Journal of Positive School Psychology http://journalppw.com
2022, Vol. 6, No. 12, 391 - 406

Examining The Relationship Between Online Advertisement And Customer Loyalty Via The Underlying Role Of Ad Clicks And Web Trust

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Abstract

Purpose – The current study examines the key factors of online advertisements i.e., prior online purchase experience, quality orientation, and privacy concerns and their effect on customer loyalty. Furthermore, we aim to examine the mediating role of ad clicks and moderating role of web trust in the relationship between customer loyalty with the factors of online advertisements.

Method - We employed the regressions analysis technique to analyse the influence of online advertisements on customer loyalty by collecting data from 240 social media users via google forms. We also used Preacher and Hayes method for assessing mediation and moderation analysis.

Findings – Evident from our analysis, all hypothesised relations were statistically significant. Customer loyalty positively regressed on prior online purchase and quality orientation while negatively regressed on privacy concerns. Similarly, ad clicks partially mediates these direct relationships. Similarly, web trust moderates these indirect effects.

Originality - Our study is a first study to unpack the interplay between online advertisement and customer loyalty via the mediating role of ad clicks and moderating role of we trust thus has several managerial and theoretical implications.

Keywords: ad clicks, customer loyalty, online advertisement, web trust

1. Introduction

In modern business, using social media for advertising is both prevalent and effective. The number of registered users on social networking sites such as Facebook and Twitter continue to increase. Organisations that wish to develop their social networks and convey encouraging information could utilise the Internet's potent online networking technologies. Nobody could have expected that in 2015, just ten years after Facebook promoted its first odd circulation in May 2005, online networking ad revenue would reach $8.4 billion. Citations in scholarly publications also give influence of social media; for example,

The Catholic Press Association (2010) pushed clergy to embrace the medium. Currently, “ friends, and follow us" can be found on Northwest Organic Valley milk packages. There The New York Times has a designated social media editor, 2009). The California governor Ad Schwarzenegger has 1.8 million Twitter followers. These tales demonstrate the importance and pervasiveness of social media in contemporary life. According to data collected by other social media sites, Facebook is one of the most popular social media platforms helps shops that promote their products and acquire new customers. Approximately 70% of Facebook users are online constantly (Duggan, 2014). As a result, a vistaed from every corner of the globe consult these websites frequently and have come to rely on them. Additionally, any business that wishes to acquire online customers can do it by advertising on Facebook.

Over 80% of U.S. adults use social networking sites monthly for business or personal purposes, according to Pew Research Center (Brown, Pope, & Voges, 2011). As Facebook's popularity has increased, it has eclipsed all other websites in terms of online traffic. A further advantage is that individuals of various ages and from all over the world use Facebook. Facebook also enables its users to easily narrow their audience based on demographic data such as age, location, interests, and culture. This study seeks to determine the relationship between a customer's level of privacy concern, prior online buying experience, quality orientation and their level of brand loyalty (Ling et al., 2010). The existing literature needs this information, and the moderator role of web trust in the relationship between ad clicks and consumer loyalty in relation to online advertising is likewise unknown.

Since the moderating influence of trust in the interactions of ad clicks and customer loyalty with online advertising has not been investigated in previous studies, we seek to fill that hole with the current study. This research aims to enhance our understanding of marketing concepts by introducing a unique perspective to the existing literature on online advertising. To effectively advertise a product, a marketer must understand how to use the most recent marketing tools and keep abreast of the most recent research. The market is the principal venue for consumers and sellers to meet their fundamental needs via exchanging commodities and services. Today's market has shifted from offline to online or web placement, with social networking sites playing a crucial role in this change (Cassill, Thomas & Bailey, 1997). In addition to social networking sites, a significant number of websites operate exclusively online and do not exist in the physical world. This includes a substantial quantity of fast-food businesses.

Social media platforms have revolutionised people's preference for online shopping. It is vital to analyse the aspects that influence the ability of social media marketing to attract new customers and retain existing ones. "Social networking sites have impacted consumers' connections with one another and the organisation of their social life, and they give a means for consumers seeking attention to acquire it" (Jayawardena, Wright, & Dennis, 2007). In order to expand their bottom line, internet businesses must keep their current customers satisfied. Consequently, organisations operating in an e-marketing environment may benefit from a study of the characteristics that influence consumer loyalty.

