The use of digital technology in commercial advertising and its impact on Baghdad audience / field study

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Study Summary:

The impact of the use of digital technology in commercial advertising on the consumer and the presentation of electronic advertising and its impact on consumer behavior and increase sales and knowledge of the most important ways to exploit the tools provided by technology Because of the common characteristics of community members where the largest number of followers and customers are attracted by regular attendance by consumers.

The Declaration has emerged as an effective force and an effective instrument on which all organizations and companies depend on achieving their objectives. In addition to being aimed at stimulating and increasing sales, the nature and objectives of the Declaration outweigh the scope of the specific personal communication to a more comprehensive and influential range in multiple and heterogeneous groups of consumers, Communication means that can communicate the desired advertising message to the largest number of consumers expected in the highest efficiency and the strongest impact possible using the appropriate means. This has coincided with the rapid and remarkable development of various communication technologies, coupled with the growing ability of social networking sites to offer and market goods and services in ways that attract attention.

The purpose of the study is to identify and detect the effects of the use of digital technology in commercial advertisements and their impact on the consumer audience. The study used the survey methodology and this study is descriptive studies of the consumer category in the city of Baghdad.

Results of the study showed the following:
First, the digitalization of commercial advertising has played a major role in developing consumer information in the city of Baghdad about the declared goods and services

Second, the repetition in the browser's access to commercials gave the cognitive information that influenced the behavior of the purchase and in turn contributed to the consolidation of advertising ideas published through the Internet

Third: The results of the study showed that the intensive browsing of electronic advertisements made the audience of the city of Baghdad more receptive to the content of ads without taking into account the accuracy of information on the websites

Fourthly, the use of Internet ads in different ways to tempt the consumer without taking into account the physical capacity of the browser public.

Introduction:

The development of information and communication technology and the emergence of the Internet and social networks have made radical changes in the marketing and advertising environment of enterprises. The world has become a small village and all people and institutions around the world are in constant touch. There are new factors influencing the decision making process. Or a specific service over the Internet and social networks, and they can evaluate what institutions provide and comment on them and express their opinions and criticism.

Advertising and marketing is the most active activity of the organization in relation to the surrounding environment in general, and the market of the end consumer in particular, and this is reflected in a large extent on the speed of development and response to those changes in the environment and make the organization more adapted to it was marketing is an effective tool in that communication and continuity Successfully with all the vocabulary of the market.

Advertising people have found that their move to advertising and direct marketing creates the opportunity for direct dialogue with the customer and the resultant knowledge exchange and in-depth information that enables the marketer to create a database that will form the basis for long-term and up-to-date relationships with all customers' needs and new desires.
The increased demand for consumer goods led to the emergence of a large production system to satisfy the needs and desires of customers. This resulted in a surplus of goods and the availability of many possibilities to buy, the customer became the second time the property of the market. This prompted many entities that are aware of this change in the market to develop a marketing strategy that is appropriate to this new situation.

The complexity of the market has led to a series of changes, the most significant of which is the sudden change in competitive position, the intensification of global competition, technological development, key changes in the environment and changing customer expectations. These changes have imposed new challenges and constraints on managers around the world. Efficiency, and managers are looking for new entrances to guide them in this changing environment. The essence of strategic marketing has begun to grop the means and methods that achieve sustainable competitive advantage. This is the essence of adopting new ways, such as direct marketing, as a strategic scope that achieves a major competitive edge for enterprises.

The first topic: The methodological framework of the study

First: The problem of study:

The study problem is determined by the extent to which the use of digital technology in commercial advertising and its impact on the consumer and the delivery of electronic advertising and increase the proportion of sales, and know the most important ways on which these ads to exploit the tools provided by technology because of the characteristics of common and spread among all segments of society. The ability to attract the largest number of followers and consumers through the presence of the consumer on a regular basis.

Second: The importance of the study:

• The study represents the scope of research on the impact of the use of digital technology in increasing the percentage of sales of different products.

• Digital technology plays an important role in the success of the marketing process, as the visitor compares between what different companies offer and compare.
• The importance of studying the form of advertising through technological means, as this aspect is very important to attract attention from visitors and would contribute to support the marketing process through these means.

• The importance of the study is that it deals with a fundamental element of the effective success of commercial organizations and companies that aim at profits, namely, commercial advertisements through technological means, with the aim of activating sales, because it includes various activities that extend to many parties (consumers, salesmen, brokers) Of direct benefits and benefits that can affect the process of purchasing products and show that producers can use modern technology to promote sales.

• Importance of the study of the importance of commercial advertising based on digital technology and the use of advertising as an important means at present to give a clear picture of the organization and its activities and products.

Third, the objectives of the study

The main objective of the study is to identify and reveal the consequences of the use of digital technology in commercial advertising and its impact on the different consumer audience. The main objective stems from the following sub-objectives:

• Understand the nature of commercial advertising and electronic marketing through modern technology.

