

-RESEARCH ARTICLE-

HOW ONLINE ADVERTISEMENT ATTRIBUTES CONTRIBUTES TO EFFECTIVE ADVERTISEMENT? EVIDENCE FROM BAHRAIN

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—Abstract—

The effect of online advertising on traditional print media has been significant. Both advertisers and consumers are rapidly shifting away from print advertising to online mediums to promote their products and services. This costly change is taking away indispensable advertising revenues from the print media, putting their very survival at risk. The study aims to examine the impact of advertising in an online mode by examining some of its features, such as interactivity, information richness and click-through rate to suggest how online advertising can overall be beneficial for the publishing industry. A causal explanatory research design, which is quantitatively oriented was employed for this study. Information was gathered from employees in the media and publishing industry through a self-administered questionnaire. Convenience sampling was employed in this research. The relationships between the variables were determined using regression and correlation. Findings revealed a significant effect of online advertising on print media, it also observed that people preferred the online medium over the traditional print medium because of the many advantages the former offered, such as cost, reach, interactivity, larger audience, ease of business, personalisation, flexibility, quick dissemination, and quick feedback. The study suggests that the print media should invest more in digital platforms while focusing more on online advertising if it wants to capitalise on the growing online audience.

Keywords: Online advertising, click-through rate (CTR), interactivity, print media, newspapers

1. INTRODUCTION

There are typically two parties involved in online advertising: the publisher, who hosts the online content, and the advertiser, who pays to have their ads featured on the publisher's site. Aside from the advertiser and the advertiser's server, other possible participants include advertising affiliates who do independent promotional work for the advertiser and advertising agencies who help generate and place the advertisement copy (Gordon et al., 2019). This adaptability sets online advertising apart from more traditional forms of marketing. It's a very adaptable platform, so you can adjust as needed throughout the campaign's run without spending too much extra money. Because of how rapidly the business climate in a country like Bahrain can shift, having access to the internet is crucial (Mothersbaugh et al., 2020). The flexibility of online marketing channels means that they can be adapted quickly to the changing needs of the market. Internet advertising is effective because it can quickly and cheaply reach many people. Since people can browse the web at all hours of the day and night, your online ad will be visible to potential customers around the clock, seven days a week. This is in stark contrast to traditional advertising mediums like television and newspapers, where ads are quickly forgotten after being seen or read. Constantly, companies promote their wares on the web. Internet marketing is an interactive hybrid of traditional media such as print, broadcast, and radio. It offers patrons something novel and exciting (Chen &

Lin, 2019). Therefore, online advertising is rapidly becoming one of the most popular and rapidly expanding forms of marketing.

Globally, the print media is reporting declining revenues. In 2020, global newspaper advertising fell by US\$8 billion on 2019, while circulation revenues dropped by US\$6.5 billion. Meanwhile, revenue from circulation and subscription is projected to decline from US\$58.7 billion in 2019 to US\$50.4 billion in 2024 (Mayhew, 2020). Globally, publications are reducing the number of print copies, downsizing staff, introducing pay cuts, and either moving completely online or altogether closing. Twenty percent of US newspapers have seen closure in the last 14 years (Carey, 2018) and the number of newspaper employees has reduced approximately by half during the period from 2008 to 2017; from about 71,000 workers in 2008 to 39,000 in 2017 (Foremski, 2018). In the Arabian Gulf region, revenues of print publications have dropped sharply. In Bahrain, the *Al Waqt* Arabic daily closed in 2010 after a four-year run citing financial losses (Toumi, 2010). The largest English daily of Bahrain, the *Gulf Daily News*, has seen a 19 per cent drop in print advertising revenues. In the UAE, the *Gulf News* and *Khaleej Times* scaled down their number of pages, and in Saudi Arabia, the *Saudi Gazette* has completely moved online. For print publications, the source of income has always been advertising (Shawli, 2021). But online media has drastically and dramatically changed the way people see and approach advertising, seriously impacting the income streams of print publications. Weismueller et al. (2020) defined advertising as a “non-personal, sponsor-identified, paid-for message about a good or organization to an audience”. It can also be explained as "any paid form of non-personal presentation and promotion of ideas, commodities, and services by an identifiable sponsor" (Kotler & Kevin Lane, 2016).