Companies that try to retain their consumers invest in long-lasting relationships with them. Creating and sustaining client loyalty can result in more significant revenues, longevity, and overall success for any organisation (Zhang, Dixit & Friedmann, 2010). Several factors influence consumer loyalty, and each must be considered (Forget, Daghestan & Asfaranjan, 2013). We found few studies on the elements influencing client loyalty on social networking sites. We also know very little about the relationships between variables such as past

online purchase experiences, quality and privacy priorities, and social networking site loyalty. We How do se characteristics affect customer loyalty on social media networks organisation n must learn more about the aspects that affect customer loyalty, such as the consumers' prior online buying experiences, their perspectives on quality and privacy, and their level of concern for their customers' Customer loyalty-related actions can be interpreted as a strategic and competitive advantage. Unknown are the elements that determine whether or not a customer will remain loyal to a social networking site. These include prior online shopping experience, a focus on quality, a concern for privacy, and client loyalty. Therefore, it is essential to study these relationships since they may result in enhanced customer loyalty on social networking sites. Consequently, the primary purpose of this study is to investigate the impact of social media advertising on brand loyalty. In this study, we intend to critically analyse the opportunities, techniques, and functions that assist marketers in retaining customers within the online marketing framework so that they can provide customers with the high-quality service and secure, memorable shopping experiences they have come to expect from this framework.

This research contributes to the academic literature on social networking sites that is currently available. In addition, it will improve consumer loyalty inside an e-commerce framework, enabling online business owners to capture a larger market share, keep a more significant proportion of their current customers, and ultimately boost their profitability.

2. Hypothesis development

2.1. Customer Loyalty and quality information

Repeated business transactions characterised by intentional behaviour and mutually beneficial exchanges are the cornerstone of customer relationships and supplier loyalty. To obtain repeat business and maintain customer satisfaction over the long term, you must understand your consumers' previous online buying experiences, priorities, and desire for privacy. Businesses must demonstrate their commitment to the persons who matter most to them — consumers — by offering them outstanding services and value. Adopting this method could result in lasting consumer relationships and greater brand loyalty (Thompson & Thompson, 2003). We mean by "customer loyalty" that a customer routinely makes repeat purchases of the same brand based on the quality of those past purchases and the customer's preferences and level of happiness with those transactions. Repeated purchases and unshakeable devotion to the brand are the two components of the behavioural definition of customer loyalty. According to the meaning of the term "customer loyalty" supplied by (Zhang et al., 2010), "loyalty" is an individual trait as opposed to a brand trait. To build customer loyalty, a business must employ successful engagement techniques (Vitak et al., 2011).

In order to maintain a competitive edge, organisations place a premium on continuously improving the quality of their products and services (Daniel et al., 1995). The term "quality of compliance" refers to the degree to which a product's layout meets preset specifications. Garvin (1984) identifies five fundamental principles that must be understood to define quality: transcendent or maximal quality; user-based; product-based; value-based; and manufacturing-based. The result is that the transcendent method's superiority is all-encompassing and instantly recognisable. This methodology has incorporated the economics notion of focusing on ultimate products. A quality adjustment can be as minor as a modification to a product's attributes, as indicated by (Garvin, 1984).

On the other hand, user-based refers to customers' expectations that firms may fulfil or exceed by maintaining product or service

quality. The quality of a manufactured product is determined by how closely it adheres to its standards; hence, the manufacturing approach has its roots in process and assembly management (Crosby, 1979). The value-based taxonomy analyses result are based on a reasonable cost. In the current body of research, the effect of quality focus on online consumer loyalty is well-established. When determining whether or not to visit a business or store, leisure customers prioritise product quality, diversity of goods, and atmosphere (Bellenger, 1980). Shopping lovers see online purchases favourably in terms of quality, enjoyment, and impulsive purchases (Gehrt, 2007).

H1: Quality orientation is positively related with online customer loyalty.

