

# **Extent of Internet Advertising of Local Businesses in Davao City and Customer Response of College Students**

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## **ABSTRACT**

Nowadays, internet advertising has become an important marketing tool that companies use to develop brand image and relationships with their target customers. However, not every company's online advertising is a success. Researchers conducted this study and surveyed college students from a non-sectarian school to establish any significant relationship between internet advertising and customer response regarding interactivity, accessibility, informativeness, and credibility toward customer awareness, preference, and purchase intention. Statistical tools such as mean scores, standard deviation, Pearson r and linear regression analysis were employed to interpret the data. Findings revealed that internet advertising and customer response have a strong, significant relationship. Internet advertising had a significant influence on customer response. More importantly, internet advertisements that are accessible, interactive, and informative have influenced customer awareness, preference, and purchase intention. This implies that Internet advertisements are sought to promote a

high level of customer-vendor interaction. However, the credibility of internet advertisements has little effect on customer response, which implies that consumers are willing to learn about and explore unknown brands as long as product and service information is readily available and such goods or services are easily accessible. Researchers recommend that businesses use the internet for advertising their products and services to make them more interactive and accessible to customers by creating informative, accessible, and interactive advertisements. Related studies on this topic may involve a larger sample size for the generalizability of findings. The study may also be tested on another segment of the online market to determine whether the model established in this study may hold.

Keywords: *internet advertisement, customer response, local businesses, Davao City*

## **INTRODUCTION**

In the earliest times, advertising existed as a means of information, persuasion, and promotion of a particular product or service. Generally, consumers were exposed to the traditional methods of advertising, which included mass media platforms such as television, radio, newspapers, etc., before the emergence of the internet. Most companies use symbolic signs and figures to attract customers, which have continued for centuries to promote products. Conversely, with continuous advancement in information technology in advertising platforms, it has become the most popular means of many companies in communicating messages to retain current users and attract prospective buyers.

Web advertising offers various advantages when compared with customary media channels. When executed appropriately, this advertising procedure may improve client connections, operational productivity, showcasing viability, and an association's exhibition. (Dlodlo et. al, 2014; Eid & El-Kassrawy, 2012; Hamidi & Safabakhsh, 2011; Huang & Tsai, 2011).

Local businesses and small-medium enterprises (SMEs) are the financial souls of the Philippines. They account for more than 99% of all enlisted organizations in the country and provide 60% of all occupations (International Trade Centre, 2020). Today, many small businesses struggle with deciding which marketing strategy to use because they lack the comparative resources of larger organizations or any large entities. Enormous associations have certain inherent advantages over more modest entities. They are commonly more accessible, have more settled customers, and have more conspicuous proportions of assets and resources. Some bigger associations are now profiting from internet showcasing, while independent ventures are lingering behind.

Brand reputation, customer awareness, and customer engagement significantly affect buyers' behavior. Internet advertising plays an essential role for small and medium enterprises to market their products. The appropriate usage of the internet as a marketing platform is vital to creating a brand image, bringing about customer engagement, and amplifying brand awareness. (F.A. Shaikh, 2017) Utilizing online media in advertising and marketing products and services has been popular. Internet sites like Facebook, Youtube, Instagram, and the like have millions of users in the Philippines. This infers that when you promote your item on these platforms, it will almost certainly reach an enormous populace in a brief time frame. With this turning into a many-numerous stage as opposed to a

one-on-one method, it ends up being the ideal method of advancing business development and improvement. SMEs would now be able to use these sites' functions and other capacities, like posting, sharing, tagging, messaging, notifying, for selling, promoting, and advertising their products and services with ease and at lower expenses. As a result, questions about whether business owners understand the communication changes brought about by digitalization arise. (Taiminen & Karjaluoto, 2015). But according to Andersson et al. (2018), firms are well aware of the benefits and potential brought about by internet advertising, which is in contrast to the previous statement. Digital marketing, in theory, has been referred to as online marketing, and some businesses see this marketing platform as a major part of their marketing approach.

