

A STUDY ON THE INFLUENCES OF DIGITAL ADVERTISEMENT ON CONSUMER BUYING BEHAVIOR IN PUNE INDIA

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Abstract

This research examines the influence of digital advertisement on online-based consumer buying behaviour in Pune city of Maharashtra, India. Advertisement is considered the most important technique to make connections with consumers. With the presence of affordable internet in India, most of the Indian companies has aggressively shifted their focus on digital advertising and promote their products and services through online promotional channel. Marketers have always adapted to changes as business demanded and the need for online advertising is increased as an audience has shifted towards digital media for entertainment and other needs. Digital marketing enables companies to promote their product and services and to influence the consumer buying decision who are present in digital and social media.

This particular research was conducted on 80 males and females of different age groups between 20-60 who use digital content and who are active in digital and social media to measure the influence of online advertisement on their buying behaviour. This study emphasizes the influence of digital advertisement on consumer buying behaviour for online shoppers. This study adopted a survey research approach where a random sampling method was used for distributing the questionnaire. This survey encompasses responses from respondents through the set of questionnaires to check the hypotheses. The data collected in this study was conducted from the respondent in July 2021. This research analyzes the impact of digital advertisement on online consumer buying behaviour in Pune, India that tells us about the importance of digital advertisement to online businesses as well as its impact on the consumers.

Keywords: Digital Marketing, Online Advertisement, Online Consumer Buying Behavior

Introduction

The main objective of the research is to understand and describe the development of digital marketing strategies concerning safety and security that impact consumer behaviour concerning Online Shopping in India.

This research study will give an overview of e-commerce and Indian online shopping trends and identifies the digital marketing strategies which concern related to safety and security that influence online purchasing.

Moreover, the study is focused on the Indian context and buyers who believe and shown their faith in online purchasing and the reasons of choice for online shopping over offline shopping. Digital Advertising had been a subject discussed over in recent times. Online advertising makes the increase

in demand for the product and it ensures an increase in the sale of the product. This research agrees that this view of online advertising is a major factor influencing online consumers.

Literature Review

Advertising makes consumers responsive to price changes and increases the demand elasticity for the product but influence advertisement will create brand loyalty and make more demand for the product (Bagwell, 2011). There is a balancing view of advertising is developed by (Stigler and Becker, 1977) that advertising influences consumers by attaching a complementary influence in the consumer's utility function (Bagwell, 2001). These views make us understand the different phases through which advertising has gone through.

The adoption of digital marketing strategies has increased tremendously due to the increase in usage of mobile phones and the internet in the last few years. Many leading organizations have adopted mobile phones and email as marketing means to create brand awareness and increase market response (Bauer et al., 2006; Fiona & Neil, 2011). To create greater response businesses, use different techniques in their advertisement.

Digital marketing channels are dependent variables of the study. These variables are assumed to be influenced by consumer behaviour variables. The marketers and researchers described different strategies of online advertising and conceptual models to analyze the impacts of online advertisement. However, digital marketing in today's environment of doing business has entirely changed due to the complexity and competition created by globalization and improvement in communication technology (Kotler, 1999).

Research Objective

The research objectives of the study are as follows:

- To study the influence of digital advertisement on consumer buying behaviour in Pune, India.
- To understand the impact of online advertisement to buy a product in Pune, India.
- To identify the most ideal digital media preferred by the people in Pune, India.

Research Hypothesis

H0: There is no significant impact of online advertising on consumer buying behaviour

H1: There is a significant impact of online advertising on consumer buying behaviour

Research Methodology

Sampling: The random sampling method was used for distributing the questionnaire. The total samples of 81 respondents were collected covering are Pune city in Maharashtra, India.

Tools used for study for the present study researchers have both primary and secondary data.

Primary Data: The primary source includes survey responses collected from online purchasers of Indian origin. Primary data has been collected through a survey where a structured questionnaire is given.

