

A Study on Advertisement on Consumer Behavior towards Digital Marketing and Its Impact on Buying Behavior

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Abstract – *In the customer-orientated retail climate the consumer's shopping behavior is shifting more rapidly. In terms of commodity, price, functionality, cost, packaging, acquisition behavior, rank, generation, the market behavior varies; the customer's size, etc., youth is the more difficult category to balance. The shifting tastes of today's young people influence the purchase trend and much of the time varies according to the patterns of mode and taste. Digital marketing has already provided the retail marketer with a range of obstacles. The young generation is obsessed with internet purchasing rather than traditional sales. Focused on the pressures of the millennial generation, the advertisers have to adopt the creative form of marketing. The attitudes and conduct habits of young people are more prominent in purchasing behavior. "Internet media and its implications for young people's buying behaviors, as the key challenge, are.*

Key Words: Digital Marketing, Buying Behavior

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INTRODUCTION

Digital marketing is characterized as the acquisition and sale, via computer networks or the Internet, of content, goods or services. The entire environment is evolving with Internet and new trading technology, and industry structures, sales sources, client bases and supply chains are evolving. In any branch of the modern economy, new market models arise. In the last decade, the travel and ticketing business witnessed a sea turn. It has been reported that around 76 per cent of all net trade in India accounts for the online travel industry. Tickets are already rendered on the portals or on airlines of third parties. On-line shoppers are happy to be shipped promptly and to develop customer loyalty across flawless payment processes. Also online categorization changes of work and matrimonial leadership have been effective online. Internet stores now drive further segments like appliances and white goods. These new models rely on immaterial properties such as partnerships, information, citizens, products and structures. The internet is a revolutionary breakthrough in technology, but customers are wary of the concept of online shopping everywhere. There have been a profound influence on retail and as a consequence several firms adjust the outlets they use for marketing products and services. In certain

areas of the world merchants have established their own e-commerce shops rapidly, whereas in other areas the e-market dominates.

IMPACT OF ADVERTISEMENT CONSUMER BEHAVIOR

Customers are also being influenced to buy goods and services through advertisements. In the other side, in contrast with other operations, the costs of advertisements are very high in most businesses. Each business needs the largest market share in today's world. Each organisation uses different methods of gaining buyers from various business sections and the best approach to become a market leader for this reason. A business should sell its goods in this demanding setting, so as to draw more and more consumers to its goods. Marketing processes in today's corporate world are focused on the relationship between a brand and the customer. Campaign as well as marketing developments in the dynamic markets in today have been regarded as a common management method to cope with the incredibly fast technical changes and re-analysis or re-designing of activities and even processes inside and outside the business. Through their marketing strategy, corporations will choose the best focused ads

using data, knowledge and experience on suitable and effective strategies to create a movement towards online shopping for consumers. Selling is the implementation of all required practices to determine market demands, to schedule commodity supply, to efficiently pass control of goods, to ensure their physical delivery and to promote the whole of the marketing phase. It is a manner in which price-making powers work through which the real flow of commodities impacts the sale of titles.

DIGITAL MARKETING SCENARIO IN INDIA

The third largest online community in the world is India. The communication campaign has continued to hit the population since the expansion of the Internet. No other approach will equal the phenomenal success seen by digital marketing. Looking at India's contemporary situation, people in this House do not only know the Internet, but use it for different motives. In India, thus, there is a thriving internet marketing business. The use of digital marketing is powered by social networking in India. The retail market booms online as well as offline in India. In the coming years, India is comparatively late in the online shopping boom, but online revenues are expected to rise by 50% annually. With over 120 million Internet customers, the country is now the third largest economy, and by 2015, the rapid growth of mobile business is projected to hit more than 330 million. Social networking helps push digital marketing growth. More and more prosperous demographics of wealthy internet specialists invest more time and money online and therefore shape consumer habits. Common online items include books, electronics for consumer products, travelling, financial services, and clothing and beauty services. Online shopping is clustered in big urban areas where Mumbai, Delhi and Kolkata, is the key hub. Many of the transactions was made in online stores, such as the Snap sale, which was introduced in 2010. The internet actually comprises a tiny share of India's GDP, but the projections are that retailers have a bubble on the internet right around the corner. Indian youth should obey strict moral and family principles and devote all their time in learning and working. Thus, schooling must be a student's primary goal. Indian young people are the strong consumer group that drives producers to do what they want. This research assesses how often young people play a part in controlling the marketer. In order to establish marketing strategy for bringing the present and future youth group into the goods under review the study would be beneficial to the marketer. The research would include all young persons aged 15 to 29, accounting for 27, 5 per cent of the Census-2011 population, or around 33 crore persons, according to a National Youth Policy-2014.

