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**E-ADVERTISING AND OFFLINE CONSUMER BEHAVIOR IN SAUDI ARABIA: NEW  
MEDIATING AND MODERATING VARIABLES**

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**ABSTRACT**

This research will present the main point of electronic advertising in Saudi Arabia, through an exploratory study of the relationship between online advertising and the visit to the traditional store of companies. Through this research, they will appreciate new mediating and moderating variables that could have an impact on this relationship. We have assimilated the lifestyle change as mediating variable and the implication with the product as moderating variable. Taken to investigate the role of online advertising, the data were collected using an electronic survey involving 400 Internet users in Saudi Arabia. This research has used a structural equation model and multi-group analysis for examining the direct and indirect influence of variables. The results of this research demonstrate the positive effect of online advertising on the visit to the store. The lifestyle change mediates the relationship between online advertising and offline store visit. Involvement with the product moderates the effect of online advertising on the lifestyle change in Saudi Arabia. This study of the consequences of online advertising on offline consumer behavior in Saudi Arabia is an unprecedented investigation that seeks to address this very question. The implication of this research will improve e-advertising in Saudi Arabia.

**Keywords:** Online Advertising; Visit The Store; Mediating Variable; Moderating Variable.

**1. INTRODUCTION**

With the development of information and communication technologies, online advertising is a modern and trend communication tool and is widely used by marketers. An Internet-based process in which advertisers communicate with, interact with, and persuade online users to position a brand, enabling a company to promote both awareness and consumer preferences in an individualized and personalized manner and shorten the time required to make a purchase decision (Hanafizadeh et al., 2002; Veklenko, 2020). As a result, companies are focusing on the effectiveness of their online communication strategies to increase their customers' electronic purchases. Marketing researchers have shown that corporate investment in e-commerce and media via the Internet has also increased regularly (Ratchford et al., 2022). As expected, Internet and digital will take the biggest slice of the pie, \$408.4 billion, in second place is television, with projected sales of US\$197.8 billion. Digital advertising spending could reach 55.5% of total spending in 2022. This percentage is expected to increase year over year. In 2024, this percentage could reach 59.6% of international spending<sup>1</sup>. Thanks to the growing popularity of networked TV,

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<sup>1</sup> Thierry Wojciak (26-06-2024). "advertising market:+4% for France in 2024".  
<https://www.cbnews.fr/etudes>

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programmatically advertising and e-commerce<sup>2</sup>", the digital market in Saudi Arabia is growing. Saudi Arabia e-commerce market size is estimated at USD 13.61 billion in 2024 and is expected to reach USD 27.37 billion by 2029<sup>3</sup>. 99% of the Saudi population will use the Internet in 2024<sup>4</sup>. Digital advertising expenses is expected to bring in \$1438,5 million in 2027 in Saudi Arabia<sup>5</sup>.

Under these circumstances, and with reference to the review of the literature on electronic advertising, we note that almost the majority of researchers have concluded that electronic advertising can improve and enhance cognitive responses such as memory (Belanche et al., 2020), attention (Onișor, and Ioniță, 2021) and the unconscious (Yoo, 2008). Similar are the emotional consequences of the attitude towards advertising (Belanche et al., 2020; Jamil et al., 2022) and attitude toward the brand (Graham and Wilder, 2020). Online advertising also causes behavioral effects such as increasing click-through rates (Aiolfi et al., 2021) and increasing online purchase intentions (Yoo, 2008, Graham and Wilder, 2020, Desku and Sadrija, 2023). It appears that managers will tend to increase their investments in e-marketing and online advertising. It seems that the performance results of e-commerce do not match the importance of advertising spending on the Internet. The figures are still unsatisfactory for companies in terms of e-commerce development, especially in developed countries where Internet users actually do e-shopping.

According to the study by the Statista agency, the share of Internet sales in total retail sales will be 19.6% in 2020. This revenue will account for 24.5% in 2025<sup>6</sup>. The growth of e-commerce sales in Saudi Arabia by 20.7% in 2024<sup>7</sup>. Thus, online communication not only leads to an increase in electronic purchases, but can also increase sales in traditional stores (physical outlets). In fact, 72% of physical shop customers research online before making a purchase<sup>8</sup>. In Poland, in 2024, 58% consumers say they research online before buying in physical stores, a trend that has also taken hold<sup>9</sup>.

