Study of the Impact of Advertising on Online Shopping Tendency for Airline Tickets by Considering Motivational Factors and Emotional Factors

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Abstract

The present study was aimed at investigating the impact of advertising on online shopping tendency for airline tickets by considering motivational factors and emotional factors. Current studies show that the impact of advertising on consumers has caused them to gradually change their buying behaviors and re-think of the products they buy. Good advertising can cause consumer tendency for online purchases in the marketing process by making use of proper expertise and technologies. The population of the present study consists of all the members of the society. The research method is applied, basic and developmental in terms of objective and descriptive-survey in terms of method. The results of the analysis showed that emotional and motivational factors are effective in online purchases. Also, appropriate advertising adjusts the impact of motivational and emotional factors when shopping online. Also, the presented model has good fit and finally, several suggestions are presented based on the obtained results.

Keywords: advertising; online shopping; emotional factors; motivational factors.

1. Introduction

In today’s business world, marketing processes are based on the interaction between a business and the consumers. Advertising has been considered as a popular management tool for dealing with the highly rapid technological changes and also the marketing changes in today’s competitive markets, and this management tool refers to the re-analysis and re-design of tasks and also processes inside and outside the organization. In their marketing process, businesses can

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select the best targeted advertising, by making use of science, expertise and experience regarding proper and suitable methods, in order to cause consumer tendency for online purchases.

2. Statement of Problem

Marketers should expose their customers to many advertising messages. As the advertising industry, with all the experiences it has in our country, is still both young and non-scientific, today development of information technology (IT) has led to fundamental changes in the tourism industry and in this regard the Internet has changed into an important tool in business by means of online reservation (plane and hotel ticket). Airlines reduce their costs (including labor, transportation and accounting) through online ticket sales. Attraction of online shopping is increasingly on the rise, in such a way that it has saved time and facilitated things. This increase in attraction and online shopping tendency is influenced by many factors and one of these highly effective factors is advertising. The advertising industry, with its long history in our country, is still both young and non-scientific. This fact should not disturb anyone that advertising in our country is on a par with our other media technics and arts (compared with global media) (Abu al-Qasemi Chimeh, 2009).

In today’s world and in the age of information explosion, advertising has a scientific-specialized position in economic and cultural exchanges and an artistic position in broader dimensions. Today, there are different types of advertising in the society. An individual who is active in advertising can draw on the best and most efficient methods in the area of competitions by making use of different sciences such as psychology, sociology and also study of the culture and customs of audiences. Although advertising has been considered as a revolution in commercial communications in the long term in the society, it has still posed many questions for the effectiveness of effective advertising. However, advertising is used as a double-edged weapon in modern societies in the markets which has many functions too. Although a survey of previous studies on online advertising determines the importance of this issue, their effectiveness for the consumer tendencies when shopping has still remained an ambiguous issue (Mohsen Nazari - Marjan Baqdadi, 2010).

Although advertising has been considered as a very critical and sensitive issue in the field of consumer behavior, there are still many parts on effectiveness and efficiency of a new form of advertising which is quite unknown and which must be increased by determination of the necessary elements in this regard and also their identification for managers, so that they can increase effectiveness in turn. Although online shopping emphasizes the group of purchases that break down the logical and common borders of the shopping process and is done without evaluation of several substitutes and weighing of the consequences, it nevertheless mostly occurs after the individual is influenced by some internal or external stimulus and in a very short time. Although the factors effective in online purchases, specifically in the cyberspace, have drawn the attention of the scholars in the field of management, economics, consumer behavior and many others, not many studies have been done in this area yet (Mohsen Nazari - Marjan Baqdadi, 2010).
3. Conceptual Model of Research

Fig 1 illustrates the Conceptual Model of Research

4. Research Hypotheses

The hypotheses under study in the present study include 5 main hypotheses and 10 minor hypotheses as below:

Hypothesis 1: Advertising through motivational factors influences the shopping tendency.
Hypothesis a1: Advertising through engagement with the product influences shopping tendency.
Hypothesis b1: Advertising through trusting the product influences shopping tendency.
Hypothesis 2: Advertising through emotional factors influences shopping tendency.
Hypothesis a2: Advertising through enjoyment influences shopping tendency.
Hypothesis b2: Advertising through arousal by advertising influences shopping tendency.
Hypothesis 3: Motivational factors influence online shopping tendency.
Hypothesis a3: Engagement with a product influences online shopping tendency.
Hypothesis b3: Having trust influences online shopping tendency.
Hypothesis 4: Emotional factors influence online shopping tendency.
Hypothesis a4: Enjoyment in advertising influences online shopping tendency.
Hypothesis b4: Arousal by advertising influences online shopping tendency.
Hypothesis 5: The factor of gender can influence the relationship between emotional factors and online shopping.
Hypothesis a5: Enjoyment in advertising influences online shopping tendency by considering the factor of gender (intervening).
Hypothesis b5: Arousal by advertising influences online shopping tendency by considering the factor of gender (intervening).
5. Literature Review

