

Designing and Explaining the Impact Pattern of Online Advertising on Actual Purchasing (Case Study: Atieh Saba Holding)

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Abstract. The purpose of this study is to design and explain the impact pattern of online advertising on actual purchasing (Case Study: Atieh Saba Holding). The study is qualitative based on the objective and data collection process. The population of the study were all marketing and sales experts at Atieh Saba Holding, and among these experts, 10 were selected as the sample. In this study, data were collected through interview. The study is applied as it investigates the impact of online advertising on actual purchasing. After analyzing the open and structured interviews, the similar and related concepts were grouped into one category through comparative process and open coding, axial coding, and selective coding were employed to analyze the responses. The results of experts' responses showed that indicators such as print media and television advertising, social media, search engine advertising,

banner ads, advertising websites, online text ads, advertising panels, online video ads, mobile ads, email ads, and online video ads have an impact on actual purchasing.

Keywords: Online Advertising; Actual Purchasing; Advertising

1. Introduction

Internet advertising emerged with the onset of business activities on the Internet. It seems that electronic posts have been the first method of advertisement, but the new internet advertising methods have developed with the addition of web technologies (Butler & Peppard, 2000). And these features have made online advertising activities important to inform actual purchasers. According to published statistics, more than half of all advertising budgets in the world are dedicated to online advertising, which illustrates the importance of online advertising. In addition, advertising and marketing specialists have been designing and proposing specific advertising strategies for online advertising with respect to the specific features of online shopping. Given these features, the role of Internet is very significant in making advertising tangible. New business models are introduced in the world of e-marketing and new trends are emerging. One of the latest trends is social networking, which has attracted not only a large number of users and visitors, but has also provided a place for online advertising of different companies. Social networks have connected people with different interests and social pages and topics related to manufacturing and service organizations and companies are developing areas in using social networks. Advertising is nowadays one of the most important marketing tools. Advertising is a suitable method to inform and encourage people. Advertising is important to the point that the word 'marketing' has become synonymous with the word "advertising". With the increasing spread of markets and increasing competition among companies, advertising has become increasingly important (Roosta et al., 2009). Today, people live along with a lot of commercial ads and are exposed to different ads from different media, and this issue has reduced the impact of ads on people and made people to watch the ads they select. Under these circumstances, the companies have to invest a lot of effort and money to

attract the audiences to ads. One of the ways to attract audiences through advertising is to use new media, including the Internet. Internet is an important commercial factor that is developing faster than other communication technologies and has evolved global markets more than other media technologies. Internet marketing is a part of e-commerce (Jalali Farahani, Zakeri Anvarzaqi, 2014). Atieh Saba Investment Company is a specialized multidisciplinary holding company that manages and invests in various sectors of industry, mining, transportation and tourism using managerial capability and capital resources. Atieh Saba Investment Company started its activity in 2006 as one of the state pension funds holdings, and now, after 10 years of activity with employed experts, available facilities, and short-term and long-term planning has developed to one of the greatest holdings of the pension funds. Atieh Saba Investment Company has managed a large group of great companies such as Aseman air services, public warehouses and Iran custom services, investment in Iran tourism and globe tourism, golf agency and national tanker agency in the transportation and tourism sector, and the National Industrial Group Co., Yasouj cement, Apadana Ceram and Taknar copper mines complex in the industry and mining sector in order to support the valuable assets of the state pension funds and create commercial agencies supported by the pension funds. Short-term and long-term investment in banks and financial institutions, corporate stocks, investment institutions and funds, and activity in the capital market have always been on the company agenda to increase the interest. Therefore, due to the activity of subsidiary companies of Atieh Saba Holding at domestic and international level and increasing competition in domestic and foreign markets, it is necessary to use advertising tools. Advertising raises customer expectations by promising products and services. If these promises fail, customers will have poor experiences. So, when advertising raises customer expectations, the customer experiences must go beyond their expectations in order to have good experiences. A good experience simply shows the relationship between advertising and customer experience. If companies spend money on advertising and increase customer expectations but do not invest in customer experiences, they must accept the risk of investing in poor experiences of the customers (Ismail et al., 2012). Words such as internet