In the next five years, the worldwide print advertising business, which had revenues of US\$67.3 billion in 2020, would see a decline, predicts international market research firm IMARC Group (2021). Prior to the social media boom, newspaper advertising peaked in 2007 at US\$125 billion, but after that it quickly declined and has never recovered (Wood, 2020). In the GCC, declining ad sales in the first quarter of 2017 were US\$1.7 billion, down from US\$2.1 billion in the same period in 2016. (Gulf Business, 2017). Whereas, the online platform has completely changed how people communicated on a worldwide scale. The internet is become a vital resource for individuals seeking information, socializing, learning, entertainment, and doing business. The advert market in the Middle East and North Africa (Mena) area is quickly transitioning toward digital advertising, which increased by 600% between 2010 and 2015 (Marketing Consultant, 2020). Mena's projected e-commerce market size is estimated at US\$69 billion by 2020, is an essential factor to consider. Therefore, the present study aims to identify and assess the online advertisement attributes that may contribute to make the advertisement more effective (Shah et al., 2021).

2. LITERATURE REVIEW

Compared to traditional advertising, online advertising offers far greater possibilities (Deshwal, 2016). One of the key objectives of a media advertising campaign includes increasing the quantity of reach to generate leads that will eventually turn into sales. Also important is the quality of reach, which means efficiently customising the media channel to reach the target market. The third key objective is to have a strong and effective product message, which will either convince a consumer to buy the product or change his beliefs and attitudes. In the former case, it leads to increasing sales (Sridhar et al., 2016). Studies found a significant effect of digital advertising on the sales of cars; Kiandokht & Almsafr (2015) confirmed this in their study on the impact of digital adverts on certain Malaysian car models. In a random experiment involving 1.6 million customers of a major retailer, Lian, Cha, and Xu (2019) found online advertising profitable. They found “positive, sizable, and persistent effects of online retail advertising on sales”, adding that the retailer’s incremental revenues were more than seven times the ads’ cost.

2.1 Features of Online advertising (OA)

Ad appreciation, interactivity, ad memory, click-through rate, brand recognition, information richness, perception of the ad, and purchase decision are some of the most prevalent characteristics of internet advertising (Sama, 2019). This study focuses on three of these standard metrics: interaction, information richness, and CTR. The capacity of these three indicators to forecast revenue growth and lower publishing costs served as a gauge of their efficacy.

2.1.1 Interactivity

The hallmark salient feature of media is interactivity (Song et al., 2020) and which can plainly be identified as “a characteristic of a medium in which the user can influence the form and/or content of the mediated presentation or experience” (Matte et al., 2020). Kim (2021) said dimensions of interactive advertising included involvement, control of consumers, active engagement and reaction, two-way communication, physical action, and feedback. Further studies indicate that interactive advertising create a more positive attitude towards the brand and products at large (Yang & Shen, 2019) in addition to adding to advertisement effectiveness (Varadarajan et al., 2022). In fact, it was found that consumers found disruptive ads annoying, thus racking up negative attitude toward a brand (Giunta, 2020).

Thus, we formulated the following hypotheses based on previous literature and discussions:

H1: Interactivity of online advertisement contributes to an increase in ad revenue.

H4: Interactivity of online advertisement is positively contributing to reduced costs of the firm.

2.1.2 Richness of Information

Wei et al (2010) tested three features of online advertising: multimedia, pictures, and content, and found that pictures led to approval of online ads, and this potentially leads to purchase intention. The other two features although leading to favourable feelings toward online ads generated lesser possibilities of purchase intention. Rich ads enable consumers to easily recall them while ad recall was observed to have a strong impact on purchase decision. Rich ads also earn a substantially higher average click-through rate, most likely leading consumers to make a purchase (Nizam et al., 2018). In an experiment, Zhu et al., (2020) proved that information richness amongst other features affected user perception.

Thus, we formulated the following hypotheses based on previous literature and discussions:

H2: Richness of information of online advertisement contributes to an increase in ad revenue.

H5: Richness of information of online advertisement contributes to reduced costs of the firm.

2.1.3 Click-Through Rate

A major interest and concern in the digital world are the measurement of online advertising effectiveness as measured by the total amount of ad exposure and response to it through clicks on the ad. This measurement is called as click-through rate or CTR (Tham et al., 2017). It is a key area of research in the field of computational advertising and a core task in the advertising system because of its great potential to increase online advertising revenue (Zhou et al., 2019; Chen et al., 2016). Kim & Han (2018) said an accurate CTR prediction has a two-pronged effect: it ensures better experiences and interests of consumers and improves advertisers' promotion of products. A study by Bleier & Eisenbeiss (2015a; 2015b) revealed that better personalisation increases CTR for the more trusted retailer. However, they observed a lower CTR for the less trusted retailer.