Therefore, it will be interesting to study the impact of electronic communication in the context of offline (real) purchase. Indeed, in the virtual context, researchers have studied the impact of online advertising on consumer behavior. This is a logical result, especially since the spread of advertising via cell phones represents 60% of digital advertising in 2024<sup>10</sup>. Taking into account the results of the study conducted by Dataportal Agency in February 2024, 49.89 million in Saudi Arabia has smartphones<sup>11</sup>. "In the digital advertising market, 51% of total advertising spend in 2027 will be generated via mobile devices"<sup>12</sup>. Similarly, online advertising is one of the sources of online information to make an electronic purchase, after advertising forums, information on manufacturers' websites, and information in e-shops (Stolecka-Makowska, 2013). However, the literature does not seem to be interested in the impact of electronic advertising on consumers' offline behavior.

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<sup>2</sup> "More planned spending in 2022". <https://www.lapresse.ca>

<sup>3</sup> <https://www.mordorintelligence.com/fr/industry-reports/saudi-arabia-ecommerce-market>

<sup>4</sup> Simon Kemp (23-02-2024). "Digital 2024: Saudi Arabia". <https://dataportal.com/reports>

<sup>5</sup> <https://Teamfrance-export.fr>

<sup>6</sup> "E-commerce as percentage of total retail sales worldwide from 2015 to 2025". <https://www.statista.com>

<sup>7</sup> <https://www.alriyadh.com/news>

<sup>8</sup> Josh Howarth (14-05-2024). "27 new online shopping statistics for 2024". <https://www.explodingtopics.com>

<sup>9</sup> Adriana Sas (26-07-2024). "how often do you look at products online, but make a purchase in a physical store?". <https://statistica.com>

<sup>10</sup> "Digital and spending trends in 2024 (23-05-2024)". <https://falia.co/ressources>

<sup>11</sup> Simon Kemp (23-02-2024). "Digital 2024: Saudi Arabia". <https://dataportal.com/reports>

<sup>12</sup> <https://istizada.com/saudi-arabia-online-marketing/>

There is no evidence that there are studies measuring the impact of this variable on offline purchase intention and actual store visits. Therefore, first, and in light of the hierarchy of effects model, the relationship between online advertising and offline purchase intention and store visitation can be highlighted. The originality of this study also lies in the proposal of a new mediating variable, namely "the lifestyle change". In the literature, mediating variables for the effect of online advertising on online buying behavior are attitudes toward advertising in general, attitudes toward online advertising, and attitudes toward brands (Jamil et al., 2022). Moreover, the available literature points us to the proposal of involvement with the product as a moderator, as described in numerous references that specify the important role of this construct (Merabet and Benhabib, 2014; Vera and Espinosa, 2019). The moderating variables mentioned in the literature are "gender and experience" (Merabet and Benhabib, 2014; Battista et al., 2021). The results of previous research have shown that involvement with the product plays a moderating role between advertising in media such as TV, radio, print media and outdoor advertising and its consequences such as attitudes [Merabet and Benhabib, 2014; Vera and Espinosa, 2019]. In summary, this study is recent academic research focused on measuring the impact of online communication. It is proposed to answer the general question: What is the impact of online advertising on Internet users' behavior in terms of offline purchase intention and actual visit to the store in Saudi Arabia?

## **2. LITERATURE REVIEW**

Based on the results of previous research, the consequences of electronic advertising could be described as: visiting the store, offline purchase intention and lifestyle change.

