



A STUDY ON FACTORS AFFECTING YOUTH'S ATTITUDE TOWARDS DIGITAL ADVERTISING IN SURAT CITY

¹Dr. Sudhadhara Samal, ²Dr. Tanvi Bhalala

Assistant Professor, Prof. V.B. Shah Institute of Management, Amroli, Surat, Gujarat, India¹

Assistant Professor, Prof. V.B. Shah Institute of Management, Amroli, Surat, Gujarat, India²

Abstract: In today's era advertising is one of the most important parts of our daily life. It is one of the tools of communication mix which insist the customer to purchase goods and services. It also contributes to the growth of country's economy by an arising demand for the goods and services. In today's consumption world maximum consumers are getting information through online and realize their needs more quickly through internet. Digital Marketing is now a new concept arise in corporate world and business people use it as a weapon for creating their competitive advantage. It is so quick and easy way to know the information. Advertising through digital marketing affects consumer preferences and it's built a positive attitude of consumers which influence in their buying behaviour. The study focuses on how much people of Surat city are aware about digital marketing, what is the purpose of watching advertising through digital marketing and which factors of digital marketing affects the attitudes of customers while purchasing good and services.

Key Words: Digital advertising, Marketing communication, Online buying, National Economy

I. INTRODUCTION:

Digital marketing refers to advertising delivered through digital channels such as search engines, websites, social media, email, and mobile apps. Using these online media channels, digital marketing is the method by which companies endorse goods, services, and brands. Digital marketing is an umbrella term for the marketing of products or services using digital technologies, mainly on the internet, but also including mobile phones, display advertising and any other digital medium.

The Indian advertising business has grown from being a small-scaled business to a full-grown industry. The advertising industry is predictable to be the second fastest growing advertising market in Asia after China. It is estimated that by 2018, the share of ad spend in India's Gross Domestic Product (GDP) will be around 0.45 percent. The Indian government has given tremendous support to the advertising and marketing industry. Advertising expenditure is likely to increase in the financial sector, driven by Reserve Bank of India (RBI) policies which could result in a more favourable business environment. Also, proposed licenses for new banks and better market sentiments render the advertising and marketing industry in India a fertile space.

Digital advertising is the practice of delivering promotional content to users through various online and digital channels. It leverages mediums such as social media, email, search engines, mobile apps, affiliate programs and websites to show advertisements and messages to audiences. In this current digital realm, digital advertising is mostly used to reach customers through digital networks that may or may not need Internet. Customers can access information 24x7 round the clock and round the world through digital media. Digital media allows customers to follow advertising and can say about the company's offerings to their networks, connotations, colleagues etc. There are six main types of digital ads: display, social media, native, search, video, and email marketing. Many of the different types of digital advertising overlap in their characteristics or can even be used as complementary tools.

Display advertising is the most basic form of digital ads and is primarily comprised of images and text. These usually will show up as banners, landing pages, popups, or flash ads on websites and mostly on blogs. The main difference between display ads and the other types is that display ads do not show up on search results. Display ads are typically very affordable and simple to implement. Native advertising is similar to display ads; however, they're more strategic and intentional when it comes to placement and audience targeting. They are sponsored listings that are integrated and camouflaged into the feed. There are four subtypes of native advertising: in-feed (as seen above), search ads, recommendation widgets, and promoted listings. Native advertising is based on audience online habits and history and will show ads that may be relevant to them. Social media has become the biggest hub for digital advertising simply because of the large number of users and the ease of audience targeting.

However, there are two subtypes that are specific to social media, whether that is on Instagram (as seen above), Facebook, YouTube, or other platforms. Paid social media ads are essentially native ads; they are meant to leverage promoted posts and reach specific people through the use of target audiences. They will be labeled with

“Sponsored” or “Advertisement” by the social media platform. Search engine marketing is perhaps the most dependable type of digital advertising because it’s based on keywords that users are already looking for. The two main subtypes of SEM are pay per click (PPC), and search engine optimization (SEO). The most popular SEM platforms include Google and Bing. Video ads are the easiest type of digital advertising because it is precisely what it sounds like. It is simply a video promoting a business or product in some way.

