Exploratory study to investigate factors influencing online advertising and branding: a case study of Mulungushi University

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ABSTRACT

In today's world there has been a global rise in online advertising. This trend has proved to be increasingly evident even in Zambia. Perceptions towards online advertising and brands remain an unexplored venture in the Zambian context. There are a number of factors that affect advertising in the global village; advertising can be morphed by the culture within which it is practiced, by the techniques used and even by the mode it is communicated in. Online advertising has an ensuing effect on Brands as suggested by Davidaviciene (2012), online advertising features force consumers to make relationship with company's brand which leads to increase brand Image in consumer's mind. The study employed a case study design. Both Primary and Secondary data were used in this research to collect data. The findings show that 50% of the respondents agreed that online adverting enables direct sales. Therefore we can conclude that online adverting enables direct sales online. This is supported by Kostinsky (2011) who stated that online adverting completely enables direct sales. Also, the findings also show that 70%of the respondents agreed that the Internet presents opportunities for organizations to efficiently build their brands online.

Keywords: Online advertising, online branding, desired behavior, brand recall, behavioral intention

INTRODUCTION

Marketing is done in various ways, where advertising is such an important and Irreplaceable technique which can have a long-lasting impact on the minds of the Consumers. Advertisers have become more and more one of the major sources of Marketing between buyer and seller. It is the technique that is adopted by retailers and sellers to reach out to potential customers in hopes to convert them into Customers. In this highly competitive environment and with the revolution in Technology, the right advertising medium and suitability of the advertising campaign can be one of the successful tools of the retailers. Advertising is such a technique of Marketing and one element of promotion mix which is used for promoting the product in the eyes of the customers. Through this technique, the business is successfully able to generate awareness of products in the consumer's mind (Wadhawan, 2016).

In today's world, there has been a global rise in online advertising. This trend has proved to be increasingly evident even in Zambia. Perceptions towards online Advertising and brands remain an unexplored venture in the Zambian context. There are several factors that affect advertising in the

global village; advertising can be morphed by the culture within which it is practiced, by the techniques used, and even by the mode it is communicated in. Online advertising has an ensuing effect on Brands as suggested by Davidaviciene (2012), online advertising features force Consumers to make a relationship with the company's brand which leads to an increased brand Image in consumer's minds. Ronald (2013) Communication and consumption processes, patterns and business approaches were significantly transformed by the online domains and connectivity (Yilmaz, 2015).

Michelson (2010) postulates that these marketing activities have been traditional in the past, but now with a welcome move towards Digital marketing, the trend of creating an online presence and the appearance of online Communities has been on the increase since e-commerce rise in the 90's, which has behind in the dust (Yilmaz, 2015).

Nazi (2012), propose that the effectiveness of the advertisement starts when it gets the attention of the Consumer, when it begins to create a memory that consumers would recall through their actions in the market.

This research focused on the factors that lead to firms capturing customers' attention through the form of advertising they choose past the Clutter existent on online platforms leading to advertisements success. With technological advancement being accessible easily, the field of online advertisement and E-Business is going to be the future in the shopping Era (Wadhawan, 2016).

It has been evident over the years that the impact of Immense opportunities which have been offered by the internet, have provided a new prospect to the industry of advertisement and marketing, which has created and continues to create future endeavors for e-marketing over conventional marketing. Online advertising and branding are not a secondary style of advertising anymore, it has a substantial influence on aggregate advertising effectiveness (Li, 2015).

The research is to be carried out among Mulungushi University students and members of staff, this implies that marketers in Zambia would be able to apply the findings in context thus resulting in more effective advertising and branding efforts. When considering multi-national marketing, the aspect of culture stands out the Most. Advertisers must be able to see by how much and in what way they need to tilt or entirely renew their advertising campaign or message to stay relevant in that particular market. Research that has looked at this extensively, has used Frameworks that measure how culturally oriented people are (Hofstede, 2010). As suggested by Saleem (2016), culture is a collective programming of minds that distinguishes the members of one group or Category of people from others.

Problem statement

The knowledge gap to be addressed in this study is a contextual gap seeing that such a study has not been carried out in the context of identifying the factors influencing online advertising and branding. Advertising is very important, given the amount of investment needed for advertising (Corvi, 2010). Therefore, understanding to what extent advertising Popup, Displays and embedded video adverts may impact on desired behavior will help provide companies with significant information on how to formulate them. Visual images play a very important role in capturing the attention of the public which promotes the selling of a product through advertising, where illustration and photographs are the key elements required to carry that message to the target audience (Paek, 2009).

