

DIGITAL ADVERTISING AND ITS IMPACT ON ONLINE CONSUMER BUYING BEHAVIOR

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ABSTRACT

Using the internet and the World Wide Web, digital advertisers reach potential customers and current ones with promotional messages to get new ones and strengthen ties with the ones they already have. The Internet is a promising platform for establishing two-way communication between companies and their clientele. Marketers are investing more and more in online advertising because of consumers' widespread usage of the internet. This study employed a descriptive research strategy. This study's findings on consumers' buying habits online can be used to gauge the effectiveness of digital marketing campaigns. One hundred fifty locals from Kerala gave the research team invaluable first-hand accounts. The findings of the study indicate that consumers' purchasing decisions were affected by online advertising. Customers, however, consider digital advertising to be an entry point into a dialogue with the company whose products they buy.

Key Words: *Digital advertising, Buying behavior and Consumer Preference*

INTRODUCTION

The term "digital advertising" refers to a type of marketing that employs digital media to disseminate promotional messages to acquire and retain consumers. If marketers could figure out what makes consumers buy certain things, they could stock stores with the proper inventory, phase out obsolete items, and showcase their wares in the most appealing light possible. Most companies see the web as a suitable customer service medium. Marketers are investing money into online advertising since consumers' internet usage is rising. Internet-based advertising, or "digital advertising," is a method of reaching a specific demographic with promotional content. The product's unique functionality and numerous potential uses make it ideal for defining markets.

Digital advertising is advertising intended to be broadcast digitally over the Internet. Advertisements are usually placed on his Google, Facebook, Instagram and other sites. It can be placed throughout the site so that physical signs can be placed in different parts of the city. A clear goal is the cornerstone of successful digital advertising. What do you want

your ad to achieve? Do you want your visitors to click on another website? Do you want your content to get lots of comments, likes and shares? Or do you want to tell your audience what your company or product is about? Only one? Whichever you choose, you can only hit

A call to action (CTA) drives engagement with your online ads. This is part of the message asking you to take appropriate action. "Click here to learn more" or "Comment below if you have questions about AI marketing" are two examples. This is another situation where having goals is important. Your CTA should be on target. Is it your intention to enlighten your audience? In these cases, her CTA asking questions your audience might have is more relevant than her CTA aimed at driving a purchase. Is your goal to get a lot of engagement on this post?

Successful virtual advertising requires tangible appeal. It approaches grammatically simple text content and clean pictures. This is also where you can innovate with advertising. Having great photos is important. That's why we recommend using stock photos in your ads. If you can't afford to hire a photographer, follow these simple image tips to capture compelling photos that represent your **You can't just give up on virtual advertising and walk away. He will need an advisor who will follow every pastime around him. Quick responses to customer comments and questions are considered and dated with the audience. Have a conversation.**

Even after creating your advertisement and posting it on several platforms, your work is far from done. To prevent wasting money on useless advertisements, always optimise your adverts. This entails keeping an eye on and altering ineffective keywords and interests, deactivating platforms that don't meet minimum requirements, tailoring for audiences, and allocating funding to the best-performing advertising and platforms. It includes. One of the key factors contributing to the high cost of advertising is ad optimization, which non-marketers frequently underrate. You could not achieve the outcomes you're hoping for if you don't monitor and improve your advertising. Is your marketing effort failing? Poor. You may determine whether your campaigns are succeeding by evaluating the analytics.

Use a campaign design and management tool like Nanos to find out where your ads are if you're new to digital advertising, having trouble getting good results from your ads, or don't have time to monitor and optimise your ads. Think about managing Nanos, where you can easily design and run campaigns across several platforms (Facebook, Google, Instagram) by adhering to simple step-by-step instructions. tools with an intuitive interface that use machine learning. This implies that our technology will be used once your campaign has begun.

By interpreting the metrics, you can understand whether your campaigns are performing well. Native ads are integrated into the content or platform where they appear without breaking navigation. This digital advertising format gives you creative freedom. These ads can entertain, surprise and add value to your audience as part of a seamless user experience. In fact, native advertising is often called "anti-advertising".

Instead of forcing users to use ads and trying to limit their usage, ad blockers are being used more and more. This means respecting user choice and using native ads to serve content that users really want to consume. The market offers many high-quality databases with different segmentations as a first step in creating email marketing campaigns. However, the format has much more potential and a more fragmented audience. A powerful email marketing campaign uses your content to encourage users to download or download your eBook

Follow simple steps to easily create and launch campaigns across multiple platforms (Facebook, Google, Instagram). Intuitive tools based on machine learning intelligence. This means that once your campaign is launched, our technology optimizes all key aspects of your campaign in real time. No need to hire an agency. Social media advertising is one of the most interesting formats of digital advertising as he has millions of users and can segment his target audience. Use social media advertising to maximize your exposure on these platforms with various features and options.