Video ads can show up as a commercial-sequel ad before watching other videos on YouTube, Hulu, or Facebook, or they can be integrated as native or display ads. Email marketing is an easy way to effectively reach a target audience who is already interested in the business. How? Because users need to opt-in to the email list! It doesn’t cost anything to build an email list, and email marketing managers are usually very affordable.

II. REVIEW OF LITERATURE

Amin A. (2015) studied effectiveness of digital marketing in the challenging Age. The study focused on importance of digital marketing for both markets and consumers as well as effect of digital marketing on the firm’s sales. The primary data was used through questionnaire for the study. The results indicated that each elements of digital marketing have positive correlation with increase in sales.

Christy A.N. (2020) evaluated consumer attitude towards digital marketing with reference to Thanjavur city. The study focus on digital marketing tools for delivering promotional customised offering and relevant, marketing messages to targeted consumers effectively. The study conducted by using primary data and statistical tools and techniques were used. The response of 100 respondents were collected. The result reported positive attitude of customers towards digital marketing.

Korenkova M. Maros M. et.al (2020) examined consumer perception of Modern and Traditional forms of Advertising. The primary data were collected from 244 respondents from questionnaire. The study used non-parametric tests for evaluation. The results indicate that the advertising on social networks have a higher influence than most other types of advertising. The study indicates companies should use right form or combination of forms of advertising to make them known to the target group.

Kumar P D & Kumar S K (2018) evaluated customer perception towards online advertisement technology in Vijayawada. The aim of the study was examined perception and impact of online advertisement in creating the customer awareness. The study conducted by using primary data through questionnaire from 100 respondents of Vijayawada city. The result reported that online advertising is best tool to know information about the product as well as it reaches more effectively to the customers compare to other media.

Aydin G (2016) studied attitude towards digital advertisements: testing difference between social media ads and mobile ads. For the study, the author has conducted two different survey on similar samples. The primary data from 489 respondents has been collected. The factor analysis used to evaluate the data. The study concluded that overall attitude towards social media ads and mobile ads were unfavourable. It also reported that perceived entertainment of the advertisements and credibility appeared were most important factors affecting attitudes.

Kerinab Beenu G H & Rathika S. examined attitude of customers towards Digital and conventional advertising. Descriptive research design was used and 110 sample were selected for collecting primary data. The study concluded that digital advertising is creating a greater impact than conventional advertising. Digital advertising was more informative than conventional advertising while conventional advertisement is more credible in creating positive attitude than digital advertising.

Sathya P. (2015) studied impact of digital marketing on consumers. The main amine of study was to recognise the usefulness of digital marketing and its impact on consumer purchase decision. The study conducted using primary data, collected from 100 respondents. The results indicated that digital marketing is crucial part of marketing activities nowadays and consumers are positively affected by digital advertisement. It also consider as safe mode of online purchase.

Aktan M., Aydogan S. & Aysuna C. (2016) examined attitude of students towards web advertising. The primary data from 413 respondents of Marmara University has been collected for the study. Structural Equation modelling was adopted for evaluation of the results. The results indicated that antecedents of advertisement value make impact in web consumers’ attitude formation. The credibility, informativeness and irritation have significant influence on consumers.

Hassan M. & et al. (2013) scrutinized the determinants of consumer attitude towards social networking sites advertisement. A deductive quantitative research approach was adopted. The primary data of 310 respondents was collected through questionnaire. The factor analysis was applied on collected data for evaluation. The result indicated that consumer consider social networking sites advertising as informative, credible and do not consider it as irritating. It also reported positive attitude of customers towards social networking sites advertisement.

Ahmad Cabadi AM, Shura M & Elsayed EA (2012) investigated antecedents of consumer attitude towards SMS advertising via mobile device and factors influencing it. The primary data of 130 respondents has been used for the study. Regression and correlation techniques used for evaluating results. The study reported entertainment value, informativeness and credibility of SMS advertising are positively connected with consumers’ attitude towards SMS advertisement.