Secondary Data: The secondary source includes the reports, magazines, journals, etc. E.g., The secondary data will be collected from online sources, which includes NASSCOM, Government Statistics (Reports), Computer magazines like Dataquest, PC Quest, Computers Today and other online resources. Secondary data was collected from the internet, journals, articles and books.

For scaling purposes, Likert's 5-point scale was used for certain questions. For analysis and interpretations, the researcher used simple statistical tools and some of the simple and relevant data are presented in the tabular form.

In this study, the data is collected over survey questions through Google form with the respondents who are online consumers and have been exposed to digital advertisement. All together for this research to a reasonable population in the city is collected and the data must be comprised of a large number of respondents.

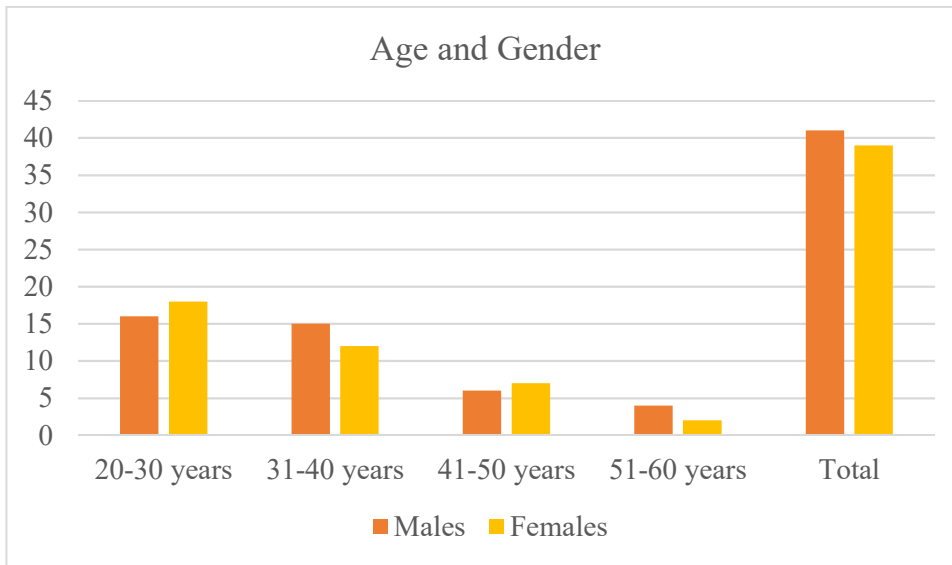
For this study, a total of 100 online based consumers were approached. Among them, 80 surveys were used for the analysis. The response rate however was approximately 88%. The remaining questionnaire was eliminated due to some errors such as, being filled in incorrectly or were left incomplete. The random sampling method was used in this research through a given questionnaire via Google form. All aged people were considered for the survey. The age limit of the respondent is between 20 years to 60 years of age. This data was collected among the people from different parts of Pune city only.

Age and Gender of the Respondents

This section shows the age limit and gender of respondents to the research.

Table 1: Age and Gender Profile of the Respondents

	Males	Females
20-30 years	16	18
31-40 years	15	12
41-50 years	6	7
51-60 years	4	2
Total	41	39



