

## Chapter 59

# The Effect of E-Marketing and Outdoor Media Advertising on Exploratory Consumer Buying Behavior

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### ABSTRACT

*Selection of an advertising medium is exceptionally important for an organization. Outdoor media advertising is known as the traditional type of advertising while e-marketing is challenging and growing trend in order to capture the intention of consumer. The core objective of this paper is to examine the effect of “e-marketing” and “outdoor advertising” on exploratory consumer buying behavior within the electronic industry. Data were collected from the questionnaire distribution among 1500 students in Pakistan from March 2015 to January 2016, where 1310 questionnaires were found valid for further analysis, shows 87.3% accuracy in response rate. Analysis methodologies are based on descriptive statistics, structural equation modeling (SEM) and AHP (Analytical Hierarchy Process). Results revealed a positive relationship of both advertising tools, but e-marketing established a greater effect than outdoor media advertising. However, our study proposes certain managerial implications and future research.*

### INTRODUCTION

The usage of internet is growing day by day, it is estimated that the number of internet sites is getting higher in every hundred days (Couper, 2000). However, the internet has become an important and innovative tool for all kinds of businesses (Doolin, Burgess, & Cooper, 2002; Sigala, 2002). In marketing practices, various emerging trends are operational in order to get customer attention, including email marketing, interactive marketing, database marketing as well as e-Marketing (eM) which is possible

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through the internet. In prior studies, several types of latest marketing medium were studied by different researchers, including Neill & Richard (2012), Rautanen (2012), Chittenden & Henry (2003), Sigala (2002) as well as Angehrn (1997). Likewise, email marketing by Gilmore et al., (2007), internet marketing by Angehrn (1997), mobile marketing by Bauer (2005), intranet marketing by Neill & Richard (2012) and extranet marketing is defined by El-Gohary (2012) in different contexts. But the study of Coviello (2001), El-Gohary (2012), Sigala (2002), Gilmore et al., (2007) and Neill & Richard (2012) have been well differentiated various types of marketing practices. Previously, a well studied framework of marketing practices has been presented by Coviello (2001), based on four marketing practices such as; transaction marketing (TM), interaction marketing (IM), database marketing (DM) and network marketing (NM), known as CMP framework. However, with the passage of time and with the advent of growing technologies such as internet, Coviello (2001) introduced a new and fifth element of marketing practices known as e-marketing (eM), also associated with the study of Blattberg & Deighton (1991) where Coviello (2001) defined e-marketing (eM) as a marketing tool to create dialogues between organizations and its customer with the employ of the internet.

However, outdoor advertising is traditional and long term advertising as compare to other media (Gulmez et al., 2010). According to Woodside (1990), outdoor advertising has a higher effect with less resources of the budget, where Belch (1990) expressed outdoor advertising as a tool which provides broader exposure. Likewise, Belch (1990), expressed that outdoor advertising through banner captures higher attention of general audience and also helps to create a brand name. Outdoor advertising is important for an organization which allows increasing market share and brand loyalty (Gulmez et al., 2010). In addition, Literature shows various aspects of outdoor advertising in order to target consumers through multiple techniques including transportation advertising, lamppost advertising, ComPark advertising, street advertising, walls capes advertising, premier panel/square advertising, sheet posters advertising, billboards advertising, street furniture advertising, bus/car/train/plane painting advertising, store display advertising, Kiosks advertising, as presented in prior studies. Thus, it is one of core contribution of this study is to investigate the empirical relationship of e-marketing and outdoor advertising on consumer buying behavior in the context of Pakistan.

Pakistan is world's 6<sup>th</sup> populated country with 189 million populations and 2.1% growth rate (World Bank, 2015; World Meters, 2016). The culture of Pakistan based on various norms and values, whereas the economic culture of Pakistan is rich and creative (Evans et al., 2014). According to Evans (2014), the government of Pakistan resists to accept non-traditional cultural activities. However, there is an immense business environment in Pakistan and various national and multinational organizations are already operational. Likewise, electronic industry is associated with electronic products including mobile phones, computer machines, television as well as digital camera, etc. According to PCER (2016), the electronic industry in Pakistan is very challenging and growing and expected to grow further in selling of electronic products like computer sales from 1.1 to 1.5 billion in 2016 to 2020, TV sales about 1.2 billion to 1.4 billion in 2016 to 2020 and handset sales 2.9 to 4.5 billion in 2016 to 2020. Hence, it indicates a huge consumer market; therefore, it is crucial for electronics organizations to understand effective advertising approach in order target such a huge market by understanding factors of consumer buying behavior.

## **Problem Statement and Significance of Study**

Consumer attitude towards advertisement plays an important role for an organization during all stages, especially creating awareness about the brand (Ling, Piew, & Chai, 2010). However, sometimes advertis-

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