Thanks to Power Editor, Facebook ads have many possibilities. It's a tool I have. To maximize your potential, think about what you want to achieve with your campaign. Do you want to expand your publication reach? Do you want to improve your branding? Want to get conversions on your website? Choose the ad type that best fits your goals and remember to measure and optimize your results. There are always new possibilities with Twitter Ads. The company recently launched a conversion lift tool. This allows you to configure your campaigns to test multiple variables so you can focus your budget on the techniques that produce the best results.

One thing that is important for us to understand as consumers is how our spending affects the market. Although we create the market, we are largely ignorant of it since our acts are the culmination of millions of separate choices. We have the ability to take control of the crucial Indian market. It is up to the marketer to understand and take consumer behaviour into account. The Latin word "consumer," which means "to consume" or "to squander," is where the verb "consuming" comes from. 1. A social and economic system and ideology known as consumerism promotes the acquisition of more and more things.

Most visual social networks also rely heavily on advertising. Over the past year he has continued to improve and update Sponsored Content.

TikTok is a rising star in the world of social media advertising. Advertising on this app is especially beneficial when targeting audiences younger than Gen Z or other social platforms. Display ads are visual advertising elements that can be placed as banners, pop-ups or interstitials on websites, portals, blogs, etc. The format is undermined by the rise of ad blockers, but I think it still has a lot of potential, especially when it comes to remarketing options. But the answer lies not in bypassing blockers and hijacking users, but in creating ads that are truly worth watching. This ad type goes a step further with online advertising that intelligently uses

website data to show users personalized ads. Remarketing uses information about you collected through cookies to show you ads that are more relevant to your current behavior. For example, if a user added an item to her shopping cart online but did not purchase it, remarketing can be used to remind her of the item and encourage her to purchase it.

SEM is the creation of search engine advertising campaigns by clicking on text ads found on search engines such as Google and Bing. Creating text ads is one of the most popular forms of digital advertising. The key to its success is that it really meets the user's needs, as it is based on the keywords they are searching for (e.g. 'car rental'). To maximize the effectiveness of SEM campaigns, Google Ads offers the possibility to create search engine advertising campaigns in combination with retargeting lists. For example, we may only show ads to people who have visited a particular page on our website in the last 30 days. Can you imagine all the ways to get conversions? All ad formats must be mobile friendly. Most consumers have one and it's the device they spend the most time surfing the web on. According to Google, mobile searches are much more common than computer searches. So instead of making your web campaigns mobile friendly, it's time to make them mobile first.

Videos are very effective as they have a higher CTR for him than traditional ads and make it easier to promote your campaigns. This is a format that is growing in popularity and is no longer limited to desktop campaigns due to increased connection speeds and mobile screen sizes. The biggest stumbling block for video is users who reject the pre-roll format (discrete ads are often eliminated by ad blockers). To overcome this, rely on YouTubers and native video ads instead, and you'll find your marketing plan to succeed

STATEMENT OF THE PROBLEM

This project aimed to analyze how digital marketing campaigns affected consumers' propensity to make purchases online in Kerala. The impact of online advertising on consumers is more significant. Further, online advertising does have inevitable unintended consequences. A survey was sent to clients to get a better feel for this. The findings will show the corporation how much digital advertising affects consumers' propensity to purchase on the web.

OBJECTIVES OF THE STUDY

The reasons for doing this research are as follows.

Overall Goal: Investigate how digital advertising influences online shoppers' decisions using the Flipkart platform.

Specific Objectives:

- To examine the factors influencing online buying behavior.
- To discover the influence of digital advertising on online purchase decisions.
- To recommend strategies to improve digital advertising and online purchase decision

LITERATURE REVIEW

In the present day, the desire for a modern future is a pervasive theme, and it is increasingly becoming a necessary component of our daily lives. Companies are allocating more money to internet advertising. Several prominent marketers have anticipated a paradigm for online broadcasting. They intend to model Internet commercials after those seen on television. This research aims to examine the various forms of internet advertising and their impact on customers' purchase decisions (Parul Deshwal, 2016).