REVIEW OF LITERATURE

The reasons that also necessitate ads, enjoyment in ads, ad conquest, brand alert advertising and promotion of advertisements are also illustrated by Awan et al.[2016]. They support very well to build and improve the spending habits of the customer, which is a very good sign for advertisement and marketing agencies. Our findings have illustrated the study's model which showed that advertising has a direct effect on the purchasing behaviour of consumers and enhances their choices. In light of our analytical findings, this analysis would undoubtedly prove beneficial in supporting the goods for commercial and advertisement agencies.

Sathya and Indirajith [2016] demonstrate that customer purchasing tastes shift easily and switch towards high-end acculturated technology goods. The evolving culture and improved sales rendered goods that once were perceived to be expensive products a necessity. The market for high-end goods like TV, washing machine, refrigerator and air conditioners developed considerably with growing disposable incomes. Quick access to support and the prevalence of nuclear families is often encouraged. The decline in prices as Indian consumers continue to assign high importance to value for capital, which raises demand for consumer sustainability in the industry.

Kumar and Gupta [2015] argued that the customer begins all ads. The customer is also of considerable value to a marketer. The buyer chooses whether to buy, how to buy, when to buy, when to buy and how much to buy. He must recognise the liking or hate of consumers to become good marketers. The research of customer choice not only aims at how and when customers make purchasing choices, it also explores how and why consumers chose the items they buy and analyse them after use.

The consumption levels of Kalaiselvi and Muruganandam[2015] vary greatly from neighbouring urban to rural households. Reputable businesses like Godrej, Videocon, Kelvinator, BPL, Voltas, and Allwyn retained a significant share of the industry until the liberalisation of the Indian economy in the Indian white goods sector. A number of international actors have come into the industry since liberalisation such as Whirlpool, LG, Sony, Samsung, IFB and Aiwa. The opening of the white goods industry produced a drastic transition.

Fatima and Lodhi [2015] has disclosed that advertising allows the firm build consumer understanding and components through which ads influences customer experience either positively or negatively. The standard of goods may be perceived by citizens by capturing the knowledge they normally get from commercials. Consumer spending is influenced by the understanding of

efficiency, product recognition, and public sentiment. Studies examine these factors which form the purchase behaviour critically and provide a detailed insight into the role of advertising to form consumption.

Johar [2015] discusses the significance of customer temperament, actions and attitude to decision-making. All customer transactions follow a certain method of decision-making. A customer is one that works about a few practical duties and determines about buying and disposes of goods and services to be tested. The method of buying, which is more nuanced in nature, has also, quite lately, been examined.

Hemanth Kumar [2014] describes marketing workers as continuously observing purchasing habits and purchase preferences to forecast potential developments. The customer behaviour, where, when and why consumers shop, can be clarified.

Adithya [2013] claimed that the use of modern instruments and methods culminated in groundbreaking improvements in products development. The most critical thing is to foresee when and in front of consumers. The present circumstance demonstrates various innovations and improvements in each market in order to keep pace with the changes and varied needs of the citizens.

The customer, described by Sonkusare [2013], absorbs the commodity of goods and services. The advertisement goal is to fulfil and satisfy the expectations and desires of consumers. The new marketing definition puts consumers at the forefront of the campaign. Within marketing principles, the emphasis is on hitting the target and the main consumers, which defines how each target consumer scenario is assessed. Television marketing is a very powerful mechanism that allows the target group to convey message when it has the capacity to blend visual and auditory contact, allowing ads a crucial instrument that tells the consumer of both goods.

