

Evaluation beliefs, attitudes and behavioral responses to online advertising strategy on Azad University Students of Rasht

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Nowadays, internet is under consideration as a comprehensive instrument for marketing and advertisement and the influence of internet advertisement is still remaining under one of the questionable case among the marketing researchers and scientists. as, the youth students, as more often user in the community are the main recommender against internet advertisement, therefore this research is made with the goal of belief investigation attitude and their behavior reply to such research, toward the internet advertisement policy. The ed research statistic community was the students of Rasht Islamic University, among which, 357 samples tests were considered in this research. The validity of the research is on the basis of WANG and SUN models. As the manner of this research, the collection of descriptive data was on the basis of conjunction between such data and also the analysis are made on the basis of structural equations and with the usage of questionnaire are tested. The main purposes, which are used in this model, are belief factors (including information, amusement, validity, economy and value), outlook toward the internet advertisement, click on advertisement and internet purchasing. Two sentences test are used for investigation of supported data in this research and T-student test are used for changeable data. The achieved result shows that the information, validity, economy and value had a direct influence on the outlook of the advertisement but not on the amusement. In addition, the achieved results of this research shows that the positive outlook to the advertisement had a positive influence on behavior reply of the customers, increase the click of the customers on internet purchasing and the advertisement attractiveness. With the cite on the research achievements, the advertisement institutes shall invest properly on the enrichment of the information advertisement (information), increase of the attractiveness of the advertisement,

especially for the youth group as the main speakers (amusement), creation of confidence between the speakers towards the internet advertisement (validity and value) and finally the creation of positive outlook toward the internet advertisement.

Keywords : Internet advertisement, outlook, belief, behavior reply, electronic marketing

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