



1st International Conference on Applied Economics and Business, ICAEB 2015

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

Mahsa Abayi<sup>a</sup>, Behnaz Khoshtinat<sup>a,\*</sup>

<sup>a</sup>*Department of Management, Buin Zahra Branch, Islamic Azad University, Buin Zahra, Iran*

---

## 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.

© 2016 The Authors. Published by Elsevier B.V. This is an open access article under the CC BY-NC-ND license

(<http://creativecommons.org/licenses/by-nc-nd/4.0/>).

Peer-review under responsibility of SCIJOUR-Scientific Journals Publisher

*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

---

\* Corresponding author. Tel.: +989111379097

E-mail address: [Behnaz.khoshtinat1@gmail.com](mailto:Behnaz.khoshtinat1@gmail.com)

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).

Download English Version:

<https://daneshyari.com/en/article/980723>

Download Persian Version:

<https://daneshyari.com/article/980723>

[Daneshyari.com](https://daneshyari.com)