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Digital advertising and its impact on Consumer Behaviour

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Abstract:

Digital advertising or Online advertising or Internet advertising or web advertising is a form of marketing and advertising which uses the Internet to deliver promotional messages to consumers. Online advertising is the best way to communicate to the customers. Online advertising helps informs the customers about the brands available in the market online and the variety of products useful to them. The present research framework deals with the impact of digital advertising on consumer behaviour. The present study describes various forms of digital advertising and its effectiveness and its impact on consumer behaviour. The examined sample consists of one hundred customers which have been randomly selected to study the impact of digital advertisement. The present research work reveals that the use of digital advertising is widely accepted phenomenon in today's marketing concept. The scope of the research is narrowed down to the impact of digital advertising on consumer behaviour through mobile marketing, e-mail marketing, web marketing and marketing through social networking sites. The researcher used the frequency, percentages, mean and standard deviation and correlation for analysing the scores of digital advertisings and its variables measured for samples. The researcher drawn conclusions and suggestions based on fair and constructive findings from the data collected through respondents

Keywords: Digital advertising, SEO, Online Domain, AI of the products, Pop ups, web-banner

Introduction:

Digital advertising and Consumer Behaviour:

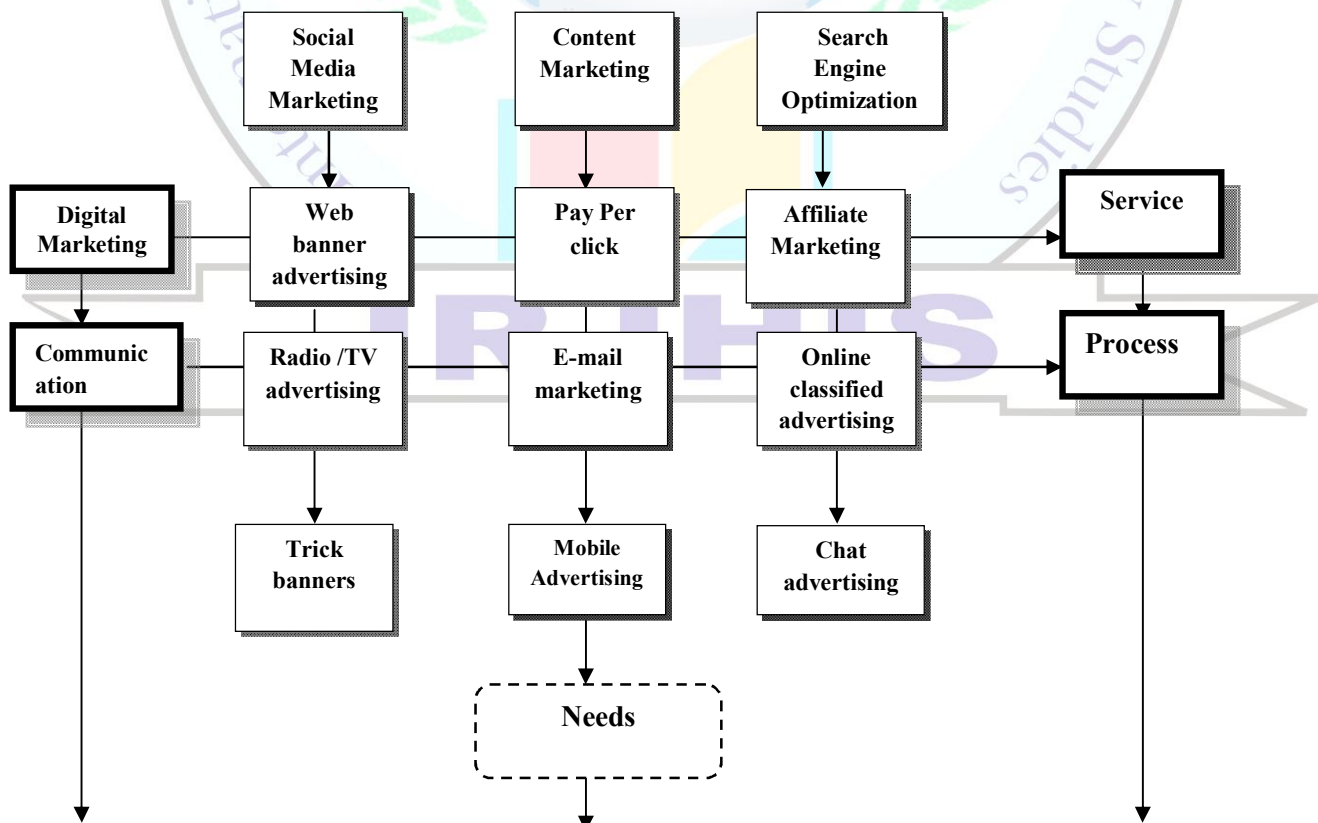
Today the digital advertising is having wide access for most potential consumers at very reasonable cost. The researcher believes that this study would assist the new age executives of marketing to identify and understands the changing psychological perspectives and changing consuming pattern of customers which influence the consumer's decision making while purchasing the goods and services. The objective of this research paper is to study the impact of digital advertising on consumer behaviour and how do the customer intermingle about the product by virtue of digital media. Digital advertising involves finding the right online marketing mix for the potential customers who would influence their behaviour while purchasing the products and services.