### **2.1 Lifestyle change**

Hamdi and Khemekhem (2019) define the variable lifestyle change as "the will of an individual or group of consumers to change the way of living, being and thinking". The lifestyle change referred to here ranges from different aspects such dressing, daily life and language style to individual or collective aims for entertainment or pleasure. In this context, lifestyle is a concept widely used and studied in marketing communications since it influences the choice of the form of communication and the treatment of various marketing communication forms (Ekaningtyas, 2023; Sathish and Rajamohan, 2012). In marketing, many researchers have proposed lifestyle as an explanatory built of consumer behavior (Ekaningtyas, 2023; Salem et al., 2023; Mulyono et al., 2020). Indeed, variable lifestyle is a key antecedent for explaining the decisions of the customer in terms choice of product to buy, the brand choice and the choice of communication media (Desku and Sadrija, 2023). Following this principle, Hamdi and Khemekhem (2019) proved the existence of a relationship between online advertising and lifestyle change. Indeed, the online advertising have a significative effect on a person's lifestyle change. This form of advertising help consumer to follow modern lifestyle trends in society. Online Ads that are shown always will affect positively the lifestyle change of consumer. A permanently shown product or service will leave a mark on the consumer's memories and attention, so they will begin to be affected by the online advertising. An online product advertisement will provide a picture that always captivates people who see. Consequently, they are attentive and have an interest in buying the advertised product (Wind and Green, 2011). With online advertising, many products and services will be better organized by the public. With this electronic advertisement, it will make it not difficult and quickly for product users to understand and to know the products and their utilities. It will also make it easier for consumer

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to follow and change their lifestyle. Then, more often the consumer sees online advertisements, the higher a person's consumer lifestyle change will be (Mulyono et al., 2023; Li et al., 2024; Zaheer and Kline, 2018; Friedman et al., 2023). The importance of online advertising to the users may push them to take the decision to change and improve their lives by acquiring the product or service. Compared with previous research, the direct consequences are attitude toward advertising and brand attitude. Thus, existence of this relationship between online advertising and the change of lifestyle is clearly identified.

H1: Online advertising generates a positive effect on consumer willingness to change his daily lifestyle.

## **2.2 The visit of the store**

"The point of sale is no longer considered only as a place where the consumer goes shopping but also as a place of social life, discovery, walking and relaxation" (Filsler, 2000). In other words, the consumer considers a store as a place where he can live several experiments. The first experience is associated with the possibility of a physical sample of several products with different features. The second concerns the other guests met with whom consumers can enter into discussion and interact after contemplating their behavior. The third experiment concerns the opportunity to meet members of the sale force from companies regarding the products in the store in question and collect useful information to make its procurement decision (Lombart and Labbé-Pinlon, 2007). Further, the different modes of visiting the store are browsing, shopping search, shopping and window-shopping. This variety of mode can be explained by differences in motivations. Indeed, consumers can visit the store to find the information, for fun or to make a purchase (Lombart and Labbé-Pinlon, 2007; Ekaningtyas, 2023). The researchers showed that the common consumer chooses a selling point well determined by lifestyle (Lombart and Labbé-Pinlon, 2007). For example, people who are not interested in fashion do not go the usual manner outlets. On the contrary, those, who like to follow fashion, visit stores several times to be still current with new products on the market. In addition, for the elderly, certain elements of their lifestyles can be predictors of their visit to the store and attendance decisions, namely: the status of the retired and the dependency criterion (Guiot, 2006). In this sense, taking into account the results presented by Hamdi and Khemekhem (2019), we can say that this strong correlation between lifestyle and visiting the point of sale allows identifying the existence of a significant link between the lifestyle change and the decision to visit a store. Consumers can change showed that their decision to visit the store is related to their desire to change their lifestyles and meet their needs. From this description, the hypothesis can be formulated as follows:

H2: The change in consumer lifestyle influences positively the visit of the store.

## **2.3 Offline purchase intention**

This variable is defined as the predisposition of the consumer to buy a product or brand clearly identified (Dong et al., 2022). In marketing, past research showed that advertising indirectly influences purchase intent by attitudes (Yeo et al., 2020; Nadroo and Naqshbandi, 2023). Moreover, many researchers have proposed lifestyle as an explanatory built of consumer behavior (Salem et al., 2023; Ekaningtyas, 2023). Indeed, the lifestyle, a key antecedent, explains all of the client's behavioral responses like choosing the product to buy, the choice of the brand and the choice of communication media (Wind and Green, 2011). Therefore, the change in lifestyle will

