

Electronic Advertising and its Role in Convincing Iraqi Youth to Purchase Goods and Services

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Abstracts

In the era of speed and development, electronic advertisements have emerged as a very important tool in marketing products and services due to their rapid spread and simplicity. In this research, the role of electronic advertisements in persuading young people in Iraq to purchase goods and services was identified. Based on the descriptive approach, a questionnaire containing 20 paragraphs was designed to measure the role of electronic advertisements in persuading young people. The Cronbach's alpha for the scale was calculated and was equal to 82%. The sample included 360 young men and women from Iraq, where the questionnaires were distributed electronically and 351 valid questionnaires were retrieved for analysis. Based on statistical processing of the information, the study concluded that:

There is a statistically significant relationship between electronic advertisements and persuading young people to purchase goods and services in Iraq, as the Pearson value reached 0.74.

Keywords: Electronic advertising, goods, youth, services.

Introduction

Chapter One: The methodological framework of the research

First: The research problem:

Advertising is currently considered one of the most important communication activities that contribute to the growth and development of institutions in the market, as the success and development of these institutions is no longer limited to the type, quality and price of the goods they provide, but rather this success has become linked to a large extent to the advertising activity of this institution, which it uses as a means. To promote its goods and services, as well as the ability that characterizes this activity to influence the largest available number of targets (Haroush, 2021).

In view of the huge increase in the types and numbers of goods offered by institutions in the market, as well as the diversity in the services provided by these institutions, promoting these services and products is considered the best way to provide the opportunity for the customer to know what these institutions offer, and electronic advertising is considered the best means of promotion at the present time. For promotion, where a product is announced through an advertisement that is displayed on websites and social media to inform customers of the available services and goods and enable them to compare them and choose what suits them (Ghadiri, 2015).

Electronic advertising has a significant impact on conviction Young BAc question of goods and servicesOnline advertising, with all its types of texts, images, and videos, has a great ability to influence youth groups and their purchasing decisions and behaviors, as these modern advertising methods based on television, radio, and the Internet constitute modern and effective ways to deal with young customers and persuade them to purchase goods and services (MJ. Tang, 2017).

It is clear from the above that it is necessary to study the impact of electronic advertising on persuading Iraqi youth to purchase goods and services. Therefore, the problem of the study can be formulated with the following question:

“Is there an effect of electronic advertising on persuading Iraqi youth to purchase goods and services?”

Second: The importance of research:

Electronic advertising of its various types (text, image, or video clip) is considered the best method of promoting products and services at the present time, and this has been helped by the widespread use of websites and means of communication. The importance of electronic advertising is mainly due to the effective influence it has on the decisions of consumers, especially young people in Shopping, purchasing and acquiring goods using the Internet, as it has becomeYoungArabi in this timefromBasic components of a great trading system,Whether merchants or consumers. AndShow who "Arab youth opinion poll"The stream in a year2019 that%71 ofYoung people of age18 - 24 years inThe eastern and western regions of the Arab world, They are shopping byInternet at least oncePer month,AndThis is whatIt forms a riseThe percentage of young shoppers onlinein the rate of%18Compared with thePollstream inGeneralPrevious (Zaki, 2019), and the importance of the research can be summarized in the following points:

- 1- The spread of electronic advertising as the best means of promoting the products and services provided by the organization.
- 2- The widespread use of Internet sites and means of communication among young people.
- 3- Great interest in studying the impact of electronic advertising on the conviction of young people to purchase goods and services in various Arab countries.

Third: Research objectives:

The current research aims to:

- 1- Introducing electronic advertising, its importance and features.
- 2- Identify the extent of youth in Iraq's interest in electronic advertisements.
- 3- Study the impact of electronic advertisements on persuading young people to purchase goods and services.

Research hypothesis:

“There is a statistically significant effect of electronic advertising on the decision of young people to purchase goods and services in Iraq.”

