

# The Consequences on Customer Purchasing Behaviors Due to Online Advertising Strategies and E-marketing during COVID-19 in Saudi Arabia

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## Abstract

The research incentive is to determine whether online advertising is effective in shaping consumer buying behaviour during COVID-19. The aim of the study is to determine the effectiveness of internet advertising on reach and creation of awareness, determine the influence of internet advertising on consumer buying behavior and determine the relationship between internet advertising and purchase decision during covid-19 pandemic time in Saudi Arabia. The methodology of this article uses a descriptive qualitative approach by analyzing various literature on E- marketing and online advertising strategies. Through an analysis of relevant published articles during COVID-19, this article has analyzed main changes in consumer behaviour caused by the COVID-19 and subsequent lockdown period. We have concluded that advertising can alter consumer behaviour. Also important are considerations such as sponsorship, advertising enjoyment, advertising supremacy, market recall advertising and publicity stimulation. They help greatly in building and shifting the buying conduct of consumers, which is a very positive sign for advertising and marketing companies.

## Key words

COVID – 19, Coronavirus, Saudi Arabia, E- Marketing, Customer Behaviour, Online Advertising.

## 1. Introduction

Location and time are limitation to all consumption. Over time customers build patterns on what to eat, where and when. This is not confined to intake, of course. The same relates to shopping, knowledge quest and the recycling of waste after use. We have many strong statistical models and market intuition, focused on repeated previous purchasing actions at the person level. And consumers' conduct is incredibly predictable. It is also relational while consumption is normative. Context is critical and the user preferences are controlled or disturbed by four main contexts. The first of them is the shift in the social environment through activities like marriage, children and transportation from one city to another. The social atmosphere includes working environment, culture, neighbors and friends (Sheth,2020: Stávková, Stejskal, & Toufarová, 2008).

Technology is the second context. And as technology spreads out, old habits are changed. Smartphones, the smartphone, web advertisement and e-commerce are the most rapid technological advancements in recent years. The way we buy, consumer goods and utilities internet search and online purchasing have significantly impacted. The rules & regulations particularly concerning public and shared spaces and de-consumption of unhealthy goods are a third mechanism affecting consumer behaviors. Smoking, tobacco, and firearms consumption, for instance, are locally regulated. Public policies should of course also facilitate the use of good goods and resources such as solar electricity, hybrid vehicles, and compulsory auto and domestic insurance services and children's vaccinations (Katke, 2007: Stávková, Stejskal, & Toufarová, 2008).

Fourthly, accidental climate catastrophes such as floods, hurricanes and the worldwide pandemic, like the Covid-19 pandemic that we are already experienced, are less predictable. Similarly, ethnic tensions, civil wars and the Great Late Twenties Crisis and the 2008-2009 Great Recession are

taking place. Both consumption and the production and supply chain were all severely disrupted (Stávková, Stejskal, & Toufarová, 2008). Factors like forming, entertainment, exposure and annoyance with online advertising may also impact the behavior of customers. Web advertising, for example, can be informative, but they are not entertaining, and have not inspired internet consumers to purchase even though they did not think they increased the cost (Mazaheri, Richard & Laroche, 2011). Users will track the show of ads in this new environment and assess what promotional content they are looking for and how much.

Moreover, the behavior of consumers on online ads may shift from time to time as buying behavior during COVID-19, so it remains unclear whether and how consumers respond to online advertisements in KSA. (Baumeister et al, 2008). The focus of this paper is to examine both the immediate as well as the long-term impact of Covid-19 on consumption and consumer behavior.

## **2. Problem statement:**

Nowadays, Online Advertising is one of the big media with all sorts of functionality that will in future include a great opportunity and effective promotional platform. Furthermore, in features like format varieties, affinity and storage the Internet is stronger than mass media. In comparison, the Internet is the only channel to have the interactivity function so far. The Internet offers numerous new networking possibilities and opportunities that in the past could not be accomplished because media innovations were limited. Despite this, the main issue that researchers will address is whether online advertising is effective in shaping consumer buying behaviour during COVID-19.

## **3. Research Objectives:**

- To determine the effectiveness of internet advertising on reach and creation of awareness.

- To determine the influence of internet advertising on consumer buying behaviour.
- To determine the relationship between internet advertising and purchase decision during covid-19 pandemic time in Saudi Arabia.

#### **4. Literature Review**

Online advertising refers to the type of marketing campaign requiring the use of the Internet for product advertising by submitting marketing messages to broader user buyers. It requires the supply by website, email, advertising apps, text message, and Internet connected cellphones of advertisements to internet users. The online demographic is younger, wealthier and better educated, quickly accessible by the internet, and the population of cyberspace becomes more and more popular. It is the customer who makes and manages the engagement in online marketing, not the broker. Internet users have access to different intelligence sources 24 hours a day, which makes them more educated and competent.