• Identify the attractiveness of the advertising offered by modern technology and its impact on increasing the percentage of sales and consumer trends.

• Monitoring the relationship between advertising design techniques based on digital technology, technology and consumer trends in Baghdad city and increasing sales.

• Identify the attractions of digital technology that encourage advertising people and advertising agencies to use them to promote their products.

• Analyzing the consumer behavior of the individual, understanding its components and the results of its interaction with the electronic advertising.
Fourth: Study hypotheses

In light of the definition of the research problem, its objectives and its theoretical framework, the study hypotheses are set out below

There is a statistically significant relationship between (electronic technology used in commercial advertising and consumer attitudes towards it).

There is a statistically significant relationship between (the motivations of consumer exposure to commercials and their use of modern digital technology).

There is a statistically significant relationship between (demographic variables and consumers' attitudes towards commercialization based on digital technology)

There is a statistically significant relationship between (the rate of exposure of consumers to commercials that depend on the modern technological means and their attitudes towards them).

There are statistically significant differences between (the elements of attraction in commercial advertisements that depend on modern technological means and consumer attitudes towards them).

Fifth: The study questions:

• What are the habits and patterns of consumers' use of modern digital media?

• What are the reasons for consumers' adherence to commercials offered by modern digital technology?

• What are the manifestations of consumer interest in commercials offered by modern digital technology?

• What is the extent of consumer exposure to commercials offered by modern digital technology?

• What are the disadvantages of consumer exposure to commercials offered by modern digital technology?

• What are the advantages of consumer exposure to commercials offered by modern digital technology?
• What forms and mechanisms of the impact of modern digital technological means on consumer attitudes towards commercial advertising?

• Is there a correlation between the elements of attraction in commercial ads that depend on the modern digital technological means and consumer attitudes towards them?

Sixth: Type and Methodology of the Study:

This study belongs to the field of descriptive studies, which aims to describe situations, phenomena and events and collect accurate facts about how the adoption of commercial advertising on digital technology affects consumer trends in the city of Baghdad. The study uses the media survey methodology that is defined as one of the methods for collecting information about the behavior of individuals and their relation to the media.

Seventh: Society and Study Sample:

• The study community is a category of the public of the two populations in the city of Baghdad. The sample of the research that was selected 400 respondents at different ages and levels and after the distribution of forms on them was excluded one form for violating the controls and scientific conditions of the neglect of the answers to a number of question

And the use of the typical answer to the first alternative to the remaining case, and thus the number of forms that have been processed statistical 399 form to extract the results from them.

previous studies:

The research relies on the study of the role played by digital technology in improving the work of commercial advertisements and the impact on the audience of the city of Baghdad by relying on the tools provided by the digital technology and the benefit of companies and based on it, the previous studies can be presented through studies on the relationship between The use of digital technology for commercial advertising and the impact on the public ..
1. The study of the faith of Osama Ahmed 2017 (2), this study aimed to evaluate the effectiveness of the use of interactive advertising means and the researcher reached several results, notably the nature of products and services advertised affect the effectiveness of the interactive advertising medium.

2. Hanan Mohamed Sayed Hassan El-Leithy study 2017 (3), the present study seeks to know the motives of the respondents to use e-shopping sites. And insights from the online purchase, as well as monitoring the interactive methods offered by e-shopping sites with the target audience. The main findings of the study are: The most important thing for the Egyptian public to use e-shopping sites is that the e-shopping site provides them with a wide variety of products in one place. The consumer does not need to move among the shops in the traditional markets to find the product he wants.

   Is to want to find all the products in one place to save the trouble of searching in several places to get

   On the product required, in addition to the accessibility factor to the desired product on the e-shopping site. These sites provide the possibility to search for products or the division of products in a way that facilitates the user to access the product he wants.

3. The study by Johannes Knoll 2016 (4) presents a recent review of academic and experimental research on social media advertising. Two international databases of business and communication studies were searched, with 51 relevant studies identified. The review ends with an agenda for future research.

4. The study of Mona Mostafa Abdullah Hammam 2016 (5), the study aimed to identify the relationship between the direction of the public to the ad sent on the mobile phone and the intention to receive this type of advertising. The results of the study: the adoption of companies and shops to advertise through mobile phone as part of the marketing mix and not rely on it individually to reach consumers.

5. Jaemin Jung 2015 study This study aimed to study the factors affecting consumer attitudes and behavioral intent towards three types of social media ads on Facebook. The results showed that attitudes toward advertising played a role in mediating between the characteristics of the SNA and the behavioral intent. Finally, among the
types of SNA, consumers prefer natural impression ads that display the names of friends in their news files rather than paid ads on the sidebar of their Facebook pages.

6. The study of Maysa Hamdy Zaki Shalaby Mujahid (7). This study aims to identify the attitudes of the Egyptian public towards the credibility of the digital advertising on the websites of companies. The results of the study showed that the public rules on the credibility of the advertisement on the websites of companies through the credibility of the message in form and content. The general trend of the respondents towards the credibility of the digital advertising on the websites of companies was neutral by 95.5%, followed by the positive trend of 35.9% and the negative trend by 4.6%.