Consumers' ways of looking for information about products have significantly changed since Internet advertising and marketing adoption. Zickuhr and Smith (2012) found that most consumers have been relying on the internet to look for product information. Local businesses now need to embrace online marketing to reach their target consumers. The study aims to know the relationship between Internet advertising and customer response among local businesses in Davao City for the 21st century. This will be relevant in addressing particular problems regarding customer response on behalf of the local businesses. With the internet as an advertising platform, small and medium-sized local enterprises are considered to be the soul of the Philippine economy.

### **Statement of the Problem**

In today's society, the internet has become one of the important parts of everyone's daily lives. The internet has become a channel for communication and an essential source

of information. Because of the pandemic, many businesses, especially today, have become more dependent on the internet for marketing their products because of the restrictions implemented in the current situation. Therefore, it is important to know the customer's response to internet advertising. More specifically, seek answers to the following questions:

1. What is the level of internet advertising in terms of:
  - 1.1. interactivity;
  - 1.2. accessibility
  - 1.3. informativeness;
  - 1.4. credibility?
2. What is the level of customer response among local businesses in Davao City in terms of:
  - 2.1. Awareness;
  - 2.2. Preference;
  - 2.3. Purchase intention?
3. Is there a significant relationship between internet advertising and customer response among local businesses in Davao City?
4. Which of the indicators of internet advertising significantly influence customers' responses among local businesses in Davao City?

### **Hypotheses**

The following statements are the null hypotheses that were tested using 0.05 level of significance:

1. There is no significant relationship between internet advertising and customer response among local businesses in Davao City.
2. No indicator of internet advertising significantly influences customer response among local businesses in Davao city.

## Conceptual Framework

Presented in Figure 1 is the conceptual framework of the study. The conceptual framework of this study exhibits the independent variable, Internet advertising with the indicators of interactivity, accessibility, informativeness, and credibility, affecting customer response in terms of awareness, preference, and purchase intention (Aqsa & Kartini, 2015). Customer response with indicators of awareness, preference, and purchase is the dependent variable under study (Ahn & Back, 2018).

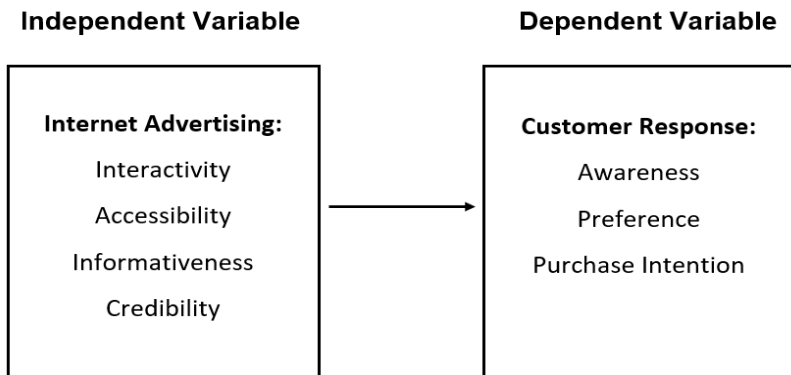


Figure 1. Conceptual Framework of the Study

## **METHOD**

This research used a descriptive-correlational research design that employs the correlation technique, which is a useful and accurate design for determining the relationship between internet advertising and customer response to local businesses. It uses systematic analysis of phenomena by collecting numerical data and applying statistical methods. The correlational analysis aims to assess the magnitude of a relationship between two or more variables through statistical evidence. Relationships between and among a number of facts are pursued and interpreted in this form of design. This form of study will look for patterns and trends in the results. Given the accelerated adoption of mobile ads, the goal prompted us to consider the advertising value model established by Ducoffe (1995). Due to rapid technological advancement and rising mobile marketing investment, we decided to add flow expertise as a major variable influencing attitudes toward mobile ads. This decision is focused on Kim and Han (2014). The impact of attitudes toward mobile ads and the effect of flow experience on consumer purchase intention will assist us in identifying the significant qualities influencing customer purchase intention.

