals and publications professionals read. This type of advertisements requires that the latest developments in the field be included, and the advertising messages are designed and written in a language that is understood and appreciated by the professional consumers (Alallaq, 2007).

Third section: in terms of geographic range: And can be divided into 3 three types:

1. local advertisements: This type of advertising is directed to consumers in a particular region or areas (village or city) with the condition that the advertiser is within that area, using advertising means that can be covered, such as publications.

2. National advertisements: It is directed to consumers residing within the borders of a single State using various media, such as daily newspapers, radio or television, to advertise a product or service as an advertise for that state airlines.

3. International advertisements: It is directed to the public in more than one country. The advertisement is used in products or services that cross borders through export and import. This type of advertising is based on various media such as internet (Al Aamery, 2007:96).

Fourth section: Vocal and visual advertising : And can be divided into four types:

1. vocal and visual advertisement: It use TV and cinema. The TV advertising is considered to be the collection of various technical messages used during the time sold by television to the consumer, in order to inform the consumer of the product or service or even the idea in form and content that affects his information, tendencies, consumer behavior, and his actions and other culture qualifications (Bokreef, 2009:17).

2. verbal advertisements: Is the advertisements that is made through the word spoken in radios, lectures, speeches, symposia, etc.

The word is the oldest means used by humans in advertising, and the most important characteristic of this type of advertising is the way it performs, the sound plays a very important role in influencing the receiver with its specialties in toning, speaking and whispers, accompanied by the word often heard music and increased by the great energy on the inspiration and imaginations (Grep, 2013).

3. Written advertisements: It depends on newspapers, magazines, books, pamphlets, reports, posters, stationary and mobile advertising boards, and can be divided into:

A. Printed advertisements: Is the oldest ever among the arts of advertising, including newspapers, magazines, periodicals, publications, posters... etc.

B. Indirect advertisements: Includes pamphlets and brochures sent by mail to specific people.

C. External advertisements: Includes street advertisements, exhibitions, and advertisements posted on different aspects of transportation (Grep, 2007).

D. Electronic advertisement:

It is a modern advertisement based on modern information and communication technology, which uses the Internet as a support for it. It includes all electronic advertising columns, mobile phones, computers, etc., which we will discuss in detail in the coming chapters from this research.

Fifth section: in terms of goals and the type of the product or the service: And this type can be divided into three types:

1. Individual advertising of the organization: It aims to provide information about the organization and its activities in order to establish a good mental image in the mind of the consumer and build a good reputation among its audience.

2. Advertising about the brand: Often, this advertisements focuses on what the brand offers regardless of the product or service itself. Once the brand is introduced, the quality or satisfaction of the product or service of that brand (Pierre & Orsoni, 2003:371).

3. Cooperative Advertising: Is the advertisement that many traders cooperate on producing or the trader and factory come to agreement together costs according to a previous agreement,

Which aims to reduce the cost of advertising production, allowing him to be produced in a high-level (Grep, 2007:127). It remains that these classifications may change, increasing or decreasing or sometimes different names, but the identification by the advertiser remains necessary to achieve his goal.

1.2. Traditional Advertising Medias and Comparisons Between Them

The means of advertising (communication) is the most important tool to transfer the advertisement to the consumers to identify a product or service, and the means of advertising has developed significantly in recent years, which helped the development of advertising.

The advertising media is defined as the channel or tool through which the message is transmitted from its sender, the advertiser, to its receiver, the consumer (Alallaq, 2007:237).

That is, the means of advertising is the way or path in which information flows from marketer to consumer. Whatever the functions of these and other means are united in giving the advertisements the opportunity to emerge and take the necessary position, its forms, characteristics and functions vary from one way to another, which created a variety of advertising according to these means.

1.2.1. Readable Media (Printed, Written)

Printed advertisements are the oldest arts of advertising ever. The appearance of this type of advertising has been accompanied by the appearance of printing and press, through several traditional means including newspapers and magazines, direct mail, outdoor advertising signs and transportation... etc.

First section: newspaper: Newspapers are the first place among the cheapest and easiest advertising media in a particular region.

This is the way that the reader can pick them up every morning and evening, always at his reach, which is sold today or tomorrow as a new news worthy of the reader to see it even a glance, the advertise is printed in his mind and responds to him when necessary and includes several types of newspapers; morning and evening, public and specialized, daily, weekly and semi-weekly, In terms of Spread to national and international (regional) newspapers (local).

In general, despite the different policies, contents and readers of different newspapers, there are several common denominators, which can be summarized as follows:

- The newspapers provide the reader with new news, as well as contain (political, economic, religious, entertainment, etc.) that will help the reader to go to what he wants.
- Newspapers are often widespread, and demand is high because of their low price.
- The way newspapers are published allows for repeated advertising for a long time, and the advertiser can refer to many aspects related to the characteristics of the advertised product or service.
- A newspaper reader can keep a published advertisements that attracts attention and interest (Grep, 2007:156).

The newspaper advertising process is to reserve an advertisement space in a newspaper, considering the spread of this newspaper and the strength of and it acceptance, and usually sold advertising space in the newspapers as follows:

- Sale a full newspaper page.
- Sale a part or half or quarter from a page in the newspaper.
- Sale lines of the page for classified advertise
- Sale with centimeters for columns
- Sale in information and announcements (marriage or memorials …. Etc.).
- Sale headlines (headlines with a Bold handwriting).

● Sale photo commercials (such as photos spaces in the news papers) (Sabaat, 1997).

In general the newspapers publish four main types of advertising:

1. Stable advertising sections: This type of advertisement is published in the newspaper in every number of news, and you are often specific to the place, that is, the space reserved for it to be fixed and known to the reader, such as the page advertisements published in the Algerian national newspapers such as news and Sunrise.

2. Written advertisements: They are paid advertise, but they do not look like traditional advertise. An advertiser may hire an editor or a specialized journalist to prepare an advertise for him that is in the form of an interview, where questions are raised and answers are provided, or the advertise may appear descriptively in the form of an article, Such as a description of a tourist resort or a tourist area, and often start such announcements to talk about the declared institution or the industry in which it is, and then the advertiser to talk about other preferences that he wants to deliver to the targeted audience.

3. Featured advertisements: It is a kind of advertising that is distinguished by the other that it contains images, evidences and prominent titles aimed primarily at defining the product or service by enabling the reader to follow their precise details. The success of these advertisements depends on the good design with a precise advertising message, and the distinctive location in which the newspaper (Alallaq, 2007:258).

4. Collected advertisements: In this type of advertisement, the newspaper selects a particular occasion or subjects for publishing articles, analyzes and special news, and then sends its agents or recipients to certain parties whose activities are related to such events or topics, Such as what is done by Al-Shorouk daily newspaper, for example, the preparation of a special page for everything related to mobile phones sponsored by the mobile phone "Najma", as this page includes advertisements for this client (Al Massri, 2001).

Second section: Magazines: There are many different magazines, each according to its own audience of readers, many magazines seek to attract and select a certain quality of readers, which distinguishes them from other means, we may find magazines for the economy and other sports, and other women's affairs and beauty.. etc,

The advertiser will then choose to match what he wants to advertise, that mean they do it according to the targeted audience through the advertising campaign, and magazines feature a range of characteristics.

Will mention few:

● The ability to select a certain category of the public who have common characteristics. The direction of these magazines is accompanied by their specialization. For example, magazines that deal with women's affairs and beauty are directed to women without men, as well as sports magazines deals with people who are interested in sports. etc.

● The age of the magazine, which has a long history compared to the newspapers, increases the likelihood of multiple individuals who see it, so the advertisement can run longer.

● Multiplicity and specialization of magazines An advertiser can direct his advertisements directly to the targeted audience of his advertising campaign.

● The technical capabilities of the magazines in terms of quality of paper, accuracy of images and advanced printing techniques make them distinctive and able to produce the advertisement well, which can attract attention, especially the color factor. Experts stressed that colors increase the attention of the reader from 6% to 60% (Saabaat, 1997:226).

And magazine can be divided into three main types:

● Published: weekly, twice a month, monthly or seasonal magazines, etc.

● Size: normal size, flat size, large size.

● By purpose: general magazines that deal with different topics, or specialized magazines dealing with specialized topics and specific categories.

Third section: Direct mail: This type of advertising (by direct mail) has become popular, especially in the light of modern technological development. This advertising serves to deliver a printed advertising message to a specific market or category of consumer audience, and therefore it constitutes a form of direct advertising. The largest companies that produce durable products or services, choose some customer names to send them a letter bearing information about a product or service. The message often takes the form of an invitation letter to buy or test a product, benefit from a service or participate in a particular project, Commercial like me For example, in Algeria, via the letters of notification of the balance, which is often accompanied by advertising messages for the sale of electronics, or even organizing tourist trips for the benefit of some tourism agencies... etc.

There is a great mix between direct advertising and direct mail. The concept of direct advertising is broad and comprehensive. The concept of direct mail is a form of advertising that is directed to specific consumers, either by mail, through sales men, agents or by any other means. It is one of the means of presenting direct advertising, so it must be distinguished, this advertising takes several forms and types of the most prominent: sales messages, posters (card), brochures, brochures, brochures, catalogs, internal versions. Direct mail advertising features a variety of features:

Which is:

● Selectivity, it means the advertiser can select his potential customers and thus can diversify his advertising messages according to the needs and circumstances of each category.

● Flexibility, that is, adapting the advertising message as the advertiser sees fit in terms of content and format.

● Speed, Express Mail ensures that advertising messages arrive at the required speed.

● Adequate information. And cost, through direct mail the advertiser can provide potential consumers with adequate information about the product or service and the lowest costs and the other means of advertising (Al Masrie, 2001:83).

Fourth section: Advertisements in roads and means of transport: Advertisements in highways are considered one of the most popular advertisements in this era. These types of advertisements include all kinds of fixed and mobile advertising signs, as well as hanging on the walls, shop doors, shops, and even on clothes and different means of transport. Public transport buses, for example, carry pictures of various advertisements in a very modern technological ways.

Today, there has been an increase in attention to this kind of advertising, which has many forms and types, with different needs. The most important factor is the technological development and overcrowding, which has led to the spread of roads and high streets in addition to markets that are packed with consumers, making them very important for advertisers.

For these advertisements to be effective and effective, they must have a set of conditions, and those are:

● The design is good and innovative, as if the it was big advertisement and interesting, especially with regard to attractive colors and interesting artistic formations, and should focus on what is essential, such as the name of the product or service, or the brand to be influenced by the beholder.

● To be as symbolic as possible, a graphic or image (such as a trademark) is highlighted as an essential element of this advertise as well as concise, expressive and easy-to-understand.

● Such advertisements should be placed in distinct and suitable locations, such as close to major shopping malls or places opposite the major streets, it means, wherever a large number of pedestrians can see them and as long as possible (Saabaat, 1997:170).

And the characteristics the outer promotion media in in different transportation means can be highlight, in the following:

● The good design, innovative and interesting.

● The simplicity of the idea and the message.

● The possibility to limit them to a specific area or place, depending on the advertiser’s requests and budget.

● You can use it locally, nationally, nationally and internationally.

● It can be fixed or moving according to the desire of the advertiser in agreement with the party responsible for publishing the advertisement.

● The possibility of seeing them again and seeing them in the absence of careful attention to the first time.

● It's allows intensive distribution of the message.

● It's cost-effective, because it carries a long-lasting message.

● Suitable for consumer products and services (Alallaq, 2007:266).

This type of advertisements is divided into two main sections. Each section has different types of advertising tools, and those are

First: types of road advertisements:

And that divided into three types:

1. Posters:

Are advertisements printed on paper, wood or metal to be glued directly to the walls, and may be added to the lighting at night, according to the desire of advertisers, as this type of ad is fixed in case of limited resources of the advertiser or his desire to change after a certain period (Al Ghanami, 1999:149).

2. Carved paintings:

Wooden, metal or plastic frames of a larger size than posters, where the advertiser to draw or carved or copy the advertise on them,

It is often proven in the aspects of streets and highways and fast roads as well as on the roofs of high buildings, which requires this type of the advertisements approval of the relevant authorities (municipal or state) competent, and can take these paintings several forms and types of installation, Moving or stationary, lit or not lit..... etc.

3. Illuminated (electronic) panels:

This type of billboard is part of the modern technology-based in the advertising industry, whose design and consumer attention are limited. They often use giant screens that embody a mobile advertise that is somewhat similar to television advertising, But what distinguishes it is its rotation over a certain period of time, unlike television advertising, which is broadcast in a certain period. It often uses electronic computers in its programming, and it needs electricity, which makes this type of advertising rather expensive compared to other types.

And we can find it in developed countries because of the urgent need for maintenance and monitoring and continuous follow-up and periodic (Al Massri, 2001:83).

Second: Types of advertising in transportation: This type of advertising allows different modes of transport to move from one place to another, thus ensuring good advertising coverage by type and place advertised, and classified in the transport media into two categories:

1. Advertise on the outside of the transportation means:

Which is a very prevalent method in the present era as a result of the interaction of economic activity and the intensification of competition among advertisers, and this type of advertising in the form of advertising posters that are thoughtfully programmed on parts of the body of the external means of transport and does not conflict with traffic laws, they may also take different forms. They may be fixed by sticking directly to certain parts of the conveyor or paint, and may be animated by an electronic billboard intended for advertising through the external glass or the back of the means of transport. It is characterized by its ability to draw attention as well as its low cost and capacity to be repeated several times.

2. Advertising within transportation means:

It is more used than the first type because it allows the passenger to study or read this advertisement,

Which is almost like advertising outside the means of transport; it is static and moving, where this type of advertising is very much in most countries, especially in convenient transportation such as metro and train. Etc., which is characterized by its precise design and homogeneity with the means of transport declared in it (Alallaq, 2007:268-269).

1.2.2. Audiovisual Means

The radio is one of the oldest means of advertising that has been used in addition to newspapers and magazines in the past. The use of the advertisement began on the radio for the first time in 1922 in the United State.

Radiofoni were the first audiovisual advertise were signed with Albin Michel radio station,

And the audiovisual advertise across different radio stations in the second place after the press ad “Radiola”, (Azzam, 2008).

Radio is now widespread in every meter and can enter all homes without permission, not only that, but can move with you wherever you are as a result of the great technology development,, It is now possible to receive waves from different radios stations even on the mobile phone, and therefore is a tool for entertainment and education that fits the classes of society, and we find that the radio does not require people to read and write on the contrary to what is imposed by the newspapers and magazines, his audience is larger than the press. Studies have shown that about 60% of consumers receive advertising messages via radio (Pierre, 2003).

The radio will undoubtedly use the widely spoken word, so that the announcer’s voice swings in proportion to the advertiser’s brand and the consumer who listening to that advertise, so the advertiser can choose from among the many programs that mimic almost all tastes, the program according to his products or service, and the way the broadcaster announce this message in a gently way to the art of the listener so he doesn’t ignore it, (Grep, 2007:171).

Radio advertising via radio stations has several characteristic features, those are:

● Access to the largest number of listeners of different races and social classes.

● The possibility of choosing the right time to broadcast the message, after selecting the radio program that matches the content of the advertised product or service.

● The spread of the radio ad and its fusion of music was the result of the technological development that made the radio a more suitable means to the holder. The radio has become a small box for anyone to carry with it. In addition to the ability to receive different radio waves via some mobile phones which are widely spread.

● The possibility of repeating an advertisements messages several times a day because of its relatively low cost.

● Flexibility in geographical coverage of the existence of local, regional and international radio stations, which allows the choice of the advertiser in line with his\her ability and objectives.

● The possibility of using different languages according to the public, as well as the exploitation of sound tones and music distinct psychological impact on the consumer, (Alallaq, 2007:277-278).

The radio adverting takes different forms in its broadcast, most important of them:

1. Program sponsored by the advertiser: This happen when the advertiser start funding for a radio program, whereby the advertiser will bear the costs of producing this program from the wages of the musicians, the presenter, the hosts, etc., through which the advertiser submits his name or the name of his institution or product as the official sponsor of this program.

2. Direct advertise: It’s a direct broadcast by the broadcaster of the advertised product or service. This advertisement shall take the form of a sentence or a dialog between two or in the form of a song or a representative on a subject relating to the advertised thing. This type of advertisement take’s between a quarter of a minute or a full minute, and the advertiser will bear the cost of its production and the cost of purchasing the time to broadcast his advertisement.

3. Advertisements within the programs: In a radio program, the characteristics and advantages of a product or service are usually presented in a casual manner. The listener does not realize that the content of the program was intended to be advertised, so the advertiser pays a certain amount for this advertisement.

1.2.3. Audio and Visual Means (Audio-Visual)

The modern media available in our society is one of the most important innovations of modern technology, especially in the audiovisual sector. The audiovisual devices are the most modern means of communication in the modern era., Perhaps the most important and most represent of these means (audio-visual) is television, cinema, and video.

First section: Television:

In modern times, television is one of the most important means used to reach the viewer through the image and sound at the same time, especially after the huge spread that this method has known in light of the availability of many satellite channels. Here the role of television advertising as a living and explicit tool to reach the segments of society.

Although the age of television doesn’t exceed a century,but it proved unrivaled in its ability to reach a large audience across the world and from different races and segments of society, and television advertising is an essential force in our society, it receives high demand among consumers and therefore the impact is stronger than other media, especially printed media (Klepner, 1979:30).

This confirms the seriousness and importance of this type of advertising in various areas of life (cultural, social, economic, etc.) in developed countries, especially in the United States and the United Kingdom, which is a key tool to access public knowledge with the instinct of the twenty-first century, we can say that we get 98% from our public knowledge through his hearing and sight senses (Pierre, 2003).

As a means of displaying an advertising message, television has a range of features and technological advantages, and those are:

● Ability to deliver fast, live, and direct advertise message.

● Having a distinct expressionist language, using rich artistic embodiment elements, addressing more than one sense, and moving to mind and emotion at the same time.

● Television production is more attractive and more capable of delivering a message across the entertainment lane.

● The viewing audience is often family members, which makes the viewer experience to be collective.

● TV has become the most powerful media to convey reality to viewers (Al Aamry, 90).

Television advertising is classified into several forms and types, which can be summarized below:

First: In terms of viewing the advertisements: TV advertisements can be categorized by viewing ways into seven types, those are:

1. Direct advertisements (the broadcaster): This type is characterized by more than one form, such as a representative of the institution for example in front of the camera and talking about the products and benefits of the institution, or to be direct message from one person to viewers calling them to use the products of this institution or that, and generally resort to this type of advertising When designing to use a famous person who calls for the use of this product or service.

2. Dialogue advertisements: Is an advertisement based on dialogue or conversation between representatives or more about advertised products or services, in which the opposing opinion and opinion is exchanged by asking someone an idea or a problem and asking how to solve it. Another person proposes the solution by using the product.

3. Reminder advertisements: This type of advertising is intended to remind the viewer of known products. This advertise takes a short amount of time, which may allow the product name to be displayed only in sequential combinations with light music (Al Saeed, 1990:460).

4. Advertisements by product or service: In this type of advertising, it is necessary to highlight the characteristics of the product or service and its advantages and methods of use.

5. Animation advertisements: It is used as an animation in the form of people or pets, and it is the best way to express different advertising ideas, and then uses a dialogue or drama to display these ideas.

6. Dramatic advertisements (narrative): This type of ad is based on an advertising idea that presents a dramatic theme or story that illustrates the advantages of using the advertised feature, and is thus a convincing scenario embodied by a group of actors who highlight their own influences about this product or service, Such as showing the problem of tooth decay to advertise toothpaste.

7. Witness-based advertisements: It relies on testimonials of known personalities when describing the advertised product or service (Grep, 2007).

Second: In terms of purchasing the time for viewing the advertise: We can divided in terms of purchasing the time for viewing the advertise into three types:

1. Individual advertisements: In which the advertiser buys a certain time on television to advertise his products, so that the time is distributed to a number of advertisements for the same product throughout the transmission period.

2. Financing full television programs: This type of advertising is often used by major organizations in agreement with the TV Department, where an advertiser can advertise his products during the program's broadcast period, or even before or after the program.

3. Group purchase for advertisements time (sharing): This type is characterized by advertiser sharing with some other advertisers, to buy ad time, so that they split among themselves to display their advertisements, therefore getting discounts on the price and reduction in costs (Al Saeed, 1990:461).

Third: In terms of geographical range:

We can divided advertisements In terms of geographical range into two types:

1. National TV Advertisements: This is generally broadcast throughout the country through native television stations.

2. International TV Advertisements: This broadcast within a geographical area more extensive and comprehensive than the national advertisements, it may reach other countries, and also this type of advertising depends on satellite TV stations (Ghazal, 2001:182).

Second section: Cinema: Cinema has played an important role in the past years, especially the period from the sixties to the nineties of the last century due to the great attention to film production as well as the limited spread of television, which forced a large number of segments of society at the time to go and became interest in cinema as a means of entertainment and entertainment.

The advertisement is also known through cinema in many situations, but this method can only affect a very narrow range of the audience, especially in our time where many viewers tend to television more than cinema, after the TV stations reached most of the world people, in addition to the spread of satellite channels as well.

Despite all this, cinema has played and continues to play an important and effective role in some countries, especially the developed countries where the premiere of any film production is very distinctive and is attended by a large audience of followers,

The film advertising is reflected through the production of film production, whether at the beginning or during the break by the emergence of what is intended to be presented directly on the screen without preparation for the emergence after a period of time, the benefits are enumerated directly, simple and clear, which can have an impact on viewers, and the clever innovation in the design of this type of advertisements is able to attract and draw the attention of viewers (Grep, 2007:171).

Generally, the use of this type of advertising depends on the characteristics it have, and those are:

● Fruition for the advertiser to a targeted audience for the advertising message, because viewers are not doing anything other than looking at the screen, and what’s on display.

● The difference in the grade of viewers, which contributes to increase the popularity of sites to promote.

● Use colors that enable the product to display in its natural form.

● The cost of broadcasting the advertising through this media is low compared to other media (Al Najar, 1993).

Third section: Video or television recording: The rapid spread of video equipment in the world has enabled advertisers to exploit it within the concept of modern advertising that exploits the information and communication technology to develop advertising. advertisers reserve specific times within the recorded film for their knowledge that the video will move among a large number of consumers over a long period of time, and thus they take advantage of the most beautiful films and the most popular among the public to pass their advertisements, this type of advertising combines the cinema and television as two visual means in terms of image and movement and sound, it includes all the elements of attention and attraction, and ensures a wide segment of viewers and in period not specified in place and time.

1.2.4. Competition Between Advertising Media

The selection of the appropriate media for publishing the advertising messages is very important strategy and goals of the organization.

The selection of the advertising media is after taking a number of complex measures and decisions which take into account several aspects related to the organization on the one hand and in accordance to reach the consumer on the other hand, therefore, the decision to choose the advertising media must comply with the following criteria.

First section: Quantitative standards: Quantitative standards include the set of digital data to be made available to the advertiser in order to select the appropriate advertising media, and those standers are:

1. Geographic coverage: The advertiser must take into account the breadth or narrowness of the geographical area in which he wants to advertise so that he can choose the means that correspond to the advertising strategy that was designed by him. For example, he may specialize in a particular product on a geographical basis, and therefore must include advertising cover that specific geographical area.

2. Numerical distribution: The distribution of the media of advertising in the region they want to advertise for, they should make the data on the number of people who have radio or television in the region to be announced, or whether they reach coverage or not, or statistics on the number of copies sold from newspapers or magazines in those region.... etc.

3. The actual audience: Means the actual number of consumers who can reach the advertising message through the means used, as the total number of words of the means in the average number of dealers with it, For example, the number of copies of newspapers or magazines sold does not represent the actual number of readers but can be exceeded, as these newspapers or magazines can be traded from person to person, the actual exposure to the means of advertising is greater.

4. Relative cost of advertising:Is one of the most important criteria that advertisers have taken as a direct link to the organization's financial budget. Most advertisers are always looking to reduce this cost by looking for ways to spread the advertising message at the lowest cost (Ghazal, 2001:183).

Second section: Quality standards: The qualitative standards include the set of technical and applied characteristics that must be taken into consideration in the choosing advertising media, we can mention:

1. Technical characteristics and productivity of the means of advertising: Each advertising media has its own advantages. It carries a set of strengths that motivate the advertiser to choose them, and may carry a range of weaknesses that does not proportionate the advertiser's goals.

2. Rates of accumulation and overlap between advertising media: The rate of accumulation is the number of readers or new viewers who receive the result of repeating the advertisement in the same advertising media whatever they might be, The overlap rate is the actual audience participation rate in advertising exposure, such as the participation of several readers reading a newspaper or magazine, therefore, the advertiser's keenness to influence those consumers is linked with his objectives towards the thing that is announced.

3. The Audiences characteristics: It is also considered to be one of the most important standards to be considered with precision. knowing the characteristics of the media audience in terms of age, gender, educational level, standard of living, and reading, viewing or listening habits will facilitate the advertiser's ability to access and increase the effectiveness of his advertisement (Grep, 2007: 171).