7. The study of Ehab Shehata Abdelkader El Sayed 2015 (8). The main objective of this study is to determine the relationship between Facebook ads and the decision making stages of purchasing by university youth. It is clear in the light of the results of the study the extent of the need for those who advertise on Facebook to improve and proficiency in the advertisements of their companies in order to increase the purchasing power of their customers and maintain them and attract new customers.

8. Pui Yuen LEE (2014), 9 This study explores the opportunities and challenges facing advertising agencies and practitioners in responding to the emergence of social media. The study found several results, the most important of which is that the rise of digital and social media has led to fundamental changes in the advertising industry in general and the role of advertising designs in particular. Ad creatives work on the boundaries between agencies, customers, and consumers. The experiences of understanding the creative aspects of the rise of social media in this study have provided ideas for advertising and management.

9. The study of Marwa Mohie Mohi Sayed Parents 2014 (10), the study aimed to identify the contents of commercial advertisements provided on Facebook. The results of the study showed that the percentage of the use of the site to Facebook 98.5%, while the lack of almost the use of other social networking sites, reflecting the superiority of the Facebook site significantly on other social networking sites. The proportion of students who did not watch the advertisements on the site in the two universities compared to the percentage of those who watched it, where the percentage of non-exposed to ads at MTI University 23.3% and Helwan University was 27.5%. The proportion of students who see the ads submitted on the site in both
universities and those exposed to them in The number of students who did not accept the purchase of the advertised products at the two universities, where their percentage at Helwan University reached 95%, and at MTI University, the percentage reached 86.7%.

10. The study of Mahmoud Abdel Hamid Mahmoud Saleh and others 2013 (11), the study aimed to measure the relationship between the advertising content of the advertisements of STC in social networking sites on the Internet and consumer trends towards its brand. The results of the study indicate that there is a statistically positive relationship between the advertising content of the company's advertisements on the social networking sites and the consumer attitudes toward its brand, and the existence of significant differences in the attitudes of consumers toward the company brand according to the age and nationality level, . The study also found significant differences in the consumer evaluation of the advertising content of the company's advertisements on the social networks according to the educational level, and the absence of significant differences between different levels of sex, age and nationality.

11. Study of Zeinab Laith Abbas 2005 (12) The study aimed to know the technical methods of advertising in websites and diagnosis of the types of advertisements used. The results of the study showed the continuity of the site in the submission of various advertisements for the purpose of informing the public the content of the advertisement on the one hand and attract attention to the site and services provided, The results of the field showed the use of different images in the ads as it was using the images of drawings and charts, most of the use of ads, icons and images fixed and varying proportions.

Comment on previous studies ..

There is no doubt that previous studies are of great importance to all academic researchers if they are related to their research subjects or are approaching them in answering the questions of the study, formulating their hypotheses and achieving their objectives.

First, the studies that were presented focused on the following aspects:

Focused on the uses of digital technology in general and social networks in particular, also focused on the relationship of advertising social networking sites and the
adoption of modern technology in the production of commercials, many of these studies used the theories of reliance on the media and the theory of uses and saturation, mostly relied on the use of curriculum. Most of these studies used survey forms and field interviews.

Second: The current study focused on..

The impact of the use of digital technology and technological development in the service of commercial advertisements and the impact on the consumer audience and how to benefit the communication operators in particular from the technology also the methods of using the communicators of those sites as sources of their work and build relationships and the results of the spread of those sites in the work of advertising and marketing strategies in general.

Third, the similarities between the previous studies and the current study.

• She pointed to the importance of modern technology and its role in the events of a qualitative shift in the work of commercial advertising, focused on the concept of working on social networking sites and the use of these sites as important means, some studies of this study came close to confirm and demonstrate the impact of technology on the practice of advertising in its modern form. Most of these studies focused on the positive and negative impact of modern technology, but this study seeks to know the pros and cons of digital technology on commercial advertising.

Fourth: Limits of benefit from previous studies..

The researcher sought to review the aspects that he sees as having to be complemented by the fact that the scientific research is complementary with each other. Although the previous studies differ from the current study in many respects, the researcher benefited from these studies as follows:

The study also helped to identify the study problem and to formulate the hypotheses and develop a general framework for what should be the study and what can be added to benefit from the results of the studies in determining the methodological framework and choosing the appropriate method for dealing with the subject of the study helped the researcher to know the most important Arab and foreign references Which can be used in the current study and on the procedural level contributed to determine the type
of the sample and the development of a general perception of the study by identifying
the most important dimensions focused on the problem, also helped in the design of
the survey newspaper and the conversion of thematic axes to Meth Research and
measurement capabilities by employing appropriate statistical analysis methods.

The second topic: The cognitive and theoretical framework of the study.