result in the individual willingness to acquire new products for achieving this change in his individual and social life. Consequently, lifestyle change can have an effect on the purchase intention of a customer. People who want to change their lifestyles and facilitate the realization of their daily business, longer intend to perform the procurement actions of modern products presented in electronic advertising. Such as, when consumer wants to go after a trend that, he will want to have product that he let him follow this trend (Salem et al., 2023; Hamdi and Khemekhem, 2019). As a result, the chance to buy the product will be increased so that the consumer will realize the aim to follow the trend. Then, it is logical and acceptable that lifestyle change is a factor and antecedent to affect Consumer Behavior (Ratchford et al., 2023; Mulyono et al., 2023; Wind and Green, 2011). From the description above, the hypothesis can be formulated as follows:

**H3:** The lifestyle changes influence positively the intention of consumer purchase.

Furthermore, the intention may be an antecedent of the decision to visit a point of sale. Based on previous research, the existence of different modes of the store visit is a result of difference in motivation and the existence or absence of intent to purchase among consumers (Lombart and Labbé-Pinlon, 2007; Guiot, 2006). In this context, taking into account the previous research, the existence of a relationship between the decisions to visit the store with the intent to purchase is confirmed. In other words, the consumer will have a strong intention to buy the product, take the decision to visit the store to purchase the product or service (Hamdi and Khemekhem, 2019).

**H4:** Purchase intent has a positive effect on the consumer visit to shop (point of sale).

## 2.4 The implication with the product

In marketing, previous research has shown that the implication with the product has a moderating effect on the same relationship (Zouaoui and Hamdi, 2024; De Battista et al., 2021). Consumers who are highly involved are very interested in the advertising campaigns and the information contained in the messages, such as the model ELM (Zouaoui and Hamdi, 2024). Thus, implication has a significant effect on the processing of information by the consumer, who is better able to assimilate the information contained in the message, especially if it is a novelty. It is easy for him to decode the information and treat it more appropriately because he knows more about the products and their efficiency. This simple treatment makes consumers more receptive to changing their attitudes and increases the chances of making a purchase decision. However, low engagement customers are only interested in the peripheral elements of the message such as color and music. They do not use multiple elements and multiple evaluation and judgment principles to select a well-defined brand (Merabet and Benhabib, 2014). Previous research has studied the moderating effect of the involvement between advertising and various forms of attitudes (brand attitude and attitude towards advertising). Then, more consumers are involved, the more they are interested in the information in advertising on net. This interest will encourage them to visit the store to see a physical sample of the product. Consequently, it will be very easy to accept change of lifestyle so that the customer remains his favorite product used.

**H5:** Involvement with the product moderates the relationship between exposure to online advertising and lifestyle change.







Figure 1: Research Model

### 3. MATERIALS AND METHODS

After completing the summary review of the literature, a quantitative study was conducted to verify the structure of the measurement scales and confirm the research hypothesis.

#### 3.1 Scale of measurements

In the present study, for online advertising, we chose to use measure presented by Dreze and Zufryden (1997) which was used by researchers Wu et al. (2008). This is a one-dimensional measure. The relevance of this choice comes from the fact that there are items that deal with information, format, and animation.

Regarding the visit of the store and lifestyle change, considering the objectives of this research, we chose the scale proposed by Hamdi and Khemkhem (2019). These are new constructs (including the measurement scale) that emerge from the results of the qualitative study and those from the literature. The presentation of these constructs in their research is an unprecedented conclusion. They are new constructs that have been proposed by the researchers and also the measurement scale.

Regarding the implication with the product, the measurement scale of Strazzieria, 1994 was chosen, which has been proven in several recent studies in the field of advertising, especially since it excludes the notion of perceived risk.

