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9940 572 462

6381 907 438

[ijirset@gmail.com](mailto:ijirset@gmail.com)

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# Impact of Digital Advertising on Customer Behaviour in India

Dr. Pragya Sharma

Lecturer, Dept. of Business Administration (Commerce) , SS Jain Subodh PG Mahila Mahavidyalaya, Jaipur, India

**ABSTRACT:** This report emphasizes on studying the impact of internet advertising on consumer buying behaviour, which raises the consumers' intentions towards the product and buying behaviours. The purchasing behaviour is strongly influenced by the image of the product which is built by the advertisers. Digital marketing has transformed the marketing game and touched new heights, so much so that the ones who were not anywhere close to this field are now wanting to use this to promote their brand. With the shift of marketing techniques from traditional to digital, the process of consumer decision making has also changed beyond recognition. As per reports, as of October 2019, almost 4.48 billion people were active internet users, encompassing 58 per cent of the global population. Digitisation and access to the internet has created a new growth story for businesses and consumers alike. Nowadays, to make a purchase, consumers quickly turn to the internet to research and make their decision a couple of hours, or perhaps even minutes. Consumer behaviour is much more streamlined today and the business model is also briefer compared to the earlier ones.

## I. INTRODUCTION

With easy access to the internet, consumers today are much more enlightened and empowered. They are flooded with digital content each day. With almost every brand marketing their products on the digital platforms today, it's more than convenient for consumers to research & compare online. Their purchase decision is highly influenced by the interactions they have with the brand and other influencers online. Earlier, word of mouth used to be the most trusted form of recommendation that consumers believed. In today's digital age, word of mouth is done in terms of customer reviews, influencer recommendations, ratings, testimonials, etc. Maximum consumers make sure to look at what the current brand users have to say about the product/service before making their purchase decision. [1]

Consumers in the earlier days were very sceptical to change brands that they have been using all along. However, things have changed with time. The mindset of consumers has evolved massively today. They have become more welcoming towards products and brands that offer better features than before. All this was only possible through digital marketing that has made it easier for these new brands to reach out to the customers.[2]

Brand loyalty used to be a huge thing in the past. Very rare is when you'd see consumers switch brands. However today, consumers are quick to switch brands provided the new one is offering better features. With a heap load of options available in the market, consumer loyalty is difficult and switching is easy. Consumers today are not okay to settle or compromise in any manner. They expect an immediate response to their queries and grievances if any. They openly share their thoughts and views on the digital platforms which can make or break a brand's image in seconds. Generally, consumers tend to easily believe negative news/reviews and only a few actually share positive reviews. Also, a lot of competitors misuse this by posting negative reviews on brand pages through fake accounts. This can be managed with a strong Online Reputation Management (ORM) Strategy, where interactions with the consumers can potentially convert their negative image to the positive. Consumer behaviour in today's digital age keeps changing and expanding every now and then. Being in sync with consumer's preferences and the current trends is the only way that can help brands stay in the game. [3]

## II. DISCUSSION

Marketers invest in various media platforms to influence consumer behaviour (CB). Advertisement on every media platform has a different composition that engages the consumers in a distinct way. Digitalization has led to changes in consumers' media habits. Hence, a deeper understanding of advertisements on different media platforms and its implications on CB need to be established. This article focuses on the effects of television (TV), radio, newspapers,

magazines and the Internet advertisements on awareness (AWR), interest (INT), conviction (CON), purchase (PUR) and post-purchase (PPUR) behaviour of consumers [4,5]

Marketers have always adapted to changing business demands when it comes to creating new advertisements. The use of advertisements has significantly increased in the 20<sup>th</sup> Century as industrialization expanded the supply of manufactured products. However, not many businesses practiced advertising at the time. During the late 80s advertisements were fairly limited to television, radio, billboards and newspapers. In the modern times, businesses are leaning towards Digital Advertising. Companies are so focused in social media and mobile advertisements that they may take over Television advertisement very soon. In India, the trend of Digital Marketing is just on the bloom. Most large local and multinational giant companies are now practicing digital marketing in full swing.[6,7]

