

Zouaoui, Rim; Hamdi, Rabeb

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Kontakt/Contact

ZBW – Leibniz-Informationszentrum Wirtschaft/Leibniz Information Centre for Economics
Düsternbrooker Weg 120
24105 Kiel (Germany)
E-Mail: [rights\[at\]zbw.eu](mailto:rights[at]zbw.eu)
<https://www.zbw.eu/>

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The Impact of Online Advertising on Store Visiting: Saudi Arabia

Rim Zouaoui ¹, Rabeb Hamdi ¹

¹ Marketing Department, Business School, Northern Border University, Saudi Arabia

* Corresponding author: rabebhamdi@yahoo.fr

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Abstract: This paper summarizes the arguments and counterarguments within the scientific discussion on the issue of electronic advertising in Saudi Arabia. The main purpose of this research is to explore the impact of internet advertising on companies' visits to stores through an exploratory study. The systematization of literary sources and approaches for solving electronic advertising problems indicates that new mediating and moderating variables could have an impact on the relation between Internet advertising and visits to stores. In this research, the disposition to visit the point of sale is assimilated as a mediating construct rather than an implication with the product as a moderating variable. The relevance of this scientific problem decision is that this investigation of the consequences of electronic advertising for offline customer comportment in Saudi Arabia is unprecedented research that seeks to address this interesting question. The investigation of the role of online advertising and the impact of mediating and moderating variables on the visit to the store in the paper was carried out in the following logical sequence: the data were collected via an electronic survey. Of the 500 randomly selected Internet users in Saudi Arabia, only 350 responses were valid. This research used a structural equation model and multigroup analysis to examine the direct and indirect influences of variables. This paper presents the results of an empirical analysis that revealed a positive relation between internet advertising and visits to points of sale. The disposition to visit the point of sale mediates the relationship between Internet advertising and concrete visits to the store. The effect of the product moderates the effect of internet advertising on the disposition to visit the point of sale in Saudi Arabia. The research empirically confirms and theoretically proves that Saudi shoppers find online advertising to be attractive when this advertising must have some actions and concepts flash. Therefore, Saudi directors should follow this form and use an effective mixture of content and animation. The e-shoppers who are involved are persons who have little engagement; for this reason, they are simply concerned about the tools of the publicity communication.

Keywords: implication; mediating; moderating; online advertising; disposition; store.

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1. Introduction. Through an exploratory study, the aim is to present the effect of e-advertising on visits to traditional companies. This research will present the main points of electronic advertising in Saudi Arabia. In marketing, with the progress of info and communication technologies, online advertising has become a tool of recent communication and is generally used by firms. There is even "the trading pillar of the Internet network today" (Diaz & Messemacre, 2011) and an impeccable way to ensure the promotion of products or services presented on a website (Brochain, 2020). Electronic advertising is a "method of advertising that uses the Internet and the Worldwide Web for the express purpose of delivering marketing messages to attract customers" (Nizam & Jaafar, 2018). An online procedure in which promoters interconnect with, cooperate with, and convince online users to site a brand enables a firm to encourage consciousness and consumer preferences in an individualized and adapted manner and shorten the time required to make a purchase decision (Hanafizadeh et al., 2012; Veklenko, 2020). As a consequence, firms are concentrating on the efficiency of their electronic advertising plans to increase their consumers' electronic purchases. Marketing researchers have shown that corporate investment in e-commerce and media via the Internet has also increased regularly. As expected, the Internet and digital system will take the largest slice of the pie, \$408.4 billion. Television is in second place, with projected sales of US\$197.8 billion. Digital advertising spending could reach 55.5% of total spending in 2022. This percentage is expected to increase annually. In 2024, this percentage could reach 60%, thanks to the growing popularity of networked TV, programmatic advertising and e-commerce." The digital market in Saudi Arabia is growing, and Saudis are using the Internet for news, entertainment and online commerce at the expense of traditional media" (Statistica Market Insight, 2023). "97.9% of the Saudi population will use the Internet in 2022". "Saudi Arabians feel more comfortable sharing online than any other country in the world" (Bank of Africa, 2022). Digital advertising is expected to bring in \$1,508 million in 2017, with \$819.6 million coming from paid link advertising. "Advertising spend in the digital advertising market is expected to reach \$1.42 billion in 2022" (Statistica Market Insight, 2023).

