

Impact of Digital Advertising on Consumer Behaviour

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Abstract

Using the Internet to spread marketing and advertising messages to consumers is known as digital advertising, online advertising, Internet advertising, or web advertising. The most effective approach to communicating with customers is through online advertising. Online marketing assists in informing consumers about the brands available in the online market and the diversity of beneficial products. The current study approach focuses on how consumer behavior is impacted by digital advertising. The current study discusses several types of digital advertising, their efficacy, and how they affect customer behavior. One hundred customers who were chosen at random to make up the sample under examination are used to investigate the effects of digital advertising. The results of the current study show that the usage of digital advertising is a common practice in contemporary marketing theory. The study's focus is limited to the effects of digital advertising on consumer behavior when it is delivered via mobile devices, emails, websites, and social networking platforms. The researcher analysed the scores of digital advertisements and the factors measured for samples using frequency, percentages, mean, standard deviation, and correlation. Based on accurate and helpful results from the information gathered from respondents, the researcher came to certain conclusions and made some recommendations.

Introduction

The study on the impact of advertisement on consumer behavior has played an essential role in enabling organizations to reach out to broad and diverse categories of consumers and gain loyalty to the consumers based on the quality of products and services offered in the marketplace. The current advertisement platforms acknowledged in today's business environment embrace the existence of digital technology. Hence, the focus on social media and the online marketplace has played a crucial role in helping an organization understand the preferences of its targeted customers. The perception of establishing businesses in a free-market economy calls for the initiative to invest in digital marketing since a significant percentage of the targeted customers consider the online marketplace as the most convenient platform to order products.

The company's marketing and advertising managers have to draw the consumers' attention through sales promotions and advertisements. The main aim of the advertisers is to reach the consumer and influence their attitudes, buying behaviour, and awareness regarding particular services or goods. The primary purpose of advertisers is to influence the consumer's decisions and decision-making process based on the advertisement and marketing goals. To reach consumers, advertisers use various channels. Each channel has a different impact on consumer behaviour.

Advertisements are meant to reach the consumers and get feedback from them regarding some products and services. Advertisers and marketing managers use this feedback to improve the quality of their products or services and improve the design of their adverts. The previous studies have failed to present conclusive research regarding the most practical approaches of engaging the targeted customers in the online platform through advertisements.

Hence, this particular research is intended to fill such research gaps by addressing essential digital marketing concepts to maintain customers' loyalties and reach out to broad categories of consumers in the market. For instance, the research acknowledges the consideration of agents in social media platforms to actively engage customers and respond to their queries regarding the nature of products offered by business organizations in the marketplace. Given the perception of the significance of the research, it is imperative to note that there are various advertisement approaches that advertisers use depending on how they want to influence their potential consumers, which justifies the focal concern of the research. 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.

Review of Literature

Sl. No.	Field of Research	Focus	Outcome	Reference
1.	How Digital Marketing Affects Consumer Behaviour.	Nowadays, the internet has overtaken all other media in importance, particularly for digital marketing campaigns that aim to sell goods and services. This is so that a huge amount of time, money, and other resources can be saved. In an effort to pinpoint the importance, understanding, and substance of how effectively consumers respond to digital marketing, a general study of the literature has been done. Researchers can learn how to develop good brand awareness of	Since this research is still in its early stages, the researcher has discovered gaps and opportunities for further exploring and strengthening the requirements of recognizing customer behaviour toward digital marketing. The study will continue to give respondents new ways to reply to visual pictures, surveys, and interviews, and it will also increase the accessibility of the digital marketing platform. Given that the number of smartphones is growing daily, this is a benefit for both marketers and designers as well as	Ghazie, Diyana Ahmed, and Jasni Dolah. "How digital marketing affects consumer behaviour." <i>3rd International Conference on Creative Media, Design and Technology (REKA 2018)</i> . Atlantis Press, 2018.