Third section: Other standers: There are other criteria that are added as a basis for differentiation in the choice of available media, we can mention some, like:

1. Nature of the product or service: The advertising of consumer products, for example, depends more on the visual and audiovisual means of it success, unlike the industrial products that are often advertised in the means of reading, as well as the tourism services, for example, which need the means of visual and audio, unlike the services of machines repairing or others, The product or service plays a key role in selecting the appropriate advertising media for it.

2. Speed and flexibility: The continuous and rapid change in the environment of the institution will make it imperative for the advertiser to choose the most adaptive means to accommodate these changes, which can be presented, modified or changed, today we find many newspapers, magazines and radio stations and television gives advertisers opportunities to display their advertisements at intervals with no prior scheduling or flexibility, providing advertisers with a good opportunity to introduce their products or services, especially in the current challenging and competitive situations.

3. Editing environment: Means the nature of the information provided by the means stated, all the information, entertainment surrounding the announcement would prefer advertising, and therefore the advertise must include credibility that would affect the same advertising media, for example, advertising in the famous newspapers with wide acceptance and large segments of society would increase the success of advertising, and therefore the advertisement in this case should include the element of credibility so as not to negatively affect the image of the means of advertising (Al Saeed, 1990: 461).

Generally, in addition to these criteria mentioned in the selection of the means of advertising, provided by each means of advertising advantages and disadvantages, we can sum it up in this schedule:

Table 1.1: Advantages and Disadvantages the Most Important Media

Advertising media	Advantages	Disadvantages
Newspaper	● Law cost. ● Wide geographic spread. ● Not seasonal, its daily or weekly. ● The ability to repeat it in the next newspaper that will release. ● Flexibility to change the context of the advertising message	● It can choose a specific market or target specific one. ● The technical production and the quality are less than other media, such as magazine. ● Short life of this advertising message. ● The fast reading for it could lose its advertising message importance. ● The large number of advertisements in one newspaper may not provide the reader with the opportunity to read the desired advertisement.
Magazine	● A careful choice for the targeted audience, especially if that magazine was about specific topics or specialty ● The ability to provide many information about the products ● The relative long life period of the advertising message (weekly and that's the least period of magazine ● Good technical production (shapes images and colors … etc.)	● High expense (space they buy and the color printing.. etc.). ● There is not much flexibility to change the message because its periodically published ● Less geographic coverage than television and radio ● Relatively high cost than newspaper which limit the advertise effectiveness'
Radio	● Relatively low cost ● It has a considerably wide coverage ● The speed to design and direct the advertisements and publish it, because its only use words and vocal recording ● The ability to repeat the advertising message ● The flexibility to edit and change the advertising message	● Limited effect because of the absence of visual side ● The lack of the flexibility to target a geographic coverage because the listeners can be everywhere, unless it was a local radio station ● The short life of the advertising message ● The lack of the ability to show or explain the complex usage of the products
Television	● The widespread media to the audience ● The ability to repeat the advertising message ● Most reliable and honest media a specially as news resource ● Great technical production with images and colors ● Wide coverage to all marketing sections ● It stimulates interactive dialogue among family members and deepens the dimensions and content of advertising in memory	● Very expansive cost ● The short life of the advertising message (from 20 to 60 minutes). ● Repeat the message can be a bit boring or not interesting as before ● Many satellite channels reduce the chances of viewing the advertisement ● The flexibility to change the advertisements are very low because every mistake or change in it, will required to reshot the advertisement
Direct mail	● The precision to choose its targeted audience ● Advertising message is flexible ● Lack of competition in this area ● The personal touch to effect the consumer ● A database containing all personal information about the customer	● High communication cost ● Short life for the advertising message ● It consider uninterested to some consumers ● Low response to mail surveys
Other outdoor advertisements	● Relatively big and it covering a big marketing sections ● Good technical production and can attract attention ● Relatively low cost ● Repeating the advertising message sometimes automatically	● The spreading of those advertisements in one district can decrease the importance of those advertisements ● It doesn't have flexibility like the rest or advertisements media ● It might not make an effect on the people passing on the highways

(Madiony, Marketing services - mobile cases study at the Jazi foundation, graduate certificate for master's degree in business science, faculty of economic sciences and management sciences, Blida University, 2005:82-83).

1.3. Effective Design and Planning For Advertise

The design and preparation of advertising is one of the most important stages of marketing management. Before the advertisement takes its final form and its way towards the public, it requires effective planning by the competent agencies, advertising agencies that engineer the advertising in terms of content and methodology in consistent marketing management.

In this chapter, we will discuss the basics and stages of the design of advertising, the concept and role of agencies in the preparation and planning of advertising campaigns and how to evaluate the effectiveness of advertising, so that we give a general idea of the technical aspect of it.

1.3.1. The Designing and Editing Foundations of the Advertise

The design of the advertise as a noun includes two basic concepts: the first is the process of ordering the elements of the advertisements, the second represents the efforts behind that arrangement, and it is actually arranged and presented the advertise in an innovative way to achieve a specific purpose. The design is defined as: “A creative work that needs specialized and scientifically qualified people, which enable them to translate advertising thought with a technical process to select the best thoughts (Al Najar, 1993:97).

The success of designing and editing an advertise depends on several factors to consider, those are:

- The advertisements message Contain on a logical sequence of what the consumer wants, or in line with the sequence of his mental thinking.
- The message should be interesting, has specific goals, clear and uncomplicated, that mean it should be easy to understand and persuasive.
- To be fully consistent with the objective it want to achieved, and the quality of consumers and the advertised market, and the means by which will be published.

● The advertising message should be in line with the Influential stages of the advertise, which are developed from the psychological and mental stages of the purchase process (Al Azhary, 1988:489).

First section: Affective advertise foundations: An advertising message consists of a set of elements or foundations that work in a consistent and integrated way with the designing of the advertisement itself, each of which plays a functional role in making an activate advertisements, and those are:

- The main titles:

One of the important elements to be included in an advertising message, so that it works in coordination with the graphic, sound or image to draw attention from the consumer, the main function of the main title is defined as follows:

- Draw the attention of the consumer and his interest in the advertisement, and motivate him to supplement the rest of the advertisement.

- Focus the consumer's attention on the most important ideas in the advertise.

- Give a quick idea of the contents of your advertise.

The main title can take several forms within the advertise message, those are:

1. Direct titles: It categorized by direct telling or direct informing, therefore it might reduce the consumer's attention to it, so as to include the most important information in the advertising.

2. The indirect titles: Is a type of titles that raises the consumer to follow the rest of the details of the advertisement to understand the meaning of this advertise, as an example that includes the advertising message the following statement " the problem of decay and tooth coloration, and this tooth paste eliminates it within three weeks ".

3. Interrogative titles: This type takes the wording of the question, with the aim of enriching consumers to advertise, for example: How do you own a car? It is a type of address that can be used by a bank to activate its consumer loans, by offering its ideas that enable this consumer to answer this title.

4. Commanding titles: This type of titles takes the command formula, such as an advertising message as “Use the product X” when the advertiser needs a quick response to the advertise.

5. Emotional titles: Through which he alerts the senses to the recipient of the advertising message, and reminds him of what the advertiser wants, for example, that the message contains the words: “You want to own a house, and you do not have the money, we have the solution join (X) competition sponsored by (A) organization, and you might win”, So the first part of this statement will catch the consumer attention, therefore he will stick around to listen to the second part of the statement to know the solution.

6. The titles with the name of the products: It is usually used when the name of the product or service is known to consumers with full knowledge, which raises their interest when mentioning the name of the product or service that being advertised for (Dadoo, 2006:65-67).

- Subtitle titles:

Represents the link between the main title and the text of the advertising message. this title is usually used to confirm what is included in the headline, as well as provide a brief idea of the message, { Measuring the effectiveness of advertising campaigns in advertising organizations and exanimate the status of the national organization for communication and external advertising }, and it get the reader, listener, or viewer to engage the content of the advertise, as the subtitle often appears in a different color and size than the title.

- Advertise text (manuscript):

Is the text that revolves around the main idea that the advertiser wanted to reach the consumer, usually includes the benefits obtained by the consumer from obtaining the product or service, and also includes evidence to prove it, as well as words and sentences that help stimulate consumers positive behavior that been targeted by the advertiser.

- Advertising conclusion:

Include words and sentences aimed at driving consumers to respond to the advertise by summarizing the advertising message and refocusing consumer attention on the key points of the advertise, such as leaving the data to inquire or contacting the advertised organization (mail, phone, point of sale..etc.).

- Images and graphics:

Is one of the most important elements used in the design of advertising, which attract attention and attract attention to the thing that is announced, as the advertising experts rely heavily at certain stages of the design and the production because of the impact it has, and it can be represented in:

- To highlight the main idea of the advertisement and make it more reliable and believable.

- Express advertising ideas quickly and efficiently

- Attract a certain audience of consumers to the advertise

- Add realism to your advertisement (Al Najar, 1993). Sixth: Using colors:

Colors have the ability to attract attention, and to make the advertising realistic, which will create the interest and desire of the consumer and help him remember the product or service during his shopping.The use of colors is usually related to the specifications of the product or service and how it is used, as well as the environmental variables surrounding it, which gives it more realism that embodies the product or service clearly, it is therefore a material elements part in the advertising production process.

Advertisements experts report that the use of colors in the preparation of an advertising message enables the expression of certain symbols, according to the following:

● Green and blue give the sensation of relaxation and clearness, because they are linked to sky and ocean and wood colors

● Red and orange give the sensation of warmth, emotions and stamina

● The color yellow give the sensation of warmth and when it use in advertising it can show the products solidly bigger than the rest of the colors

● The purple color give the sensation of honesty, respect and emotions

● The golden and silver color give the sensation wealth and luxury\

● The white color is a representation of peace, clearness, life, clean and light

● The black color is a representation of power, official, authorization, and can also represent darkness or disappointment (Al Sahin, 2003:246).

- The trade name (Tag name):

A trademark is a name, word, symbol, graphic, or combination of these elements that allows the definition of competitor products or services. A trade name that includes a particular brand will facilitate the task of identifying the advertised products or services of the organization, And it essential in the advertise production, especially if its brief, simple and easy to understand, what enable the consumer to remember it.

- The price:

The inclusion of advertising on the price of the product or service may be necessary in some cases, and not necessary in other cases, depending on the type of the advertise itself, the importance of the price in the advertise design, when the competition between advertisers through products that are little similar to each other in many features, the price could be one of the most important features of that product or service within the distinguished in its advertising message, because what is has from a psychological impact on the consumer, and the price in many cases takes one of the most important considerations of preferential when the alternatives products are available in the decision making of purchasing by the consumer, and in some cases will include discounts or special offers in a specific time period with an expiration date for those offers, like black Friday or the end of every year (Dadoo, 2006:69).

Second section: Stages of design and editing the advertisements:

The success of advertising depends on the accuracy of the design and planning of the advetising message, as well as the coordination and integration between the different stages of editing, which can be summarized in four basic stages:

- First stage:

The advertising editor does not have a simple picture of the basic idea of the message. Advertising ideas do not really come out as easily as the consumer audience sees it.

They are the result of a great deal of work. They start with strategic planning and marketing studies who evaluate the market and work possibilities, By technical directors and text writers to start the work of designers, who make this idea or ideas capture the consumer receiving the advertisement to make it easily accepted (Pheller, 1979:22). This idea is different from one advertise to the other according to the information available to the designer, which he can put forward to plot the message in the next stage.

- Second stage:

At this stage, the first initial design of the advertise message begins by preparing the advertisements, the strategic document is defined as a one-page paper, prepared by the advertising designer, usually an advertising agency. It deals with what the advertisement will convey to consumers, as well as solutions to the problems, and it also take the interested in various aspects of the advertising message from the formal and objective elements (Al Najar, 1993). The strategic document aims to guide and inspire the creator in finding solutions to address the problems of the brand and clarify the content of the message, and the strategic document varies by agency, and generally consists of four basic elements:

● The promise: It can be called the axis of the advertise, and it results from prior studies conducted by marketing men during the first stages

● The proofs: It can be called the carrior of the promise, which serves as a justification for the promise in the advertising message, so as to demonstrate and convince the credibility of the advantages of the product by deducing realistic elements

● Consumer benefit: consider as self-suggestion, to enable the target of the advertisement to obtain a tangible advantage of the promise, this feature relate with the consumer surrounding environment

● The tone: It represents all that will form the atmosphere of the message of the melody and technical and sound effects sent by the description of several elements or what is known as technical templates, and celebrities, advertising decor, etc., but some advertising agencies refuse to talk about the tone used because it consider it a matter of creativity distinguished there work (Faraj, 2007).

Here's an example of how to edit a strategic document to build and design an advertising message about a particular product, such as toothpaste (Confipot):

Table 1.2: A From of Editing the Strategic Document of Advertising Creativity

The main aspects	And the main aspect based on the toothpaste Confipot
Basic aspect	Confipot Is the first sign for the surgery diluted paste, and today it is suffering from the competition of traditional brands of paste such as Andros, which proposes new forms of paste with less sugar
Advertise objectives	The goal is to granulate the product. The ad is working on developing the Confipot brand image by giving it a pleasure, for youth and for fitness.
Targeted group	The focuses of the targeted group of this advertisement are the 25 to 35 year old, the most civilized and active youth.
The promise	Confipot is a paste with the most natural fruits and less sugary, which can be eaten greedily.
The prove	It is not useful to technically prove the promise of this paste, but this can be illustrated by women and girls
The tone and character of the brand	Youth, modernity.
Various directions and difficulties	The need to show packaging, which is a more distinctive component of the product.

(Jacques LENDREVIE & Denis LINDON, «MERCATOR», Dalloz, Paris (France eme Edition, 2000:458).

In this example, it is clear to us how important this stage is to come up with an introductory presentation about the content of the advertising message.

- Third section:

After extracting the idea of advertising by the editor of the first stage, and designing a preliminary model during the second phase through the strategic document of creative advertising, comes the role of the crucial stage of how to deliver them to consumers,

By choosing the appropriate words and achieving the goal of the advertise, for example, a pop-up advertising may fit an idea or service that is already known to the declared consumer. Its logo is often identified by him, so the editor can create many appropriate forms, either by mixing Two or more, or to create their own form (Abdelsamad, 1986:39).

There are many forms used to edit the advertising message at this stage, we can mention:

● Logo model: It use in case the available or prior to its arrival to the product

● Describe model: It deals with the product and its description, highlighting its advantages and clarifying its benefits

● Intimidation model: It used to attract the viewer when the advertiser feels that other models will fail to attract the attention of the consumer, resorted to the horror of inventing the story or narrative of a story that remains to be entrenched in mind

● Reminder model: Advertisers who have established their feet in the market, and whose products or services have become an important place for consumers, so that their brand names and products names will constantly remain in the consumers imagination

● Necessity model: It is used to explain why you should acquire or experiment a new idea or service, or prefer product or service over another

● Temptation model: It directly touches the tendon of the personal interest, seeks to stimulate a vital interest of the consumer, and convinces it that the advertised idea or service has a direct connection to that personal interest, this model is usually accompanied by a logical argument or description that excites enthusiasm, or drives the human emotion or sexuality of the consumer

● Compound model: The advertiser uses a combination of two or more of the above-mentioned models, the highest stage in the art of editing an advertising message, in which he seeks to attract consumer attention from the traffic of other advertisements, it is noted that this model is most used in the design of most advertisements, especially within the final stage of the design of the advertising message (Marzooq, 2002:178-179).

Through this stage, the designer of the advertisement has come up with a pilot model that can be presented in a pilot way, so that he can circulate and finalize it in the next and final stage.

- Fourth stage:

This stage is the last step in the design and production of the advertisement to be delivered to the consumers, taking into consideration the legal aspects mentioned in the advertising contract suck as time, methods of payment, type, duties, approval of the final design of the advertisement from the decision making authorities who are responsible on those media, therefore the editing of the advertising message at this stage is final result of the arrangement and coordination of the final units and parts of the advertisement within its borders and access to its final shape, which must take into account the following:

● Balance concept: Its the balance between the different elements of an advertise that will appear in an advertise media

● Focus and control concept: For example, if you use proofs such as pictures and graphics, one of these images should be larger than the other to attract attention to advertising

● Sequential concept: The order of the message elements should be in line with the human senses, such as the movement of the eye or ear

● Homogeneity concept: By harmonizing the elements of the advertising message

● Unity concept: All elements of an advertising message must be linked and united to achieve the desired impact and goal (Abo Qahaf, 1995:209).

1.3.2. Understanding The Role of the Advertising Agencies

Effective design and planning of advertising depends on the efficiency of the person or entity responsible for this work, which is often the specialized advertising agencies in this field, as it is used by most of the declared institutions to design and produce their advertisements, so what is the concept of these agencies? What are their roles in designing and planning effective advertising?

First section: The concept of advertising agency: An advertising agency is defined as: "A business organization that specializes in the planning, management, organization, control and coordination of advertising activities and events for advertisers, also known as organizations wishing to conduct advertising campaigns" (Khairuddin, 1996:100).

Advertising agencies must have the following conditions:

- Lack of financial interest for any advertising media in the agency
- Ability to serve the advertising industry in general
- The financial capacity of the Agency to meet its clients' obligations towards the used media
- Provide them with a high level of competence and experience to enable them to perform their mission
- Recognition of a number of advertising media in this agency
- The expansion of its business and its activity, and its preparations to serve new customers (Faraj, 2007:37).

The importance of advertising agencies is highlighted by the following:

- Reasonable prices, Because advertising agencies serve a large number of advertisers.
- The contribution of the advertising agencies in planning the marketing strategy of the declared enterprises.

● Save the time and effort required by the advertisers in the interview with advertising delegates, each of whom seeks to attract the advertiser to use the means of publication he represents.

● To increase the efficiency of the advertising activity of the advertiser through professionals and specialists, with high efficiency.

● Provide unbiased advice to advertisers, In accordance with the interests of advertisers

Depending on the type and size of the advertising agencies,

Depending on the personal nature of their work, it is very difficult to give generalizations about the organization of advertising agencies,

And therefore most of these agencies organize themselves on the basis of the personal preferences of the Department, large and medium-sized advertising agencies may resort to one of the following systems:

First: Gathering system: Under this system, a group of writers, technicians, media planners, Consumers, directors, and other professionals to serve a specific group of institutions or individuals wishing to To benefit from the services of the Agency, which is supervised by a specialized manager, which is often found in the agency It has more than a one team leader, and each group is specialized according to the desire of the institutions declared in the advertisement.

One of the advantages of this system is that the expertise of each group is focused on common problems, and the group of experts is often specialized in advertising alone.

Second: Departmental system: For example, the writers of the scenarios and the advertising messages meet in the editorial department, and the technicians and designers meet in the technical department, therefore, they are not directly linked to the group manager, but are linked to the managers of their departments who make the main decisions.

The advertising agencies are different in form, as three types can be distinguished:

1. Large advertising agency: This type of agency employs at least 150 experts in marketing, advertising, creative, production, and production aspects, this type of agency is distinguished with the following characteristics:

- Enjoy high independence from the advertiser

- Working on a decentralized basis, which has many branches nationally, regionally and internationally, and that these branches are decentralized to the prime agency

- Their revenues are often great

- Provides comprehensive services, that is, it handles all aspects of advertising from the pre-ad idea to the evaluation of the advertising campaign\

- Its recognized by all the advertising media in global scale

- Employ the finest talent and pay the highest salaries, wages, and bonuses

- Often dealing with major productive and service institutions

2. Advertising agencies: And three main types:

● Advertising agencies offering specialized and support services: So that it restricts its work in providing services that support the advertising activity, which mean it contributing to the advertising industry partially

● Specialized advertising agencies: This type of advertising agency is very widespread, especially in the USA and UK, where the agency strictly specializes in serving specific customers in a particular industry or service, and often offers comprehensive services for your industry or service, as you act Almost as a large agency except for being specialized in a specific field (Alallaq, 2007:205).

● Consultancies agencies: These agencies, although in fact do not manufacture the advertisement, but they contribute to its success by providing advice to the specialized advertising agency or to the for the client, and the functions of this agency are limited to:

- Evaluate the feasibility of advertising, marketing, technical and economic

- Provide advertising ideas

- Evaluate the efficiency of different advertising methods and suggest specific options

- Evaluate the efficiency and effectiveness of other advertising agencies and recommend contracting with a specific agency

- Provide advice on the legal and ethical aspects of advertising

- Training and qualifies personals or groups that works in the advertising industry.

3. Medium and small advertising agencies: In this type of agency, its work may be specialized or comprehensive, but within a narrow range and less than the scope of the large advertising agencies, and the most prominent features of this type of agency is:

● They are often independent, but they collaborate and coordinate their efforts with large agencies, especially in large advertising campaigns

● It takes centrality as a way of managing its affairs. For example, a small advertising agency manager may have the task of presenting ideas or designing an advertisement (Kotler, 2002).

Second section: The resources and role of advertising agencies: Before talking about the role played by the advertising agency, it is necessary to refer to sources of revenue of these agencies so that we know the principles of their work, as they depends on the continuation of the number of customers, especially the distinguished ones (large enterprises), which holds their annual advertising contracts.

Each advertising agency needs a large clientele (with a large advertising budget), which generates revenue for the agency to cover its large operating costs. Advertising agencies receive between 15% and 35% from the total wage of advertising in the various advertising media, Because the means of advertising such as newspapers, magazines, and television give advertising agencies prices lower than those prices that it’s give to the advertiser directly (Article link, 2009:07-09).

Advertising agencies receive revenue from several sources, such as:

1. Commission: The commissions are on average between 15% and 18% of the advertising houses. The commission is the largest part of the advertising agencies' revenues, some large institutions can also grant an incentive commission, in addition to the commissions that the agency receives from the advertising media, if the advertising has a great level of success and it was widespread

2. What the agency gets from customers is a price for their services: The advertising agency may incur the costs of buying advertising technical needs for the production and manufacture of the advertise, which makes the client pay in exchange for that according to the contract between them.

3. Fees: (Such as research and studies, follow-up services, etc.). These fees may often reach some 25% of the total advertising costs. Some agencies that link these Percentage of the results achieved by advertising after launching the advertising campaign (Article link, 2009:2).

Advertising agencies have several functional roles, represent in the following:

First: Research function: Through this function, advertising agencies does:

● Studding the market and it developments can contribute to serving customers who seek to achieve desired marketing objectives

● Analytical studies of advertising and promotional media, in terms of promotional coverage, distribution numbers, number of readers or listeners or viewers and their quality, technical and production facts, publishing prices, etc.

● Marketing studies for the advertiser, such as sales research, distribution outlets, consumer research, etc.

Second: Planning function: represent in the following:

● Planning the work of the agency within legal frameworks and systems, by searching for the best ways of management, and if possible specialization in specific areas and sectors, according to the basis of the activity allowed legally.

● Plan advertising campaigns for advertisers, by setting goals, setting advertising allocations, organizing the campaign, choosing the means, scheduling the campaign, and measuring advertisements results

Third: Contact Function: Show through the advertising agency with the following:

● Contact advertisers to know their opinions, and convince them of the importance of dealing with the agency

● Communication with advertising media to provide all data and follow up the broadcast of advertisements, and settle financials debt with various media.

Fourth: Operational and technical function: represents in the following:

● Advertising production and implementation

● Editing, design, and all technical aspects of advertising

● Follow up all steps of production, implementation and broadcast by media

Fifth: Promotional function: It includes the use of some means of promotion such as preparing brochures and leaflets, preparing samples or gifts, or various advertising materials and creating exhibitions for advertisers to promote their activities

Sixth: Financial and administrative function: It is related to the performance of all administrative and financial functions of the Agency from accounts, costs, audit, Personnel and secretarial, procurement, public relations… etc (Faraj, 2007:39-40).

1.3.3. Preparation and Planning for Advertising Campaign

Someone who defines an advertising campaign as: “A series of advertisements that have similarity or match in terms of the content of the message you upload or accompany, which appear or broadcast, in an advertising media of one or more advertising forms, over a specified time period (Joannis, 1995:113).

But this definition is somewhat narrow for the concept of advertising campaigns because it focuses on advertisements ready for publication or broadcast, the campaign has a lot more activities and events than the previous definition, and therefore there is a definition of advertising campaigns more broad and comprehensive concept.

The concept is: That the advertising campaign involves: “Analysis of positions and circumstances related to marketing and communications, so that effective strategic decisions can be implemented through the design of a series of advertisements, and put them in various means of advertising (Alallaq, 2007:215).

The process of planning and implementing the advertising campaign goes through a series of stages that are in important semi-decisions.

These stages can be summarized in seven basic steps, they are: First section: Evaluation of advertising opportunity:

This is done before the campaign planning process begins, as the advertiser should decide whether or not the advertise will play a particular marketing role Or not, as the American researcher Neil Borden added, there are five conditions controlling the advertising opportunity:

- The presence of a promising preliminary request: that is, if the consumer’s tendency towards purchasing a certain category of essential products or services is the obvious and definite trend, the advertiser who owns this category of products or services will be successful in promoting them through advertising
- Good probability of distinguishing the product: the products or services distinguished from each other in many characteristics, they provide the advertiser the opportunity to influence the consumer by highlighting the characteristics of the product or service, in this case the consumer tends to this type of products or services distinctive.
- Hidden advantages: It is difficult to achieve impressive advertising results for products or services that the consumer knows and is aware of its advantages and characteristics, but if the main advantages of the product are hidden, the advertisement can play an important role in building mental connections about these benefits.
- Strong emotional buying motivation: a successful advertising is the one that touches the heart of the consumer’s strong emotional buying, and therefore raising and investing is one of the most important functions of effective advertising.