marketing and network marketing, e-marketing, web marketing are abundant in the e-commerce literature and are often used interchangeably. Internet marketing means creating and maintaining a good relationship with customers through on time activities to facilitate the exchange of products and services to meet the goals of both parties (Saeedi, Norouz Nejad & Zaynad, 2012). Email ads are advertising banners, advertising links and supports that appear in the form of email newsletters, email marketing activities and other business email, and includes all types of emails. (IAB, 2004). Banner ads are instant advertising in the form of a graphic image that is usually displayed at the top or bottom of a web page, in the margin, or in another space dedicated to advertising. Of course, the US interactive advertising agency defines banners in a simpler way: the graphic advertising image displayed on a web page (Kameya & Zmija, 2002). Most search engines allow companies to register their company URL in their search engine. The advantage of registering a URL in engines is important in advertising as it's free and anyone can register a URL in a search engine, and on the other hand, users who are searching for a particular product or service can get a list of that product manufacturers or service providers. But the probability of a company address being in the top ten search terms is almost zero. To increase the likelihood of being on the front page, a number of simple steps must be taken, including changing some sentences in the site text, adding key product or service keywords to the title or content, deleting the words with little adaptation to the company product or service. In addition, some sites have been designed that offer solutions to increase that likelihood. There are websites and internet companies active in this field, including searchenginewath.com, webpositiongold.com, keywordcount.com. Search engines often rent their front page to advertisers to present their product or service. Understanding the steps, a customer takes while shopping has always been interesting for marketing and consumer behavior researchers, because understanding these steps helps companies determine the exact time for satisfying consumers' needs and motivating them to purchase (Cutler, 1999, p. 300). Consumer behavior is the study of all processes of selection, use, putting aside products and services, experiences, or ideas by individuals, groups, and organizations to satisfy the needs and assess

the impact of these processes on the clients and community (Howkinaz et.al., 2006). In other words, consumer behavior consists of a set of physical and psychological processes beginning before purchasing and continuing after consumption. This behavior investigates the processes affective on the time of selecting, purchasing, and using products, services, ideas, and experiences to satisfy the needs and desires of different individuals and groups (Peter & Olson, 2007). Understanding the steps, a customer takes when purchasing has always been interesting for marketing and consumer behavior researchers, because understanding these steps helps to determine the exact time for satisfying consumers' needs and motivating them to purchase (Cutler, 1999, p. 300).

2.Literature review

IT Roshandel Arbatani and Mahmoodzadeh (2017) conducted a research entitled: Designing an advertising model through social media in order to influence customer desire. For this purpose, data were collected using the grounded theory method and interview. The sample was selected by snowball method and the researchers interviewed 18 experts, bank managers, and social marketers. Because of the new research topic and the data collection in the exploratory process, a semi-structured interview was used to collect field data in the open process. Three-stage systematic coding method (open, axial, and selective coding) was used to analyze the data, and the categories comprising different components of the model were classified into six categories. The first component of the model presented was market leadership that was selected as the causal condition. The causal conditions provide the condition of the second component of the model, namely customer shortage. The next component of the model was e-banking capabilities that was selected as the research strategy. The mediating conditions (technological factors and advertising methods) and dominant context (interactive and competitive space) were also other components of this model that provided the context for achieving the main phenomenon of this model by impacting the strategy. Ismail Pour and Ghariheh (2012) found that advertising is the mediating variable between trust, loyalty and attitude and consumer shopping behavior, and shapes the consumer shopping

