

Investigating the Relationship Between Electronic Advertising and Consumer Buying Behavior

(An Empirical Study on Mansoura University Students')

Dr. Heba Allah Tharwat Ibrahim El-tantawi

**Lecturer of Business Administration at Nile Higher
Institute of Commercial Science& Computer Technology
in Mansoura**

Prepared by

E-mail:Dr-heba-tharwat-tantawi@nilehi.edu.eg

Abstract:

This research aims to examine the relationship between electronic advertising (Advertisement Message, Advertisement Characteristics, Advertisement design) on consumer buying behavior

Data were collected from 384 Mansoura University students .The research employed a quantitative research method and Linear regression analysis techniques to test the research hypotheses. The research findings highlighted that electronic advertising (Advertisement Message, Advertisement Characteristics, Advertisement design,) had a significant effect on consumer buying behavior.

Key words: Electronic advertisement, consumer buying behavior

الملخص:

يهدف هذا البحث إلى دراسة علاقة الإعلان الإلكتروني (الرسالة الإعلانية، خصائص الإعلان، تصميم الإعلان) بسلوك الشراء لدى المستهلك.

تم جمع البيانات من ٣٨٤ طالب من جامعة المنصورة. استخدم البحث أسلوب البحث الكمي وتقنيات تحليل الانحدار الخطي لاختبار فرضيات البحث. أشارت نتائج البحث إلى أن الإعلان الإلكتروني (الرسالة الإعلانية، خصائص الإعلان، تصميم الإعلان)، له تأثير كبير على السلوك الشرائي للمستهلك.

الكلمات المفتاحية: الإعلان الإلكتروني، سلوك المستهلك الشرائي

1. Introduction:

Many people are shopping on multiple websites, shipping firms are developing and delivering orders fast, and many people have adopted them as a way to meet their demands despite the distances. (Mohammed &Azuz2023).

Online marketing that makes use of a variety of digital technologies on the Internet is required. This includes carrying out all marketing activities, including sales, advertising, promotion, design, and service development. Online purchasing is a daily occurrence throughout the world, and e-promotion is becoming an essential component of business marketing. (Zhanbing&Gao, 2020).

E-promotion, a crucial component of e-marketing, is one of the most significant E-advertising methods. E-advertising has become one of the most appealing and popular forms of promotion due to the trend towards E-marketing.

Studies have proven that E-advertising increases by 12.5% per year over the previous year (Abd el bakey,2012) .One of the most attractive and widespread methods of promotion is electronic advertising and it is a significant and supportive competitive tool. One could refer to electronic advertising as the "advertising of the era." Its wide geographic reach, adaptability, affordability, quick dissemination, and ability to precisely target segments make it a fantastic option that improves the organization's reputation. The use of multiple media, such as sounds, animations, and video clips, is characterized by the diversity of methods, This enhances the attractiveness and influence of advertising over traditional methods, particularly printed ones (Domy & Zayet , 2021).

When it comes to buying behavior, it is a reflection of research and investigation that consumer uses this to create an impression of the goods or services Taking into account the price, quality, and certain details that meet consumers' needs and desires (El yassin,2017).

Companies want to satisfy customers by offering goods that fulfill their wants and needs. In order to address this issue, it is necessary to gather comprehensive information about consumers' purchasing habits and analyze it to ensure that organizations can meet consumers' needs in an appropriate manner. In order to compete with other producing companies in the same field and make

purchasing decisions, there is a need for a process to identify purchasing behavior. These are vital activities that can lead to survival, continuity, and achievement of the organization's goals. Companies can only identify these needs and desires by gathering information and identifying the factors that influence behavior. (Omri, 2015).

The impact of purchasing behavior has recently been influenced by a number of factors, including The impact of cultural traits on consumer purchasing behavior has caused a significant shift in marketing strategies and tactics worldwide, particularly for multinational corporations. This has also altered the psychological analysis of customers' purchasing behavior. (Chatterjee et al.,2022).