These visual elements sometimes cannot make the desired persuasion due to a lack of definite advertising appeal. The advertising appeal is an assessment to draw some linkage between the products advertised and the aspiration that is felt by audiences, the selection of suitable appeal is the prime need for any advertising that promotes a product based on basic human desires, needs and motives. Despite humor appeal being an effective mechanism for drawing attention, advertisers must find the appropriate tool and type of humor for a particular product to ensure success and brand positioning.

Attention is enhanced if the type of humor used is directly related to the product that is being promoted, therefore increasing advertising effectiveness and Business strategy in general and crafting their marketing strategies in particular (Niazi, 2012). Therefore, this study examines the role of these effects on the success of online Advertisements and branding. Consequently, this study will reveal to some degree the Effect of cultural on online advertising.

According to Khan (2018), culture includes everything that a group thinker, Says, does, hand

makes, for example its customs, ideas, habits, traditions, language, and Shared systems of attitudes and feelings that help to create standards for People to co-exist. It is critical to pinpoint these factors separately due to the unique culture of each country.

The main challenge in advertising strategies in a country is its cultural factors. Each country has to identify its cultural dimensions and observe how it works in their own context (Paek, 2009). It isn't strange to consider advertising on the Internet a necessity for modern businesses, especially those that do business outside their local community. Consumers use the Internet for more than simply entertainment or information, as they do with radio, television, magazines and newspapers. Consumer use the Internet to assist them in nearly every aspect of life, creating Countless opportunities to place relevant, targeted advertising messages. Companies can take advantage of a consumer's online presence through online advertisements. The wide reach and continual exposure of online advertising work tirelessly to give businesses heightened visibility and Audience contact (Anusha, 2016). Hence, the need to identify the factors that influence online advertising and branding.

Research aim and objectives

This research aims to establish the factors influencing online advertising and branding in Zambia, particular Interest will be focused on:

1. Determining the types of online advertising.
2. Determining the challenges of online advertising.
3. Identifying the factors that influence online advertising.
4. Identify the effects that online advertisement has on branding.

Research questions

1. What are the types of online advertising?
2. What are the challenges associated with online advertising?
3. What are the factors that influence online advertising?
4. What are the effects of online advertisement on branding?

LITERATURE REVIEW

With the passing of every global horizon, online advertising and branding continue to grow in essence (Rzemieniak, 2015). Many companies today are shifting attention to the cyber domain in most of their marketing functions, this includes marketing and communication, advertising, and branding efforts. A better understanding of online advertising and online brands can be achieved by looking at how they started, how they have evolved, and where they seem to be headed. Many organizations in today's scape find interest in excavating the online domain (Boric, 2016). However, the Cyber world seems to bring different dimensions of constant change. Online Advertising has been observed to have grown rapidly in the past and has gained mass usage, this could be credited to one feature that stands out with the online form of advertising and interactivity. Online advertisements may be categorized into floating adverts, expanding adverts, pop-up adverts, wallpaper adverts, trick banner Adverts, and pop-under adverts, among others (Bakshi, 2013). However, for this study, pop-ups, banner and embedded video adverts will be the focus of examination.

Online advertising

Dencheva (2009) suggests the genesis of internet advertising began in 1994. He suggests that banner adverts to have been the first form of internet advertising. Banner adverts are those that are display visuals that may contain text and an internal link to the advertiser's website or their intended end point for the consumer which could be an online store.

Anusha (2016) revealed that banner advertising began to fade away by the mid-2000s. He suggested that it happened due to the high expense and time consuming designing of the creation process. Other forms of advertising have sprout up since which include, pop-ups, redirects and embedded video adverts (Ratliff, 2011).

Burgess (2015), points out one distinct feature of online advertising that makes it a significantly different for advertisers, which is a matter of control. In traditional advertising, the advertiser has all control of what you see and what you are exposed to. However, with the cyber world, things pan out differently, Nihel (2013) Avows that unlike traditional media, exposure to advertising on the Web does not occur accidently, but deliberate and desired by the consumer. Therefore, bearing recognition of how the consumer has an increased level of control in the online Advertising scape.

Factors that influence online

Advertisement

Online advertising is a purposeful communicative activity based on full collaboration in the internet, in order to enhance interest and action to the subject of advertising (Shahov, 2009). The main purpose of advertising on the internet as any other form of marketing communication is to create interest among potential consumers and its activation. The other factors that influence of online advertising are as follows;

Enables direct sales

According to Kostinsky (2011), expenses for online advertising campaigns are much lower than in traditional media and also online advertising gives an opportunity to enter the international market quickly and cheaply, eliminating the need for opening a representative office or a store in each country

Flexibility

Online advertising has a rapid reflection on the changes in pricing policy, qualitative composition of the product or set of services plans for the entrepreneur that allows planning activities under the specific budget with higher returns (kostinsky, 2011).