In this context, and with reference to previous studies on online communication, most studies have shown that electronic advertising can improve and increase memory (Tanveer & Changhyun, 2014; Belanche & Flavian, 2020) and attention (Hamborg et al., 2012; Gopal et al., 2014; Onișor & Ioniță, 2021), such as cognitive responses. Additionally, electronic advertising increases unintentional behaviour (Yoo, 2008). Similarly, the attitude near the public (Ahmed et al., 2017; Belanche & Flavian, 2020; Jamil et al., 2022) and the attitude toward the brand (Porta et al. 2013; Lohtia et al., 2013) are emotive concerns. Virtual advertising also increases behavioral effects such as increasing click-through rates (Aksakalli, 2012) and increasing electronic purchase intentions (Yoo, 2008). It appears that directors will be disposed to increase their expenses in electronic marketing and Internet communication. It seems that the significance of electronic advertising expenses does not match the performance outcomes of electronic commerce. The results are still disappointing for director firms in relation to online commerce progress, especially in advanced countries where Internet consumers truly shop online. According to a study by the Statistica Agency, the share of Internet sales in total retail sales was 19.6% in 2020. This revenue will reach 24.5% in 2025 (Statistica Market Insight, 2023). The growth of e-commerce sales in Saudi Arabia will reach 20.7% by 2024 (Riyadh Press, 2022). Consumers are also less encouraged to realize electronic operation because they are not confident in the security of electronic transactions (Arabic Digital Marketing Services, 2022a). Thus, electronic communication not only leads to an increase in online purchases but can also increase sales in traditional stores (physical outlets). In fact, 80% of physical shop customers research online before making a purchase. Forty-six percent of customers frequently buy products based on suggestions they receive online (Holowina, 2012) by 2020, and 53% of point-of-sale purchases in Europe will involve web searches (Gaspari, 2022). In France, 8 in 10 consumers say they research online before buying in stores, a trend that has also taken hold, with 65% of these consumers saying they do so more often than before (Gaspari, 2022).

In the virtual context, researchers have studied the impact of online advertising on online consumer behavior. This is a logical result, especially since the spread of advertising via cell phones represents 59% of digital advertising in 2021 (PwC Global, 2020). The results of a study conducted by the Dataportal Agency in January 2021 demonstrated that 98.7% of the population in Saudi Arabia has smartphones. Over time, these users are becoming more dependent on their smartphones, and it has become rare to find Saudis with only one cell phone. "In the digital advertising market, 51% of total advertising spent in 2027 will be generated via mobile devices" (Arabic Digital Marketing Services, 2022b). After advertising forums, electronic advertising, information on manufacturers' websites, and information in e-shops are some of the bases of electronic information used to create online purchases (Stolecka-Makowska, 2013). However, these studies do not appear to address the effect of online advertising on consumers' real comportment. In fact, there is no

indication that other research measures the effect of this construct on real buying intention and the visit to a store. Therefore, first, and based on the hierarchy of effects model, the relationships among electronic advertising and offline buying intentions and points of sale visitation can be highlighted. The novelty of this research is the proposal of a new mediating construct, namely, "disposition to visit the store". In marketing research, the constructs that mediate the effect of electronic advertising on electronic buying comportment are attitudes toward publicity in common, attitudes toward online advertising, and attitudes toward brands (Wang & Sun, 2010; Martin et al., 2008; Ahmed et al., 2017; Tobi et al., 2020). Additionally, the literature suggests that the product has a moderating role, as indicated in many studies that specify the significant effect of this variable (Merabet & Benhabib, 2014; Sun et al., 2020; Vera & Espinosa, 2019). In the literature, gender and experience are mentioned as moderating variables (Merabet & Benhabib, 2014). The outcomes of preceding research have shown that product implications have a moderate role in advertising in mass media (television, radio, journal, and outdoor advertising) and its consequences, specifically consumer attitudes (Merabet & Benhabib, 2014; Vera & Espinosa, 2019). In summary, this study is a recent theoretical investigation focused on determining the effect of virtual communication. The following questions are proposed to answer this question: What is the impact of virtual communication on Internet users' offline buying intentions and real visits at the point of sale in Saudi Arabia? This unprecedented study of the consequences of electronic advertising for offline customer comportment in Saudi Arabia seeks to address this research question. The implications of this research will improve e-advertising in Saudi Arabia. In conclusion, this research will present the main point of electronic advertising in Saudi Arabia through an exploratory study of the effect of e-advertising on visits to traditional stores of companies. Through this research, they appreciate new mediating and moderating variables that could have an impact on this relationship. We have assimilated the disposition to visit the store as a mediating construct and the implication of the product as a moderating variable. This unprecedented study of the consequences of electronic advertising for offline customer comportment in Saudi Arabia seeks to address this interesting question. This research will improve e-advertising in Saudi Arabia.