This research contributes to both electronic advertisement and consumer buying behavior field literature by (1) illustrating a theoretical clarification for why electronic advertising may have a positive effect on consumer buying behavior. (2) Discussing the effects of electronic advertisement dimensions (messages, characteristics, and design) on consumer buying behavior on social platforms. (3) Providing new insights through explaining how Mansoura University students are affected by electronic advertisements shown on social media platforms, especially in their buying behavior.

2. Literature review

2.1 Electronic advertisement:

Electronic advertisement has been defined as The process of publishing paid advertisements by website owners (publishers) on their website pages.(Domy,2021) Also, has been defined as the advertisement that appears to web site users and is paid for by the organization and leads to an increase in the level of exposure to the advertising message. (Thabet,2021)

Nowadays, social media is largely used by people, and digital ads have been utilized there for the 2024 presidential election. The existence of digital advertising in elections presents a great opportunity to increase voter participation and engagement. However, need to remember that using digital advertising comes with obligations and issues that all parties involved need to manage responsibly. (Daherman & Wulandari,2024). We can learn more about the term "social media advertising" which refers to the visually appealing and functional advertisements that

are displayed on social media platforms in order to reach their intended audience. A business intelligence model that integrates with social media networks is available for analysing the massive data that these platforms give. This model can assist marketers in making informed decisions about their advertising on these platforms. With the analysis of user behavior and data, this system forecasts social advertising strategies and gives marketers the information they need to create effective advertising campaigns that can successfully propagate at the right moment, to the right audience, to the right category, to the right social networks, and more(Allayoumn & Hamid ,2021).

Electronic ads have an immediate effect on internet users. Therefore, from the 1990s to the present, the administration of social media campaigns and the use of electronic advertisements in marketing have favorably and consistently increased the number of targeted clients and sales of electronic things.

(Sabbagh,2021). In the hotel industry, electronic advertisements play a crucial role. Hotel marketing websites serve as the foundation for promoting hotel services and are the driving force behind the establishment of hotels, their remarkable monthly profit returns to owners, and the growth in revenues allocated to the hotels themselves.. (Aldaamy2024).

Electronic advertising has invaded several sectors. An essential component of the anti-smoking campaign is electronic advertising. An electronic nicotine delivery system (ENDS) is a gadget that exists. Several ENDS providers offer voluntary health warning messages. which is seen as a consumer health electronic marketing. And pushing for his smoking cessation. (shang et al.,2018).

Electronic advertising is accompanied by a multitude of techniques.

Like the technique (AQC) advertisement quantity customization it is a technical tools that website owners employ to let visitors control how many advertisements appear on their pages. (Werner et al.,2022)

Found that, even in the case where a website lacks any advertisements, one with AQC elicits significantly higher levels of website stickiness than one without. Additionally, learn how empowerment, informational foot-to-task, and subjective enjoyment function as mediators between the impacts of AQC on website stickiness.

A further tactic that influences electronic ads is search engine optimization. For platforms like Google, a large portion of money goes toward search engine marketing. Users exhibit a bias toward advertisements, as several studies have demonstrated. Using regulatory focus and fit and message framing theory, (Romareo et al., 2021). Alter the kinds of advertisements displayed on Google's results pages to investigate intentional and behavioral reactions using eye-tracking technology and cognitive responses using self-report assessments. Visual signals in the virtual environment help customers perceive the product, decide on their attitude, and establish a preference. Consumers' decisions on which goods to buy are influenced by the eye-catching ads they have seen. Marketers need to draw in customers and take into account the significance of the advertisement's features. By making these messages' components more effective, you may draw in customers and increase the click-through rate of your advertisements. (Carmano et al.,2021).Also it is now simpler for companies to sell their goods online thanks to support for YouTube Ads. With the highest market share of electronic devices, YouTube has the ability to influence students' purchasing intentions as an advertising channel. Because it provides a range of appealing characteristics, it was found that 44% of students' interest in purchasing was impacted by YouTube advertisements in the online market. (Fataron,2021).