The following hypothesis were derived.

H3: *Online ad click-through rate contributes to an increase in ad revenue.*

H6: *Online ad click-through rate contributes to reduced costs of the firm.*

2.2 Ad Revenue in the Publication Industry

Various researches (Sawe, 2019) have found online platforms to be beneficial for businesses. Sawe (2019) and Kibe and Ndivo (2015) found that online platforms helped companies increase their market reach and offer diverse products to the once unreachable markets, thus having a plus effect on growth. Gordon et al. (2019) found

large cross-channel effects, from online advertising to offline (or traditional) media, and suggested that firms should consider cross channels to grow their ROI, while saying that online advertising can effectively grow the offline channel.

2.3 Costs in the Publication Industry

Sangor (2019) says the commercial activities online helps businesses reduce costs due to online processing speed compared to offline commercial activities, and this reduces the overall cost of the business. In the meantime, it expands the scope of supply markets. Before him, Turban, et al. (2018) counted several benefits for SMEs from online activities, including increased productivity and sales, increased customer loyalty, extended market reach, and last but not the least reduced cost. Hossain, Azam, and Quaddus (2021) say that businesses that use the online medium for commercial activities had better sales and lower transaction costs amongst many other benefits. Gordon et al. (2019) says online advertising yields high profits which can be attributed to the costs of attracting customers to the website is very low and additionally has the benefits of conversion visits into sales. The same could be hypothesised for the publishing industry.

2.4 Conceptual Model

This research has adopted a conceptual framework from the following three studies, each of which measures some of our constructs in one way or another, in order to analyze the diverse views. We offer a conceptual model based on the work by Dinner et al. (2014) and Bayer et al. (2020), to assess the impact of various online advertising characteristics (interactivity, richness of content, and click-through rate) on publisher income and expense. Because these advertisements might immediately bring a customer to a store or website, Dinner et al. (2014) found an effect between advertising on both online and offline sales. The conceptual model is depicted in Figure 1.0 below.

Hypothesis Development

This paper looks into the impact of various online advertisement features (interactivity, richness of information and click-through rate) on the publishing industry, by drawing out the following hypotheses:

H1: Interactivity of online advertisement contributes to an increase in ad revenue.

H2: Richness of information of online advertisement contributes to an increase in ad revenue.

H3: Online ad click-through rate contributes to an increase in ad revenue.

When compared to offline advertising, internet advertising is thought to provide a higher return on investment (ROI). Advertisers may simply monitor and evaluate the effectiveness of their internet adverts and make changes to them to increase their return on investment (Deshwal, 2016).