Fourth: Research questions:

- 1- What is electronic advertising?
- 2- What are the advantages of electronic advertising?
- 3- What is the impact of electronic advertising on persuading young people to purchase services and goods?

Fifth: Type of research and its methodology:

In this research, the descriptive approach was used because it is considered the appropriate approach for the purposes of the study.

Sixth: Search tools:

In this research, a questionnaire was used as a data collection tool.

Seventh: Concepts and terminology:

-Electronic advertising:

Technically: it is an advertisement made through electronic media and published on the Internet that seeks to promote a specific product or services (Salah, 2015).

Procedurally: It is the advertisement presented by platforms and websites to Iraqi youth with the aim of influencing their purchasing decisions and convictions.

Tenth: Previous studies

1-Study (Abdel Aziz, 2020)The study aimed to know the method of using visual rhetoric in advertisements for multinational companies. The study relied on the descriptive and survey approach. The sample included eight advertisements for fast food, milk, soft water and other products of multinational companies. The study relied on the analytical method to analyze the main texts and ideas in the advertisement. The study resulted in the fact that those who designed the researched advertisements were good at using visual rhetoric in all the various elements of advertising. The study presented a set of proposals, the most important of which was the necessity of using visual rhetoric in electronic advertisements on various sites, and the necessity of diversifying the use of forms of visual rhetoric in advertising because It has the effect of attracting the consumer's attention.

2-Study (Haroush, 2021)The study aimed to find out the effect of electronic advertisements in stimulating purchasing behaviors among female university students. The study included a sample of (800) individual female university students from various academic levels. The study relied on the survey method because it is the most appropriate for this type of study, and the questionnaire was used as a tool to collect Data, and the study resulted that the degree of confidence of the female students surveyed in electronic advertising is moderate, and that most of the female students watch electronic advertising due to the ease of obtaining information and its low cost, and that the majority of them prefer interactive electronic advertising. The study also confirmed that most female students believe that electronic advertising affects the purchase decision. The study recommended the need to find effective methods to enhance female students' interest in electronic advertising and increase their awareness of it.

3- Study (Al-Yawrasy, 2017): Knowing the degree to which electronic advertisements are able to influence consumer behaviour, and the degree to which the organization's website influences the decision to purchase the product by consumers. The study was conducted on a sample consisting of (3741) individual students from different academic majors. The questionnaire was used as a tool for collecting data, and it relied on the descriptive approach, which resulted in the fact that the advertising method contributes to changing consumers' conviction about the product, and that the organization's website has a role in attracting consumers to buy the organization's products by providing information that defines the product and its characteristics and motivates consumers to turn to it. The study presented a number of suggestions, including the need for electronic advertising to be honest and provide real information about the product, and the need for the product to arrive with the same specifications that were announced in order to gain consumers' trust.

4-Study (Al-Jamal, 2020)This study aims to determine the extent of the impact of electronic advertising on the decision to purchase computers among university students, in Hebron. The study sample consisted of (410) individual university students. The study used the questionnaire as a tool for collecting data and relied on the descriptive approach. It resulted in the fact that electronic advertisements affect significantly on the decision to purchase computer devices, and that there are no differences in the degree of influence of electronic advertising on the purchase decision due to the variable of gender or year of study, but there are differences due to the variable of university in favor of students at the Open University in Al-Qaddi and Hebron. The study presented a set of recommendations, including the need to address... Institutions and shops turn to electronic advertisements because they are low-cost and effective in delivering information to consumers.

5-Study (Quraysh, 2023)The study aimed to find out how students at the University of Guelma use electronic advertising via Facebook, and to know the impact of these advertisements on their consumer behavior. The study was applied to a sample consisting of (60) individuals from the students of the university studied. The study used the descriptive approach and relied on the questionnaire as a tool to collect The information resulted in the fact that electronic advertising via Facebook affects the consumer behaviors of the university students studied due to the ease of access to what they want while at home. The study also proved that electronic advertising on Facebook is useful in introducing students to new products that are offered in the markets, and

that most of the students who use With electronic advertisements, they are female. The study recommended that companies advertising through Facebook must adhere to credibility and transparency, and pay attention to the comments of Facebook followers, interact with them, and meet their requirements.