Picture 1: Age and Gender Profile of the Respondents

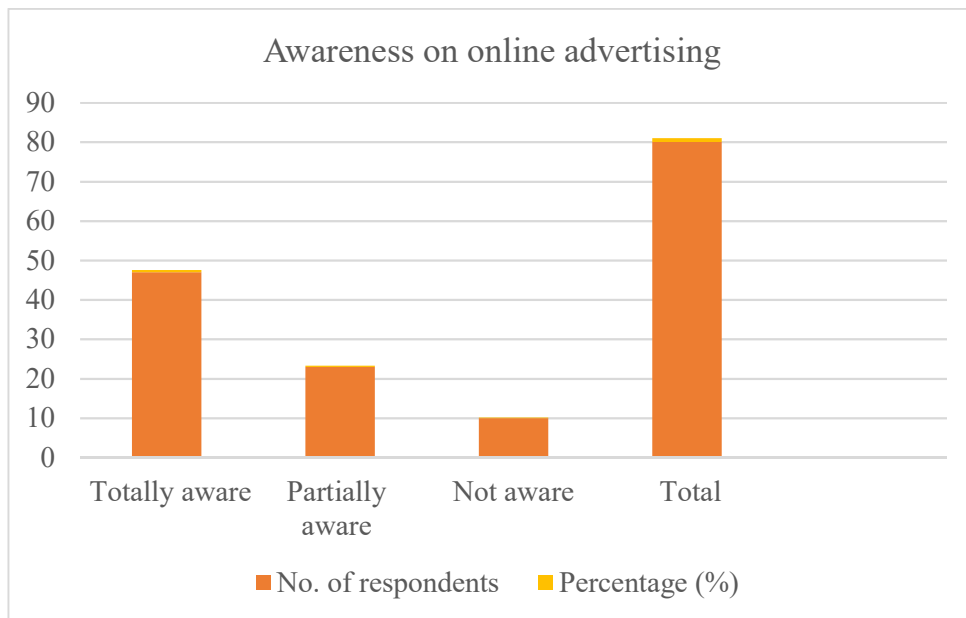
The analysis of the age profile of respondents to establish whether the influence of advertising on purchasing behaviour is determined by age of the recipient of the advertisement. From Table 1, it is apparent that the majority of respondents were aged 31 to 40 years (48%). The next largest of respondents were aged between 20-30 years (32%), (12%) were aged 41-50 years old and only (8%) of respondents were aged 51-60 years. This has determined that buying behaviour of forever living products has a relationship with the age of the respondents, that the most of the consumers are the middle have middle-aged from age of 30 to 40.

Awareness of online advertising

When probed about their awareness of cosmetics advertising strategies, the majority of the respondents indicated to be aware.

Table 2: Awareness of online advertising

	No. of respondents	Percentage (%)
Aware	47	58.75%
Partially aware	23	28.75%
Not aware	10	12.50%
Total	80	100.00%



Picture 2: Age and Gender Profile of the Respondents

The findings above in Table 2 show that 58% of respondents reported being aware of cosmetics advertising strategies, 28% were partially aware, while only 12% of respondents were not aware of cosmetics advertising strategies.

These findings show that majority of respondents are aware of advertising strategies used in advertising.

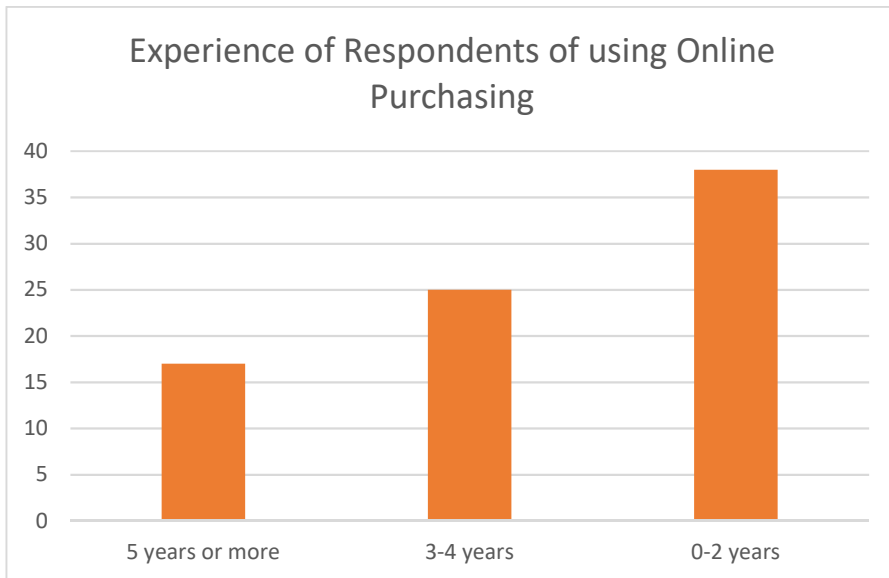
Experience of Respondents

Here, the level of experience of the respondent was asked to indicate. The objective was to find out whether the influence of advertising on consumer buying behaviour is determined by the experience of customers with the products.