behavior. Internet advertising helps manufacturers and service providers to not only reduce the current costs of the company to a great extent, but also improve the performance of the organization and therefore the effectiveness of the organization. Tan et al. (2018) conducted a study entitled: Interactive mobile social media advertising: An approach to promote tourism products and services. In the past, tourism products marketing was limited to traditional advertising tools. With the development and improvement of mobile technologies and the emergence of social networking sites, a new platform of advertising has emerged. Mobile social media advertising refers to the use of social networking sites on mobile devices to promote tourism products and services. However, many tourism organizations are skeptical as whether tourists are ready to accept the ad or not. Therefore, this study proposes an integrated framework consisting of a mobile technology adoption model of personal factors (mobile self-efficacy and technology self-efficacy) and an interactive theory for understanding consumers' intention to accept social media advertising in tourism related advertising. Most structural pathways are proportional to past resources except the relationship between personal factors and intentions. Jim Lin et al. (2016) conducted a study entitled: Factors influencing online shopping behavior: The mediating role of shopping intention. These days, Internet shopping is a rapidly growing phenomenon. A glance at the exponential growth of major individuals in this industry shows that the market is still potential for e-commerce. The ease of online shopping has increased the desire of customers, especially Gen Y. The popularity of online shopping has increased retailers' interest to this field. Therefore, the purpose of this study is to determine the relationship between objective norms, perceived usefulness, and online shopping behavior to be mediated by purchasing intention. University students aged 18 to 34 who are currently pursuing their studies at the University of Malaysia were selected as the target of the analysis. 662 out of 800 questionnaires distributed were valid for coding, analyzing, and testing hypotheses. Data were analyzed using SPSS 18.0 and AMOS 16.0 software. Structural equation modeling was used to examine model fitness and hypothesis testing. It can be concluded that the objective norm and perceived usefulness significantly and positively impact the online

shopping intention, but the objective norm has an insignificant and negative effect on the shopping behavior. It is worth noting that perceived usefulness significantly impacts online shopping behavior. The findings also revealed that purchasing intention has a significant positive impact on online shopping behavior. Future studies will be conducted on samples of working adults and other variables related to online shopping to minimize sampling bias. Stephen (2016) studied "the role of digital and social media marketing in customer Behavior". This research reviewed recent published studies on customers in the digital and social media marketing sites. Five topics are identified: (1) digital consumer culture, (2) responses to digital advertising, (3) the effects of digital environments on customer behavior, (4) mobile environments, and (5) online prevalent words (WOM). These articles illustrate the many different perspectives on how the customer experience affects and is affected by digital environments as a part of their daily lives. There is so much to know and the existing knowledge emphasizes WOM, which is the only part of the digital customer experience. There are several guidelines for future research to encourage researchers to examine a wide range of phenomena. Ravikumar and Tiwari (2015) conducted a study on the impact of Internet advertising on customers' purchasing decision and the results indicate that in various situations, online advertising and product sales skills directly affect the intention of purchasers and can turn potential customers into loyal customers. Aghekyan - Simonian et al. (2012) conducted a study entitled "Investigating the role of product brand image and online store image on perceived risk and intention of shopping clothes online". The results indicated that the perceived image of the product brand directly and indirectly affects online consumers shopping intention and the online store image indirectly affects the mediating role of the perceived risk and purchasing intention. This study provides a new perspective on the impact of product brand image and store image on different perceived risks related to internet shopping. The research data were collected from 875 students who voluntarily helped this study in the South East of US, and structural equation modeling was used to test the hypotheses.

3. Method

Since this study is qualitative, interview was employed to collect data. The main objective of this research is to design and explain the impact pattern of online advertising on actual purchasing. The sample of the study consisted of 10 sales and marketing experts from Atieh Saba Holding who provided answers to open-ended and structured questionnaire. The responses were analyzed through open coding, axial coding, and selective coding and the similar and related concepts were grouped into one category through comparative process. The grounded method is essentially a method of data analysis, not a technique for data collection. In the first phase, interviews with the experts were reviewed and the following concepts were extracted. The sample of the study was 10 experts.