Provides instant feedback

Online advertising provides instant feedback from potential customers to the company. Thus, without significant investment the company can estimate demand for the product/service, reveal potential competitors and their strength's, and also to evaluate the customer's expectations of product or service (Kostinsky, 2011).

Easier Targeting

Online advertising allows the use special systems of the internet to make a sample of potential consumers and restricts advertising for the disinterested members, showing on monitors only the information that directly relates to the subject of searching (Kostinsky, 2011).

Challenges of Online Advertising

The biggest challenge of advertising on the internet is that your marketing materials are automatically available for anyone in the world to copy, regardless of legal ramifications. Logos, images and trademarks can be copied and used for commercial purposes or even to slander or mock your company. This is not the case with television and magazine advertising where images must be replicated rather than simply copied (Denisov, 2010). Another challenge is the fact that the internet advertising gold rush has begun to introduce electronically advert clutter to the web. Therefore web users are so inundated with banner adverts and spam email that that began to ignore internet advertising just as much as adverts on traditional media (Denisov,2010).

Types of Online Adverts

Online advertising is a type of mass communication which is based on traditional form of advertising but develops its own communication strategies in correlation with the new technical and medium based requirements. Broadly, online Advertising is about delivering advertisements to Internet or online users via Web Sites, e-mail, ad-supported software and Internet-enabled smart phones (Denisov, 2010).

Pop up Adverts

Pop up adverts are those adverts that open and appear to intrude the window that the user was on. Sen (2018) postulates that in the early 1990s Netscape created a Programming language called JavaScript which in essence laid the foundation for the birth of Pop-up advertising. Pop up adverts were first created with the intention to associate the advert with the page viewed by the user without directly placing it on the page. It was not long before pop up advertising became the most hated form of Online advertising due to its intrusive nature however, Pop- ups continue to be prevalent. Pop up adverts are increasingly been used by organizations year after year as a Prime mode of online advertising. Its increased demand and use may have sprouted us from user's tolerance and as some authors may have suggested, due to its higher Pressure for purchase intention (Wang, 2014).

 McCoy (2014), explain that in fact pop up advertising is considered irritating by the majority of online users. They credit this to the Interruptive nature of this form of advertising. The desires of the user are not Considered or put into perspective. Guardia (2014), further state that consumers tend to develop hatred for the intrusion and with time and through the creation of advert blockers, have been able to take some control of these adverts by blocking them out of sight. Further it is seen that advertisers view the intrusive nature of Pop-up adverts differently, no matter how irritating they may actually be (McCoy, 2014).

Daye (2010) discovered that advertisers love to use Pop Up adverts because of their in-your-face impact. It had been noticed that with banner adverts, experienced Users could surf a website and go without noticing the advert. The sense of awe from the first time the user saw the type of advert was lost and now they can easily ignore Without giving attention to the advert, this in some way relates to the advert Frequency theory that was developed by Thomas Smith in 1885 (Daye, 2010).

However, some advertisers have given heed to the complaints of customers and have made efforts to reduce annoyance. One form is by using an alternative form, pop up under advertising such as, instead of the advert popping up on top of the user's screen and it is opened in the background. This one is usually paired with sound so as to draw the user's attention and make them aware. Another strategy can be for the advertiser identifying the appropriate time to use pop up adverts. This may mean using them only when the user is not glued to the screen, perhaps during online reading or gaming, in essence reducing annoyance (Sen, 2018).

Banner Adverts

Banner adverts are also referred to as display adverts by Nihel (2013). They are those adverts that display visuals on web pages somewhat in a very similar fashion to traditional banners, hence the name banner adverts. They were the first form of advertising and are the most popular today even if there have been more exciting Forms introduced for advertisers. Nihel (2013), gives some insight into factors that Might influence consumer's response to a banner advert. She suggests that customer relatedness in the banner might lead to the attention of the consumer being captured and additionally that the size of the advert. Barreto (2013) and Nielsen (2010), further added that brand inclusion, animation, and audio have impact on the success of a banner advert.

Embedded Video Adverts

Krishnan (2013), gives great insight into embedded video adverts. These are those adverts that are hidden within other videos. They are known for interrupting videos to advertise and only allow the user to skip after the duration expires. Other studies have focused on completion rates, which are the fraction of advert completion. It has been found as Krishnan (2013), highlighted that the position of the embedded video within the advert has a bearing on the success rate or completion rate.

Effects of advertising on customers

Nizam (2018) claims that online advertising techniques such as banners, pop up's, pop udders are quite annoying to Internet users. This is surprising because traditional media like television commercials has long been criticized as being intrusive and the leader in advertising annoyance. However, research indicated that online consumers are more goal oriented and judge online advertisements even more harshly than those in other media.The negative perception that users develop towards intrusive ads leads them to not return to that website (Nizam, 2018).