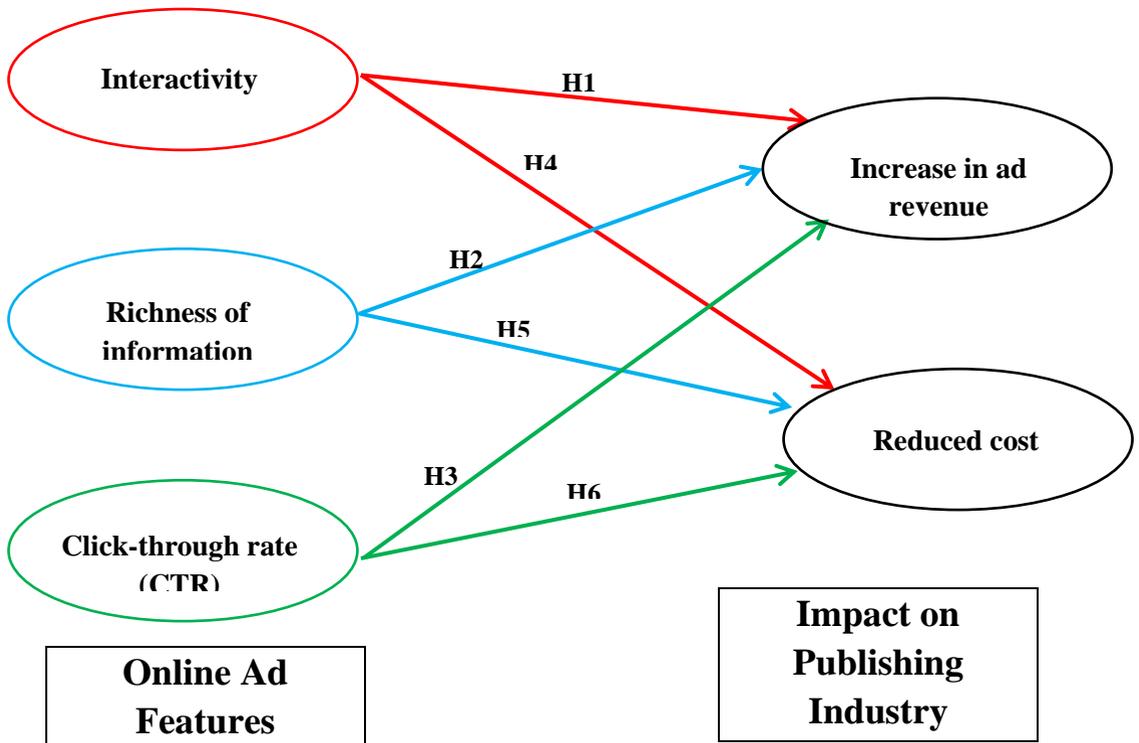


Figure 1.0. Conceptual model measuring the effects of online advertisement features on the publishing industry.

H4: Interactivity of online advertisement contributes to reduced costs of the firm.

H5: Richness of information of online advertisement contributes to reduced costs of the firm.

H6: Online ad click-through rate contributes to reduced costs of the firm.

3. RESEARCH METHODS

A causal explanatory research design was used in this study. A quantitative method allows people to give their feedback to measure their intentions, attitude and behaviour toward something (Gyempeh, 2017). It also helps in studying the cause and effect through questionnaires distributed amongst the targeted population and analyses it mathematically (Creswell & Creswell, 2017). Questionnaires were sent to employees from all cadres in the publishing industry using Google Forms via email and the social media application, WhatsApp. The questionnaire was designed to contain questions measuring the independent variables of interactivity, richness of information, and click-through rate, and the dependent variables of increase in advertisement revenue and reducing cost. The Likert scale was used as an indicator of the severity of the agreement or disagreement of every item. Multivariate multiple regression was used in this study

because there are two dependent variables (Y1 = Increase in Revenue; and Y2 = Reduced Cost) and three independent variables (X1 = Interactivity; X2 = Richness of Information; and X3 = Click-Through Rate)

The equation of the study is as follows:

$$IR = \beta_0 + \beta_1(IN) + \beta_2(RI) + \beta_3(CTR) + e$$

$$RC = \beta_0 + \beta_1(IN) + \beta_2(RI) + \beta_3(CTR) + e$$

IR	:	Increase in Revenue
RC	:	Reduced Cost
IN	:	Interactivity
RI	:	Richness of Information
CTR	:	Click-Through Rate
e	:	Error

4. DATA ANALYSIS AND RESULTS

For this study, responses were collected from 256 individuals via questionnaire. Males accounted for 65.2 per cent of the total number of respondents, and females were 34.8 per cent. Full time private sector employees, made up of 79.3 per cent of the sample. The responses from private sector full-time professionals are very significant for the study because they spend more time using the Internet and have a better experience of seeing online advertisements.

Most participants (55.9%) had more than 10 years of job experience, followed by those with 6–10 years of work experience (19.9%), and those with 3-5 years of work experience (15.2 per cent). This demonstrates that most of the respondents are well knowledgeable and have a thorough comprehension of both published and internet advertising.

4.1 Reliability Analysis

In this research the analysis shows that for dependent variables, which include ‘Increase in Revenue’ and ‘Reduced Cost’, the Cronbach’s alpha values are 0.674 and 0.728, respectively. Besides these, the three independent variables, which are ‘Interactivity’, ‘Richness in Information’, and ‘Click-through Rate’, are also tested by Cronbach’s alpha, and the results show that all have values greater than 0.6 (the first factor is 0.708, the second factor is 0.640, the third factor is 0.720. [Weismueller et al. \(2020\)](#) explained that value of Cronbach’s alpha greater than 0.610 and above shows fair reliability, and if it is greater than 0.7, the reliability is considered as good.