2. Literature Review.

2.1. The visit to the store

Researchers have indicated that visiting retail stores occurs in different ways, such as browsing, shopping and window shopping. The existence of different forms of visits is the result of different motivations among consumers. The customer visits the point of sale to make a purchase for fun or for information. Consumer personality traits are an essential element for the choice of the magazine and the type of service. In nearly all studies, consumer personality traits are precursors of visits to physical magazines. Other research has demonstrated a moderate effect on store visits (Söderlund et al., 2014). The moderating constructs are rational/emotional motivation, perceived risk, optimum stimulation level, and product category capability. According to many authors, consumer innovativeness is another personal characteristic that is an antecedent of store visits. Additionally, some sociodemographic concepts, such as gender, age, religion, and education, are determining factors of visitation (Helme-Guizon, 2001).

According to previous studies, disposition is frequently an explicative concept for buyer comportment. For example, the disposition to satisfaction is a precursor of satisfaction (Kuo & Thompson, 2014). In this research, the choice of the variable of the disposition to visit the store is confirmed. Researchers define disposition to visit the store as the tendency of a consumer to visit a point of sale to realize certain objectives. Indeed, as mentioned earlier, there are diverse forms of frequenting the store. This difference in fashion can be clarified by different behaviors, suggesting that more consumers are sensitive than others in the rapport of the decision to visit the store. Then, one cluster of persons can simply choose to visit the point of sale; however, other persons cannot do so. This approach relies on the tendencies of others to invest in visiting stores. Thus, one might assume that nearly all people are disposed to make this choice; however, others are not inclined; otherwise, they are not inclined at all (Lee et al., 2008). Based on previous research, attention to online advertising may evoke some consumers to visit the point of sale and adopt some of the types of frequentations mentioned in previous studies. When people pay more attention to e-advertising, when their interest is greater, they will be more inclined to visit the store. This store visit is important for approving the information contained in advertising and for making purchases (Hamdi & Khemakhem, 2019). Accordingly:

Hypothesis 1: Online advertising has a significant impact on consumers' predisposition to visit a point of sale. An examination of the current studies demonstrates that not all studies have proven or annulled the relation between dispositions to visit the store and visiting the store in Saudi Arabia. Nevertheless, some studies have hypothetically confirmed the relationship between the provision and the choice and attendance of a store. Taylor (1979) demonstrated that environmental disposition, in addition to personality traits, causes

pilot consumers to react to certain factors in their quotidian lives. The physical atmosphere applies to the chosen house, the shop store, etc. Thus, this case is a contributing factor to individuals' comportment in choosing a particular store and influences their attitudes and usage patterns. Indeed, strongly disposed clients are individuals who act in a leisure-oriented manner and have a positive attitude (Taylor, 1979). Based on the research of Hamdi & Khemakhem (2019), it is therefore probable that there is a relationship between the decision and the willingness to visit the point of sale. In fact, the more the user has a positive attitude toward the idea of visiting the store, the easier it is for him or her to decide to go to the store to buy or to engage in free-time activity. Consequently:

Hypothesis 2: The disposition to visit a store has a significant impact on the decision to visit the store.

2.2. The implications for the product

Previous research has shown that involvement with a product has a moderate effect on the same link (Merabet & Benhabib, 2014). Customers who are highly involved are attracted to publicity campaigns and info existing in communications, such as the model ELM (Petty & Cacioppo, 1981; Flavian & Belanche, 2020). Thus, involvement has a major influence on the processing of info by the customer, who is more able to assimilate the information contained in the message, especially if it is a novelty. It is easy for him to decode the information and treat it more properly because he distinguishes the products and their efficiency. This simple action allows the clients to be more receptive to exchanging their tendency towards the products and increases the chances of making a buying choice. However, low-involvement clients are simply attracted to the exterior components of the communication, for example, color and music. These consumers are not interested in many elements and many estimation and conclusion principles for choosing a brand (Merabet & Benhabib, 2014). Founded on these outcomes, this study examines whether involvement has a moderate effect on the relationship between advertising on the Internet and the disposition to visit a physical point of sale. Based on the results of previous research, the more clients are implicated, the more they are attracted to the info offered in advertising on the Internet. This importance inspires them to visit the point of sale to perceive a corporal example in which they continue to buy their desired products (Hamdi & Khemakhem, 2019). Therefore:

Hypothesis 3: Implication for the product moderates the relationship between exposure to e-advertising and the disposition to visit the store.

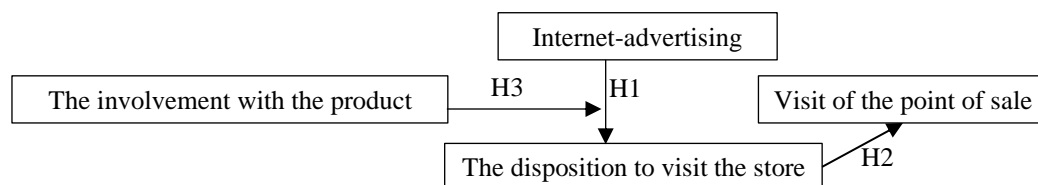


Figure 1. The model of the study
Sources: developed by the authors.