Advertising effectiveness

As suggested by Corvi (2010), advertising effectiveness can be explained as the extent to which advertising yields desired outcomes or effects. Because of the vast amount of investment into advertising, many organizations exert effort in trying to determine methods and measures to determine advertising Effectiveness. This shows the height of interest organizations have developed in trying to determine the best execution of advertisement to yield desired results, thus strategy must be sorted out and put in place for the aforementioned to be substantiated. Niazi (2012), phrases effective advertising as when a consumer watches an Advertisement about the brand and develops a likeness for the brand, and then eventually wills to purchase it. He also mentions that another component of effective advertisement that creates the consumer's ability to recall the brand advert. Thus, the relative importance of brand recall will depend on the extent to which consumer makes product related decisions, which leads to brand awareness. This brand awareness helps in ensuring the recall advert, which has a competitive advantage over those brands that are not recalled easily.

Thus, positive attitudes towards adverts has more ability to recall the adverts than those having negative attitude. Measuring the effectiveness of online advertisement is important for advertisers. Different methods have been designed to keep tabs on the effectiveness of these adverts. However, the methods used in measuring the effectiveness of online advertisement are not meaningfully different from the ones used in conventional Media.

This is because according to Pavlou (2010), the reaction of consumers towards online advertisement is similar to conventional media (radio, Television, magazines, and newspapers).

Online branding

Branding has grown all over the world for thousands of centuries. it has gained prominence with the evolution of the human being (Keller, 2012). Online branding importance increases as the cyber plane is used more and more for sales and marketing communications. Organizations are challenged to push forward their online business activity. For them to be able to push such agendas, they need to understand and be able to adapt critical success factors for erecting an online brand E-branding, very similar to traditional branding, targets the creation of a specific brand image, to manage it by making use of tools and opportunities accessible by the internet. It has the same goals as traditional branding, but both forms are different in many aspects. E-branding, unlike traditional branding is characterized by the constant presence of traditional forms of marketing communications such as TV advertisements, in the press, or on leaflets constitute an instantaneous message. Communication on the Internet is constant of all the contents are constantly on websites or social media profiles. They can be reached by every internet user from anywhere in the world. The cost of an online presence, as opposed to the traditional forms of branding,is small, especially considering its stability. Communication conducted on the internet allows one side of the communication to interact with the customer. Social media users can follow the channels of individual brands, they are kept informed about the activities of their favorite brands and have the opportunity to ask questions, evaluate and provide feedback on products and services so that businesses or individuals can react more quickly to user ratings, and then match up their actions and branding strategies to the needs and expectations of their customers (Grzesiak, 2015).

The Internet presents opportunities for corporations to efficiently build their brands online and enhance their global reach. In an electronic shopping environment where physical interaction with customers is reduced and product quality and features can only be communicated over wires, online branding becomes increasingly important. The Internet in many ways democratizes products and companies. Barriers to entry are extraordinarily low. User switching costs are negligible. Intelligent search engines are diminishing the importance of price as a differentiating factor. Products and services are becoming commodities. Under these circumstances, the brand often emerges as the sole determining factor in a purchase. On top of all this, the Internet grants consumers access to a multitude of global products and companies, giving the brand new importance in breaking through the clutter. So as we witness the grand-scale migration of commerce to the Net, branding becomes more, not less, important. Business models in the electronic marketplace vary from traditional ones. Online branding is mainly about building key alliances, with Internet portals and content providers (Keller, 2012).

Desired behaviour

The main objective of advertising is to build indulgent, liking, and selection of products or services. The most influencing theory in marketing and advertising research is the attitude towards the advert. However, the attitude that is formed towards the ad help in influencing consumers' attitudes toward the brand until their purchase intent. The major aim of advertising is to create a positive attitude towards the advert and the brand until the consumer purchases that product and this positive attitude creates an emotional response in the mind of the consumer (Nizam, 2018). That is why the basic aim of advertising is to encourage people to buy things and create awareness. According to Nizam (2018), the traditional attitude theory of consumer behavior is predicted from consumer attitude when consumers buy the brand, which they like the most. Another component of effective advertisement that creates an emotional response is the consumer's ability to recall the brand advertisement. Thus, the relative importance of brand recall will depend on the extent to which consumer makes product related.

Attitude towards online adverts

Nizam (2018), postulate that attitude is a fairly global hand enduring evaluation of an object, issue, person, or action. 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 and as-

sumes that a consumer's attitude towards an object will rely upon the beliefs she or he has about numerous attributes of the object (Nizam, 2018).

