

Chapter Five

Conclusion and Recommendation

Introduction

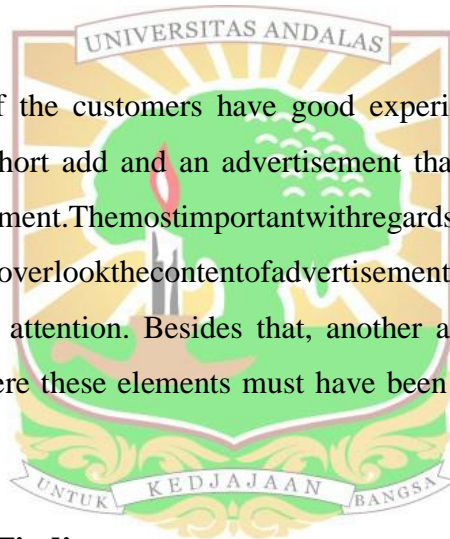
In this final chapter, a conclusion on the findings of this study is developed to further provide and discuss as well as bridge the results obtained with the literature reviewed at the earlier stage of this study. Additionally, this chapter sheds light on the theoretical and practical implications gained from this study as well as its finding in regard to the factors the effectiveness of e-advertisement towards customers' online purchase intention in Saudi Arabia. Apart from this, some valuable recommendations as well as potential future directions are also proposed in this chapter as it might be useful for companies involved in online business to plan their future strategies to further improve the online purchase intention among Saudi Arabian online consumers.

Recap of the Study

This examination attempts to discuss about and gives a vibrant image of the importance of the effectiveness of e-advertisement towards customers' online purchase intention in Saudi Arabia. A lot of exertion has been taken to offer understanding to the peruses in regards to the online business environment and adequacy of e-commerce on online consumers in Saudi Arabia. Moreover, this examination has recognized the basic components which add to the viability of e-advertisement in virtual condition and this point can help and bolster those organizations which are researching for the correct method to make sense of the basic factor that have enormous effect on online consumers' buying expectation. Consequently, the requirements for fitting advertisement for their specific administration and item has emerged, in this way make it necessary for them to get appropriate advertisement base on their objective market. (Akar and Nasir, 2015). The first

four independent variables which were used in this research are the factors that have influenced on consumer's online purchase behaviour, also assumed as the behavioural factor and directly influenced on customer perception towards e-advertisement. The perception obtained through the online shopping process creates by the positive experience which customer takes while they are at the vendor website and attempt to find appropriate service or product. Thus, many factors coming to the picture such as attitude towards design, information quality, influence of social networking, and perceived risk. Therefore, if vendor or any company which tries to advertise in online environment effectively, all these factors should be considered which has been discussed in the literature and conceptual framework.

However, most of the customers have good experience which lead to positive perception towards any short add and an advertisement that have been provided in the website or in virtual environment. The most important with regard to the advertisement is that the company should not overlook the content of advertisement namely the picture that are going to use to grab the attention. Besides that, another approach of advertisement is through social media where these elements must have been taken into considerations as well.



Discussion of the Findings

This examination analyses the yield of the factual investigations as introduced in the previous chapters. The main objective of this study was "to distinguish the effectiveness of e-advertisement on customers' online purchase intention in Saudi Arabia". To achieve this objective, a total of five factors were taken into consideration in this study. It has total four independent variables which are; (1) attitude towards design, (2) information quality, (3) influence of social networking, and (4) perceived risk. The dependent variable of this study is online purchase intention.

This study also studied the relationship of these factors with the dependent variable (online purchase intention) among the Saudi Arabian online users in more details. The outcomes present in chapter four demonstrate that attitude towards design, information quality and influence of social networking have significant positive relationship with online purchase intention among Saudi Arabian online consumers. Besides, it has also found that perceived risk has a significant negative relationship with online purchase intention among Saudi Arabian online consumers. By doing so, this study has been able to answer all the research questions identified in this study which were:

- i. What is the relationship between attitude towards website design and customers' online purchase intention in Saudi Arabia?
- ii. What is the relationship between information quality and customers' online purchase intention in Saudi Arabia?
- iii. What is the relationship between influence of social networking and customers' online purchase intention in Saudi Arabia?
- iv. What is the relationship between perceived risk and customers' online purchase intention in Saudi Arabia?

This also justifies the achievement of the research objectives identified in this study which were:

- v. To investigate the relationships between attitude towards website design and customers' online purchase intention in Saudi Arabia.
- vi. To examine the relationship between information quality and customers' online purchase intention in Saudi Arabia.
- vii. To explore the relationship between influence of social networking and customers' online purchase intention in Saudi Arabia.
- viii. To discover the relationship between perceived risk and customers' online purchase intention in Saudi Arabia.

The initial four independent variables which were used in this research are the components that have influenced on customer's online purchase intention, and hence, assumed as the behavioural factor and directly influenced on customer perception towards e-advertisement. Through that point, these components have effect on customer's online purchase intention and the perception obtained through the online shopping process creates by the positive experience which customer takes while they are at the vendor website and attempts to discover appropriate service or item (Abadi et al., 2011; Abu-Shamaa et al., 2016; Bringula et al., 2018). Therefore, if any organization that tries to advertise in online environment effectively, everyone of these components ought to be considered which has been discussed in the literature and conceptual framework.

