

**FACTORS INFLUENCING E-INCLUSION IN PAKISTAN: A STUDY
BASED ON USES AND GRATIFICATIONS THEORY AND THE IMPACT
OF ONLINE ADVERTISING WEBSITES ON CONSUMER BEHAVIOUR**

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ABSTRACT

This study has investigated the gratification of university students and their needs. In Pakistan, the massive use of advertising websites, where the audience directly interacts with the advertiser, content, service, and product in an advertisement, fulfils its need for fulfilment and gratification. The present research aimed to understand the phenomenon of uses and gratification and the need for Pakistani youth to use digital advertisement websites and also analyse the youth's usage of advertising websites. Our target audience was the youth, as they are the most significant, most dominant, and most active and interactive users. In quantitative methods, the relationships between studied variables are examined by answering questions and validating hypotheses through surveys and experiments. The present research was to discover and understand the usage of digital advertising websites and the needs of university students. Findings from this study strongly supported the use and gratification theories and revealed that the youth of Pakistan are using digital advertising websites to gratify their needs. Furthermore, the result showed that the respondents were comfortable with the style and quality of these websites, and they would keep using them in the future.

KEYWORDS

Uses and Gratification, Online Advertising, Online Shopping, Cognitive, Affective, Personal Integrative and Social Integrative.

INTRODUCTION

This study investigated needs gratification of university students of Pakistan using digital Advertising websites for the period from September 2018 to January 2019. Digital advertising website is where the audience directly interacts with the advertiser, content, service and the product in an advertisement for their need fulfilment and gratification (Janoschka, 2004). Audience nowadays has become psychologically more active by giving spontaneous response and helping the advertiser to pinpoint their needs and desires. This enables one to study needs gratification, which is the psychographic behaviour of the youth using the content of digital medium for need fulfilment and

gratification. The research identified the gratification of the need of Pakistani youth using digital advertisement websites, and to analyze the youth's usage of the digital advertising websites.

Advertising is a process and an art of selling to encourage sales. This process is to create a good public image which will boost sales and introduce new products. Advertising creates an impression in front of the audience to promote any product or service, which can be present in printed, written, oral or illustrated form (Presbrey, 2000). Not only does advertisement deliver information, but it also attracts and motivates the targeted consumers. The message of advertising does not only give knowledge about something; it also penetrates in the society and changes the need, motivation and even faiths of customers. Advertising is a very important segment in a person's life like influencing their thinking, attitude and surroundings. From the ancient times, advertisement has been present in people's daily lives, which started from oral announcements and then elevated to print media and now is making its way to digital media. From the industrial revolution advertisement got popular gradually, Due to the improving technology more and more sophisticated sources of create and distribute ads as well like satellite communications, coloured printers, digital radio, computers, internet and finally artificial intelligence. Advertisement has increasingly organized, professional and more quality performed (Presbrey, 2000).

Digital advertising emerged with the advent of the internet, to involve the audience directly and develop a two-way communication between the message and its audience (Adzaruddin, 2012). Digital advertising consists of promotional advertisements and information delivered through online advertisements on search engines, banner ads on phones or websites and advertising websites where various companies and retailers promote their products or services, and people from all over the world can see and buy their products. With the development of the internet. The manner that we shop is changing. An increasing rate of people nowadays prefers online shopping than traditional shopping because of the several benefits.

Digital advertising websites are not new for the audience of advanced countries. They do online shopping in a daily routine. They buy even simple grocery items like milk, sugar and washing powder online along with being used to buy even expensive electronics, mobiles and computing items from online stores. However, in developing countries, the trend of using digital advertising websites is comparatively new, and the people have hesitations and some insecurities about using digital advertising websites. But still, Pakistan and other developing countries are gradually progressing in using and gaining benefits from these types of sites. Positive attitude is also due to change of internet development. Digital advertising websites are booming and is the most significant motive of a digital Pakistan. There is great potential of advertising websites in Pakistan. From private sectors, many entrepreneurs have started the advertising websites for digital audience and have been gaining much success like daraz.pk, homeshopping.pk etc. After the recent digital revolution that has taken over Pakistan, online shopping is becoming a need, not a trend for the audience in their busy lives. It is a fact that the size of Pakistani advertising websites has been unexpectedly growing very fast (Khan et al., 2014).

