



INFLUENCE OF ONLINE ADVERTISING ON CONSUMER BUYING BEHAVIOR TOWARDS SMART PHONES

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Abstract: The Internet has gained popularity as a medium for advertising because, among other things, it enables constant communication between marketers and consumers. Businesses must take into account internet advertising as more consumers make purchases online. A small firm that offers online shopping could be able to reach this clientele. The findings of this study will be useful to individuals who wish to comprehend the significance of online advertising and how consumer choices are influenced, which in turn influences trade and commerce online. This study will offer light on aspects of online customers' attitudes about online advertising that are essential to understand before transferring conventional marketing strategies to the Internet.

Keywords: Advertising, Consumer, Influence, Decision making, Marketer, Expectations, Consumer behavior.

I. INTRODUCTION

The decision-making and actions of those who purchase and use things are referred to as "buying behaviour." The final consumer's purchasing habits are referred to as consumer buying behaviour. A business should examine consumer behaviour. The success of a company is significantly influenced by how customers respond to its marketing approach. According to the marketing philosophy, a business should develop a Marketing Mix that provides customers with satisfaction (utility). Analysis of the what, where, when, and how consumers purchase is therefore necessary. Marketers are better able to anticipate how customers will react to their efforts.

Online marketing, sometimes referred to as Internet marketing, digital marketing, or web marketing, is a branch of marketing and advertising that uses the Internet to communicate marketing messages to customers. For a number of reasons, many consumers find internet advertising to be bothersome and are increasingly using adblocking.

Online advertising encompasses a variety of display advertising formats, including online banner advertising, social media marketing, email marketing, and mobile advertising. Online advertising typically combines a publisher who incorporates advertisements into its online content and an advertiser who supplies the adverts to be shown on the publisher's content, just like traditional forms of advertising media.

II. Review of Literature

Buyer's level of involvement determines why he/she is motivated to seek information about a certain products and brands. Advertising is communicated through various mass media, including traditional media such as newspapers, magazines, television, radio, outdoor advertising or direct mail; and new media such as search results, blogs, social media, websites or text messages. According to Danehar and Mullarkey(2003), online advertisements are strongly influencing the buyig behavior of customers. Yoo Jung Kim, JinYoung Han(2014) have opined that a comprehensives web advertising model and an understanding the antecedents of purchase intentions towards buying smartphones. Online advertisements enables the prospects in product and brand recall efficiently. Abubekar Shaouf and others(2016) have opined that web advertising will influence the purchasing attitudes and behaviors. Visual cues left in the advertisements will have direct influence on purchase intentions. Information available on social media is a major influencing factor in consumer decision making as opined by Andrew T Stephen(2016). Rich banner ads with high degree of consumer personalization will be very effective in driving consumer behavior (Bleier and Eisenbeiss,2016).

In the words of Rekha Dahiya and Gayatri(2018),Digital Marketing strategies has capable of triggering the needs and recognition of needs among high involvement products According to Serra Inci Celebi(2018), interpersonal utility creates favorable behavior and attitude in online advertising. Besides advertising, activities associated with Social media will also influence the attitudes and perceptions of the consumers. Data driven marketing communications and Artificial intelligence in advertising design are the key trends in digital advertising (Heejun Lee and Chang Hoan Cho,2020). According to Ludvik Eger and others (2021), in their study on the effect of COVID on the shopping behavior o customers, opined that the buying behavior during the COVID are influenced by the fear. The top three antecedents of buying behavior are quality, availability and convenience.

III. Need for the study

The disruption of the market and marketing practises is the most intriguing outcome of the growth of technology and consumers' easy access to it. Today's consumer is an informed one who has influence over the interactive online media, content, and communication process. The effectiveness of conventional marketing strategies is waning, and consumers have less faith in corporate messaging and brands. The setting and practise of marketing are changing as a result of technology; marketers are being pushed to work in a more complicated and dynamic environment where they no longer have complete control over the media and the message. Also evolving is consumer behaviour. tThe average consumer oday is less trustworthy than ever before and has never been smarter, more educated, or more proactive. Advertising managers must use sales promotion and commercials to stimulate consumers' interest in a cutthroat market. The cost of marketing includes a substantial advertising spend. The use of digital media channels for advertising is becoming more popular. Given that social media and the internet would continue to grow in popularity in the coming generations, it was decided to research how online advertising affects consumer choice for smart phones.