III. OBJECTIVES OF THE STUDY:

The main objective of the study is to determine attitude of the youth towards digital advertisement and to evaluate the factors that contributes significantly in forming attitude towards digital advertising in Surat city. Along with this, the study aims for identify the purpose of digital advertising by youth of the Surat city.

IV. NEED OF THE STUDY:

In this sustainability period it is essential for every big advertising industry to know that without a proper advertisement tactic the product would not be perceived by customers however good the product is. This will lead to weakening of the product in the market and result in loss for the parental company. In this digital realm most of the purchase decisions made by

customers are based on the digital assessment such as internet and social media. Meanwhile, some customers see online advertising as untrustworthy and overlook them.

The need for the study is to identify the factors of digital advertising which affects the people attitude towards online advertisements. In this digital era most of the people having smart phones, laptops and desktops. But how many are there aware of online advertising. They should know about the online advertising medium compared to all advertising medium. It is so quick and easy way to know the information.

V. RESEARCH DESIGN:

Descriptive research design was adopted to study the factors of digital advertising which affects the consumer's attitude in Surat city. The sample size was 209 using convenience sampling method. Data was collected through primary source as questionnaires. The study consists of the survey included the 15 problem statements. Respondents were generally asked over a statement which is based on 5-point Likert scale. This Likert scale ranges from Strongly Agree to Strongly Disagree. The first part of the questionnaire obtains the personal data of respondents. The subsequent part includes the qualification form to ensure if the respondents actually know about digital advertising or not. Only the customers aware about digital advertising can proceed further to respond the survey.

A total 209 questionnaire were distributed, of which 168 were returned and deemed valid for data analysis, representing a response rate of 80 per cent. The data analysis was carried out by using IBM SPSS 22 software.

VI. RESULT AND DISCUSSION

The main objective of the research is to evaluate the factors of digital advertisement which affect the youth's attitude.

The demographic profile displayed in Table 1 which indicates that 53% of the respondents are female. 72% respondents belong to the age group of 17 to 20 years. 87% respondents are having study background of graduation. From all the respondents, 37% respondents spend 1 to 2 hours daily on internet.

Table 1: Demographic Profile of Respondents

	Frequency	Percent (%)		Frequency	Percent (%)
Gender			Education		
Male	79	47	Graduate	146	87
Female	89	53	Post Graduate	22	13
Internet Usage Frequency			Age		
Less than 1 hour	26	15	16-20	121	72
1 to 2 hours	62	37	21-25	26	15
3 to 4 hours	50	30	26-30	13	8
More than 4 hours	30	18	31 and onwards	08	5

5.1 Research Objective 1:

Table 2 represents the data relate to use of digital advertisement for various purposes. The data revealed that majority of youth sometimes refer digital advertisement for getting information of products, to generate idea, for negotiation, for discovering new commodities. While majority of youth never spend their time for forwarding online advertisement and for time pass.

Table 2: Purpose of Using Digital advertisement

	Always	Frequently	Sometime	Rarely	Never
Get information	31 (18.5)	32 (19.0)	64 (38.1)	29 (17.3)	12 (7.1)
Generate ideas	29 (17.3)	22 (13.1)	61 (36.3)	40 (23.8)	16 (9.5)
Negotiation	9 (5.4)	13 (7.7)	52 (31)	47 (28)	47 (28)
Discover new commodities	28 (16.7)	28 (16.7)	50 (29.8)	39 (23.2)	23 (13.7)
Forward online ads	10 (6.0)	4 (2.4)	44 (26.2)	41 (24.4)	69 (41.1)
Pass time	12 (7.1)	8 (4.8)	46 (27.4)	39 (23.2)	63 (37.5)

5.2 Research Objective 2:

To determine various factors that determine attitude of the youth towards digital advertisement, the following Analysis has been carried out by using response of the respondents who are refereeing digital advertisement over the internet. The table: 3 shows the value of KMO test of sampling adequacy and Bartlett's test of sphericity. The KMO value is 0.807 which shows that factor analysis is acceptable. Bartlett's test is significant as its p-value is less than 0.05.