Recall adverts

Nizam (2018) suggests numerous factors that might have an impact on online advertising recall. These factors such as advert characteristics, Internet user's viewing mode, time spent on viewing and so on. Consumers able to recall the advertisement because of its necessity and usefulness of the adverts. Other than that, prices of the product displayed online also influence the Customer to recall the advertisement.

Additionally, Nizam (2018) suggests that there has been a close association between animated advertisements and banner simple text followed by floating advertisement pop-up advertisements and embedded video adverts. It is also significant to note that online advertisement is taken into consideration which is important to the majority of the respondents think that they recall the product through seeing the advertising of the product online. Traditional measures such as awareness, recall, and attitude change and purchase behavior are also Relevant in an interactive advertising context (Nizam, 2018).

Brand effectiveness

Ronald (2013) studied the stands of consumers toward Internet advertisements by discerning their attitude toward the website where the advert is published. His results show the following: there is a positive relation between the consumer's stand towards the website and their relation towards the ad they also showed that the consumer's stands toward the site are primarily driven by the sites content and how that content is organized. The rationale lies in the fact that when a website is flooded with large amounts of images and hand links, there is a mass exiting of users from the site, confused by the plethora of expendable information (Tavor, 2011).

Critical success factors for online branding

Critical success factors are defined as areas where things must go right for the business to flourish. Some authors like Noaman (2009) view these factors as the critical areas that the organization must examine, categorize, and succeed in to achieve the Organization's mission. In terms of online branding, they can be viewed as those activities and practices that should be addressed to

ensure its successful Implementation (Noaman, 2009). These practices would either need to be nurtured if they already existed or be developed if they were still not in place. In fact, several were carried out to identify those factors most critical to online branding Success. Noaman 2009 noted that attribute levels, price, and indications such as Manufacturer brand and online retailer brand have a Central role to play in the success of online branding.

However, Nell (2009) agreed that the growth of successful inter-organizational relationships is another critical factor, which is based primarily on the quality and quantity of exchanged information over the Internet. Damanpour (2011) showed the importance of meeting client demand as necessary to fulfill Obligations in Internet-based marketing. Being flexible when collaborating with the trading community identifying potential valuable partners, thinking globally, and doing business in the Internet time are all critical success factors for building a successful online brand.

Theoretical framework

Dual Process Theory

Frixione (2014) explains the dual process theory to be one that suggests that humans go through two systems of processes. The system processes are automatic, they are inborn, and control natural behaviors, so they do not rely on teaching or specific individual aptitudes and, in general, are cognitively undemanding. They are associative and operate in a parallel and fast way. This is where passive, low-involvement advertising may fall, where the consumer is not directly viewing the marketing communication message but experiences the Communication passively. Frixione (2014) pointed out this to be the case for banner adverts (Frixione, 2014).

Dichotic Model of Salience

Guido (1998) suggests that salience has generally been treated as the propriety of a stimulus which allows it to stand out and be noticed. A review of Salience studies in consumer literature reveals a common origin among salience instances, by emphasizing the nature of prominence which is intrinsic to any salience construct. According to the Dichotic theory of salience, a stimulus is said to salient when it is dissimilar in a certain context to a perceiver schema or it is said to be resilient when it is consistent in a certain context to a perceiver's

goal. This theory can be seen as evident in banner adverts. Many advertisers seek to make their advert stand out to capture the user's attention (Guido, 1998).

Aida Model

AIDA (Attention, Interest, Desire, and Action) was created by Strong in 1925 and is a Behavioral model that has a purpose to make sure that an advertisement raises Awareness, stimulates interest, and leads the customer to desire and eventually Action. The model is seen as highly persuasive and is said to often unconsciously affect our thinking (Butterfield, 1997). With the AIDA model, Strong (1925) suggests that for an advertisement to be effective it has to command attention, lead to Interest in the product, enhances the desire to own or use the product, and then finally leads to Action. Krosschell (2019) postulates that for the advertisement to contribute to success it has to be designed so that the customer passes through all these four phases, with all being equally important. The model implies that advertising should inject memorable and believable messages that will make customers triggered to act in a certain way. The model may be seen by many as the strongest advertising theory but has along with the others been criticized by different sections of the advertising community.

Dagmar theory

Russell Colley created DAGMAR and it was created to encourage measurable objectives for each Stage of the communication and does not deal purely with the message. DAGMAR focuses on the levels of understanding that a customer must have for the organization and on how to measure the results of an advertising campaign (Belch, 1995). Karlsson (2009) suggested that the main conclusions of the DAGMAR theory were that all commercial communications that weigh on the ultimate objective of a sale must carry a prospect through four levels of understanding. Which are that firstly the prospect must first be aware of the existence of a brand or organization, secondly he must have a comprehension of what the product is and what it will do for him, thirdly he must arrive at a mental suspicion or conviction to buy the product and finally, he must stir himself to action (Karlsson, 2009).