Modern advertising has advanced significantly. There is a constant quest to find the next big thing in advertising, and that quest is leading to the exploration of ever-expanding formats. Even though the Internet has only recently become a viable advertising medium. Internet advertising, often known as online advertising, is a form of promotional marketing that uses the World Wide Web to reach potential customers. Because of the results of this research, we now know that internet advertising is efficient and helpful, and we now know why it is used (Anusha, 2016).

Can You Rate the Efficacy of Your IMC Plan? Author Kevin Lane Keller. Today's marketing lacks many traditional trappings, and effective communication is one of the essential parts. Advertisers use Facebook and other social networks to attract people to notice their brands and display advertisements on other websites and sponsored and organic search results. Businesses might employ timely emails and informative online material to build brand loyalty. Tweets, messages, and targeted e-coupons are great ways to give discounts and incentives for short-term purchases. Long-term brand loyalty may be bolstered by creating online brand communities through either official or unofficial social media platforms. Canopy cannot thrive without a well-developed integrated marketing communications (IMC) campaign. The seven IMC selection criteria are coverage, expense, contribution, commonality, complementary, cross-effects, and conformability. These "Seven Cs" criteria consider which customers are reached via which communication channels, in what sequence, and at what cost (Kevin Lane Keller, 2016).

As a result of their disposable income and propensity for impulsive purchases, Generation Y customers have garnered the attention of worldwide marketers during the past two decades. Few studies look at Gen Y's propensity for on-the-spot purchases, and those do not use an integrative approach to factor analysis. The study's overarching goal is to analyze impulsive purchases in the context of all relevant aspects and dimensions. Twenty-five hundred members of Generation Y who regularly purchase clothing from the fashion industry were randomly selected to fill out a questionnaire. In this study, gender was the most significant demographic factor influencing impulsive purchases. It is noteworthy to note that Gen Y consumers are not influenced to make impulsive purchases by demographic (income), situational (social influence), or personal (extraversion) variables. According to Nasreen Khan (2015), "the buying behavior of customers is changing at a quicker rate in the customer-oriented market environment," suggesting that these results might help global marketers create an efficient

market segmentation plan. The product's price, features, quality, packaging, buying behavior, status, generation, age, etc., all shape how consumers react.

In contrast, communicating with young people is the most challenging demographic. Modern adolescents are so attuned to the ebb and flow of fashion and taste that these preferences shifts can significantly impact their spending habits. So, every year, businesses spend a lot of money and effort conducting market research to determine and forecast how young people will behave. Retail marketers have new difficulties because of digital marketing. Today's youth are more interested in buying things online than ever before. The pressure from youthful consumers' purchasing habits has pushed marketers to try new approaches to making a sale. As a result, as the purchasing habits and habits of young people have a disproportionately large impact on the purchasing habits of older generations. The majority of today's youth have access to digital media, according to the report, but they lack knowledge on making the most of it (Dr.S. Sivasankaran, 2016)

Social media can be thought of as virtual media that enhances interpersonal communication. Due to the company's capacity for productive customer engagement, Wonderful Bali's digital marketing strategy has assisted in cultivating a favourable reputation among consumers through public relations. Digital media is almost universally used by business owners to market their goods. The development of the internet and the rise of social media confirmed predictions made before the turn of the 20th century about enhanced consumer power in the digital age. Companies are being forced to reconsider their digital marketing tactics as a result of changes in customer behaviour. Currently, customers rather than businesses are the focus of a lot of the study in this field. Second-generation Internet applications will enhance marketing initiatives by enabling companies to test out novel communication channels and work together with clients to produce content (Dewi, 2020).

We can better comprehend digital marketing approaches by classifying what is and is not digital marketing. Digital marketing does not include print, radio, television, or billboard advertising. These channels have historically been enormously profitable, but they are no longer as effective. Marketers can assess their marketing initiatives in real-time to determine what works and what doesn't use digital marketing channels and techniques. Digital marketing cannot exist without the Internet, but other channels are equally significant. Since smartphones and tablets have become so frequently used in recent years, mobile marketing has become a widely acknowledged kind of digital advertising. Digital marketing is now strongly supported by social media. Initially, the purpose of social networks was to encourage face-to-face interaction. Social media sites like Facebook and Twitter have become effective tools for digital marketing as a result. In today's environment, a successful firm needs to have a strong online presence. Because of this, businesses must include a strong digital strategy when creating their marketing plans. Without a digital marketing strategy, potential to suffer in terms of new customer loyalty, brand awareness, and possibility (Durai, 2019).