##### ***1. Online Advertising***

Online advertising refers to using websites and other online venues as an advertising medium. In other words, adverts on the Internet. The Internet and the World Wide Web are a medium of promotion for delivering the message of marketing that draws customers. Publicity impacts the perception of audiences profoundly, as the visibility is incredibly high (Katke, 2007). The creation of brand recognition and constructive customer approaches is successfully guided by ads (Briggs & Hollis, 1997). Online advertisement establishes a cost-efficient and constant relationship with customers by making them acquainted with the goods and services as they choose to buy or repurchase (Shahjee, 2003). Comparisons between the choice of goods and services are possible for internet advertising. (Bondar, 2000).

The internet has evolved as a domain for sales platforms according to recent reports. In order to alter market pursuit and their desires, internet advertisement plays an important role in developing alternative ways of food purchase (Kumar&Denish Shah, 2004). Online advertisement is very more effective than the conventional means of publicity; the use of Internet network power and interactive technology contributes to marketing goals. (Geld, 2003).

When advertisement is online, users are specifically monitored whether the ad is, where, how long and where the ad can be displayed in order to periodically refresh (Gallagher et. al. 2001). The expectation of Online users and the success of online advertisements will demonstrate a prominent and productive partnership (Palanisamy &Wong, 2003). The largest sales source for Google is web ads. Internet advertisement for a broader commercial region is approved, such as automobile, telecommunications, education, banking, insurance, credit cards, FMCG, clothes, environmental products and medias, businesses, tourism and industry. (Arora, 2004). The long term success of a website often depends upon the ability of it to balance the fundamental and frequently conflicting needs i.e., the need to sell ad space on the site to make money and the need to keep the users satisfied for their continuous visit to the sites (Rohrex & Bod, 2004).

The web is both a dissemination and a communications medium, according to a report by Nicholas Ind, Maria Chiara Riondino, (2001), which helps to create the connection between cultures, to make ads accessible and comparable. Therefore, web advertisements stress the identity of the product. Online advertising has a highly interactive nature which gives markets a significant advantage, providing both new and established audiences with almost unlimited opportunities (Farewell 1998). Most marketers choose online advertising medium, as it enables advertisers to concentrate on the everyday success of their advertisements.

Web banners have an important space, along with the emphasis on the online status updating of the advertising on a regular basis. Online promotion was chosen as a sorted banner ad, also called the goal ad (Hoffman & Novak, 1996). The banner ad was specified as a rectangular graphic image connecting with a goal ad, which is a lead in surfing and data collection for viewers. Banners draw audiences and on-line marketing choices count on their productivity during the initiation of online advertising. (Bhat et. al., 2002). The consumer 's reaction to the publicity online is as close to conventional publicity as the observational survey (Novak & Hoffman, 1996). Internet advertisement relies on consumer newspapers, but online advertising is more readily avoidable (Dre'ze & Hussherr, 1999). One of the latest niches is Internet publicity with certain unusual artistic abilities and restrictions and is still so favorite as television and radio advertisements. (Cartellieri et.al. 1997).

Online advertising can be considered a viable alternative to conventional media, and the extent and volume of online advertising Dre'ze and Hussherr, (1999) is the normative metrics for measuring its efficacy. With the multimedia concept of the Internet that is more engaging and thrilling (Ghose & Pair, 1998) the interest of online users can be kept longer. No evidence of Return on Investment (ROI) or other successful intervention (Bush & bush1998) represents the most significant hurdle for online ads. Internet ads provides advertisers strong contact arms that play a key role in building a successful branding transport system. Knowledge and information can be presented in a wide variety of forms, such as text, pictures, videos and sounds.

The companies turn to internet or automated organizations as the marketing approach evolves with emerging technical developments, with the goal of focusing on online advertising. Gabszewicz (2004) says: "online publicity is called the Two-Sided Market," as publicity is normally called. According to Rochet & Tirole (2003) Online ads began in 1994 when HotWired, a web magazine,

sold a Banner ad to At&t via its website. (Kaye, Barabara &Medoff, 2001). As per the research done by Berthon, Pitt and Watson, 1996; five advantages of online advertising are suggested on the basis of virtual flea market for a website as well as the metaphor of electronic trade show are (i) Awareness efficiency, (ii) Locatability, (iii) Contact efficiency, (iv) Conversion efficiency and (v) Retention efficiency. The entertainment and information in online advertising are positively correlated to the perceived value of ad and irritation is negatively affiliated (Ducoffe, 1996).

## ***2.Effectiveness of Online Advertising***

The effectiveness of online ads in the decision to buy has concluded that online advertising with favorable attitudes to online advertising is open to customers (Mazaheri, Richard & Laroche, 2011). This research aims to target marketers and advertisers for advertisement media's customers and whether it will be successful to accomplish and increase visibility within the target group using online advertising. Internet has become an advertisement channel since it enables advertiser-consumer interactivity for 24 hours. As customers have become more conscious of the Internet as their buying channel, it is important to investigate Internet ads for local firms. A small business that can deliver online shopping can help rivals.