IV. Consumer behavior

Consumer behavior can be defined as the behavior expressed by the cosumer when they are buying goods, services or experiences. This can also be defined as the process through the consumers acquired the products, consume the products and the way they dispose the products. Consumer behavior typically involves in decision making by which when consumer buy the product, where je os buying the product, how he/she buying a product. It also involves in how a consumer chooses a product in the place of others.



V. Research Methodology

The present study is a descriptive research where in the influence of online advertising on consumer is interpreted and analyzed. Primary data was obtained through a structured questionnaire. A sample of 100 was considered for the study by using convenience sampling method. Univariate analysis is used to understand and reveal the influence of online advertising on consumer behavior towards mobile phones.

Analysis and Discussion

Influence of online advertising on Consumer behavior towards mobile phones was understood through population characteristics analysis and the basic consumer decision making process analysis with reference to specific dimensions.

Population Characteristics			
Characteristics	Category	No of respondents	Percentage
Gender	Male	62	62%
	Female	38	38%
Age	18-25	41	41%
	26-30	32	32%
	31-40	22	22%
	Above 40	5	5%
Education	Up to SSC	12	12%
	Intermediate	23	23%
	Graduate	49	49%
	PG	13	13%
	Others	3	3%
Occupation	Student	41	62%
	Employee	22	22%
	Professional	21	21%
	Business	16	16%

Generally, demographic factors will definitely influence the behavioral patterns towards advertisements. From the above table, it is clear that majority of the respondents are male in this study. The perception of the advertisements also changes with different age groups. Majority of the respondents are in the age group of 18-35. Apart from other age groups, generally younger generation population will show keen interest towards internet and online advertisements. Among the education profiles of the respondents, majority of the respondents are the graduates. This is the section of audience who possesses sufficient interest towards the online advertisements. Since majority of the respondents also the students, who can spend sufficient time in online and who shows interest towards the products targeted them. This is the reason, many brands are endorsed with celebrities to position themselves in the minds of youth.

VI. Influence of online advertisements on consumer behavior

The influence of online advertisements on consumer behavior are studied by focusing on Four major dimensions viz., Need recognition, information search, buying decision and post purchase evaluation.

Need recognition					
S.No	How do you normally purchase product?	Research	Recommendations from Friends	Recommendations from Family members	Recommendations from Relatives
1	On average, how many hours do you spend on the Internet per day?	1-2hrs(25%)	3-4hrs (10%)	4-5hrs(25%)	Above 5hrs(40%)
2	What are the Purposes for you use the internet?	Entertainment(21%)	Social Networking(24%)	Information Gathering(28%)	Shopping(27%)
3	Do you pay attention to online advertising?	Yes(46%)	No(32%)	Sometimes(11%)	Occasionally(11%)
4	Do you prefer advertisement regards to Mobile phones?	Yes(37%)	No(33%)	Sometimes(21%)	Occasionally(09%)
Information Search					
5	How you find such advertisements?	Informative(48%)	Creates Awareness(28%)	Annoying(17%)	Waste of time(7%)
6	Advertising is beneficial to consumers because it provides important information about goods and services	Strongly Agree(33%)	Agree(22%)	Neutral(26%)	Disagree(19%)
7	Do you agree that people become victims of Advertising by purchasing unnecessary product?	Yes(33%)	No(37%)	Neutral(17%)	Can't say(12%)
8	What do you look out for in a mobile phone advertisement?	Discount & Deals(56%)	Endorsers(20%)	Price information(13%)	Product Information(14%)
9	Which methods of online advertising are most influential on your buying behavior?	Facebook Ads(31%)	YouTube Ads(34%)	Twitter Ads(18%)	Banner Ads(17%)
10	Corporate website Advertising will affect purchase Decisions	Strongly Agree(33%)	Agree(22%)	Neutral(26%)	Disagree(19%)
Buying decision					
11	Credibility of online mobile dvertisements will effect purchase decisions	Strongly Agree(41%)	Agree(34%)	Neutral(19%)	Disagree(6%)
12	Online advertisements connects mobile brands emotionally to the customers	Strongly Agree(23%)	Agree(39%)	Neutral(29%)	Disagree(19%)
13	Digital form of advertisemnts will influence the customers rationally while purchasing mobiles	Strongly Agree(22%)	Agree(46%)	Neutral(21%)	Disagree(11%)
14	Frequent repition of online advertisements will influence the behavior in purchasing mobiles	Strongly Agree(52%)	Agree(24%)	Neutral(17%)	Disagree(7%)
Post purchase evaluation					
15	I would compare the performance of the product(s) with that of the promise made by the Advertisements	Regularly(11%)	Often(17%)	Sometimes(21%)	Never(51%)
16	How much influence do you feel advertisements have over your buying behavior?	High influence(44%)	Medium Influence(32%)	Low influence(21%)	No influence(3%)
17	The more times an advertisement of new mobile phones is viewed by a consumer, the more likelythe consumer is to go and buy the product	Strongly Agree(37%)	Agree(23%)	Neutral(24%)	Disagree(16%)