6- Study (Al-Jundi, 2017) The study aimed to know the relationship between gender and the purchasing decision when exposed to electronic advertising through the Internet, and the direct and indirect effects on the steps of this decision. The study was applied to a sample of (225) of the students studied, and the questionnaire was used. As a tool for collecting data, it also relied on the descriptive approach, which resulted in the fact that electronic advertising has a correlation with the purchasing decision of the students studied, and that the gender of the student affects this decision to a lesser extent, and that females are more affected by electronic advertising, and that viewing electronic advertising has an impact on creating a need. The study recommended that producing institutions should target the student sector with their marketing advertisements, as they are the largest segment that views these advertisements.

7- Study (Galban, 2021): The study aimed to know the degree of the impact of electronic advertising on the consumer's orientation towards the consumer product that is marketed via the Internet, and the degree of the impact of electronic advertising on increasing sales volumes. The study sample consisted of (70) individual shop owners. In "Libya-Tripoli", the study used the questionnaire as a tool to collect information, and relied on the descriptive approach. It resulted in the fact that the advertiser does not care about followers' comments and responding to their questions, and that there is no interaction between consumers and the electronic advertisement that displays the specifications of the commodity. The study recommended the necessity of paying attention to electronic advertising. Its quality and the use of the latest technologies to achieve the desired goals.

8- Study (Mahalaxmi, 2016) I aimed to study The impact of digital marketing on the consumer's purchase decision and find out whether consumers are aware of digital marketing and the impact of digital channels on their purchase decision. The study was conducted through a survey of 50 participants. The survey results are analyzed using the Chi-square test. The results showed that customers are aware of digital marketing and prefer electronic and shopping goods through digital channels in their purchasing behavior. The study is conducted in a particular geographical area and this can be considered as a constraint to judge the purchasing decisions of all customers in different areas. As the world moves towards the digital age, digital channels play a vital role in increasing the sales of any company's products. Therefore, the current study attempted to reveal the impact of digital marketing on customers' purchasing decision.

9- Study (Kamaruddin, 2020) the goal The basic principle of this study He was Provide an effective conceptual model of the online advertising context that influences consumer purchasing behavior. Where it was done study Effect Online advertising on consumer purchasing behavior in this study. Done Review and present methods for analyzing, classifying and prioritizing relevant components. It was completed Examining the media and effective elements of online advertising content as perceived by the consumer, which is the consumers' attitude towards the advertisement as well as the consumer's purchasing decision and purchasing behavior factor. A conceptual model of the elements of online advertising that influence consumer behavior is depicted and

illustrated. In particular, this research revealed the effective elements and their impact on online advertising on consumer purchasing behavior and discussed theoretical contributions accordingly.

Chapter Two: Theoretical Background:

Advertising concept:

The concept of advertising refers to showing the characteristics of a specific commodity and promoting it, and it is paid, non-verbal communication that aims to deliver information about the product through multiple means of communication (Schnecher, 2023).

Factors that led to the emergence of electronic advertising:

There are many factors that contributed to the emergence of this type of advertising, the most important of which are (Shuai, 2021):

- Great availability of electronic devices.
- Provide programs that allow the use of Internet networks and facilitate dealing with them.
- The electronic advertisement does not adhere to specific publishing conditions.
- The efficiency and breadth of the Internet, which allows access to information quickly.

The Internet has become one of the most modern means of communication, so it was necessary for institutions that use electronic advertising to use it to their advantage, and research has confirmed that television viewers have migrated to the Internet.

Forms of electronic advertising:

The form of electronic advertising varies depending on its marketing objective, and its most prominent forms are (Falah, 2016):

- E-mail advertisements: E-mail is one of the most important and widely used services available on the Internet, because it is characterized by saving cost and time. Communication between the advertising institution and its customers takes place through a table that includes their names, and the advertisement is sent to them via their e-mail. Thus, the institution promotes its products using e-mail or Web (Abu Kharmah, 2011).

