



A Study on Measure the Effect of Digital Advertisement on Consumer Decision Making Process at Surat City

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ABSTRACT

The number of internet users is on a rapid rise worldwide and the internet is being used by consumers of all age and types. Internet has become one of the major medium for communication, entertainment and is indeed in the process of replacing traditional entertainment, promo products, and informative media. This research study has been conducted to study the measure effect of Digital Advertisement on Consumer Decision Making Process at Surat City. The research made use of primary data, which was collected using structured questionnaire. The sample population is taken from different directional zones of Surat from West, South, East, North and Central. The study concludes that the majority of the respondents are influenced by T.V. ads and newspapers for their buying decision. People also agree that digital ads influence more of their purchasing decision which signifies effectiveness of digital ads.

KEYWORDS

Digital Marketing, Impact of Digital Advertising, Consumer Decision Making Process, Online Consumer Behavior,

INTRODUCTION

Digital Marketing is the term used for the targeted, measurable, and interactive marketing of products or services using digital technologies to reach the viewers, turn them into customers, and retain them. The consumer decision making behavior is a complex procedure and involves everything starting from problem recognition to post-purchase activities. Every consumer has different needs in their daily lives and these are those needs which make than to make different decisions. Decisions can be complex, comparing, evaluating, selecting as well as purchasing from a variety of products depending upon the opinion of a consumer over a particular product. This renders understanding and realizing the basic problem of the consumer decision making process for marketers to make their products and services different from others in the marketplace. Internet advertising is a key determinant of purchase decision of the customers as they consider it to be an interaction level between them and the society

from which they buy their products from. Marketers influence consumer decisions by delivering an online marketing experience that has a combination of functionality and information on products and services.

REVIEW OF LITERATURE

Mayank Kumar Rai (2018) has done a research on “A Study of Efficacy of Digital Marketing on Consumer Purchase Behavior in Allahabad District”. The objectives of the study were to study the relevance of digital marketing in the present competitive era and to examine the impact of digital marketing on consumers purchase. The study found that there is a rise in purchase of convenience goods through digital channels among people. **Gitanjali Kalia and Dr. Ashutosh Mishra (2016)** conducted research on “Effects of online Advertising on Consumers”. This study aims to help the advertisers to understand to what extent the online advertising is beneficial. The research concluded that respondents prefer rectangular banner and skyscraper advertisements that too designed in big picture and copy heavy layouts. **A. U. Khandare and P. B. Suryawanshi (2016)** conducted research on “Studying the Impact of Internet Advertising on Consumer Buying Behavior”. This study aims to quantifying the impact of internet advertising on consumer buying behavior, which raises the consumers' intentions towards the product and buying behaviors. Thus the study concludes that the positive shock of all these factors, on the buying behavior of the consumer improves the loyalty of consumers towards brand which helps in forwarding of the advertised merchandise. **Vinaya Kumar and Mehrotra (2018)** have done a research on “Print vs. Online Advertising: Impact on Buying Behavior of Youth”. The purpose of this research is to comparing print and online advertising with reference to impact on buying behavior of youth. The study concluded that effective print advertising will increase online buying. Youth as target customers can be targeted through the proper media - mix with major emphasis on online advertising. **Meghna Meena and Dr. Mamta (2017)** Jain conducted research on “Impact of Online Advertising on Consumer Buying Behavior”. This study aims to determine the effectiveness of internet advertising on reach and determine the relationship between interne advertising and consumers buying behavior. The study conclude that Internet advertising offers increased awareness of companies, an easy method to distribute information, advanced methods of targeting consumers, an immediate and direct line to the consumers.

OBJECTIVES OF THE STUDY

- To analyze of the impact of digital marketing on consumers’ purchase
- To determine the effectiveness of digital marketing on creation of awareness
- To analyze consumer’s perception of online ads & its effect on their purchase behavior
- To compare offline and online advertising

RESEARCH METHODOLOGY

This research study has been conducted to study the measure effect of Digital Advertisement on Consumer Decision Making Process at Surat City. This sampling is a type of non-probability sampling that involves the sample being drawn from that part of population that is close to hand. The research made use of primary data, which was collected using structured

questionnaire. This questionnaire used open-ended questions, close-ended questions, multiple-choice questions and scaling questions. The lower sample size decreases the quality of result and large sample size will increase time and so the researcher has selected 250 respondents for better quality. The sample population is taken from different directional zones of Surat with the proportion of 50 each from West, South, East, North and Central zones of Surat. The Researcher used Frequency and Chi-Square test to analyze the primary data.

