Internet Usage, Motives and Advertisements: Empirical Evidences from Iran

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ABSTRACT

This study explains the internet usage among Iranian users. Therefore it has been tried to give basic answers to this question that: What is the Iranians main use for internet and not shopping online? Based on this, by thoroughly analyzing the literature of internet users and develop a comprehensive theoretical model, the use of internet was tested in the web domain. The results indicate that: there is a significant relation between the demographic variables (age, education) and the motivations for using the Internet, also results show that in Iran, men and women use the internet for more searching motivations, and one of the major reasons that Iranian users do not shop online is the mistrust to receive that product. This study was done on a descriptive–analytical basis and based on the achievements of this research, it was recommended to advertising agencies that by using the indicators identified how to make appropriate steps in order to provide online advertising.

Keywords: Agencies, Avoiding The Internet, Demographic Variables, Motivations To Enter The Internet, Online Advertisement

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INTRODUCTION

As we can be assured that mainly advertising increases the sales, advertisers have done many researches for the point that are certain advertising effective and based on the results, internet advertisements are a necessity to increase the fame and knowledge for a brand. The internet counts as one of the most important buying portals and has a higher growth rate than the others (Brohan, 2007). The types of internet use affect to Stretch and stimulate the consumer to immediately follow the advertisement and buy online. The user’s response to the seen advertisement mostly depends on their beliefs and attitude towards the internet and these beliefs and attitude mainly come from the mind backgrounds (Brunet and Kumar, 2000). Based on America Institute for Interactive Advertising (IAB) statement in 2012, the profit acquired from online advertisements has extended to 31 billion dollars (IAB, Net, 2012). Actually most of the people nowadays use the internet to keep themselves up to date because of the data diversity in it. Internet affects the people’s learning especially in colleges (Edmunds et al., 2010). The internet ignores physical and geographical boundaries (Law and Leung, 2000; Lee et al., 2005) and provides a diversifying and penetrating environment for business, learning, culture, entertainment, health, and safety for everyone. Therefore knowing the mechanisms of online shopping and the manners of an online buyer is an important factor for managers whom are competing in the vast growing online markets. This topic has also vastly attracted the researchers notice. This point indicates this truth that only in the year 2001, over 120 academic papers have been released attending to this topic (Cheung et al., 2003). This huge amount of research work is not very surprising when looking at the continuous expanding of the internet by the users and the increase of transferred data and the penetration of business. Up till now, about 20% of the people in different countries use online shopping and services (Taylor Nelson Sofres, 2002). Meanwhile more than 50% of the internet users have online shopping all the time (Forrester Research, 2003). Most researchers and managers agree that demographic factors, social, economic, cultural, psychological and other personal factors whom are out of the markets domain and control have an important effect on the buyer’s attitude and the decision to buy (Harrell and Frazier, 1999; Czinkota et al., 2000; Czinkota and Kotabe, 2001; Dib et al., 2001; Jobber, 2001; Boyd et al., 2002; Solomon and Stuart, 2003). Therefore by reading the previous studies regarding the internet uses, this research is going to analyze the importance of demographic variables and the effect of each one of these factors on the amount of deals by Iranians internet users.

LITERATURE REVIEW

Millions of people use the internet every second. With the increase in internet users, the way of using this interactive tool by users has attracted the researchers and expert’s attention as an important part in decisions and buying proceedings (Yazdanparast Ardakani, 2007). Because near 72% of the internet users search online for different products at least once a month (Meuter et al., 2005). Each one of these users follow their own specific pattern whom include data, entertainment, amusement and contacting another user. Most users when checking websites or their e-mail, relieve of known information bands. These information bands include the data made by the users and also the data made by contacting other users (Boyan, 1997). These data might be used for identifying the user’s identity and therefore ruining the user’s anonymity that have hidden contacts (Elovici and Glazer, 2003). Researches whom work on the internet incident have analyzed a huge domain of factors and topics including demographic and growth (Hoffman et al., 1996; Pitkow and Kehoe, 1996), commercial and strategic uses (Cockburn and Wilson, 1996; Farhoomand, 2000), use in a variety of functional areas (Quelch and Klein, 1996; Upton and McAfee, 1996), adoption and diffusion (Soh et al., 1997; Teo et al., 1997-1998) and
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