2.2. Prior online purchase experience

According to research by Laroche et al. (2005), many consumers regard internet shopping as riskier than purchasing from a traditional store. The prior purchasing habits of a customer may have a substantial bearing on their present and future actions. Product specifications, shipment timelines, payment options, services offered, level of risk involved, level of personalization, simplicity of use, visual attractiveness, and entertainment value significantly impact customers' evaluations of their online shopping experiences (Burke, 2002). Three criteria can be used to anticipate a person's response to an action: the number of comparable actions the person has encountered in the past, the environment in which the action occurred, and the reason behind the action (Moller, 2006). As a result, consumers invest a great deal of trust in websites from which they have previously made purchases.

Kim and Shim (2002) argued that online shoppers should begin with low-priced and low-value items before moving to more ambitious and expensive items. According to a study by Shim and Drake, customers who exhibit significant purchase intent when shopping are more likely to have made purchases online in the past (1990). The combination of a great online shopping experience and the ease of online purchasing encourages consumers to make more online purchases (Elliot & Fowell, 2000). As a result, customers with a positive online shopping experience make additional purchases. It has been established (Shim et al., 2001) that after a favourable online shopping experience, buyers are more inclined to make additional purchases.

Additionally, clients who have previously purchased items online are more inclined to do so than those who have never done so. And if customers' initial expectations are not realized, they may be hesitant to make additional Internet transactions in the future. According to (Dabholkar, 1994), the expectancy-value model determines an individual's behaviour when he faces a challenge but has limited background knowledge of the circumstance. Therefore, consumers who have never purchased online are more cautious than those who do so frequently (Lee & Tan, 2003). According to numerous studies, the quality of the online shopper's experience significantly impacts their likelihood of making future purchases (Shim et al., 2001). Therefore, it is essential to provide current web shoppers with satisfying online shopping experiences to turn them into loyal customers (Weber & Roehl, 1999).

H2.: Prior online purchase experience has positive impact on customer online purchase intention.

2.3. Privacy concern

Essential components of the present SNS (Social Networking Sites) and SNA (Social Networking Applications) internet infrastructure include personal data security concerns (Social Networking Advertisements). The protection of personal information is a top priority for all Internet users. Users of social media platforms desire guarantees that any personal information they submit with advertising will remain private. With the aid of

specialised software, online advertisers can monitor their clients and their surfing behaviour, allowing them to personalise their messaging to each user's individual tastes. Everyone who uses the internet feels passionate about these issues, and nobody should ever minimise the importance of preserving their online privacy.

Customers object to collecting and using their personal information for regulatory purposes in online shops (Castaneda & Montoro, 2007). Obtaining client information is possible through various means, including but not limited to the items and services purchased and the user's online behaviour (Mascarenhas, 2003). Numerous visitors must know that their online activities are being monitored and analysed (Milne, 2010). Ads on social networking sites are personalised for each user based on their previous site visits and interests. The usage of profile information for targeted advertising is possible. The relationship between privacy concerns and other forms of targeted advertising on social networking sites likely influences the negative attitudes of users towards customer loyalty. It is hypothesized that:

H3: Privacy concern is related negatively with customer loyalty.

2.4. Mediation of ad click between privacy concern and customer loyalty

Essential components of the present SNS (Social Networking Sites) and SNA (Social Networking Applications) internet infrastructure include personal data security concerns (Social Networking Advertisements). The protection of personal information is a top priority for all Internet users. Users of social media platforms desire guarantees that any personal information they submit with advertising will remain private. With the aid of specialised software, online advertisers can monitor their clients and their surfing behaviour, allowing them to personalise their messaging to each user's individual tastes. Everyone who uses the internet feels passionate about these issues, and nobody should ever minimise the importance of preserving their online privacy.

Customers object to collecting and using their personal information for regulatory purposes in online shops (Castaneda & Montoro, 2007). Obtaining client information is possible through various means, including but not limited to the items and services purchased and the user's online behaviour (Mascarenhas, 2003). Numerous visitors are unaware that their online activities are being monitored and analysed (Milne, 2010). Ads on social networking sites are personalised for each user based on their previous site visits and interests. The usage of profile information for targeted advertising is possible. The relationship between privacy concerns and other forms of targeted advertising on social networking sites likely influences the negative attitudes of users towards customer loyalty.

H4: Ad click mediate the relationship of privacy concern and customer loyalty.