Table 3: KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.807
Bartlett's Test of Sphericity	Approx. Chi-Square
	2
	Df
	66
	Sig.
	.000

The table 4 shows the communalities which represents how much of the variance has been accounted by the extracted factors. For instance, 49.6% variance is accounted with first variables i.e., digital advertising is more pleasing. Similarly, the highest 81.8% of variance is accounted with trustworthiness of digital advertisement.

Table 4: Communalities

	Initial	Extraction
I find advertisements on the Internet	1.000	.496
1. More pleasing.	1.000	.599
2. More entertaining.	1.000	.536
3. More appealing	1.000	.612
4. More exciting.	1.000	.618
5. More informative	1.000	.803
6. A good source of up-to-date product information.	1.000	.638
7. More information about a product or service	1.000	.790
8. More irritating.	1.000	.803
9. Are annoying.	1.000	.583
10. More credible	1.000	.818
11. More trustworthy.	1.000	.811
12. More believable.	1.000	.811

Extraction Method: Principal Component Analysis.

The table 5 shows all the factors extractable from the analysis along with their eigenvalues, the percent of variance attributable to each factor, and the cumulative variance of the factor and previous factors. Before extraction, it has identified 12 linear components within the data set. The eigenvalue represents the variance explain by the particular linear component and table also displays the eigenvalue in terms of the percentage of variance explain. Factor 1 explains 36.46% of total variance and factor 2 explains 12.85% of total variance. While factor 3 explains 9.38% and factor 4 explains 8.88% of total variance.

The table extracts all factors with eigenvalues greater than 1 which gives us four factors. And these four factors explain 67.57% of cumulative variance. In the third part of the table represents the eigenvalues of the factors after rotation. Before the rotation, factors 1 accounted for (36.46%) considerably more variance than remaining three, however after rotation it accounts for only 18.75% of variance.

Table 5: Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	4.376	36.463	36.463	4.376	36.463	36.463	2.250	18.753	18.753
2	1.541	12.846	49.309	1.541	12.846	49.309	2.133	17.774	36.527
3	1.125	9.378	58.687	1.125	9.378	58.687	2.005	16.706	53.233
4	1.065	8.878	67.565	1.065	8.878	67.565	1.720	14.332	67.565
5	.872	7.270	74.835						
6	.609	5.078	79.913						
7	.544	4.536	84.450						
8	.472	3.930	88.380						
9	.434	3.613	91.992						
10	.369	3.072	95.064						
11	.323	2.695	97.760						
12	.269	2.240	100.000						

Extraction Method: Principal Component Analysis.

The screen plot is a graph of the eigenvalues against all the factors. The graph is also useful for determining how many factors to retain. The point of interest is where the curve starts to flatten. It can be seen that the curve begins to flatten after factor 4. Thus, four factors have been retained.