PROBLEM STATEMENT

This study examined Pakistani youth's usage of digital advertising websites. Due to the non-availability of earlier journalistic writing on the subject in Pakistani context the present study will bridge all the research gaps by analyzing the psychological needs of youth using digital advertising websites and whether and to what extent these needs were gratified.

LITERATURE REVIEW

Advertising is an impersonal and very expressive mean of communication. It allows a company to showcase its product effectively via any medium. Advertising also supports to make a practicable long-term image of the product and improves sales (Kotler, 2010). Advertising is fascinating with its complexity and psychological spirit. Everyone, unconsciously is persuaded by advertising, and we do not realize how it affects us. It influences us both by thinking and behaviour concerning ourselves as well as the outside world. We are now victims of scientific and technical progress, and advertising uses this swiftly to their advantage (Frolova, 2014). Researchers divided advertising into two portions: branding and directional advertising (Fernandez & Rosen, 2000; Lohse & Rosen, 2001). Branding is also called product advertising, and it is used mostly in traditional media, like newspaper, magazine, radio and T.V. For a Progressive Sale of an emerging product or service, various companies tend to create a demand of their product/service by establishing a positive image via product themed advertisements (Barrow, 1990). Multiple routes are taken to reach a large number of consumers with tactics used to attract their attention. Directional advertisement is used to guide potential buyers to find interesting information. It is presumed that a consumer conveys him/her towards advertisements him/herself to fulfil their needs; therefore, a one to one communication route is taken here. Thus advertisement caters to the customer's needs. Stephanie O'Donohoe (1993) explained in his study that there is a complex connection among audience and advertisements. From at least a quarter-century, many experts and scholars claimed the need of evolving understanding uses and gratifications approach to the field of advertising. Yet, this approach has been utilized nominally. This understanding supports the advertising production agencies for a prospect of promoting customers as active, goal-directed audience and looking for numerous benefits from their paying attention to advertisements. The recent study has directed that the uses and gratifications approach might be supporting in advertising (O'Donohoe, 1993).

Julia and Ellen's Analysis in their study indicates the average subtle relationship between frequency and irritation, as well as frequency and compatibility, and it was found the relationships were poor between frequency and other two variables. In conclusion, based on the studies, the promotion of most frequent programs influences the consumer's view of advertising that can be approved due to relevance or disapproved due to annoyance. However, the compatibility that comes with programming ads generates a stronger sense of pleasantness than irritation (Hogstrom and Wallin, 2017). As Angleman 2000 argued in his research that is the usage of internet and drive towards the cyberspace strengthened by unrealized gratifications? The completion of advertisement is not just between different mediums which are traditional and online but also among many online alternative websites. The following options mostly produce a new level of satisfaction and incentives between many consumers (Angleman, 2000). Lee and PuiYuen, 2014 conducted the study and

investigated the numerous ways of online networks that are forming advertising creative working practices and personalities, and it features the significance of cultural factors to advertising exercise. Three basic infrastructure features of modern Hong Kong are advertising creative roles recognized there and have suggestions for hypothesizing promoting imagination, office practice, and online networking as an impetus for individual and authoritative personalities and practices in the inventive businesses. The findings also have inference for advertising agency construction and application, inside and out of the creative sector (Lee, 2014).

In conclusion, the uses and gratifications theory by Blumler and Katz (1974) considers media users as goal-oriented and active instead of passive. Therefore, the media audience plays a central part in the connection between media and consumers by engaging with various media sources to gratify their media needs. This active role is further discussed by Wimmer and Dominick (2013), arguing that the media consumers' viewpoint dominates the uses and gratification. Therefore, in this paper, the researchers resort to the Uses and Gratification approach to examine how the subjects in the study engage with various media sources and extend the gratification theory, get as a result of that engagement.