This study aimed to survey at least 30 internet users and are officially enrolled at Jose Maria College who also qualified as consumers of goods and services provided by local businesses. In selecting the respondents for the study, the sampling technique used was the purposive sampling technique, a type of non-probability sampling in which researchers chose the respondents to participate in the survey based on the qualifying characteristic set by the study to achieve its main objective. The researchers were guided by the central limit theorem, which states that at least 30 people must participate. This was because of the limited number of students

and the health protocols implemented in various parts of the country which prevented physical interaction and identification of respondents more difficult.

The study also used Cronbach's Alpha to establish internal consistency of the questionnaire items. The researchers wanted to know if the scale is dependable. The researchers tested 30 respondents.

Table 1. *Reliability results by Cronbach's alpha*

Indicators	Cronbach Alpha	Internal Consistency
<b>Internet Advertising (IV)</b>		
informativeness	0.90	excellent
credibility	0.91	excellent
interactivity	0.83	good
accessibility	0.94	excellent
<b>Customer Response (DV)</b>		
awareness	0.89	good
preference	0.87	good
purchase intention	0.95	excellent

The table for the response anchors used in the study are the following:

Scale	Range	Description	Interpretation
5	4.20 – 5.00	Very High	The respondents always encounter internet ads
4	3.40 – 4.19	High	The respondents often encounter internet ads



3	2.60 – 3.39	Neutral	The respondents sometimes encounter internet ads
2	1.80 – 2.53	Low	The respondents rarely encounter internet ads
1	1.00-1.79	Very Low	The respondents never encounter internet ads

<b>Scale</b>	<b>Range</b>	<b>Description</b>	<b>Interpretation</b>
5	4.20 – 5.00	Very High	It means the respondent develops very high response to the product
4	3.40 – 4.19	High	It means the respondent develops high response to the product
3	2.60 – 3.39	Neutral	It means the respondent develops moderate response to the product
2	1.80 – 2.53	Low	It means the respondent develops low response to the product
1	1.00 – 1.79	Very Low	It means the respondent develops very low response to the product

In order to analyze and interpret the data, the researchers employed the following statistical method. The mean scores and standard deviation were used to describe the level of internet advertising and customer response. To test the hypothesis on significant relationship, Pearson r was applied, and to test the hypothesis on predictive ability, regression analysis was done. According to Bougie and Sekaran (2013), multiple regression provides a more objective way of assessing the degree and character of the relationship between the independent and dependent variables. In assessing the maximal prediction and establishing the linearity of relationships, this is a sensible analysis of relationships to identify any departures from linearity that may affect the correlation (Hair, et al, 2005). In processing the data using multiple linear regression, the study observed the following: normality, collinearity, linearity and homoscedasticity.

Ethical consideration was observed in the conduct of the study, especially during the survey and/or interview with respondents, to make sure that due consideration was given to the rights of the participants. The sixty-four respondents were all given informed consent to ensure that their participation was voluntary. They were also told that they could withdraw from participation at any time and for any reason. Privacy and confidentiality of information was upheld in consideration of the Data Privacy Act of 2012.

## **RESULTS AND DISCUSSIONS**

The findings were presented in four parts. The first section is devoted to an empirical examination of the respondents' demographic characteristics. The second part presented the independent variable (internet advertisement)

and the level of its relationship with its indicators (Credibility, Informativeness, Interactivity, and Accessibility). The third part showed the result of the test of the significance of the dependent variable (customer response) and its indicators (awareness, preference, and intention). The last section displayed the significance test results for independent and dependent variables.

Table 2. *Perceived level of internet advertising of local businesses*

Indicators	Mean	SD	Verbal Description
interactivity	3.69	0.794	High
accessibility	4.09	0.684	High
informativeness	3.81	0.794	High
credibility	3.50	0.777	High
Overall	3.78	0.762	High

As presented, Table 2 shows the online advertisements where respondents agreed that such features were present. The respondents mainly encountered accessible advertisements, specifically those "sites that are easy to navigate when browsing the Internet via their smartphone." They also agreed that "online advertisements provide consumers with payment options". However, respondents don't have an opinion or don't really encounter "online advertisements that stick to the facts they present" (3.31) and that "mobile advertising is believable" (3.31), both are interpreted as neutral. This might be interpreted to mean that internet advertising is more concerned with the accessibility of their adverts, such as the availability of payment options, easy site navigation, and so on. Respondents also provide positive feedback on the informativeness and interactivity of online advertisements. In terms of the trust,

respondents do not frequently find credible advertisements that adhere to the information provided, which has become one of the weaknesses of internet advertising since it does not build customer loyalty.