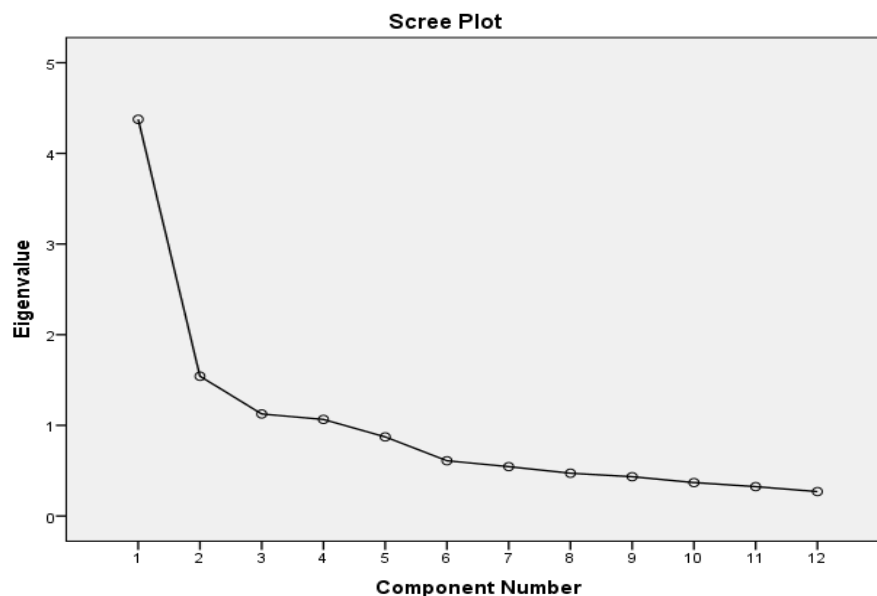


Figure 1: Screen Plot

The table 6 shows component matrix before rotation. This matrix represents the loadings of each variable onto each factor extracted. The higher the absolute value of the loading, the more the factor contributes to the variable.

Table 6: Component Matrix ^a

	Component			
	1	2	3	4
I find advertisements on the Internet	.603	.086	.291	.199
1. More pleasing.	.563	-.279	.146	.427
2. More entertaining.	.545	-.170	.336	.311
3. More appealing	.641	-.294	.242	.236
4. More exciting.	.664	-.175	.119	-.364
5. More informative	.566	-.165	.196	-.646
6. A good source of up-to-date product information.	.691	-.210	-.019	-.341
7. More information about a product or service	.305	.790	.269	-.019
8. More irritating.	.447	.762	.150	-.030
9. Are annoying.	.731	-.007	-.199	.098
10. More credible	.663	.071	-.608	.057
11. More trustworthy.	.694	.171	-.539	.101
12. More believable.				

Extraction Method: Principal Component Analysis.

a. 4 components extracted.

The idea of rotation is to reduce the number factors on which the variables under investigation have high loadings. Rotation does not actually change anything but makes the interpretation of the analysis easier. The gap on the table represents loadings that are less than 0.5, this makes the table easier. The table 7 represents rotated component matrix developed after rotation and following factors (components) have been derived:

Factor 1 – Entertainment: The rotated matrix has revealed that respondents have perceived these factors to be most important with highest explained variance of 18.75%. Four out of twelve variables load on significantly to this component. It includes digital advertising is more pleasing, entertaining, appealing and exciting.

Factor 2 – Credibility: The rotated matrix has revealed that respondents have perceived these factors to be most important with explained variance of 17.77%. Three out of twelve variables load on significantly to this component. It includes digital advertising is more credible, trustworthy and believable.

Factor 3 – Informativeness: The rotated matrix has revealed that respondents have perceived these factors to be most important with explained variance of 16.71%. Three out of twelve variables load on significantly to this component. It includes digital advertising is more informative, good source of up-to-date information and provides more information of products.

Factor 4 – Irritation: The rotated matrix has revealed that respondents have perceived these factors to be most important with explained variance of 14.33%. Two out of twelve variables load on significantly to this component. It includes digital advertising is more irritating and annoying.

Table 7: Rotated Component Matrix ^a

	Component			
	1	2	3	4
I find advertisements on the Internet				
1. More pleasing.	.576			
2. More entertaining.	.736			
3. More appealing	.710			
4. More exciting.	.717			
5. More informative			.702	
6. A good source of up-to-date product information.			.886	
7. Provide more information about a product or service			.681	
8. More irritating.				.887
9. Are annoying.				.864
10. More credible		.580		
11. More trustworthy.		.878		
12. More believable.		.856		
Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization. a. Rotation converged in 4 iterations.				

Following factor analysis, the data were checked for reliability using Cronbach's alpha coefficient. Table 8 represents reliability statistics of each of the variable. The result of this test revealed that majority of the scales used to measure the variables, presented acceptable levels of reliability i.e., greater than 0.700.