Not only has artificial intelligence changed how people use technology and live, but it has also had a big impact on the media and advertising sectors. We look at the different ways that artificial intelligence has impacted advertising and the benefits that it has brought to consumers, advertisers, and marketers. The paper examines the use of neural networks and pinpoints the most important technology advancements that help achieve market promotion objectives using a range of interaction models, such as augmented reality displays and out-of-home advertising. (Bara et al.,2022).

There is also a new term in electronic advertisement which called (IRP) (shaker et al., 2022) discovered that consumer internal reference price (IRP) is impacted by electronic ads. The study's conclusions suggest that the price magnitude-low or high-used in the online advertisement determines the price anchoring mechanism in use. Three more factors affect the consumer's incremental revenue per purchase (IRP): price amount, ad repetition, and ad kind (price comparison vs. single price ad).

Dimension of electronic commerce, Electronic Advertisement Message, Electronic Advertisement Characteristics, Electronic Advertisement Design (Zaher, 2020; Arous, 2020)

2.1.1-Electronic advertisement messages: has been defined as information about the features and advantages of a product, including its content and slogans. (Pand & Gui,2016). A novel approach is being used in advertising messaging. Using this strategy, marketers can combine brand and direct response commercials into a single advertisement, so strategically implementing the concepts of integrated marketing communication (IMC). This kind of communication is the most often used in advertising these days. (Adetunji et al., 2014).

2.12- Electronic advertisement characteristics:

1-One advantage of electronic advertisements is that they are more innovative and widely accepted. 2- The capacity to choose target audiences more precisely is the second aspect of electronic advertisements

3- Unlimited messaging over time and space, as well as an infinite quantity and source of communications, make up the third feature.

4- Interactivity is also seen in electronic advertisements. Because of this interaction, viewers can "select and respond" to the advertisements that most appeal to them. As it is now. .(Qian,2023)

2.1.3- Electronic advertisement design: include (Images: They should be selected with consideration for the offered product in mind, showcasing its best features, Colors contribute to the process of attracting advertising, which requires choosing them with great care in a way that makes them consistent with the product on the one hand and with the entire page on the other hand. The page must be governed by the rules of color consistency,

The attractive electronic advertisement design mainly relies on the experience and aptitude of the designer. The advertisement design must adhere to a variety of aesthetic and technical requirements that complement the chosen advertising media. The fundamental requirements of a designer encompass nonverbal cues, which can be expressed through pictures, sketches, colors,

gestures, signs, and symbols in addition to sound and music. Every one of these parts plays a part and adds something. (Mohammed, 2009)

2.2 Consumer buying behavior:

Buying behavior has increasingly received attention from academia and practitioners alike.

Buying behavior not only means the purchases process itself but also the overall buying patterns that include pre-purchase and post-purchase activities. Pre-purchase activity may be the increased awareness of a need and the search for and evaluation of information about products and brands that may meet it. Post-purchase activities include the evaluation of the product or service.(Kahle &Close,2011)

Also (Abed el wahed,2019) has defined buying behavior as every action and behavior, both direct and indirect, taken by people to get a certain product from a particular location at a particular time.

There are major factors that influence consumer buying behavior.

First, motives are the fundamental drives and that lead someone to behave a certain manner. Second perception: Using the five senses to collect, organize, assimilate, and interpret data and sales incentives. Third: The experiences a person has throughout life that shape their purchasing decisions. Fourth, beliefs and attitude : they are characterized as a person's opinions about something. (Mahmoud & derballah ,2020).

