



A STUDY ON IMPACT OF DIGITAL ADVERTISING ON CONSUMER BUYING BEHAVIOUR IN SIVAKASI.

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Abstract

Digital advertising refers to marketing through online channels, such as websites, streaming content, and more. Consumers are spending more and more time connected to the Internet through their computers, smartphones, and smart home devices. The aim of the study is to find out the impact of digital advertising on online consumer buying behavior at Sivakasi, Tamil Nadu. Primary data has been collected through structured questionnaire with open and closed ended questions through google forms. Due to unknown population, the data was collected from 150 consumers on convenient basis. Data Analysis tools like reliability test, descriptive statistics were used to identify the effect of digital advertising on online consumer buying behavior at Sivakasi city. The study found that there is a significant effect of consumer perception on digital advertising, and its effectiveness. It was also found that digital advertising is the highly preferred due to the emergence of social media, through which it induces the consumer to take online buying decisions. The online advertisement has great impact on buying behavior and purchase decision making on online consumers. Possible suggestions and conclusion were also discussed.

1.1 INTRODUCTION

Digital advertising refers to marketing through online channels, such as websites, streaming content, and more. Digital advertising, also called online advertising or Internet advertising or web advertising, is a form of marketing and advertising which uses the Internet to deliver promotional marketing messages to consumers, like product quality, price and other information to form various kinds of feelings and judgments resulting from advertisement views, feelings. It is referred as an advertisement which aids to deliver over internet to online users via webpages, e-mails, internet-enabled cell phones search engine result pages, banner ads, social media advertising, online classified advertising, mobile advertising, display advertising, web banner advertising and e-mail advertising.

Online marketing media allows the consumer to make changes as and when required to meet the latest demands of the market. The online marketers are designing attractive online advertisements to create demand for the products and services among online users and also to induce the consumers to buy the products what even not actually needed to them.

1.2 STATEMENT OF THE PROBLEM

With the rapid growth in technology, the internet is becoming an important landmark for consumers in finding most of their needs and unknowingly use the internet even without any moto. Most of the internet users are spending more time with the internet with the attraction of offers and coupons available in the websites. The problem is the impact

and effectiveness of digital advertising is not studied earlier by any of the researcher in the study area. However, as suggested by Gong and Maddox (2003), “future research can look into the impact of web advertising across different countries and cultures to enhance the global understanding of web advertising effectiveness” (p: 46). In addition, more studies are needed to cover various samples in different countries to increase external validity of the research findings (Calisir, 2003). So, just to know whether the online users are aware of the digital advertisement and its effectiveness and to fill these research gaps, the current study sought to determine the effectiveness of digital advertising on consumer behaviour.

1.3 SCOPE OF THE STUDY

The study may be able to inform marketers on the consumer preference of the advertising media and whether using digital advertising would be effective in reaching and increasing awareness of the target audience. Before adopting marketing practices to the Internet, it is imperative to understand the characteristics of the online customers towards digital advertising as would be revealed by this study. The current study will form a base for future researchers on digital advertising. The findings may be resourceful in providing viable information to them on various concepts related to digital advertising.

1.4 OBJECTIVES OF THE STUDY

The objectives of the study were to –

- To determine the effectiveness of digital advertising on reach and creation of awareness.
- To analyze the impact of digital advertisements on the buying behavior and purchase decision making pattern of online consumers.

1.5 HYPOTHESIS

To investigate the research topic, hypothesis is formulated: -

- There is significant impact of digital advertisements on online consumers.

1.6 RESEARCH METHODOLOGY

Due to unknown population, the data was collected by adopting sampling technique from 150 consumers. Primary data has been collected through structured questionnaire with open and closed ended questions through google forms. The online survey was conducted by sending the Google form on various online platforms to obtain the responses of online consumers. The questionnaire was designed in such a way to gather data from the online respondents, which was helpful in attaining the objectives of the study. Secondary data were collected by referring the books, magazines, journals, thesis and websites.

1.7 DATA ANALYSIS AND INTERPRETATION

The collected data through online were carefully scrutinized, tabulated and analyzed using simple statistical tools like percentages, ranking techniques. The summarized data is presented in table 1.