● Availability of funds: which will increase the effectiveness and likelihood to make a success advertising.

Second section: Market analysis:

Determining the target market for a product or service is a critical decision under this step, know, for example, the state of consumers in those market in terms of known standards (age, gender, income, purchasing power, etc.), as the campaign planning process begins during this phase towards consumers, to reach them and influence them to achieve the desired goals.

In order for the market analysis to be more objective and accurate, the advertiser must see a set of information and guidance statistics, the most important of which are as follows:

● The total size of the industry in which it operates, preferably over the past several years;

● Advertiser and competitor share of total industry sales;

● legal restrictions on the product or service category concerned;

● The role of foreign competition;

● The material and human resources available to the advertiser (Joannis, 1995:113).

Third section: Define the advertise objectives:

Defining advertising objectives is based on pre-defined marketing objectives. Advertising officials should distinguish and differentiate between marketing goals and advertising goals, where the goals of the advertisement must be clear, accurate, measurable, and direct, and the same for the objectives of the advertising campaign, it is not enough for the advertiser to determine the general goals of his campaign, there are direct and specific objectives for each stage of the preparation of the advertising campaign, as well as sub-goals related to each part of advertising campaign.

Forth section: creating budget to the advertise:

Defining the budget of the advertisement is associated with the financial policy of the organization itself. The budget of the advertisement must be detailed, objective and sufficient to accomplish the work included in the advertising campaign program.

Determining the amount of funds that should be allocated to an advertising activity is one of the most complex aspects of an organization's financial activities, as it is often determined in the light of the experience, practice and wisdom of the administration concerned, the advertising budget should be seen as a funding plan for future advertisement operations rather than vice versa. Although this budget is often associated with the element of time (one year, for example), it should periodically be reviewed in the light of environmental marketing variables, so it should have some flexibility.

Section 5: Developing advertising strategy:

Developing an advertising strategy is one of the most important steps in an advertising campaign, advertise targeting is not enough to reach the advertising goal. The concepts of designing and preparing an advertising campaign must be developed in two main areas of advertising:

First: The choice of advertising media: The advertiser must choose the means of advertising, which deliver his message to the targeted market based on predefined criteria and strategies.

Second: Creating advertising messages: It's often easier if an advertiser prepared a model or chart that can be developed, he can create that by answering a number of questions, such as:

- What are our goals

- Who is our consumer which will buy our products

Sixth section: Coordination between advertising and other promotion and marketing systems: In order for the advertisement to achieve its objectives and to be more effective and effective, it needs active and certain support from different channels of distribution, as well as from the non-advertising components of the marketing organization, the responsibility to secure this cooperation lies with the advertiser, which ensures the success of the advertising program depends on several activities Such as production and delivery, censorship, etc., which is an integral part of the advertise, which can only guarantee its success unless the factors mentioned earlier has been fulfilled.

Seventh section: Evaluate your advertising campaign results: The advertising campaign is often tested in a tight marketing environment. The results of this test are used to correct or modify the advertising campaign path if necessary, the pre-selection process is generally done before the actual advertising method is selected for the campaign. The most important research methods that determine the response to the advertising campaign within this stage. And there are extended tests after the launch of the advertising campaign.

The aim of these tests is to ensure that future advertising campaigns will be more effective than their predecessors, and to recognize the errors and not repeating them in the future, The sales test is also very important in highlighting the goal of the advertising campaign, which is to increase sales, due to the importance of this stage in the stages and steps of the planning of the advertising campaign, we have dedicated the title within the next requirement so that we can understand more about the contents of this stage, and its main role in the design and planning an effective advertising.

1.3.4. Methods of Evaluating the Effectiveness of Advertising

Evaluating the results and effectiveness of the advertise is one of the most important steps to determine the validity of achieving the desired goals, and to verify the validity of the elements of the advertisements (promise, targeted group, symbols used... etc), it is very difficult to determine the effectiveness of advertising in terms of material without comparing it with the benefit and return of the institution declared.

On this basis, advertising experts classify approaches to evaluate the effectiveness of advertising into two basic types:

First section: Previous experiment: Which is usually done before the launch of the advertising campaign, or broadcast, publish or broadcast the advertisement, which is a very logical way because it avoids the advertiser significant costs if the results of these tests indicate the futility of continuing to launch

The advertising campaign, the evaluation methods differ according to the media it been published with, In this case we distinguish the following:

First: Evaluating the effectiveness of print advertising through previous experiment:

Advertising experts rely on these tests to examine advertising messages or specific elements of them, or any aspect of the advertise (such as design and output) before launching them on a large scale. In fact, most letter writers scan their messages on a sample of consumers before they give it their final approval.

Previous experiment for oriented advertisements most prominent methods are:

1. Supplement advertising method: A method that was created and widely adopted by the advertising agency,, which culminated in the publication of a special magazine called “New Canadian World”, a non-specialized magazine to the public readers, and with each issue that issued by the Agency attached to the extension of the advertisement naturally, and then distributed the magazine on a sample of homes in five regions of the United States of America, So those members are asked to read this magazine as normal as any other regular journal, the purpose of which is to measure the reactions normally.

The purpose to use such journals is to measure and examine new techniques, new revenue, or even new methods of advertising. The researcher asks each member of the survey sample to ask carefully designed questions to determine the impact of the published advertisements. The researcher monitors the pages of the magazine pages with the reader to measure his reactions.

2. Replace real advertise with others under experience method:

This method was created by the advertising agency so that the agency agrees with two or three weekly magazine publishers to allow it to obtain 1000 copies of each magazine two days before the issuance, the agency will replace the advertisements included in each number (real advertise), with others they wanted to be examined before its publication, out of every 1000 copies, 700 copies are normally released (distributed exactly as original copies are distributed).

Two days after publication, specialized researchers are sent to ask questions to those who received the magazine containing the experimental advertisements for their reactions.

3. Purchasing persuasion method:

This method of advertising was invented, whereby the agency, through its researchers, asked a number of people who use products of high intensity to determine which of the two advertisements before them is most capable of convincing them to buy the advertised products, Each of these people picks up a specific advertise, and the researcher will ask him why the choice is made. The aggregate answer of these people (approximately 800) is analyzed and highlights the strengths and weaknesses of each advertise.

The advantages of pre-print advertise are shown in the following:

● Lower costs, which are often presented in the initial form, which is less expensive than the final form;

● The speed of completion, that is, when testing the interviewers, the testing process begins;

● Realism, in the sense that it is done with real consumers

The disadvantages of using pre-print tests are shown by:

● The difficulty of getting real opinions the opinions people make about an advertise may be really random and inaccurate (Kotler,: 687).

● Stabilization of situations, that is, the researcher no matter how he tried to create a natural atmosphere for his experience, it will not be 100% natural;

● Focus on observation will hamper the effectiveness of these tests, as the advertise is easily observed may not be the advertise that achieves the desired goals.

Second: Evaluating the effectiveness of radio and television advertisements through previous experience:

Through this test, advertising experts measure the effectiveness of advertising in audio and visual media, the evaluation methods are summarized in these tests below:

1. Analyzing program method: The selection of a panel of arbitrators consisting of a number of consumers, each member of this body a copy of the proposed program, and each member recognizes two receptors, one in the right hand and the other in the left hand, and each handle has buttons associated with a machine or a recording machine, the user clicks on the button in the right handle if he likes something he hears and the button in the left hand handle if he hears something he hates, but if he does not press one of the buttons it means that he has no opinion of what he heard. After the experiment, then they collect the points to identify the strengths and weaknesses of the message (Kotler, 2002:687).

2. Test the panels that tell the story of the advertise method: This method is used to test the advertisement that are prepared to be sent through the TV, according to this method, the billboards that tell the story are placed on film segments with the sound associated with each panel on an external recording tape, The panels are then displayed with the music accompanying each panel on a group of viewers who judge the ad after watching it. In fact, the use of this method is constantly increasing due to the high cost necessary to prepare the advertisement broadcast through television.

3. Using a jury of consumers method: According to this method, a group of consumers is used to judge the effectiveness of some advertisements, according to a set of criteria such as the ability of advertisements to attract attention or the degree of ratification of the message, etc. This method helps to reach a preliminary judgment on the degree of effectiveness There are two types of variation in this method:

● Order according to what it worth, in which the consumer community is required to arrange ads according to a set of criteria

● The method of conjugal comparison, in which the consumer involved in the evaluation process is asked to assign the best ad within a couple of ads, according to one criterion (Thabit, 2003:211).

4. Tachistoscope method: A set of ad slots is used with a special machine called the Tacstoscoop, which works to display each ad slide at different degrees of light and speed.

Individuals should determine the speed of lighting that made the ad noticeable and understandable, therefore, the faster the ad is perceived, the more effective it will be (Kotler, 2002:688).

Second section: Subsequent tests: They usually take place after the launch of an advertising campaign, or the publication, broadcast of the advertisement, after the target audience has seen the advertise in different advertising media.

In general, subsequent tests across the different media has five basic categories:

First: The recognition tests: Based on this type of tests on the assumption that there is a close link between the note the announcement of a product, and the purchase of this product, these tests are a mission to assess the proportion of individuals who claimed they read a magazine or a newspaper, or access to the advertise through the television or radio, And thus get installers researchers test process on many information, as a percentage of consumers who viewed the advertise, or the proportion of readers or viewers who remember reading or seeing a part of the advertise, therefore, the researcher asks the familiar with the advertisement that he saw or read to allow the researcher to determine the effectiveness of the advertise or not.

Second: Remembering tests: is the estimation of the proportion of individuals who claimed they were reading the newspaper or magazine, and to they were able to repeat the advertise and its contents, remembrance test is closely linked to the Subsequent tests it would rely on the memory of the reader or viewer or listener to the advertise (Thabit, 2003:212).

The aim of these tests is to measure the degree of penetration of the advertisement, by conducting interviews with a group of people who claimed to read the magazine or watch or listen to a particular program, the researcher directs a number of queries to the respondent to verify the validity of his claim. After passing this test, the respondent delivers a card containing the names of all the products advertised in the advertising media, the respondent will mark each advertisement he thought he saw, ask him to describe how the advertisement looks to him (the form of the advertisement, his image, etc.).

Also specify all that you mention about the ad Promises and claims, clarity of the message, etc.), and then asks the respondent whether this advertisement made him want to buy the advertised products or not.

Research Foundation of America invented a tests to measure the ability to remember the television advertisements, so a day after airing a given advertise by calling a sample of television viewers and accused them special questions to determine whether you know the name of the type of products that have been announced, in addition to demanding the restoration of the most important points contained in the advertisements on the advertised product.

The benefits of these tests stated that they provided an acceptable indicator on the extent of the absorption of the target audience to the essence of the advertise or the main idea behind it, and consequently they provide information about and correct impressions of the advertising message.

These tests also highlights the type of defects, the exposure to the glaring deviations in human memory, some consumers do not enjoy strong memory to remember the advertisements, and therefore cannot speak for the thing that everyone remembers, and it is very difficult to interpret the results because the information obtained is difficult to quantify, in addition to that these tests could not isolate the impact of the advertisements on the other communication variables.

Third: Change of attitude tests (directions): These tests measure the effectiveness of the advertise or any other element of the promotional promotions, they are based on the assumption that the good impression of the organization or its products, or any positive change in attitudes, will lead consumers to purchase the advertised product or service.

These tests are often conducted in conjunction with product awareness and recall tests. Attitudes or trends are measured using a variety of methods, such as:

● Projection methods: which are used to try to overcome the consumer by making his answers and reactions to the questions addressed to him more rational, more logical and more polite than the real reality (Thabit, 2003:213).

There are many projection tests that can be used, such as collapse tests, where the consumer is asked to give the first word to his mind when he hears a particular word or displays it to a particular effect, such as when you hear the word “Mercedes”, it necessarily implies elegance And luxury, we also find other tests such as completing the sentences, in which the individual is asked to complete some missing sentences, as well as the image tests by presenting them to the consumer and asking him to give a story that reflects the unclear situation in the pictures, or he may be asked to answer a number of questions about the pictures instead of giving stories Spin around (Al Saeed, 2002:375).

● In-depth interviews: These interviews attempt to make the consumer subject to the freely interviewed to discover their trends towards a product or service, the role of the consumer subject to the interview is to answer a number of questions through which the researcher hopes to obtained the deepest information, therefore, the depth of the subconscious mind within the individual consumer (Sader, 1982:03).

The most important advantages of this type of testing are:

- Change of direction to what is closed to purchasing than reminding, and therefore provides a better measure of sales effectiveness

- It is relatively inexpensive compared to other tests, because it does not require more than phone or mail.

The most important disadvantages:

● A positive attitude or direction does not necessarily mean that the potential consumer is buying the advertised product or service, but a clear negative attitude may be an obstacle to purchasing the product or service

● So far there is no consensus among researchers about exactly what is meant by the situation or direction, so trying to measure something that is not known is very difficult;

● Some attitudes or directions, such as those relating to religion or sex, are not usable or applied in measuring the effectiveness of the advertisement.

Forth: Sales tests: Measuring the effectiveness of advertising through these tests is a very complex method.

The empirical method used in this test, which follows the field measurement methods of the effect of advertising on sales, is often used to change the advertising sites by assuming that there are no other influences, this method determines the advertising sites budget as well (Marzooq, 2002).

Sales tests include two types:

1. Measuring previous sales: Many advertisers try to link ads and sales, so they get research organizations based on sales information based on a particular category or geographical area, Through which the advertiser examines the ad and makes some sort of sales link in an attempt to explain sales figures In light of other variables believed to have an impact on sales.

2. Field experience: The field study usually tries to determine the desirability of change in one or more of the marketing elements such as price, weight, advertising, means, and messages.

The proposed change is examined by conducting a survey in two markets that are equivalent to consumer characteristics, shopping patterns, advertising habits, etc, one market To serve as a witness, while the second market is a test site, this is where the desired factor is changed, such as displaying a new advertising message, replacing the TV with newspapers, etc., so that the sales audit is conducted tightly in both markets. However, it is difficult to give generalizations on a single market basis, In it like atmosphere, special offers by competitors.. etc, that will confuse results.

Fifth: Inquiries test: It is one of the very old ways of evaluating the effectiveness of advertising. Through these tests, the advertiser displays several ads at one time or at different times, either in the same advertising medium or in different ways. In each ad broadcast, the advertiser offers several physical or moral incentives to the consumer In order to induce him or her to express his or her opinion of the advertise negatively or positively, If an advertiser gets the most positive responses from an ad compared to other ads, this means that the ad is widely popular and vice versa.

One of the advantages of this type of testing is that the response means that the potential consumer has seen or heard the advertise, but one of its obvious drawbacks is that the response to the advertise does not necessarily mean that the potential consumer will buy the advertised product or service.

1.4. Electronic Advertising

Electronic advertising is advertising that uses the Internet and other forms of digital media to help a business promote and sell goods and services.

The purpose of using Electronic advertising is to reach a wider range of potential customers by connecting with them over the web. It is also a lot more cost effective as you can fund your advertising within the boundaries of your own budget. Another luxury of Electronic advertising is ‘Target Marketing’. This means that you can target your desired group of customers based on a wide range of criteria such as age, location, gender and religion (Plus much more!).

1.4.1. Introduction

Large and small organizations are currently seeking to adopt modern technologies, most importantly the Internet; to implement their marketing activities and to adopt the concept of e-marketing, which requires companies to provide the latest technology and train employees to use them, and urges them to learn how to use this technology, the objectives of the establishment and customers alike, and since marketing has been defined as “a human activity directed at satisfying needs and desires through exchanges (Kotler, 2008), the promotion and its elements, especially electronic advertising at present, plays an important role in achieving communication and dialogue with individuals in order to convince them to purchase products promoted through electronic means of communication, the development of means of communication, especially electronic communication means, increasing cultural and health awareness, the desire to see the civilizations of others, and the development of consumption patterns of consumers, all play an effective role in encouraging organizations to use the Internet in the implementation of their marketing activities, including advertising, which contributed to the development of the ability of individuals to communicate,

It is necessary to define electronic marketing as a promotional mixture of one of its elements, compare it with traditional marketing, as well as the definition of electronic promotion, and compare it with promotion and its components in general and electronic advertising in particular.

The current era is called the era of technology or digital development, which plays an active role in increasing the amount of information and the speed of its transfer through many different means of communication, including the Internet, mobile phones and other means that have evolved as a result of technological and industrial development.In 1960, the transatlantic cable was able to transmit 138 calls simultaneously, and today the fiber-optic cable carries 1.5 million calls at the same time (Alallaq, 2003:13).

1.4.2. First: Electronic Marketing

The technological revolution witnessed by the world in recent years, especially in the field of information and communications technology, the emergence of the Internet, and search engines such as: Google, Yahoo and email and social networking sites such as MySpace, Facebook, Twitter, YouTube, Encouraging marketing personnel to adopt and rely on these means in the implementation of marketing activities through the company's website, and contact consumer sites or mobile phones to provide information to them, and offers, and urged them to deal with the products of the organization, and follow-up shipments, and delivery of digital products; Here she appeared the importance of adopting the concept of electronic marketing and its components.

The marketing mixture is defined as "a range of activities that lead to exchanges involving product development, pricing and promotion, as well as follow-up and response to competitors' activities, consumer desires and government policies, as well as various changes in external environment conditions" (Grep, 2007), electronic marketing represents the use of the Internet, digital and non-digital technologies associated with it; to achieve marketing objectives, and to strengthen the modern marketing concept (Al Aamiry, 2007), as a conclusion "That e-marketing represents the process of communication and delivery of value and management of customer relationship in order to achieve benefits to the customer and the organization, and that the application of modern marketing principles, and modern communication technologies; through electronic advertising devices" (Saabaat, 1997).

The traditional marketing relies on traditional means of communication such as television, newspapers, magazines, real-time sales points, systematic display of products in stores, handling traditional tangible and intangible products, does not depend on dynamic pricing, electronic marketing relies on modern means of communication such as: Internet, mobile phones, electronic newspapers, electronic advertising, videos, digital and non-digital products, the process of communication through the Internet and mobile phones has enabled marketing workers to build an important information base on conducting marketing research, negotiating and concluding contracts, reviewing prices, and identifying competitive activities.

Electronic marketing represents the application of a wide range of information technology; in order to transform marketing strategies; to create more value for customers.

It is a more effective strategy for segmenting markets, identifying targeted markets, achieving differentiation, planning more efficiently, and implementing marketing activities with high efficiency such as distribution, promotion, pricing, planning, product and service innovation, and exchange. Electronic marketing contributes to increasing the efficiency of traditional marketing functions (Strauss & Frost, 2009:5-6).

1.4.2.1. Characteristics of Electronic Marketing

The characteristics of electronic marketing can be summarized as follows (Pride & Ferrell, 2008):

- Addressing: The ability of the digital device to connect and respond individually to a message sent to many similar devices and include devices for communication and mobile phones and computer networks and others.

- Interactive: Through the computer program, individuals through messages and dialogue. Allowing customers to express their needs and desires directly to the company in response to the company's marketing communications and in real time to interact with customers.

- Cover the market more widely in lower cost, and reach all groups of the community that have a network connection and mobile phones.

- The existence of a database of customers, the analysis of such data, the control, the ability of customers to organize the information presented to them, the rate of exposure and sequence of such information, access to the information available on the Internet, the provision of information about their products and competing products and prices to attract consumer attention

- Algorithm: means the conversion of information (text, image, sound, etc.) into a digital format with electronic devices in a way that enables the processing, storage and transmission of information through digital circuits and networks.

● Ability to clarify product characteristics, display them in electronic email messages, and demonstrate its benefits.

1.4.2.2. Electronic Marketing Model

This model reflects the electronic marketing cycle. This course consists of four basic stages (Abo Fara, 2013).

1. Preparation phase: At this stage, the needs and desires of consumers, the identification of markets, and competition are identified. At this stage it is necessary to collect data, analyzed by marketing research.

2. Communication phase: At this stage, the process of communication with the customer (consumer) to introduce him to new products through the Internet, and this phase consists of four sub-stages:

(A) Attention-grabbing phase: This phase aims to attract customer attention to the particular product through the use of certain tools such as ad-tapes and e-mails.

(B) The stage of providing the necessary information: - At this stage, the data and information he needs, will be provided.

(C) The stage of arousing the desire: - At this stage the process of displaying the product and presenting it in a manner that stimulates the desire of the customer.

(D) Stage of action and disposition (purchase): - At this stage the customer is persuaded and influenced in order to make the purchasing decision

3. The exchange stage: At this stage the process of trade between the seller and the buyer, as the organization provides the product to the buyer, and the buyer pays the price required to obtain the product through different credit cards.

4. After Sales: - After-sales services are provided at this stage in order to maintain the customer.

1.4.2.3. Electronic Marketing Mixture

The components of the marketing mixture do not differ in substance from traditional marketing and electronic marketing, but the difference is in the field of implementation. Electronic marketing depends on the applying the traditional marketing mixture elements, product design, pricing, distribution and promotion, as well as the buying and selling function, through the Internet.

First: Electronic product: Product "is anything tangible or intangible that can be obtained through the exchange process and includes functional, social, and psychological benefits, and may be a good, service, idea, person, place, organization or any combination of them (Sader, 1982), the electronic product is in conformity with the practical specifications and this configuration is based on information obtained directly from the customers, Electronic products may be digital products marketed directly from the company's sites to customers as is Amazon.com. which carries books and digital research, and sends them to the sites of customers and buyers electronically, as well as many companies that offer a lot of services to customers electronically such as booking of plane tickets, and booking tours, and provide these companies with the information they need. Through the Internet, rely on mail in the process of delivery or electronic intermediaries, and not as in the case of conventional marketing that depends on real selling points, The product marketing structure can be represented online as shown in Table 1.3.

Table 1.3. Product Marketing Structure Through The Internet

New applications of Internet capabilities and potential, and building innovative partnerships among electronic business organizations.	Enhance product development by leveraging the Internet and offering an interconnected product mixture over the Internet	Modern	Product
Geographic expansion and expansion of market, market to market, new online markets	Use the Internet to promote activities to the market, current markets	Current	
Modern	Current		
Market			

(Abo Fara, electronic advertising,, Wael publishing house, Amman / Jordan, 2012:126).

Second: Electronic pricing:

Product pricing is a complex process requiring accurate information on costs, demand quantity, purchasing power and the nature of competition, so that the organization can determine the prices of its products, the price is defined as “the monetary or in kind value paid by the buyer for the goods or services” (Taofeeq, 2003:196).

The price is also “the price that buyers must pay for the benefit” (Azam & Hasona, 2008:277), employees in organizations that adopt the concept of electronic marketing are interested in following up the information they receive from customers, as well as tracking the movement of competition prices and making the appropriate changes in prices. “The process of pricing products that sold through the Internet, is a dynamic, flexible and unstable, and the prices of goods and services offered online for sale may change daily, and sometimes change the same day” (Abo Fara, 2013).

Third: Electronic distributions:

Distribution is the link between the product and the targeted market and we defines the distribution as “the process by which the product or service is made available at the place and at the appropriate amount when the consumer wants it “ (McCarthy & William, 2000:228).

Distribution through electronic means and websites depends on direct communication through a direct distribution channel (Internet) between the organization and the consumer directly, which contributes to reducing the number of distribution channels, reducing distribution costs, and speed of delivery to customers, especially for digital products and information, which Is reflected in the prices of products that are distributed electronically, electronic distribution plays an important role in reducing the prices of intangible products, however, For tangible goods, its limited to the mail to get them distributed and electronic media.

1.4.3. Electronic Promotion

Through traditional electronic promotion, organizations aim at introducing consumers to products, encouraging them, persuading them to buy advertised products.

Electronic promotion concept: Promotion is one of the marketing mixture and the most essential element in it, because it provide a communication means with the consumer and the rest of the people, through which the public to identify goods and services, and guide them on how to use, and benefit from, and highlight their characteristics and ability to satisfy their needs and desires, and persuade them to purchase them, and stimulate demand for goods and services promoted,

Promotion is defined as “a human activity involving the framework of marketing efforts and involves an artificial communication process” (Kotler, 2003), in other words, promotion is a dynamic marketing activity that involves persuasion through direct communication or through indirect means of communication, but electronic promotion is done directly with customers through the organization’s website, social media or through the customer’s mobile phone, electronic promotion is a process of planning, managing and implementing the promotional mixture through modern electronic means, in order to achieve the objectives of the company by convincing the people who are connected to the electronic media.

The online promotion is based on the nature of the communication means and the Internet network, “and online promotion is interactive, creating direct contact with the public, enabling direct response, and using a combination of technologies such as computer and mobile to increase product popularity and strength” (Samaan & Elsamsam, 2010), the concept of electronic promotional mixture includes all elements of the marketing mixtures implemented through the Internet and SMS. Promotion is “the marketing activities efforts of the salesmen or other representatives to encourage consumers and encourage them to adopt the goods and services provided to them, in an attractive manner that meets the objectives of the organization that seeks to achieve through various promotional tools” (Azaam, 2013:351), on the other hand, sales men working on company sites are making efforts to establish a strong relationship with consumers and urge them to buy advertised products.