It has been established (Kotler,1997) Phases of purchasing behavior that go into choosing a product: First: Whether a customer has basic or non-basic demands, the purchasing process starts when he feels he has needs and wants to satisfy them. Secondly, identifying substitutes: When a customer feels the need for a specific product, he looks for information about it and its alternatives. Next Assessing substitutes: After supplying the required information, the consumer assesses the many options for the goods they want to buy at this point in the process. last taking buying decision

Consumer purchasing behavior is influenced by a wide range of factors, and it varies depending on the product, features, packaging, price, generation, status, and age of the customer, among others. Quality, affordable options, and

social conformity are some of the factors that have a significant impact on an individual's purchasing behavior and how they relate to a product. (Somaiyia ,2020; Peter,2020). Comprehending the evolving purchasing tendencies of consumers has emerged as a challenging global corporate challenge. Businesses are increasingly using social networking sites (SNS) to profitably recruit, connect with, and engage customers in order to effectively manage these developments. .(Shan ,2023 ;Pi,2023)

Buying behaviors are often a complex process in which buyers attempt to weigh the benefits they will receive from a good or service after making the necessary effort to obtain it. Thus, commercials have a significant impact on consumers' purchasing decisions.(Garg et al.,2022).

Changes in the economy determine behavior of consumers related to product consumption and buying. Consumers have made different modifications in behaviour related to their shopping behaviour, particularly in the last few years, when the economic situation has undergone. (Yurievnaa,2022).

There is another factor that affects purchasing behavior which is moral self-identity. Additionally, there is what is known as The theory of planned behavior which has greater implications for predicting consumer buying behavior because purchase intention-which in turn predicts actual consumer behaviour-was found to be significantly influenced by the subjective norm, perceived behavioral control, and attitude.(Zaman et al.,2022).

The majority of marketing initiatives in the corporate world revolve around the connection between color psychology and consumer behavior. There exists a correlation between color psychology and consumer purchasing behavior, with customers' perceptions of color being shaped by their cultural, religious, and personal views. Research has shown that color psychology plays a major role in influencing consumer behavior in the apparel industry. By examining how different cultures perceive color, it has also been determined that using a color that is associated with negativity will negatively impact customers' retrieval cues and turn them off from buying the good or service. (Casas ,2019 ; Chinoperekweyi, 2019).

(Sainai et al., 2022) discover that efforts to sway consumers' purchasing decisions are entirely dependent on factors like marketing, customer interaction,

and new product development. Through gathering client data, including requirements and expectations, the company is creating appealing new items.

2.3 electronic advertising and consumer buying behavior:

(Olaimat et al.,2023) Social media communication served as the main distribution mechanism for advertisements from electronic stores. In particular, ladies followed Ali Baba store advertisements the most. The most important elements in drawing women's attention, piqueing their curiosity, and arousing their desire were found to be the visuals and graphics used in electronic advertisements. Furthermore, women's buying behavior impacted by electronic advertisements.

(Makhadmeh,2023; Rihani,2023) Determine the effect of Instagram influencers' advertisements on consumers' buying behavior. It was discovered that 40% of respondents follow influencers' pages for an hour or less each day, and that the majority of products promoted by influencers on Instagram are related to clothing. Additionally, the most noticeable features of influencers' advertisements were realistic and natural images of the products. Clarifying the product's price and the percentage of respondents who purchase the advertised products (43.8%) were the most significant influential elements in generating a desire in the respondents, while the logic and accuracy of the information presented in proportions and figures about the advertised product was the most intriguing aspect of influencers' advertisements.

(Vishwavidyalaya,2016) The world of advertising is expanding due to the growing usage of diverse media, particularly electronic media, which is also fostering a culture of consumption. Young people believe that electronic media has an effect on their level of materialism. The youth have access to a variety of media, including radio, television, the internet, and mobile phones. They use all of these on a daily basis, but they utilize the internet and mobile phones the most. Nine factors-buying habit, lifestyle, propensity for online purchases, product selection, advertisement influence, visual influence, peer influence, trust, and brand awareness-are linked to electronic media advertising, according to the study.

Without a doubt, one of the most widely used social networking apps is Instagram. In order to increase their audience visibility, brands are utilizing this platform to display electronic ads in an efficient manner employing innovative techniques. A recent and widely used strategy is the use of social media

influencers, or online "celebrities" (SMI). SMIs are becoming more and more popular in practically every industry, including beauty and fashion, home and family, health and fitness, travel and lifestyle, food and beverage, business and technology, and entertainment. The study's findings indicate that the use of celebrities in electronic advertisements on Instagram has a significant impact on customers' purchasing decisions. (Gupta,2020).