Small retail business owners must make the correct hiring decisions, use powerful marketing strategies, choose explicit online material with caution, and use digital marketing to drive supplementary sales. Need to get better. Additionally, in order to raise brand awareness, spur expansion, and guarantee long-term profitability, company executives established direct relationships with their communities. To enhance organisational performance, executives create and market retail goods and services through a range of communication channels. A communication method is social media. Small business owners are now able to incorporate online communication into their business strategy thanks to the phenomena of digital marketing on the internet, which has since developed into a platform for advertising (Cant & Wiid, 2016). Small business owners lack the resources to modernise their systems in time to capitalise on the rising demand for online shopping. Small merchants confront challenges that restrict their prospects for digital marketing without the proper tools. Success is often determined by a company's skills (Lockett, 2018).

Technology utilisation significantly affects how well businesses perform. Cut flower businesses must implement digital marketing tactics if they want to be competitive and hold onto their market position. The effectiveness of flower shops and digital marketing are closely related. Companies must implement digital marketing strategies that match their objectives and expectations as technology becomes an essential component of business. Customer dynamics are ever-changing. Understanding these changes and putting them into practise through the use of successful marketing communications techniques will consequently decide a company's success. Therefore, as the rate of change in client preferences accelerates, creating fresh marketing plans that complement available resources and personnel expertise will become more and more crucial for business sustainability. According to the study, using digital marketing to keep customers loyal results in lesser loyalty. Flower exporters enhance their revenue, clientele, market share, and profitability when they broaden their customer base at much lower costs. 2016 (Onyango).

Kotler and Levy provide an example of a business that can stay in continual touch with its customers, foresee their wants, and create goods that satisfy those needs all the while creating a communication system to explain its objectives. describes marketing as a result of Marketing is the practise of dealing favourably with requirements, according to Kotler and Keller (2013). This concept leads to the definition of marketing as the process of determining and satiating human and social needs. Online marketing refers to strategies for achieving marketing objectives while utilising the Internet. Internet marketing and mobile marketing are both included under the umbrella term of e-marketing, which is frequently used interchangeably. Digital marketing, in a larger sense, refers to the use of the Internet and other information and communication technologies to accomplish marketing objectives (Sedlacek, 2006). Utilizing digital technology to deliver marketing channels that meet and exceed client expectations in order to achieve business goals is what is known as digital marketing (Kotler and Levy, 1969).

RESEARCH METHODOLOGY

The current investigation used a descriptive research strategy. Examine the role of digital advertising in consumers' preferences for making purchases online, given the focus of this study on such behaviors. Descriptiveness is the main focus. This research looks at how digital ads affect people's willingness to make purchases on the web. As a bonus, the study's goals, research strategy, and sample size were all predetermined. They are obtaining data, analyzing data, and reporting on the results. Because of this, we may classify this study as descriptive.

DATA COLLECTION

The validity of a study hinges on how methodically it collects and analyses data. The data utilized in this investigation were sourced from various places. Questions were used to glean the most important information. Respondents who made online purchases within the research region provided the primary data used in this analysis. One hundred fifty locals in Kerala were interviewed to get this data.

RESULT AND DISCUSSION

The information was gathered through a survey, as was described before. The 5-point Likert scale was used for the analysis.

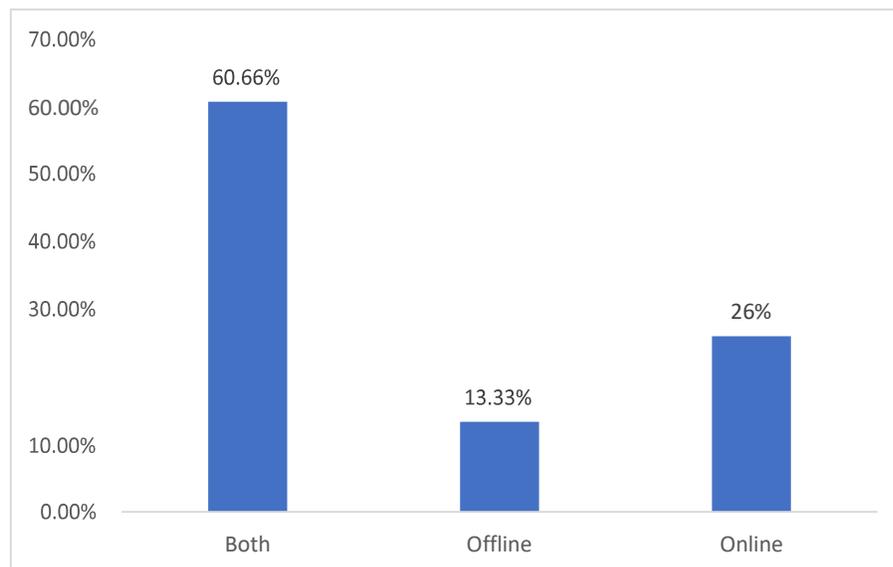


Figure 1 Shows the preferred purchase mode of respondents, when they Buy a product. The above and graph show that 60.66% of the respondents buy through Online and offline mode, 13.33% of them buy only through offline mode and 26% of them buy only through online.