3. Methodology and research methods.

3.1. Measurement Scales

In this study, for online advertising, the Wu et al. (2008) measure is used. According to previous studies, the presented scale is multidimensional in terms of beliefs about electronic advertising (Burns & Lutz, 2006; Wang & Sun., 2010). The present study confirmed the use of Dreze & Zufryden's (1997) measure, which was used in the study of Wu et al. (2008). This is a one-dimensional scale. The applicability of this selection is based on the existence of items that address information, format, and animation. Considering the objectives of this research, the scale proposed by Hamdi & Khemakhem (2019) is used to measure the visit to the store. These are new constructs (including the measurement scale) that emerge from the outcomes of qualitative research and those from previous studies. The choice of these constructs in their study is unique. They are new constructs that have been proposed by researchers and measurement scales. Strazzieria's (1994) measure of involvement with a product was chosen because it has been confirmed in some contemporary studies in the arena of advertising, particularly since it eliminates the concept of perceived risk. Most marketing researchers use Churchill's paradigm (1979) to propose very reliable and valid measures of the phenomena identified in the literature or observed (Roussel & Wacheux, 2006). Roussel & Wacheux (2006) describe that this principle aims to achieve two objectives. The first consists of "anticipating and reducing the biases that could result from an instrumentation effect (halo effects, social undesirability, etc.)" (Roussel & Wacheux, 2006; p.247). The second relates to "verifying the internal validity of research" (Roussel & Wacheux, 2006; p.247).

3.2. Definition of the sampling method

In the absence of a sampling frame, the choice will be based on four empirical methods: convenience sample, judgment sample, snowball sample and quota sample. In this research, convenience sampling was used. This approach seems to be the most appropriate because the application of empirical methods in the field is easier and less costly than random methods. Moreover, this method allows us to select respondents in a simple way and in a short time (Giannelloni & Vernet, 2019; Perrien et al., 1984). Random sampling is defined as a sample composed of individuals who were present at the site and time of data collection (Giannelloni & Vernet, 2019).

3.3. Data collection

The data in this study were obtained by means of an inquiry involving 500 Internet users in Saudi Arabia. More specifically, Internet users are located in Riyadh (the capital) and on the northern border (Arar and Rafhaa). The data were collected via an electronic survey. "The online questionnaire survey offers operational and financial advantages: a cost less and most often independent of the size of the sample (e.g., elimination of paper costs, envelope, interviewer); faster data collection and availability of raw data in real time; reminders facilitated by the use of email or SMS; limited risk of error through automated data entry; the simplicity and accessibility of the method for researchers; coverage of a wider geographic pool of respondents" (Baude & Cerutti, 2021). The questionnaire included was sent to all users via Google Drive from August 2022 to September 2022. The translation into Arabic was performed by a professional translator to ensure conceptual equivalence. Considering the recommendations of Giannelloni & Vernet (2019), the questionnaire was piloted with a number of participants not exceeding thirty. The pilot phase served to ensure a final, comprehensive version of the questionnaire. Of the 500 randomly selected Internet users, only 350 responses were valid. The sample consists of 68% men and 32% women. Furthermore, Internet use exceeded 4 hours per day for 80% of participants.

4. Results.

4.1. Exploratory Analysis

The survey data were assessed to check the reliability of the different scales. Principal component analysis (PCA) and Cronbach's alpha were performed for the different variables: e-Advertising, the disposition to visit the store, and the visit to the store. The results of this analysis are presented in Table 1.

Table 1. PCA Results

Construct	Factor	Items	λ	Alpha	Contribution
Online advertising	3 items	adv1	0.947	0.983	96.629%
		adv2	0.987		
		adv3	0.965		
Disposition to visit the store	3 items	Disp1	0.830	0.874	79.990%
		Disp2	0.823		
		Disp4	0.747		
		Visit1	0.824		
Visit of the store	3 items	Visit2	0.548	0.757	67.995%
		Visit3	0.668		

Note: adv1= online advertising 1; adv2= online advertising 2; adv3= online advertising 3; Disp1= disposition to visit the store 1; Disp2= disposition to visit the store 2; Disp4= disposition to visit the store 3; Visit1= visit of the store 1; Visit2= visit of the store 2; Visit3= visit of the store 3; λ = factor loading

Sources: developed by the authors.

The choice of PCA is explained by the fact that the measures used are metric scales and that this analysis is used by researchers in the marketing field. "With PCA, we explore a concept, we try to identify its main characteristics, the factors that make it" (Roussel et al., 2002). There are also a number of steps to follow in conducting this analysis. These are listed in Table 2 (Carricano et al., 2009; Giannelloni & Vernet, 2012).