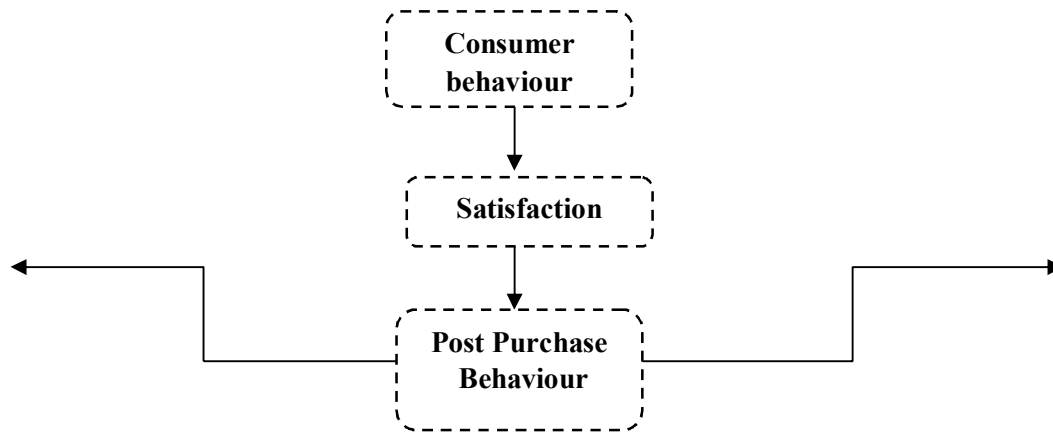
Literature Review:

Chaffey, D., & Smith, P. (2008) remarks that digital promotion of the product and services are one type of marketing to reach consumers using digital channels. **Chaffey, D., & Smith, P. (2008)** explained that digital advertising also extends beyond internet marketing including channels that do not require the use of Internet. It is termed as offline marketing. **M. S. Khan and S. S. Mahapatra, (2009)** examined that mobile phones, social media marketing, display advertising, search engine marketing and many other forms of digital media is widely used by the companies all over the world. **Das, Sangeeta Mohanty and Nikhil Chandra Shil (2008)** highlighted that digital advertising is the use of technologies to help marketing activities in order to improve customer knowledge. **Kotler P, Armstrong G (2010)** remarks that digital advertising is the scientific process of market research virtually and it is the analysis for the measuring the performance of the products in the market. **Sheth, J.N., Sharma, A. (2005)** examined that digital advertising provides a variety of wider range of consumer durable products through the search engines like amazons, flip cart, jungle, olx and hundreds of websites which assures the customers about the products and services as they want in their considered price.

Conceptual framework:

The present conceptual framework covers tools of digital advertising and its impact on consumer's decision making. The frame work highlights the channels of electronics or electrical gadgets or the electronic media for marketing or promotion of products, services or brands.





Scope of the study:

The present study was mainly confined to analyze and to study the impact of digital advertising on consumer behaviour and the different dimensions and tools of digital marketing. The present study does not cover other promotional tools like advertising, public relations, publicity, direct marketing, sales promotions etc. The geographical scope is confined to a survey of the consumers from Kolhapur city only.

Objectives of the study:

1. To study the impact of digital advertising on consumer behaviour.
2. To examine the usefulness of digital advertising in the competitive market.

Hypothesis:

1. Consumer's behaviour is significantly influenced due to digital marketing.
2. The demographical factors are significantly correlated with the purchase decisions of potential consumers due to digital marketing.