The communication has to be specific and measurable and is therefore based on a hierarchical model containing the four stages set out above in the quotation. The DAGMAR approach has a huge influence on the how to set objectives in the advertising planning process and many planners use this model as their base. However, just as the other approaches within advertising, DAGMAR has been met with critique. One of the major criticisms towards DAGMAR is on its reliance on the hierarchy of effects theory, just as with AIDA. Customers do not always linearly pass through the stages. Another criticism made towards the DAGMAR approach is that it focuses too much on strategies (Karlsson, 2009). Many creative people within advertising are looking for a great unique idea that can result in a successful campaign and feels that the DAGMAR approach is too concerned with quantitative measurements on the campaign (Belch, 1995).

Behavioral theory

Behavior theory divides behavior into two classes, respondents and operants. Respondents are behaviors elicited or controlled primarily by preceding events. They are involuntary, involving the autonomic nervous system and the smooth muscles and glands. Respondents occur automatically following their eliciting stimulus unless the organism is exhausted or incapacitated. Thus, respondents are sometimes referred to as reflexive. Initially, respondents are under control of a limited range of stimulus events determined by biological and genetic factors (Bufford, 1997). By presenting a new stimulus followed by the eliciting stimulus, new eliciting stimuli can be developed. This process is known as respondent conditioning. Conditioned respondents can be eliminated by presenting the conditioned stimulus in the absence (Bufford, 1997).

METHODOLOGY

Research design

A case study was chosen for this research because it affords the researcher the opportunity of discovering a complete description of the phenomenon under study and provides objectivity and in-depth study within a limited time frame (Creswell, 2014).

Sample size

The Sample size for this research was determined by using the following formula in order to derive the final figure.

Sample size for Infinite Population

$$S = Z^2 \times P\,(1-P)\,/\,M^2$$

$$S = Z^2 * \frac{P(1-P)}{M^2}$$

$S = Sample\ Size$
$Z = Z\ score$
$P = Population\ Proportion$
$M = margin\ of\ error$

Therefore sample size for infinite population:

$$S = (1.96)^2 \times 0.5 \times (1-0.5)\,/\,(0.05)^2$$
$$S = 3.8416 \times 0.25\,/\,0.0025$$

$Sample\ size\ for\ Infinite\ Population\ = 384.16$

Then we adjust the sample size to the required population.

$Population\ of\ students = 500$

$Adjusted\ Sample\ size$
$$= (S)\,/\,(1 + (S-1)\,/Population)$$

$Adjusted\ sample\ size$
$$= 384.16\,/\,1 + ((384.16-1)\,/\,200)$$

$Adjusted\ sample\ size = 384.16\,/\,2.9158$

$Adjusted\ sample\ size = \textbf{130}$

Therefore the sample size for students will be 130.

Research population

Mulungushi University was the targeted population for this research. The population of the study mainly comprised of the members of staff of the company.

Sampling method

Sampling procedure used in this study was non-random sampling. Purposive sampling was used in this research study when conducting interviews with University staff while quota sampling was used when administering questionnaires to University students because the researcher selected which respondent was mostly likely to have relevant data that was needed for the study.

Research methods

According to Teddlie (2009) the concept of Research Methods outlines the specific steps to be undertaken during the study. The methods used in this research were both qualitative and quantitative methods.

The qualitative methods involves Interviews and quantitative methods such as surveys through use of questionnaires as Greener(2008) puts across the reasons why researchers use mixed methods, the main reason is 'triangulation' were different methods of data collection and analysis enrich and conform the picture you collect of a situation. Often survey results are used to map out a broad view of the research question and to provide themes or areas of investigation in more depth through an interview (Greener, 2008).

The research used both qualitative and quantitative methods by both encompassing on interviews and survey methods.

DISCUSSION OF FINDINGS

Response rate

The sample size for questionnaires for students was 130.The response rate for was 80% because 130 questionnaires were issued and only 100 questionnaires had responses. On the other hand the response rate for members of staff was 100% as 1 interview were administered.

Demography

Demographics are characteristics of a population. Characteristics such as race, ethnicity, gender, age, education, profession, occupation, income level, and marital status, are all typical examples of demographics that are used in surveys. For this report the following were used to analyze the demography of the respondents.

Gender profile of students
Table 4.2.2

Gender	Number of respondents	Percentage
Male	64	64.7
Female	36	36.3
Total	100	100.0

(*Source: Researcher Generated*)

Table 4.2.2 above shows the number of male and female customers who were given questionnaires. A total of 100 students were given the questionnaires, 64 of those were male representing 64.7% of the population and 36 of those were female representing 36.3% of the population. This indicates that the majority of the population were male.