METHODOLOGY

In quantitative methods, the relationships between studying variables are examined by answering questions and validating hypotheses through surveys and experiments. In the current research, the quantitative method which focused on the survey methodology. The Basic purpose of the present research is to discover basic five needs categories of youth using digital advertising websites and to what extent these needs are pleased through the usage of digital advertising websites. Survey method is considered a more appropriate technique for gathering evidence or data and for its statistical analysis. So this method or design was chosen for this study. The population/universe was the male and female users of five advertising websites, daraz.pk, kamyu.pk, homeshopping.pk, yayvo.com and symbios.pk from of Rawalpindi and Islamabad region university students, Foundation University from Rawalpindi, and NUST University from Islamabad. Quota and Purposive sampling method was used. Thus three hundred and twenty students were chosen, which consisted of male, female, and Masters, BS level students equally. So 160 students each from each group (Masters and Bachelors level) were chosen from Foundation University Rawalpindi and NUST University Islamabad.

FINDINGS

This research aimed to explore the exposure to digital advertising websites of university students with special reference to the model of Katz, Gurevitch and Haas (1973) about needs gratification. Many interesting facts have discovered about the usage of various online advertising websites by the youth in Pakistan, in the survey of 320 university students of Rawalpindi and Islamabad region, Foundation University from Rawalpindi, and NUST University from Islamabad (160-160). The objectives of this study were sought to explain the needs, desires, motive of the youth in the using of the following digital advertising websites daraz.pk, Kaymu.pk, homeshopping.pk, yayvo.com and symbios.pk with the help of the Uses and Gratification theory. According to the study, the university students are using digital advertising websites to obtain need gratifications which are

cognitive needs, affective need, personal need, social integrative need and tension release. Digital advertising websites have grown popular in the youth of Pakistan at increasing speed since 2012 and all mentioned websites have to try their best to consume the attention of active customers and the youth of Pakistan, not only to attract them but also to gratify their needs to a further extent in comparison of their competitors.

Needs Gratification Features while using Digital Advertising Websites

Since it is the main purpose of this study, the researcher explored the gratification of the need of youth while using digital advertising websites (Table 1). The present research has the user's central approach. The needs are cognitive, affective need, personal need, integrative social need and tension release, which based on the theory uses and gratification suggested by Katz, Gurevitch and Haas (1973). This study proposed that users of digital advertising websites are active and goal-oriented. They can choose which media is better for them and what type of segments of that media they want (Blumler & Katz, 1974).

Table 1
Five Needs Gratification Features while using Digital Advertising Websites

		Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Needs Gratification		Count	Count	Count	Count	Count
Cognitive needs	useful	54	158	71	27	10
	see much product before buying	61	137	90	25	7
	to compare	53	139	83	42	3
	to learn usage	22	107	127	52	12
	to see reviews	37	131	92	38	22
Affective Needs	to feel exciting	51	139	70	55	5
	to feel fun	44	109	88	68	11
	to feel relaxing	39	94	119	55	13
	to feel convenient	49	133	86	37	15
	use anytime anywhere	45	142	92	33	8
Social Integrative Needs	to meet people	40	82	101	78	19
	to build relations	28	91	81	95	25
	to feel belonging	39	121	113	36	11
	to interact with source	44	129	91	44	12
	to control over	33	83	119	61	24
Personal Integrative Needs	to solidify identity	36	95	115	59	15
	to maintain self esteem	44	92	127	49	8
	to sense of achievement	43	87	124	53	13
	to express myself	32	115	110	51	12
	to strengthen my credibility	32	103	110	50	25
Tension releasing needs	to pass time	59	126	75	57	3
	to escape from stresses	50	126	82	58	4
	to bring myself to a new place	36	100	118	57	9
	to bring myself to a new place	38	117	100	57	8
	to help me recharge	32	95	117	63	13