2.5. Mediation of ad click between prior online purchase experience and customer loyalty

According to (Korgaonkar & Wolin, 2002), who compared customers who spend a significant amount of time online to those who spend less time online, "heavy web users retain strong beliefs and attitudes about web promotion that correlate to strong buy intention." To reach a larger audience, advertising should utilise the Internet and personalise their campaigns to the demographics and interests of their intended audience. Web advertisements were perceived to be more captivating, helpful, instructional, and humorous by heavy internet users than by light internet users; yet, heavy internet users were unsure of the primary objective of these advertisements. They hoped that by advertising on the Internet, they would be able to reduce the price of their items by offering special discounts to clients who made online purchases. Similarly, (Ducoffe, 1996) emphasised that

web advertisements should offer something of value to the user, be it information, entertainment, or all of the above. These consumers are more inclined to utilise the adverts regularly and believe they can save money by shopping online. Customers who have made several online transactions are particularly receptive to marketing for the same product on social networking sites. Considering the preceding, we conclude:

H5: Ad click mediate the relationship of prior online purchase experience and customer loyalty.

2.6. Mediation of ad click between quality orientation and customer loyalty

Because of the extensive use of internet advertising across online platforms, native promotion and advertising have emerged (Lynch & Ariely, 2000). As soon as these advertisements are placed on a website, they make users feel at ease. It has been demonstrated that traditional ad displays are less effective than native ad formats at eliciting customers' responses and stimulating their intent to purchase (Hausman, 2000). To increase the effectiveness of native advertising, ad-serving systems must deliver relevant and high-quality advertisements to the user. From the end user's standpoint, quality is described as "the degree to which a product or service meets or exceeds the expectations of its intended audience." While ad relevance is the degree to which an advertisement corresponds to a user's interests. In reality, advertisements are frequently targeted to specific users based on their interests, search history, and web browsing behaviour, among other data.

Ads that are both relevant and of good quality are crucial to a platform's long-term strategy for maintaining members (Mathwick, Malhotra & Rigdon, 2001). Because of this, someone may believe the advertisement may be relevant and click on it. Brand loyalty will be maintained if the product is of excellent quality and meets client expectations.

We hypothesized:

H6: Ad click mediate the relationship of quality orientation and customer loyalty.

2.7. The moderating role of web trust

Similar to in-person transactions, trust is vital to the success of online commercial transactions. When individuals have confidence in one another, they anticipate that they will do business in an ethical and accountable manner. Customers anticipate that internet companies will not exploit them (Chen & Dhillion, 2003). Chen and Dhillion have studied the trust issue within the setting of the web (2003). It was determined that company attributes, interaction, consumer characteristics, and website architecture are four essential components of web trust. When a user engages with an advertisement while utilising a social networking service. It all begins in the consumer's mind, where the impulse to purchase anything intensifies. Consumers' reliance on online merchants originates from a deep source of confidence (Sirdeshmukh et al., 2002). In contrast, sites with a low level of trust, which viewers are unable to trust, are not as efficient for generating loyal customers among viewers. Consequently, advertisers who want their items to perform well on the market should promote them on social networking sites, where people are more likely to trust the promoted brand. If consumers have more faith in the marketer, the correlation between ad clicks and repeat business may be increased. We argue that:

H7: Web Trust moderates the relationship of ad clicks and customer loyalty.

The below Figure summarises hypothesized relationships of the current study.