The findings of the analysis are presented in Table 3 below.

Table 3: Experience of Respondents using Online Purchasing

	5 years or more	3-4 years	0-2 years
No. of respondents	17	25	38
Percentage (%)	21.25%	31.25%	47.50%



Picture 3: Experience of Respondents using Online Purchasing

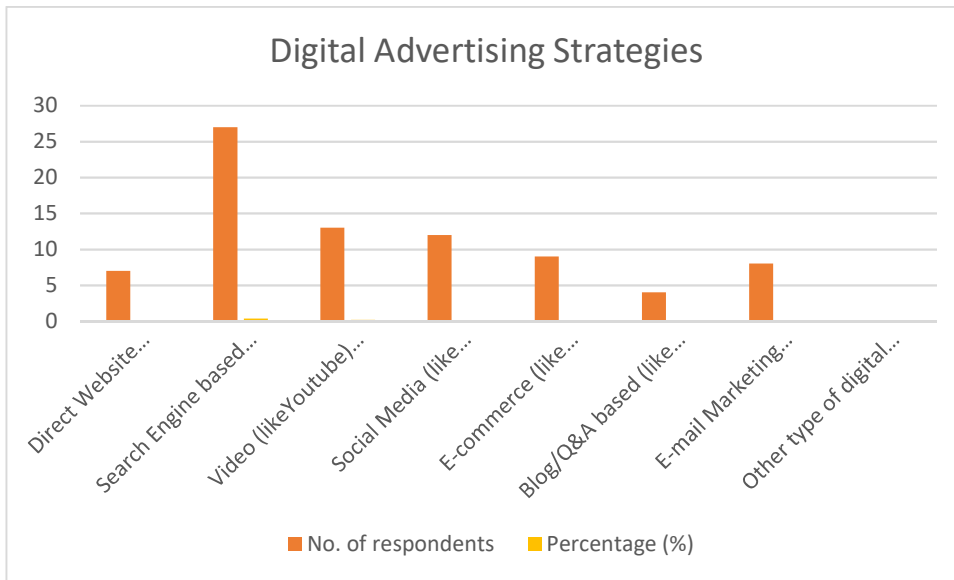
The findings above show that 21% of respondents had experience of 5 years or more in the cosmetics industry, while 31% of respondents had the experience of 3-4 years, 47% of respondents had the experience of 0-2 years. These findings show that majority of respondents have vast experience in online shopping. This means, the newer customers are joining online shopping and are likely to be influenced by digital advertisements when making their purchasing decisions.

Digital Advertising Strategies

The researcher analyzed the feedback from respondents on various types of advertising strategies used in online shopping to promote cosmetics products. Respondents were asked to choose among 8 various types of advertising strategies commonly used by online shopping to influence. The objective was to establish which digital advertising strategy is most used. The findings of the analysis were documented as shown in the table below;

Table 4: Digital Advertising Strategies

	No. of respondents	Percentage (%)
Direct Website advertisements	7	8.75%
Search Engine based (like Google) advertisements	27	33.75%
Video (like YouTube) advertisements	13	16.25%
Social Media (like Facebook) advertisements	12	15.00%
E-commerce (like Amazon) advertisements	9	11.25%
Blog/Q&A based (like Quora) advertisements	4	5.00%
E-mail Marketing advertisements	8	10.00%
Another type of digital advertisements	0	0.00%



Picture 4: Digital Advertising Strategies

The findings above show that the main types of advertising used are; Search Engine based (like Google) advertisements (33%), Video (like YouTube) advertisements (16%), social media (like Facebook) advertisements (15%), E-commerce (like Amazon) advertisements (11%), E-mail Marketing advertisements (10%), Direct Website advertisements (8%), Blog/Q&A based (like Quora) advertisements (both 5%) as well as display advertising. These findings show that among the various types of advertising used for promoting online shopping where Search Engines and social media are the most preferred.