Need recognition: This is the first element in consumer decision making process. When ever a consumer is encountering a problem, a need arises. A need in consumer may arise by its own or an external stimuli such as an advertisement will create a need in Individual. From the study it is observed that majority of the customers will make purchase decisions basing on the recommendations made from their relatives. Surprising majority of the customers are spending more than Five hours of time on internet. The basic purpose of visiting of internet is to gather information through which a need may be conceived in an individual. As majority of the customers are paying attention towards online advertisements, similar number of customers prefers advertising on mobile phones.

Information search: Once a consumer identifies the need, he will start searching for information about the products that satisfies their need by exploring many alternatives. Especially while buying electronic gadgets, consumer needs various sets of information to make a purchase decision. Online advertisements are one of such sources of providing information to the customers. Majority of the customers find the advertisements are informative. As such they are providing great deal of information to the customers. Majority of the customers looking to find any promotional activities in the online advertisements. You tube advertisements and Facebook advertisements are highly influencing the customers. At the same time, corporate website advertisements are highly supporting the customers with influential information.

Buying decision: As the customer is equipped with the information on hand, he moves to the further stage in the decision making process by evaluating available alternatives and making a buying decision. While evaluating alternatives, a typical consumer will evaluate every product through SWOT analysis. Majority of the customers feels credibility of the information provided in the advertisement will influence their decision making process. Majority of the customers have strongly agreed that the online advertisements and digital form of advertisements will influence the customers emotionally and rationally. It was also observed from the study that frequent repetition of the advertisements on online platforms such as YouTube and other forms of platforms will influence the buying behavior towards the mobiles. Majority of the purchase decisions are the outcomes of continuous reinforcements in the form of advertisements.

Post purchase evaluation: Post purchase evaluation immediately takes place when the consumer started consuming the product. Conceptually, a consumer will try to match his experience with the expectations formed in the form of product promotions and advertisements. It was found from the study that majority of the customers do not compare their experience with the promises made in the advertisements. Majority of the customers have opined that their purchase decisions are the outcomes of the information provided in the advertisements in the form mobile features and price. It was also observed that more the times consumer exposed to the advertisements, more likely he/she will buy the product.

VII. Managerial recommendations and conclusion

A consumer now a days making a purchasing decision with huge information processing like a machine. With the availability of internet on the palms of every one, the accessibility to the key information is made accessible. Companies now a days rethinking their advertising and positioning strategies towards the requirements of the digital age customers. Since majority of the customers are spending their time online, it is the need of the hour to design the advertisements for the people speeding time online. Online advertisements are designed in the form of Pop up ads, Pop down ads, You tube advertisements, banner advertisements and social media advertisements.

As majority of the customers are browsing information about the mobiles they are going to purchase online, it may be suggested to focus on most relevant information in the ads rather than shelling more information. As there is a scope that a consumer will compare his experience with the promise made in advertisements, it may be suggested to the companies to communicate only those things which are possible. Further it may be suggested to concentrate on social media advertising. If a customer likes the content in the advertisement, he would viral the message to all his social media platforms. It may also be suggested to focus on relational, emotional and ethical aspects in the message so that the brands will be well connected to the customers. Finally, it must be remembered that online advertisements are for niche group of customers who would like to see online advertisements and ability to perceive contents in that. In the era of internet explosion, online advertisements especially towards smart phones if well designed with great information about product attributes and features will definitely influence the customers. Comparatively online advertisements are less expensive when compared with print and broad cast advertising. As the coverage and reach of internet medium is huge, there is a wide scope for the brands, especially the mobile brands to target the customers with right attributes and on a right digital platform.

VIII. References

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