

Araştırma Makalesi ♦ Research Article

Dijital Reklamların Tüketici Davranışlarına Etkisi: Kırgızistan Örneği

The Effect of Digital Advertising on Consumer Behaviors: The Case of Kyrgyzstan

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A B S T R A C T

Traditional Internet marketing is being replaced by digital marketing that allows for new digital communication channels and a wide range of opportunities. For this reason, it becomes necessary to identify the characteristics of digital marketing and the possibilities for promoting products. There is a need to identify the difference between digital marketing and Internet marketing and consider essential digital marketing tools. The primary purpose of the research is to look at consumer behavior toward digital advertising, the efficacy of the advertising effect, and the factors influencing consumer attitudes towards mass media advertisements. To determine the attitudes and perceptions of people living in Kyrgyzstan about digital advertising, an online survey of 450 people was conducted. The questionnaire responses were analyzed with the IBM SPSS 22.0 software. During data analysis, descriptive statistics were presented with frequency, percentage, average, and standard deviation. The results indicate that people trust the messages they receive on the Internet and social media and obtain information about the product. It shows that those who think that social networks are the most exciting and attractive advertisements on the Internet give higher scores to the quality of modern Internet advertisements. As the educational level increases, so does the situation of finding advertisements on websites and more attractive articles. The study results are of practical importance for enterprises in different sectors of the country to plan promotion through digital marketing and develop brand promotion activities.

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