#### 3.2 Data collection

The data were collected by means of a survey involving 400 Internet users in Saudi Arabia. More specifically, Internet users in Riyadh (the capital) and on the northern border (Arar and Rafhaa). We decided to use a random sample. This seems to us to be the most appropriate because the application of empirical methods in the field is easier and less costly than random methods. Moreover, this method allows us to select respondents in a simple way and in a short time (Giannelloni and Vernet, 2019; Roussel and Wacheux, 2006). Random sampling is defined as a sample composed of individuals who were present at the site and time of data collection (Giannelloni and Vernet, 2019). Data were collected using an electronic survey. The questionnaire included in the appendix was sent to all users via Google Drive from April 2024 to July 2024. The survey was written in English and then translated into Arabic, the official language of the Saudis. The translation into Arabic was done by a professional translator to ensure conceptual equivalence. Taking into account the recommendations of authors in (Giannelloni and Vernet, 2019), the questionnaire was piloted with a number of participants not exceeding thirty. The pilot phase serves to ensure a final, comprehensive version of the questionnaire. Of the 400

randomly selected Internet users, only 360 responses are valid. The sample consists of 68% men and 32% women. Furthermore, 80% of the participants use the Internet for more than 4 hours in a day.

**4. RESULTS**

In this section we will present the reliability and validity of the structure of measurement scales.

**4.1 Exploratory analysis**

The survey data were assessed to check the reliability of the different scales. Principal Component Analysis (PCA) and Cronbach's alpha were performed for the different constructs: Online Advertising, the lifestyle change, offline purchase intention and Visit Store. The choice of PCA is justified by the fact that the scales used are metric scales and that this analysis is used by researchers in the marketing field. "With PCA we explore a concept, we try to identify its main characteristics, the factors that make it"(Roussel and Wacheux, 2006, p.16). There are also a number of steps to follow in conducting this analysis. These are listed in the table below (Carricano et al., 2009; Giannelloni and Vernet, 2019) and Table 2 summarizes the different results of this analysis.

**Table 1: Steps of PCA**

Steps	Techniques and criteria used
1	Choice of rotation type (orthogonal or oblique): In previous research, an orthogonal VARIMAX rotation was preferred. This is an orthogonal rotation that minimizes the number of variables with strong correlations on each factor and simplifies factor interpretation
2	Communalities (proportion of variance explained by the item) must be above 0.5 and preferably above 0.7. If this is not the case, the PCA is repeated without this item.
3	Choose the factor that has an eigenvalue greater than 1 (Kaiser's rule)
4	The contribution of each item to the factor must be greater than 0.5. The item that has a factorial weight greater than 0.3 for more than one factor must be eliminated. The PCA is repeated without this item.

Source: Carricano et al. (2009)

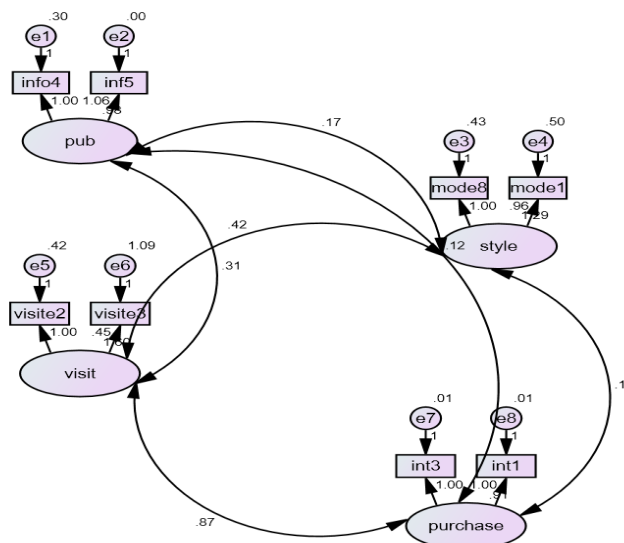
**Table 2: PCA Results**

Construit	Facteur	Items	$\lambda$	Alpha	Contribution
Online advertising	2 items	Info4	0,968	0,931	93,670%
		Inf5	0,968		
Lifestyle change	2 items	Mode1	0,929	0,841	86,275%
		Mode2	0,929		

Purchase intention	2 items	Int1 Int3	0,998 0,998	0,72	99,542%
Visit the store	2 items	Visit2 Visit3	0,845 0,845	0,995	71,367%