- Advertising bar: This form of advertising is widely used. It is a rectangle placed at the top or bottom of the website page and contains information about the product or company in an attractive way that attracts the browser to click on the bar and the ads are displayed. This form is characterized by its low cost and contributes to supporting the name. The product or company (Haroush, 2021).

- Static advertisement: that is, a silent, non-moving advertisement that includes information, and when clicked by browsers, it is sent to the web page of the advertising company.

- Animation advertisement: It is a group of simple images and graphics in terms of size and area, where the designer performs a kind of visual trick to make the browser believe that the image is

moving, with the aim of fixing the image in the browser's mind for a number of seconds and attracting his attention (Falah, 2016).

- Announcement breaks: They appear suddenly on websites and the browser cannot control them. They are designed to appear when downloading a material.

-Interactive advertising via the Internet: It is implemented through special software, and it is considered the best form of electronic advertising because it has the advantage of being implemented through a database and providing marketing opportunities that suit all users of the network, and all visual and audio stimuli are available (Haroush, 2021).

General accident sponsorship advertisements: where a company sponsors a specific event, such as football matches, and the goal of this type of advertisement is to attract the browser's attention and introduce the company and its products.

Characteristics of electronic advertising:

These characteristics are evident as follows (Allaloush, 2016):

1-Interactive:

Where the consumer can interact with the advertising site to inquire and answer questions, and by clicking on the advertisement button, the product specifications are displayed. The consumer can also preview the product and test it "like a software advertisement," where the consumer downloads the software, previews it, and then purchases it if it is suitable for him.

2-Flexibility and speed of access to the consumer:

Electronic advertising is available at all times and throughout the week, and it allows the advertiser to follow up the advertising campaign and develop it continuously, or end it depending on the extent of browsers' response to it. It also allows consumers to obtain information related to the product at all times, which helps them to make a comparison and make a purchase decision.

3- Follow up on the requirements of the target audience:

Electronic advertising allows consumers to follow up on their interests in products so that producers of the commodity can produce it in a way that satisfies the consumer's ambitions and desires. It also allows knowing the reactions of recipients to the advertisement through the number of times it is viewed (Assasi, 2015).

4- Integration of various media:

Multimedia is used in electronic advertising, such as sound, image, text, and three-dimensional images of the product.

5- Its costs are low:

The cost of electronic advertising is low compared to the costs of traditional advertising. This is due to the availability of modern information programs, and the availability of many websites that allow displaying advertisements at low costs. Electronic advertising does not require printing, workers' wages, or postage, which helps reduce its cost (Allaloush, 2016).

The difference between electronic and traditional advertising:

The differences between traditional and electronic advertising can be summarized according to what was stated in (Bu Ali, 2018)

- 1-Traditional advertising addresses society in general, while electronic advertising addresses the individual personally.
- 2- Traditional advertising is a message that has one destination in which the recipient is negative, while in electronic advertising the user interacts with the message positively.
- 3-Traditional advertising uses excitement to attract the viewer's attention, while electronic advertising uses images and text in addition to interaction and information.
- 4-The traditional displays information directly, while the electronic works to provide information appropriate to the needs of each customer.
- 5-Traditional advertising aims to market the products that the advertiser wants to promote, while electronic advertising gives customers the opportunity to choose the information they need.
- 6- In traditional advertising, there is difficulty in consumers contacting the seller, while in electronic advertising, there is ease in contacting the seller through his website (Bu Ali, 2018).

Electronic advertising jobs:

These jobs are classified as follows:

1- Jobs related to producers (Shuai, 2022):

The functions of advertising in this field are multiple, including:

- Introducing the consumer to the services and goods to be marketed.
- Informing the consumer of the modification made to the product to make it more efficient.
- Reducing production costs by increasing the amount of sales, which is reflected in the increase in production.