Therefore, before adapting this new marketing strategy, it is important for companies to consider internet user characteristics in relation to online ads. In the other hand, the political sector must realize the importance and effect of Internet ads on customer behaviour. Moreover, by behaving in a manner that is fair on laws that could limit data use and simultaneously protect consumer preferences and rights, the government can easily control Internet ads delivers among customers. The analysis will serve as a guide in prospective studies into internet ads for academics and independent researchers. The outcomes of this analysis will be useful to provide researchers and customers with viable knowledge in future (Mazaheri, Richard & Laroche, 2011).



Various metrics have been precisely developed in terms of efficacy of ads across the Internet to assess the compelling force of this correspondence (Nikhashemi, Paim & Fard, 2013). Previous research studies have integrated a wide variety of studies measured by direct reaction and branding metrics on Internet advertisement performance (Rosenkrans, 2009). online ads have been received by scholars and clinicians in a very recent manner.

Two alternative paradigms have been used to research the efficacy of web advertising. The primary claim that Internet advertisements should be regarded as a means of Marketing Communication to increase brand awareness is commonly used in academic studies. The second, mostly used in scientific research, suggests that the internet is a direct marketing tool and that a banner publicity is then equivalent to an advertisement on print media (Rosenkrans, 2009). Several researchers have been undertaking an analysis of the efficacy of internet publicity over the past decade. There are several kinds of such general metrics, the focus of the present study is on ad perceptions, ability to remember advertisements and ad clicks. The efficacy of these three steps was tested with the potential to forecast shopping online (Nikhashemi, Paim, & Fard, 2013).

### ***3. Attitudes towards Online Ads***

Attitude is a fairly global and enduring evaluation of an object, issue, person or action (Johnson, Pham, & Johar, 2007). In other words, it could be described as an overall evaluation that expresses the extent of favor or disfavor of a person towards an object, issue, person, or action and it tends to be a long-lasting emotional feeling. While the multi-attribute attitude model such as the Fishbein model is the most influential model and assumes that a consumer's attitude of an object will rely upon the beliefs she or he has about numerous or many attributes of the object (Baumeister et al, 2008).

The internet users or customers are marketed and view online ads favourably and negatively. From the analysis they concluded that they still have optimistic beliefs regarding online ads as a simple source of knowledge (Aziz et al,2008) for retrieving up-to - date information about goods available on the market. The assessment of beliefs, attitudes and behaviours in relation to online advertising in three countries was a major predictor of the five common beliefs, entertainment, information, trustworthiness, economy and corruption of value (Pavlou, & Stewart,2000).

#### ***4. Ability to Recall Online Ads***

Many researchers have studied various influences that could affect online recall (Mazaheri, Richard & Laroche, 2011). Factors like ad features, browsing mode for Internet users and time spent visiting, etc. Consumer is able to remember the ad because the ads are necessary and useful. Otherwise, on-line prices also affect retrieval of advertising by the customer (Chaubey, Sharma, & Pant, 2015). In addition, previous study shows that animated advertisements have been closely related to plain banner text, accompanied by floating publicity, pop-up ads and embedded images. It can also be remembered that online advertisement takes into account that most consumers feel it is necessary to remember the product when watching online advertising of the product (Chaubey, Sharma, & Pant, 2015).

Interactive advertising influence and usefulness have been seen as just a part of the productivity history of interactive advertising through conventional interventions like informing, shifting mindset and making decisions (McGinnis, & Gentry, 2009). These interventions are still valuable, but are in the tradition of advertising studies focused on the effect of advertising on the customer. These initiatives have little input into and with advertisements from the customer. In an immersive advertisement sense, typical behaviours such as recognition, reminder, and behaviour modification and purchasing behaviour (McGinnis, & Gentry,2009).

### ***5.Frequency of Clicking Online Ads***

The online efficacy of clickthrough rates (CTR) has been analyzed by a variety of factors such as site users, public targeting, extent of exposure, copying content, and a small number of design elements of banner ads (Rosenkrans, 2009). Various studies indicate that utility of the click will rely on the motivations of the web user. Click-through rates offer the seller substantial advantages as volunteer activity in the current medium setting is documented (Rosenkrans, 2009). In the study of the efficacy of Internet advertising: the impact of design on click rates for banner ads are more effective than the smaller banners in the generation of clicks (Rosenkrans, 2009). The author has proposed that banners unbranded inspire increased interest and thus attract more clicks. Studying Internet publicity effectiveness through memory and clicking on a banner, it was found that the click rate is a theoretically simpler process, in that the number of times the website is loaded and the number of times one clicks on the banner can be easily known. (Nikhashemi, Paim, & Fard, 2013).