We can conclude that electronic promotion is:

1. Marketing activity.

2. Targets to convince consumers (targeted audience.).

3. Aims to achieve the objectives of the organization.

4. Consists of a set of tools (promotional mixture tools).

5. Electronic promotion have achieved to the large and small enterprises rapid and extensive communication with the targeted market on the global market level.

6. Electronic promotion is less expensive than the traditional promotion because of the low costs of implementing promotional activities through the Internet.

7. Electronic promotion brings the distance between the product and the targeted market.

8. Electronic promotion has helped reach consumers who have become spread out in vast and distant places.

9. Electronic promotion has played an important role in recognizing the brand.

10. Electronic promotion is characterized by the rapid delivery of information to the targeted market.

1.4.3.1. Electronic Promotion Mixture Elements

It has been pointed out that the elements of the electronic promotional mixture are not different in terms of what the elements are, but in terms of the use of means and tools of application, which play an important role in communicating information and encouraging individuals to purchase, the success of the promotion process in general and electronic promotion in particular leads to the success of the entire marketing process, the success of the organization and the achievement of its objectives from the competing organizations through the dissemination of information about their products, highlighting their characteristics, and working to encourage consumers and convince them of the products of the organization, and maintaining consumers, seeking new customers, increasing market size, reaching targeted markets, contributing to increased sales, achieving profitability targets, and increasing revenue,

This can be achieved through the elements of the electronic promotional mixture and they are the same elements of the traditional promotional mix (advertising, personal selling, sales promotion and public relations management),"the elements of the electronic promotion mixture are advertising, personal selling, sales promotion, public relations management and direct marketing" (Harrell, 2008),

And the difference is that their implementation is through the Internet, it means through search engines, websites and phones.

Electronic promotion orientation:

Figure 1.1: Electronic Promotion Mixture Element (Drawn By The Researcher)



1. Direct personal marketing: electronic sales is a direct contact process through conversation between the seller and prospective buyers to convince them of the purchase and completion of the exchange, any direct contact between the seller and the purchaser through the company's sites, by direct communication, leaving a voice message, or written request, and answers will be provided. Many organizations carry out their marketing activities through the Internet, including personal sales, through various means, including: mobile phone, the Internet and includes social networking sites such as Facebook, Twitter, Google, and Email, which has become one of the most used methods in the process of personal sale, enabling the seller to deal or sell to more than one person or group at the same time through the collective communication.

2. Direct electronic marketing: Direct marketing process is one of the most effective ways to develop relationships with customers and potential clients.

It provides the opportunity to connect with existing customers and identify potential problems directly; to overcome them to meet their unique needs, direct marketing creates consumer awareness to support after sales and is an effective means of attracting and retaining customers, direct marketing is defined as “any direct contact with the consumer or business organization that is designed to generate a direct response in the form of a request for more information or visit a store or another place for business to buy a certain product “ (Strauss & Frost, 2009), direct marketing is also defined as “representing all activities that generate a series of communications and responses with current and prospective customers.

The direct marketing has a number of benefits to the marketer that can be summarized in (Alallaq, 2003:80):

- Accuracy in market targeting.
- Increase profits.
- Achieve direct communication, making it easier for marketers to dispense with brokers and rely on direct mail: Includes the following tools:

(Direct advertising, direct mail, and mail order.).

- Marketing by phone.
- Advertising publications.
- Posters

3. Electronic public relations: Electronic public relations are the constant activity of directing policies, services and business related to individuals and groups, through the company’s website and social networking sites, as well as working on explaining these policies, services and business, leading to their understanding, acceptance and appreciation by the institution’s external audience, So that the public is a fan of the enterprise, since organizations seek to win consumers and increase their loyalty to their products;

Therefore seek to develop, innovate, and use everything that is new and available; to communicate with consumers and build a good relationship with them, electronic communication plays an active role in managing public relations with consumers.

Electronic advertising has played an effective role in managing public relations by facilitating internal interaction between employees and external interaction with customers and other organizations through electronic communication.

One of the most comprehensive definitions is Rex Harlow's definition of public relations as "a distinctive administrative function that helps establish and maintain lines of communication, and accept mutual cooperation, and in establishing cooperation between the organization and its constituency, as well as managing problems and issues, to remain informed and responsive to public opinion, to identify and emphasize the responsibility of public administration to serve the interests of the public, and assist management to remain vigilant, and serve as an early warning system to assist in anticipating trends, to use expression effectively, and to use research, honesty and communication tactics as key tools " (Azam, 2013:410).

Therefore, electronic public relations have been managed through the Internet in very large in the section of public relations in particular because the simplicity of access and ability to communicate with a large number of buyers within the targeted market.

4. Energize the electronic sales: Energize the sales is a component of the promotional mixture that is based on motivating consumers to purchase products and increasing the amount of purchase through the use of activation tools such as gifts, discounts, participation in the lottery competition, etc. "Through the sales promotion process, the organizations aim to encourage consumers to buy immediately and in large quantities (Zaran & Qarash, 2012), organizations have activated sales electronically in several ways, we can mention:

1. Official Sponsorship: The company sponsors a specific activity in the country, such as support for an institution, for example, Facebook, giving scholarships to some of the registered people in the site.

2. Exhibitions and production markets: Aiming to display the products in them to identify them, where some companies to establish auctions and display the product on the websites.

3. Gifts: Some companies, through its website, send digital products (videos, movies, songs) to encourage consumers to follow up on their offerings.

4. Reduced prices: As companies reduce their product prices for a limited time, such as Amazon.com, where it reduces book prices and discounts during a specified period.

In general, electronic means can be used in the sales activation process, such discounts when a download is repeated from a given location, and discounts on quantitative download.

1.4.3.2. Electronic Advertising

Electronic advertising is a communication force that plays a key role in persuading consumers to buy products advertised by profitable and non-profit organizations, and paid advertising, through which information about advertised products is displayed to encourage consumers to buy; Is a force that drives consumers to buy advertised products and plays a big role in building and promoting reputation, it represents an attempt to influence consumer ideas and decisions; through advertising messages sent by electronic means of communication.

Advertising is the art of tempting an individual into buying a certain product, the appearance of the Internet has encouraged companies to adopt the online advertising with the goal of reaching out to consumers and influencing their purchasing behavior.

The advertisement is defined as “the non-personal means of delivering goods, services and ideas, by means, and for a price, organizations seek, through advertising, to create a positive image to the public, about the advertised products through stimulation, and stimulate demand“ (Al bikry, 2007:88).

An electronic ad is defined as “an impersonal communication process for the dissemination of information through different media, and is persuasive about products (goods and services or ideas), and usually paid by the sponsor to websites or e-mail” (Strauss & Frost, 2009:286).

Electronic advertising parallels advertising in traditional media by companies in identifying and highlighting the content of an advertise, and then sold to advertisers in outer network (Naseer, 2004:29).

From the above we find that electronic advertising:

1. Broadcast from known media
2. Paid price.
3. Impersonal.
4. Promotes a product.
5. Contributes to building and developing a positive image of the advertised products.

Development of electronic advertising: The advertisement is one of the activities that have been practiced since ancient times, in 3000 BC, the first advertisement appeared in Egypt, It was a financial reward. In the Sumerian and Mesopotamian civilizations, the advertisement appeared to show the legislation and victories, in the civilization of the Greeks and Romans, the advertise was used to inform the masses of victories, treaties and games,

while the Arabs before Islam in the field of poetry and pendants and invasions and pride and spelling the preparation for war, as for the Arabs after Islam, there were words and writing, and a function of the forum announcing a communication or something important, and in Europe in the middle ages advertising used on religious and military occasions (Abo Dabsa: 2008:16-17).

The first advertise was published in Europe in 1477, the first time the drawings were used in the advertisement in 1482 and the first announcement of a plague in Britain in 1665.

The first announcement of the benefits of umbrellas was in France in 1715, the first advertising company in France 1746, the 19th century witnessed the beginning of a major and significant development in the printing of advertisements as a result of the industrial revolution, the twentieth century witnessed a remarkable development in all aspects of life, including advertising, the radio was first used in advertising in 1922 in the United States,

Then 25 years later the television was used, at present and at the end of 1999, a new and effective means of communication has emerged, namely, the Internet, which has provided electronic communication, the possibility of establishing websites by other companies, as well as communication through the Internet and mobile phones, and the advantage of this the low cost and accessibility and lack of effort and time, which encouraged companies to move towards electronic advertising.

Electronic advertising has received great attention from organizations of all kinds, because it is one of the most attractive elements of the promotional mix and the spread and low costs, the advent of the Internet has increased the importance of advertising in terms of ease and speed of access to the sites of organizations, and access to information about the goods and services offered on these sites and provide the consumer the possibility to inquire and get the information desired quickly and at low costs.”Advertising plays a pivotal role in building and developing the mental image of the brand, and this suggests the ability of this brand to achieve the benefits that consumers want to have” (Meenaghan, 1995).

The emergence of the Internet and the emergence of an electronic ad on search engines and websites have led to the rapid development of the mental formation of the brand, which plays a central role in shaping behavior towards the product, mobile advertising also plays an important role through wireless networks, because the mobile phones nowadays are all over the world.

“The adoption of e-advertising organizations was the result of their awareness of the importance of their role in providing significant opportunities for their products through the dissemination of E-mails through the Internet,

Email and other electronic means that support marketing activities and allow organizations to communicate directly with consumers in a short time Little effort and no barriers" (Zia Haq, 2009), technological growth, rising incomes,

The development of traditional and electronic means of communication, and the intensification of competition have prompted organizations to pay attention to electronic advertising.

"The organizations have tended to use electronic communications because of the increasing number of Internet users., Mobile phones, advertising messages targeted them by advertising, through the Internet, and mobile phones have become a sure means of advertising, and became a viable alternative to traditional media such as: television, newspapers, magazines, billboards, radio and other " (Chen & Wells, 2000).

The Internet has brought many benefits to businesses by enabling them to go through good and fast internet traffic and creating a unique environment for trade both locally and globally. The traditional means of communication have been one-way, and to a limited extent, unlike electronic advertising, it is two-way; where the recipients respond to the messages and put their comments, and reactions, and this type of communication takes place at the level of the domestic and the global markets (Fernando, 2011).

Internet advertising enables Internet users and mobile phones to read, view, click, write, buy, and otherwise retrieve ads and access them more than once and at any time, regardless of time and place, the pursuit of creating the necessary tools for online advertising such as: the development of the system of assessment of the target audience on the Internet, and the extent of their response to the messages and advertising them to assess the activities of the organization's electronically, to ensure that the organization's goals are achieved through electronic advertising, and also to design ads targeted to the target market based on social and demographic characteristics, as well as to seek to standardize various forms of online advertising to facilitate the creation and inclusion of specific criteria for measuring the effectiveness of advertising campaigns, the online advertising industry is a booming industry.

Electronic advertising, like traditional advertising, is designed according to the nature of the product, its characteristics and the nature of the target audience, however, there is a difference in the nature of both communication and messaging, speed and time of delivery, availability, video and publishing, and communication with targeted markets, the ads vary in terms of target, gender, target audience, product life cycle, there is an optional advertising and guidance that focuses on the product delivery stage, and there is competitive advertising aimed at showing the competitive advantage of the product and organization.

And a reminder advertise used to the products that actually are in the maturity stage (Al Abdaly, 2006). In general, through traditional advertising and electronic advertising, organizations aim to identify a specific product, recall product, induce and mask, stimulate demand, increase sales, and to build a positive image of the organization and its products, achieve planned profits, and distinguish the organization's products.

1.4.3.3. Electronic Advertising Message

The advertise message is "a homogeneous and thoughtful mix of words, sounds, movements, rhythms, and direct and indirect visual touches" (Alallaq, 2009:336), and the electronic message has the same mix:

First: Electronic advertising message designing: The process of drafting an e-mail message is one of the most difficult processes that are based on a rule of information, primarily the nature of the targeted audience, the nature of the product, the means of advertising used, and the costs of preparation and publication, and the goals to be achieved. " The message communicates the mind, thought and imagination through the use of words and symbols, colors, sounds, lights and people and the logical order of reality and events " (Al bikry, 2007:88), therefore, the workers on the designing of the electronic message focused on its content because it is one of the designing foundations.

Second: Electronic communications elements:

A. Sender:Represents the entity that sends the information to the targeted party with the advertising message, which is represented by the companies that send their messages through the Internet.

B. The receiver: Represents the target of advertising messages, the receiver of the electronic message is Internet users and mobile phones.

C. The message: Represents what the sender sends to the receiver, and may be in the form of words, symbols, pictures, this message is transmitted through search engines for websites, and SMS by mobile phone when adopting an electronic advertisement.

D. Communication media: Represents the entity through which the message is sent from the sender to the receiver, television, newspapers, magazines, audio ads, etc, for electronic advertising, the means of communication depend on the recipient's possession of the message to a computer, network and location, and for SMS: mobile phone.

E. Feedback: Identifies the impact of the advertising message in the target market and the extent to which it achieves the goals for which it was sent, this is done through traditional marketing research, as for the reactions to the Emails, they will be on the company's website or the site that sent them.

F. Disturbance (Sabotage): is an external effect of the environmental environment such as power interruption or message interruption, leaving the message being incomplete.

1.4.3.4. Electronic Advertising Media

Electronic advertising is growing rapidly due to the ease of access to different media and the simplicity to view the advertising messages, which have changed the means of advertising, as well as the promotion and advertising, and the nature of advertising messages, electronic advertising like traditional advertising, depends on the communication media, what distinguishes an e-advertising is its reliance on electronic means to deliver advertising messages and promote products,

The advertising media is defined as the means of conveying the message from the advertiser or the seller (the owner of the service or the commodity) to the target market (customers, clients).

First: Factors influencing the choice of the advertising media: There are many factors that influence the choice of the advertising media (Aallaq, 2009):

A. The appropriateness of the advertising medium of the target and the suitability of the advertising medium to the target market;

B. Competition.

C. Availability of infrastructure.

D. Obstacles and Government actions.

E. The nature of the product.

F. The nature of the message.

G. External relations and agreements.

H. Propagation capacity.

İ. Costs.

J. Modernity and modernity.

K. Reputation.

L. Quality.

M. Cooperation.

N. Flexibility.

Second: Types of electronic advertise media:

Companies rely on advertising media to deliver their messages to the targeted market, not necessarily using all the available advertising media, but being chosen as a result of the nature of the product, costs, and targeted market.

In general, electronic advertising media are divided into:

- Newspapers and electronic newspapers: It is a daily newspaper published on the Internet, and often owns (Website) via the Internet and not paper, and is characterized by widespread, and reasonable price, readable, And can be returned whenever the reader wishes, and can be viewed at any time within 24 hours, archiving (having an electronic archive). But newspapers are inexpensive, widespread and also readable, but they are not long term (quickly damaged and faded), and if you want to look at a previous released, it takes time and effort. But what it come to electronic newspapers we can connect to previous released that we desire by only tap the date without the need for lengthy and exhausting search.

- Electronic magazines: It is a magazine that publishes weekly or monthly (periodic) in a website on the internet, not paper, and has the advantage of targeting specific groups, such as magazines for women, men, health, doctors, etc,

It is also readable and visible, and attractive colors, and can be found at any time. Paper magazines are also of different types depending on the nature of the target market, but they are expensive and their spread is limited and does not last for very long periods compared to electronic.

- Electronic television and videos: It is an electronic advertisement that is in the form of a video and is broadcast to individuals directly on the company's sites, social networking sites, or through electronic television (Internet-based television, such as: TV channels), which includes a picture, voice and movement and colors, but the costs are very high on the marketer or advertiser.

- Electronic radio: The advertisement is in the form of a soundtrack recorded on a tape (audio advertise) and broadcast on electronic radio sites such as the BBC, where the radio is broadcast live 24 hours a day on the electronic website to the radio station.

- Advertising through the internet: That the Internet are used in the process of advertising and promotion with the help of the following tools:

A. Email: Is a means of exchanging digital messages via communications media (in the internet network) from one sender to one or more recipients (Rouse, 2005), it is an advertise that is sent by an Email to all accounts in the Email list or targeted Emails, where it is sent to the certain people, the advertisement may be sent in this case to each person individually, and the response rate is very promising, and the ability to receive the respond.

- Email features:

1. Ability to send a message to several recipients.

2. Send a message that includes audio, video, images, and maps.

3. The speed of sending messages where the message is only takes few seconds to be sent and to be delivered to the recipients, and if the message does not arrive, the program informs the sender of this.

4. A low cost advertising media.

5. The availability of advertising is permanent, can be returned by the client at any time.

6. Advertisement can be updated and renewed easily.

B. Social networking websites: Many companies currently use social networking sites to publish advertising messages, and what distinguishes this advertising from other easy access and participation by individuals who have accounts on these sites, this helps greatly spread the advertisement and the speed of arrival to all individuals. “There are three things the quality of the website is determined by the quality of the website system (design and accessibility), the quality of the information available on the site, and the quality of the electronic services provided through the website (Kuam, 2008).

There are many social networking sites, such as:

● Facebook:

Is an online social networking service based In Menlo Park, California, its name comes from the vernacular and means the guide is given to students at some American universities (Eldon, 2008),

Users can join networks organized by the city, business, school, or territory to communicate and interact with others, users can add friends to their friends list, send messages to them, update their profiles, and introduce friends themselves. This site has been used by many companies to publish advertising messages, and urged its recipients to publish to others, as a result of the rapid growth of this site

● Twitter: Is one of the most popular social networking sites, offering a blogging service that allows users to send their messages or events to a maximum of 140 characters per message, directly via Twitter or by sending SMS, Or applications provided by developers, and companies will publish advertising messages through this site in the form of short messages (Rouse, 2010).

● YouTube: A website that allows users to upload, view, comment, and share video recordings for free (Hopkins, 2006), companies publish their advertising messages through this site in the form of short messages and videos.

Third: Electronic advertising types:

We can refer to the types of electronic advertising as follows (Grep, 2013):

- Text advertisements: An advertise that has text only of letters, numbers and does not contain any shapes or images.

- Image advertisements: - An advertise that is in the form of images and forms of art, and is the most widespread and used, and this advertisement in the form of (Banner) any text content in addition to images and animation.

- Pop-up advertisements: The advertise that appears on the publisher’s site, where it appears in a small window indicating the advertised site and does not disappear.

- Video advertisements.

- Search engine advertisements.

- Social Network advertisements.

- Email advertisements.

Fourth: Effect of electronic communication on purchasing behavior:

Social networking on the Internet has become a significant part of the efficiency of human communication, interactive life, and influence in many different ways on people's behavior and communication (Cheung & Lee, 2010), the word delivered through the Internet is less expensive, faster and more effective. The Internet and social networks have provided different forms of virtual societies that affect consumer purchasing decisions in different ways, consumers either belong to or admire different groups on the Internet and have a significant role in influencing people's behavior and making a purchase decision (Solomon, Bamossy, 2010), these groups have contributed to making common decisions for social networks on the Internet impact at every step of making a buying decision, consumers are spending more time, for example using Facebook, which allows consumers to interact with supermarkets and other consumers, we see comments from other consumers on the Facebook pages of the supermarkets and consumer pages (Darban &Wei, 2012).

"The channels of mass media are used by companies through the Internet such as Facebook, Email, as promoters of products, services and ideas, and communication media are the key to reach the largest number of diverse customers, as well as an important source of information for the company about the customers, through which they play an important role in influencing the behavior and decisions of individuals, but the means of communication through the Internet such as (Facebook, Email) play a better role in influencing the attitudes and behavior of young people and businessmen" (Abideen & Abdullatif, 2011).

We conclude from the above that electronic means of communication effect on consumer purchasing behavior, as follows:

1. Helped to change the way consumers and business people thoughts.

2. Consumers have direct interaction and relationship with each other.

3. The power of the company has changed to consumers because of social networking on the Internet.

4. Online participation and discussion focused on products and marketing, and trademarks.

5. Used by individuals to share and share content, opinions and information, which influenced consumer behavior, which interaction and dialogue play an active role.

6. Different groups on the Internet and our previous information and experiences have an effective influence on each other's behavior and on their purchasing decision.

7. The word delivered through Internet connections is less expensive, faster and more efficient.

8. Features of electronic communications that bring convenience to people and consumers, and spend more time on it, and provide them with interaction with others quickly and effortlessly, as well as easy to communicate 24 hours, and at the level of the domestic market and global, the most prominent in the process of communication, promotion and advertising.

1.4.3.5. Electronic Advertising Strategy

The emergence of the Internet has had a profound and significant impact on strategic marketing and advertising thinking because of its ability to change organizational cost structures and communication patterns with customers. "The Internet is not a strategy in itself " (Porter, 2001:62), but it is one of the considerations that are taken into account when designing marketing strategy and advertising, because the sites on this network can be accessed by anyone with a web browser.

The Internet is one of the tools organizations must take into account when designing marketing and advertising strategies at present, sites on this network can be accessed by anyone with a web browser, And organizations communicate with consumers through site building, information dissemination, relationship management and many companies use their websites as a source of information about products to consumers, while gathering information about them, contacting them through their websites or accounts and sending messages to them. In order to achieve this, they must

design an electronic advertising strategy like other marketing strategies on a broad base of information, allows you to determine the nature and content of your ad message

“The Internet has become an indispensable tool for companies today, and has become used to carry out marketing activities, marketing managers who do not use the Internet in the formulation of marketing strategy will make the company in an inappropriate and not good situation” (Yannopoulo, 2011), the use of the Internet has become a powerful marketing tool that enables business organizations to compete, achieve competitive advantage, exploit opportunities, develop sales and reduce costs.

The Internet has become an important part of the company’s promotion strategy, as it provides a new way to reach people, provide the company’s message to them, encourage them to buy their products, differentiate their products from competing products, and marketers are using the Internet as part of the mix of integrated marketing communications, promotion and e-advertising require research, studies, and accurate information on the nature of the target markets and the factors affecting them (Berthon & Watson, 1996).

The advertising strategy is one of the marketing strategies that play an important and effective role in informing customers about the information they are looking for and affecting the purchasing decision, the electronic advertising strategy does not differ in substance from the traditional advertising strategy, but rather in the nature of the media by which messages are transmitted,through the Internet and SMS messages transmitted through mobile phones. “ Electronic strategies include elements such as geographical location, demographics, and special offers through electronic media such as billboards, websites, social networks, and mobile phones. There is more than one way a marketer can rely on in the field of electronic promotion, and the implementation of advertising campaigns through the Internet to promote his products (Solomon, 2011), of course, the marketer will choose one or more and generally there are many factors that influence the design of the electronic advertising strategy, which can be summarized as follows:

1. The nature of the product.

2. Personal experiences and skills of the marketer.

3. The technical or technological level on which the marketer will rely on the promotion process in general and in advertising in particular.

4. The material resources assigned by the marketer for the execution of such advertising plans or campaigns.

5. The nature of the target market.

The strategy of electronic advertising is based on the design of an attractive website that allows Internet users easy access, and helps to increase sales by generating a good impression of consumers and attract them to deal with the company, and of course, the employees of the company before drawing this strategy they have to do the internal environmental analysis to know points Strengths and weaknesses of the company, environmental analysis of external factors to identify opportunities and potential environmental threats, through which the company can draw up the strategy of electronic marketing, and identify the factors that affect the behavior of Internet users, by send them the information about her products to promote them, which the for Internet users is looking for.

The strategy of e-advertising depends on the long-term goals of the company, and defines the means and requirements required to implement this strategy, including the strategy of electronic advertising, which aims through the information published through social networking sites, and the site to inform customers of new products and offers offered by the company and urges them On purchase, and works to build a long-term relationship with them.

The company’s website must be fully automated in order for the company to successfully implement its electronic advertising strategy (Loiacono & Watson, 2001):

- Ease of use: It should be easy to navigate and read, and to publish information that meets the needs of readers and their wishes and requests.

- Achieves the required benefit: to achieve the visitors what they seek through information, and enables them to easy communication and communication, and in return to achieve the company’s goals to increase sales, and attract new customers, and enter new markets and support online demand.

- Entertainment: The information is attractive, and the advertisement in general has an aesthetic appeal, which has a positive emotional impact.

- Integration: The objectives of the electronic advertising integrated with the objectives of the company.

First: Types of electronic advertising strategy:

That “the strategy of withdrawal and payment arose from the strategies of supply management, and was used extensively in the field of marketing” (Martin, 1994:44).

A. Payment strategy:

The marketing department focuses on the elements of the promotional mixture, directs those efforts to the workers at the distribution outlets, the salesmen as their duty will direct them to the customers; therefore the product and the distribution of it will result to push and educate the products and information to the customers (Al Sumaidaie, 2003).

The electronic advertising strategy is to offer products on websites, to publish advertising messages that encourage customers to buy, to provide the facilities and discounts needed to encourage them to buy, and to build a long-term relationship with them, this strategy relies on the flow of information in the same direction as product flow, which indicate controlling the flow of information in the same direction as the flow of goods.

B. Drafting strategy:

This strategy focuses on encouraging consumers and attracting them for direct purchase. Those who adopt this strategy may stop advertising campaigns for some time, making consumers feel the need to search for products and information about them (Al Sumaidaie, 2003), a draw strategy is a type of marketing and advertising strategy that persuades customers to actively seek out a brand or product.