Information and communication technologies have changed the way organizations
manage their activities and activities, especially in advertising whether on a local or
international scale. The development of communication technology has also created
advertisements by individuals for their personal products that rely on the skill of using
this technology to market their own product or service. During its presentation on the
Internet. Information has become an important strategic tool that has contributed to
the expansion and spread of advertising activities across the web. [13] The
announcement continues to be a major force in the activities of the productive
institutions because of the many and important functions which they undertake, which
deal with the core of the work of these institutions through the promotion of goods
and services. Advertising in the era of communication technology because of the
characteristics that made it a key pillar on which the productive institutions.

IT has provided many advantages, including: - (14)

1 - The speed of access to the information through which the planning of any
advertising activity where information and data is the basis for the work of the
Declaration in the development of the diversity of goods and services urged that
information and available data can know the news of competing goods and market
options and the public and his desires and sometimes even rapid fluctuations can then
Set goals and translate them into enforceable policies and communicate them to
advertisers

2 - The institution can interact with the consumer through the stages of pre- and post-
purchase pre-purchase allows consumers to report their wishes and needs and the
difficulty in the process of product design and development in a way that satisfies the
consumer

3 - Developed digital technology to find professionals in the colors and design, design
and output and became ads based on the psychological construct can create a state of
interaction and attraction to the follower of the Declaration adopted advanced advertising techniques.

4. Information and communication technology (ICT) provided an interactive feature, where the implementation process is pursued and provides a database and information capable of formulating a good performance assessment process.

5. Institutions have been able to adapt the technology of parameters and communications to develop new methods of international market research, and to develop virtual shopping environments.

6. The technological changes have been largely reflected in the advertising in terms of wording, form and content, creating the daily emergence of new technologies aimed at creating new patterns in enabling customers and consumers together.

"The digital revolution has fundamentally changed our concept of space, time and mass, so no organization needs to fill a large void. It can be anywhere, and messages can be sent and received at the same time. Instead of being charged as a certain mass.

The announcement through social networking sites is a sophisticated form of marketing communication in general, which is one of the basic concepts of contemporary, which has managed over the past few years to jump in the overall advertising efforts to contemporary trends, in line with the current era and its variables, using the various modern means of technology, Which are widely used in the implementation of various advertising processes and activities, particularly with respect to the operations of the supply of different goods and services, the impact on consumer purchasing trends, and Competition, accelerated product development processes, advertising mail has become doubly important, as it tries each organization to benefit as much as possible of the potential to influence the consumer's decision, and converted to the use of their products, as well as ongoing attempts to increase the market area, and the introduction of new consumers.

One of the tools used is animation aimed at arousing interest. The images in the animated GIFs require applications that differ from two-dimensional images because there will be a large number of images in the single Gif. Each image must be designed to be followed by a consistent motion (15).
That online advertising is a low-cost way and advertising is flexible enough to change advertising depending on the development of products and services. Online advertising also helps the organization to obtain statistical information about the success of advertising and customer satisfaction.

Modern technology has allowed many companies to design products according to the individual needs of the customer, and to renew the various components and additives that he wishes in many products. It is noted that many companies have succeeded in applying the idea through the participation of the client in the development of the specifications of the product requested such as cars, bicycles and electronic devices.

Theory of dependence on media..

The idea of this theory is that the public's use of the means of communication is not in isolation from the effects of the social system in which it lives and the way in which the means of communication are used. This includes what society learns at all cognitive, cognitive and emotional levels.

The media have a clear role to play in shaping the mental image of different people from different realities and attitudes, as they affect the way they perceive their intellectual attitudes and their personal attitudes towards their world.

Application of the theory of dependence on the media in the current study:

The Mass Media Dependency Theory is an appropriate theoretical input for this research study for the following reasons:

1. The theory can be applied to the current study by looking at the adoption of commercial advertisements on digital means and technology in influencing the consumption behavior of the public in the city of Baghdad.

2. The theory of relying on the media to clarify the cognitive, emotional and behavioral effects and to identify the positive impact of this dependence by knowing the views of the public, which depends on the digital and technological means of exposure to commercials.

3. The reliance theory helps the media to recognize when? And why? The public is exposed to a specific means of the media and what are the effects of this dependence?
4. The theory of relying on the media is the most appropriate way to study the influence of the media during the various changes in the composition, objectives and nature of the work of the medium. Therefore, it is considered to be the appropriate scientific theories to study the relationship between different media and institutions and their impact on the public and the communicator.

The third topic: the field study

Procedures for the validity and consistency of the questionnaire form:

The test of honesty and consistency was conducted on the questionnaire (the survey sheet) in order to ascertain the validity of the practical application and achieve the objectives of the study.