Considering Table 2, in this research, the choice of an orthogonal VARIMAX rotation was preferred. The data matrix is factorable because the KMO values are greater than 0.5. The contribution of each item to the formation of the factor of each measurement exceeded 0.7.

4.2. Confirmation of the exploratory analysis

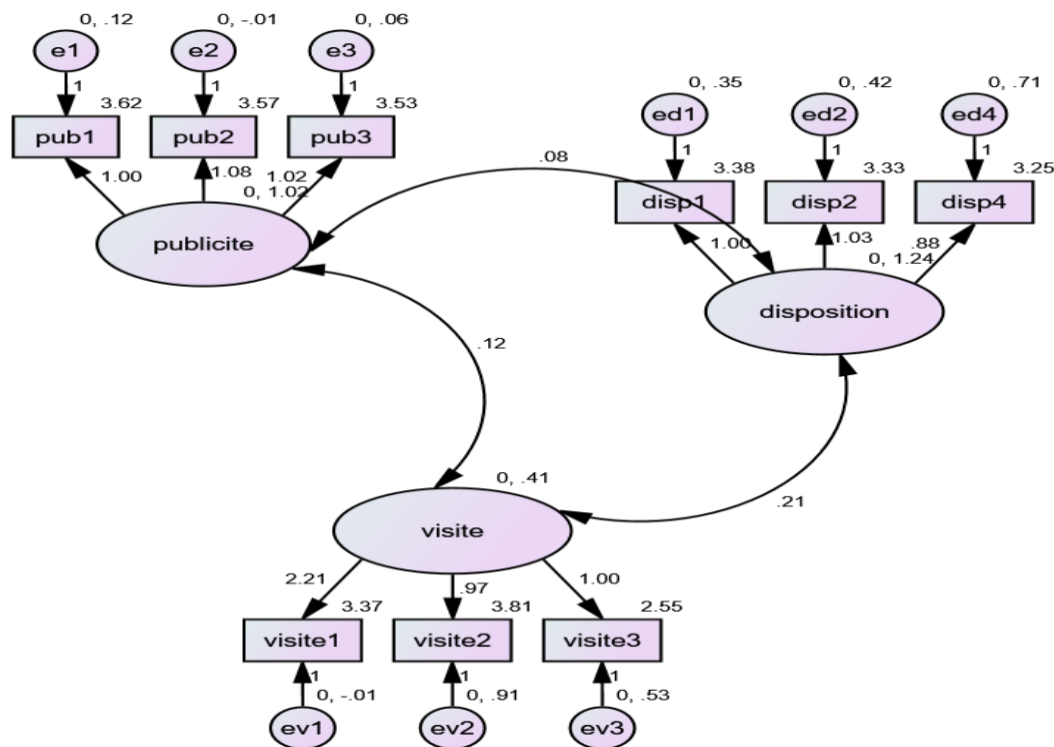
In this stage, by the structural equation method, the appropriate values of the measurement model and the structural model were verified.

Table 2. Steps of PCA

Steps	Techniques and criteria used
1	Choice of rotation type (orthogonal or oblique): In previous research, an orthogonal VARIMAX rotation was preferred. This is an orthogonal rotation that minimizes the number of variables with strong correlations on each factor and simplifies factor interpretation
2	Communalities (proportion of variance explained by the item) must be above 0.5 and preferably above 0.7. If this is not the case, the PCA is repeated without this item.
3	Choose the factor that has an eigenvalue greater than 1 (Kaiser's rule)
4	The contribution of each item to the factor must be greater than 0.5. The item that has a factorial weight greater than 0.3 for more than one factor must be eliminated. The PCA is repeated without this item.

Sources: developed by the authors based on (Carricano, et al., 2009).

According to the measurement model presented in Figure 2, the Mardia coefficient is 27.934 (c.r. = 8.456).

**Figure 2.** Measurement model

Sources: developed by the authors.

This value is greater than 3, so normality cannot be verified. To correct the absence of multinormality, the "bootstrap" method (Roussel et al., 2002) is used. The new values of the same indicators used in the first test are acceptable ($\chi^2 = 39.699$, $df = 24$, adjusted $\chi^2 = 1.653$, $P = 0.000$, $GFI = 0.981$, $AGFI = 0.954$, $TLI = 0.992$, $CFI = 0.994$, $RMSEA = 0.043$), showing that the Rho value of all scales is greater than 0.6. Therefore, the reliability of the diverse items in the scales was verified. All the items had a $CR > 1.96$, and the VME of all the scales had values above 0.5, indicating convergent validity. Discriminant validity is verified by the fact that the square of the structural correlation among an individual pair of concepts is less than the rate of the VME of each variable (Fornell & Larcker, 1981).