A Chi-Square Test conducted to determine whether the probability of observed distribution is the same or not as the expected distribution in the hypothesis of the study. If there are any significant differences among observed and expected answers of all statements of need gratifications, then the value would be ($p \leq .05$). In the present study, the result produced by statistical analysis shows that the hypothesis there is a significant difference, hence having a value of ($p \leq .05$). The hypothesis supported by the results shown in the table. Hence it is proven that the consumers use digital advertising websites to fulfil their need gratification. Which are mostly cognitive affective and tension releasing needs? To a certain extent, to fulfil personal integrative needs, these websites are also used. However, according to the results, people do not agree on using these websites for social integrative needs fulfilment.

The chi-square statistics table shows that the values obtained from the results in detail are as follows:

Table 2
Chi-Square Test Results on Probability of Observed Distribution vs Expected Distribution of Cognitive Needs

Statements		Observed	Expected	<i>Pearson chi-Square Sig</i>
To learn about useful and unknown things	Agree	211	124	
	Disagree	37	124	
				2.21643E-28
To see as much products before buying	Agree	198	115	
	Disagree	32	115	
				6.96652E-28
To compare among the different products	Agree	192	118.5	
	Disagree	45	118.5	
				1.31364E-21
To learn how I use the products	Agree	129	96.5	
	Disagree	64	96.5	
				2.88555E-06
To read product reviews	Agree	168	114	
	Disagree	60	114	
				8.52272E-13

The Anova test was applied. Through Anova tests, Female respondents found to have greater motives for the statements of cognitive needs, but the difference was not so significantly different between the genders. There was a slight difference in the result of the test in both genders in affective needs. Male buyers found to be using advertising websites for social integrative needs more than female buyers. Both male and female buyers have similar results of their personal integrative needs after testing by ANOVA.

Intension releasing needs, female respondents reported a higher motive to the mentioned statements, however, the difference is not highly significant between male and female (Table 3).

Table 3
Anova Test on Cognitive Needs

		Sum of Squares	df	Mean Square	F	Sig.
Cognitive needs as useful	Between Groups	1.128	1	1.128	1.237	.267
	Within Groups	289.994	318	.912		
	Total	291.122	319			
Cognitive needs as to see much product before buying	Between Groups	.013	1	.013	.014	.906
	Within Groups	282.737	318	.889		
	Total	282.750	319			
Cognitive needs as to compare	Between Groups	.903	1	.903	1.015	.314
	Within Groups	282.819	318	.889		
	Total	283.722	319			
Cognitive needs as to learn usage	Between Groups	.153	1	.153	.176	.675
	Within Groups	277.269	318	.872		
	Total	277.422	319			
Cognitive needs as to see reviews	Between Groups	.153	1	.153	.136	.712
	Within Groups	357.569	318	1.124		
	Total	357.722	319			

DISCUSSION

In the present study, the researcher explains the gratification of the need of youth while using digital advertising websites which are cognitive needs, affective needs, personal needs, social integrative needs and tension releasing. These needs were designed on uses and gratification theory, specifically on the psychological model of Katz, haas, & Gurevitch in 1973.

The answer of the first Research Question revealed that the youth in Pakistan is getting more exposure to almost all the digital advertising websites like daraz.pk, kamyu.pk, homeshopping.pk, yayvo.com and symbios.pk. This study proposed that users are active and goal-oriented. They can choose which media is better for them and what type of segments of that media they want. And the outcomes of this study infers that most of the respondents agreed with the statements of each need gratifications (Table 2). The youth of Pakistan are actively using digital advertising websites, as compared to the traditional shopping. Digital advertising websites is becoming a bigger trend and is getting popular at a great speed. The reason behind this positive attitude found that unique communication behaviour of digital advertising are fulfilling the basic needs of the audience.