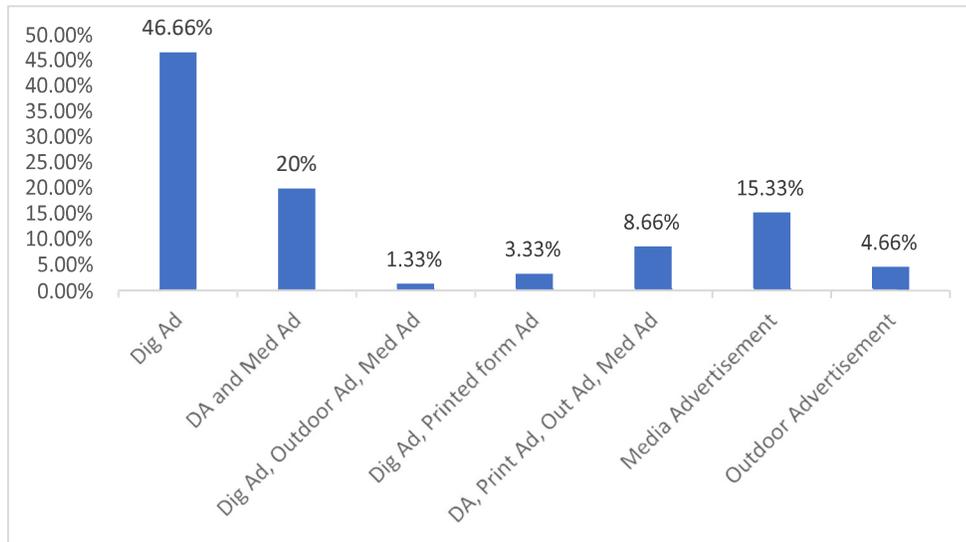


Figure 2 shows that different modes of advertising influence respondents to buy a product. Digital advertising influences the purchasing decisions of 46.66% of respondents, while media advertising influences the decisions of 20%, outdoor advertising influences the decisions of 1.333%, printed materials influence the decisions of 3.33%, printed materials and outdoor advertising influence the decisions of 8.66%, and media advertising influences the decisions of 15.33%.

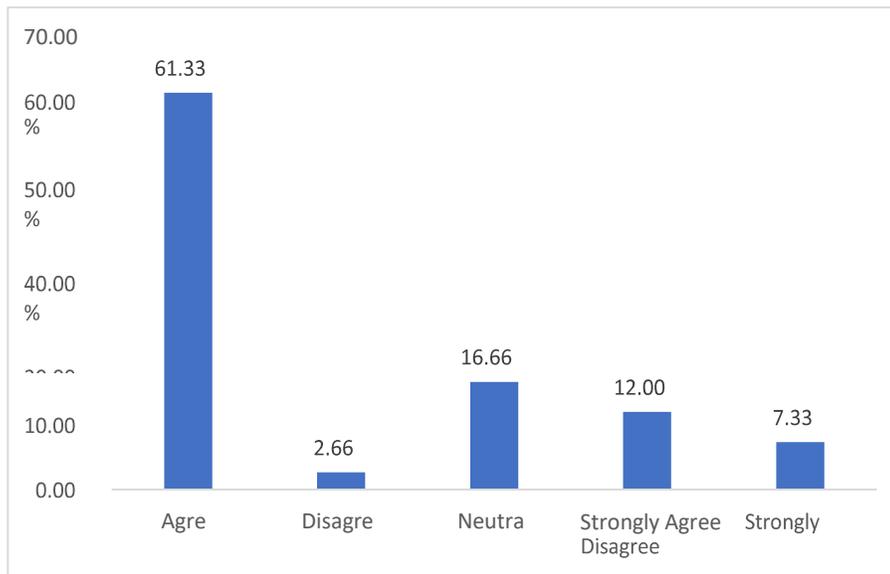


Figure 3 shows the opinion of respondents about the effectiveness of digital Advertisements. Based on the data shown above, 61.33 percent of respondents believe that digital advertising is effective, 2.66 percent disagree, 16.66 percent have no opinion, 12.3 percent agree very much, and 7.33 percent disagree very much.