		consumer behaviour by employing primary data (survey) and secondary data methodologies.	customers in terms of meeting their demands and requirements.	
2.	Research on the Impact of Advertisement on Consumer Behaviour.	<p>Marketers employ a range of media outlets to influence consumer decisions and keep customers loyal to their brands. In this regard, it is essential to remember that different product information is contained in the advertising that appears on media platforms This encourages the consumer to get interested in the goods that businesses are offering. In the modern market, changes in consumer behaviour have been strongly linked to digitization. To establish a good rapport with customers in the market, it is necessary to investigate how advertisements affect consumer behaviour. This essay's primary concern is how advertising affects customer behaviour. Online surveys were employed as the main technique of data collection for this study.</p>	<p>According to the research, advertisers' primary purpose is to affect consumers' decisions and the way they make decisions based on marketing and advertising objectives. As a result, to reach the targeted consumers, advertisers must use a variety of channels based on consumer behaviour and preferences. Advertisers employ a variety of media to reach their target audience, including magazines, TV, newspapers, and the internet, therefore consideration of digital platforms is still lacking. The use of rational argument and logic to convince customers to buy things depends on the consideration of intellectually given messages.</p>	<p>Fan, Bowen. "Research on the Impact of Advertisement on Consumer Behaviour." <i>2022 7th International Conference on Financial Innovation and Economic Development (ICFIED 2022)</i>. Atlantis Press, 2022.</p>
3.	The impact of digital advertising on consumer behaviour.	<p>Businesses and companies use a range of media outlets and consumer offers today to market their goods and services, set themselves apart from rivals, and win over more customers. Technological developments give consumers new channels</p>	<p>This study's conclusions are subject to important limitations. The primary shortcoming of this, study's main strength is that it looks into every digital advertisement. There should be more investigation into each of the detrimental</p>	<p>Lenin, r., and p. Manivannan. "the impact of digital advertising on consumer behaviour." <i>International Journal on Global Business Management and Research (2022)</i>.</p>

		<p>through which to access a wide range of information . Consumers can read product reviews, conduct price and feature comparisons between products using the digital environment, and then make an informed decision before buying goods and services. Today's cutting-edge, quick, and impressive approach to developing buy desire through the employment of distinct and diverse offers via commercials is digital advertising. Examining customer behaviour toward digital advertising is the study's main goal.</p>	<p>effects of online advertisements. Additionally, the criteria examined were restricted to informativeness, irritant, inspiration, and personalization. Future studies should concentrate on looking at the varied consequences of digital advertisements as well as expanding measuring options.</p>	
<p>4.</p>	<p>A study of consumer satisfaction towards the digital advertisement of consumer goods.</p>	<p>The effects of the most recent technological advancements, globalization, and a fiercely competitive environment contributed to the economic recession's significant stress. In the current scenario, the stress level was rising more quickly. Employees who experience too much stress may develop conditions like depression, diabetes, ulcers, high blood pressure, anxiety, unhappiness, and lack of concentration. Pines, Butts, and NIOSH (2009) (1999). Many businesses sought to lessen and avoid workplace stress. Different actions may be taken by organizations to lower stress-related disease, absenteeism, and</p>	<p>The internet has grown in importance for all people, businesses, and other entities. The purpose of the study was to determine consumer satisfaction with digital marketing advertisements for items. The research found a correlation between gender, age, client kind, and level of satisfaction with the instructions provided in it. It is also known that consumers are aware of digital advertisements when it comes to purchasing things online.</p>	<p>Naser, M. Abu, Jagbir Kadyan, and Leena Jenefa. "A study on customer satisfaction towards the digital advertisement of consumer goods." <i>History Research Journal</i> 5.6 (2019): 2634-2641.</p>