**4.2 Confirmatory analysis**

In this phase, using the structural equation method, the fitting quality of the measurement model and the structural model were tested. For the measurement model, the Mardia coefficient has a value greater than 3, so normality cannot be tested. To address the lack of multinormality, we used the "bootstrap" method (Fornell and Larcker, 1981), which allows us to examine the quality of fit of the measurement model. The results show that the values of the quality adjustment indicators of the model are satisfactory (Chi2 =13,984, Df = 15, P = 0.000, GFI = 0,950, AGFI = 0,977, TLI = 0,990, CFI =0,990, RMSEA =0,001), indicating that all measurements have a Rho value greater than 0.6. Hence the confirmation of the reliability of the different measurement scales. All items have a CR > of 1.96 and the VME of all constructs has values above 0.5, confirming convergent validity. Discriminant validity is confirmed by the fact that the square of the structural correlation (the correlation relationship) between each pair of constructs is smaller than the value of the VME of each trait (Akrouf, 2020).



**Figure 2: Measurement Model**

As for the structural model, the values of the fit quality indicators of the model are all satisfactory (Chi2 = 26,875, Df = 17, P = 0.040, GFI =0,982, AGFI = 0,962, TLI = 0,994, CFI = 0,996, RMSEA = 0,040). Thus, the research propositions can be verified as the structural relationships between the latent constructs must be significant. Indeed, "if the C.R value exceeds 1.96, the regression relationship is significantly different from zero with a 5% risk of error" (Akrouf, 2020).



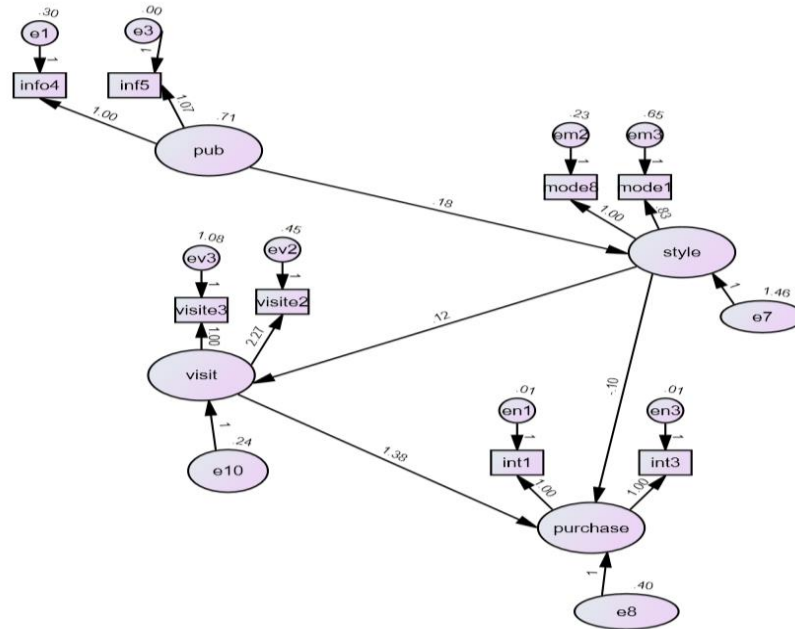


Figure 3: Structural Model

5. DISCUSSION

In table 3, the results of structural equation method are represented.

Table 3: Estimation of structural links

Structural link	Estimations	S.E.	C.R.	P
Lifestyle <-- Advertising	0,159	0,066	2,735	0,006
Visit <-- Lifestyle	0,301	0,039	3,953	0,000
Purchase <-- Lifestyle	0,130	0,046	2,041	0,016
Purchase <-- Visit	0,768	0,158	8,042	0,000

The structural link between online advertising and lifestyle change is significant with a C.R of 2,735 (p = 0.006) and a regression coefficient of 0.159. Consequently, the first hypothesis is confirmed (H1). Indeed, it seems that the Internet user's exposure has had effects on his daily behavior and has therefore led to changes in his lifestyle. Such results do not stand out compared to the findings noted in the literature review with parallel trends. Advertising has the effect, among other things, of easily creating an image of better quality of life among consumers through the use of specific products or services. Advertising stimulates consumers to purchase new products, on the one hand, with the aim of satisfying an individual need, on the other hand, to have a more important social status in their life (increase feelings of love and friendships, for example). Advertising is effective if it creates favorable beliefs and strong desires towards the idea that the use of the product or service in question ensures a good life and having a desirable lifestyle. Advertisers do not seek, through media advertising, to sell a product but also to guarantee the sale of a specific lifestyle associated with this use. The image of a good life associated with sports cars

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relates to the ease, comfort and speed of getting to where you want to go with a strong sense of freedom (Hamdi and Khemekhem, 2019; Mulyono et al., 2023; Zaheer and Kline, 2018; Friedman et al., 2022).