Table 1 - Demographic Profile of the respondents

| Variables | Category of variable | Frequency | Percentage |
|---|----------------------|------------|------------|
| Age groups of the respondents | 16 – 25 years | 52 | 35 |
| | 26-35 Years | 37 | 25 |
| | 36 and above | 61 | 40 |
| | | 150 | 100 |
| Distribution of the respondents by Gender | Male | 68 | 45 |
| | Female | 82 | 55 |
| | | 150 | 100 |

Source : Primary Data

The age of all respondents was analyzed so as to find the distribution of the respondents based on their age; and it is found that 35 percent of the respondents are between 16 - 25 years 25 percent are from 26 – 35 years of age group,

40 percent of the respondents are under 36 and above age group. Majority of 55 percent of the respondents are female and 68 (45 percent) of the respondents are male in the study area.

1.8 EFFECTIVENESS OF DIGITAL ADVERTISEMENT AND CREATION OF AWARENESS

To determine the effectiveness of digital advertising on reach and creation of awareness, the researcher has made an analysis and the results were presented in the table 2.

Table 2 - Effectiveness of digital advertisement and creation of awareness

| Variables | Category of variable | Frequency | Percentage |
|---|--|------------|------------|
| Awareness of various forms of digital advertisement | Yes | 83 | 55 |
| | No | 67 | 45 |
| | | 150 | 100 |
| Respondents attitudes towards digital advertisement | Informative | 37 | 25 |
| | Creates awareness about the products available in the market | 42 | 28 |
| | Entertaining | 34 | 23 |
| | Irritating / Annoying | 23 | 15 |
| | Waste of time | 14 | 9 |
| | | 150 | 100 |

Source : Primary Data

The study reveals that majority of the respondents are aware of the various forms of digital advertisement and bring to light regarding the attitude towards the digital advertisement that most of 28 percent of the respondents highlighted that the online advertisement creates awareness about the is informative, its informative for 25 percent of the respondents, 23 percent used for entertainment, 23 percent felt like irritating and 9 percent opinioned that online advertising is like waste of time.

1.9 MAJOR FACTORS OF ONLINE ADVERTISEMENT THAT IMPACT ONLINE CONSUMERS

Ranking method is one of the simplest evaluation methods which is used to analyse the impact of digital advertisement online buying behaviors In Garrett ranking technique, respondents are asked to rank the availability of product's information is more in digital advertisement than other advertising media, choices of product in online are vast - Brand/ color/ model, easy to place order and make payment through online, Frequent presentation of advertising help to recall the product and special offers, discounts and coupon induce to buy the products and the results are projected in the table 3.

Table 3 – Impact of Digital Advertising on Online Consumer Buying Behaviour

| Variables | Ranking |
|--|------------|
| Availability of product's information is more in online advertisement than other advertising media | II |
| Choices of product in online are vast - Brand/ color/ model | I |
| Easy to place order and make payment through online | III |
| Frequent presentation of advertising help to recall the product | V |
| Special offers, discounts and coupon induce to buy the products | IV |

Source : Primary Data

1.10 FINDINGS

The collected data through online consumers was carefully scrutinized, tabulated and analyzed using simple statistical techniques like percentages. The summarized data is presented as below:

- Digital Advertising is very much useful to make the online consumers aware of a variety of products and services with its updated models and choices.
- Majority of the respondents agreed that the digital advertising has significant influence on buying decision of online consumers.

- From the study it is cleared that most of the respondents have given first rank to the availability of brand, color and model are vast when compared to other media advertising, followed by availability of product's information is more in digital advertisement than other advertising media, easy to place order and make payment through online, Special offers, discounts and coupon induce to buy the products and frequent presentation of advertising help to recall the product
- Frequent presentation of online ads helps online consumers to recall the product. Thus, they get more attracted towards ads.
- Less time consumption, easy to buy option, vast choices with better price range attracts online consumers towards buying initiated by online advertising.
- Special discounts, offers and coupons available in online purchase highly influences online buyers.
- Various attractive features of digital advertisement like animation, colourful pictures, graphics, short videos and pleasant sound highly influences online consumers.
- It is retrieved from the study that the digital advertisements have significant impact on buying behavior, purchasing pattern and decision making of online consumers.

1.11 CONCLUSION

Digital advertising has a significant influence on consumer behaviour. It was effective in providing higher reach and the creation of awareness. Online advertising was a key determinant of the consumers' purchase decision as they consider it an interaction point between consumers and the company. According to Calisir (2003) internet advertising is an effective channel for marketing as the ad is attractive and appealing which changes from time to time. Since digital advertising is effective in reach and creation of awareness and recommends that the marketers/ companies can invest more in digital advertising to increase their market share and provide product information. Future research can look into the impact of digital advertising across different taluks in Virudhunagar district, countries and cultures to enhance the global understanding of web advertising effectiveness.

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