The strategy of payment depends on the arrival of the consumer to the point of sale, and then comes the role of workers at the point of distribution in persuading the consumer to buy, in the electronic advertising, the role of the seller and advertising messages interact at the same time, as the entry of the consumer to the company's site and targeted information, Will play an influential role leading to the withdrawal of the purchase, and offers the product on demand directly.

Second: The role of the Internet in the implementation of marketing activities:

Due to the great technological development, companies, institutions, individuals and countries have become increasingly interested in the Internet and in electronic communications and have benefited from it in many areas. It is used to obtain information about consumers, the activities of competitors, their offers and promotional campaigns and the nature of the products they deal with, contributed significantly to product development, generate ideas and identify reactions quickly, easily and at low costs, and enable companies to carry out their product development and marketing operations,

This shows the importance of the effective role played by the Internet and modern technology in the business of companies, organizations and society as a whole.

The emergence of electronic commerce and all marketing activities was the result of the emergence of the Internet and its spread on the global market level, the companies achieved through their websites the process of communication, commercial, and the dissemination of electronic advertising messages, which help to support the activities of companies and activation.

The technological development, which played a major role in the emergence of the Internet, and the impact on the nature of trade, which has become based on direct contact with the customer or customer, has contributed in turn to reduce the role of intermediaries and rely on them through the network, in the contract of many deals between companies and organizations of all kinds,

At the same time, consumers have been able to connect directly to the company's sites, and choose the goods and services that suit them through the various websites.

The online markets offered a lot of facilities, such:

1. In online markets and as a result of direct contact with the customer, the length of the channel is short; it depends on the direct distribution of the company's sites to the consumer, compared to traditional trade exchanges.

2. As a result of the network's reach, availability and ease of communication, customers in the online market interact more in numbers than in traditional markets.

3. Since electronic means are primarily based on the supply of information, the number of information channels in electronic markets is greater than that of traditional markets.

The number of Internet users has grown as a result of technological development, the need for individuals to access civilizations and information, as well as the low cost of communication, which has also contributed to the growing number of Internet users.

As the number of Internet users in Turkey: (59.63) million, Rate: 72 %.

1.5. Previous Relevant Studies

1.5.1. Turkish Studies

1. Namik Kemal study, 2016 titled: "The effect of internet advertising on the purchase in electronic commerce: anapplication on students of Namik Kemal University" (elektronik ticarette internet reklamciliğinin satin alma üzerine etkisi: namik kemal üniversitesi öğrencileri üzerinde bir uygulama), Purpose of the research this research; how internet shopping is perceived by students, students' attitudes and behaviors towards internet advertising, and these attitudes and behaviors in electronic commerce, 243 questionnaires were evaluated, there was also no effect on the design of the advertisement and the content of the message.

2. Zeynep Balci study, 2019 titled: "The factors affecting the purchasing price of consumers in e-commerce and the effects of the social media on the purchasing process". (e-ticarette tüketicilerin satin alma tercihlerini etkileyen faktörler ve sosyal medyanin satin alma sürecine etkileri),

In this study, it is aimed to determine the factors affecting the purchasing preferences of consumers in electronic commerce, the effects of internet ads and social media use on purchasing process and behavior, but the researcher did not explain the characteristics of electronic advertising and its impact on consumer behavior.

3. Semih Sungur study, 2014 titled: “Effects of internet ads on consumer’s purchasing behavio ınternet reklamlarının tuketıcının satın alma davranışlarına etkileri”. This study aims to demonstrate the effect of electronic advertising on purchasing behavior, and that the aim of the study was identical or close to what we reached in our study

1.5.2. Arabic (Middle Eastern) Studies

1. Al Hajjar study, 2011 titled: “The impact of commercial advertising on the behavior of the users of mobile smart phone services in the city of Amman, field study” The objective of this study was

To identify the impact of commercial advertising on purchasing behavior, and the sample size was (244) This study found that the elements of the commercial advertisement is (advertising time, technical output and type of advertising media) effect the purchasing behavior for mobile phone users and non existent effect for advertising design, advertise message content.

2. Yahya study, 2012, titled: “Specific factors for adoption of electronic commerce and its impact on marketing performance, An applied study on a sample of companies operating in the city of Konya “

The study aimed to identify the specific factors for adopting electronic commerce and its impact on marketing performance, the sample size was (105) of the top administrative leaders in the city of Konya, this study reached several conclusions and recommendations, the most prominent of which is that there is great interest in adopting electronic commerce, the results of the study indicate that consumers are influenced by the following factors: (comparative advantage, organization readiness, ease of use and compatibility) affecting their adoption of electronic commerce, which affects the performance of marketing market share and profitability.

3. Othman study, 2012, titled: “Factors affecting consumer dealing with electronic commerce activities “The aim of this study was to identify the factors influencing consumer interaction with electronic commerce activities, and the sample size was (255) from Amman and Zarqa, and this study reached several conclusions and recommendations, the most prominent of which is that the respondents are aware of the electronic commerce activities and their characteristics, attracting to deal with these activities, but have a number of concerns in dealing with these activities, The results of the study indicate that consumers are affected by the following factors: (perception, service attributes, attractions, and concerns) that affect people’s dealings with electronic commerce.

1.5.3. Foreign Studies

1. Gareth study, 2005, titles: “Nissan has rethought building an online strategy to emphasize brand building “The study aimed to identify the use of the Internet as a tool to build the brand, as a result of the success of the online advertising campaign, the manufacturer of the car (Nissan) established a separate website (for the Sunday night), Nissan plans to focus heavily on the Internet network to build the brand, with the launch of six new products throughout the year The study found that the use of the Internet as a tool to build the mental image of the brand through advertising campaigns, play an effective role in achieving this.

2. Paui study, 2005, titled: “Online car shoppers interact well with websites advertising “ The study aimed to identify the Internet Monitor Report that online shoppers interact well with classified advertisements this study included 25.6 million Internet users. It reached several conclusions and recommendations, the most important of which is that 2 million people use the Internet to help them, to make a purchase decision, the car is the fourth popular product after electrics, clothing, and books, although 4% of Internet users (900,000) have purchased a car online.

3. Pingol & miyazaki study, 2005, titled: “Sources of information used and purchase satisfaction, implications for products focused on print media

“ The aim of this study was to identify the sources of information used to deliver advertising messages and to achieve satisfaction, the research sample size (275) was for owners of car companies, and emphasized that education had a positive impact on the use of print media that is not supported by the advertiser and that income and language would have an impact the use of both print media by the supportive and non-supportive advertiser And that the use of both types of media will result in greater satisfaction with the purchase and the product, and reduce the likelihood that consumers will receive a better decision, This study suggests that demographics (level of education, income, language) and source of information affect the purchase of the product, and post-purchase satisfaction.

4. Mccormick study, 2007, titled: “Porsche allocates five marketing spending to be on the online advertising “ This study aimed to identify the reasons why Porsche spent its five marketing budget on Internet advertising, and the results of this study indicate that the goal, according to Wayne Darley (Porsche’s brand manager) “ The goal at Porsche is to target car enthusiasts across specific car sites.” When you see the ad and click on the ad, Porsche collects details from the viewer, and by clicking on different areas of the car to discover new features, such as Porsche’s dynamic structure control system, and redesign, they can also by clicking on the Porsche site booking a driving test, we conclude from this that you should pay attention to the content of the electronic advertisement and the website where they provide consumers with the necessary data and information.

5. Geraldine & Marius study, 2007, titled: “Global perception in Internet advertising “ The study aimed to identify the impact of electronic advertising in the formation of different perceptions, and the size of the study sample consumers from six nationalities, to identify their reaction to advertisements on the internet, and the study reached several conclusions and recommendations, most notably that internet marketers can improve the impact of promotional techniques for By doing the following:

A. Design ads for the product suitable for specific markets.

B. Development of communication strategies that are cultural, social, national and historically.

C. developing online advertising to reach the global market.

6. Sorina et study, 2008, titled: “The role of advertising in the stages of decision making “The study aimed to identify the role of advertising in the decision making process, the study reached several conclusions and recommendations, the most important of which is that the lack of information or ambiguity leads to risk in the purchasing decision, and the purchase process has been completed completely when the buyer expects that the product or service providing Them with satisfying the situation for which they searched for information, which prompted them to do so.

The study indicates that buyer behavior and acquisition of information is a continuous system because consumers search for information in order to make the right decision, and that the search for pre-purchase information depends on four elements: (the need to purchase, the level of information that the buyer has, the regularity of the purchase of a particular product, the risk perception in the case of purchase). The results of the study indicate that the advertisement affects (direction, needs, motivation, product, price, distribution) leading to the consumer (inventory or work of the appropriate products), and this affects the purchasing decision (purchase or non-purchase and pre-evaluation and post-purchase and expectation.

7. Taining study, 2011, titled: “Decision-making behavior for Facebook users” The study aimed to identify the decision-making behavior of the users of the social networking site (Facebook), and to know the factors that affect the success of the implementation of the marketing through (Facebook) for companies, the size of the research sample (256), and this study reached several conclusions and recommendations, the advertising message provided by a relative or friend affects consumer trends only, but the advertising message provided by a commercial source affects both consumer directions and attraction, and that the targeted and creative advertising message affects both consumer trends, attraction and purchase participation, the results of the study indicate that the factors influencing Facebook user behavior are: “the content of the message, creative, creative, intentional or motivational” Or the source of the message, friends and family” and its impact affects the behavior of Facebook users in terms of the advertising, product and purchase directions.

8. Priyanka study, 2012, titled: “The impact of electronic advertising on consumer behavior (with special Email reference) “ This study aims at identifying the impact of electronic advertising on consumer behavior, this study has reached several conclusions and recommendations, the most important of these is that the interactive advertising allows consumers to be more comprehensive because customers are more active in the beginning, this leads to the direction and desire towards the brand, feedback is highlighted on websites, for faster access to information by visitors, the size of the research Sample was 100 persons, the results of the study indicate that electronic advertising affects the perception of Internet users (entertainment, informatics, excitement, credibility, interactivity, purchasing) and the use of websites (e-mail access, download, shopping and review) which effects consumer behavior.

9. Michel et study, 2013, titled: “The impact of marketing channels on the search behavior of the Internet consumer “ The study aimed to identify the impact of different marketing channels on the behavior of consumer research on the Internet, the study reached several results, the most prominent of which is the impact of the use of multiple channels and advertising costs, and advertisements on television and the Internet on the tendency of consumers to follow the advertising through special investigations the results of the study also show that the following channels of distribution: television, radio and the Internet influence (response rate, cost, and impression) on the behavior of the consumer purchasing through the Internet.

1.6. What Distinguishes This Study From Others

It is clear from reviewing the previous available studies regarding the impact of electronic advertising on the behavior of the Turkish consumer to the car that it has not been studied in this precise and specialized field, but the previous studies dealt with the topics of commercial advertising, electronic commerce and services based on electronic means, But from a far and limited side.

Therefore, what distinguishes this study from its previous studies is:

1. Most previous studies have been conducted in different settings, and this study is the first of its kind in this field.

2. This study dealt with electronic advertising, its characteristics, and its role in influencing purchasing behavior.

3. This study focused on the role of electronic means of communication in influencing the purchasing behavior of the Turkish consumer, which is considered one of the few studies in this field.

4. In general, this study will achieve a new addition in the field of communication, interaction and electronic advertising, and can be a reference for the owners of electronic advertising sites in general, and sites selling and buying cars, and the sites of major companies that are interested in the local market, For their importance in this specialized marketing field.

Chapter one conclusion: Advertising is one of the most important promotional activities affecting and influencing all types of actions and messages exchanged among members of the community as an activity concerned with providing specific types of knowledge on specific topics, persuasion of consumer satisfaction processes related to the needs and motives of consumers, The use of advertising as one of the vital means to stimulate their sales, the importance of designing and planning the message of advertising for the owners is very important, from the selection of advertising agencies specialized and able to get out of the attention of these advertisers, especially when choosing the advertising media, which we stood on several types included within the concept of traditional advertising affectedness agents modern means such as the Internet, for example, and the need for the advertising market is more apparent when assessing the effectiveness of these ads, through the methods of evaluation we have seen, which depend on two basic types: pre-tests and subsequent tests, which can judge the effectiveness of advertising, or not.

Therefore, the advertisements has become, in all its practical concepts, a strategic investment in the hands of the declared institutions to enhance its reputation and position in the market and therefore to work on its development and adoption of its modern concept which depends on the foundations of the means of modern information and communication technology, which we will address it in the next topic.

CHAPTER TWO

CONSUMER BEHAVIOR TOWARDS CARS

2.1. Concept and Importance the Consumer Behavior

In other words, consumer behavior is the study of how the consumers, make purchase decisions and what are the underlying factors that influence such decisions. The marketers believe that by understanding what compels an individual to buy a particular product or service over the other, it is easy to identify which product are in need and which have become obsolete and accordingly the marketing strategies could be designed. So there are many Importance of Consumer Behavior

1. It is essential for the marketer to study the behavior of the consumers in order to make better strategic marketing decisions. If the marketer has complete knowledge about the consumer's likings or disliking, then he can predict the response of the potential customers towards his offerings. Thus, by studying the consumer behavior before and during purchase helps in production scheduling, designing, pricing, positioning, segmentation, advertising and other promotional activities.

2. The study of consumer behavior is equally important for the non-profit organizations such as governmental agencies, hospitals, NGO's, charitable organizations. For example, the polio campaigns can be designed for the vulnerable sections of the society who cannot afford the basic livelihood.

3. The Government also studies the consumer behavior to provide them with the necessary goods and services, understanding the potential future problems, such as pollution, anti-plastic drive, Swacch Bharat Abhiyan, traffic, etc.

4. For legislation, it is again essential to understand the consumer behavior, then only the protective measures against the consumer exploitation can be taken. Such as mandatory information on the packaging related to manufacturing date, expiry date, terms of use, etc.

5. The understanding of a behavior of a consumer is necessary before the launch of the demarketing programmes. For example, motives, attitude, behavior of the customers behind the purchase of injurious products Viz. Cigarettes, Tobacco, etc. should be properly understood.

Thus, marketers try to understand the consumer psychology with respect to their purchase decisions and identify the factors influencing the consumer behavior.

2.1.1. Introduction

"Consumers receive a lot of offers and traditional and electronic advertising, in order to influence their behavior in buying goods and services, including cars, and the decision to purchase requires the availability of accurate information about their specifications, because consumers are comparing and differentiating on the basis of quality and model" (Al Sumaidaie & Al Alaaq, 2010), in order to make a purchase decision, and a rational decision, collective and complex; the importance of the product, and the prices.

Marketing professionals are facing great challenges at the present time as a result of the intense competition between car companies to attract consumers and how to achieve the best response and satisfaction for the target consumers, the human behavior of individuals, and the behavior of consumers, received the attention of workers in various economic, psychological, administrative and marketing,

Which led them to study the behavior of the consumer in order to identify the factors that affect the decision-making process, this behavior is of great importance to the success of the organization in achieving its objectives, as well as in determining the marketing activities that play the main role in influencing it, as a result of the distance between the producer, the marketer and the consumer, the organizations are looking for identifying and selecting the appropriate means to enable the organization to reach targeted market, and these means are:

Electronic advertising, and electronic communications that have greatly influenced consumer behavior, given the great importance of knowledge of human behavior in general, and consumer behavior in particular,

The workers in the field of psychological sciences, social, administrative, economic and marketing, gave a lot of attention to it, and conducted a lot of research and studies, and developed theories of behavior, and models to identify the behavior and factors affecting it, this interest led to the emergence of many definitions of it and we will show some of them in the folds of this study.

2.1.2. Consumer Concept

In the near future, consumers have had little influence on productive, marketing and marketing strategies, this role has become very important in recent years, an organization can only design its activities and strategies by studying consumer behavior, identifying the factors influencing it, His needs and desires, the study of the consumer and the identification of the factors affecting his behavior enable organizations from:

- Market fragmentation.
- Respond quickly to changes in consumer consumption patterns.
- Manufacturing products and presentations to meet consumer needs and desires.
- Identify their target markets.
- Identify appropriate marketing activities.

“Consumers have different and diverse needs and desires, and they have different consumption patterns because of the different environmental factors that influence behavior formation. marketing workers seek to meet the needs and desires of consumers by providing goods and services that meet these needs and desires, the production and marketing organizations, including car production and marketing organizations that seek to remain, compete and grow in the market, must learn about consumer behavior and the factors that influence it” (Sangeeta, 2011).

When the consumer decides to buy or not to buy, he has made a decision in the short term, but the results of this decision will be in the long term related to the benefits it achieves, if he buys a car and gets the benefits he expected, it will affect his future behavior toward the brand (Eric, Michel, 2007).

The end consumer is “a person who purchases goods and services to satisfy his or her personal or family needs and wishes, and that the industrial buyer purchases goods and services for the purpose of producing other goods and services or for their use in the performance of other activities” (Azaam and others, 2008:128).

The consumer is based on psychological factors in the interpretation of behavior, such as motivation, perception, attitudes, memory, and learning, and since behavior is one aspect of human behavior, so the consumer is influenced by environmental factors (Abideen & Abdullatif, 2011).

There are two types of consumers (Abedaat, 2003:13):

1. Personal Consumer: -

Is a consumer who purchases goods or services for the purpose of personal use, or for domestic services, or to a moral order, whether positive or negative (such as gift, food and drink, household refrigerator).

2. Institutional Consumers:

It’s the profit organizations, government agents, public institutions that purchase products, tools and services for their own use, or the production of services and goods for sale (resale).

2.1.3. The Concept of Consumer Behavior

Consumer behavior is one of the general behaviors of the individual, and expresses the purchase of goods and services, so we will first address the general behavior, and then the behavior of the consumer.The general behavior of the individual is defined as the individual motor response, that is, the response to the muscles of the living being, or the glands in the body, and represents each verbal or dynamic response to the internal and external stimuli faced by the individual, and seeks to achieve its environmental balance (Al Sumaidaie, 2006:16).

The concept of behavior has raised controversy among scholars and writers about the fact that behavior is an external activity or it also includes physical, mental, and intellectual activities (Othman, 2006:175). Consumer behavior also "represents all direct and indirect acts and actions by individuals in order to obtain a particular good or service from a particular place and on time" (Al Muezzin 2008:235),

Here the muezzin indicates that consumer behavior represents the actions of the consumer at the specified time, and here is an implicit indication that consumer behavior is influenced by the surrounding factors that occur at the time and place where the purchase decision will be made, here comes the role of salesmen and the nature of the transaction and negotiation, and other factors that influence this behavior.

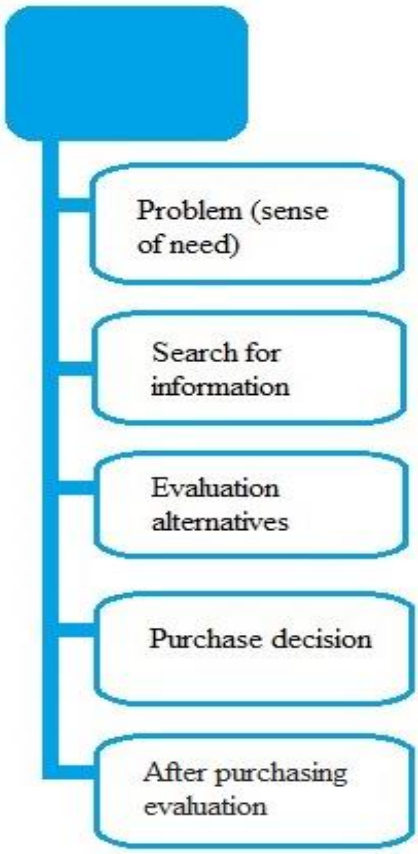
Consumer behavior is "the behavior that the consumer appears in product searches, which is expected to meet the needs and needs of consumers, and thus affect their decisions to purchase goods or services, leading to evaluation, and ultimately disposal of the product after consumption" (Kotler, 2012), consumer behavior is based on how individuals, families, institutions or organizations make the decision, regardless of available resources: "time, money, effort ".

2.1.4. Purchasing Decision Making Stages

The decision to buy represents the process of selecting the appropriate alternative, among the alternatives available to the buyer, the decision-making stages are affected by the marketing effects, the social and cultural factors, the treatments are done by the consumer through the recognition of the need and the search for information, the effect of the psychological factors of the consumer, purchase, and evaluation of this decision, decision-making is an important part of the lives of individuals and organizations and affects the future of these individuals and organizations (Schiffman, Kanuk, 2009).

These phases were identified in five stages (Azaam, 2008:131-135) Decision-making processes are related to operations (Kotler, 2000:21) (Solomon, 2012) Internal physiology, and external environmental factors influencing the purchasing decision as Figure 3 shows: Shape (2) Decision-making:

Figure 2.1: Decision-Making Stages



(Azaam, Modern Marketing Concept Between Theoretical and Implementation, Almaisara House, Ammanm Jordon, 2013:131).

1. The stage of feeling the need: -

The stage in which a person generates the need for something, feels that he lacks, or a state of deprivation that feels unstable, or feels that he is facing a problem that requires him to solve it through the passage of the subsequent stages, the feeling of need is linked to an inner activity in the human being called motivation, an internal process that urges a person to perform a particular activity, in order to address (satisfy) this need.

2. Search for information: - At this stage the search for information, and obtained from two main sources:

A. Internal sources:

The process of copying information stored in memory and personal experiences, as the consumer who has already owned a car will have information stored in memory, and has an experience in the extent to meet the car's needs and desires and satisfaction.

B. External sources:

- Personal source such as: Friends, who represent an important source of information based on their personal experiences or information from the surrounding environment.

- The public source, such as the newspaper and the magazine, which is an important source of information.

- Marketers: who provide consumers with information through advertising messages

3. Assessment of Alternatives:

At this stage, the individual evaluates the range of available alternatives by comparing them to each other depending on a characteristic or set of characteristics to determine which ones meet the need more.

4. Purchase Decision:

At this stage, the customer makes the purchasing decision based on the previous stages, the customer here is either satisfied with the purchase through the evaluation process of the different alternatives or forced to buy because this product is the only one that meets this need, and he couldn't find alternatives.

5. After purchasing evaluation:

At this stage, the customer assesses the level of satisfaction in satisfaction of the need, in comparison to his expectation of the level of saturation, and the actual satisfaction of the use, possession or use of the product.

The decision to buy a vehicle that is a shopping commodity is characterized as (rational) and the consumer compares and contrasts what is presented before the decision to buy and non-recurring in the near term only in some special circumstances, and this decision requires the participation of more than one party to take " Collective, and needs a thorough and long search for information, is influenced by friends and family, as well as by age, sex, and income factors " Older consumers are more in search of information before making a purchase decision " (Cole & Gaeth, 1990), and that efforts to eliminate age disparities in influencing the purchase decision are unsuccessful, age remains a key factor in this decision, and equality between older people's decision with younger adults may be deficient in understanding both, because the age factor plays an important role In influencing decision-making, and differences may arise as a result of age in absorbing and obtaining information (Carolyn & Catherien, 2008:262).

2.1.5. The Importance of Studying Consumer Behavior and it Benefits

At present, the consumer has become the main focus of marketing activities. The study of its behavior, the identification of its needs and desires, and the response to them, represent the key to the success of the organizations by enabling them to provide offers that meet the needs and desires of consumers. Satisfy consumers, and achieve the sales objectives and profitability of the organization. In general, the importance of studying consumer behavior can be summarized on the basis of what was pointed out by both (Maftoh, 2013:9) (Bin Essah, 2010:70), That the study of consumer behavior benefits both the consumer and the organization as follows:

- Know what influences the decisions made by the consumer daily, answer questions, what to buy, how and when, and work to provide goods and services that satisfy the needs and desires of consumers, and enable him to understand the decisions he makes.

- Enabling consumers to understand purchasing decisions they make daily, helping them find the right answer to their questions; why buying, where to buy, and other questions.

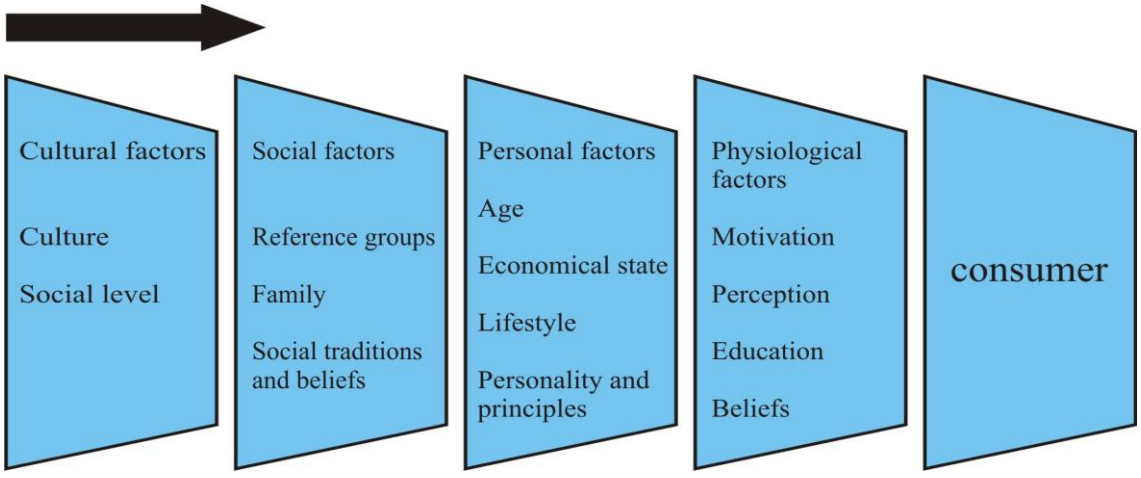
- Researchers and marketers are able to identify the personal factors of the consumer, the external environmental factors that influence his behavior and the purchasing decision.