Interactivity, Click-Through Rate and Reduced cost reliability values is assessed at good. Richness of Information has the weakest value at 0.640. Increase in Revenue also

has a value of 0.674. It is possible that these two variables were wrongly interpreted by the respondents, or they might already be familiar with the effect of these variables.

4.2 Descriptive Statistics

Acceptable Skewness value is (± 3), and the range value of Kurtosis is (± 10) (Kline, 2015). George & Mallery (2016) assessed that if a value falls within ± 2.0 in many cases, it is acceptable. Table 1.0 describes the detailed statistics of all the dependent and independent variables. All the values of Skewness and Kurtosis are within the acceptable limits.

Table 1.0: Descriptive Analysis of Dependent Variable and Independent Variables

		IN	RI	CTR	IR	RC
N	Valid	256	256	256	256	256
	Missing	0	0	0	0	0
Mean		4.0891	3.8234	3.5695	4.1273	4.0914
Std. Error of Mean		.04181	.04128	.06451	.04383	.04119
Median		4.2000	3.8000	3.8000	4.2000	4.2000
Mode		4.20	4.00	4.00	4.00	4.20
Std. Deviation		.66900	.66042	1.03212	.70128	.65912
Variance		.448	.436	1.065	.492	.434
Skewness		-1.702	-.557	-.642	-1.491	-1.081
Std. Error of Skewness		.152	.152	.152	.152	.152
Kurtosis		3.860	.915	-.133	3.758	2.432
Std. Error of Kurtosis		.303	.303	.303	.303	.303
Range		3.60	3.60	4.00	4.00	4.00
Minimum		1.40	1.40	1.00	1.00	1.00
Maximum		5.00	5.00	5.00	5.00	5.00
Sum		1046.80	978.80	913.80	1056.60	1047.40

4.3 Multiple Regression

Multiple regression test is used to analyse the relationship between the independent and dependent variables, and reach a conclusion (Lee et al., 2018). Besides the inferential analysis, this test is also used to check the research questions, research framework, and hypothesis. In this study, SPSS is used as the tool to lead the accompanying examination, which is independent t-test and Multiple Regression Analysis. In Table 2.0 below, the regression analysis shows that the explanatory variables accounted for about 27.7 per cent of the variation in the online industry to increase the revenue using multiple regression analysis and can be explained by Interactivity, Richness of Information and Click-Through Rate.

Table 2.0: Model Summary

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.527 ^a	.277	.269	.59969
a. Predictors: (Constant), CTR, IN, RI				
b. Dependent Variable: IR				

The value of R is 0.527, i.e., 52.7%. It shows that the relationship between dependent and independent variables is weak. Furthermore, the value of R square is given, which is 0.277, i.e., 27.7%. The value of R square shows that 27.7% of the model is explained by the independent variables.

Based on the significant level, p-value from the ANOVA is 0.000. As its value is smaller than alpha 0.05, it means that, at least, one of the three independent variables from that Interactivity, Richness of Information and Click-Through Rate can become the source of increasing the revenue in the publishing industry in Bahrain. Besides, it also shows that the groups or sample means are significantly different.

In the ANOVA table, the significant value is less than 0.001. As it's less than 0.05, this value shows that the model is valid and acceptable to continue further analysis.

Table 3.0. Multiple Regression

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.968	.261		7.554	<.001		
	IN	.021	.066	.020	.320	.749	.718	1.393
	RI	.423	.071	.398	5.984	<.001	.647	1.544
	CTR	.128	.042	.188	3.022	.003	.742	1.348
a. Dependent Variable: IR								

According to the significant values in the table above, Interactivity in the coefficient table is having significant value greater than 0.05. It means that this variable is insignificant and will not be included in the regression model. This means that Richness of Information (RI) and Click-Through Rate (CTR) are having a significant value, i.e., 0.001 and 0.003, respectively, and which is less than 0.005. It shows that only RI and CTR have positive impacts on increasing revenue through online advertising.

It also shows the tolerance level, which represents the multi-collinearity. As the value of tolerance level is greater than 0.2 and all are close to 1, so this finally shows that there is no multi-collinearity.