The Internet has been a modern way to buy multiple goods or services digitally, said Harfoushi and others [2013]. However, each has to touch the items he or she desires to purchase. The Internet does, though, have a broader position to play in making shopping simpler than ever. The Web simplifies the browsing, and browsing is always only a few clicks away. A modern concept named "internet shopping" is added. Without the interaction of intermediaries, customers may directly shop goods or services from the vendor. The Internet is now becoming an effective communication tool like other direct marketing outlets such as television and catalogues. The Internet promotes twofold consumer-market interaction. The website offers digital, time- and regional shopping networks.

ONLINE MARKETING AND CONSUMER PURCHASE BEHAVIOUR

Digital marketing, also referred to as web marketing or electronic commercialization, is mainly any selling operation carried out electronically through internet technologies. The usage of emerging technology can be described simply as achievement of marketing goals. In parallel with conventional messaging, the use of Internet and associated emerging technology is used to reach marketing goals. Not only publicity shown on blogs, but even other forms of on-line interactions such as email and social networking are included. Both facets of internet marketing are automated and are distributed electronically on machines or related devices, even though, inevitably, they can often be connected to conventional physical advertisements or sales. Although the relative significance of Internet marketing to a company appears to rely primarily on the content of the goods and services delivered and the purchasing behavior of its target consumer, the consumer advertising usage has shifted dramatically in the last 10 years in relation to new advertising. As a messaging tool, the Internet has now expanded the spectrum of marketing communications, increasing the amount of users readily accessible from desktops to handheld devices, for example. The richness of marketing messaging has been enhanced by incorporating email, video and audio in rich texts. Therefore, because the variety of the communications available, the large information accessible on various themes, and the capacity of users interactively monitor the encounters, the internet is possibly better as a platform than conventional media such as television. In addition, the Internet has been able to significantly increase the industry's intelligence strength by presenting advertisers and buyers with accurate knowledge on products when selling on the web. The "always-on" atmosphere generated by mobile devices ensures that users are far more likely to accept marketing notifications, and the marketing possibilities for businesses expand exponentially. That said, it is a necessity for practitioners competing in the increasingly increasing retail market to understand the modern purchasing processes and behavior of the online customers. Provided that the internet has continuously grown with respect to consumer numbers, purchase levels and market penetration, a large deal of study has sought to define different technological aspects. More than 20% of internet users are now purchasing goods and services online in many countries, while over 50% of US net users are buying items online daily. These innovations increasingly transform e-trade into mainstream business whilst at the same time maturing online customers are mindful of the value and necessity of a customer-oriented and competent strategy. However, the Internet crash in the late 1990's and a number of more current observational and observational data suggest that certain retail retailers may indeed not truly grasp

the retail consumer's desires and habits when digitally selling items. More current analysis and conversation, as in conventional marketing methods, focus on defining and evaluating variables that may affect, or mould, the actions of online users. A great deal of analysis work is based on understanding the online shopping and decision making phase. While many scientists see no significant variations in the online and conventional purchasing behavior, it is also suggested that a new phase has been applied to online shopping: the trust raising stage. The thesis is a significant contribution to the description of the growing number of research papers concerned with the actions of virtual consumers. These results are summarized in a model showing key categories of factors which influence online customers. Their extensive literature review. In this analysis, two classes of uncontrollable causes describe market properties and effects on the atmosphere and other categories of those under regulation. Consumers also analyze their company websites for details only, but traditionally make their transactions. We also evaluated potential reasons responsible for these habits, such as fitness for technology, motivation and danger (safety issues). In addition, the usage of social media, particularly facials and twitter, played an important role, although it was not clearly mentioned whether these facilitated real online shopping.

CONCLUSION

Each marketer must understand the mentality of this young segment so that in coming days in the competitive economy they can be a good marketer. The digital marketing that overall and marketing revolutionized the economy presents a great deal of risks to advertisers on the competitive sector. Changing purchase behavior, advertisers may have the ability to consider young people more efficiently and build acceptable marketing campaigns in order to hold up the existing scenario and catch the new demand so that the company may shift away from the traditional customer-oriented marketing viewpoint in the immediate future.

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