After reviewing the previous studies, the researchers suggested the following hypothesis (see figure 1):

Hypothesis

H1: Electronic advertisement has a significant direct effect on consumer buying behavior

This hypothesis is divided into three main sub-hypotheses:

H1a the Electronic advertisement message has a significant direct effect on consumer buying behavior .

H1b : the Electronic Advertisement characteristics has a significant direct effect on consumer buying behavior.

H1c: the Electronic Advertisement designs has a significant direct effect on consumer buying behavior.

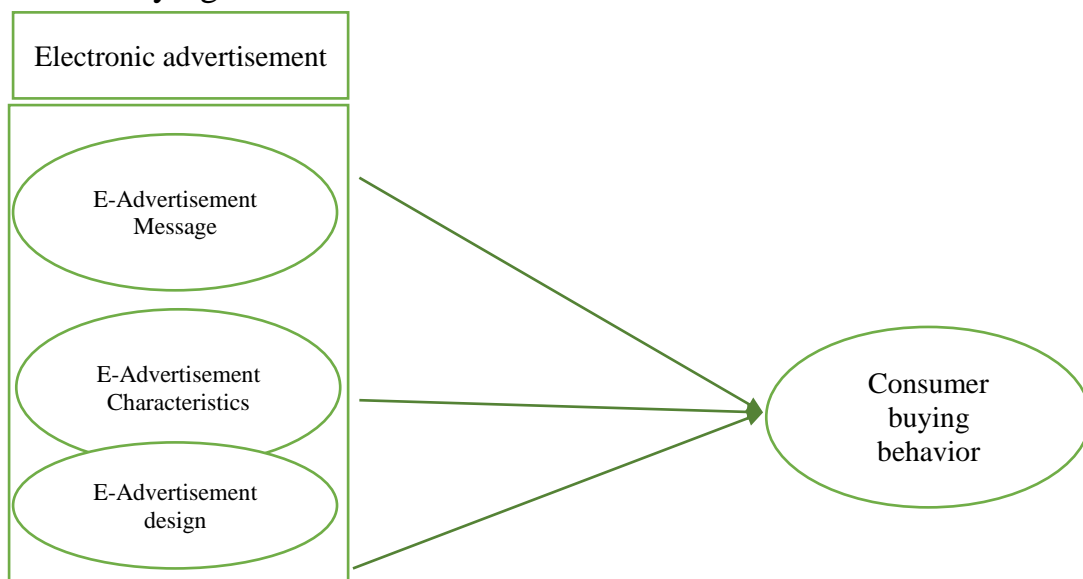


Figure (1): The study hypothesized model

3. Research method:

3.1 Sample and procedures:

Students at Mansoura University that use social media platform. 170855 students. make up the research population, and a convenience sample is used in the study

The sample size to be used by the researcher in this research is 384 individuals. According to Bazra'a (1996), if the research population exceeds 100,000, the sample size should be 384 individuals.

A questionnaire was developed, and 384 valid responses were gathered for the study.

3.2 Primary data collection tool

The primary data has been collected using the questionnaire which directed to the target sample. The questionnaire is divided into two main parts: the first part relates to the dimensions of electronic advertisement and the second part relates to the consumer buying behavior.

The researcher will use the following statistical methods:

3.3 reliability of questionnaire list variables

The Alpha Cronbach Coefficient: The Cronbach's Alpha test was used to test the reliability of measures of all dimensions and variables of the study. Which reaches (0.80) is considered to have an excellent level of reliability, which indicates a high degree of reliability on the measures used.

It is known that the alpha coefficient, if it is in the range of (0.50 to 0.60), is considered acceptable and sufficient, and the coefficient that reaches 0.80 is considered reliable and highly dependable (Idris, 2008).