### ***6.Advertising and COVID-19***

Changes in media preferences and the ability to sell a good or service successfully by the marketer are similarly interesting. Any musicians for example have opted to give free online concerts and restaurants directly address consumers' heightened concerns around protecting their health. Online is considered less hit than any other newspapers, since quarantine workers are willing to spend time on the Internet, but research into the most successful formats of analysis and what kind of targets work can be achieved in good time.

There is a great deal of interest in the concept of 'homefluencers' coined by Jaysen Gillespie from Criteo, which suggests that social media users may become more relevant during lockouts or

longer stays at home. These influencers who are also naturally knowing the way they work into follower 's lives when a crisis arises, are available to customers, especially young consumers. What the influencer feels is especially important when it comes to dressing and eating during the pandemic. The role of 'home influencers' and the effectiveness in environments like Instagram and YouTube of different types of calls are worthy of research (De Veirman and Hudders 2020, Lou and Yuan 2019).

Overall, the concentration of advertisements utilising sentimental appeals is expected to rise during the pandemic. Research is also important into the role emotion plays in advertisement and the efficacy of emotional appeals. Artificial intelligence systems can also be evaluated in the modern environment, and can be used for programming an assortment of messages based on user characteristics and behaviours (Cardona 2018). Surves on whether consumer attitudes towards improvements in privacy during pandemics that could involve mass checks and/or vaccines are still in the setting in which prior to the pandemic data security issues were elevated as reflected in the EU General Data Protection Legislation and in California's Consumer Privacy Act (Taylor 2019).

Another area that needs to be discussed is how electronic speech or mouth (eWOM) is affected. In a recent review of the literature, Chu and Kim (2018) observed that eWOM is rising and customers are rapidly giving, seeking and exchanging online brand experiences. Interesting findings may be obtained by analysis based on virilities and drivers and the influence amount on brand photos and sales (e.g. Hayes, King 2014). Presentations on the above topics and other related studies on the advertiser effect of COVID-19 are welcome.

### ***7.Consumer Behaviour Approaches in Times of Crisis***

A customer is a person who recognizes a need, buys, and disposes of the commodity in the process of use. The use of agricultural or manufactured products, utilities, accommodation and resources is the requirement for a standard market utility (Grundey 2009). No two are alike and everyone is affected in the consumer behaviour by various domestic and external influences. Consumer behaviour is a significant and continuing search, buy, use, appraisal and disposal mechanism for goods and services (Valaskova et al., 2015). Macro consumer behaviour is generated by systemic challenges, but human causes (Solomon et al. 2016) are investigated in order to achieve the reasons of micro consumer behaviour. Flatters and Willmott (2009) claim that when buying consumer products, consumers aim to optimize their usefulness, happiness or pleasure.

The approaches explaining consumer behaviour are divided into the three groups (Valaskova et al.,2015): psychical-based on the relation between the psyche and behaviour of the consumer; sociological approach—which is devoted to the reactions of consumers in different situations or how the behaviour is influenced by various social occasions, social leaders; and economic approach—grounded on basic knowledge of micro economy in which consumers define their requirements. Subsequently, the consumer interests are confronted and traded on the market.

Amalia et al. (2012) explained in their analysis that people are not the same and that not everyone has a similar understanding of a situation with negative implications such as an economic recession or other. New customer behaviour patterns surface in times of crisis. Danger mindset and risk tolerance are the most important variables that influence customer behaviour in a crisis. Danger attitude represents the consumer's perception of the risk content and how he or she dislikes the risk content. The definition of risk represents the consumer 's view of the probability of risk exposure. In his article, Hoon Ang et al. (2001) explored the possibilities for the moderation of these

transition in customer behaviour resulting from an economic crisis. Those personality traits include dimensions such as how reckless, value-conscious and materialistic customers are.

Earlier research found a major shift in the pattern of behaviour among customers in periods of crisis. A research by Flatters and Willmott (2009) showed few new patterns during crisis, including streamlined demand due to restricted crisis offerings that seem to persist during a crisis where customers purchase more basic and high value services. The study also showed that even the wealthy after the crisis articulated their unhappiness about consumption unnecessary and concentrated on recycling and teaching basic and conventional values to their children.

In their research Flatters and Willmott (2009) have shown that the recession had a significant effect in customer perceptions and patterns. Some patterns are being encouraged by the slump, although some are slowing down or detained entirely. The most critical trends in crisis include the need for simplicity which shows that customers are seeking uncomplicated, value-driven and life-simplifying products and services in an industry where consumers are angered at unlawful behaviour and immoral company actions. During crisis times, the changing consumption behaviour led to authors investigating customer actions during COVID-19.

## **5. Methodology**

The methodology of this article uses a descriptive qualitative approach by analyzing various literature on E- marketing and online advertising strategies. Through an analysis of relevant published articles during COVID-19, this article has analyzed main changes in consumer behavior caused by the COVID-19 and subsequent lockdown period. Further literature was also explored to find out the reasons of these behavioral changes in consumer decision-making process in times of crisis.