For the structural model presented in Figure 3, the values of the indicators are all acceptable ($\chi^2 = 50.486$, adjusted $\chi^2 = 1.443$, $P = 0.020$, $GFI = 0.985$, $AGFI = 0.944$, $TLI = 0.987$, $CFI = 0.995$, $RMSEA = 0.033$). Therefore, the study's propositions can be confirmed, as the structural relationships among the latent variables must be important. In fact, "if the C. When the R value exceeds 1.96, the regression relationship is significantly different from zero with a 5% risk of error" (Akrou, 2020).

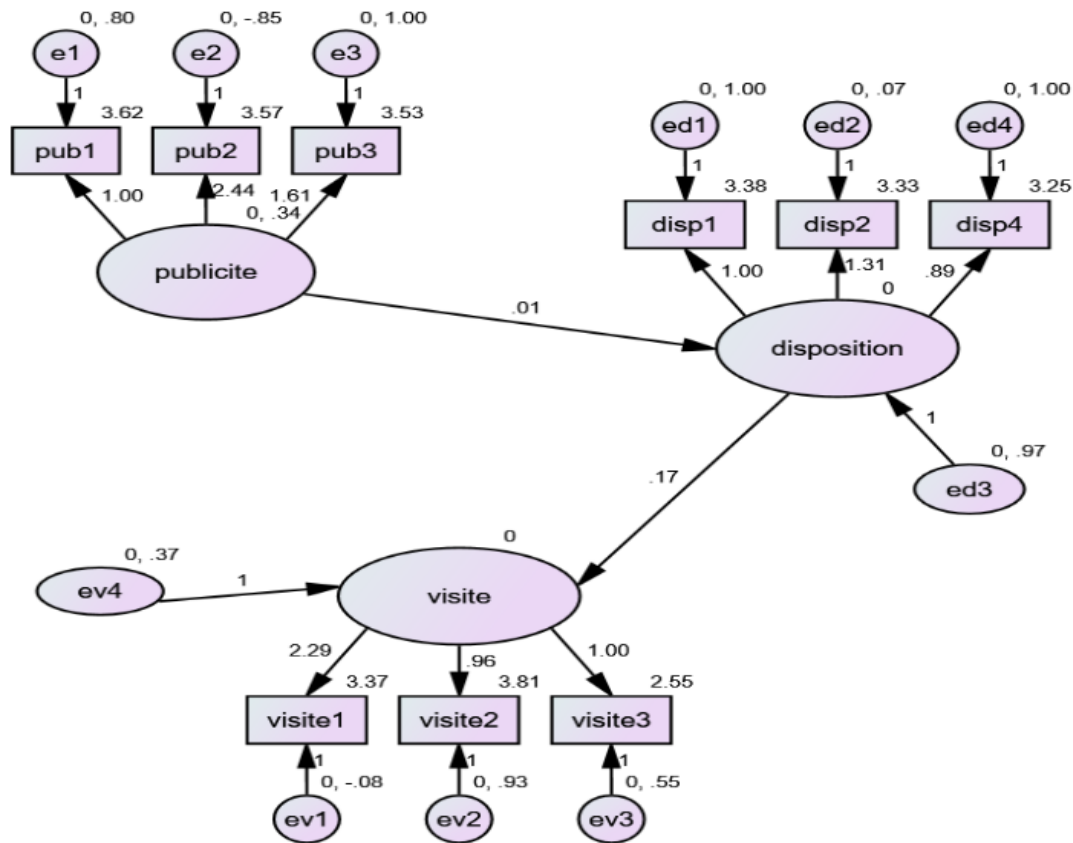


Figure 3. Structural model

Note: pub1= online advertising 1; pub2= online advertising 2; pub3= online advertising 3; disp1= disposition to visit the store 1; disp2= disposition to visit the store 2; disp4= disposition to visit the store 4; e1= error of online advertising 1; e2= error of online advertising 2; e3= error of online advertising 3; ed1= error of disposition to visit the store 1; ed2= error of disposition to visit the store 2; ed3= error of the construct disposition to visit the store; ed4= error of disposition to visit the store 4; ev1= error of the visit the store 1; ev2= error of the visit the store 2; ev3= error of the visit the store 3; ev4= error of the construct disposition to visit the store.

Sources: developed by the authors.

Considering the results presented in Table 3, the structural linkage among the electronic disposition to visit the point of sale and advertising is important for a C. R of 2.243 ($p = 0.015$) and a regression coefficient of 0.106. Thus, the regression equation is as follows:

$$\text{Disposition to visit the store} = 0.106 \times \text{Online advertising} + 0.045$$

Table 3. Estimation of structural links

	Structural link	Estimations	S.E.	C.R.	P
Disposition	<--- advertising	0.106	0.045	2.243	0.015
Visit the store	<--- disposition	0.368	0.048	5.024	***

Note: S.E.= Standard Error; C.R.= Critical Ratio; P = probability < 0.05.