5.1. Advertising

One of the most tangible and fundamental measures of the marketing process and also one of the most widespread areas of the marketing system is advertising. If businesses select advertising in their marketing process by making use of the science of expertise and experience of correct, suitable and purposeful methods, they can bring a huge profit for themselves besides the promotion of the welfare of customers. Thus, before conducting any advertising, efforts should be made for identification of economic-social factors effective in influencing online shopping through different marketing methods (Mahmoud Mohamadian & Mohammad Mehdi Parhizgar, 2007).

5.2. Online Shopping

Impulse online shopping refers to the group of purchases that break down the logical and common borders of the shopping process and happen, without evaluation of several substitutes and weighing of consequences, mostly after the individual is influenced by some internal or external stimulus and in a very short time (Nourbakhsh, 2009).

5.3. Motivational Factors

In the present study, the motivational factors effective in creating motivation for conducting online purchases include trust and the individual’s mental engagement with the product. Trust refers to reliance, delegation of a task to someone, confidence, assurance, belief and faith. The researchers in the field of marketing consider trust as a key structure in individuals’ tendencies for a variety of purchases.

Mental engagement refers to the individual’s mental involvement with the issue and plays an increasingly important role in explaining the consumer behavior. The consumer’s mental engagement with a product is a motivational force that leads to the consumer behavior and reaction and influences the decision-making process relevant to the purchase of a product (Khorshidi et al., 2002).

5.4. Emotional Factors

In the present study, the emotional factors effective in creating motivation for doing online purchases include “enjoyment” and “arousal”. Arousal refers to an individual’s enthusiasm for innate needs, values and tendencies. Excessive tendency leads to the increase of emotional arousal along with the experience of consumption. In general, people are inclined towards higher arousal regarding the things that are derived from their own innate needs and which they enjoy doing.

Enjoyment refers to shopping based on the enjoyment of mental shopping, which is considered as internal and emotional. In fact, enjoyment purchases show the potential shopping emotion. Study of the consumer behavior is necessary for higher perception of enjoyment in shopping. Thus, consumers with stronger enjoyment values are inclined towards enjoyment in a shopping style and the possibility of the enthusiasm and arousal of their behavior through discovery, novelty and diversity is very high (Khorshidi et al., 2002).

6. Research Background

Mahmoud Mohamadian and Mohamad Mehdi Parhizgar, in a study entitled “identification and prioritization of the effective parameters in influencing advertising” in 2007, concluded that in designing advertising for a good not only recognition of the good’s characteristics but also recognition of the buyers and agents that encourage them to buy is also necessary and significant and is the most important principle of recognition of customer recognition and good recognition as well. In a paper entitled “the relationship between the consumers’ features and the approach to online shopping” in 2011, Farzad Nouri concluded that consumers that shop online have a stronger approach which is directly related to online shopping decisions. Also, the study by Salman Saleem in 2011 in a paper entitled “effective advertising and its impact on shopping”, showed that there is a poor relationship between environmental factors and
the consumer behavior when shopping but there is a strong relationship between emotional factors and attitudinal aspects for influencing the consumer behavior for shopping and emotional responses have a greater relationship with the consumer behavior.

7. Research Method and Population

The research method is applied in terms of objective and descriptive-survey in terms of methodology. The research population includes all the individuals in Tehran. The number of individuals in the sample, based on Cochran’s formula, is 314 individuals. A total of 314 questionnaires were distributed, from among which only 286 were usable and were analyzed. Reliability of the research questionnaire was analyzed in each of the components through Cronbach’s alpha and was confirmed at an appropriate level in all cases. For data analysis, correlation tests and structural equation modeling were used. For data analysis, SPSS and Amos Software were used.

8. Inferential Statistics

In the present study, structural equation modeling is used for the study of validity of structures and also testing of the research hypotheses. Table 1 shows the results of the structural model for testing the research hypotheses. When the level of significance is obtained as more than 1.96 or less than -1.96 and also the error value (P-Value) is more than 0.05, the considered hypothesis is confirmed. Based on the values presented in this table, the 4 following hypotheses have been confirmed and only 1 hypothesis has not been confirmed.