It was found that the alpha coefficient of the scale ranged from 0.787 to 0.893, which indicates a high degree of reliability.

table (1): The values of reliability Parameters for the Questionnaire List

Variables	Number of phrases	The value of the alpha coefficient
the Electronic advertisement message	3	0.763
the Electronic Advertisement characteristics	3	0.828
Electronic Advertisement designs	3	0.871
Electronic Advertisement	9	0.929
Consumer buying behavior	9	0.941

Source : Prepared by the researcher according to statistical analysis results

From the previous table, it is clear that

The values of the alpha reliability coefficients for the dimensions of the independent variable (Electronic advertising) ranged between 0.763 as a minimum and 0.871 as a maximum.

The alpha coefficient of the independent variable (Electronic advertisement) is high and indicates a high degree of reliability, where the value of the reliability coefficient was .929 .

The alpha coefficient of the dependent variable (Customer Satisfaction) was high, indicating a high degree of reliability, as the value of the reliability coefficient was 0.941 .

From the above, we conclude that reliability coefficients are high for the dimensions and variables of the study, and this indicates a high degree of reliability, which indicates a high degree of reliability on the measures used later in the statistical analysis.

Descriptive statistical analysis of the study variables:

4. Testing of hypotheses

H1: Electronic advertisement has a significant direct effect on consumer buying behavior

To test the hypothesis a Multiple linear regression was conducted

Table (2): Multiple linear regression to test

Independent variables	Dependent variable consumer buying behavior				
Electronic Advertisement					
constant	B	Beta	T	Sig	order
	-	-	-2.764	.006	-
	.368				
the Electronic advertisement message	.191	.174	3.951	.000	2
the Electronic Advertisement characteristics	.068	.066	1.325	.177	3
Electronic Advertisement designs	.367	.332	7.739	.000	1
coefficient of multiple correlation=.881					
R square =.776					
(F) regression model=203.125 at the level of sig (0.01)					

Prepared by the researcher according to statistical analysis results

From the analysis of table 2 we found that

The significance of the model as a whole was proven, as the calculated value of (F) for the model reached 203.125, which is significant. At level of 0.01

R square =.776 which means that the independent variables combined(the Electronic advertisement message- the Electronic Advertisement characteristics- Electronic Advertisement designs) contribute77.6% of the variation in the level of sensory experience as a dependent variable. While the remaining 22.4 % is due to other factors which is the unexplained variance in the equation.

There is a significant positive effect of each of (the Electronic advertisement message- Electronic Advertisement designs) as independent variable on

consumer buying behavior as a dependent variable at a significance level of 0.01. While there is no significant effect of the Electronic Advertisement characteristics as independent variables on consumer buying behavior as a dependent variable. It was discovered that the most influential variable on consumer buying behavior is Electronic Advertisement designs then Followed by the Electronic advertisement message .

5. Discussion:

The statistical findings of the study showed that electronic advertising has a major direct impact on customer buying decisions. The findings align with the research conducted by(Bandara ,2021) that proposed that electronic advertising could be related to consumer buying behavior.

Social media advertisements target young people by informing them about the features, benefits, cost, quantity, and quality of the product. Overall, this study on the effects of social platform advertising on consumer behavior found that social platform users, particularly young people, believed that electronic advertising have a significant impact on consumer buying behavior. This conclusion was drawn from a survey administered to 384 students at Mansoura University

5.1. Theoretical and practical implications:

The study adds to our understanding of the literature on electronic advertisements and consumer buying behavior.

First, the study contributes to the understanding of how Mansoura University students' buying decisions are influenced by electronic advertisements .The findings show that electronic advertisements, in all of its forms (message, characteristics and designs), have a significant positive effect on consumer buying behavior .

Advertisements need to be created with modern thoughts and techniques in order to draw in customers and persuade them to buy.

Utilizing cutting-edge methods to produce advertisements that speak to certain market segments.

Given that the majority of sample members use electronic advertising almost daily, the study recommends that firms include it in their marketing mix. firms can use this advantage to sell their products and improve their brand perception online. The requirement that the management of the company carefully select the websites on which its electronic advertisements appear, and that they stay there by effective targeting and selection from a variety of replacement websites using in-depth consumer studies.