The findings from this experience with internet advertising might be used as a reference for marketing strategy. Shaikh (2017) emphasizes the appropriate usage of internet advertising as a marketing tool. Every business's strategy for developing a brand image, increasing consumer contact, and increasing brand awareness among customers is called "marketing." Consumers have come to rely on the internet to obtain product information and make purchases due to revolutionization and technological advancement (Zickuhr and Smith, 2012). The findings also supported the notion that interactivity, accessibility, informativeness, and credibility established key components that create a brand image. This also transformed visitors into intuitive clients and did not exclude individuals from utilizing their products and services by providing customers with useful and resourceful information, which is concerned with the content of web advertising value. (World Wide Web Consortium or W3C, 2005; Palla and Zottos, 2017; Kulkarni, 2019; Zha, Li, and Yan, 2015).

The level of customer response to the product in internet advertising, as shown in table 3, has a mean of 3.81, which is generally high (mean = 3.81). Preference got the highest level of rating, specifically on the item "products that offer discounts from internet advertisements". Customers are more likely to be attracted when they encounter internet advertisements that offer sales promotions, specifically discounts. A high level compared to other items was also given to the item "Internet advertising makes the customer aware of which product is the best to buy," which is classified on the awareness indicator (mean = 4.06; agree). This could be taken

to imply that internet advertising provides relevant information that makes the customer aware and allows them to compare which product will provide them with the highest level of satisfaction.

Table 2. *Level of customer response*

Indicators	Mean	SD	Verbal Description
awareness	3.80	.839	High
preference	3.93	.692	High
purchase intentions	3.70	.885	High
Overall	3.81	.805	High

Meanwhile, the lowest mean was evident in purchase intention, specifically on the item that "customers would buy products or services with online advertisements" ( $m = 3.66$ ; agree). This could be interpreted as customers' being more likely to purchase products they see advertised online. These were consistent with the study conducted by Harvard Business Review on "How to acquire consumers on the web" where they indicated that the majority of the customers are going on the web for their purchases since they are simple, helpful, and save time and travel costs. The web has changed organizations and clients' conduct and empowered clients and associations to impart effectively (Hoffman & Novak, 2000).

The Pearson correlation, as shown in table 3, indicates that there is a significant association between internet advertising and customer response ( $r=0.837, p<0.01$ ). There is a strong positive relationship between the variables. This means that the internet platform is an effective tool or medium to advertise products, which greatly affects customer response. This further explains why the strength of the correlation between internet advertising and customer response is strong. This finding was also consistent with Abubaker and Shaouf's

(2017) study which established that online advertisements could influence consumers' cognitive and emotional responses, leading to the purchase of a product.

Table 3. *Pearson correlation analysis results*

Variables	r-value	Strength	p-value	Decision
Customer Response ↔ Internet Advertising	.837	Strong	.000	Significant, Reject null hypothesis

\*\* . Correlation is significant at the 0.01 level (2-tailed).

The regression analysis result in table 4 shows how the indicators of internet advertising influence customer response. This suggests that three indicators that significantly predict the customers' response. These indicators are accessibility ( $B = .377$ ,  $p = .000$ ), informativeness ( $B = .271$ ,  $p = .002$ ), and interactivity ( $B = .250$ ,  $p = .002$ ). These values show that these indicators highly influence the response of customers. The study has a good choice of indicators.