		<p>worker turnover. Work stress and employee job satisfaction have been proven to be significantly correlated. Lasky (1995) looks at the various coping mechanisms used by workers.</p>		
5.	<p>A study on Digital marketing and its impact on Consumer Behaviour.</p>	<p>To stay up with the fast-paced world, marketing has shifted toward digitization with time, just like any other kind of commerce. Search engine optimization (SEO), search engine marketing (SEM), viral marketing, social media marketing, content marketing, and many more methods that help attract the attention of and speak directly to potential customers are now included in the category of digital marketing. The digitalization of marketing channels has made it possible to reach a wider audience, making it more affordable, effective, and efficient. In response to the global epidemic, which has pushed many people to work online, the marketing sector has unexpectedly seen growth. Since then, digital marketing has experienced growth that is projected to continue.</p>	<p>According to the survey, digital marketing is the most widely used and cost-effective form of advertising. Utilizing digital marketing has more advantages than disadvantages. The study demonstrates that consumers are exposed to new products supplied by various companies through digital marketing, expanding their product base. The demand for digital marketing has grown since the Covid-19 Pandemic began. We discovered from the analysis that during the epidemic, more digital marketing content was consumed. Consumers prefer to purchase clothing and items based on product attributes and discount offers from internet advertisements because there are more options available.</p>	<p>Pillai, Raji, Nikita Holla, and Disha Srinivas. "A study on Digital marketing and its impact on Consumer Behaviour." <i>PalArch's Journal of Archaeology of Egypt/Egyptology</i> 18.09 (2021): 78-85.</p>
6.	<p>Impact on consumer behavior through online video advertisement.</p>	<p>Businesses are now able to connect with millions of customers online because of high-speed internet. Businesses have used a variety of content</p>	<p>Based on this, the report tested these hypotheses on a small sample group, and later on in this report we can see that digital video advertising creates a positive</p>	<p>Bhuiyan, Anisul Islam. "Impacts on consumer behaviour through online video advertisement." (2020).</p>

		<p>or advertising methods to influence consumer behavior and achieve commercial objectives. The use of digital video advertisements is one of the main content techniques. The quantity of digital video commercials has increased. This report aims to explain the effects of digital video advertising on consumers. In the first phase, elements that affect consumer behaviour were discussed, and it became clear how the functional, hedonic, and authenticity factors affect consumers as a whole.</p>	<p>impact on consumers. The report also suggested how businesses should use video advertisement to promote new products to the market where businesses can use video advertisement to provide more information, increase engagement and build trustworthiness.</p>	
7.	<p>Digital advertisement and its impact on consumer behavior An Analytical Study.</p>	<p>The study looks at how online advertising affects rural Telangana consumers' buying habits. This work, which is based on primary and secondary data, evaluates the effects of digital advertising. Analyzing data with mathematical techniques and producing conclusions. Even the most popular product or service in the world won't generate revenue unless consumers are aware of it, which is why advertisements are valued highly. An advertisement is a form of audio or visual marketing that uses a direct, individualized message to promote or market a good, service, or concept.</p>	<p>The newest and fastest-growing type of contemporary advertising is digital advertising. The effect of digital advertising on customer behaviour is investigated in this study. Understanding the significance of digital advertising on consumer purchase behavior will be made easier by this study.</p>	<p>Nayee, Hardik. "Digital advertisements and their impact on consumer behavior: An Analytical Study." <i>Gujarat-Journal of Multidisciplinary Studies</i> 7.4 (2021): 01-04.</p>