Enable marketing professionals to identify the current behavior of consumers, anticipate their future behavior, and chart the appropriate production and marketing activities that respond to the needs and desires of consumers, and achieves the organization objectives.

2.1.6. Factors Affecting Consumer Behavior

Consumer behavior is influenced by all factors surrounding the environment, marketing activities as well as personal factors of the consumer, and the factors influencing the purchasing behavior as in shape (3):

Figure 2.2: Principles of Marketing, Prentice Hall College Division



(Kotler & Armstrong, 2008).

From Figure 2.2 we note that (Kotler & Armstrong), define a set of factors influencing the purchasing behavior, and describe each of them and how they affect the behavior of youth purchasing:

2.1.6.1. External Environment Factors

External environment factors play an important role in influencing consumer behavior, and the activities of the consumer and the organization, and working to adapt to them. These factors are not controlled by organizations (Azaam & others, 2008:136).

These factors are divided into the following:

First: Geographic factors: Include (nature of weather, climate and terrain) The difference in terrain from mountain to desert affects the different nature of the products required for each of them, such as the vehicle used for transportation and transport, food, temperature also affect, and the rainfall, availability vegetation, and availability of food.

Geographical factors and the purpose of their use are factors that play an important role in the chosen vehicle type:

Second: Cultural factors:

1. Social class:

The term “class” is derived from the Latin word (Classis), which was used by census delegates to classify citizens by wealth, in order to determine the obligations of military service (Brown, 2009:952).

2. Cultural factor:

Culture is a “set of values - the material physical nature - the ideas, attitudes and symbols highlighted by members of a culture, towards different aspects of life, which are developed and followed by members of this community, which constitute their behavioral and consumer patterns that distinguish them from individuals belonging to other cultures (Abedaat, 2012:488-489).

Third: Social factors:

3. Family:

“Is a social unit consisting of two or more persons, whose members have a legitimate relationship, such as marriage, with the possibility of adopting this family for other individuals as sons or daughters living in one house” (Kotler, 2002).

Family roles in purchasing decisions are distributed as follows (Azaam & others, 2013:130):

● Initiator: - a person who proposes or thinks about buying a particular good or service.

● Influencer: - A person whose point of view is of great importance in making the final purchase decision.

● Decision maker: - the person making the purchase decision.

● Buyer: - a person who buys.

● User: - a person who owns or benefits from the goods or services.

- Family life cycle:

The family life cycle is divided into several sections (Al Sumaidaie & Othman, 2006:227):

● Unmarried youth: - They care about sport, affection, clothing and recreational activities, but they have financial problems.

● Married youth without children: - Interested in buying durable goods, and enjoy leisure time.

● Medium-aged (with children under six years of age): - They are interested in buying goods that help the wife in household chores, and items specific to children’s needs.

● Medium-aged (with children over six years): - Interested in buying family items.

● Elderly: - They care about buying their own goods, and they spend on their own health services.

4. Reference groups:

“The reference groups provide the required standards, contrast, comparison, group evaluation, and personal characteristics.”

Robert Merton hypothesized that individuals compared themselves to groups reference from people who occupy the social role that the individual aspires to” (Holton, 2004:506).

Reference group “are the groups that refer to people when assessing their characteristics, circumstances, attitudes, values and behavior” (Thompson & Joseph, 2005:119-120).

5. Opinion leaders:

Opinion leaders have an influence on people’s views, activities, and behavior from the media. Opinion leaders are seen as trustworthy and have a significant role in making a decisive change in people’s opinion and behaviors (Katz, 1957).

Forth: Personal factors:

6. Population and geographical distribution of the population:

Population density plays an important role in influencing behavior, it affects the income rate, the unemployment rate, and the geographical distribution of the population,

Different societies may have different behaviors, each region has a particular behavior that is very different or slightly different depending on the degree of relevance and degree of cultural, as the largest population density in the community may affect its behavior to lower intensity groups. Geographical distribution also plays an important role in that companies or marketers are mostly concerned with the densely populated geographical areas and their accessibility.

7. Income:

Income plays the most prominent role in influencing young people and their behavior. This category of any society is characterized by the unemployment factor and low income, which affects its purchasing decision. Young people depend on how much liquidity they have.

8. Religion:

Religion influences behavior, where it is the most important factor in psychologically influencing purchasing decision; it is a fundamental basis of customs, traditions, and laws, and imposes certain behaviors on followers of religion such as (forbidden, and allowed).

9. Age:

Age is also an influential factor. Each age group has different ideas, opinions and perceptions different from another age group.

The age factor plays an important role in influencing the desires and behavior of consumers. Young people have particular views, and choices are entirely or partially different from adults or middle-aged, each of them different from the other; as young people tend to buy certain brands (sports or youth cars) for novelty, shape and speed are not effective in making a purchase decision.

10. Gender:

Gender requires the person to follow a certain behavior in his decision or even his choices, choosing the type of car, for example may be different by male and female on the other hand, as well as the choice of color and various equipment in it also.

11. Social level:

The social or class level affects behavior and decisions.

Individuals are subject to certain social behavior that cannot be underestimated or overlooked by individuals, and effects the nature and quality of purchases, The individual with the social level affects the rest of society, where they are often considered opinion leaders.

12. Educational level:

The level of education influences in a way similar to that of the social level; it is often linked to one another.

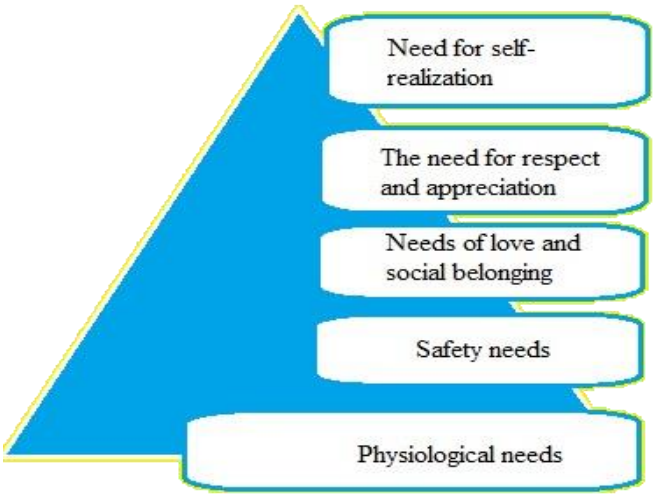
2.1.6.2. Physiological Factors

It is a group of psychological factors that affect the behavior of the individual where the individual feels strong impact on his behavior, include:

A. Motivation:

Motivations are the forces that move an individual to do something, or push him to make a decision, and urges and drives motives by unsatisfied needs (Al Sumaidaie, 2006:125).

Figure 2.3: Maslow Divided the Needs



(Kotler & Armstrong, principles of marketing prentice hall college division, 2008).

- Physiological needs: - The essential and fundamental needs of human life, which are innate, such as: the needs of food, drink, clothing, sleep and treatment.

- Safety needs: - Every individual needs to achieve security, safety and peace and feel them, in order to look and seek to meet other needs.

- Needs of love and social belonging: - Ability to form excellent family relations, and the existence of a family that the individual belongs to, as well as the existence of friends in the family or neighborhood or outside.

And the existence of a society to which the individual belongs.

- Respect and appreciation: - The individual always seeks to be respected and appreciated by the community to which he belongs.

- The need for self-fulfillment: - The individual always seeks after achieving respect and appreciation in reaching the place that corresponds to his abilities, and to the ultimate goal that he seeks.

The motivations of young people are often emotional, uncontrolled, and decision-making may be made on a whim without looking at the consequences of decision-making, compared to older people; older people are rational decision makers, and can control their decisions and their whims.

B: Perception:

Perception is the "organizing, identifying and of sensory information for representing and understanding the environment" (Schacter & Wegner, 2011).

Perception plays an important role in the decision to buy a car by receiving information, studying it, interpreting it, comparing it to previous experiences and information in memory, and then building a mental image of the product.

"The perception of the individual is linked to many factors and the following things that effect it such as, the attention, information, stimuli, the five senses, and individuals psychological characteristics, the surrounding environment, memory, learning and past experiences (Al Sumaidaie, 2006).

Perception is the formation of an idea, or a picture of something built on the event, the information it receives, and the stimuli that are presented to it, which affect the individual decisions of individuals, and may be the result of previous experience formed by the individual or through the influence of reference groups, family, or friends, and that advertising messages play an influential role in shaping the mental image of products; through the information that individuals adopt through perception.

As well as on the level of learning of the individual, and the extent of interest in the stimulant, physical and cognitive language, and these elements are different in individuals, and therefore individuals are not equal in their perception of things, within this understanding, the perception of young people is subject to the same philosophy where the lack of experience, their experience will affect the level of learning and thus their perception,

The influence of others and reactionary groups (reference groups, parents, friends, and work groups) has a greater impact on youth behavior and their purchasing decision.

C. Personality:

The personality is those qualities and internal psychological characteristics that determine and reflect how an individual behaves, towards all internal or external environmental stimuli that the individual is periodically or regularly exposed to it (Abedaat, 2012:259).

Through the previous definition we conclude that personality is:

● A range of internal attributes such as values, traits, which affect the attitudes of individuals.

● Reflect individuals differences.

D. Education:

Learning is a "new acquisition act, modification or enhancement of existing knowledge, behaviors, skills, values or preferences, and may involve the aggregation of different types of information, and learning is more than a set of factual and procedural knowledge." Learning changes in the human being, and the changes are relatively permanent (Schacter & Wegner, 2011),

Consumers gain experience through the use of goods, to benefit from them, and the more successful their experiences, the more they repeat them, the behavior of young people is always energetic and the ability to learn and adapt to everything new including the use of modern technology.

E. Attitude:

“An expression of the internal feelings of individuals, which reflect or reveal their positive or negative tendencies toward a certain thing (a brand or service or a shop name, grocery store, retailer, etc.)” (Abedaat, 2012:286-287).

The young people’s attitude is often shaped by friends, reference groups, and experience; young people always love change in their consumer decisions.

2.2. Consumer Behavior Towards Cars

The consumer behavior towards cars is not different in terms of the general framework, and in terms of many of the factors that affect it, but the difference is based on the different nature of the commodity that it seeks to buy; it represents a durable product, also classified among the consumer goods, the purchase is classified within rational decisions.

- Types of goods:

The goods have been divided into several sections. Some divide them into durables and non-durable goods, or divide them into consumer goods and industrial goods, these divisions are based on the characteristics of the commodity and the nature of use.

Commodities are generally divided into two main types: consumer goods and industrial goods, goods purchased by the end user for consumption are called (Consumer goods), if the purpose of the purchase is to use in industrial processes and reprocessing (Industrial goods).

First: Consumer goods are divided into four types (Azaam, 2008:179-182):

A. Facilitated goods: - Easy and available and do not need to collect information and advance research such as: newspapers and food.

B. Shopping items: - The products that the consumer compares with other products of the type and use similar to each other, where he goes and roams for more than one area or store sells the same product such as: clothes and house tools.

The car is considered a shopping item that is characterized by:

- The rational decision to buy it

- Consumers prefer and compare alternatives in order to choose the optimal alternative.

- Their prices are high.

- The consumer has a willingness to make efforts and collect information in order to make a purchase decision

C. Private goods: - The product that is preferred by the consumer, and is a special product for him; he is willing to put time, effort and cost in order to obtain it, and represents the satisfaction of a special need is not only through this product such as: hand watches.

D. Unwanted goods: - Products that the consumer does not have or does not want to ask for, among other things, new product, information unavailable, or consumer fear, due to unclear information such as new treatment, electric cars.

Second: Industrial goods are divided into (Abo Jalil, 2013:46):

A. Heavy equipment (machinery, and production lines machinery).

B. Small appliances (electric adapter, small converter).

C. Finished equipment (tires, motor vehicles, etc.).

D. Semi-manufactured parts (copper or plastic molds, chemicals).

E. Operational and maintenance tasks (fuel and grease).

F. Raw materials.

Third: Durable Goods:

The goods that are purchased for the purpose of using them more than once, and to achieve the desired benefit from them more than once, the car is a durable commodity and the decision to buy it is controlled by rational motives and performs the comparison before making the purchase decision. Table 2.1: shows a comparison between soft and durable goods.

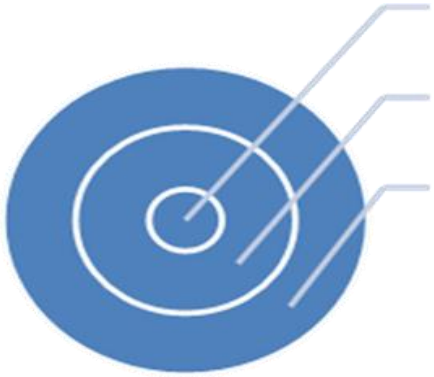
Table 2.1: Comparison of Soft and Durable Goods

	Type of goods	
	Soft goods	Durable Goods
Time and effort spent in decision-making processes (research and evaluation of alternatives)	Few	Long
Price	Low	High
Lasting (The chronological age of the commodity)	Low	Long
Nature of use or consumption	Instantaneous	frequent
The nature of the purchasing decision	routinely	rational
Compare price and quality	Limited	permanent
Repeating the purchasing	frequent	Not frequent

This table was made by the researcher.

There are several levels of the product that play an important role in making a purchase decision, that achieves satisfying and consumer's satisfaction, including decision to purchasing a car, and has divided into three sections, as in Figure 2.4 (Kotler & Armstrong, 2008):

Figure 2.4: Principles Of Marketing



(Kotler and Armstrong 2008)

A. Essence of the product:

The primary goal that the consumer seeks to obtain from the purchase of the product, which represents either satisfying the basic need, or solving a particular problem, the consumer aims to buy the car to achieve a number of benefits achieved through the product substance.

B. The tangible product:

Such as the distinctive features of the product, the packaging, and the form, the car’s shape, arrangement, interior capacity and brand play an important role in achieving customer satisfaction, and prompted the consumer to purchase them

C. The additional product services:

Post-sale services; installation, maintenance, delivery, warranty, after-sales services play an active role in deciding to buy a car; being a durable goods, which needs maintenance, providing spare parts and guarantee.

CHAPTER THREE

METHODOLOGY AND STATISTICAL ANALYSIS OF THE STUDY

This course deals with the method of research, the study sample, the study tool, how to verify its validity and stability, the procedures of the study and statistical processing used in analyzing the data obtained.

3.1. Study Method

The aim of this study was to identify the impact of electronic advertising on the behavior of the Turkish consumer of cars (an applied study on the consumption of cars in Konya / Turkey).

To achieve this goal, the descriptive analytical method was used, and the simple and multiple regression was used to test hypotheses.

3.2. Society and Sample of the Study

A) Study Society:

The study population consist of the consumers of cars in the city of konya, The number of vehicles registered in traffic in Konya as of the end of October 2019 was (727096). According to (https://www.haberdairesi.com/konya-daki-motorlu-kara-tasiti-sayisi-aciklandi), but could not find the number of people who have sites or accounts on the network.

Figur 3.1: The Number of Vehicles Registered in Traffic in Konya as of the end of October 2019

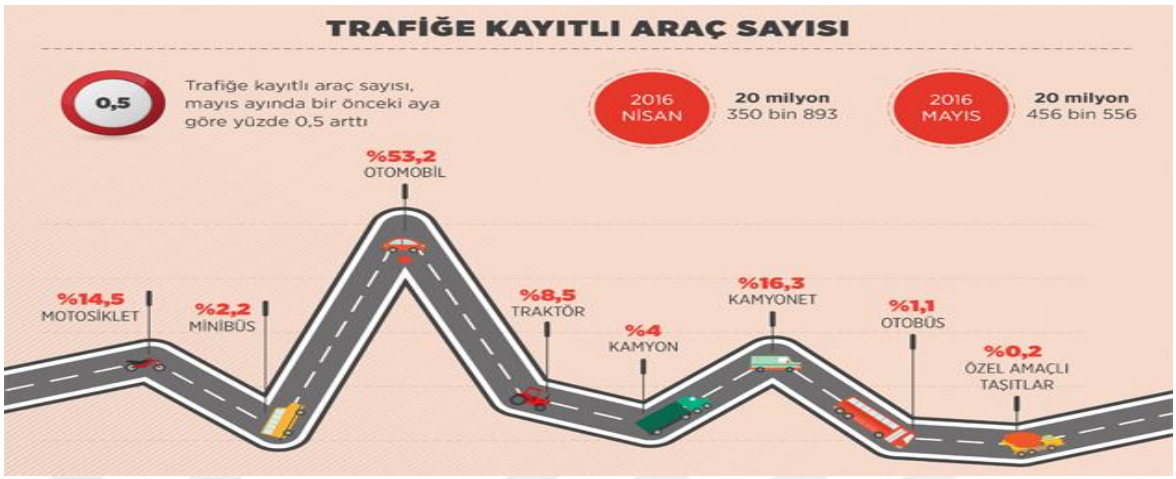


Table 3.1: Motorized Land Vehicles (Konya) Oct. 2018 Oct. 2019 Change (%).

the type of the vehicle	**the number**	**percentage**
Cars	354136 352516	0.5
Minibus	11064 11262	1.8
Bus	5911 5741	2.9
Van	121461 123521	1.7
Truck	36319 36742	1.2
Motorcycle	104630 105686	1.0
Special purpose	2081 2159	3.7
Tractor	88622 89469	1.0
Total	**724224 727096**	**0.4**

The researcher determined the age of consumers based on previous age definitions and previous studies that relied on consumers in their application to study. The age of the consumer who is entitled to obtain a driver license is 18. Previous research and definitions differ in determining the age of the consumer, And it was noted that “the age of the consumer is (18-35)” (Hassan, 2009). Therefore, the age of the consumer was determined (18-37).

B) The study sample

Since there is no access to statistics indicating the number of consumers in the city of Konya who have accounts and websites, the research sample is based on (Sekaran, 1992), Which indicated that the sample items from (30-500) were suitable for most researches, So 350 surveys was distributed, and 326 were retrieved and 26 of those were not valid for statistical analysis because the answer is not complete, and the number of questionnaires valid for analysis was 300

3.3. Sources of Information

The researcher relied on two sources to collect information and data: secondary sources and primary sources:

- Secondary sources: The researcher relied on the secondary sources available in the field of study to deal with the theoretical framework of the study. These sources include Arabic and foreign books related to the subject of the study, as well as periodicals, research and scientific messages that dealt with the theoretical aspect of the study. Procedural definitions, and previous studies, and identify the problem of the study and its questions.

- Preliminary sources: The researcher relied on the collection of primary data through the construction of a questionnaire as the main tool for research, and address the analytical aspects of the subject. The researcher concluded by designing a questionnaire consisting of 45 questions.

3.4. Study Tool

The researcher designed his questionnaire as required by the study and its variables. In order to determine the questionnaire questions, the previous letters, studies, and literature related to the study variables (electronic advertising and purchasing behaviour) were also examined.

The questions related to the all of questionnaire were selected through the original questionnaire for the master's thesis tagged “The effects of media advertising on consumer buying behavior in the case of Heineken Breweries specifically Waliya Beer ” With some amendments, in consultation with my supervisors Prof. Dr. Muammer ZERENLER.

This master thesis by a researcher “Bereket ABRHAM” at St. Mary’s university. As partial fulfillment for the Masters of Business Administration in marketing . And It was approved by board of examiners. The researcher concluded by designing a questionnaire consisting of 45 questions. The questionnaire consisted of two main parts:

A. Part I: The first part of the questionnaire includes demographic factors (gender, age, academic qualification, profession, and income).

B. Part II: The second part of the questionnaire included the main variables of study (e-advertising and purchasing behaviour of the consumer through (45) paragraph that was distributed to the dimensions as follows

- Independent variables (electronic advertising): (5) pivots included (40) paragraphs are:

- First pivot: It includes (13) a question to measure the characteristics of the electronic advertisement.

- Second pivot: It includes (8) questions to measure electronic advertising incentives.

- Third pivot: It includes (7) questions to measure the content of the electronic message.

- Fourth pivot: It includes (5) questions for measuring electronic means of communication.

- Fifth pivot: It includes (7) questions to measure the mental image of the electronic advertisement.

● The dependent variable (purchasing behaviour): - Include one pivot, and ensure (5) questions

The answers to all the paragraphs of the questionnaire were designed on the basis of the Likert scale

As follows:

Table 3.2: Scale of Degree and Importance

Importance	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Degree	1	2	3	4	5

3.5. The Study Toll Honesty and Stability

A) The virtual honesty of the study tool

To verify the virtual honesty of the study tool, they were presented to My supervisor as arbitrator.

Who is a Specialized in university of selcuk, in order to determine their validity as a data collection tool, The proposed observations were adopted by the arbitrator and the required amendments were made.

B) stability of the study tool

To verify the stability of the study instrument, the coefficient of stability (Cronbach alpha) was used to determine the internal consistency of the survey paragraphs (the strength of bonding and cohesion between the measurement vertebrae), to verify this, the stability coefficient was measured (Cronbach alpha) and the results were:

(i) n=300 E-Advertising Measurement Data Cronbach's Alfa=.856, Intraclass Correlation,823 F=15,125, p=.000

(ii) n=300 Purchasing Behavior Measurement Data Cronbach's Alfa=.974, Intraclass Correlation,899 F=7.524, p=.000

(vi) *the relationship is significant at a significance level of p<0,01

Examining the results in general, it was seen that goodness of fit of e-advertising scale and purchasing behavior scale were very well (Bayram, 2013:78; Meydan and Şeşen, 2015:37; Karagöz,2016:975).

3.6. Statistical Processing

After the completion of the collection of data related to the study variables, obtained from the study field, the data was processed and the results were extracted through the use of the researcher descriptive analysis method to deal with the data, and to test the hypothesis of the study.

The researcher also used the SPSS statistical program to analyze the data obtained by applying the questionnaire to find the mean value, the standard deviation and the simple and multiple linear regression teste to test the relationship between the variables of the study and the dependent variable.

3.7. Introduction

Marketing administration is very similar to other administrations; it seeks to adopt modern concepts that include the newest methods and techniques which help to fulfil the activities efficiently. Electronic advertisement is considered one of the modern concepts that help to fulfill communication and spread information for costumers on the levels of the local and international markets with low costs in comparison with traditional advertisement, and that is a unique feature of the electronic advertisement. At present, and since it is one of the promotional activities that contribute effectively in fulfilling communication and spreading information,

This communication is not only for the large organizations but also it is for all kinds of organizations, it helps the small organizations not only to work for the local market but also to spread in the international market and compete with the large organizations.

Electronic advertisement is considered a product of the technological development in communication and information field that helps marketing administration to enter what is called the new economy age and the digital economy to fulfil a lot of marketing activities, like electronical promotional activities which provided active contribution of the organizations with costumers and visitors of the companies webs and the webs that share the electronical advertising messages.

“The advertising tools on the internet are considered an extension of the traditional advertising media like television, radio and newspaper (2013,Eriksen, Hemmingsen, and kuuda).

The development of communications tools, especially electronic communication tools, increasing of cultural and health awareness, the desire to know more about other cultures, the development of the consuming ways of the costumers,

All of these led to encourage the organizations to use the internet to prepare its marketing activities like the advertisement which helped to develop the ability of the individuals to connect and communicate with organizations, family, friends, work groups and the external world.

The social media and the trading webs on the network have become an important and efficient tool that help the users of the network to achieve lots of works, perform purchasing operations, see the news, watch movies, participate in games and many other things.

The companies provide more comprehensive information about their products and fulfil a direct contact with the targeted costumers the thing that makes purchasing decisions more efficient when they use the network (internet) (Luk, chan and Li, 2000).Advertising, in general, and electronic advertisement, in particular, presents a vital and important activity for organizations,

Like companies that produce cars and sell them in a market that is full of competition, where the producing companies are far from the consumption areas and targeted markets, the increase of the desire of the individuals and organizations to get more information to be able to make right decisions based on accurate information,

All of these put it in more need to have an efficient and fast way of communication, since the electronic advertising provides the needed information of the users of the network that makes them able to see the cars in advertisements and also it makes them able to compare among them and make the right decision.

Electronic advertisement is the strongest in the world for two reasons, first: there is internet almost in every house, second: internet has a wide daily audience that is larger than the audience of the traditional advertising tools the thing that helps companies to achieve their specified marketing aims (Tehai, 2011).