## 6. Results

Literature review	Author name	Year	Aim
1. Online Advertising	Katke	2007	<ul style="list-style-type: none"><li>- Online advertising refers to using websites and other online venues as an advertising medium.</li><li>- The Internet and the World Wide Web are a medium of promotion for delivering the message of marketing that draws customers.</li><li>- Publicity impacts the perception of audiences profoundly, as the visibility is incredibly high.</li><li>- The largest sales source for Google is web ads.</li></ul>
2. Effectiveness of Online Advertising	Mazaheri, Richard & Laroche	2011	<ul style="list-style-type: none"><li>- Before adapting the new marketing strategy, it is important for companies to consider internet user characteristics in relation to online ads.</li><li>- Moreover, by behaving in a manner that is fair on laws that could limit data use and simultaneously protect consumer preferences and rights, the government can easily control</li></ul>

			<p>Internet ads delivers among customers.</p> <ul style="list-style-type: none"> <li>- This research aims to target marketers and advertisers for advertisement media's customers and whether it will be successful to accomplish and increase visibility within the target group using online advertising.</li> </ul>
<p>3.Attitudes towards Online Ads</p>	<p>Johnson, Pham, &amp; Johar</p>	<p>2007</p>	<ul style="list-style-type: none"> <li>- The multi-attribute attitude model such as the Fishbein model is the most influential model and assumes that a consumer's attitude of an object will rely upon the beliefs she or he has about numerous or many attributes of the object.</li> <li>- The internet users or customers are marketed and view online ads favorably and negatively.</li> <li>- From the analysis they concluded that they still have optimistic beliefs regarding online ads as a simple source of knowledge for retrieving up-to - date information about goods available on the market.</li> <li>- The assessment of beliefs, attitudes and</li> </ul>



			behaviour in relation to online advertising in three countries was a major predictor of the five common beliefs, entertainment, information, trustworthiness, economy and corruption of value.
4.Ability to Recall Online Ads	Mazaheri, Richard & Laroche	2011	<p>- Factors like ad features, browsing mode for Internet users and time spent visiting, etc. Consumer is able to remember the ad because the ads are necessary and useful.</p> <p>- It can also be remembered that online advertisement takes into account that most consumers feel it is necessary to remember the product when watching online advertising of the product.</p> <p>- Interactive advertising influence and usefulness have been seen as just a part of the productivity history of interactive advertising through conventional interventions like informing, shifting mindset and making decisions.</p>

5.Frequency of Clicking Online Ads	Rosenkrans	2009	<ul style="list-style-type: none"><li>- The online efficacy of click through rates (CTR) has been analyzed by a variety of factors such as site users, public targeting, extent of exposure, copying content, and a small number of design elements of banner ads.</li><li>- Various studies indicate that utility of the click will rely on the motivations of the web user.</li><li>- Click-through rates offer the seller substantial advantages as volunteer activity in the current medium setting is documented.</li></ul>
6.Advertising and COVID-19	De Veirman and Hudders	2020	<ul style="list-style-type: none"><li>- Changes in media preferences and the ability to sell a good or service successfully by the marketer are similarly interesting.</li><li>- There is a great deal of interest in the concept of 'homefluencers' which suggests that social media users may become more relevant during lockouts or longer stays at home.</li><li>- These influencers who are also naturally knowing the way they work</li></ul>

			into follower 's lives when a crisis arises, are available to customers, especially young consumers.
7.Consumer Behaviour Approaches in Times of Crisis	Grundey	2009	<p>- Macro consumer behaviour is generated by systemic challenges, but human causes) are investigated in order to achieve the reasons of micro consumer behaviour.</p> <p>- The approaches explaining consumer behaviour are divided into the three groups): psychological-based on the relation between the psyche and behaviour of the consumer; sociological approach—which is devoted to the reactions of consumers in different situations or how the behaviour is influenced by various social occasions, social leaders; and economic approach—grounded on basic knowledge of micro economy in which consumers define their requirements.</p>

All the literature has focused about the importance of online advertising to attract customers. It is important for companies to take into account the characteristics of Internet users regarding online advertising. By acting in an equitable manner about laws that can limit data use and at the same

time protect consumer preferences and rights, the government can easily control the display of ads online among customers.