Sources: developed by the authors.

Thus, H1 is verified. Advertising on the Internet is important for the surfer's attention and concern and makes him decide on the utility of visiting the point of sale. The effect of the willingness to visit the store on the visit to the store is important for a C. R of 5.124 ($p = 0.000$) and a regression coefficient of 0.368. Thus, the regression equation is as follows:

$$\text{Visit of the store} = 0.368 \times \text{isposition to visit the store} + 0.048$$

Therefore, H2 is confirmed. If the disposition of the consumer to visit the point of sale is greater, then the decision to visit the store is stronger when the client is interested. Through the multigroup analysis presented in Table 4, by adding a moderating construct, a modification will occur in the significance of the structural links between the different traits. For example, the effect of online advertising is confirmed for participants who have high involvement with the product ($P=0.025$), while the opposite is true for those who have low involvement.

Table 4. Results of multigroup analysis

Structural link	G1 : low involvement				G2 : high involvement				
	Estimation	S.E.	C.R.	P	Estimation	S.E.	C.R.	P	
Disposition <--- advertising	-0.061	0.093	-0.657	0.511	0.259	0.115	2.249	0.025	
Visit <---disposition	0.200	0.066	3.055	0.002	0.120	0.074	1.623	0.105	
		Chi 2 = 259.046				Chi 2 = 259.046			
		Df = 100				Df = 100			
		P = 0.000				P = 0.000			

Note: S.E.= Standard Error; C.R.= Critical Ratio; P = probability < 0.05; G1 = Group 1; G2 = Group 2; Chi2= Test of CHI 2; Df = degree of freedom.

Sources: developed by the authors.

Therefore, the implications for the product moderate the relationship between online advertising and the disposition to visit the point of sale. This effect was defined as positive and significant. Therefore, the third hypothesis is confirmed (H3).

5. Discussion. For the relationship between online advertising and the willingness to visit the store, the results show that this relationship is significant ($t=2.243$; $p=0.015$) and clearly reflects that online advertising attracts attention and the interest of the Internet user and leads him to think about the usefulness of visiting the store. For example, women can quickly have a propensity to move towards stores selling women's products (cosmetic products for example) by showing interest and attention to the new information presented in an electronic advertising message. This result is consistent with previous literature indicating that online advertising is an antecedent of attitudes, whether towards brands or towards messages. Indeed, the concepts of attitude and disposition can be considered convergent from the point of view of definitions. Attitude is "an emotionally attached feeling and tendency of actions toward objects or ideas". Disposition represents "tendencies to respond to situations or categories of situations in a particular predetermined way" (House et al., 1996). Thus, these two notions seem very similar because they both represent individual tendencies to act (Li, 2014). They suggest that when interest in online advertising increases, attitudes will become more favourable, and consumers' willingness to visit the store will increase.

The results of the study show that the relationship between the willingness to visit the store and the actual visit to the place of sale is positive and significant. ($t=5.024$; $p=0.000$). The stronger the willingness to visit the store is, the stronger the decision to visit the store in question by the customer will become. Indeed, the tendencies of individuals to engage in store visiting activities encourage some to easily make the decision to visit, while others do not do so easily. Internet users with a particular interest in an electronic advertisement for a new product (a new smartphone, for example) will be easily predisposed to visit points of sale specializing in this category of products to better inform themselves about their new features being introduced. Before in the online advertising messages, they look closely at the product. At this level, the results obtained are perfectly consistent with the conclusions given in the literature. Many researchers have found that the disposition towards satisfaction, the disposition to trust, the environmental disposition or the disposition to purchase stocks of products constitute all predictive or explanatory constructs of consumer behavior elucidated from the perspective of the purchase decision, perceived risk, social influence, attitudes, brand preference, purchase satisfaction, purchase intention, word of mouth and perceived product quality (Burns & Bowling, 2010). Taylor (1979) indicated that environmental disposition, like personality traits, directs consumers to achieve certain reactions in their daily life. Thus, the disposition is a determinant of the behavior of the individual in the choice of a particular point of sale, as it influences his or her attitude and his or her mode of attendance.