4. Findings

Table 1 provides complete and original interviews.

Table 1. Open coding

Interview NO	Data/ interview	Concet/code
1	Today's advertising approaches are not as they used to be. The increasing number of potential and actual competitors, the intense qualitative and quantitative competition, the power of choice and the variety of manufacturers are all evidence of this statement. Companies need to use new advertising methods to reach their goals and achieve their shares in markets. Atieh Saba Holding has many companies in the country and has a good variety of products and services and can gain market share by using online advertising. Mobile ads and online video ads are useful due to rapid use and low expenses, long- term permanence, and print and television media advertising are useful due to their popularity among consumers and their speed of information transfer, and ease of use. Advertising panel is another example of online advertising that due to its low cost, ease of use, and a great impact on the Internet can help subsidiary companies of Atieh Saba Holding to	Print media and television media, mobile ads, advertising panels, online text ads, online video ads

Interview NO	Data/ interview	Concet/code
	be successful in selling and displaying their products. Online text ads are good tools for advertising products due to their long-term permanence, ease of use, and low cost.	
2	Given the current competition in the world for the sale of products and services and the media literacy of the community, using online advertising techniques can be helpful for the Atieh Saba Holding to achieve its goals. Given the fact that most people are now using search engines like Google, Yahoo, etc to do their personal business, ads in these search engines can help a lot in showing services and products. And because people are confident in these engines, we can see a lot of people in this space and promote our products and services for them. Also, having advertising websites with good security in the cyberspace can help product advertisement, online sale and purchasing. And one of the most important and applicable tools is social media and online video ads, as most people use the media to communicate with friends and get the news and save time and companies of Atieh Saba Holding can take advantage of this type of advertising by creating and registering in these social networks.	Search engines, advertising websites, social networks, online video ads
3	Atieh Saba Holding Investment Company should consider that most people do not have enough time and opportunity to go to the market to buy the products and services they need. Due to the variety of products of the companies of this Holding, paying attention to advertising is very important to achieve many goals. Today, most people are browsing the Internet to get information about their product because it is faster and they can get more information about their desired product or service. So there are many tools in this online environment. Email ads are used to promote corporate products because it can cover a large number of people. Using advertising banners is also useful because people visit sites for all their work. Putting banner ads on these sites can be very effective in attracting customers. Of	e- mail ads, advertising banners, online video ads, online text ads, advertising websites

Interview NO	Data/ interview	Concet/code
	<p>course, since image and video are highly influential, online video ads and online text ads can be very persistent and useful in introducing services. Easy to use websites in a powerful search engine with a lot of clicks can help a lot in selling products.</p>	
4	<p>Advertising is the most important factor for obtaining and showing the services and products of any company, so that customers and consumers become aware of product features and purchase products with more certainty. Traditional advertising was costly and time consuming. Fortunately, with the advent of the Internet, advertising has changed and it is now more effective and efficient. The most important and useful methods of online advertising are mobile ads, video ads, online video ads, and social network advertising. Due to the convenience of these advertising methods and high applicability of these tools and their low cost, advertising products and services of the companies of Atieh Saba Holding can be useful. Also, other methods and tools such as advertising websites, advertising panels, search engines are widely used for reading the news and online shopping can be effective for advertising and displaying the company's products to a large number of people.</p>	<p>Mobile ads, video ads, online video ads, social networks ads, advertising panels, search engines</p>
5	<p>Given the abundance of competitors' products and ads, there is a need for new advertising tools. Today, social network ads, video ads, and mobile ads are more effective than before. In the past, the situation was different because Internet and smartphones were not available like today. From now on, we will see that big companies compete for influential online video ads, strong and effective websites in cyberspace. The method is now one of the novel, low-cost, and extremely effective methods. Therefore, Atieh Saba Holding can promote its products well and exceed its competitors by using these advertising techniques.</p>	<p>Social networks, online video ads, mobile ads</p>