3.7.1. The Study Problem and Questions

The wide geographical spread of the customers, and the long distances of producing areas from consuming areas made contacting with the costumers and reaching them is one of the most difficult operations that needs a lot of effort, and that also made the organizations, which produce and market, search for more communication tools to be able to reach the costumers both in local and international markets and these organizations started to depend on electronic communication and electronic advertisement through the organization websites and social media to send information to the targeted market and encourages them to buy advertised products, despite of the increase of the internet users in Konya city;

There was no previous study and I did not find clear statistics on the official websites about the number of Internet users and websites in Konya, but I found, through (DIJILOPEDI 2019, https://dijilopedi.com/2019-turkiye-internet-kullanim-ve-sosyal-medya-istatistikleri/).

That:

- The number of Internet users in Turkey: (59.36) million, Rate: 72%

- Number of social media users: (52) million, Rate: 63%

Number of people using the mobile in social media: (44) million, Rate: 53%

Of Turkey's total population of (82.44) million.

Accordingly, the above proportions can be applied to the city of Konya to arrive at the estimated estimates of reality.

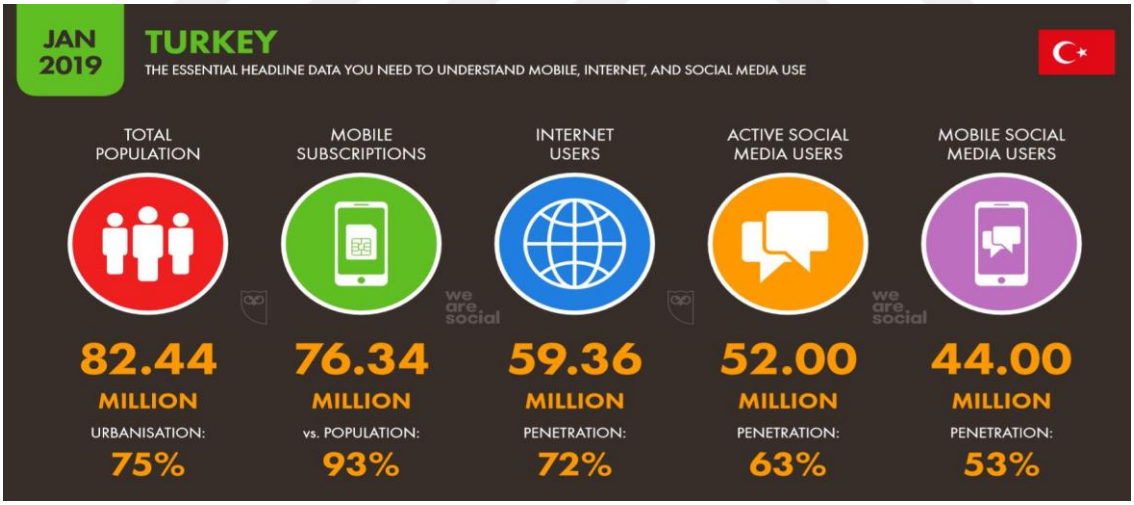
It can be in the following:

- The number of Internet users in Konya: (1,607,309) million,Rate: 72%

- The number of social media users in Konya: (1,406,395) million,Rate: 63%

- Number of people using the mobile phone in social media Konya: (1,183,158) million,Rate: 53%

Of the total population of the city of Konya, which is (2.232.374) million.



2019-We-Are-Social-Türkiye-İnternet-Sosyal-Medya-ve-Mobil-Kullanıcı-İstatistikleri

According to the above, the problem of this study is based on the new large trend of the car companies which produce and market cars to use electronic websites and social media,

On the other hand in Konya city there is only little trend of the consumers towards electronic advertisement, and it is maybe because consumers don't trust or not interested in this kind of advertising, as well as the difficulty of stop following traditional ads to follow electronic ads.

- According to the above, the problem of this study is all about the following questions:

1. What is the role that the characteristics of the electronic advertising plays to affect the Turkish consumer behavior to be able to decide to buy cars electronically advertised?

2. Do the Catalysts of Electronic advertising play an important role in affecting the Turkish consumer behavior to be able to decide to buy cars electronically advertised?

3. What is the role that electronic advertisement message play in affecting the Turkish consumer behavior to be able to decide to buy cars electronically advertised?

4. Do the electronic communication tools play an important role in the Turkish consumer behavior to be able to decide to buy cars electronically advertised?

5. Does the mental image of the electronic advertisement play an important role in affecting the Turkish consumer behavior to be able to decide to buy cars electronically advertised?

3.7.2. The Importance of This Study

The importance of this study raises from the importance of the study of cars purchasing behavior of the Turkish consumer in Konya and the importance of the electronic advertisement, and also how to use this advertisement to affect the costume's behavior. Also the importance of this study raises, from an academic side, through its trail to connect between the purchasing behavior of the Turkish costumer and the electronic advertisement, which is through the study of the influence of electronic advertisement of the car purchasing behavior of the Turkish costumer in Konya. The importance of this study, from a practical side, stands out from the importance of the car market in Konya, which witnessed a very big development,

Where the number of the cars in the local market in the second half of 2019 was (727096) vehicles in comparison with the second half of 2018 (724224) vehicles, recording a raise of 0.4% according to (Haber Dairesi, https://www.haberdairesi.com/konya-daki-motorlu-kara-tasiti-sayisi-aciklandi-8093).

In addition to the previous, this study is very important because it helps to recognize the effect of the purchasing behavior of the costumers in Konya city.

3.7.3. Aims of the Study

1. Recognizing the role of the characteristics of the electronic advertising that plays it to affect the Turkish consumer behavior to be able to decide to buy cars electronically advertised.

2. Recognizing the Catalysts of Electronic advertising that play an important role in affecting the Turkish consumer behavior to be able to decide to buy cars electronically advertised.

3. Knowing the role that electronic advertisement message plays in affecting the Turkish consumer behavior to be able to decide to buy cars electronically advertised.

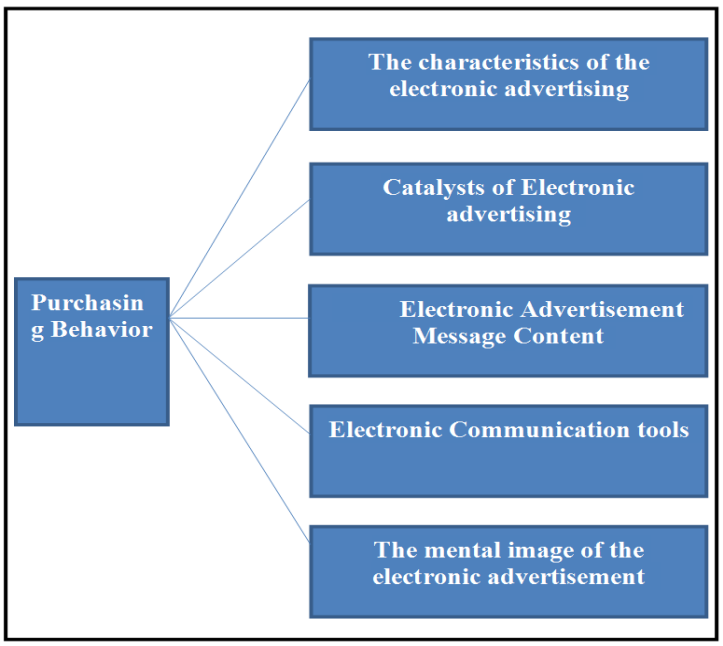
4. Knowing the role of electronic communication tools that plays in the Turkish consumer behavior to be able to decide to buy cars electronically advertised.

5. Recognizing the role of the mental image of the electronic advertisement which plays in affecting the Turkish consumer behavior to be able to decide to buy cars electronically advertised.

3.7.4. The Model of the Study

The model of the study is derived from the following studies:

Figure 3.2: Study Model



(Michel, Economikis, and Richard, 2013) (Yehei 2012) (Priyanka 2012) (AlHajjar 2011) (Training 2011) (Sorina, Craciun, and Mehisan, 2008) (Pingol & Miyazaki, 2005) (Geraldine & Marius, 2007).

3.7.5. Theoretical and procedural definitions of the study

A. Theoretical Definitions:

1. Electronic advertisement

Electronic advertisement is “an impersonal communication operation to spread information through different media tools, and it had a convincing nature about productions (goods and services) or ideas, usually it is paid by the advertisement sponsor to the websites on the network or e-mail” (Strauss & Frost, 2009, p.286).

Electronic advertisement is equal to the advertisement in the traditional media according to the companies which set and specify the advertisement content, then sell it to the advertisers abroad (Nasir, 2004, p 29).

2. Mental Image:

Mental image is defined as “an image that is created from the sensual experience like sight, voice, smell, test and touch, so the mental image is formed through the completion of the receiving and delivering information, and the individual differences of the ability to process information (Vellera & Marie- Laur, 2012, p 2-3).

The mental image of the productions is presented in the information which the consumer receives about the productions of the promotional activities, friends and family about the features of a product like package and cover (Azzam, Hassouna and AlSheekh, 2013, p 144).

3. Electronic Communication Tools:

Electronic communication tools consist of the interactive part of the global network, E-mail, interactive television carried wireless communication devices, fax, DVD and any other device that needs electric or digital coding of information (Peltier, Schibrowwsky, and Schultz, 2003).

4. Consumer Behavior:

Consumer behavior is the action of the consumer when he looks for, purchases or uses goods, services, ideas or experiences which he expects they will satisfy his desires or needs and according to the available purchasing potentials (Abedaat, 2003, p 13).

5. Advertising Message:

It is a homogeneous and studied mix of words, voices, moves and rhythms, direct or indirect visual touches (AlAllak and Rababia, 2009, p339).

6. Motif

It is any external or internal effect that affects the sensual receptors (five senses) like: (product, cover, advertisement and trade mark) (Schiffman & Kanuk, 9002).

B. Procedural Definitions of the Study:

First: The independent variables:

1. The characteristics of the electronic advertising: In this study means the easiness to reach to electronic advertisement, and to log in electronic websites, the availability of electronic advertisement 24 hour, watching electronic ads any time and watching electronic ads more than once. Electronic advertisement is considered a very important source of information and reliable. The nature of available information in electronic advertisement, and the expansion of electronic advertisement are characterized by diversity and innovation. The cost of electronic advertisement is low, it provides information about productions.

2. Catalysts of Electronic advertising: In this study Catalysts of electronic advertisement means that it motivates you to buy a car, and provides you easiness to contact the companies that produce and sell cars, easiness to contact with the owner of a second-hand car, and it shows you the pleasure of owning a car, it pushes you to buy one, it shows you the facilities and it encourages you to buy a car.

3. Electronic Advertisement Message Content: In this study it means the electronic message that provides you with enough information. Its content about cars is attractive, convincing, clear, affective and easy to understand.

4. Electronic Communication Tools: In this study it means E-mail and the company website (YouTube and Facebook) (Mobile Phone).

5. Electronic Advertisement Mental image: In this study it contributes to improve the mental image and the company image.

Electronic advertisement has the power and ability to build a positive mental image, it plays a dynamic role in building a positive mental image about the trademark and electronic advertisement about cars to help you to discriminate among trademarks, and the information which is sent through electronic advertisement play a basic role in building a mental image.

Second: The Dependent Variable (Purchasing Behavior) Purchasing behavior in this study means

(The characteristics of the electronic advertising plays an important role in affecting the purchasing behavior, it is motivating and attractive, the content of information available in the electronic message is accurate, electronic communication tools provides you with the information that encourages you to buy, and it plays a very significant role in the mental image).

3.8. Statistical Analysis

METHOD

This section covers the model, population and sample, data collection tool, data interpretation and data analysis of the research.

Model and Design of the Research: This quantitative and correlational survey model-based research aims to investigate the effects of e-advertising activities on consumer purchasing behavior in the automotive industry in Konya. To make a general assessment of the population, general survey models search many models from many elements taken from the population, a whole or a group, or sample or sample population. Correlational survey models are research models that aim to determine the presence and/or degree of association between two and more variables (Karasar, 2000:79).

Figure 3.3: Conceptual Model of the Research



Hypotheses developed for the research considering the conceptual model under the main purpose of the research are listed below:

H_{a1}= There is a significant relationship between e-advertising activities and purchasing behavior (p<,01).

H_{a2}= Electronic advertising activities have a significant effect on purchasing behavior ($\hat{Y}=b_0+b_1X_1+ b_2X_{2+}b_3X_3+ b_4X_4+ b_5X_2+\varepsilon$, p<,05).

H_{a3}= The means of e-advertising activities and consumer purchasing behavior populations differ by the gender variable ($\mu 1-\mu 2\neq 0$).

H_{a4}= The means of e-advertising activities and consumer purchasing behaviors populations differ by the age variable ($\mu 1-\mu 2\neq 0$).

H_{a5}= The means of e-advertising activities and consumer purchasing behaviors populations differ by the income status variable ($\mu 1-\mu 2\neq 0$).

H_{a6}= The means of e-advertising activities and consumer purchasing behaviors populations differ by the educational status variable ($\mu 1-\mu 2\neq 0$).

H_{a7}= The means of e-advertising activities and consumer purchasing behaviors populations differ by the professional status variable ($\mu 1-\mu 2\neq 0$).

Population and Sample: The target population of this study includes consumers who realize their purchasing behavior through e-advertising activities. As a sample size, it was tried to reach maximum sampling 350+ consumers using convenience sampling method (n=300). The principle in the convenience sampling method is to include everyone who responds to the questionnaire (Altunışık et al, 2010:140).

Table 3.3: Information Related to Subjects

	Number	Percent
Gender		
Male	241	80,3
Female	59	19,7
Age		
18-29 years old	59	19,7
30-33 years old	61	20,3
34 years and older	180	60,0
Income Status		
2500 TL and below	35	11,7
2501-3500 TL	40	13,3
3501-5000 TL	62	20,7
5001 TL> and above	194	54,7
Educational Status		
Secondary	46	15,3
High School	117	39,0
Bachelor's degree	107	35,7
Master degree	30	10,0
Professional Status		
Public sector	117	39,0
Private sector	183	61,0
Total	**300**	**100**

As can be seen in Table 3.3:, 80.3% of the participants in the research were male and 19.7% were female. In terms of age variables, 19.7% of the participants were 18-29 years old, 20.3% were 30-33 years old, 60.0% were 34 years and older. In terms of income status, 11,7% of the participants were in the 2500 TL and below, 13,3% in the 2501-3500 TL, 20,7 % in the 3501-5000 TL, and 54.7% in the 5001 TL> and above income group.

Considering the educational status, 15.3% of the participants were in secondary, 39.0% in high school, 35.7% in bachelor's degree, and 10.0% of them were in master's degree group. In terms of professional status, 39.0% of the participants were in the public sector and 61.0% in the private sector.

Data Collection Tool : As data collection tool in the research, 40 questions were prepared under five dimensions related to electronic advertising, as a result of the necessary expert opinions and based on the theoretical framework. In terms of purchasing behavior, on the other hand, 5 questions were prepared. These questions were asked to the participants under the 5-point Likert scale (1=Strongly Disagree, 2=Disagree, 3=Neutral, 4=Agree, 5=Strongly Agree).

Regarding the validity of the scales, both exploratory and confirmatory factor analyzes were conducted and then reliability analyzes were performed. Kaiser-Meyer-Olkin (KMO and Barlett's Test's) test was performed for factor analysis conformity of the data. Electronic Advertising Scale (KMO =,878, sig =,000) Purchasing Behavior Scale (KMO =,963, sig =,000) was found to be higher than,80 for KMO and significant for Barlett test.

When the tables of factor communalities are examined, it was seen that n=40 items of Electronic Advertising Scale analyzed were grouped under five factors with an eigenvalue greater than 1, while n=5 items of Purchasing Behaviors Scale, on the other hand, were grouped under one factor with an eigenvalue greater than 1. Regarding these two scales, the explained variance Electronic Advertising Scale was 69.12%, whereas the Purchasing Behavior Scale was 70.1212%.

In terms of the communalities defined for the items of the scales, it was found that E-Advertising Scale ranges from 0.602 to 0.886, and Purchasing Behavior Scale ranges from 0.503 to 0.978.

Following the exploratory factor analysis was done to test the validity of the scales used in the research, confirmatory factor analysis was performed. As seen in Table 3.3:, based on confirmatory factor analysis and internal consistency findings, the tested structures of the scales were verified. In this way, structure and content validity was provided.

Table 3.4: Confirmatory Factor Analysis Results of Scales

Scale Model	ΔX^2	sd	p	ΔX^2/sd	GFI	CFI	RMSEA	RMR
E-Advertising Scale	75.102	65	.07	1.15	.89	.95	.02	.03
Purchasing Behavior Scale	21.238	16	.13	1.32	.93	.97	.01	.00

Remarks:

(i) n=300 E-Advertising Measurement Data Cronbach's Alfa=.856, Intraclass Correlation,823 F=15,125, p=.000

(ii) n=300 Purchasing Behavior Measurement Data Cronbach's Alfa=.974, Intraclass Correlation,899 F=7.524, p=.000

(iii) ΔX2 (cmin chi-square test result, df (degree of freedom), p (significance value), ΔX2/df (dividing the chi-square value of cmin by the degrees of freedom), GFI (goodness of fit index), CFI and RMSEA (comparative fit index), RMR (root mean residual).

(vi) *the relationship is significant at a significance level of p<0,01

Table 3.5: Model Fit Criteria Goodness of Fit Index Reference Ranges

Model Fit Criteria	Good Fit	Acceptable Fit
X^2 Fit Test	$0,05 < p \leq 1$	$0,01 < p \leq 0,05$
CMIN / DF	X^2 /sd ≤ 3	X^2 /sd ≤ 5
Comparative Fit Indices		
CFI	,97 ≤ CFI	,95 ≤ CFI
RMSEA	RMSEA ≤ 0,05	RMSEA ≤ 0,08
Goodness of Fit Indices		
GFI	0,90 ≤ GFI	0,85 ≤ GFI
Root Mean Residual		
RMR	$0 < RMR \leq 0,05$	$0 < RMR \leq 0,08$

Examining the results in general, the model results in Table 3.4 and the model fit criteria goodness of fit index reference ranges in Table 3.5, it was seen that goodness of fit of e-advertising scale and purchasing behavior scale were very well (Bayram, 2013:78; Meydan and Şeşen, 2015:37; Karagöz,2016:975).

Data Analysis and Interpretation : In terms of E-Advertising measurement data, the values obtained were as follows: value of skewness: -,460; standard error of skewness value:,141; value of kurtosis:-,168; standard error of kurtosis value:,281. In terms of Purchasing Behavior measurement data, the values obtained were as follows: value of skewness: -,731; standard error of skewness value:,141; value of kurtosis:,659; standard error of kurtosis value:,281. According to the skewness and kurtosis values of the measurement data, it is important to make parametric analyzes for data in order not to make Type I and Type II errors. Correlation is a statistical method that reveals the direction, degree and significance of the relationship between variables (Özdamar, 2015:379).

Regression analysis is the process of explaining the relationships between a dependent variable and an independent (simple regression) or multiple (multiple regression) independent variables using a mathematical equation (Kalaycı, 2010:199). T-test is used to investigate whether there is a difference between the two sample groups in terms of means.

In the T-test analysis, while examining the significance levels of the differences between the groups, it is discussed whether they are one-tailed or two-tailed (Kalaycı, 2010:74).

FINDINGS

This section includes measurement data propositions and relationship-difference test findings between propositions and internal interpretations.

Dimensions related to the effect of e-advertising activities on consumer purchasing behavior were asked to the customers under 5-point Likert scale. Table 3.6: gives the information on dimensions.

Table 3.6: Descriptive Statistics Analysis Results regarding E-Advertising Activities and Purchasing Behavior

	Arithmetic Mean	Standard Deviation
Electronic Advertising Features	4,44	0,19
Catalysts of Electronic Advertising	4,33	0,19
Content of Electronic Advertising	4,23	0,26
Electronic Communication Media	3,83	0,39
Mental Image of Electronic Advertising	4,19	0,33
Purchasing Behavior	4,21	0,32

Remarks:

(i) The number of participants n=300

Examining the Table 3.6 regarding the e-advertising activities and purchasing behavior sub-dimensions, it was seen that the perception levels in all factors were high.

In other words; consumer perception levels regarding the factors of Electronic Advertising Features 4,44±0,19 Catalysts of Electronic Advertising 4,33±0,19 Content of Electronic Advertising 4,23±0,26 Electronic Communication Media 3,93±0,39 Mental Image of Electronic Advertising 4,19±0,33 Purchasing Behavior 4,21±0,32 were found to be high.

The main purpose of this study is to determine "*the effect of e-advertising activities on consumer purchasing behavior*". Therefore, the general average of E-advertising activities in the scale was converted into single factor and the relationship between the purchasing behavior single factor was examined using Pearson correlation coefficient and the results are shown in Table 3.3 (H_1).

Factors were then subjected to regression analysis in Table 3.5 (H_2). Comparison between these factors and gender, profession, age, income and educational status is given in Table 3.7 -Table 3.10 (H_3-H_4 H_5-H_6 H_7).

Table 3.7: Correlation Analysis Results

	(Y_1)	**(Y_2)**
E-Advertising Activities (Y_1)	1	
Purchasing Behavior (Y_2)	,725	1

Remarks:

(i) The number of participants n=300

(ii) * The relationship is significant at the 0.05 level ** The relationship is significant at the 0.01 level

When the correlation matrix regarding the Pearson correlation coefficient and significance given in Table 3.7 is examined; a high and statistically significant relationship was found between E-Advertising Activities and Purchasing Behavior [r=.725, p<0.01].

When the significance of Pearson correlation coefficient is examined in general; p two-way significance value within 95% confidence interval was less than 0.01. Therefore, the null hypothesis was rejected and the alternative hypothesis was accepted.

H_{a1}= There is a significant relationship between e-advertising activities and purchasing behavior (p<,01).

In terms of correlation analysis results in Table 3.4, following the relationship between e-advertising activities and purchasing behavior becomes significant, regression analysis model was established.

As predictor variable, regarding e-advertising activities result variable, consumer purchasing behavior variables were used. The assumptions of the regression model were given in detail under Table 3.8.

Table 3.8: Multiple Regression Analysis Results

Independent Variable	**ΔR^2**	**F**	**p**	**Dependent Variable**	**Beta**	**t**	**p**
Electronic Advertising Features ($X_{1)}$	,51	3,347	.006	Purchasing Behavior	-,139	1,449	,14
Catalysts of Electronic Advertising ($X_{2)}$					-,058	,567	,57
Content of Electronic Advertising ($X_{3)}$					,179	2,408	**,01***
Electronic Communication Media ($X_{4)}$					,091	1,907	,05
Mental Image of Electronic Advertising ($X_{5)}$					,142	2,584	**,01***

Remarks:

(i) Determination Coefficient R=,525 Corrected ΔR^2=,512 Regression Model Significance Test $F_{(5\text{-}294)}$= 3.347 p=,000*

(ii) Durbin-Watson Value 1.495 Tolerance.704 Mean Value of Residuals equal to Zero VIF 1.007 Dependent Variable: Purchasing Behavior Measurement Data

(iii) * The relationship is significant at p<0.05 significance level.

When Table 3.8: is examined, it is seen that independent variables of electronic advertising content (t=2,408 p<0,05) and electronic advertising mental image (t=2,584 p<0,05) have a significant effect on purchasing behavior. The content of electronic advertising significantly affects purchasing behavior by 17.9% (β=,179).

The mental image of electronic advertising significantly affects purchasing behavior by 14.2% (β=,142). E-advertising activities explain 51.0% of purchasing behavior.

When the regression coefficients are analyzed in general; p two-way significance value within 95% confidence interval was less than 0.01 in the sub-dimensions of the content of electronic advertising and mental image of electronic advertising. Therefore, the null hypothesis was rejected and the alternative hypothesis was partially accepted H_2).

H_{a2}= The content and mental image of electronic advertising has a significant effect on purchasing behavior ($\hat{Y}=b_0+b_1X_3+b_2X_5+\varepsilon$, p<,05).

Table 3.9: Unpaired t-test Analysis Results by Gender Variable

	Group	**N**	$\bar{X}$	**S**	**t**	**p**
E-Advertising Activities	Male	241	4,21	0,15	,805	,420
	Female	59	4,19	0,15		
Purchasing Behavior	Male	241	4,20	0,33	1,928	,045*
	Female	59	4,26	0,27		

Remarks:

(i) The number of participants n=300

(ii) * The relationship is significant at the 0.05 level ** The relationship is significant at the 0.01 level

In terms of comparing the averages of e-advertising activities with the gender variable, no statistically significant difference between the perception level averages of male and female consumers were found [t=.805, p>0.05]. In terms of Purchasing Behavior, there was a significant difference between the average perception level of male and female consumers [t=1.928, p<0.05].

When descriptive statistics are examined, it was seen that there is an increase in favor of female participants. When the significance of the t-test is examined in general; p two-way significance value within 95% confidence interval was less than 0.05 in the dimension of purchasing behavior.

Therefore, the null hypothesis was rejected and the alternative hypothesis was accepted. In the dimension of E-Advertising Activities, on the other hand, the null hypothesis was accepted and the alternative hypothesis was rejected.

H_{null}= The means of e-advertising activities and consumer purchasing behavior populations by the gender variable were equal (μ1-μ2=0).