The major aim of advertising is to impact on buying behaviour; however, this impact about brand is changed or strengthened frequently through people's memories. Memories about the brand are formed by associations that are related to brand name in consumer mind (3). These brands continuously influence consideration, evaluation and finally purchases (6). Consumers buying behaviour has always been given so much importance and space in the literature study of impact of advertising regarding its effectiveness (11). Most of the time consumers buying behaviour depends on liking or disliking of consumer towards the advertisement of the product advertised (9). A good quality advertisement is likely to influence consumers into buying that product while a poor quality advertisement will do the opposite.[8,9]

Previous studies have been conducted on effectiveness of advertisement and on advertisement's impact on consumer buying behaviour which depicted positive relationships. However, in this paper we have introduced a combination of different variables and attempted to examine their influence on consumer behaviour. This paper aims to determine which of these variables carries the most importance in terms of effecting consumer behaviour and which of these variables carries less significant impact. This will help marketers to focus on the right factors and achieve maximum benefit from their advertisement.[10,11]

### III. IMPLICATION AND LIMITATION

This study shows that there is positive impact of all the variables on consumer buying behaviour. This means that advertisement does in fact affect the buying behaviour of consumers. Among the four independent variables however, we can see that Familiarity and Entertainment have the most significant impact. So, we can see that the psychological impact that familiarity has on consumers does in fact lead to positive buying behaviour. In this case, most consumers have also taken entertainment as a positive indicator towards a brand rather than negative.

'Advertisement Spending' comes in third in terms of significance. This implies that people's association with 'Spending' and 'Brand' is likely to lead people to buy a product. In other words, advertisement spending is somewhat successful in persuading people to make a purchase. Social Imaging in Advertisement is seen to have the least impact. It means that people's desire to belong to a certain group sometimes makes people buy a product. But consumers are more concerned with other factors rather than the 'social imaging' in the advertisement.

Consumers are more motivated to buy a product when they see an advertisement of it somewhere; they also feel safe to buy a product that they have seen advertisement of. Consumer develops a level of trustworthiness for a brand they have seen advertisement of. They were even noted to collect information of products from advertisement, get to know about the usage and benefits of product and then make a purchase decision based on that. Therefore, advertisement is a very good marketing tool for generating more sales.[12,13]

Some limitations of this study ought to be addressed. Firstly, the sample size could have been more if we had access to a larger number of people. Secondly, it would have been more desirable if we could get hold of people from a diversified age group especially, the older age group of above 60 years. It would have been more interesting to know more about their thoughts on modern advertising. Thirdly, this research could have included a more diversified range of variables to analyse the same topic from a different perspective.

### IV. CONCLUSION

Based on the results of research conducted found that:

1. Online advertising appearing during this digital internet got good perception of internet users. It deals with how the look and design of advertising can form a good perception of online advertising. However, the placement of online

advertising layout deserves attention because Internet users get annoyed with the layout of the online advertisements on the internet.

2. Online advertising has a significant influence on consumer attitudes. Ads online designed both visually appealing or display ads and advertising information messages that include product quality, price and other information to form various kinds of feelings and judgments as a result of ad views, feelings and judgments affect consumer attitudes toward advertising and trust associated with online advertising. It also illustrates that consumer behavior before acting, consumers often develop a desire to behave based on the possibility of an attitude or action taken. [14,15]

3. Attitude has a significant effect on the interest in buying online. In general it can be said that the better the attitude he felt, the stronger the consumer's interest to carry out the intended purchase. Instead interest is seen as a determinant variable for actual behavior, meaning that the stronger the interest of consumers to make purchases or achieve the objectives of purchase, the greater the success of prediction of behavior or behavioral goal is to occur.

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