The method of honesty was used to verify the validity of the questionnaire in the achievement of the objectives of the study and measurement of variables,

* Note the names of the arbitrators

Results:

1- The results of the previous table show that the characteristics of the sample are varied. The percentage of male respondents is 51.2% and females 48.8%. It is justified that females are among the most exposed to commercials, and the age of respondents is from 18 to 25 years by 33% Young people in this age of the most categories that are exposed to commercials and the category of 26 to 35 years of 25.6% and the category of 36 to 45 years, 23.4% and the category of 46 to 55 years, 10% and more than 55 years, 8%. As for the social situation, the percentage of married couples was 50.5%, while the single percentage was 49.5%. This justified the increase in the proportion of married couples who are most vulnerable to commercials due to the large number of household needs, while the income level varied between 17% and 26% respectively. Justifies the high percentage of urban public exposure to commercials because of the many needs and requirements of urban life and the high standard of living which leads to a high percentage of purchase and the needs of the public, the average level of education by 17.75% and secondary by 25% and bachelor degree by 41% and higher education penny By 16.25%.
2. More than 90% of the sample of the sample in the city of Baghdad reported that they are following the commercial advertisements published on the Internet as a source of information about the different products. They were divided into 52.6% of the respondents, 56.2% of males and 43.8% of the respondents. (44.2% of males and 55.8% of females), while a small sample of the sample of the city of Baghdad confirmed that the sample of the study was 8.8% on the answer (no) that they did not follow the advertisements Published on the Internet as they do not match their interests and they do not trust what is presented. The results varied between 51.4 males and 48.6% females.

This confirms that the audience of the city of Baghdad is now heading to the commercial ads published on the Internet it is because it has become a technological development in making it a source of information about Products and commodities, but there is nothing to prevent the presence of a percentage of the reserve who do not fit these means and do not consider it an important source and exceeds the information for them.

3- The results showed that 39.4% of the sample of the sample relied on commercial advertisements published on the Internet to obtain information about the products (sometimes) in the first place, 42% of them males and 58% of females, while the second place accounted for 31.3% Of the sample of the study answered (yes) when asked about the extent of their reliance on commercial advertisements published on the Internet to obtain information about products, of which 56% of males and 44% of females, and the third place that 29.3% of the sample of the study (No) Who do not follow commercial advertisements published on the Internet to obtain information about the products Of them 58.1% of males and 41.9% of females.

The study sample is preferred to follow commercial advertisements published on the Internet to obtain information about products because it includes a huge collection of information related to digital technology, which makes it a modern and fast-spreading media, in addition to combining it with the characteristics of interactive advertising in its ability to reach the greatest Of the public during times and places not specified and does not require commitment to a specific time or place.

4. 36.6% of the sample of the sample of the city of Baghdad confirmed that they believed in commercial advertisements published on the internet (to a certain extent)
during the period of exposure to commercial advertisements on the Internet, 50.7% of males and 49.3% of females. 32.6% Baghdad sample of the study that their confidence in commercial advertisements published on the Internet (yes, sure) - a reference to the certainty of this - during the period of exposure to commercial advertisements on the Internet, 56.2% of males and 43.8% of females, while 30.8% of the public of Baghdad The sample of the study is that there is no confidence in the commercial advertisements published on the Internet (do not trust) during the period of 46.3% of males and 43.7% of females. In fact, commercial advertising on the Internet has recently occupied the first rank of all products, where everyone would rely on them to promote their products without any legal or moral restrictions.

5 - found that 50.1% of the total audience of the city of Baghdad sample study changed its attitude towards a specific goods or service after seeing commercial advertisements published online (to a certain extent), 52.5% of males and 47.5% of females. 35.9% of the total sample of the city of Baghdad responded to the study sample by changing its attitude towards its goods or service after seeing commercial advertisements published on the internet, 50.3% of them males and 49.7% of females. A large percentage of the sample of the study changed its attitude towards its goods or service after seeing the commercial advertisements published on the Internet and explains that the researcher to contain a lot of explanations and clarifications and information about products and commodities, unlike the traditional advertisements that are short. While 14% of the total sample of the city of Baghdad indicated that they did not change their attitude towards their goods or services after seeing commercial advertisements published on the Internet, 48.2% of them males and 51.8% of females.

6- 57.2% of the sample of the sample of the study found that commercial advertisements published on the Internet provide a comprehensive view of the needs and interests of the Iraqi public (to a certain extent), of which 53.5% Male and 46.5% female. An additional 18% of Baghdad's sample showed that the sample of the study was Baghdad, with 47.2% male and 52.8% female. While 24.8% of Baghdad's sample saw that the commercial advertisements published on the Internet did not provide a comprehensive view of the needs and interests of the Iraqi public, 47.5% of males and 52.5% of females.
7 - 37.4% of the sample of the sample of the sample confirmed that the product purchased by the public is compatible with commercial advertisements published online, 54.7% of males and 45.3% of females. 35.1% of respondents in the city of Baghdad confirmed the sample of the study to a certain extent that the product purchased by the public corresponds to commercial advertisements published on the Internet, of which 48.9% are males and 51.1% are females. While 27.5% of the sample of the sample of the study said that there is no consensus of the product purchased by the public with advertisements published online, 48.8% of males and 51.2% of females.

