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A study on digital advertising and its impact on consumer behavior

Ms. B. Parvathi

Ph.D. Research Scholar, Department of Commerce, VELS Institute of Science, Technology and Advanced Studies (VISTAS), Pallavaram, Chennai-600117

Dr. M. Nirmal Dev

Associate Professor and Research Supervisor, Department of Commerce, VELS Institute of Science, Technology and Advanced Studies (VISTAS), Pallavaram, Chennai-600117

Corresponding author email: nirmaldev.34@gmail.com

Abstract--Digital advertising or online advertising or Internet advertising or web advertising is a method of marketing and advertising which practices the Internet to deliver positive messages to consumers. Online advertising is the preeminent way to interconnect to the customers. Online advertising helps advises the customers about the brands existing in the market online and the multiplicity of products useful to them. The present research context deals with the impact of digital advertising on consumer behavior. The present study defines various forms of digital advertising and its efficiency and its impact on consumer behavior. The inspected sample contains of one hundred customers which have been arbitrarily selected to study the impact of digital advertisement. The present research work discloses that the use of digital advertising is widely known phenomenon in today's marketing concept. The scope of the research is pointed down to the impact of digital advertising on consumer behavior finished mobile marketing, e-mail marketing, web marketing and marketing through social networking places. The researcher used the frequency, percentages, mean and standard deviation and correlation for analyzing the scores of digital advertisings and its variables restrained for samples. The researcher drawn conclusions and suggestions based on fair and positive findings from the data composed through respondents.

Keywords--digital advertising, SEO, online domain, pop-ups, web banner.

Introduction

Digital advertising and Consumer Behavior

Today the digital advertising is having extensive access for most possible consumers at very sensible cost. The researcher believes that this study would assist the new age executives of marketing to classify and understand the changing psychological viewpoints 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 behavior and how do the customer mingle about the product by virtue of digital media. Digital advertising involves finding the right online marketing mix for the possible customers who would affect their behavior while purchasing the products and services.

Literature Review

Chaffey, D., & Smith, P. (2008) comments that digital promotion of the product and services are one category of marketing to reach consumers using digital channels.

Chaffey, D., & Smith, P.(2008) explained that digital advertising also covers beyond internet marketing with networks that do not need the use of Internet. It is called 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 recover customer knowledge.

Kotler P, Armstrong G (2010) remarks that digital advertising is the scientific process of market research virtually and it is the study for the computing the routine of the products in the market.

Sheth, J.N., Sharma, A. (2005) inspected that digital advertising provides a diversity of wider variety of consumer durable products through the search engines like amazon, flip cart, jungle, olx and hundreds of websites which assures the customers about the products and services as they want in their careful price.

Conceptual framework

The present theoretical 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 upgrade of products, services or brands.

Content Marketing Pay Per click E-mail marketing Mobile Advertising	Social Media Marketing Web banner advertising Radio /TV advertising Trick banners	Web banner advertising Radio /TV advertising Trick banners	Search Engine Optimization Affiliate Marketing Chat advertising	Needs Consumer behavior Satisfaction Post Purchase Behavior
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Scope of the study

The current study was mainly narrowed to analyze and to study the impact of digital advertising on consumer behavior and the different dimensions and tools of digital marketing. The current 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 behavior.
2. To examine the usefulness of digital advertising in the competitive market.

Hypothesis

1. Consumer's behavior 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 examines and to study the different estimations of sample respondents. The researcher adopted interview and survey (observation) method to collect the data. The researcher shown a pilot study to examine and to confirm about the correctness 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 composed primary data. The primary data have been collected through interviews of respondents. A questionnaire was equipped 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 supply were worked out. The researcher used the frequency, percentage, mean and standard deviation and C.V.for examining the scores of buying behavior and tools of digital marketing. Correlation was computed to

comprehend 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	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	38	38
	Business	16	16
	Student	22	22
	Professional	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 behavior

S.NO	Particulars	No. of Respondents	Percentage of Respondents
1.	Knowledge of online shopping	100	
2.	Knowledge and use of Mobile Phone – MMS for purchasing the products	56	100
3.	Knowledge and use of Mobile Phone – SMS for purchasing the products	62	62
4.	Availability of online information about the	80	80

	product		
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 displays that majority of the respondents are conscious about digital advertising and online shopping. They are also content about the different brands which has substantial impact on buyer's behavior 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 substantial 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 discovers the importance of digital advertising in this competitive era. The customers prefer online shopping which is available through digital payment. The empirical results from this study contribute to understanding of impact of digital advertising on buying behavior and its psychological and sociological perspectives. It is also concluded that the demographical fact or like gender, 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	Tools of digital marketing	Behavior	Field Work, Interviews and Questionnaires	Objective Fulfilled

behavior.				
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

Hypothesis	Independent Variable	Dependent Variable	Remark
Consumer's behaviour is significantly influenced due to digital marketing. Behaviour	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 limits. It is suggested that smart phones, tablets, laptops, televisions, game consoles, digital billboards, social media, SEO (search engine optimization), videos, content and e-mail shows an important role in promoting the products and services because of its easy accessibility. It is suggested that the digital advertising policies should be formulated and employed effectively in order to build brand value and easy obtainability of the products.

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