The disposition to visit a store is a mediator among electronic advertising and store visitation. This relation is supported by the technique of Baron & Kenny (1986), Roussel & Wacheux (2006) and Kotler et al. (2009). Electronic advertising has a major impact on the buyer's choice to visit the store only if there is a disposition

to do so. Online advertising that attracts users' attention and interest facilitates their judgment to visit the store, depending on their tendency to make purchases or for fun. These results are consistent with the findings of past studies in this context. In marketing studies, the constructs that mediate the influence of electronic advertising on e-shop comportment are attitude toward Internet advertising and attitude toward the brand (Zhang et al., 2023). Consumers who are highly involved are directly attracted to the information offered. This solid implication will significantly increase their concern about the new groups of their preferred products. Therefore, they will be extremely inclined to visit the point of sale for leisure or purchase motives (Ben Miled-Chérif, 2001). The results of this study are consistent with the results presented in previous studies. Some studies have shown that attachment to a product moderates the relationships among publicity and its consequences, for example, attitudes (Merabet & Benhabib, 2014; Belanche & Flavian, 2020).

6. Conclusions. The current research enriches the marketing literature on electronic communication with several essential contributions. First, it relates to the notion of an original concept, the disposition to visit the point of sale. The concept of disposition is in fact an emotional response, comparable to the concept of attitude, which is considered in the marketing literature, specifically online communication. Second, the theoretical contribution is the presentation of all the consequences of electronic advertising in a real situation. This study of the investigation of these consequences is a unique enquiry that seeks to address this important question. At the management level, directors can increase the influence of electronic advertising by concentrating on the advertising content (information, captivation) and animation and by considering the moderate effect of engagement with the merchandise. A Saudi shopper fines online advertising that is attractive when this advertising must have some actions and concepts flash. Previous studies have shown that banners are the most commonly used forms of electronic advertising in developed states in rapports. Therefore, Saudi directors should follow this form and use an effective mixture of content and animation. The e-shoppers who are involved are persons who have little engagement because they are simply concerned about the tools of the publicity communication. By fixing these aspects, the purpose of this advertising device will be to intensify the disposition of customers to visit the point of sale to obtain information and take a physical example of the product. In any case, the director assured the customer's visit to the point of sale.

This research has several limitations that can be attributed to several upcoming study opportunities. The first limitation is that only one mediator variable was used. It is important to integrate diverse forms of attitudes and to improve the mediating role between electronic advertising and visits to stores. The second limitation is that the moderator construct implication with the product is an individual variable that explains consumer behaviour. It is important to examine the moderating role of sociodemographic constructs. Likewise, the impact of online advertising on buying choices and sales is important. From this perspective, directing group interviews is more appropriate than semi structured conversations.

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Вплив онлайн-реклами на відвідування магазинів у Саудівській Аравії

Рім Зуауї, кафедра маркетингу, Бізнес-школа, Північно-Західний Університет, Саудівська Аравія

Рабіб Хамді, кафедра маркетингу, Бізнес-школа, Північно-Західний Університет, Саудівська Аравія

Ця стаття узагальнює аргументи та контраргументи в науковому обговоренні проблеми онлайн-реклами в Саудівській Аравії. Головною метою цього дослідження є вивчення впливу інтернет-реклами на відвідування магазинів. Систематизація літературних джерел і підходів до розв'язання проблем онлайн-реклами показує, що нові посередницькі та модеруючі змінні можуть вплинути на взаємозв'язок між інтернет-рекламою та відвідуванням магазинів. У цьому дослідженні наміри відвідати пункт продажу розглядається як посередницька змінна, а не як наслідок, з продуктом як модеруючою змінною. Важливість вирішення цієї наукової проблеми полягає в тому, що дослідження впливу онлайн-реклами на поведінку офлайн-клієнтів у Саудівській Аравії є новим. Дослідження ролі онлайн-реклами, впливу посередницьких та модеруючих змінних на відвідування магазину було проведено на основі опитування 500 випадково обраних користувачів інтернету в Саудівській Аравії лише 350 відповідей було визнано дійсними. Слід зазначити, що до онлайн-покупців, які брали участь у дослідженні, належали особи з низьким рівнем залучення; з цієї причини вони особливо зацікавлені в інструментах рекламного комунікації. У дослідженні використовувались структурні рівняння та мультигруповий аналіз для оцінювання прямих та опосередкованих впливів змінних. У статті представлено результати емпіричного аналізу, що підтверджують позитивний зв'язок між онлайн-рекламою та відвідуваннями точок продажу. Бажання відвідати пункт продажу є посередницькою змінною у взаємозв'язку між інтернет-рекламою та реальними відвідуваннями магазину. Результати емпірично підтверджують статистично значущий вплив інтернет-реклами на наміри відвідати точки продажу в Саудівській Аравії. Дослідження емпірично підтверджує та теоретично обґрунтовує, що покупці в Саудівській Аравії вважають онлайн-рекламу привабливою, коли вона містить певні акції та концепти. Таким чином, керівникам у Саудівській Аравії слід дотримуватися цього формату та використовувати ефективне поєднання контенту та анімації.

Ключові слова: наслідки; посередництво; модерація; онлайн-реклама; наміри; магазин.