8.	An overview of Digital Media and Advertising.	<p>The way customers live their lives and how businesses conduct business with them—and with each other—have both been significantly impacted by the Internet and mobile commerce in a startlingly short period. Businesses have a stunning new set of chances to engage with clients and establish their brand’s thanks to these technological tools and technologies. In light of this, this chapter offers a thorough introduction to digital media and its impact on marketing and advertising. In doing so, we describe the most significant digital media strategies and advertising techniques and explain how to incorporate them into conventional marketing and advertising campaigns.</p>	<p>The novel ideas discussed here will aid the reader in understanding how digital technology can enhance the creation and implementation of marketing and advertising strategies. This is a challenging—and exciting—time to practice marketing and advertising because of all the daily developments and breakthroughs occurring in the online world. As a result, businesses must be present in the online areas that their current and prospective clients frequent. In essence, businesses must offer clients online listening posts where they may express their thoughts as well as what they want or don't want.</p>	<p>Dickey, Irene J., and William F. Lewis. "An overview of digital media and advertising." <i>E-marketing: Concepts, methodologies, tools, and applications</i> (2012): 31-61.</p>
9.	Practitioners’ perceptions of advertising strategies for digital media.	<p>The rapidly evolving media ecosystem will see a severe threat from digital advertising. There are currently worries that advertising tactics established using traditional media models and experiences may need to be revised for the digital market. 21 in-depth interviews across organizations representing important stakeholders in the digital advertising sector were performed to gain insight into how online</p>	<p>The research found five significant trends that are important to advertisers, including a shift to permission-based advertising, an increase in personalized commercials, a rise in three-screen advertising campaigns, increasing levels of interactivity, and the creation of performance-based metrics. Nine ideas are put forth in light of these changes regarding the efficient creation and administration of digital advertising campaigns.</p>	<p>Truong, Yann, Rod McColl, and Philip Kitchen. "Practitioners’ perceptions of advertising strategies for digital media." <i>International Journal of Advertising</i> 29.5 (2010): 709-725.</p>

		advertising tactics may need to be modified.		
10	Wireless digital advertising: Nature and implication.	A wide range of data services are now available to mobile device users thanks to the late 1990s convergence of the Internet and wireless telecommunications. Wireless advertising is one potential avenue for development. Wireless advertising is made possible by the personal, always-available nature of gadgets and their capacity to evaluate context dependencies (such as time and location).	Operators will be able to provide significantly varied advertising offerings that go beyond those of the wired Internet using a variety of wireless platforms. Reviewing the cutting-edge technologies, applications, and research concerns related to wireless advertising is the goal of this study. A few projections about the future of wireless advertising are made in the conclusion.	Barnes, Stuart J. "Wireless digital advertising: nature and implications." <i>International journal of advertising</i> 21.3 (2002): 399-420.

Need for the Study

Digital Marketing has gotten astounding changes the manner by which the advertisers showcases the item and the manner by which the clients are purchasing the equivalent. Purchasing conduct of an individual impacts numerous variables, and these components perpetually influences the advertisers to coordinate the requirements of the clients as a rule and the adolescent specifically. So it is understood that there is a need to examine advanced promoting and its effect on purchasing conduct of the shoppers.

Objectives

- To study and understand the importance of Digital Advertising
- To examine the usefulness of digital advertising in the competitive market.
- To understand the core concept of Online Advertising.
- To know the importance of Online Advertising.

Scope of the Study

The objective of this study was mainly to examine and research the effects of digital advertising on consumer behaviour as well as the major elements and instruments of digital marketing. Other promotional tactics including advertising, public relations, and publicity sales promotions, direct marketing, etc. are not covered in the current study

Hypothesis

1. Consumer 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.

Summary of hypotheses testing:

Hypotheses	Independent Variable	Dependent Variable	Remark
Consumer 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	Psychographic perspectives	Accepted

Methodology

The study relies on secondary and collected sources. This is based on the existing literature, with data obtained from various exploratory articles, journals, books. Science Direct, Research Gate and Google Scholar were used to gather the data required for the study.

CONCLUSION

Since this research is still in its early stages, the researcher has discovered gaps and opportunities for further exploring and strengthening the requirements of recognizing customer behaviour toward digital marketing. The study will continue to give respondents new ways to reply to visual pictures, surveys, and interviews, and it will also increase the accessibility of the digital marketing platform. Since the number of smartphones is growing daily, it is a benefit to marketers, designers, and consumers in meeting their demands and requirements. According to the research, advertisers' primary goal is to sway consumers' judgments and decision-making processes as a result of commercial marketing objectives. Consequently, the goal of accomplishing asks advertisers to reach out to the targeted customers through a variety of channels depending on how the customers behave and their goals. The fact that marketers employ numerous platforms to provide their data to specific Consumers' reliance on media including magazines, TV, newspapers, and the internet indicates that digital channels are still being fully taken into account. To persuade customers to buy things, persuasive communications that are intellectually presented depend on rational argument and logic.

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