2- Jobs related to consumers (Galban, 2021):

- Making the choice easy: This is by enabling consumers to make the right choice and sparing them the difficulty of choosing under the shadow of competition that provides the same product, by providing information about the product's features and price.

Providing consumers with skills that are useful to them: electronic advertising reminds the consumer of some behaviors that benefit him and keep him away from difficulties, such as changing tires and oils for cars, etc.

- Electronic advertising informs the consumer about the place and time of the product's availability.
- Stirring the consumer's buying motivation and creating his conviction to purchase the product.

Electronic advertising also works to add value to the product by influencing the consumer’s conviction and perception of the product.

Chapter III: Research Methodology

Study population: Youth in Iraq

The study sample :A sample was drawn randomly from the study population, which is represented by Iraqi youth, and includes 360 young men and women. 360 questionnaires were distributed and 351 questionnaires were retrieved, thus the percentage of questionnaires suitable for analysis was 97%.

The limits of the study:

Time: 2022-2023

Spatial:Iraq

Validity of the study tool:

The process of verifying the validity of the questionnaire used as a tool for the study was done by presenting this questionnaire to a jury of specialists to verify the validity of the questionnaire.

Stability of the study tool:

The Cronbach's alpha coefficient was calculated in order to verify the reliability of the questionnaire used as a tool for the study, as shown in the following table:

Table (1) Results of verifying the reliability of the questionnaire according to the Cronbach’s alpha coefficient

Cronbach's alpha coefficient	Questionnaire paragraphs	the number
0.78	Electronic advertising	1
0.86	Persuading young people to purchase goods and services	2
82%	Total	

Internal consistency coefficients:

The correlation coefficient was calculated for each statement of the questionnaire, in addition to calculating the total score for the questionnaire axes, in order to ensure the consistency of the questionnaire statements, as shown in the table:

Table (2) Internal consistency coefficients for both electronic advertising and youth’s decision to purchase goods and services.

Persuading young people to purchase goods and services			Electronic advertising		
indication	Correlation coefficient	Phrase	indication	Correlation coefficient	Phrase
0.00	0.78	1	0.00	0.76	1
0.00	0.82	2	0.00	0.79	2
0.00	0.79	3	0.00	0.84	3
0.00	0.81	4	0.00	0.82	4
0.00	0.80	5	0.00	0.85	5
0.00	0.84	6	0.00	0.87	6

0.00	0.86	7	0.00	0.88	7
0.00	0.88	8	0.00	0.83	8
-	-	-	0.00	0.81	9
-	-	-	0.00	0.78	10
-	-	-	0.00	0.77	11
-	-	-	0.00	0.75	12

From the above, we find that all coefficients for the items are statistically significant at the 0.05 level of significance

Statistical study:

Clarifying the demographic characteristics of the sample members:

Table (3): Distribution of sample members according to the variables of gender, age group, and educational qualification

Qualification			Age group			Sex		
The ratio	the number	Scientific certificate	The ratio	the number	the age	The ratio	the number	Sex
37%	130	High school	29%	101	20 - 25 years	64%	225	male
32%	112	BSC	35%	124	25 - 30 years	36%	126	He praised
22%	76	Masters	26%	91	30 - 35 years	100%	351	the total
9%	33	Ph.D	10%	35	35 - 40 years	-	-	-
100%	351	the total	100%	351	the total	-	-	-