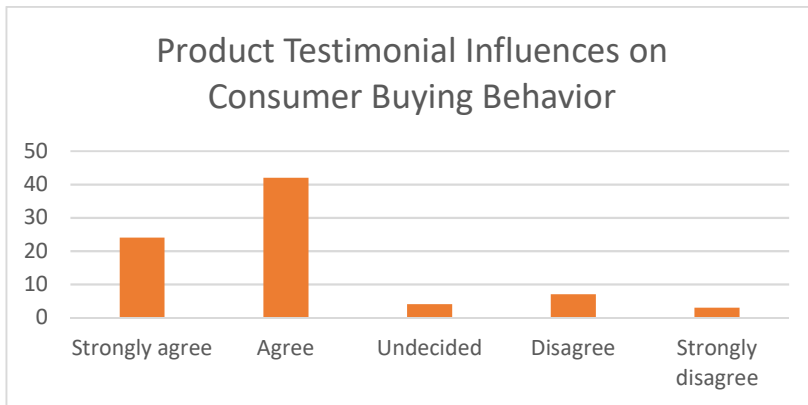
A.

B. Influence of Product Testimonial on Consumer Buying Behavior

Here, the testimonial influences of the respondents are analyzed on whether product testimonial influences consumer buying behaviour or not. The objective was to find out whether consumers make buying decisions based on testimonials of other consumers. The testimonial influences of respondents were documented as shown in table 5 below.

a) Table 5: *Product Testimonial Influences on Consumer Buying Behavior*

	Strongly agree	Agree	Undecided	Disagree	Strongly disagree
No. of respondents	24	42	4	7	3
Percentage	30%	53%	5%	9%	4%



Picture 5: Product Testimonial Influences on Consumer Buying Behavior

The findings above show that 53% of respondents agree that product testimonial influences consumer buying behaviour while 30% of respondents strongly agree, 14% of respondents disagree and 6% of respondents strongly disagree. The product testimonial shows the impact on consumer buying behaviour. This means consumers are more likely to decide to buy a particular product after listening to testimonials from other consumers who have purchased the product before.

Results

The research findings contain demographic information about the respondents such as age, gender, online experience and types of media of advertising used in which how online advertisement influence purchasing behaviour of the consumer.

Limitations

This study shows that there is a positive effect of the multitude of factors on online purchasing conduct. This implies that online advertisement does indeed influence the purchasing conduct of customers. Among all factors, in any case, we can see that search engines like Google plays have the main role in this. For this situation, most buyers have likewise accepted the recommendation of Google the most. This study is done limited to consider all the accepts of the effect of search engines on online consumer buying behaviour.

Conclusion

This research was an investigation on the effect of online promotion on customer purchasing conduct. The four-factor that influence most in an online advertisement are search engines, video channels, social media networks and other affiliate marketing were found. Given the research, it tends to be inferred that promotion altogether affects customer purchasing conduct. This examination can be useful for advertisers to comprehend what triggers an online shopper's expectation to buy. They can figure out which component in promoting is best and which has nearly lower sway. Although this research can make a critical commitment to advertisers however for future examination subjective

information can be utilized. More information will give further knowledge into the relationship among these consumer behaviour factors.

Online buyers are more inspired to purchase an item when they see a notice of any digital media; they likewise have a sense of security to purchase an item that they have seen notice of. Buyer builds up a degree of dependability for a brand they have seen commercial of. They were even noted to gather data of items from the advertisement, become more acquainted with about the utilization and advantages of the item and afterwards settle on a buy choice dependent on that. Hence, notice is an excellent advertising apparatus for producing more deals.

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