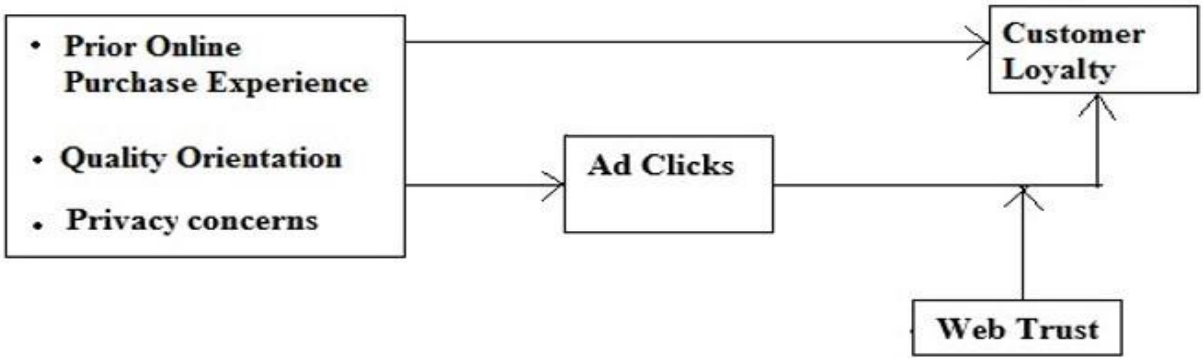

Figure 1. Conceptual framework

3. Method

3.1. Participants and procedure

Students at Abdul Wali Khan University in Mardan, Pakistan, were randomly selected to complete a questionnaire. We received 312 out of 350 returned surveys (response rate of 68%). After removing outliers and missing data, only 240 valid observations remained.

3.2. Measures

The data were gathered using a 5-point Likert scale. Table 1 lists all of the variables and their original sources that we employed in this inquiry.

Table 1. Research Instrument

Variable	Instrument Author	Number of items
Prior online purchase experience	(Ling et al., 2010)	4
Quality orientation	(Ling et al., 2010)	3
Privacy concern	(Wolfinbarger & Gilly, 2003)	3
Ad clicks	(Zhang & Mao, 2016)	3
Web trust	(Chen and Barns, 2007)	4
Customer loyalty	(Dittmar et al., 1996)	3

4. Analysis

4.1. Reliability analysis

Analysis of reliability refers to the precision of the scale, the responsiveness of the entire

construct, and the ease with which the quality of the measure may be determined (Cavana, Delahaye & Sekaran, 2001). Cronbach's alpha, the coefficient of dependability, has an importance proportional to its value. To guarantee consistency between instruments and replies, it is suggested that the value be greater than 0.70.

The reliability of each variable in our investigation is demonstrated in Table-3. Cronbach's alpha for past online buying experiences was 0.871, quality orientation was (=0.836), privacy concern was (=0.740), ad clicks were (=0.756), web trust was (==0.772), and customer loyalty was (=0.718).

Table 2. Reliability Analysis

Construct	**Cronbach's alpha (α)**	**No. of items**
Prior Online Purchase Experience	0.871	4
Quality Orientation	0.836	3
Privacy Concern	0.74	3
Ad Click	0.758	3
Web Trust	0.772	4
Customer Loyalty	0.718	3

4.2. Correlation analysis

As a statistical test, correlation analysis enabled us to assess the degree of relationship between our independent and dependent variables. The dependent and independent variables are highly associated when the Pearson correlation coefficient is close to 1. Close Pearson correlation values to zero suggest a weak association between the explanatory and dependent variables.

Table 4 demonstrates a correlation between customer loyalty and the three independent factors (prior online buying experience, emphasis on quality, and privacy concerns). There is a significant association between past online purchasing experiences and brand loyalty (r=0.856** and p=0.00), where p must be >.05 for a correlation to exist.

There is a significant association between quality focus and customer loyalty (r=0.560** and p=0.00), where the p-value must be >.05 for a relationship to exist. There is a significant association between privacy concerns and customer loyalty (r=0.435** and p=0.00), showing a connection between the two factors.

Table 3. Correlation Analysis

Variable	**1**	**2**	**3**	**4**	**5**	**6**
1. Prior online purchase experience	1					
2. Quality orientation	0.324	1	1			
3. Privacy concern	0.564	0.312	1	1		
4. Ad click	.876**	.543**	.345*	1	1	

5. Web trust	.478*	0.417	0.212	.312*	1	
6. Customer loyalty	.856**	.765**	.560**	.435**	.875**	1

**. Correlation is significant at the 0.00 level (2-tailed).

Online purchasing history and ad clicks (r=0.690** and p=0.00): the p-value is less than.05, confirming the existence of the correlation; the r-value is close to +1, indicating a strong relationship. Although there is a positive association between quality focus and ad clicks (r=0.772** and p=0.00), the significance level is too low to conclude (p.05). The number is close to +1, indicating a strong association, but the criteria for the existence of a relationship have not been satisfied. Both privacy concerns and ad clicks (r=0.800** and p=0.00) necessitate a p-value of >.05; consequently, it is below the minimum threshold establishing the existence of the correlation; r is close to +1, indicating a strong relationship.