Distribution of responses on the factors influencing online advertising and branding.

S/N	Questions/ Statements	Strongly agree	Agree	Strongly disagree	Disagree	Total
1	Online adverts attract my attention	60 60%	10 10%	10 10%	20 20%	100
2	Online advertising enables direct sales.	50 50%	20 20%	5 5%	25 25%	100
3	Online advertising has a reflection on the changes in pricing of a product.	20 20%	25 25%	30 30%	25 25%	100
4	Online advertising provides instant feedback from potential customers to the company.	20 20%	40 40%	10 10%	30 30%	100
5	Online advertising allows for the use of special systems of the internet to make a product known to potential consumers.	25 25%	35 35%	20 20%	20 20%	100
6	The biggest challenge of advertising on the internet is that one's marketing materials are made available for anyone in the world to copy	10 10%	30 30%	30 30%	30 30%	100
7	Online adverts are mostly ignored by potential customers as they are considered as spam adverts or emails.	15 15%	45 45%	10 10%	30 30%	100
8	Online pop up adverts are considered irritating by the majority of online users.	20 20%	60 60%	10 10%	10 10%	100
9	Brand awareness helps in ensuring that customers recall adverts.	30 30%	50 50%		20 20%	100
10	Online advertising techniques such as, banners, pop up's and pop udders are quite annoying to Internet users	15 15%	50 50%	20 20%	15 15%	100
11	I feel secure with online adverts	10 10%	20 20%	30 30%	40 40%	100
12	The Internet presents opportunities for organizations to efficiently build their brands online.	20 20%	50 50%		30 30%	100

13	Online advertising enables organizations to enhance their global reach.	30 30%	50 50%	5 5%	15 15%	100
14	Internet adverts grant consumers access to a multitude of global products.	50 50%	20 20%	10 10%	20 20%	100
15	Consumers are able to recall advertisements because of their usefulness.	30 30%	60 60%		10 10%	100

The data collected indicates that 60% of the respondents agree that online adverts attract their attention while 40% disagree. Therefore can conclude that online adverts attract customer's attention and this is supported by Shahov (2009).

Additionally 50% of the respondents agreed that online adverting enables direct sales while 50% disagreed. Therefore we can conclude that 50% of the clients agree that online adverting enables direct sales online while the other 50% of the clients do not agree that online adverting enables direct sales. This is contrary to the view of Kostinsky (2011) that held that online adverting completely enables direct sales. The data collected also indicates that 45% of the respondents agree online adverting has a reflection on the change in pricing of a product while 55% disagree. Therefore we conclude that online advertising does not have a reflection on the change in pricing of a product. This is contrary to the view held by Kostinsky (2011).

Furthermore, 60% of the respondents agreed that online advertising provides instant feedback from potential customers to the company while 40% disagree. Therefore we can conclude that online advertising provides instant feedback from potential customers to the company and this is supported by Kostinsky (2011). Collected data indicates that 60% of the respondents agree that online advertising allows for the use of space systems of the internet to make a product known to potential consumers while 40% disagree. Therefore we can conclude that online advertising allows for the use of space systems of the internet to make a product known to potential consumers.

However, 40%of the respondents agree that the biggest challenge of advertising on the internet is that one's marketing materials are made available for anyone in the world to copy while 60% disagree. Therefore we can conclude that it is not true that the biggest challenge of advertising on the internet is that one's marketing materials will be made available for anyone in the world to copy. This is contrary to the view held by Denisov (2010). The data also indicates 60% of the respondents agree that online adverts are mostly ignored by potential customers as they are considered as spam adverts or emails while 40% disagree. Therefore we conclude that online adverts are mostly ignored by potential customers as they are considered as spam adverts or emails and this is supported by Denisov (2010).

The data collected indicates that 80% of the respondents agree that online pop up adverts are considered irritating by the majority of online users while 20% disagree. Therefore we can conclude that online pop up adverts are considered irritating by the majority of online and this supported by McCoy (2014). Nevertheless of the respondents 80% agree that brand awareness helps in ensuring that customers recall adverts while 20% disagree. Therefore we can conclude that brand awareness helps in ensuring that customers recall adverts. This is in line with the view held by Nizam (2018). Collected data indicates that 65% of the respondents agree that online advertising techniques such as, banners, pop up's and pop udders are quite annoying to Internet users while 35% disagree. Therefore we can conclude that online advertising techniques such as, banners, pop up's and pop udders are quite annoying to Internet users and this supported by Nizam (2018). Additionally 30% of the respondents agree that they feel secure with online adverts while 70% disagree. Therefore we can conclude that the majority of the respondents do not feel secure with online adverts.