Interview NO	Data/ interview	Concet/code
6	<p>Nowadays, all companies that sell products and services such as Atieh Saba Holding, and Iran tourism and globe tourism hotels, Shayegan Kish Hotel, and Aseman Airline can improve with an appropriate advertising tool. Traditional advertising is outdated because it does not have a specific audience and costs a lot, so using online advertising is now particularly effective in the marketplace, and is one of the most common types of online advertising, banner ads, advertising websites, and advertising in search engines. There are many advertising systems active in the field of banner ads and you can begin your banner advertising in your affiliate sites by registering in these sites and registering your banner and site address. The tariff is much lower than traditional advertising methods such as billboards or teasers. Banner ads stay longer in the mind of the visitor and have a significant impact on their purchasing decisions or use of services, so that the first brand coming to their mind when shopping is yours. It is enough for them to see your brand for a few minutes. However, nowadays email and mobile ads are very useful for many companies in planning their customers and scheduled products ads and also industrial products of some companies of Atieh Saba Holding.</p>	<p>Banner advertising, advertising websites, e-mail ads, mobile ads</p>
7	<p>Nowadays, we all have a mobile or tablet connected to the Internet for constant use. As many people spend their time on smartphones, the mobile space is a great place for advertising. Atieh Saba Holding companies should start investing on mobile ads as soon as possible. Today, more than half of all the time spent on digital media is via mobile, so mobile and social network ads, online video ads, and online text ads can have a special role in attracting customers. Mobile apps can help us sell our products and provide our customers with statistics and analytics.</p>	<p>Mobile ads, social networks, online video ads, online text ads</p>

Interview NO	Data/ interview	Concet/code
8	<p>These days, the internet marketing debate is very hot. Old and new techniques have come together to boost sales, but online marketing has already developed. There are many tools like online mobile ads, email ads, and search engine advertising for online marketing. These tools can be very profitable in achieving business goals.</p>	<p>Online mobile ads, e-mail ads, search engines advertising</p>
9	<p>Nowadays, companies should invest in advertising their products as much as they invest in products or services to sell their products in these competitive markets. Therefore, online advertising with new methods can be both useful and inexpensive. There are different methods for online advertising that online video ads and online text ads can be mentioned due to their high attractiveness, and search engine advertising due to large frequency of visiting, and social network ads. So, social networks have become a part of our daily lives. We search daily news, read our favorite content, and get in touch with our friends through these social networks, advertising websites, and search engines. So these networks can provide a good opportunity for commercial brands to register their names in the minds of users. Your ads on the pages of these networks can have a huge impact on your income. There are a lot of people using social networks. The ease of sending advertising messages to these networks can be a good reason for using this online advertising tool.</p>	<p>Online video ads, search engine advertising, social networks, advertising websites</p>
10	<p>Nowadays, advertising is a must at all times, even for very large businesses. Online advertising is now one of the most appropriate ways to sell and advertise your products. Atieh Saba Holding can use this advertising method which has different tools for introducing products. Social networks, online text ads and online advertising methods can greatly increase sales of Atieh Saba Holdings due to their popularity and low expenses. Advertising websites are also good tools for online advertising. As a result, having advertising websites in all groups or in a particular group</p>	<p>Social networks, advertising websites, search engines, advertising banners, online text ads</p>

Interview NO	Data/ interview	Concet/code
	can be very beneficial. Having a well-ranked website in valid search engines and advertising banners on the most visited and used sites can be very useful in advertising the products and services of Atieh Saba Holding Companies.	

We can discover more commonalities between codes or concepts by comparing them, which will allow the classification of similar concepts in similar categories. The result of this process is the formation of components.