8 - 57.1% of the public in Baghdad responded to the study sample strongly by answering (yes) to providing commercial advertisements published on the Internet sufficient information about products, 53.5% of males and 46.5% of females. Eighty-one percent of Baghdad's audience confirmed that the study sample (to a certain extent) provides sufficient information on products, including 47.2% of males and 52.8% of females. While 24.8% of the public in Baghdad said that the study sample does not provide sufficient information on products, 47.5% of males and 52.5% of females.

9 - 45.9% of the sample of the sample of the city of Baghdad affirms that the public is exposed to advertisements published on the internet permanently, 55.7% of males and 44.3% of females. 27.8% (47.7% of males and 52.3% of females), while 26.3% of the sample of the city of Baghdad indicated that they reject (never) their exposure to advertisements published on the Internet, of which 46.7% were males and 53.3% were females.

10 - 37% of the sample of the city of Baghdad shows that the most important characteristics of commercial advertisements published on the Internet, which follow them and affect their consumer behavior (consumer access to the details shown in the announcement of the product), 57.4% of males and 42.6%.

While 24.7% of the sample of the city of Baghdad justified the study sample as one of the most important characteristics of commercial advertisements published on the internet which are followed up and affect their consumer behavior (50.3% of males and 49.4% of females).
In addition, 11.9% of Baghdad's sample said that the most important characteristics of commercial advertisements published on the Internet, which follow them and affect their consumer behavior (Marouneh to skip or change the announcement easily), 51.4% of males and 48.6% of females.

The researcher justified the high percentages of the previous reasons, perhaps the impact of digital technology on commercial ads, which portrayed this to the masses or to the conviction of the sample self-study.

32.9% of the sample showed that the most important characteristics of commercial advertisements published on the internet, which follow them and affect their consumer behavior, are 57.1% of males and 42.9% of females.

While 27.1% of Baghdad's sample showed that the most important characteristics of commercial advertisements published on the Internet, which follow them and affect their consumer behavior (speed of access to users), 39.1% of males and 60.9% of females.

As for the disadvantages of commercial advertisements published on the Internet, which follow them and affect their consumer behavior.

The lack of credibility and objectivity was followed by 25.9% of Baghdad's sample. The study sample is one of the most important disadvantages of commercial advertisements published on the internet, which are followed by their behavior, which affects 59.1% of males and 40.9% of females.

As for the lack of attractiveness, 14.1% of the city's population received the study sample of the most important disadvantages of commercial advertisements published on the Internet, which are followed by their behavior, 25% of males and 75% of females.

Following the above (27.9%) of the public in Baghdad, the sample of the study is one of the most important disadvantages of commercial advertisements published on the internet, which follow up and affect their consumer behavior, 56.1% of males and 43.9% of females.
The sample of the study was one of the most important defects of commercial advertisements published on the Internet, which are followed up and affect their consumer behavior, of which 61.7% are males and 38.3% are females.

The lack of updating of advertising resources by 18.4% of the public in Baghdad showed that the study sample is one of the most important defects of commercial advertisements published on the Internet, which are followed by their consumption behavior, 51.9% of males and 48.1% of females.

The sample of the study was one of the most important defects of commercial advertisements published on the Internet which are followed up and affect their consumer behavior, of which 48.6% are males and 51.4% are females.

11- 30.8% of the sample of the city of Baghdad shows that the most important types of commercial advertisements published on the Internet are followed by the consumer (real estate marketing ads), 53.8% of males and 46.2% of females.

While 26.1% of Baghdad's sample showed that the types of commercial advertisements published on the Internet are followed by consumers (marketing advertisements for household products, food, etc.), 49.1% of them males and 50.9% of females.

While 24.8% of the public in Baghdad sample the sample of the types of commercial advertisements published on the Internet, which are followed by consumers (advertisements marketing service "such as services provided for the public interest or even physical equivalent), 53.6% of males and 46.4% of females.

While 22.7% of the sample of the sample of the study showed that the commercial advertisements published on the Internet are followed by consumers (advertisements for the marketing of small projects), 50.8% of them males and 49.2% of females.

While 21.2% of the public in Baghdad sample the sample of commercial advertisements published on the Internet that consumers follow up (ads marketing smart phones and electronics), 62.7% of males and 37.3% of females.

12- The studies showed that 53.1% of the sample of the sample of the study showed that one of the most important elements of the commercial advertisements published
on the Internet is that the public follow them and affect their consumer behavior (advertising site), 52% of them males and 48% of females.

The study sample shows that 42.6% of the audience in the city of Baghdad is one of the most important elements of the commercial advertisements published on the Internet, which the public follow up and affect their consumer behavior (area of the advertisement), 54% of them males and 46% of females.

30.8% of the sample of the city of Baghdad shows that the most important elements of the commercial advertisements published on the Internet, which the public follow up and affect the consumer behavior (colors used), 52% of males and 48% of females.