However, the data gathered shows that 70%of the respondents agree that the Internet presents opportunities for organizations to efficiently build their brands online while 30% disagree. Therefore we can conclude that the Internet presents opportunities for organizations to efficiently build their brands online. This is supported by Keller (2012). The data collected also indicates that 80% of the respondents agree that online advertising enables organizations to enhance their global reach while 20% disagree. Therefore we can conclude that online advertising enables organizations to enhance their global reach and this is in line with the view of (Grzesiak, 2015). Lastly, 90% of the respondents agree that consumers are able to recall advertisements because of their usefulness while 10% disagree. Therefore we can conclude that consumers are able to recall advertisements because of their usefulness and this is supported by Nizam (2018).

INTERPRETATION OF FINDINGS

The findings show that 50% of the respondents agreed that online adverting enables direct sales. Therefore we can conclude that online adverting enables direct sales online. This is supported by Kostinsky (2011) who stated that online adverting completely enables direct sales. The findings also show that 70%of the respondents agreed that the Internet presents opportunities for organizations to efficiently build their brands online. Therefore we can conclude that the Internet presents opportunities for organizations to efficiently build their brands online. This is supported by Keller (2012). Additionally the findings show that 80% of the respondents agreed that online advertising enables organizations to enhance their global reach. Therefore we can conclude that online advertising enables organizations to enhance their global reach and this is in line with the view of Grzesiak (2015).

Denisov (2010) states that the biggest challenge of advertising on the internet is that one's marketing materials are automatically available for anyone in the world to copy, regardless of legal ramifications. Logos, images and trademarks can be copied and used for commercial purposes or even to slander or mock one's company. The finding on the other hand show that 60% of the respondents disagreed that the biggest challenge of advertising on the internet is that one's marketing materials are made available for anyone in the world to copy. Therefore

we can conclude that it is not true that the biggest challenge of advertising on the internet is that one's marketing materials will be made available for anyone in the world to copy. This is contrary to the view held by Denisov (2010). The findings show that 90% of the respondents agreed that consumers are able to recall advertisements because of their usefulness while 10% disagree. Therefore we can conclude that consumers are able to recall advertisements because of their usefulness and this is supported by Nizam (2018). Finally the findings show that 80% of the respondents agree that online pop up adverts are considered irritating by the majority of online users. Therefore we can conclude that online pop up adverts are considered irritating by the majority customers and this supported by McCoy (2014).

CONCLUSION AND RECOMMENDATION

Conclusion

The internet has become a prime source of knowledge about products and brands for many customers. It has evidently been seen to play a key role in unraveling new brands through networks that use word of mouth advertising (the most effective form there is yet). Opinions and recommendations of friends can have a far greater impact on consumers' decisions than advertising. In today's world, the mere creating of a brand campaign falls short of what would be striking to today's users of the internet. It has been seen that customers perform differently in cyber space, with more control of their environment. A good reputation has always been important for the image of a brand, but now the owners of the brands have little effect on the nature of comments on their products and services in the network, so the form of advertising they are to use is highly dependent on what customer preferences are. A strong brand has a bond with the consumer and makes an interesting offer. Marketing activities of brands should awaken interest and arouse positive Opinions about the brand, especially on the networks. The choice of which form of advertising made by the organization affects Online advertising and can take many forms and shapes. Moreover, banner, embedded video and pop-up adverts are considered by most researchers to be the most prevalent forms of online advertising. Additionally, industry research proposes that pop-up adverts, are expected to spawn higher response than other forms of ad

placements. While in traditional media, the majority of exposure to adverts happens at the same level of mandatory or incidental exposure situations, for the web, dissimilar levels of forced exposure can happen. This implies that even a similar advert can be presented to the audience with dissimilar degrees of forced exposure.

Recommendations

- ➢ Firms should invest more in online adverting as the world is going digital therefore the traditional way of advertising will no longer be effective.
- ➢ Online advertising banners, pop up's and pop adverts should be designed in such a manner that they do not annoy Internet users but rather excite them.
- ➢ Governmental regulations should be strengthen to ensure that firm's online advertising materials are protected from being copied and used by others.
- ➢ Online advertisement should be done by firms at an international level so as to broadly its brand and clientele.
- ➢ Firms should invest in research and innovation so as to ensure that they keep up to date with the latest online advertising techniques.
- ➢ Firms should design online advert in such a manner that they are easily understood by the customer.
- ➢ Firms should put up security measures to ensure that customers feel safe with online adverts.
- ➢ Online adverts should be designed in such a manner that they grant consumers access to a multitude of global products.

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