However, a large portion of the customers have great experience which lead to positive perception towards any short include and an advertisement that have been provided in the website or in virtual environment. The most critical with regard to the advertisement is that the organization ought not to overlook the content of advertisement namely the picture that are going to use to catch the eye (Watts & Chi, 2017). Besides that, another methodology of advertisement is through social media where these elements more likely than not been taken into considerations too. More interestingly, this investigation is expecting that demography can create impacts on customer purchase intention towards e-advertisement and on effectiveness of e-advertisement. There is a major hole between the perception of customer towards e-advertisement and the effectiveness of e-advertisement that ought to be aware of (Zhang et al., 2018). This investigation has figured out the issue of demography that does not have effect on customer perception towards e-advertisement. Basically, this investigation has discovered that customer who has positive perception regarding e-advertisement and this demonstrates a solid effect on customer purchase intention towards online shopping.

Implications and Recommendations of the Study

Rise of web innovation has led to huge changes in showcasing structure and effect on commercial battle (Akar & Dalgic, 2017; Sakalli, 2018). Numerous organizations are attempting in this focused market to market their product and services by given the customer the right and positive experience through their advertisement which can appear in their own websites or in any other virtual lands social networks such as YouTube Facebook and etc. However, majority of the people are using internet and getting along with technology (Jadhav & Khanna, 2016). Subsequently, numerous administrators, and CEOs are worried about taking the correct heading to acquaint their items and administrations with their customers whether they are online user or off line users (Aljarboa, 2016; Thamizhvanan & Xavier, 2013; Wang et al., 2010). Nonetheless, this study is more concerned about online, therefore automatically E- advertisement can be considered for some sellers and surely understood organizations as exceptional way to deal with market their item through compelling promotion.

On the other hand, to be effective in this focused market, all organizations must think about their online users and those who are visiting their website and that they are surfing and searching in the secured and privacy website and they should experience pleasure and enjoy while they are looking at the advertisement pictures (Luo et al., 2012). The content which has written about that particular products or services in their website or in their Social Media form should consider as an effective advertisement that can lead to customer stimulation towards purchasing product (Zahid et al., 2017). Nowadays, customers are willing to pay for that service or product, and this would be the main critic and suggestion.

Based on this study, each company should understand the customer needs and wants, and to provide them with appropriate advertisement for stimulating their purchase intention. Saudi Arabian companies should consider the factors which that have been developed in the framework that will definitely experience goods sales and would generate good profit margin. As such, the study recommends the following:

- Saudi Arabian companies involved in online business should understand the importance of consumer's attitude towards website design, so as to ensure ease of use in the navigation of their websites. This will further help to focus more on other design attributes which in turn will increase the level of online purchase intention among Saudi Arabian online consumers.
- Besides, information quality should be standardized and proper explanation regarding the product need to be provided. Besides, a detailed explanation of the "how to use" should be provided which will increase the level of online purchase intention among Saudi Arabian online consumers.
- There is also a need to restructure the current online promotional structure of the companies involved in online business due to the increased influence of social networking which become necessary now a days. Therefore, the management should consider this factor seriously that will help to engage with their customers effectively and this will ultimately increase the online purchase intention among Saudi Arabian online consumers.
- Moreover, the management should also ensure that their website is secured and provide safe online surfing conditions for the customers which in turn will lower the customer's perceived risk and hence, increase online purchase intention among Saudi Arabian online consumers.

Limitation of the Study and Future Direction

There are also some limitations of this study. The first limitation was the number of respondents. Due to shorter time and costs involved in the data collection, the number of respondents was limited to 106 only. Furthermore, access to getting the required data has restricted the researcher to obtain more data. Hence, this study suggests that in future studies, sample size should be bigger as this will facilitate to understand the phenomena more clearly.

In view of the encounters picked up from this specific examination, there are a few proposals for up and coming researchers who are keen on investigating a greater amount of this point. To begin with, the future research could be made in the entire parts of Saudi Arabia which should cover every one of the states in the nation especially that part which is going ahead with technology.

It is additionally useful if the future researchers could gather information and data from young and Internet oriented generation. And also, more factors which contribute to E-advertisement and its effect on customer purchase intention should be considered. As a result of limitation of independent variable can be perceived in this study, so the future researcher can come up with some further independent or intervene factor in the concept of internet and the effectiveness of e-advertisement towards customers' online purchase intention in Saudi Arabia. This will help the researchers to give more insight to the companies and vendors which are going to implement E-advertisement to market their products or services.

Conclusion

This study has presented various factors that incorporated in website quality in order to boost up customer's positive perception towards e-advertisement which appears in online or companies' website. The quality of website does enhance the customer's benefit as well as more essentially, it can convey an incentive to the customer that in the long run will expand customers' online purchase intention in Saudi Arabia. The other factors such as information quality, influence of social networking, perceived risk as well as demography also plays influential factors on customer online purchase intention. Providing good website, creating good brand by using the leverage of social network, the perception of customer can be changed positively towards E-advertisement and once the positive perception has been developed, the advertisement can be seen more effective and definitely it would effect on customers' online purchase intention in Saudi Arabia.

Finally, this investigation fundamentally added to the theoretical improvement of the present dimension of information that contemplated the one of a kind component towards online buy expectation among Saudi Arabian online shoppers. The examination discoveries will help both the academicians and the administrations engaged with this industry to get more information in dealing with their online customers in a better way.