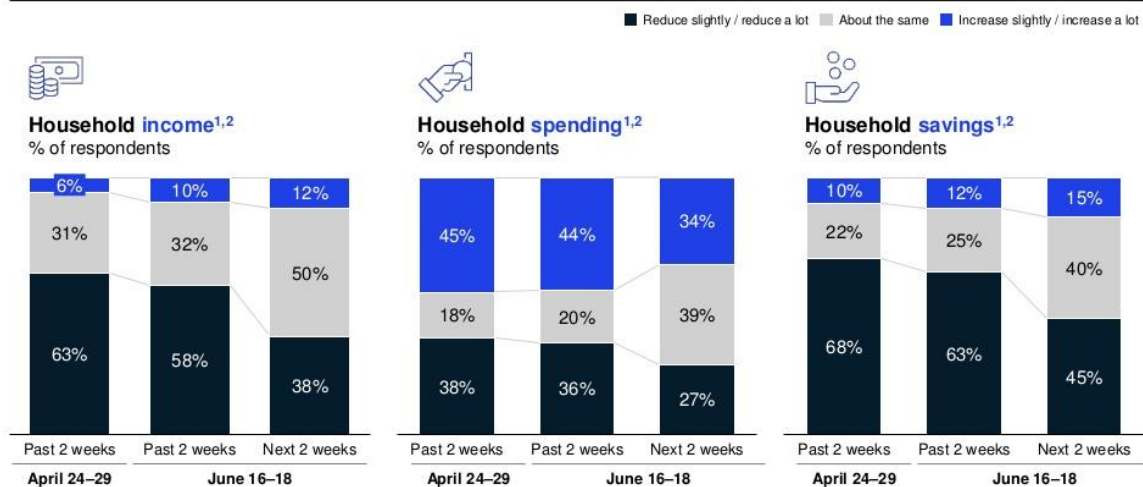
## **7. Discussion**

### ***7.1. The purchasing dynamics of Saudi consumer during COVID-19***

This pandemic has a serious effect on the economies of the nation that points at a shift in business dynamics. In her study on 'Business Dynamics and D2C Prospects in COVID-19,' Abe (2020) noted trends such as from people looting grocery stores to the cancellation of the world's most important events and requirements for 'non-essential' companies to be temporarily closed to avoid the spread of contamination. During the pandemic, people spent less of their income on things considered to be nice-to-have or non-essential (such as clothes, accessories, make-up, jewellery, games and electronics). Globally, during COVID-19, developing nations are transitioning to steady state buying post-stock piles as per iRi POS data (2020). The study also suggests that edible products are expected to have increased demand and that non-edible products have a modest global need, thus lowering demand, which includes home care, cosmetics and personal care products.

In KSA, a smaller proportion of consumers saw a decline in income and savings, but more than half continue to report a decline. The effect is seen in spending patterns and new habits adopted by consumers. Category spending indicates that consumers are stocking up in anticipation of the country's upcoming tax increase on July 1, 2020. Consumers are not yet fully comfortable going back to "regular" out-of-home activities and are waiting for milestones beyond government lifting restrictions to return to normal patterns. Thus, they have started adopting new digital and low-touch activities, including grocery delivery. These exhibits are based on survey data collected in KSA from June 16–18, 2020 (Mckinesy, 2020).

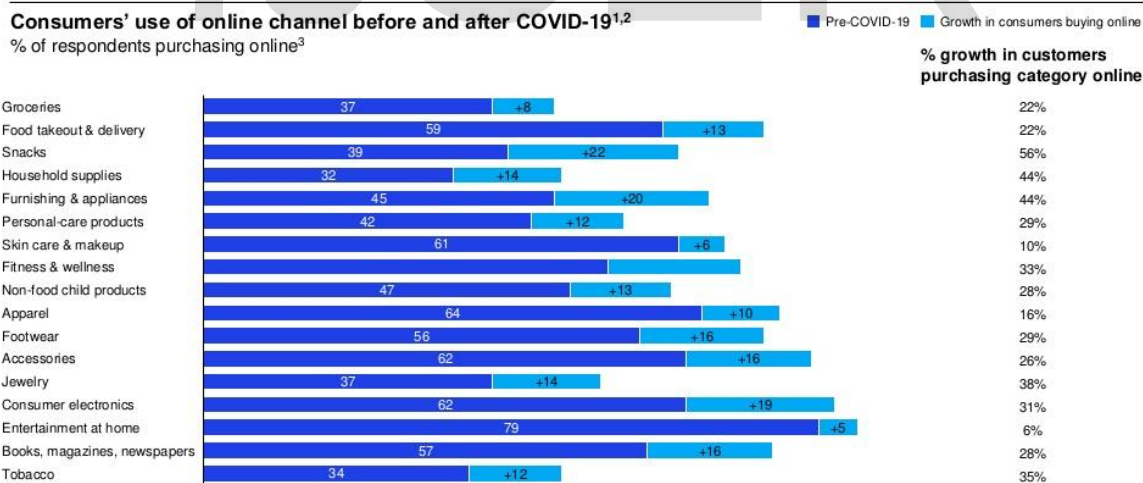
## More than half of consumers have seen a decline in income and savings in the last two weeks



<sup>1</sup> Q: How has the COVID-19 situation affected your (family's) overall available income, spending, and savings in the past two weeks? Figures may not sum to 100% because of rounding.  
<sup>2</sup> Q: How do you think your overall available income, spending, and savings may change in the next two weeks? Figures may not sum to 100% because of rounding.  
Source: McKinsey & Company COVID-19 KSA Consumer Pulse Survey 6/16-6/18/2020, n = 514; 4/24-4/29/2020, n = 508, sampled and weighted to match KSA's general population 18+ years  
McKinsey & Company 2