Table 4.0. Model Summary of Multiple Regression

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.399 ^a	.159	.149	.60802
a. Predictors: (Constant), CTR, IN, RI				
b. Dependent Variable: RC				

Table 5.0. Analysis of Variance

ANOVA ^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	17.619	3	5.873	15.887	<.001 ^b
	Residual	93.162	252	.370		
	Total	110.781	255			
a. Dependent Variable: RC						
b. Predictors: (Constant), CTR, IN, RI						

Referring to [Table 5.0](#) above, the significant level, p-value from the ANOVA is shown as 0.000. As its value is smaller than alpha 0.05, it means that, at least, one of the three independent variables (Interactivity, Richness of Information and Click-Through Rate) can become the source of increasing the revenue of the publishing industry of Bahrain through online advertisements. Besides, it also shows that the groups or sample means are significantly different.

In the ANOVA table, the significant value is .000. As it's less than 0.05, it shows that the model is valid and acceptable to continue further analysis.

Table 6.0. Analysis of Coefficients

Coefficients								
Model		Unstandardized Coefficients		Standardized Coefficients	Sig.	Collinearity Statistics		
		B	Std. Error			Tolerance	VIF	
1	(Constant)	2.621	.264		9.924	<.001		
	IN	-.029	.067	-.029	-.427	.669	.718	1.393
	RI	.395	.072	.395	5.508	<.001	.647	1.544
	CTR	.022	.043	.034	.514	.608	.742	1.348
a. Dependent Variable: RC								

Here according to the significant values, all variables except Richness of Information in the coefficient table are having significant values greater than 0.05. It means that these variables are insignificant and will not be included in the regression model. This means that only Richness of Information (RI) is having a significant value, i.e., 0.000. Thus, it shows that only RI has a positive impact in reducing the cost of the firm.

It also shows the tolerance level, which represents the multi-collinearity. As the value of tolerance level is close to 1, so this shows that there is no multi-collinearity.

4.4 Hypothesis Testing

The following part provides the testing of the relationship between the independent and dependent variables under study in Chapter Two.

H1: Interactivity of online advertisement is positively and significantly related to increase in ad revenue.

The P value of 0.749 is greater than 0.05. Therefore, the research hypothesis is not supported.

H2: Richness of Information of online advertisement is positively and significantly related to increase in ad revenue. The significance value of 0.00 is less than 0.05. Therefore, the research hypothesis is supported.

H3: Click-Through Rate is positively and significantly related to increase in ad revenue. The significance value of 0.03 is less than 0.05. Therefore, the research hypothesis is supported.

H4: Interactivity of Online advertisement is positively and significantly related to reduced costs of the firm. The significance value of 0.669 is greater than 0.05. Therefore, the research hypothesis is not supported.

H5: Richness of Information of online advertisement is positively and significantly related to reduced costs of the firm. The significance value of 0.001 is less than 0.05. Therefore, the research hypothesis is supported.

H6: Online ad click-through rate is positively and significantly related to reduced costs of the firm.

The significance value of 0.608 is greater than 0.05. Therefore, the research hypothesis is not supported.

5. DISCUSSION AND CONCLUSION

The purpose of the research was to determine the essential features of successful online advertising and analyse how those features contributed to the success of the advertisements. To be more specific, the purpose of the study is to investigate how

factors such as "Interactivity," "Richness in Information," and "Click-through Rate" influence the amount of money made and how much money is saved. As a consequence of this, the six hypotheses were developed in light of the previous research in order to accomplish the goal of the study. Considering the findings of the investigation, three of the six hypotheses were found to be supported, whereas the remaining three hypotheses lacked any empirical backing whatsoever. The first hypothesis that was tested in the research was as follows: "There is a positive and significant correlation between the informational richness of internet advertisements and an increase in ad income." According to the findings, it is crystal clear that the quantity of information that is available has a significant beneficial impact on the amount of money that is generated by advertisements. This was found to be the case. This corroborates the findings of [Wei et al. \(2010\)](#), who postulated that the content of internet advertisements influences how effectively banner ads are executed. Their empirical investigation stimulated consumer interest in making a purchase and garnered positive comments from end users.