Moreover, advertising promotes the consumer's desire to improve their lifestyle. The notion of lifestyle is a criterion strongly used by companies when developing their communication strategy, in the sense that the information presented by the advertising message is only the result of the analysis of the lifestyle of the market segment (Hamdi and Khemekhem, 2019; Sathish and Rajamohan, 2018; Salem et al., 2023). Thus, the advertising message is developed taking into account the constituent elements of the lifestyle relating to the segment in question; and the interest for the consumer, for an online advertising message, is to create in them the desire to modify certain aspects of their daily lifestyle. In this way, the Internet user attracted and interested in online advertising will tend to change his lifestyle by acquiring the new advertising product in order to improve the quality of his life and make it easier and more comfortable

The relationship tested between lifestyle change and store visit is definitely positive and significant with  $t=0,301$  and  $p=0,000$ . The consumer who expresses the desire to change his current lifestyle will tend to make visits to the point of sale specializing in the distribution of the advertising product. These results are similar to the results found in much previous research (Samuelsen, 2006; Nadroo and Naqshbandi, 2023; Hamdi and Khemekhem, 2019). Consumer frequents and chooses a specific point of sale according to their lifestyle. Indeed, the constituent elements of a customer's lifestyle, which are interests, opinions and daily activities, have a significant effect on their choice of store to frequent. The change made to one of these elements (a recent interest in following fashion for example) will directly have an effect on the consumer's decision to visit a point of sale (a permanent visitor) in order to have the possibility of "inform or acquire the products that will make it possible to make this modification in individual or social lifestyle.

The link tested between lifestyle change and purchasing intention is definitely positive and significant with  $t= 0,130$  and  $p=0,016$ . The consumer who expresses the desire to change his current lifestyle will tend to purchase products or services which will lead to this change. Thus, lifestyle change is a new antecedent of purchasing intention. This result is similar to previous research presenting attitude towards the brand and attitude towards the advertising as predictors of purchase intention. Indeed, the attitude towards online advertising makes it possible, on the one hand, to improve the consumer's perception of the brand, and, on the other hand, to increase their intention to make a purchase. Consumers with a favorable attitude are those who have a more positive perception towards the brand and a strong intention to purchase the product in question (Ekaningtyas, 2023; Graham and Kilder, 2020). Previous research show that lifestyle is an explanatory construct of consumer behavior such as the choice of product to purchase and the choice of brand (Sathish and Rajamohan, 2012; Hamdi and Khemekhem, 2019). The interests, opinions and daily activities of a consumer will lead them to choose a specific category of products that will allow them to be satisfied after use. Ultimately, the decision to make a change in lifestyle will lead to the individual's greater intention to acquire new products allowing this change to be made in their individual or social life.

The results of our research show that the link between purchasing intention and store visit is valid ( $t=0,786$ ,  $p=0,000$ ). Indeed, it seems that purchasing intention can lead the consumer to visit the store. This result stands conform the literature suggesting that the existence or absence of

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purchasing intention is one of the main causes of divergence in the mode of frequentation of a point of sale (Hamdi and Khemekhem, 2019). Consumers who visit points of sale for shopping have a strong purchasing intention in advance which is not produced at the points of sale

Finally, certain hypothetical relationships are not independent of the impacts of the mediating phenomena. the change in lifestyle seems to mediate the link between online advertising and certain behavioral reactions such as the actual visit to the store and the real purchase intention.