H_{a3}= The means of e-advertising activities and consumer purchasing behavior populations by the gender variable were different (μ1-μ2≠0).

Table 3.10: ANOVA Analysis Results by Age Variable

	Group	**N**	$\bar{X}$	**S**	**F**	**p**
E-Advertising Activities	18-29 years	59	4,18	0,12	1,338	,264
	30-33 years	61	4,20	0,15		
	34 >	180	4,22	0,15		
Purchasing Behavior	18-29 years	59	4,13	0,35	6,710	,001*
	30-33 years	61	4,13	0,32		
	34 >	180	4,26	0,30		

Remarks:

(i) The number of participants n=300

(ii) * The relationship is significant at the 0.05 level ** The relationship is significant at the 0.01 level

(iii) Tukey HSD 18-29 and 34>

In terms of comparing the means of e-advertising activities with the age variable, there was no statistically significant difference between the perception level means of the consumers [F=1.338, p>0.05]. In terms of Purchasing Behavior, there was a significant difference between the perception level of consumers [F=6.710, p<0.05].

Examining the results of the Tukey HSD test, which is conducted for the determination of which groups originate the significant differences, it was seen that this difference resulted from the age group of 18-29 and the age group of 34 and older.

However, there is an increase in favor of the group 34 and older. When the significance of the F-test is examined in general; p two-way significance value within a 95% confidence interval was less than 0.05 in the dimension of purchasing behavior.

Therefore, the null hypothesis was rejected and an alternative hypothesis was accepted. In the dimension of E-Advertising Activities, the null hypothesis was accepted and the alternative hypothesis was rejected.

H_{null}= The means of e-advertising activities and consumer purchasing behavior populations by age variable were equal ($\mu 1-\mu 2=0$).

H_{a4}= The means of e-advertising activities and consumer purchasing behavior populations by age variable were different ($\mu 1-\mu 2\neq 0$).

Table 3.11: ANOVA Analysis Results by Income Status Variable

	Group	**N**	$\bar{X}$	**S**	**F**	**p**
E-Advertising Activities	2500 TL and below	35	4,21	0,11	,565	,638
	2501-3500 TL	40	4,21	0,13		
	3501-5000 TL	62	4,18	0,15		
	5001 TL> and abov	163	4,21	0,16		
Purchasing Behavior	2500 TL and below	35	4,10	0,20	4,233	,006*
	2501-3500 TL	40	4,15	0,38		
	3501-5000 TL	62	4,24	0,34		
	5001 TL> and abov	163	4,32	0,30		

Remarks:

(i) The number of participants n=300

(ii) * The relationship is significant at the 0.05 level ** The relationship is significant at the 0.01 level

(iii) Tukey HSD 2500 and below, 5001 TL> and abov

In terms of comparison of the mean of e-advertising activities with the income status variable, no statistically significant difference was found between the perception level means of the consumers [F=.951, p>0.05].

In terms of Purchasing Behavior, there was a significant difference between the perception level of consumers [F=4.233, p<0.05].

Examining the results of the Tukey HSD test, which is conducted for the determination of which groups originate the significant differences, it was seen that this difference resulted from the income group of 2500 TLand below, and the income group of 5001 TL and above. However, there was an increase in favor of the group 5001 TL and above. When the significance of the F-test is examined in general; p two-way significance value within a 95% confidence interval was less than 0.05 in the dimension of purchasing behavior. Therefore, the null hypothesis was rejected and an alternative hypothesis was accepted.

In the dimension of E-Advertising Activities, on the other hand, the null hypothesis was accepted and the alternative hypothesis was rejected.

H_{null}= The means of e-advertising activities and consumer purchasing behavior populations by income status were equal ($\mu 1-\mu 2=0$).

H_{a5}= The means of e-advertising activities and consumer purchasing behavior populations by income status were different ($\mu 1-\mu 2\neq 0$).

Table 3.12: ANOVA Analysis Results by Educational Status Variable

	Group	**N**	$\bar{X}$	**S**	**F**	**p**
E-Advertising Activities	Secondary	46	4,21	0,16	,715	,544
	High School	117	4,22	0,14		
	Bachelor's	107	4,20	0,14		
	Master's	30	4,17	0,18		
Purchasing Behavior	Secondary	46	4,20	0,30	9,875	,000*
	High School	117	4,26	0,28		
	Bachelor's	107	4,17	0,36		
	Master's	30	4,15	0,31		

Remarks:

(i) The number of participants n=300

(ii) * The relationship is significant at the 0.05 level ** The relationship is significant at the 0.01 level

(iii) Tukey HSD Secondary-High School and Bachelor-Master

In terms of comparing the means of e-advertising activities with the education variable, there was no statistically significant difference between the perception level means of the consumers [F=.715, p>0.05]. In terms of Purchasing Behavior, there was a significant difference between the perception level of consumers [F=9.875, p<0.05]. Examining the results of the Tukey HSD test, which is conducted for the determination of which groups originate the significant differences, it was seen that this difference resulted from the group of secondary-high school and the group of bachelor-master. However, there was an increase in favor of secondary and high school graduate participants in terms of purchasing behavior.

When the significance of the F-test is examined in general; p two-way significance value within a 95% confidence interval was less than 0.05 in the dimension of purchasing behavior. Therefore, the null hypothesis was rejected and an alternative hypothesis was accepted. In the dimension of E-Advertising Activities, the null hypothesis was accepted and the alternative hypothesis was rejected.

H_{null}= The means of e-advertising activities and consumer purchasing behavior populations were by educational status variable were equal ($\mu 1-\mu 2=0$).

H_{a6}= The means of e-advertising activities and consumer purchasing behavior populations by educational status variable were different ($\mu 1-\mu 2\neq 0$).

Table 3.13: Independent Samples t-test Analysis Results by Professional Status

	Group	**N**	$\bar{X}$	**S**	**t**	**p**
E-Advertising Activities	Public Sector	117	4,21	0,15	,406	,685
	Private Sector	183	4,20	0,15		
Purchasing Behavior	Public Sector	117	4,20	0,32	,257	,798
	Private Sector	183	4,21	0,32		

Remarks:

(i) The number of participants n=300

(ii) * The relationship is significant at the 0.05 level ** The relationship is significant at the 0.01 level

In terms of comparing the means of e-advertising activities with the professional status variable, there was no statistically significant difference between the perception level means of the public and private sector consumers [t=.406, p>0.05]. In terms of Purchasing Behavior, there was no significant difference between the perception level of public and private sector consumers [t=.257, p<0.05].

When the significance of the t-test is examined in general; p two-way significance value within a 95% confidence interval was greater than 0.05 in the dimension of e-advertising activities and purchasing behavior. Therefore, the null hypothesis was accepted and the alternative hypothesis was rejected.

H_{null}= The means of e-advertising activities and consumer purchasing behavior populations by professional status variable were equal ($\mu 1-\mu 2=0$).

H_{a8}= The means of e-advertising activities and consumer purchasing behavior populations by professional status variable were different ($\mu 1-\mu 2\neq 0$).

3.9. Theoretical Analysis

This research, which aims to investigate the effects of e-advertising activities on consumer purchasing behavior in the automotive industry in Konya, was carried out for the purpose of reaching maximum sampling to minimize sampling errors and generalize the population. Firstly, validity and reliability of the measurement tools were tested to serve the purpose of measurement. After good fit index results are obtained, descriptive statistics on e-advertising activities and purchasing behavior were analyzed, correlation relations were examined, following significant values, regression model was established for causality and the coefficients were interpreted.

Then, the difference tests of e-advertising activities and purchase behaviors related to demographic variables were performed, analyzed and interpreted.

When the descriptive statistical analysis findings regarding the E-Advertisement activities and purchasing behavior sub-dimensions are examined, it was concluded that perception levels were high in all factors.

When the correlation matrix regarding Pearson's correlation coefficient and significance is examined, on the other hand, a high and statistically significant relationship was found between E-Advertising Activities and Purchasing Behavior. Then the regression model was established. Regression model significance test was significant and in this way, the coefficients were interpreted. The independent variable of the content and mental image of electronic advertising were found to have a significant effect on purchasing behavior in the significance of t-table values.

The content of electronic advertising significantly affects purchasing behavior by 18%. The mental image of electronic advertising significantly affects purchasing behavior by 14%. It was concluded that e-advertising activities explain about half of purchasing behavior.

In terms of comparing the means of e-advertising activities and purchasing behaviors by the gender variable, it was concluded that purchasing behaviors differ significantly by the gender variable. It was concluded that there was an increase in favor of female consumers in the purchasing behavior dimension.

In terms of comparison of the means of e-advertising activities and purchasing behavior by the age variable, it was concluded that purchasing behaviors differ significantly by the age variable.

When the results of the comparison tests are examined, it was concluded that the difference was due to the age group of 18-29 and the age group of 34 and older, and there was an increase in favor of the group of 34 and older.

In terms of comparison of the means of e-advertising activities and purchasing behaviors by the income status variable, it was concluded that purchasing behaviors differ significantly by the income status variable.

When the results of the comparison tests are examined, it was concluded that the difference was due to the income group of 2500 TL and below, and the income group of 5001 TL and above, and there was an increase in favor of the income group of 5001 TL and above.

In terms of the comparison of the means of e-advertising activities and purchasing behaviors by the educational status variable, it was concluded that purchasing behaviors differ significantly by the educational status variable. When the results of the comparison tests are examined, it was concluded that the difference was due to the education group of secondary-high school and bachelor-master graduate participants, and there was an increase in favor of the secondary-high school graduate participants for purchasing behavior.

In terms of the comparison of the means of e-advertising activities and purchasing behaviors by the professional status variable, it was concluded that purchasing behaviors did not differ significantly by the professional status variable.

This research was compatible with the theoretical framework and the model drawn for the research, in general. However, it is important to conduct the research in another sample group based on the quantitative method and functional paradigm and to compare these results. It can also be said that it is important to repeat this research with a study based on a qualitative method and the interpretive paradigm.

3.10. Conclusions

This study raises lots of questions, many hypotheses were formulated about the nature of the relation and the effect among its variables, this study reached many conclusions the researcher hopes that will help in solving the subject of the study and answers its questions, this paragraph tries to show the most important conclusions of the study:

1. The study conclusions show that electronic advertisement affects car purchasing behavior of the Turkish costumer in Konya city.

2. The study conclusions show that there is an effect of the characteristics of the electronic advertising, its message content and the mental image which electronic advertisement plays a very important role in forming them about the car, electronic advertising tool and the ability of the electronic advertising in motivating the costumer,

All of these affect purchasing behavior of costumers in Konya of the cars which are electronically advertised.

3. The study conclusions show that there is an effect of the characteristics of the electronic advertising on purchasing costumers behavior in Konya of the cars which are electronically advertised.

4. The study conclusions show that there is an effect of the catalysts of Electronic advertising on purchasing costumers behavior in Konya of the cars which are electronically advertised.

5. The study conclusions show that there is an effect of electronic advertisement tools on purchasing costumers behavior in Konya of the cars which are electronically advertised, and (Facebook) became first (in average level) in providing you with information that motivates you to buy a car.

6. The study conclusions show that there is an effect of electronic advertisement because of its spread on purchasing behavior of costumers in Konya of the cars which are electronically advertised.

7. The study conclusions show that electronic advertisement attractive message content has an effect on purchasing behavior of costumers in Konya of the cars which are electronically advertised.

8. The study conclusions show that there is an effect of electronic advertisement mental image on purchasing behavior of costumers of the cars which are electronically advertised, and it plays an important role in affecting the purchasing behavior of costumers in Konya of the cars which are electronically advertised.

- The Most Important Conclusions are the Following:

1. It is clear out of the conclusions of the study about electronic advertisement with all its dimensions (the characteristics of the electronic advertising, stimulants of electronic advertisement, message content of electronic advertisement and mental image of electronic advertisement) that it has an effect on purchasing behavior of costumers in Konya of the cars which are electronically advertised.

2. It is clear out of the conclusions of this study that the catalysts of Electronic advertising are the most affective dimensions in purchasing behavior of costumers in Konya of the cars which are electronically advertised.

3. It is clear out of the conclusions of this study that the social media has a big role in fulfilling the electronic communication with costumers and (Facebook) is the first sources that the costumers get information about cars.

4. It is clear out of the conclusions of this study that electronic advertisement has an affective role in forming a mental image, and the mental image has a big role in affecting the purchasing behavior of costumers in Konya of the cars which are electronically advertised.

- Through the comparison of the conclusions of this study with the conclusions of previous studies they may match or vary as the follow:

1. (Yehe, 2012) this study concluded that there is an effect of the easiness of using and harmonic of affecting in adopting electronic trade, and these results match the results of this study, which show that there is an effect of the easiness of using websites on car purchasing behavior of Jordan young men, while this paragraph is one of electronic advertisement features paragraphs.

2. (Hajjar 2011) this study shows that there is an effect of the following trade advertisement items: (Time of advertisement, advertisement design, technical directing, advertisement message content and type of advertisement tool) All of these affect purchasing behavior of the users of smart mobile phones services, these results match the results I reached to in this study, where it refers that there is a big effect of the electronic advertisement features and the used advertising tool on the purchasing behavior, also Hajjar study shows that there is no effect of the advertising message content and it does not match the conclusions of this study where electronic advertisement message content has an effect on purchasing behavior of costumers in Konya.

3. (Priyanka, 2012) this study shows that electronic advertisement affects internet users' recognition through (entertainment, informatics, excitement, credibility, interactive and purchasing) and using of electronic advertisement

Like (logging in E-mail, downloading, marketing and reviewing), all of these affect costumer behavior, and Priyanka results match the result of this study, which shows that there is an effect of the electronic advertisement features, electronic message content and motivation factor on purchasing behavior of costumers in Konya of the cars.

4. (Taining, 1102) this study shows that the affecting factors on the user of Facebook are like the following: Message content is “inventor, creative, purposeful and beneficial..” affecting message resource “friends and family..” will affect the users of Facebook about the idea formed from “advertisement, production and purchasing” these results match the results of this study, where it shows that there is an effect of the electronic advertisement message content and electronic communication tools on cars purchasing behavior of costumers in Konya.

5. (Sorina et. Al, 2008) this study shows that the advertisement has an effect of the motives which leads the consumer to (specify or make a list of the suitable productions), and that definitely affects purchasing decision, Sorina study results match the results of this study which shows that there is an effect of the electronic advertisement stimulants of the consumers on their purchasing behavior of the cars.

6. (Mccormick, 2007) This study shows that there must be an interest in the electronic advertisement and websites content, where they are the source that provides the consumers with needed data and information, Mccormick study results match the results of this study where they show that there is an effect of advertisement features, advertisement message content and websites on the Jordan consumer behavior of cars.

7. (Gareth, 2005) This study shows that it is possible to use the internet as a tool or way to build a mental image of the trademark though an online advertising campaign, where the internet is considered the most important electronic advertisement way, and these results match the results of my study, where it shows that there is an effect of the electronic advertisement in building the mental image which affects the purchasing behavior.

From the above, we find that most of the results of the previous studies match the results of this study –the effect of the electronic advertisement on the purchasing behavior of the car consumers in Konya city- the thing that reinforces it credibility.

3.11. Recommendations

According to the above results and conclusions, the study concluded many recommendations which we hope that they will help the companies of cars (which produce and market) to be able to recognize the role that the electronic advertisement plays in affecting the purchasing behavior.

- Limitations of the Study

1. Despite of the availability of infrastructure of internet and communication, but adopting a car purchasing operation online does not reach what was expected in electronic exchange field, so the government and the private sector have to work together to encourage online commercial exchange and dealing.

2. The necessity to work on enhancing the role of electronic advertisement, and using it more widely and more affectively by companies which produce cars and market them, since it has a big influence on the Turkish costumers purchasing behavior of cars in Konya.

3. The necessity to care about the catalysts of Electronic advertising, since it has an influence on the Turkish costumers purchasing behavior of cars in Konya.

4. Electronic advertisement must provide all information about the car that the costumers look for and this information must be reliable and attractive.

- Suggestions for Businesses

1. The researcher recommends that cars companies must provide easy to log in and easy to use websites.

2. The researcher recommends that cars companies must design and build electronic advertisement on scientific bases and modern techniques, to know how to reach to the targeted costumers and motivate them to buy their products.

3. The researcher recommends that the electronic advertisement message content must be designed in a way that helps to build a positive mental image about the advertised cars, because the mental image plays a very important role in affecting the purchasing behavior.

4. It is necessary to take care of the characteristics of the electronic advertising to be more affecting on the Turkish costumer purchasing behavior of cars which are electronically advertised in Konya City.

5. The researcher recommends that cars marketing companies must do studies that help them to determine the influence of electronic communication tools and published advertisement messages, and their influence on the purchasing behavior of the targeted market, and choose the suitable tool that spread the advertisement messages.

- Suggestions for Future Studies

1. The researcher recommends that similar studies must be done to study the effect of the electronic advertisement on the purchasing behavior for limited age class whether in Konya or any other Turkish city which was not in the research.

2. The researcher recommends that more future studies must be done to know the influence of electronic advertisement on purchasing behavior of goods and services.

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CURRICULUM VITAE



Bio-Data

Name : Maher Fadhil Mohammed

Date of Birth : October 10rd, 1975

Place of Birth : Baghdad - IRAQ

Nationality : IRAQI

Sex : Male

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Address(1) : Baghdad

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Academic Qualifications

2003 BSc in Business Management, College of Economics University of Mustansira, IRAQ.

2013 MBA Master of Business Administration, SHIATS From India .

2020 PhD. Student of Business administration University of selçuk In Turkey.

Areas of Interest and Expertise:

Human Resource Management,Intermediate Accounting, Financial Management, Material Management,operation Management,Banking Management,Insurance & Risk Management, Managerial information System,SPSS.

Employment History

2003 appointment in ministry of Higher Education and Scientific Research.

From Month / year	To Month / year	Name & Address of Employer	Country	Type of Business	My Position
4/2004	4/2007	worked in the investment department / at the Ministry of Higher Education and Scientific Research	IRAQ	Employer	The opening of tenders

5/2007	2/2012	worked in the investment department / at the Ministry of Higher Education and Scientific Research	IRAQ	Director	Director of the contracts Division

3/2012	1/2014	Completed the study MBA	India	Student

Subject/Courses Taken and Qualifications Obtained

- Basic and Advanced Mathematics
- Principle of Business
- Principle of Economic
- Principle of Statistics
- Managerial Reading
- Computer
- Principle of Accounting
- Human Resource Management
- intermediate Accounting
- Marketing Management
- Public Finance
- Commercial Law
- Quantitative Methods
- Financial Management
- Material Management
- Cost Accounting
- Management International Business
- Operation Management
- Banking Management
- Strategic Administration
- Managerial Information System
- Managerial Accounting
- Evolution Performance
- Insurance &Risk Management

Work Experience

1. Managing a full department/ including writing the correspondence and preparing the reports.
2. Speaking English Language in good way.
3. Translating from English language to Arabic language.
4. Working on the computer including internet, email, printing, and scanning.

Computer Skills

Have very good experience in the following software's: (Microsoft word, Microsoft Excel, Microsoft Power Point).

Certificate and Appreciations

1. Course on Computer held between 14st -22rd Aug Iraq Commission for Computer and Informatics.
2. Course in English language from 9 /Dec 2006 to 27/Dec/2006 University of Baghdad.

International and National Conferences Committees

1. The National Conference on Business, institute Kuwait, 9st-20rd Dec 2006, Kuwait *(*Training and Development, organizing and Steering committee*).*

2. The National Conference on Economics, Al-Sulymania University, 21st-3rd January 2008, Iraq *(Organizing and Steering Committee).*

3. The National Conference on Business, Al-Sulymania University, 11st-17rd March 2008, Iraq *(Organizing and Steering Committee).*

4. From 01/July/2010 to 30/July/2010 In Lay pod factory / Frankfurt – Germany The International conference on Business, organizing and Steering committee.

Publication and Presentations

08/Dec/2013 (IJBMI) on (CRM).

Researchers

10/July/2003 (Project Management of marriages).

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SURVEY

Salute you

The researcher is making a study on (The İmpact Of Electronic Advertising Effectiveness On Consumer Buying Behavior: A Study On The Automotive Sector İn Konya), for getting his PHD degree in marketing from selcuk university, and I ask you humbly to for your patience in answer the following questions in this survey objectively, notice that the answers you will provide will be classified and we will use it only for the benefit of this survey.

With Respect …

The supervisor	Researcher
Prof. Dr. MUAMMER ZERENLER	MAHER FADHIL MOHAMMED

Personal Information:

- Gender : ☐ Male ☐ Female.
- Age : ☐ 18 – 21 years ☐ 22 – 25 years ☐ 26 – 29 years ☐ 30 – 33 years ☐ 34 < years
- Monthly Income: ☐ 590 – 990 TL ☐ 991 – 1590 TL ☐ 1591 – 1990 TL ☐ 1991 < TL
- Educational level: ☐ Less than highschool ☐ Highschool ☐ Bachelor Degree ☐ Master\PhD degree
- Occupation : ☐ Government Sector ☐ Private ☐ student ☐ Unemployed

Please read the following questions carefully and put a mark in the box that you consider as your answer:

Electronic Advertising characteristics	Strongly disagreed	Disa-greed	Indif-ferent	Agreed	Strongly agreed
1. The simplicity to access the electronic advertising play an important role on influencing the buyer behavior for the car					
2. The simplicity to access the cars official website influence your car purchasing decision					
3. 24 hour availability of the electronic advertising give it the ability to influence the car purchasing decision					
4. You can watch the electronic advertising at any time which influence the car purchasing decision					
5. You can watch the electronic advertising more than once will influence your car purchasing decision					
6. The electronic advertising represent an important source for information which helps you to purchasing the car					
7. The electronic advertising considered to be trustworthy which encourage you to purchasing the car					
8. The information that's available in the electronic advertising helps to make the car purchasing decision					
9. The electronic advertising describe of it spreading capacity which make it affective to spread the advertising messages					
10. The electronic advertising describe of it diversity and continuous innovation which make it affective on the car purchasing decision					
11. Electronic advertising expenses considered to be low to the consumers which encourage them to continue watching					
12. The electronic advertising provide the information you're looking for about the car					

13. The electronic advertising provide the ability to have all the products information for the preferred company					
Catalysts of the electronic advertising	Strongly disagreed	Disa-greed	Indif-ferent	Agreed	Strongly agreed
14. The electronic advertising motivate you purchasing the car					
15. The electronic advertising provide simple communication with the companies that manufacture and sale the cars which encourage you to interact with them					
16. The electronic advertising provide a simple communication with the owner of the used car which encourage you to contact the owner					
17. The electronic advertising encourage you to take the purchasing decision					
18. The electronic advertising show you the benefit of owning a car which motivate you to purchase a car					
19. The electronic advertise will drive you to purchase a car					
20. The electronic advertising will show you the facilities that you will get when you purchase a car which will motivate you to purchase one					
21. The electronic advertising drive you to purchase the car					
The Context Of The Electronic Advertise	Strongly disagreed	Disa-greed	Indif-ferent	Agreed	Strongly agreed
22. You find that the electronic advertise context provide you with enough information about the car					
23. You find that the electronic advertising context pushes you to purchase the car					
24. You find the electronic advertising context interesting enough to motivate you to purchase the car					
25. You find the electronic advertising context convincing to make take the purchasing decision					
26. You find the information context in the electronic advertising clear					

which motivate you to take the purchasing decision					
27. You find the information context in the electronic advertising effective on your purchasing decision					
28. You find the information context in the electronic advertising easy to understand which drive you to purchase the car					
electronic communication media	Strongly disagreed	Disa-greed	Indif-ferent	Agreed	Strongly agreed
29. Does E-mails provide you with the information which will encourage you to purchase a car					
30. Does companies official websites provide you with the information which encourage you to purchase a car					
31. Does Facebook provide you with the information which encourage you to purchase a car					
32. Does YouTube provide you with the information which encourage you to purchase a car					
33. Does mobile phones provide you with the information which encourage you to purchase a car					
The mental image of the electronic advertising	Strongly disagreed	Disa-greed	Indif-ferent	Agreed	Strongly agreed
34. Does the electronic advertising help in improving the mental image of the car that been advertised					
35. The electronic advertising help to improve the company image reputation that advertise about their cars					
36. The electronic advertising has the power and the ability to construct a positive mental image toward cars					
37. The electronic advertising play an active role in constructing a positive mental image towards cars brands					
38. Electronic advertising about the cars enables you to distinguish cars brands among the cars					

39. The types of the information which promoted by the electronic advertising play an important role to construct the mental image about the car company					
40. Acknowledge and understand that published through the electronic advertise play an important role in constructed a mental image for the car that been advertised					
The purchasing behavior	Strongly disagreed	Disa-greed	Indif-ferent	Agreed	Strongly agreed
41. The electronic advertise characteristic play an important role in influence the purchasing behavior of the car					
42. The electronic advertise consider to be catalyst and attractive which will encourage you to purchase the car					
43. Do you find the information context in the E-mail and electronic advertise accurate to encourage you to purchase the car					
44. Does the social media communication provide you with the information which will motivate you to purchase the car					
45. The electronic advertise play an important role in constructing a positive mental image about the car that been advertised which influence your purchasing behavior					