The second hypothesis that was validated by the research was that "An increase in the proportion of times that online advertisements are clicked on is significantly and favourably related to higher levels of advertising revenue." In light of the findings of the investigation, this hypothesis can be validated. In conclusion, there is a beneficial and substantial connection between the CTR and the rise in revenue. According to the findings of a study that investigated the impact of design on click-through rates (CTR) for banner advertisements, it was discovered that larger advertisements are regarded as being more effective in terms of generating better CTR when compared to smaller sized banners ([Foremski, 2018](#)). The same can be said for the third hypothesis that was validated, which stated that "Richness of information of online advertisement is positively and significantly related to reduced cost of firm." It is possible to state that the wealth of available information has a positive and significant relationship with the amount of money saved by the company. According to the findings of research, consumers are persuaded to click on online advertisements because of the information that is provided in the advertisement.

As a result of the literature review as well as the findings of the study, one can draw the conclusion that in today's increasingly digitalized world, print media is suffering a decline in both its significance and value, whereas online advertisement has emerged as the preeminent form of advertising over the course of the past few years in several different countries. Marketers have realised that running digital advertising campaigns that are both effective and strategically planned makes it easier to communicate with their target audience. Therefore, marketers can capture the concentration and attention of customers by using online advertising. It has been demonstrated that this method of advertising is effective. Therefore, an increase in the amount of money that companies spend on online advertising can only help those companies.

6. MANAGERIAL IMPLICATIONS

This study proves that variables including Richness of Information and CTR have strong and positive relationship with increasing revenue from the online medium. On the other hand, richness of information also plays a significant role in reducing the cost of the firm. It is understood that good content has the ability to attract people and persuade them to click the relevant advertisements. This results in increasing the overall revenue of the company. [Wei et al. \(2010\)](#) discusses the importance of content in gaining the attraction of any individual. [Deshwal \(2016\)](#) explains that a clickable link results in revenue generation as it leads the user to a specific landing page, where the detailed information related to the topic is given. It is also revealed from the study that majority of the respondents are educated and working at higher managerial positions in their companies. Out of 256 respondents, 90 people are executives, 82 are supervisors and 73 are at administrative positions. This proves that these people are discerning citizens and earn handsome incomes and must have a good buying ability. They can adapt to the technological lifestyle if they can get proper information about the importance of online buying and its positive impact on their lives.

Based on the findings and analysis, it is hoped that the media industry in Bahrain will use this research to draw a proper plan in utilising the vast potential of the online medium in order to support their dwindling revenues and save themselves from extinction. This is possible by creating awareness about the importance of online advertisement amongst media group owners in Bahrain. The findings can be used by media organisations and the relevant authorities to draw proper laws on online advertising to protect consumers against false advertisements. This will develop consumer confidence in the publishing industry and help the latter to capitalise on the opportunity online advertising offers. We believe that the challenge over the next few years for publishers will be to invest wisely in technology and improvement of processes, while at the same time aggressively pursuing new business models. In this crucial transitional phase between traditional and digital publishing, further research is required to provide the media industry the necessary direction. Furthermore, for its survival, the print media needs to produce quality and exclusive news content so that online users are convinced to pay for accessing the content online.

7. LIMITATIONS OF THE STUDY AND FUTURE RESEARCH

One of the major limitations of this study was time constraint and the small sample size, which was limited to less than 300 respondents. Such a sample size can't give the result a universal representation. Also, the study was not extended to the Arabic media in Bahrain. Thus, to get more relevant and quality data, the sampling size and population should be increased. Furthermore, the findings assume that the respondents have given correct information. This study takes a broad look at online advertising and doesn't delve in detail about other factors that affect online advertising effectiveness, including the various online advertisement channels, consumer behaviour, and the type of

advertisements. These and certain other factors that impact online ad effectiveness and draw readers to publications, including creative content, online marketing tools, visual appeal, cross-platform usage, and the use of videos and graphics, should be studied to develop a strong roadmap to help support the publishing industry. Some ethical concerns about fake advertisement can also be taken into consideration.

It is recommended to future researchers that they incorporate mediating variables and increase the number of respondents which will bring extensive results. There's no denying the effect of digital advertising and a higher return of investment compared to traditional advertising. But each country handles digital advertising in its own way, and sometimes the local culture plays a big role in addition to the local prevailing economic conditions. So future researchers can extend the research coverage to the entire country and even the region (since the GCC is culturally similar) to get further understanding of consumers and their behaviour. In addition, researchers could also use a different way of data collection, such as face to face interviews or other qualitative research methods. Although cumbersome, this will give more accurate and reliable results as the researchers will be able to explain the questions to the interviewees and address their queries, if any.

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