Table 2. Component formation (Sarai, 2010)

Components	Concepts
Print and television media	popularity of print and television media, speed of information transfer in print and television media, convenience in using print and television media
Social media	Convenience in using these advertising methods in social networks, most people use social media to connect with friends. Social media are used to get news. Creating and registering in these social networks has many benefits in advertising products. Overuse of social networks, low cost of social media to advertise products and services, strong social networking sites to proceed competitors, strong and effective social networks, constant use of social networks, convenience in sending ads on social networks, popularity of social media among people
Search engine advertising	Many people use these search engines to do personal and public affairs, a large number of visitors that show they use these search engines for shopping which in turn increases visits
Banner advertising	The high number of visitors of banner ads on the site, the ease of registering in sites for banner advertising, the low cost of using these advertising tools, the banner advertising remains in the visitor's mind and has a significant impact on purchasing decisions.
Advertising websites	The sites are very important in advertising products, company websites are important for product sales, advertising websites in a strong search engine increase product sales.
Online text ads	Convenience in online context of text ads, low cost, a large number of visitors, high popularity
Advertising panel	The convenience of advertising panels, their low cost, their high impact, their persistence in mind, their high usage, the high percentage of internet shopping and visitors of these panels.

Online video ads	Its attractiveness to people, great impact on persistence in mind, better display of products and services, more visits
Mobile ads	Quick use, low cost, convenient, high usage of these tools, ability to use scheduled advertising, high usage of mobile in leisure time
e- mail ads	Covering many people for advertising, customer planning, scheduled advertising
Online image ads	Low cost, convenient, persistence in mind, high popularity

At this point, the processes in Tables (1) and (2) are fully displayed in an integrated model.



Fig. 1. The final pattern of online advertising impact on actual purchasing

As Fig.1 shows print and television media advertising, social media, search engine advertising, banner ads, advertising websites, online text ads, advertising panels, online video ads, mobile ads, email ads, online image ads are components of online advertising that influence the actual purchasing.

5. Conclusions

With the rapid development of IT industry, many companies are using Internet as part of their multimedia advertising to use online technologies. Internet has become a popular advertising platform because marketers have found that Internet exerts more flexibility and control over advertising products. Today, Internet is an important channel in marketing and advertising due to the fact that Internet reduces costs and makes it easy for people to have access to online services. Cyber space has completely revolutionized the role and position of consumers in the business world. According to the analysis, 11 methods of print and television media, social media, search engine advertising, banner ads, advertising websites, online text ads, advertising panel, online video ads, mobile ads, email ads, and online image ads are the components of online advertising that affect actual purchasing. Therefore, this research was conducted to expand the current understanding of the key aspects of online advertising and their impact on customer purchase intention. Data of this study were gathered from interviews conducted at Atieh Saba Holding. After that, the results were evaluated by logical justification and what had been discussed in previous studies of online advertising. Each method of online advertising has advantages and their use in subsidiary companies of Atieh Saba Holding can greatly impact the sales of their products and services. As most internet purchasers obtain the information about products and their purchasing from the corporate website, it is imperative that companies that have not yet employed these methods in their business advertising take advantage of the many benefits of this method, and the companies that have dysfunctional and non-normative websites should design websites consistent with their business goals. Taking into account the outputs of the grounded model, it is clear that all the dimensions of the model are

of high importance and have a great impact on the behavior of the customers and thus the actual purchase of the customer. In fact, it is clear that when subsidiary companies of Atieh Saba Holding use online advertising, they succeed in attracting customers for actual purchases and these online advertising tools can be successful in identifying subsidiary products and customers and introducing these products to the customers and persuading them to finally purchase the products of these Holding companies and taking advantage of benefits such as increased sales, a decrease in internal costs, better demand management, and improved quality of services and products. But other methods of online advertising can also be useful based on the studies conducted in other countries, and the reason is that in Iran and from the perspective of the statistical community, this research is ineffective due to unsystematic use by business owners on the one hand and ignorance and unfamiliarity of Iranian consumers with the name of these products and how to use them, so it is important to pay more attention to them.

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