Our regression analysis of customer loyalty did not employ age, gender, marital status, or income as control variables because these parameters lack statistical significance.

4.3 Regression analysis

We employ regression analysis to test our hypotheses. To test the hypothesised correlations between variables, we first conducted a simple linear regression.

Table 4. Regression Analysis for Customer loyalty.

		R Square	β	T	F	Std. Error	Sig.
Prior online purchase experience →	Customer loyalty	0.505	0.871	2.654	59.873	0.519	0.00**
Quality Orientation →	Customer loyalty		0.517	2.741			0.03*
Privacy Concern →	Customer loyalty		-0.719	2.212			0.00**

N = 240, * P < .05: ** P < .01

Table 5 displays the R-squared value, which indicates that alterations caused a 50% shift in the dependent variable (Customer Loyalty) to the independent variables (Prior online purchase experience, Quality Orientation, privacy concern). With an F statistic of 59.873, all of the independent variables in this model have significant correlations with the dependent variable, customer loyalty. If their t-values are more than 2, the table indicates that all independent variables are linked with the dependent variable. As indicated in the table, all p-values for the correlations between the independent and dependent variables are less than.05. Each independent variable correlates with the dependent variable. When the beta value of the correlation between prior online purchases and customer loyalty is positive, the null hypothesis is rejected, and the alternative hypothesis, a positive correlation, is accepted. The quality orientation and customer loyalty beta coefficients are positive, indicating a significant positive association. H4 of our study was also accepted, confirming that privacy concern is significantly inversely associated with Customer loyalty due to the negative beta values of both variables.

4.4. Mediation analysis

In order to verify mediation, researchers must satisfy all three of Elliot and Fowell's requirements (2000). To begin with, there is a high association between the independent and dependent. Moreover, mediation and autonomy have substantial relationships. Thirdly, the mediator has a strong correlation with the outcome. If all three conditions are met, the hypothesis can be investigated; if not, the mediation hypothesis is instantly rejected. These three factors were explored as part of our mediation study. The first condition of mediation was evaluated initially, followed by the second and third.

Table 5. Regression Analysis for ad click.

	R Square	β	T	F	Std. Error	Sig.
Prior online purchase experience → Ad click	0.585	0.582	2.346	39.873	0.419	0.01**
Quality Orientation → Ad click		0.785	2.417			0.00*
Privacy Concern → Ad click		-0.917	2.567			0.04**

N = 240, * P < .05: ** P < .01

Table 5 lists the independent factors that have a significant association with the mediator (Ad click). The R square indicates that the independent factors account for 58% of the total variation in ad clicks. All independent variables have T statistics larger than 2, indicating they are related. The F-statistic of 39.873 is greater than 4, which is favourable. A prior online buying experience that was both favourable (B has a positive sign) and memorable (p.001) is significantly associated with consumer loyalty. Positive (B has a positive sign) and statistically significant (p=.00) is the association between quality orientation and customer loyalty. Privacy concerns are negatively (B has a negative sign) and significantly (p=.04) related to customer loyalty. The third prerequisite for establishing mediation can now be satisfied.

Table 6. Regression Analysis for ad click and customer loyalty.

Model	β	Std. Error	t	Sig.
AD_Mean	.015	.054	2.127	.029

a. Dependent Variable: PINT_Mean

Table 6's findings suggest a positive and statistically significant correlation between ad clicks and the dependent variable, customer loyalty. Consequently, all three conditions for a mediation check have been satisfied, and the check can now begin.

Table 7 illustrates what occurred when a mediator was placed between the independent and dependent variables. The findings in the table above suggest that ad click moderates the relationship between prior online purchase experience and customer loyalty, as the direct relationship between these two variables was prominent and remained significant after the mediator was included. In a manner analogous to how ad clicks mediate the direct relationship between quality orientation, privacy concerns, and customer loyalty, these associations remain significant even after considering the mediating influence of ad clicks. Partially mediated describes a scenario in which an independent variable has some direct relationships with a dependent variable and some indirect associations via a mediator (in this case, ad clicks). The results of our investigation reveal that hypotheses 5, 6, 7, and 8 are also valid.

Table 7. Mediation analysis of ad click.

