

Digital Advertising and its Impact on Consumer Buying Behavior

– A study in Virudhunagar

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Abstract

Digital advertising significantly impacts consumer buying behavior, influencing their attitudes, perceptions and decision-making processes. Digital advertising utilizes various online channels, like search engines, social media platforms, websites, mobile apps, and email. The study was conducted to discover the impact of digital advertising on online consumer buying behavior in Virudhunagar. The data have been collected through primary and secondary sources. Sixty respondents have been covered on a Convenient basis. The study showed that consumers have been satisfied with the purchasing of products after seeing online advertisements. Digital advertisements have a great impact on the buying behavior of customers.

Keywords: *Digital advertising, consumer buying behavior, social platforms, impact of online advertising on consumers.*

Introduction

Digital advertising is a subsection of digital marketing and emphasizes on the promotional aspect, distinctive itself from other marketing activities like product development or pricing. Digital advertising is a marketing strategy that involves providing advertisements through online channels, like websites, social media, search engines, and more, to promote the brand and products or services. Digital advertising deliberately impacts consumer buying behavior, persuading their attitudes, perceptions and decision-making processes. Digital advertising employs various online channels, like search engines, social media platforms, websites, mobile apps and email.

In fact, advertising often serves as the catalytic agent that initiates a consumer's journey towards a purchase decision and influences other steps.

- a) Awareness creation: The main role of advertising is to create awareness about a particular product or service. It introduces people to the consumer goods and services which cannot be known otherwise.

- b) Information dissemination: Advertisements carry information about a product's features, benefits and selling points. It helps consumers in making buying decisions.
- c) Emotional appeal: Successful advertisements touch the emotional side of consumers, creating a connection that goes beyond reasonableness. Emotions play a considerable role in shaping consumer purchase intentions.
- d) Brand recall: Reliable exposure to advertisements improves brand recall. When consumers are challenged with choices, they are more likely to choose a brand they remember from advertising.
- e) Placing orders and making payments at ease.

Consumers are spending more and more time connected to the Internet through their computers, smartphones and smart home devices to obtain information and to evaluate options for buying products. The study is carried out to find out the impact of digital advertising on consumer buying behavior at Virudhunagar.

Literature Reviews

The following reviews are collected to find out the variables.

1. A recent study by Farhan and Ina found that attention-grabbing has a positive and significant effect on purchase intention.
2. Also, the works of Sriram revealed that attention-grabbing characteristics of advertisements have a significant impact on consumer behavior and show a positive correlation with purchase intention. Attention-grabbing tactics, such as striking visuals, catchy slogans, or unique packaging, are crucial for capturing the initial interest of consumers. It is a first impression that can determine whether a consumer will consider a product or service further. Moreover, it plays a critical role in influencing consumer buying behavior by capturing interest,
3. Customer buying behavior outlines techniques used whenever individuals or teams choose, gather, utilize, or dispose of items, ideas, or encounters that correspond with their necessities and tastes. Consumers' buying behavior is affected by their perception of an item advertised by the seller.
4. Lolowang, I., Lapian, S. L. J., Tumbuan, W. J. A., & Ogi, I. W. (2023) investigated the impact of online advertising on people's desire to buy something (purchase intention). The study found that online ads positively influence purchase intention, but importantly, this effect is indirect and happens through the development of a positive brand attitude. In other words, people are more likely to buy from a brand they have a good impression of, which online advertising can

help create. This suggests that businesses can leverage online marketing to build positive brand perceptions that ultimately lead to more customers buying their products.

Statement of the Problem

Even though the importance of digital advertising is growing, there is limited understanding of its impact on consumer buying behavior, particularly in the context of online shopping. This study aims to investigate the relationship between digital advertising and consumer purchasing decisions.

Scope of the Study

The study can provide actionable recommendations for businesses to optimize their digital advertising strategies and improve consumer engagement. The current study will indicate the factors that influence consumers to make effective decisions. The study will be helpful to future researchers.

Objectives

- To study the demographic details of the respondents.
- To Study the effect of Online Advertising on Consumer Buying Behavior.

Research Methodology

An Online Questionnaire is used to collect data from consumers. Secondary data have been collected from various journals. Statistical tools such as Percentage analysis, Ranking method have been used to analyse data. Convenience sampling method is used to collect data from 60 respondents.

Analysis and Interpretation

The following table presents demographic details.

Table 1 **Demographic variables**

Variable	Category	Frequency	Percentage
Age	16-25	21	35
	26-35	11	18.3
	36 -45	18	30
	45 and above	10	16.7
Gender	Male	25	41.7
	Female	35	58.4

The above table shows that thirty five percent of the respondents are in the age category of 16 to 25, 18.3 percent respondents are in the age category of 26 to 35 and 30 percent respondents are in the age category of 36 to 45 and 16.7 percent respondents are in the age category of 45 and above. Most of the respondents (58.7%) are female respondents.

The following table shows the ranks given by the respondents on variables that create impact on their buying behavior.

Table 2 Impact of Digital Advertising on Online Consumer Buying Behavior

Variables	Ranking
Awareness creation	II
Information dissemination	I
Placing orders and making payments at ease	III
Emotional appeal	V
Brand recall	IV

The Garret Ranking method is used to analyse the impact of advertising on online consumer buying behavior. The respondents gave first rank to information dissemination and fifth rank to emotional appeal.

Findings

Most of the respondents are attracted by digital advertising because it gives a lot of information related to product, price availability and promotion. They spend less time to get answers to their queries.

Conclusion

Digital advertising has a great influence on consumer behavior. Online advertising was a pertinent determinant of the consumers' purchase decision as they considered it as an interaction point between buyers and the sellers.

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