HYPOTHESIS

- H0: there is no association between gender and digital advertising influencing for purchase decision
- H0: there is no association between gender and Word of Mouth promotion reliability.
- H0: there is no association between gender and frequent digital ads irritation.
- H0: there is no association between gender and online advertisement increasingly invasive.
- H0: there is no association between gender and Digital ads create more of influential mindset unnecessarily.
- H0: there is no association between gender and large pop up ads
- H0: there is no association between gender and Small pop up ads.
- H0: there is no association between gender and Banner ads.
- H0: there is no association between gender and Ads that appear in news-feeds.
- H0: there is no association between gender and Ads that appear along the side of websites.
- H0: there is no association between gender and Simple text ads.
- H0: there is no association between gender and Video adverts.

DATA ANALYSIS

Profile of the Respondents

Profile Variables	particulars	No. of Respondent	Percentage
Gender	Male	185	74.0
	Female	65	26.0
Occupation	Housewife	6	2.4
	Employee	49	19.6
	Entrepreneur	17	6.8
	Student	176	70.4
	Other	2	.8
Marital	Single	181	72.4
	Engaged	28	11.2
	Married	41	16.4

Interpretation:

The above table shows that majority of the study comprised on male with 74% and female 26% in count. it can be observed that maximum respondent are student 70.4%, housewife are 2.4%, Employee are 19.6%, entrepreneur are 6.8% and there is only 0.8% of the respondent have choose other. The highest marital status of the respondents is single with 72.4%, following 11.2% respondents are engaged and remember 16.4% married.

Frequency of shopping platform preferring

	Responses		Percent of Cases
	N	Percent	
Local market	173	22.2%	69.2%
Exhibitions/ Fairs	113	14.5%	45.2%
Shopping Malls	180	23.1%	72.0%
Online	201	25.8%	80.4%
Shopping Centers	111	14.2%	44.4%
Other	2	.3%	.8%
Total	780	100.0%	312.0%

Interpretation:

The above table indicated that 173 respondents prefer Local Market, 113 respondents prefer Exhibitions/ Fairs, 180 respondents prefer Shopping Malls, 201 respondents prefer Online, 111 respondents prefer Shopping Centers, and 2 respondents prefer other options for shopping.

Frequency of promotional platform influences purchasing decision

	Responses		Percent of Cases
	N	Percent	
Newspaper	180	19.8%	72.0%
Magazines	100	11.0%	40.0%
Social Sites	80	8.8%	32.0%
Television Ads	181	19.9%	72.4%
YouTube	149	16.4%	59.6%
Radio	59	6.5%	23.6%
Hoardings	159	17.5%	63.6%
Other	1	.1%	.4%
Total	909	100.0%	363.6%

Interpretation:

The above table shows the promotional platform that influence respondents to select the brand for purchase. 180 respondents selected Newspaper, 100 respondents selected Magazines, 80 respondents selected Social Sites, 181 respondents selected Television ads, 149 respondents selected YouTube, 59 respondents selected, 159 respondents selected Hoardings and 1 respondent selected other option.

Frequency of which online advertising influences

	Frequency	Percent	Valid Percent	Cumulative Percent
text ads	46	18.4	18.4	18.4
video ads	146	58.4	58.4	76.8
display ads	58	23.2	23.2	100.0
Total	250	100.0	100.0	

Interpretation:

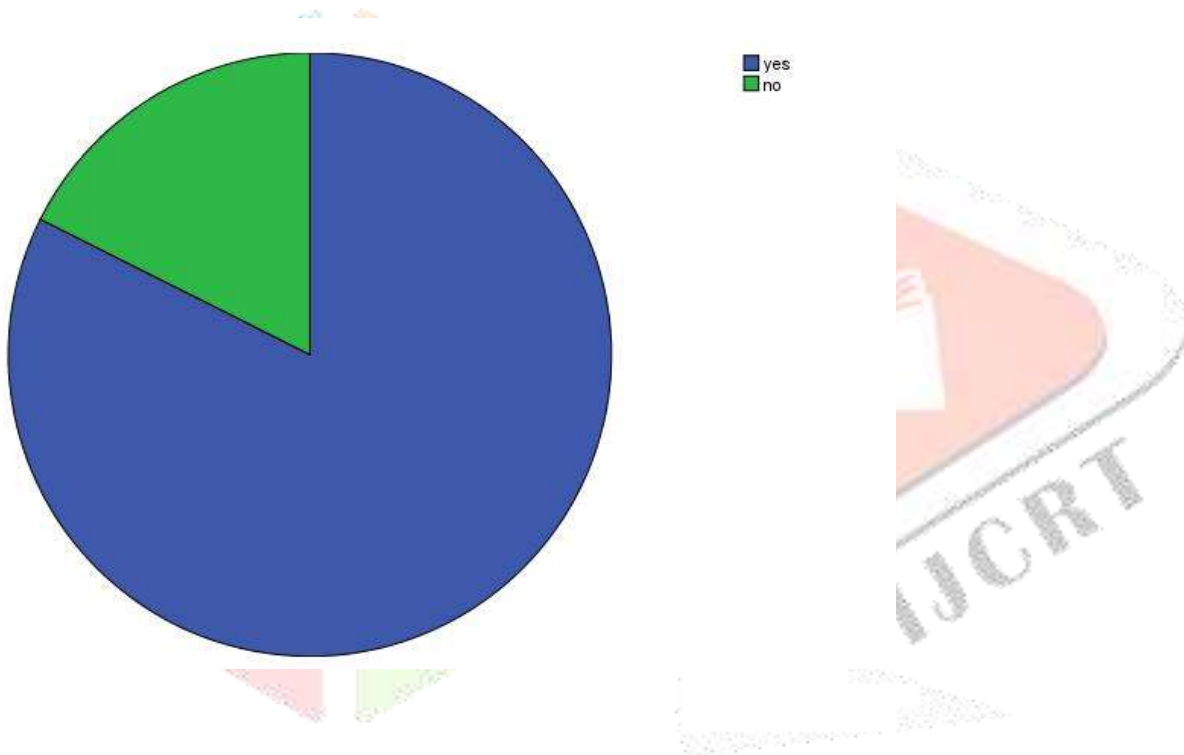
The above table shows the frequency of online advertising influencing to the respondents. 46 respondents influenced by text ads, 146 respondents influenced by Video ads, and remember 58 respondents influenced by Display ads.

Frequency of purchasing product after seeing online ads

	Frequency	Percent	Valid Percent	Cumulative Percent
yes	206	82.4	82.4	82.4
no	44	17.6	17.6	100.0
Total	250	100.0	100.0	

Interpretation:

The above table indicated that out of 250 respondents" 206 respondents made purchase and 44 does not made purchase after seeing online ads.



Tests of Normality

Tests of Normality							
	Gender	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
		Statistic	df	Sig.	Statistic	df	Sig.
Digital Advertising influences me more for my purchase decision	Male	.469	185	.000	.544	185	.000
	Female	.357	65	.000	.711	65	.000
Word of Mouth promotion is more reliable to me.	Male	.348	185	.000	.672	185	.000
	Female	.336	65	.000	.719	65	.000
Frequent digital ads irritate me.	Male	.351	185	.000	.731	185	.000
	Female	.438	65	.000	.601	65	.000
Online advertisement has become increasingly invasive	Male	.237	185	.000	.830	185	.000
	Female	.248	65	.000	.790	65	.000
Digital ads create more of influential mindset unnecessarily.	Male	.301	185	.000	.802	185	.000
	Female	.313	65	.000	.792	65	.000
Large pop up ads (cover entire screen)	Male	.285	185	.000	.843	185	.000
	Female	.263	65	.000	.855	65	.000
Small pop up ads (covers a xsmall part of the screen e.g. like on YouTube videos)	Male	.236	185	.000	.888	185	.000
	Female	.202	65	.000	.899	65	.000
Banner ads	Male	.218	185	.000	.850	185	.000
	Female	.214	65	.000	.848	65	.000
Adverts that play before a video starts (e.g. like on YouTube)	Male	.225	185	.000	.870	185	.000
	Female	.210	65	.000	.881	65	.000
Ads that appear in news-feeds (e.g. like on Facebook)	Male	.220	185	.000	.862	185	.000
	Female	.283	65	.000	.865	65	.000
Ads that appear along the side of websites	Male	.294	185	.000	.835	185	.000
	Female	.252	65	.000	.889	65	.000
Simple text ads	Male	.284	185	.000	.849	185	.000
	Female	.300	65	.000	.847	65	.000
Video adverts (e.g. a trailer for a game or movie)	Male	.213	185	.000	.857	185	.000
	Female	.195	65	.000	.872	65	.000