5.2. Limitations and future sample:

On the other hand, the present study had helpful theoretical and practical implications. There are still a few limitations. Owing to temporal and financial limitations, the current study relies on a sample of Mansoura University students who utilize social media. Consequently, the study recommended that future investigations rely on a more extensive sample size from other electronic websites, such as websites that customers visit that are owned by businesses.

On the other level, this study analyzed research hypotheses via questionnaire that provides cross-sectional data. Thus, further studies may benefit from longitudinal study to observe the changes in consumer buying behavior as the result of electronic advertisement dimensions.

Lastly, a sample of Mansoura University students who use social media platforms was used for the study (developing country). As a result, additional studies that concentrate on developed countries and contrast their findings with those of the study will be quite beneficial.

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Appendix No. (1)

Survey list



**Nile higher Institute of Commercial
Sciences and Computer Technology in**

Questionnaire

Dear Sirs...

Users of social media in the Arab Republic of Egypt Salutations:

Social media platforms have changed many of the ways in which most scientific, educational and commercial activities operate new concepts have evolved as a result of social media platforms, forcing most sectors to adjust. The business sector has been significantly impacted by the advancement of information technology in numbers of areas, including trade and marketing, leading to the emergence of the ideas of e-commerce and marketing. This survey is a component of the field investigation named investigating the relationship between electronic advertising and consumer buying behavior: An Empirical study on Mansoura University Students' Use of Social Media.

We want to reassure you that this study cannot be finished without your kind cooperation, so please cooperate in responding to the questionnaire. You can be sure that your efforts will contribute to the desired scientific outcomes and that the information you submit, including your opinions, will be kept completely confidential and used only for scientific research. We hope you will accept our heartfelt gratitude and ongoing appreciation for your genuine collaboration and helpful contribution toward accomplishing the goals of this study.

With all due respect, please accept this.

Researcher

Heba Allah Tharwat Ibrahim El-tantawi

Lecturer at Nile Higher Institute for Commercial Sciences and Computer Technology

What level of agreement do you have with the following regarding the influence of electronic advertising on customer purchasing behavior?

By placing a check mark (✓) next to each sentence that corresponds to the right level of agreement.

Compe tly do not agree (٥)	do not agree (٤)	neutral (٣)	agree (٢)	Totally agree (١)	the influence of electronic advertising on customer buying behavior?	م
					-Advertisement Message - The electronic advertisement provides information about new goods and services. - The attributes of the promoted product are successfully described in the electronic advertisement. - The price changes of the products that are advertised can be displayed through electronic advertising.	١.
					-Advertisement Characteristics - After being put to the test, the features of the products in the electronic marketing match reality. -The salient characteristics of the product or service are shown in the electronic advertising - The electronic advertisement complies with the declared requirements for quality.	٢.
					-Advertisement Design - Designs for social media advertisements are attractive. - The electronic advertisement concepts use striking color schemes. - The platform's electronic advertising window is breif	٣.
					-Buying behavior: Identify needs -I always Look for online ads on social media platforms Ads when I feel I need any thing -any product is available on social media platforms Ads -Social media channels for online advertising generate new demands for new products finding alternatives -there are many products in social media ads Which serves the same need. - I'm able to select any goods I want. Evaluating alternatives -all the information I need about product alternatives exisist in social media ads . -.I read opnions and comments of consumers who have purchased the product or its alternative before. Taking buying decision	٤.

					-I always feel that I take the right buying Decision based on the ads - I find the goods I purchased to be very useful.based on the ads	
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Which social media platform did you utilize?

☐ Instagram

☐ Tiktok

☐ Facebook

Place of residence:

Address:

Sex.

Male:

☐
☐

Age:

-Less than 25 ☐

-between 25-40 ☐

-more than 40 ☐

Income:

-less than 2000 ☐

-between 2000 and 5000 ☐

-more than 5000 ☐

Marital status:

Married:

☐

Single:

☐

Which products have you already bought after seeing an electronic advertisement?

You can write many products

.....
.....
.....