Research Methodology:

The present study is confined to Kolhapur city only. 100 respondents are selected under the simple random sampling method. The selected respondents are both the genders and from various income groups and having different demographical profile. For the present research work the researcher has prepared a well-structured questionnaire to analyse and to study the different opinions of sample respondents. The researcher adopted interview and survey (observation) method to collect the data. The researcher conducted a pilot study to investigate and to confirm about the accuracy of data for the fulfilment of objectives. A correlation exists between the different items of the

questionnaire on the same test. All the respondents extended their full cooperation in data collection. Then the researcher collected primary data. The primary data have been collected through interviews of respondents. A questionnaire was prepared for the purpose of collecting data. The secondary data is in the form of theoretical or conceptual knowledge of the study and collected from published sources such as textbook, previous reports, company manual, websites etc. In order to understand the demographical characteristics of consumers the percentage analysis and frequency distribution were worked out. The researcher used the frequency, percentage, mean and standard deviation and C.V. for analysing the scores of buying behaviour and tools of digital marketing. Correlation was computed to understand the relationship between digital advertising and buying pattern and its different variables. The researcher drawn conclusions and suggestions based on fair and constructive findings from the data collected through respondents.

Data Analysis and Interpretation:

Table 9.1 Profile of the digital customers

	Category	Number of respondents	Percentage of respondents
Gender	Male	70	70 %
	Female	30	30 %
	Total	100	100 %
Age	Below 20 Years	16	16 %
	30 years	34	34 %
	40 years	27	27 %
	Above 40 years	23	23 %
	Total	100	100 %
Occupation	Employee	24	24 %
	Business	38	38 %
	Student	16	16 %
	Professional	22	22 %
	Total	100	100 %
Income	Below 10000	11	11 %
	20000	47	47 %
	40000	24	24 %
	Above 40000	18	18 %
	Total	100	100 %

(Source: Primary data from questionnaire)

Table 9.2 Digital advertising and consumer behaviour

Sr. No.	Particulars	No. of Respondents	% of Respondents
1	Knowledge of online shopping	100	100 %
2	Knowledge and use of Mobile Phone – MMS for purchasing the products	56	56 %
3	Knowledge and use of Mobile Phone – SMS for purchasing the products	62	62 %
4	Availability of online information about the product	80	80 %
5	Frequency of online videos	72	72 %
6	Preference for digital payment	78	78 %
7	E-mail purchasing	86	86 %
8	Advertisement on social media	96	96 %
9	Radio advertising	36	36 %
10	TV advertising	100	100 %
11	SEO - Google Rankings	99	99 %
12	Website Contents	92	92 %
13	Display advertising	88	88 %
14	Social Media – LinkedIn	45	45 %
15	Social Media – Twitter	34	34 %
16	Blogs	44	44 %

(Source: Primary data from questionnaire)

The above table shows that majority of the respondents are aware about digital advertising and online shopping. They are also satisfied about the different brands which has considerable impact on buyer's behaviour due to Knowledge of online shopping, Knowledge and use of Mobile Phone – MMS for purchasing the products, Availability of online information about the product, E-mail purchasing, familiarity, market share, online domain, fair price and discount of the brand, easy availability, TV advertising, Display advertising which has a considerable impact on psychographic perspectives of purchasing process. It is observed that consumers have their own psychological theories about the digital branding. Their demographical characteristics influence the buying process.

Conclusion:

The present research work explores the importance of digital advertising in this competitive era. The customers prefer online shopping which is secured through digital payment. The empirical

results from this study contribute to understanding of impact of digital advertising on buying behaviour and its psychological and sociological perspectives. It is also concluded that the demographical fact or slikegender, age, income and occupation are significantly correlated and influencing the consumer's purchase decisions due to digital marketing.

Table 10.1. Implication of variables and objectives

Objectives	Independent Variable	Dependent Variable	Instruments for data collection	Remark
To study the impact of digital advertising on consumer behavior.	Tools of digital marketing	Behaviour	Field Work, Interviews and Questionnaires	Objective fulfilled
To examine the usefulness of digital advertising in the competitive market.	Application of online products and services	Decision making	Field Work, Interviews and Questionnaires	Objective fulfilled

Table 10.2. Summary of hypotheses testing

Hypotheses	Independent Variable	Dependent Variable	Remark
Consumer's behaviour is significantly influenced due to digital marketing.	Digital marketing	Consumer Behaviour	Accepted
The demographical factors are significantly correlated with the purchase decisions of potential consumers due to digital marketing.	Demographical factors	Psychographical perspectives	Accepted

Suggestions:

Digital advertising has no boundaries. It is suggested that smart phones, tablets, laptops, televisions, game consoles, digital billboards, social media, SEO (search engine optimization), videos, content and e-mail plays an important role in promoting the products and services because of its easy availability. It is recommended that the digital advertising strategies should be formulated and implemented effectively in order to build brand value and easy availability of the products.

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