Source: Mckinsey & company (2020, July 2) Survey: Saudi consumer sentiment during the coronavirus crisis

## More people expect to make a portion of their purchases online post-COVID-19 than before



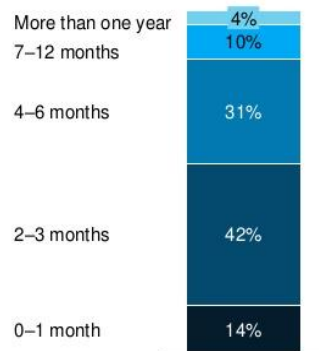
<sup>1</sup> Q: Before the coronavirus (COVID-19) situation started, what proportion of your purchases in this category were online vs from a physical store/in person?  
<sup>2</sup> Q: Once the coronavirus (COVID-19) situation has subsided, tell us what proportion of your purchases in this category you think will be online vs from a physical store/in person?  
<sup>3</sup> Respondents who indicated that they have not bought the category online and do not intend to do so in the next two weeks are classified as not purchasing online.  
Source: McKinsey & Company COVID-19 KSA Consumer Pulse Survey 6/16-6/18/2020, n = 514, sampled and weighted to match KSA's general population 18+ years  
McKinsey & Company 7

Source: Mckinsey & company (2020, July 2) Survey: Saudi consumer sentiment during the coronavirus crisis

## KSA consumers increasingly believe that adjustment to their routines due to COVID-19 will last well beyond another two months

### Adjustments to routines<sup>1</sup>

% of respondents

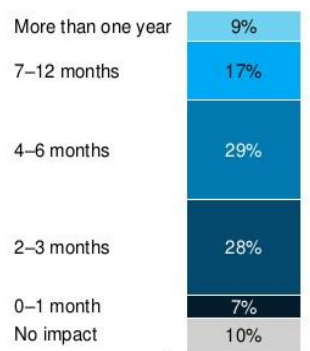


**~87%**

believe it will take another **2+ months** before routines can return to normal, up from 84% in the last pulse survey

### Impact on personal/household finances<sup>2</sup>

% of respondents



**~83%**

believe their **finances will be impacted for 2+ months** by the COVID-19 situation, down from 91% in the last pulse survey

<sup>1</sup> Q: How long do you believe you need to adjust your routines, given the current COVID-19 situation, before things return back to normal in KSA (e.g., government lifts restrictions on event/travel)? Figures may not sum to 100% because of rounding.

<sup>2</sup> Q: How long do you believe your personal/household finances will be impacted by the COVID-19 situation? Figures may not sum to 100% because of rounding.

Source: McKinsey & Company COVID-19 KSA Consumer Pulse Survey 6/16-6/18/2020, n = 514, sampled and weighted to match KSA's general population 18+ years

McKinsey & Company 3

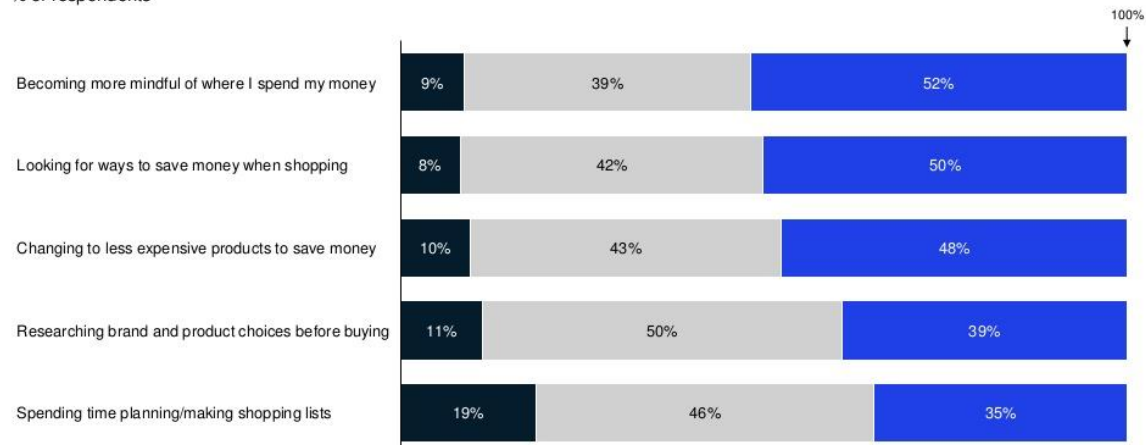
Source: Mckinsey & company (2020, July 2) Survey: Saudi consumer sentiment during the coronavirus crisis

## KSA consumers are becoming more mindful of how they spend their money and adopting habits like making lists and researching

### Which best describes how often you are doing each of the following items<sup>1</sup>

■ Doing less ■ Doing about the same ■ Doing more

% of respondents



<sup>1</sup> Q: Which best describes how often you are doing each of the following items? Possible answers: "doing less since coronavirus started"; "doing about the same since coronavirus started"; "doing more since coronavirus started."