The value of R, the multiple correlation coefficient, can be viewed as a quality measurement to predict the dependent variable. In this case, the indicators have a significant positive correlation value of 80.6% with the dependent variable, which is the customer response. The independent factors explain 80.6% of the variability in customer response. Further, the very close difference between  $R^2$  and adjusted  $R^2$  (0.793) indicates a more reliable model. This result supports Abubaker A.B. Shaouf (2017) findings in a study that internet advertisements act as an

important moderator for a positive relationship between sellers and buyers, which is their response as a customer.

Table 4. *Regression coefficients of internet advertising as predictor of customer response*

	B	SE	P	t	VIF	R <sup>2</sup>
(Constant)	-	.262	0.927	-.092		.806
	.024					
informativeness	.271	.083	0.002	3.255	2.628	
credibility	.100	.071	0.168	1.395	1.842	
interactiveness	.250	.077	0.002	3.256	2.233	
accessibility	.377	.082	0.000	4.591	1.891	

R=.898      DW= 2.917      F= 61.296      Sig.=.000

R2=.806

ΔR2=.793

Unstandardized coefficients indicate how much the dependent variable varies with an independent variable when all other independent variables are held constant. The independent variables significantly predict the dependent variable,  $F(4, 59)=61.296$ ,  $p<0.05$ . Since the p-value (0.000) is less than the significance level of 0.05, it means the null hypotheses was rejected. The table's VIF values indicate that there are no multicollinearity concerns present in the analysis. This indication is derived in relation to the view that VIF values that exceed 10 suggest multicollinearity problems in the model (Tabachnick & Fidell, 2007, Field, 2013). In addition, the tolerance values are higher than .20, supporting the contention that there is no multicollinearity (Kenny, 2015).

The result is in line with the study of Sahney et al. (2013) that claims the cognitive component is a mind theory that believes knowledge leads to the formation of attitudes and

beliefs. Information provided by internet advertising enables customers to have beliefs and opinions that perceive an outcome towards the object they would like to consume. However, the result contradicts the study conducted by Kim and Choi (2012), which argues that credibility significantly affects consumer response towards advertised products or services. In addition, a highly credible company banner advertisement in congruent website content has the highest probability of attracting its target consumers.

The regression equation for this model is as follows:

$$\text{Customer Response} = -0.024 + 0.377*\text{Accessibility} + 0.271*\text{Informativeness} + 0.250*\text{Interactivity}$$

Given the following values, customer response is computed as:

$$\begin{aligned}\text{Customer Response} &= -0.024 + .377*(4.09) + 0.271*(3.81) + \\ &\quad 0.250 (3.69) \\ &= \mathbf{3.47 \text{ (high customer response)}}\end{aligned}$$

## **CONCLUSIONS AND RECOMMENDATIONS**

### **Conclusions**

The respondents evaluate the level of internet advertising in terms of its informativeness, accessibility, credibility, and interactivity. The respondent's response to internet advertising is high, which means that they respond well in terms of awareness, preference, and purchase intention for the products and services advertised on the internet. There is a strong positive relationship between internet advertising and customer response. Its informativeness, interactivity, and accessibility influence customer response in terms of their



awareness, preference, and purchase intention. However, the credibility of an internet advertisement does not have an influence on customer response, which suggests that credibility is not significant towards awareness, preference, and purchase intention. There is not much consideration on the companies' brand name and brand image as long as the indicators of informativeness, accessibility, and interactivity are evident in internet advertising.

### **Recommendations**

To newly start-up businesses, the result of the study showed that credibility does not affect the customers' response. The general mindset is that credibility plays a significant role in business success, yet the study indicates that it is not always the case. Customers consider experiences with any brand or even those who have not yet established its name in the market because what is important to them is the information, accessibility, and interactivity that internet advertising can offer before purchasing a product or service. Hence, start-ups and existing small and medium businesses may use the model established in this study as a reference in designing their internet advertising.

This study will allow future generalization and comparison of findings with similar studies for future researchers. Future research might also look into the influence of internet advertising in terms of the respondents' demographics and cultural backgrounds to improve the worldwide understanding of internet advertising efficacy. They could also shift the point of view to the side of the local business owners and may use a larger sample size to test whether the model developed in this study will still hold true.

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