			β	T	Sig.
Prior online purchase experience →	Ad click →	Customer Loyalty	0.276	3.456	0.00**
Quality orientation →	Ad click →	Customer Loyalty	0.224	7.123	0.000***
Privacy concern →	Ad click →	Customer Loyalty	0.167	4.134	0.00**

4.6 Moderation analysis

The correlation between ad clicks and improved customer loyalty prompted us to evaluate if ads are being regulated appropriately. We devised the interactional term (ad click*web trust) so that we could validate the moderation. Then, we do linear regression, maintaining the dependent variable as the dependent variable and the interaction term as the independent variable.

Table 8. Moderation test of web trust.

Model	β	Std. Error	t	Sig.
AD_webTrust	.516	.024	5.822	.000

b. Dependent Variable: PINT_Mean

Customer loyalty is the dependent variable, and Table 8 demonstrates that the level of user confidence in websites mediates the relationship between ad clicks and clicks on those ads.

5. Discussion

This study aims to analyse the characteristics of social media marketing and the components that contribute to brand loyalty among consumers. In the context of social networking sites, we evaluated the moderating effect of online trust on the effects of ad clicks on potential consumers and customer loyalty (Goodrich, 2011). Although (Taylor et al., 2011) highlighted the impact of ad click antecedents on a user's perception of social media marketing, little research has examined these variables. Moreover, we find that a person's privacy concerns adversely correlate with their attitude toward social media marketing. However, their past online buying experience and quality orientation positively correlate with this attitude (Taylor et al., 2011).

Equally significant are both the theoretical and practical contributions of this work. Our research focuses on a topical and significant issue: despite spending exorbitant sums on social media advertising, many organisations cannot increase consumer loyalty for a product they offer online. Similar to Europe, the popularity of internet shopping is constantly increasing in Pakistan. However, businesses that want to sell their products online should recognise the importance of determining consumers' desire to shop online. People in Pakistan rely heavily on social media for communication. In order to attract and convert website visitors into paying customers, businesses must comprehend what makes an online advertisement attractive to its intended demographic. As a result of using the study's findings as guidelines, online marketers will have a better knowledge of how consumers feel about their purchases. Because the Pakistani market is also transitioning into the digital age, this research will offer new insight into the nature of the country's expanding online marketplace and reveal what online advertisers must do to attract Pakistani customers.

5.1. Limitations and future studies

Nonetheless, some limits can be solved by future research. Our study made significant contributions by highlighting the primary role of online advertising and its effect on ad clicks and client loyalty. A modest number of consumer loyalty-affecting elements were explored. Future studies could examine the connection between customer loyalty and other qualities. As a result of doing a cross-sectional study and collecting data over a short period, we may be susceptible to technique bias. Future investigations may incorporate longitudinal research. A single setting limited the sample

size of the study. To comprehend these relationships, it is necessary to examine a larger sample of data, ideally obtained from many nations.

6. Conclusion

Future researchers can conduct these experiments with further variations by resolving the constraints above. This will give them a deeper understanding of the online elements contributing to consumer loyalty. A more extended research period would permit a more comprehensive approach, addressing the above limits. This was a cross-sectional study. However, there is a need for longitudinal studies to address the limitations of cross-sectional methods. There are various alternatives to using questionnaires to collect data for future studies, all of which can help to obtain better representative data. Future studies should employ bigger sample sizes to address the issues with consistency and reliability. These are the recommendations for future research on this subject.

This study demonstrates a strong relationship between the independent and dependent variables. Businesses of all sizes and sectors are increasingly turning to social media advertising to reach a larger audience and convert them into paying customers. This study examines the critical requirements for a successful social media advertisement. Specifically, when it comes to customer retention, firms should prioritise creating an environment where individuals feel comfortable sharing personal information online, as this is positively connected with a liking for the product in question. According to the results of this study, a satisfied online consumer is more likely to promote the products they just purchased to their friends. Therefore, the essential aspect in predicting whether or not a customer will remain loyal to a business on social media is their previous online shopping experience. In addition, the mediator of the study, ad click, has a substantial impact on the relationship between past online purchasing experiences and quality orientation, privacy concerns, and consumer loyalty. The moderating role of internet trust has a substantial impact on indirect relationships. When social media users have a high level of trust in the websites they are visiting; ad clicks have a higher impact.

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