<table>
<thead>
<tr>
<th>Hypothesis</th>
<th>Standard coefficient</th>
<th>Levels of significance</th>
<th>Result</th>
</tr>
</thead>
<tbody>
<tr>
<td>A1</td>
<td>0.011</td>
<td>6/171</td>
<td>Confirmed</td>
</tr>
<tr>
<td>A2</td>
<td>0.019</td>
<td>6/597</td>
<td>Confirmed</td>
</tr>
<tr>
<td>A3</td>
<td>0.014</td>
<td>3/937</td>
<td>Confirmed</td>
</tr>
<tr>
<td>A4</td>
<td>0.009</td>
<td>6/817</td>
<td>Confirmed</td>
</tr>
<tr>
<td>A5</td>
<td>0.016</td>
<td>3/76</td>
<td>Confirmed</td>
</tr>
<tr>
<td>A6</td>
<td>0.024</td>
<td>6/571</td>
<td>Confirmed</td>
</tr>
<tr>
<td>A7</td>
<td>0.047</td>
<td>6/583</td>
<td>Confirmed</td>
</tr>
<tr>
<td>A8</td>
<td>0.059</td>
<td>4/91</td>
<td>Confirmed</td>
</tr>
<tr>
<td>A9</td>
<td>0.046</td>
<td>3/820</td>
<td>Confirmed</td>
</tr>
<tr>
<td>A10</td>
<td>0.019</td>
<td>6/500</td>
<td>Confirmed</td>
</tr>
<tr>
<td>A11</td>
<td>0.067</td>
<td>4/56</td>
<td>Confirmed</td>
</tr>
<tr>
<td>A12</td>
<td>0.0073</td>
<td>6/988</td>
<td>Confirmed</td>
</tr>
<tr>
<td>A13</td>
<td>0.0073</td>
<td>6/988</td>
<td>Confirmed</td>
</tr>
<tr>
<td>A14</td>
<td>0.006</td>
<td>0/197</td>
<td>Rejected</td>
</tr>
</tbody>
</table>

9. Comparison of the Results of Testing the Hypotheses and the Previous Studies

In this part, the results of testing the hypotheses and their comparison with the previous studies will be described in detail.

Confirmation of hypothesis a1 means that online advertising influences mental engagement with the product. This result is in line with the findings (by Norouzi & Qalandari, 2009).
Confirmation of hypothesis b1 means that online advertising influences people’s trust in the product. The results are in line with the findings (by Azar Kafashpour et al., 2010), meaning that advertising creates a positive impact on trust in the product and is also one of the categories effective in the shopping tendency.

Confirmation of hypothesis a2 means that online advertising influences enjoyment in online shopping. This result is in line with the findings (by Dr. Hasan Ismaeilpour, 2011), meaning that the online shopping tendency is influenced by the motivation of enjoyment and the indicator of enjoyment includes values that are related to the emotional and mental dimension of relevant online shopping. Confirmation of hypothesis b2, like the findings (by Nourbakhsh, 2009), shows that online advertising influences the individual’s arousal. In fact, online advertising causes the increase of mostly emotional arousal along with the experience of consumption (product) and people generally show more tendency for the need for higher arousal regarding things which they mostly enjoy.

Confirmation of hypothesis a3 means that mental engagement with the product influences online shopping tendency. Like the findings (by Khorshidi et al., 2002), the results of the present study show that mental engagement creates a positive impact on the shopping tendency in the individual. This shows that the consumer’s mental engagement is a motivational force that leads to the consumer’s behavior and action and causes online shopping tendency in the individual.

Confirmation of b3 hypothesis means that trust influences online shopping. Like the findings (by Norouzi & Qalandari, 2009), the results of the present study show that trust creates a positive impact on the shopping tendency in the individual. In fact, trust is one of the requirements in trade and in the online atmosphere (the Internet), trust becomes more complex and creation of customer trust is considered as the foundation of success in the online shopping tendency.

Confirmation of hypothesis a4 means that enjoyment in online shopping influences online shopping tendency. In line with the findings (by Mahmoud Mohamadian & Mohammad Mehdi Parhizgar, 2007) (and, Kambiz Heydarzadeh & Elham Hasani Parsa, 2012), the results of the present study show that enjoyment creates a positive impact on the shopping tendency in the individual. In fact, with the increase of enjoyment in shopping, the consumer’s online shopping tendencies will increase and also with the enjoyment increase, it will have a positive impact on the increase of the desire for newness, awareness of different products and reaction to the stimuli of the consumer’s promotions and preferences.