The study infers that respondents are mostly positive toward gratification obtained from mentioned digital advertising websites and towards the gratification of the need. Overall, Daraz.pk was the website from which most of the respondents were satisfied, and next came homeshopping.pk, Kaymu.pk and Yayvo.com who all had similar results and lastly coming Symbios.pk. It shows that people are familiar with Daraz.pk the most, and they are also satisfied with it. All the websites got a positive response from consumers with very few respondents dissatisfied, and this shows that many people appreciate using digital advertising websites and their needs are being gratified, and this is why advertising websites are getting popular day by day.

The responses are very optimistic towards whether and what extent they need are being gratified. In the survey questionnaire, there were five positive statements based on psychological needs and about the extent of satisfaction they gain from these websites to which respondents had to react. Respondents were found to be quite satisfied with the websites gratifications and were comfortable with the websites; however they were not in love with it, and respondents still are a little hesitant and sceptical of these websites. Because online shopping is new in Pakistan and not many quality websites exist as well as no international platforms available, which can be the biggest competitor of the mentioned websites. There are no differences in motives between male respondents and female respondents. Open-ended question indicated suggestions from respondents which shows the respondents still do not completely trust these advertising websites and few times some consumers have been disappointed however they use these sites to gratify their psychological needs and are satisfied with the gratification of their needs.

CONCLUSION

This study investigated the exposure to digital advertising websites and the gratification of the need of university students of Pakistan. It analyzed the relationship between the audience and the following advertising websites daraz.pk, kamyu.pk, homeshopping.pk, yayvo.com and symbios.pk which considered to be the topmost websites in Pakistan. The trends of digital advertising websites are getting popular day by day in Pakistan. The result of this study also indicated that most of the respondents were using these websites on a daily bases. Hence they were much more exposed towards digital advertising websites. Respondents are getting interested indirectly interacting with the advertiser, dealers, brands, service and the product for the fulfilment and gratification of their needs. They are using this platform for many purposes such as obtaining information, pleasure, fun, comfort or relaxation according to their needs and interests.

According to the survey results, overall respondents reported that they spend little time on these websites, an average of 20 to 30 minutes which indicates that people have started to go through advertising websites for a small amount of time as digital advertising websites is a new trend in Pakistan and other developing countries. It is not completely exposed or used to a huge extent; however, it is being used a good amount for a new trend. The study also aimed to find how much attention consumers pay to advertisements on digital advertising websites. The result concludes. The respondents paid attention to ads' somewhat and frequently' which also tells us that ads can affect a store's popularity and ads on advertising websites are profitable for them. Information seeking needs and optimistic behaviour have a strong relationship. The response was quite positive, and it seemed that

this relation was strong of the respondents as well. The study/survey also infers that cognitive needs are often gratified and is a major need while using these advertising websites for both genders. Affective needs has the approximately the most agreed respondents; thus, it is clear that respondents mostly use advertising websites for their affective needs. This shows that consumers of digital advertisement websites surf these websites mostly because of the excitement we receive and because of its convenience. Female costumers mostly use online advertising websites to relax while male customers shop as it is convenient.

Numerous respondents were neutral towards integrative social needs, and more or less agreed as well. The result of social integrative needs shows that most respondents use advertising websites to interact with the brand and the website and to make themselves feel belonged rather than to interact with fellow consumers. Male respondents found to be more social than female respondents. In general, there are not many ways for our integrative social needs to be gratified in digital advertising websites thus websites should try and make more ways for this need to be gratified as it can be a way for websites to get more popular.

The result of personal integrative needs has determined that it is a common need of young consumers which gratified when they use advertising websites, but it is not a major need. The online retailers and managers should find more ways to increase personal gratification for their consumers. Tension releasing needs had a positive result from respondents as well, which mostly varied from positive and neutral but mostly positive. Thus they need a place from where they can relax and also get productive without spending much time. It also helps them to recharge if they drained out, and it can easily become a diversion. This is especially for female students as they are more likely to do shopping for fun and relaxation than males as it is in their nature.

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