Source: McKinsey & Company COVID-19 KSA Consumer Pulse Survey 6/16-6/18/2020, n = 514, sampled and weighted to match KSA's general population 18+ years

McKinsey & Company 4

Source: Mckinsey & company (2020, July 2) Survey: Saudi consumer sentiment during the coronavirus crisis

## ***7.2.The Next Consumer Behavior***

Abovementioned behavioural methods have governed consumer conditions in the last three decades before COVID-19 struck home and locked us all in. Kotler and Keller (2012) concluded that a good understanding of the lives of consumers is essential to ensuring that the most suitable goods and services are sold to the best people in the most productive manner possible. In these phases of lock-up, with little versatility and only new media to communicate, the authors' in-depth conversations with marketing experts from diverse industries have contributed to the realization that the suddenness and universality of lock-up has altered the behavioral patterns of customers and has redefined social realms and human orientation. Marketing experts also saw their views on the current demand and supply order paired with unhealthy usage roll back to the primary criteria of Maslow, which is 'food' necessity, 'clothes,' 'hiding places,' safe indoors, social love and belonging to all socio-economic groups, regardless of segment type. The socio-economic pyramid was crumpled and flattened, forcing everyone to live on the basis of basic necessities, inflected by the behavioral engine of 'health and healthy decisions,' as rightly said in Vedas, that is, 'health is money.' During the Vedic time, 'health as resources' also played a very important role at both individual and national level. Health, well-being and diet were recognized as the secret to the happiness of the family and community at that time. Economic strategies have since been framed and tailored to social circumstances, ethical values, wellbeing and spiritual viewpoints. (Dwivedi, 2016).

The customers have now moved from the patronage of major consolidated brands to local nearby department outlets, which have shown unity in times of crisis, and go beyond the responsibility to guarantee that the essentials are distributed conveniently and hygienically. The COVID-19 shock has generated a new or resurrected view of behavioral transactions, which suggests a deliberate

transition of spiritual consumption. Given the lack of jobs and the scarcity of daily profits, the old theory of investment has been reiterated within limits. The palatial building of workplaces, hospitals, schools has decreased to 8-inch screens and the importance of manufacturing, the supply chain and efficient government have become market heroes.

Traces of new business models began to emerge, according to marketing professionals, for example, on-line grocery-supply firms switching overnight to supply vital items like bananas, vegetables and food products. Companies formally and informally work together to promote innovation in multilateral partnerships. To maximize economic recovery while safeguarding public health choices about which measures are taken locally in each district, when and where they are taken to shift from globalization to local models that boost local retailers and new ways of communicating with local businesses such as mobile communication.

For the human race, COVID-19 pulled the brakes for catastrophe and turned focus to creation and life. The common guy, who is now basically a mutual word, has begun to consider again, if they survive this pandemic what sort of future they want. This cumulative thinking will trigger the marketing world to redefine, redefine and redefine their products, strategies and ways to reach customers. This situation, for example, is a null point in which the new conscious young generation can restart again in order to transform itself into new principles of life that have their roots in traditional practices where people are part of the ecosystem and not superior to mother nature. It gives advertisers an outstanding chance to sensitize critical mass to the pace of orbit shifting to organic living using their goods and services.



## 8. Conclusion, Recommendations and Suggestion for Future Studies

We have concluded from the above discussion that advertising can alter consumer behaviour. Also important are considerations such as sponsorship, advertising enjoyment, advertising supremacy, market recall advertising and publicity stimulation. They help greatly in building and shifting the buying conduct of consumers, which is a very positive sign for advertising and marketing companies.

In the light of our research we want to make the following recommendations: -

1. Consumer buying behaviour during the preparation of advertising messages / ads should be continuously observed.
2. The advertising messages must also be clearly understood by ordinary users.
3. Advertising policy should be geographically designed accordingly to take into account consumer socio-economic status.
4. In order to achieve the maximum objective of fast-moving consumer goods companies (FMCGs) latest marketing advertising concepts should be introduced.
5. To attract the attention of consumers, a creative method of publicity must be adopted.
6. The repeated advertising of a particular type of media may reduce the audience interest and therefore electronic and print advertising should be made.
7. Sensitivity and comparison ads will be very useful to attract consumer attention to the FMCG you want.
8. Online publicity can attract internet users; they can order directly from the online web portal.

The COVID – 19 outbreaks will be regulated in the immediate future, as will the behaviour of customers continue to change. Future research work should therefore involve all longitudinal

studies to track the evolutionary implementation of e – marketing and online advertising strategies and the updating of the model to future circumstances.

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