29.1% of the sample of the sample showed that one of the most important elements of the commercial advertisements published on the Internet is that the public monitors them and affects their consumer behavior (texts used), 54% of males and 46% of females.

25.7% of Baghdad's sample showed that the most important elements of the commercial advertisements published on the Internet, which are followed by the public and affect their consumer behavior (photographs), 53% of males and 47% of females.

21.6% of the sample of the city of Baghdad shows that the most important elements of the commercial advertisements published on the Internet which the public follow up and affect the consumer behavior (the majority of the interaction of members on advertising), including 48% of males and 52% of females.

13.5% of the sample of the city of Baghdad shows that the most important elements of the commercial advertisements published on the Internet, which the public follow up and affect the consumer behavior (words to stimulate pressure on advertising), 65% of males and 35% of females.

11% of Baghdad's sample showed that it is one of the most important elements of the commercial advertisements published on the Internet, which the public follow up and affect its consumer behavior (quality of design and differentiation), 52% of males and 48% of females.
50.8% of the sample of the city of Baghdad shows that the most important elements of the commercial advertisements published on the Internet, which the public follow up and affect the consumer behavior (the characters involved in the declaration), 58.3% of males and 41.7% of females.

28.8% of the public in Baghdad sample the study sample that is one of the most important elements of the commercial advertisements published on the Internet which the public follow up and affect the consumer behavior (participation of friends to advertising), 44.1% of males and 55.9% of females.

11% of Baghdad's sample showed that the most important elements of commercial advertisements published on the Internet, which are followed by the public and affect their consumer behavior (advertised brand), 46.2% of males and 53.8% of females.

38.4% of Baghdad's sample showed that one of the most important elements of commercial advertisements published on the Internet is that the public is following them and influencing their consumer behavior (55.2% of males and 44.8% of females).

21.9% of the sample of the city of Baghdad shows that the most important elements of the commercial advertisements published on the Internet, which the public follow up and affect the consumer behavior (update the announcement constantly), 48.5% of males and 51.5% of females.

13- 54.9% of the sample of the sample of the city of Baghdad shows that one of the most important reasons that links the relationship between commercial advertisements published on the Internet that you follow and your consumer behavior (helps follow up the commercial advertisements published on the Internet in making the purchase decisions), 54.7% of males and 45.3% Of females.

16.8% of Baghdad's sample showed that the most important reasons that link the relationship between the commercial advertisements published on the Internet that you follow and your consumer behavior (the form of advertisements published on the Internet affects the purchasing decisions), 46.6% of males and 53.4% of females.

14.2% of the sample of the city of Baghdad shows that the most important reasons that link the relationship between the commercial advertisements published on the
Internet that you follow and your consumer behavior (take into account in the commercial advertisements published on the Internet the use of lights and highlights to attract customers), 51% of males and 49% of females.

8.1% of Baghdad's sample shows that one of the most important reasons that links the relationship between the commercial advertisements published on the Internet that you follow and your consumer behavior (the use of animation in commercial advertisements published on the Internet increases the attractiveness of advertising), 46.4% of males and 53.6% of females.

6.1% of the sample of the city of Baghdad shows that the most important reasons that link the relationship between the commercial advertisements published on the Internet that you follow and your consumer behavior (updated commercial advertisements on the Internet on a continuous basis), 42.9% of males and 57.1% of females.

22.7% of the sample of the city of Baghdad shows that the most important reasons that link the relationship between commercial advertisements published on the Internet that you follow and your consumer behavior (the language of the advertisement I deal with clearly), 50% of males and 50% of females.

21.7% of the sample of the city of Baghdad shows that the most important reasons that link the relationship between the commercial advertisements published on the Internet that you follow and your consumer behavior (advertisers are keen to be easy to advertise), 38.1% of males and 61.9% of females.

18.9% of the sample of the city of Baghdad demonstrates that the most important reasons that link the relationship between the commercial advertisements published on the Internet that follow up and your consumer behavior (help commercial advertisements published on the Internet to submit various suggestions and complaints by the visitor without any restrictions), 53.4% of males and 46.6% of females.

14% of the sample of the city of Baghdad shows that the most important reasons that link the relationship between commercial advertisements published on the Internet that you follow and your consumer behavior (more than one language is used in commercial advertisements published on the Internet to meet the needs of different customers), 66.7% 33.3% of females.
12.4% of Baghdad's sample shows that the most important reasons that link the relationship between the commercial advertisements published on the internet that you follow and your consumer behavior (the commercial advertisements published on the Internet contribute to saving time by providing all the information). Of these, 58.3% Males and 41.7% females.

21% of the sample of the city of Baghdad shows that the most important reasons that link the relationship between the commercial advertisements published on the Internet that you follow up and your consumer behavior (commercial ads published on the Internet are easily accessible at any time), 44.3% of males and 55.7% Of females.