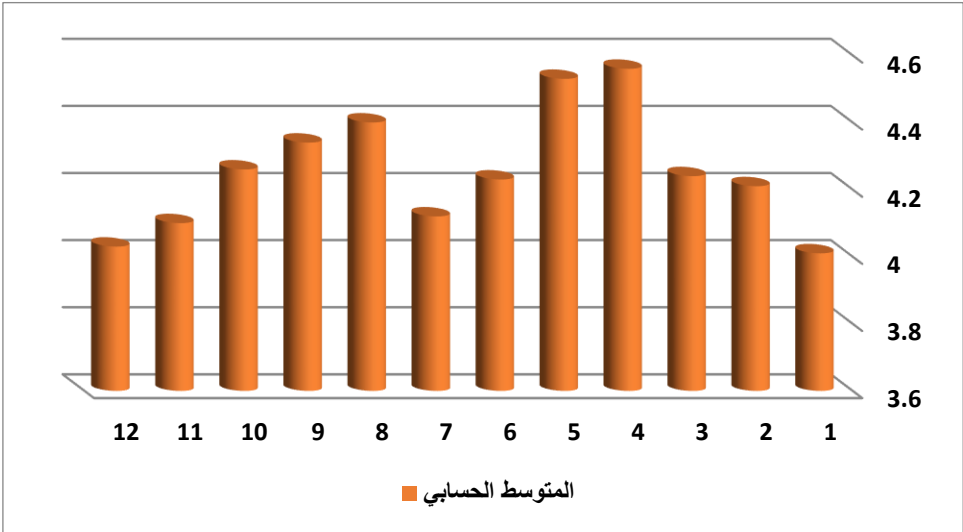
Second: Analyzing the answers obtained by sample members to the phrases that make up the questionnaire:

Electronic advertising:

Table (4): Analysis of individuals' answers to the statements of the first axis.

Ranking	Importance	percentage	standard deviation	SMA	Phrase	the number
12	high	80%	0.78	4.01	The ease of electronic advertising plays a fundamental role in influencing the opinion of young people	1
8	very high	84%	0.86	4.21	Websites are easy to access and therefore easy to deliver advertisements to the largest possible number of recipients	2
6	very high	85%	0.89	4.24	Electronic advertisements are available throughout the day, and this fundamentally affects the purchasing decisions of young people	3
1	very high	91%	1.01	4.56	Electronic advertising can be viewed at any time, which affects the purchasing choices of young people	4
2	very high	91%	0.96	4.53	Electronic advertisements are an important source of information	5
7	very high	85%	0.92	4.23	Electronic advertisements are characterized by their	6

					widespread distribution, and therefore the desired message spreads quickly	
9	high	82%	0.94	4.12	Electronic advertising is diverse and constantly updated	7
3	very high	88%	0.85	4.40	Electronic advertising provides ease of obtaining information about various products and services	8
4	very high	87%	0.87	4.34	Electronic advertisements provide easy communication with companies providing products and services	9
5	very high	85%	0.98	4.26	Electronic advertisements show the advantages of the requested services and products	10
10	high	82%	0.76	4.10	Electronic advertisements include attractive and exciting content compared to traditional advertisements.	11
11	high	81%	0.83	4.03	The content of electronic advertising affects young people's purchasing choices and requesting services.	12
-	very high	85%	0.88	4.25	-	everyone



The table shows that the highest value of the arithmetic mean was4.56With a standard deviation1.01Its lowest value was4.01With a standard deviation0.78The importance was between high and very high. The total value was the arithmetic mean4.25With a standard deviation0.88And the importance is very high.

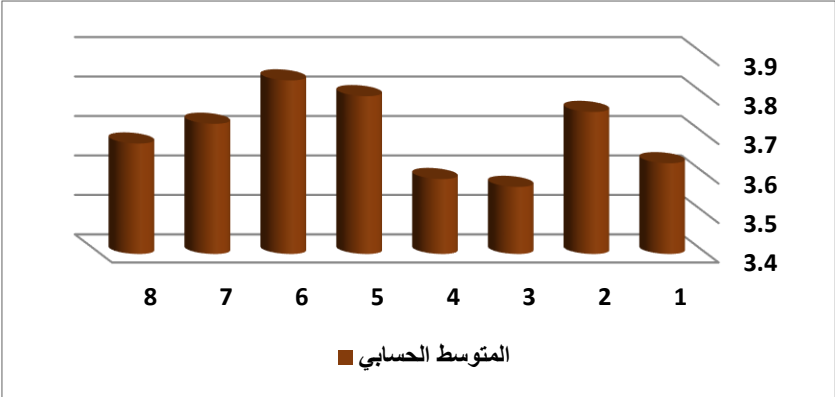
The phrase “advertisement” came Electronic Met To Watch in any time Than impact on Options the purchase I have Youth (with arithmetic average)4.56) in first place, followed by the phrase (count Advertisements e source Important For information (arithmetic average)4.53) came in second place, while the phrase (believe Advertising Email ease in Get on information around Products And services Miscellaneous with arithmetic mean (4.40) the third place.