Confirmation of hypothesis b4 means that the individual’s arousal influences his/her online shopping tendency. Like the findings (by Zohreh Dehdashti & Samaneh Mobraken, 2012), the results of the present study show that arousal creates a positive impact on the shopping tendency in the individual. This shows that not only external interests (savings in time and costs) but also internal interests (enjoyment and emotions) have positive and significant effects on the customer’s online shopping tendency.

Confirmation of hypothesis a5 is indicative of the impact of gender and enjoyment on the online shopping tendency. Like the findings (by Mahmoud Mohamadian and Mohammad Mehdi Parhizgar, 2007) (and, Kambiz Heydarzadeh and Elham Hasani Parsa, 2012), the results of the present study show that gender can create a positive impact on the shopping tendency in the individual. This shows that gender can create a difference for the customers in shopping and based on the theory of personality types of individuals enjoyment values have a direct impact on online shopping tendencies.

Based on the results of testing the hypotheses, lack of confirmation of hypothesis b5 which is in line with the findings of Jong Kim et al. (2012) shows that gender has no impact on the individual’s arousal for the online shopping tendency. In fact, some consumers may receive fewer benefits in online purchases while applying the skills required for conducting effective tasks. Thus, they avoid online shopping and as a result have no interest in and enthusiasm for online shopping.

10. Conclusion and Suggestions

Increase of concern and lack of public awareness of advertising in online shopping has caused consumers to take into account their emotional and motivational factors in their shopping. Moreover, today good advertising is the vital duty of marketers which has been perceived as a tool in creating a positive mental image of the company and an important element for success in shopping; however, due to the lack of confirmation of effectiveness of emotional and
motivational factors in individuals’ attitude towards online shopping, advertising which is one of the important tools of promotion and plays a major role in establishing communication between the consumers can be used.

With a study of the present research, the suggestion presented in this study is that consumers react to the advertisements that are profitable for them and cause the consumer’s tendency for online shopping. For instance, if websites show the sales of airline tickets with special discounts, people will show more tendency and attention to advertising. As a result, the individual will get mentally engaged with the product and this will encourage him/her to purchase the considered product. Thus, it can be stated that advertising should act in line with the consumer’s perception and act in line with the interest and benefit of the consumer and winning of their trust, and also in its online advertisement it should make use of the attractions and stimuli of advertisement so that the effectiveness of advertisement can increase, since attractive advertising has diverse effects on the thoughts, feelings and behaviors of the consumers and leads to the acceptance of advertising and as a result becomes the purchase target for the consumers’ consumption.

The impact of advertising for attracting the consumer, when the individual’s mind is engaged with the considered product, positively affects his/her tendency to search for information, therefore the first thing the individual does is web browsing. Thus, the companies that sell online products are recommended to design marketing strategies which, at the broad level of the virtual world of information, provide the data related to the product for the consumer. If a company helps the individuals to get more mentally engaged with a product by access to more online information, as a result their shopping tendency also increases and it seems unlikely for the individual not to purchase.

An Individual’s personality is a reflection of the behavioral characteristics and tendencies that are considered to include teachings, emotions and feelings and intuitive behaviors. Therefore, it is suggested that people’s reactions in different positions be analyzed so that by different reactions to different types of stimuli, the extroverted and introverted personalities of the individuals be determined in their tendencies. Then, a marketer must provide the data for the individuals through recognition of individuals’ behavioral features and characteristics, so that they can be understandable for him/her and by the recognition obtained from the ambitions and desires, tendencies and structural frameworks of formation and restoration of the individual identity it can be effective in the method of consumption and selection of goods in people, so that it can better create a sense of enjoyment in advertising regarding online shopping by arousing the considered stimuli concerning the above issues.

A large number of studies done in the field of psychology state this theory that mental engagement is an important factor in behavioral intention. Mental engagement measures other people’s impact on behavior; if social expectations are in such a way that people must show their considered behavior, in that case there is a higher probability that the person show that behavior; therefore, he/she will have more intention for online shopping of the products.

11. General Conclusion

Due to a study of the existing hypotheses, it was determined that when people better communicate with advertising, they will trust it more. Also, an individual’s attitude influences the search for information and online shopping incentives and causes concentration on the product and finally customer satisfaction in online shopping, and in addition to external benefits (savings in time and costs), internal costs (brand name and newness of the product) can positively affect customer tendency for online shopping as well.

Empowering and boosting of morale in customers through appropriate advertising and encouragement for presentation of their new ideas and lack of resistance to new changes leads to the creation of emotion in online shopping and can also increase the tendency for shopping again and positive verbal advertising (Azar Kafashpour et al., 2010). Therefore, the results obtained in this study seem logical.

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