Table 8: Reliability Result

Factor	Cronbach's Alpha
Factor 1	0.700
Factor 2	0.801
Factor 3	0.745
Factor 4	0.745

VII. CONCLUSION:

As per the study it can be concluded that a total 209 questionnaire were distributed, of which 168 were returned and deemed valid for data analysis, representing a response rate of 80 per cent. The demographic profile displayed from all the respondents; 37% respondents spend 1 to 2 hours daily on internet. The users of internet are mostly youngsters from the age group of 17 to 20 years. Most of the youth are using digital advertising for getting information of product, for generate new ideas, for negotiation, for discovering new commodities. This study also determines various factors that determine attitude of the youth towards digital advertisement. Through factor analysis it shows that the KMO value is 0.807 which shows that factor analysis is acceptable. Bartlett's test is significant as its p-value is less than 0.05. The important factors which affect the attitudes of youths are: 1. Entertainment, which includes digital advertising is more pleasing, entertaining, appealing and exciting. 2. Credibility, which includes digital advertising is more credible, trustworthy and believable. 3. Informativeness, which includes digital advertising is more informative, good source of up-to-date information and provides more information of products. 4. But the 4th one is Irritating, which includes digital advertising is more irritating and annoying.

So, it can be interpreting that digital advertising has a very good impact on youth's attitude while taking decision for purchasing goods and services. It's a plus sign for all marketers who used digital platform for their business, as now a days people are so busy in their routine life, as they have no time for traditional way of marketing. So, this era might be a golden opportunity for a marketer to use a digital marketing as a tool for advertising for their businesses.

VIII. LIMITATIONS OF THE STUDY:

- The study is limited to the attitude of the selected sample respondents towards digital advertising and may not be universally applicable.
- There may be possibilities of biasness in responses given by respondents in the survey.
- As the sample size is 209, so it is not necessary that it truly represent the population universe.

REFERENCES

1. Aktan, M., Aydogan, S., & Aysuna, C. (2016). Web Advertising Value and Students' Attitude towards Web Advertising. *European Journal of Business Management*, 8(9), 86-97.
2. Aydin, G. (2016, February). Attitude towards Digital Advertisement: Testing: Testing Differences between Social Media Ads and Mobile Ads. *International Journal of Research in Business studies and Management*, 3(2), 1-11.
3. Borah, P., Verma, A., & Verma, M. (2020). A study on the impact of Digital Marketing Communication on Consumers: In Reference to Online Food Delivery. *4th International Conference on Marketing, Technology & Society 2020* (p. 5). Kozhikode: IIM.
4. Christy, A. N. (2020, April). A Study on Consumer Attitude towards Digital Marketing with special Reference to Thanjavur City. *Mukt Shabd Journal*, IX(IV No.2), 17-23.

5. Hassan , M., Fatima, S., Akram, A., Addas, J., Abbas, J., & Hasnain, A. (2013). Determinanats of consumer Attitude Towards Social- Networking Sites Advertisement: Testing the Mediating Role of Advertising Value. *Middle East Journal of Scientific Research*, 16(3), 319-330.
6. Kerinab Beenu, G. H., & Rathika , S. (2019, December). Attitude of Customers towards Digital and Conventional Advertising. *Interntional Journal of Recent Technology and Engineering*, 8(4S2), 972-975.
7. Korenkova , M., Maros, M., Levicky, M., & Fila, M. (2020, 12). Consumer Perception of Modern and Traditional Forms of Advertising. *Sustainability*, 12, 1-25. doi:10.3390/su12239996
8. Kumar, P., Kumar, S., & Asadi, S. (2018, February). Evaluation of Customer Perception towards online Advertisement Techology and Empirical Study from Vijayawada. *International Journal of Mechanical Engineering and Technology*, 9(2), 136-150.
9. Sathya, P. (2017, February). A Study on Digital Marketing and its Impact. *International Journal of Science and Research*, 6(2), 866-868.
10. Yasmin, A., Tasneem, S., & Fatema, K. (2015, April). Effectivenesss of Digital Marketing in the Challenging Age: An Empirical Study. *International Journal of Management, Science and Business Administration*, 1(5), 69-80.
11. Zabadi, A. M., Shura, M., & Elsayed, E. A. (2012, February). Consumer Attitudes towards SMS Advertising among Jordanian Users. *International Journal of Marketing Studies*, 4(1), 77-94.
12. Zhang, P. (2011). What consumers think, Feel and Do toward Digital Ads: A multi-Phase Study . *Proceedings of the European Conference on Infromation Systems*, (p. 12). Helsinki, Finland.