H0: (P value >0.05) = Accept H0 (Normal Distribution)

H1: (P value <0.05) = Reject H0 (Non-Normal Distribution)

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Gender and Digital Advertising influences me more for my purchase decision	10.010 ^a	2	.007
Gender and Word of Mouth promotion is more reliable to me	3.127 ^a	2	.209
Gender and frequent digital ads irritate me	5.577 ^a	3	.134
Gender and online advertisement has become increasingly invasive	1.237 ^a	3	.744
Gender and Digital ads create more of influential mindset unnecessarily	.467 ^a	4	.977
Gender and large pop up ads (cover entire screen)	2.431 ^a	4	.657
Gender and Small pop up ads (covers a small part of the screen e.g. like on YouTube videos)	6.010 ^a	4	.198
Gender and Banner ads	.360 ^a	3	.948
Gender and Adverts that play before a video starts (e.g. like on YouTube)	1.780 ^a	4	.776
Gender and Ads that appear in news-feeds (e.g. like on Facebook)	8.539 ^a	4	.074
Gender and Ads that appear along the side of websites	7.905 ^a	4	.095
Gender and Simple text ads	3.865 ^a	3	.276
Gender and Video adverts (e.g. a trailer for a game or movie)	.862 ^a	4	.930

Self-Computed

Interpretation:

As per the Asymptotic Significance value signifying „p-value“, the null hypothesis for no association between „gender and digital advertising influences me more for my purchase decision“ has been rejected as the p-value is less than 0.05 which means that there is an association between the gender of the population and their purchasing decision based on digital advertising influences. At the same time, the p-value for other associates is greater than 0.05 which reflects that gender has no association with purchasing decision of the audience with regards to word of mouth promotion, pop up ads, banner ads, adverts that play before a video starts, ads that appear in news-feeds, ads that appear along the side of websites, simple text ads and video adverts.

Here, the gender differentiated audience is more likely to be influential towards digital advertising compared to other marketing tools.

FINDINGS

The study analysis finds that 119 respondents dislike large popup ads. 99 respondents neutral small popup ads, 68 respondents strongly like and 94 respondents like Adverts that play before a video starts, 97 respondents neutral and 74 respondents like Ads that appear in news-feeds, 119 respondents neutral and 73 respondents like Ads that appear along the side of websites and 46 respondents influenced by text ads, 146 respondents influenced by Video ads, and remember 58 respondents influenced by Display ads. Also, 206 respondents made purchase and 44 does not made purchase after seeing online ads. There is an association between gender and digital advertising influencing for purchase decision. There is no association between gender and frequent digital ads irritation. There is no association between gender and Video adverts. There are 111 respondents who are agreeing with statement online advertisement has become increasingly invasive. 96 respondents like and 80 respondents strongly like banner ads. And there is no association between gender and Banner ads with the significance value 0.948.

CONCLUSION

The study concludes that the majority of the respondents are influenced by T.V. ads and newspapers for their buying decision. Also, hoardings effectively play a key role as a factor to influence consumers. The majority of the respondents disliked large popup ads and were neutral about small popup ads which determines the failure of effectiveness in consumer psychology. Meanwhile, the consumers have a positive response towards the adverts that play before a video starts. The consumers primarily prefer purchase after seeing online ads, ironically large proportion of population believes in word of mouth promotion with high degree of reliability. The people are also aware that online advertisements have become invasive which reflects its impacts in consumer's mindset. People also agree that digital ads influence more of their purchasing decision which signifies effectiveness of digital ads. The study found that frequent digital ads would irritate the consumer. The results show that trust, encouraged by social media, significantly affects intention to buy. When potential consumers are encouraged to trust in vendors by their peers, and also to trust in the SNS itself, they are more likely to buy through social networking sites. The research findings also imply that marketers should include online advertising in their advertising media mix as online advertising promotes online buying or online shopping.

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