13.8% of Baghdad's sample showed that the most important reasons that link the relationship between commercial advertisements published on the Internet that follow up and consumer behavior (the advertisement responds to the proposals submitted by customers through the Internet), 54.3% of males and 45.7% of females.

To verify the validity of the hypothesis Pearson correlation coefficient was used to identify the following independent variables and interaction between them and it is clear that:

- There is a strong positive relationship between the electronic technology used in commercials and consumer trends towards 966. It is a function at 0.01 and thus accomplishes the hypothesis.

To verify the validity of the hypothesis Pearson correlation coefficient was used to identify the following independent variables and interaction between them and it is clear that:

- There is a strong positive relationship between the motivations of consumer exposure to commercials and their use of modern digital technology in commercial advertising. It is a function at 0.01, thus accomplishing the hypothesis, which achieves the first hypothesis of the network analysis theory that user behavior affects each other through independent and dependent variables.

Third hypothesis: There is a statistically significant relationship between (demographic variables of consumers and their trends, commercialization based on digital technology) and the emergence of 3 sub-hypotheses.
1- There are statistically significant differences between the social status variable and the public's exposure to commercial advertisements published on the Internet and the impact of this dependence on purchasing behavior and consumption of the public.

T Test showed that there are no statistically significant differences between the exposure of the public to commercial advertisements published on the Internet and the impact of this dependence on the purchasing behavior and consumption of the public that is equal to all sample study on their views and views during and after exposure to commercial advertisements.

There were no statistically significant differences at the mean level (0.01) where the value of (t-t) was not statistically significant as follows

- The first part (the public exposure to commercial advertisements published on the Internet) the value of (t) calculated (33.527 -) and the level of significance (.000> 0.01)

- The second part (the effect of this dependence on the purchasing and consumer behavior of the public), the value of (t) calculated (82.223) and the level of significance (.000> 0.01)

2 - There are differences of statistical significance between the variable residential area and (public exposure to commercial advertisements published on the Internet and the impact of this dependence on consumer behavior and consumer behavior)

The results of the table indicate that there are statistically significant differences between the public's exposure to commercial advertisements on the internet and the impact of this dependence on consumer purchasing and consumer behavior and the variable of the residential area, that the sample of the study did not equal their views and opinions after and during the commercial advertisements published on the internet.

There were statistically significant differences at the mean level (0.01) where the value of (P-f) was not statistically significant as follows

- The first part (the public display of commercial advertisements published on the Internet) the value of (P) calculated (25.078) and the level of significance (.000> 0.01)
- The second part (the effect of this dependence on the purchasing and consumer behavior of the public) the value of (P) calculated (36.334) and the level of significance (.000> 0.01)

3 - There are differences of statistical significance between the income level variable and (the public exposure to commercial advertisements published on the Internet and the impact of this dependence on the behavior of purchase and consumption of the public)

The results indicate that there are statistically significant differences between the public exposure to commercial advertisements published on the Internet and the impact of this dependence on purchasing and consumption behavior of the public and the income level variable, ie, the study sample did not equal the exposure of commercial advertisements published on the Internet. Purchase and consumption to the public.

There were statistically significant differences at the mean level (0.01) where the value of (P-f) was not statistically significant as follows

- The first part (the public display of commercial advertisements published on the Internet) the value of (P) calculated (367.231) and the level of significance (.000> 0.01)

- The second part (the effect of this dependence on the purchasing and consumer behavior of the public) the value of (P) calculated (476.820) and the level of significance (.000> 0.01)
Conclusions

1 - The study confirmed that digital technology in commercial advertising has a great role in developing the knowledge of the people of Baghdad city and instilling the concepts of advertising messages in itself, and that the repetition of the view gained the viewer the knowledge that influenced his behavior and contributed to the promotion of advertising ideas published by the Internet.

- The use of modern technologies in the production of advertising has had the effect of magic in influencing the public tendencies and behavior towards the advertised goods, which indicates the relationship between the electronic advertising and the formation of a positive trend towards electronic advertising.

3 - The study revealed that the intensive browsing of commercials through the Web sites made the city of Baghdad more acceptable to the contents of advertising ideas regardless of the accuracy of the information contained in them, although the Internet ads use different methods in attracting viewers without regard to the physical capabilities of the audience viewer.

4 - Commercial advertising on the Internet has become a means of cultural formation on the behavior of the consumer public, because it infiltrates themselves without barriers or obstacles, and its influence has reached a degree that allowed it to occupy an area in the Internet in a way that helps to guide the behavior of the purchasing viewers and consolidate their habit of consumption due to fever The competition that is taking its way on the Internet between the declared institutions.

5 - The study confirmed the role of commercial advertisements over the Internet in influencing the behavior of the buying browser, because of the success of technological technologies to attract the attention of Internet users.

6 - admiration of the scenes of the Internet advertising elements of the technical advertising, including quick shots tickling feelings and raise the ability to inspire, which affects the behavior in the decision to buy, regardless of the level of social and economic.
Margins and sources ..


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