The phrase (that ease Advertisements e on Play Role Basic in the influence on opinion Youth (with arithmetic average)4.01) Last place.

Persuading young people to purchase goods and services:

Table (5): Analysis of individuals’ answers to the statements of the second axis.

Ranking	Importance	percentage	standard deviation	SMA	Phrase	the number
6	high	73%	0.90	3.63	The ease and simplicity of electronic advertising plays an essential role in convincing young people of the services and products provided	1
3	high	75%	0.93	3.76	Electronic advertising prompts me to purchase and request services online	2
8	high	71%	0.82	3.57	I believe that the services I get from the Internet are consistent with what the advertisement presented	3
7	high	72%	0.77	3.59	The products advertised electronically achieve what you expected after requesting and purchasing these services	4
2	high	76%	0.75	3.80	Electronic advertisements help me evaluate services and products and choose the best ones	5
1	high	77%	0.88	3.84	Electronic advertising helps me identify product brands	6
4	high	75%	0.91	3.73	I rely on electronic advertising to collect information related to the services and products I want	7
5	high	74%	0.89	3.68	Electronic advertisements encourage me to search the sites with the intention of identifying the contents of the advertisements on the sites.	8
-	high	74%	0.85	3.70	-	everyone



The table shows that the highest value of the arithmetic mean was 3.84 With a standard deviation 0.88 Its lowest value was 3.57 With a standard deviation 0.82 The importance was high for all statements. The total value was the arithmetic mean 3.70 With a standard deviation 0.85 With great importance.

Occupied the phrase (Helps me Advertising Electronic in Identify on Tags Commercial For products (with arithmetic average) 3.84) ranked first, while the phrase (help me Advertisements e in evaluation Services And products And selection The best Of which (the arithmetic mean) 3.80) took second place, while the phrase (he pushes me) occupied the position Advertising Electronic To buy And he asked Services via Internet (arithmetic average) 3.76) the third place.

It was last place (I think that Services that Get on her from Internet correspond with what Serve it Advertisement (arithmetic average) 3.57).

Hypothesis testing:

“There is a statistically significant effect of electronic advertising on persuading young people to purchase goods and services in Iraq.”

Table (6) Pearson coefficient between electronic advertising and persuading young people to purchase goods and services

indication	TypeRelationship	valueβ	Independent variable	The coefficient of determination	Pearson coefficient	Dependent variable	the number
0.00	My expulsion	0.67	Electronic advertising	0.54	0.74	Persuading young people to purchase goods and services	351

It is clear from the table that the value of the coefficient of determination Equals to 0.54 That is, when the independent variable (electronic advertising) changes by only one amount, it

corresponds to 54% of the change in the variable (persuading young people to purchase goods and services).) is the dependent, and the value of the Pearson coefficient was 0.74.

And therefore There is a statistically significant effect of electronic advertising on persuading young people to purchase goods and services in Iraq, and therefore the study hypothesis is acceptable.

Results:

In this research, a statistical study was completed to study the effect Electronic advertising can help persuade young people to purchase goods and services by preparing a questionnaire and distributing it to a sample of young people amounting to 351 young men and women. After obtaining the answers and analyzing the results, it was concluded that there is a statistically significant effect of electronic advertising on convincing young people to buy goods and services in Iraq.

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