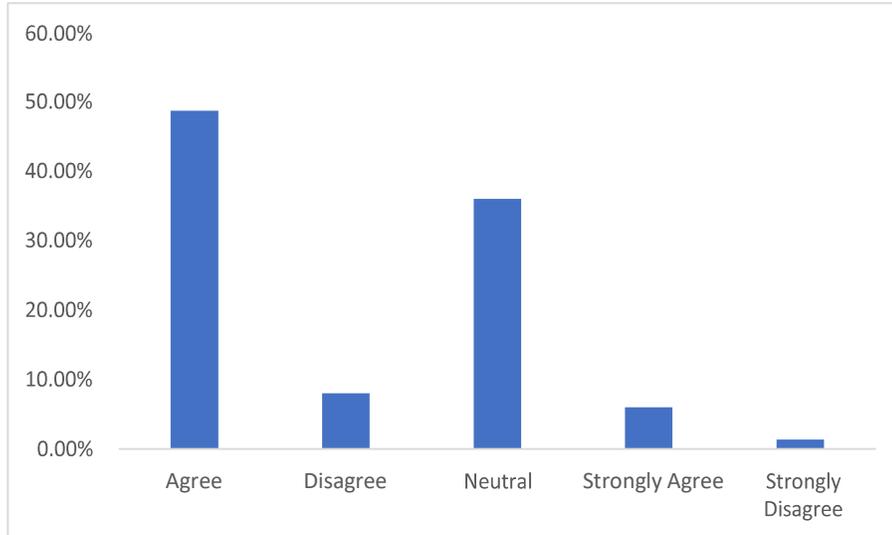


Figure 4 shows the influence of digital advertisements on shopping trends.

Based on the data shown in the table and graph above, we can infer that 48.66% of respondents believe that digital advertising impacts their buying tendencies; 8% disagree; 36.3% are unsure; 6.3% are in complete agreement, and 1.33 are entirely opposed to the statement.

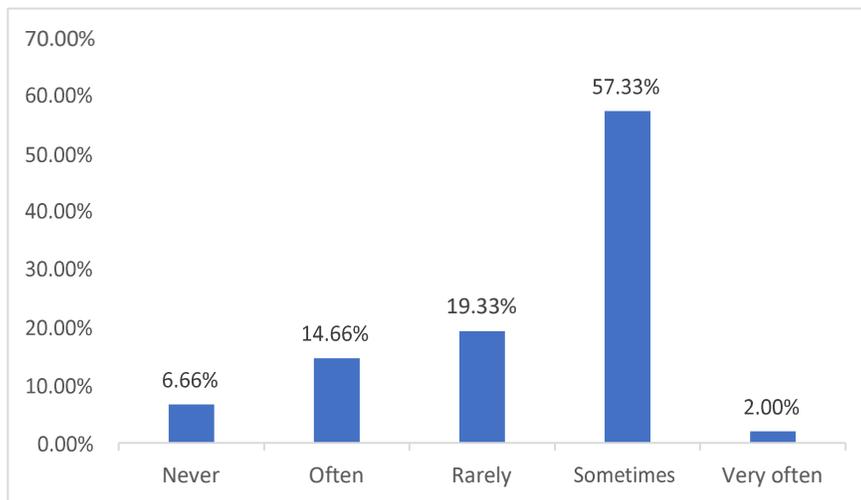


Figure 5 shows whether digital advertisement creates any influence on Purchase decisions.

14.66% of respondents say that advertisements frequently influence them, 19.33% say that advertisements rarely influence them, 57.33% say that advertisements influence them sometimes, and 2% say that advertisements very often influence them.

CONCLUSION

Digital advertising is found to affect consumers' propensity to make a purchase, according to the study. However, buyers' perception of digital advertising as an avenue for communication with the businesses whose wares they buy makes it a significant factor in their final purchasing decisions. This research aimed to examine the relationship between digital advertising and online shopping behavior among residents of Kerala. In terms of exposure and brand recognition, online advertising is highly efficient. Despite respondents' wide internet use and extensive exposure to a wide variety of online marketing, many reported recalling having seen such messages. Given this, it is clear that they face many risks when promoting products online. Businesses that want to expand their customer base and revenue should put more resources into digital advertising and study consumer habits in various states to better tailor their digital advertising campaigns.

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