By applying the method proposed by Baron and Kenny (1986), lifestyle change is a mediating construct between online advertising and store visits. Online advertising only has a significant effect on the consumer's decision to visit the point of sale through the existence of a desire to change their lifestyle. Indeed, e-advertising which attracts the attention and interest of the Internet user, leads him to easily make the decision to visit the point of sale with the existence of the intention to purchase it all depends on their predisposition to carry out purchasing or leisure activities and their significant desire to change their individual or social lifestyle. The importance of the information content of online advertising can only have an effect on the actual visit to a point of sale through a strong desire to change lifestyle. These results are consistent with the observations made in the literature in this context. Within the literature, the mediating variables of the effect of online advertising on online purchasing behavior are the attitude towards online advertising and the attitude towards the brand. The content and design of online advertising only has a significant effect on the Internet user's intentions and purchasing decisions through a very favorable attitude and strong involvement with the product. The importance of the information in the online advertising message will produce a purchase on the part of the Internet user, if he is strongly involved with the category of products in question, whereas this is not the case for low-involvement consumers.

By applying multi-group analysis (table 4), the moderating role of involvement with the tested product between electronic advertising and lifestyle change is defined as positive and significant. Therefore, the fifth hypothesis is confirmed (H5). Online advertising noticed by the Internet user can significantly improve their willingness to change their lifestyle and their willingness to visit the store if it concerns their favorite product. Highly involved consumers will be immediately interested in the information presented. This strong involvement will significantly encourage their desire to change their lifestyles by acquiring new collections of their favorite products. For low-involvement consumers, online advertising cannot easily lead to lifestyle change decisions. This is explained by the fact that these Internet users are only interested in the peripherals of the advertising message such as design, format and animation. The effect of online advertising content is very weak for this group (Miled-Chérif, 2001; Petty and Cacioppo, 1981; Zouaoui and Hamdi, 2024). At this level, the results obtained are consistent with the conclusions presented in the literature. Several researchers prove that involvement with the product plays a moderating role in the relationship between advertising and its consequences such as attitudes. Consumers with high involvement with a specific category of products will process and explain in a very demanding and detailed manner the information presented in the advertising message before constructing their perceptions and opinions. This will have a direct and significant effect on their attitudes towards the advertising and towards the brand. These customers easily accept and favor all advertisements relating to original new products or innovations. As much, they put an important set of standards and conditions of evaluations in order to choose the suitable product to buy in the collection presented.

**Table 4: Results of multi-group analysis**

Structural link	G1: high involvement				G2: low involvement			
	Estimation	S.E.	C.R.	P	Estimation	S.E.	C.R.	P
Lifestyle <--- Advertising	.072	.097	.740	.459	.411	.147	2.802	.005
Visit <--- Lifestyle	.170	.056	3.045	.002	.044	.030	1.470	.141
Purchase <--- Lifestyle	-.127	.057	-2.217	.027	-.043	.057	-.753	.451
Purchase <--- Visit	0.319	.206	6.403	***	0.561	.486	3.214	.001

**6. CONCLUSION**

The current research enriches the marketing literature on electronic communication with several essential contributions. First, it relates to the notion of an original concept, the lifestyle change. The concept of lifestyle change is in fact an emotional response, comparable to the concept of attitude, which is considered in the marketing literature, specifically online communication. Second, the theoretical contribution is the presentation of all the consequences of electronic advertising in a real situation. This study of the investigation of these consequences is a unique enquiry that seeks to address this important question. At the management level, managers can increase the impact of online advertising by focusing on the content features (information, captivation) and animation, and by considering the moderating role of engagement with the product. In fact, an attractive advertisement for a Saudi consumer must contain several movements and concepts flash. Researchers have shown that banners are the most used forms in developed countries in terms of advertising spend. Therefore, it is better for Saudi managers to follow this form and use an effective combination of content and animation. The Internet users who are attracted are those who have low engagement because they are only interested in the devices of the advertising message. By focusing on these factors, the effect of this communication tool will be to increase the lifestyle change, take a real sample of the product and purchase intention. In any case, the manager guaranteed the consumer's visit to the store.

This research has several limitations that can be attributed to several upcoming study opportunities. The first limitation is that only one mediator variable was used. It is important to integrate diverse forms of attitudes and to improve the mediating role between electronic advertising and visits to stores. The second limitation is that the moderator construct implication with the product is an individual variable that explains consumer behavior. It is important to examine the moderating role of sociodemographic constructs. From this perspective, directing group interviews is more appropriate than semi structured conversations.

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